



Online and Face-to-Face (in Japan)

Knowledge Co-Creation Program (Group and Region Focus)

JFY 2026

Tourism Marketing and Promotion



Photo Quoted: [Mitoyo Tourism and Exchange Authority \(mitoyo-kanko.com\)](http://mitoyo-kanko.com)

Course Number: **202515010J001**

Course Period: (Online) September 30 - October 1, 7 - 8, 14 - 15, 2026

(Onsite) October 27th - November 18th, 2026


- PRAZO DE INSCRIÇÃO NO BRASIL:
13/07/2026
- EMAIL PARA ENVIO DA INSCRIÇÃO:
jicabr-training@jica.go.jp



NOTE: Adobe Acrobat Reader DC and Google Chrome are recommended as PDF viewer. JAWS and NVDA are recommended as screen reader.

NOTE: If there are any difficulties in reading this document, please contact JICA Office in your country or JICA Center in Japan.

NOTE: Depending on the circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.



How can we develop a strategic destination marketing and promotion plan for tourism?

Discover the core of Japan's tourism development: government-led planning, DMO (Destination Management Organization) -led multi-stakeholder collaboration, and practical strategies grounded in marketing and promotion.

Outline

This program is primarily designed for mid-career officials from governmental or public organizations involved in tourism marketing and promotion

It focuses on developing effective marketing strategies grounded in local tourism policymaking, aiming to achieve a balance between tourism development and sustainable management.

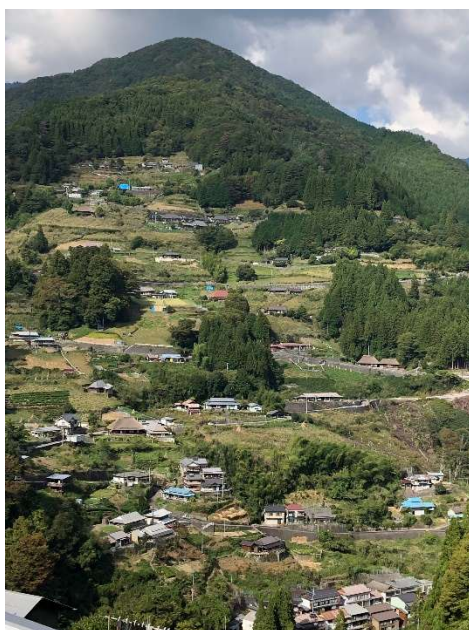
The course also offers opportunities to address local challenges in Japan through discussions with relevant stakeholders, helping participants broaden their practical knowledge for developing and implementing local tourism plans.

Participants will engage in lectures, discussions, and exercise both online and onsite. They will also visit selected tourism sites to learn firsthand how local governments and DMOs are working to revitalize regional economies through tourism.

All sessions are conducted in English.

The program runs from **September 30 to November 18, 2026**, and includes both a pre-departure online component and an on-site program in Japan.

Course capacity: 19 participants from 19 countries.



JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in June 2023, stated that “In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together.” We believe that this ‘Knowledge Co-Creation Program’ will serve as a foundation of mutual learning process.

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Why this program?

Background

Tourism industry brings the country in good returns and economic investment, therefore, promoting tourism sector is the significant issue to develop the regional economy and reduce poverty in developing countries. In order to promote the tourism sector effectively and sustainably, it is essential to train human resources who are involved in the planning of tourism marketing and promotion. From this context, Japan International Cooperation Agency (JICA) has been implementing the training and dialogue program for the purpose of tourism promotion since 1990. During this program, participants will obtain the necessary knowledge and skills to promote the tourism sector and develop tourism marketing and promotion plan based on Japanese experience and the current situation.

Objectives

Participants will acquire skills and knowledge to develop a strategic tourism promotion and destination marketing plan.

Who should Apply?

Job Areas and Organizations

This program is offered to governmental and other public organizations involved in the tourism marketing and promotion.

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

Targeted Countries

Cambodia, Laos, Sri Lanka, Papua New Guinea, Solomon, Vanuatu, Saint Vincent and the Grenadines, Brazil, Iran, Jordan, Egypt, Malawi, Zimbabwe, Mozambique, Albania, Azerbaijan, Uzbekistan, Kyrgyz, Georgia,

*The participating countries will be divided into two groups (Group A and Group B) for the pre-departure online program. The grouping will be based primarily on time zone differences. You will be notified later regarding which group you will belong to (A or B).

Participants who successfully complete the program will receive a certificate from JICA.



Program Schedule

Online Program Dates

Group A)

Day 1: September 30th 2026

Day 2: October 7th 2026

Day 3: October 14th 2026

Group B)

Day 1: October 1st 2026

Day 2: October 8th 2026

Day 3: October 15th 2026

[Group A] 3pm - 5pm (JST)

Cambodia, Laos..... 1pm - 3pm

Sri Lanka 11:30am - 1:30pm

Vanuatu / Solomon.... 5pm - 7pm

Papua New Guinea 4pm - 6pm

Georgia / Azerbaijan.. 10am - 12pm

Uzbekistan..... 11am - 1pm

Kyrgyz 12pm - 2pm

[Group B] 8pm - 10pm (JST)

Saint Vincent..... 7am - 9am

Brazil 8am - 10am

Iran 2:30pm - 4:30pm

Jordan..... 2pm - 4pm

Egypt, Malawi, Zimbabwe,

Mozambique, Albania . 1pm - 3pm

Onsite Program Dates

From October 27th to November 18th,
2026

The program will take place in Tokyo, Kyoto, Kagawa, and other prefectures in the Shikoku region outside of Kagawa.



JICA Knowledge Co-Creation Program (Group and Region Focus)

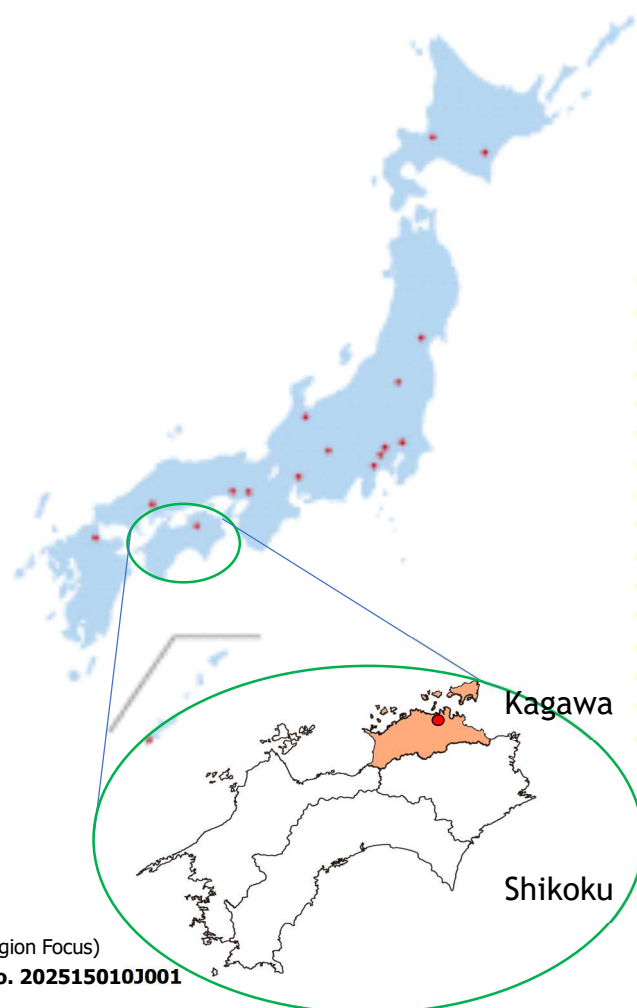
Tourism Marketing and Promotion Course No. 202515010J001

Location

Place

Shikoku region (18,801.73 km², 3.8 M people) consists with various type of cultural resources and nature with small islands and mountains areas, but it still keeps on evolving in the viewpoint of tourism with sustainability.

Under such environment, four prefectures and municipalities in the region implement effective policies on tourism development through industry-government-academia partnership and promote specific tourism products.



How the program Works

How to Learn

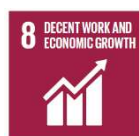
- Lectures
- Exercises
- Discussions
- Presentations
- Field visits



Language

English

Commitment to the SDGs



Program Details

Program Structure (Tentative)

The program includes following lectures, exercises, field visits and evaluation.

【Lectures】

- ✓ Program orientation
- ✓ Fundamental theories of tourism marketing
- ✓ Tourism promotion policy in Japan
- ✓ How to develop an action plan
- ✓ Practice and challenges in tourism marketing and promotion in Japan (e.g., sustainable tourism, rural tourism, eco-tourism, cultural tourism, and addressing over-tourism)

【Exercises】

- ✓ Development and presentation of an action plan for tourism marketing and promotion in each participant's country, followed by class discussion.

【Field visits】

- ✓ Visits to key tourist destinations in Tokyo, Kyoto, Kagawa and the other areas of the Shikoku region

【Evaluation】

- ✓ Consultation and feedback session for program improvement

【Closing ceremony】

- ✓ Presentation of certificates of completion

Tentative Schedule for Online Program

【Group A】

Date and Time (JST)	Contents
DAY 1 Wed, 30 Sep 2026 3PM (JST) -5PM(JST)	【Orientation】 ✓ Program orientation 【Lecture】 ✓ How to develop an action plan 【 Key points review and discussion (Pre-learning on-demand



	materials)] <input checked="" type="checkbox"/> Fundamental theories of tourism marketing①② <u>*Each person should study the above on-demand materials in advance and participate in discussions.</u> 【Presentation】 <input checked="" type="checkbox"/> Inception report presentation and discussion①
DAY2 Wed, 7 Oct 2026 3PM (JST) -5PM(JST)	【Presentation】 <input checked="" type="checkbox"/> Inception report presentation and discussion②
DAY3 Wed, 14 Oct 2026 3PM (JST) -5PM(JST)	【Lecture】 <input checked="" type="checkbox"/> How to prepare a concept sheet 【Orientation】 <input checked="" type="checkbox"/> Explanation of important points to note upon arrival in Japan

The online program schedule is subject to change.

【Group B】

Date and Time	Contents
Thu, 1 Oct 2026 8PM (JST) -10PM(JST)	【Orientation】 <input checked="" type="checkbox"/> Program orientation 【Lecture】 <input checked="" type="checkbox"/> How to develop an action plan 【 Key points review and discussion (Pre-learning on-demand materials) 】 <input checked="" type="checkbox"/> Fundamental theories of tourism marketing <u>*Each person should study the above on-demand materials in advance and participate in discussions.</u> 【Presentation】 <input checked="" type="checkbox"/> Inception report presentation and discussion①
Thu, 8 Oct 2026 8PM (JST) -10PM(JST)	【Presentation】 <input checked="" type="checkbox"/> Inception report presentation and discussion②
Thu, 15 Oct 2026 8PM (JST) -10PM(JST)	【Lecture】 <input checked="" type="checkbox"/> How to prepare a concept sheet 【Orientation】 <input checked="" type="checkbox"/> Explanation of important points to note upon arrival in Japan

The online program schedule is subject to change.

Notes:

<Pre-learning on-demand materials>

- Fundamental theories of tourism marketing①②



<Pre-online program assignment>

✓ **Accepted candidates** are required to complete to study the above pre-learning on-demand materials in advance and to prepare for discussion.

✓ In addition, **the accepted candidates** are required to submit the **Inception Report** before the online program begins. (For details, please refer to page 21-22.)

Tentative Schedule for Japan On-site Program

*The program in Japan is subject to change.

Date	Contents
Tue, 27 Oct 2026	Arrival in Tokyo
Wed, 28 Oct 2026	【Lecture】 ✓ Program orientation ✓ JICA's development cooperation in tourism sector ✓ How to develop an action plan for tourism marketing and promotion in each participant's country 【Field visit in Tokyo】 ✓ Destinations for the field visits will be decided in due course.
Thu, 29 Oct 2026	【Field visit in Tokyo】 ✓ Destinations for the field visits will be decided in due course. 【Discussion】 ✓ Reflection session about field visit 【Lecture】 ✓ Tourism promotion policy in Japan
Fri, 30 Oct 2026 Sat, 31 Oct 2026	Day Off
Sun, 1 Nov 2026	【Travel】 Tokyo→Kyoto (by Shinkansen) 【Field visit in Kyoto】 ✓ Destinations for the field visits will be decided in due course.
Mon, 2 Nov 2026	【Field visit in Kyoto】 ✓ Destinations for the field visits will be decided in due course. 【Lecture】 ✓ Practical Tourism marketing by Kyoto DMO 【Travel】 ✓ Kyoto→Takamatsu
Tue, 3 Nov 2026	【Field visits in or outside Kagawa prefecture】 ✓ Destinations for the field visits will be decided in due course. 【Lecture】 ✓ Tourism Marketing and Promotion Practices at Field Visit Sites



Wed, 4 Nov 2026	<p>【Field visits in or outside Kagawa prefecture】</p> <ul style="list-style-type: none"> ✔ Destinations for the field visits will be decided in due course. <p>【Lecture】</p> <ul style="list-style-type: none"> ✔ Tourism Marketing and Promotion Practices at Field Visit Sites
Thu, 5 Nov 2026	<p>【Lecture】</p> <ul style="list-style-type: none"> ✔ Tourism promotion policy in Japan <p>【Discussion】</p> <ul style="list-style-type: none"> ✔ Reflection session
Fri, 6 Nov 2026	<p>【Lecture】</p> <ul style="list-style-type: none"> ✔ Human resource development for tourism in Japan <p>【Exercise】</p> <ul style="list-style-type: none"> ✔ Preparation of a concept sheet
Sat, 7 Nov 2026 Sun, 8 Nov 2026	Day Off
Mon, 9 Nov 2026	<p>【Field visits in or outside Kagawa prefecture】</p> <ul style="list-style-type: none"> ✔ Destinations for the field visits will be decided in due course. <p>【Lecture】</p> <ul style="list-style-type: none"> ✔ Tourism Marketing and Promotion Practices at Field Visit Sites
Tue, 10 Nov 2026	<p>【Discussion】</p> <ul style="list-style-type: none"> ✔ Group discussions toward the development of an action plan
Wed, 11 Nov 2026	<p>【Field visits in or outside Kagawa prefecture】</p> <ul style="list-style-type: none"> ✔ Destinations for the field visits will be decided in due course. <p>【Lecture】</p> <ul style="list-style-type: none"> ✔ Tourism Marketing and Promotion Practices at Field Visit Sites
Thu, 12 Nov 2026	<p>【Field visits outside Kagawa prefecture】</p> <ul style="list-style-type: none"> ✔ Destinations for the field visits will be decided in due course. <p>【Lecture】</p> <ul style="list-style-type: none"> ✔ Tourism Marketing and Promotion Practices at Field Visit Sites <p>【Discussion】</p> <ul style="list-style-type: none"> ✔ Reflection session
Fri, 13 Nov 2026	<p>【Exercise】</p> <ul style="list-style-type: none"> ✔ Preparation of an action plan
Sat, 14 Nov 2026 Sun, 15 Nov 2026	Day Off
Mon, 16 Nov 2026	<p>【Exercise】</p> <ul style="list-style-type: none"> ✔ Completion of an action plan <p>【Presentation】</p> <ul style="list-style-type: none"> ✔ Action plan presentation and discussion①

Tue, 17 Nov 2026	【Presentation】 <input checked="" type="checkbox"/> Action plan presentation and discussion② 【Evaluation】 <input checked="" type="checkbox"/> Consultation and feedback session for program improvement in the following year 【Closing ceremony】 <input checked="" type="checkbox"/> Presentation of certificates of completion
Wed, 18 Nov 2026	Departure from Takamatsu

Management Members

Program Management Team

Course Leader

Vice President/Prof. Naoyuki HARA

Kagawa University

Faculty of Economics, Department of Economics

Graduate School of Science for Creative Emergence, Division of Science for Creative Emergence



Message: Greetings from Kagawa University. My major is tourism, especially eco-tourism and rural tourism. I'm engaging action research to revitalize the rural Shikoku region through tourism as tourism is thought to be a tool to develop and vitalize regions. I hope this program will provide you a great opportunity to develop your country and career.

Prof. Myungrae CHO

Kagawa University

Faculty of Economics, Department of Economics

Message: It's a pleasure to be part of this program. My research field is distribution and marketing, and I've recently started working on regional product branding. I'm also interested in tourism marketing, particularly how to build lasting relationships between tourists and local communities through the lens of relationship marketing. I look forward to learning and sharing ideas with all of you, from many different countries.



Visiting Prof. Yasumitsu KINOSHITA

Kagawa University

Vice Head of Center for international Research and Cooperation

Message: Thank you for your interest in this program. I previously worked with JICA for 30 years, including 10 years of overseas postings in Pakistan, Thailand, and the UK. At JICA headquarters, I also served as a section director responsible for tourism development, investment, and trade. I look forward to working closely with you to explore approaches to tourism development that can also help address social challenges in your countries.



Mr. Yuichi OSHIMA

Senior Managing Director

Hyakujyushi Economic Research Institute

Message: Since its founding in 1980, the Hyakujyushi Economic Research Institute, a community-based think tank, has fostered regional economic vitality and sustainable development. We conduct extensive research to invigorate local industries and implement pilot projects –including creating experimental tours and training tour guides– to accommodate inbound visitors. Your participation in this program will be a meaningful contribution to our regional development efforts.



Program Officer in JICA

Special Advisor, Mr. Akihide TAKEO

Private Sector Development Group, Economic Development Department, JICA HQ

Message: This training course provides valuable learning through experienced lecturers and a well-designed program. By interacting with participants from various countries, I hope you will find useful ideas that can be applied to tourism development in your own country. I believe this experience will help you make a positive impact after you return home.



Chief, Mr. Daisuke OGURI

Japan International Cooperation Agency (JICA) Shikoku Center

Message: I'm really glad to be in charge of this program and welcome participants to Shikoku region. We, JICA Shikoku, have several courses, and this "Local Tourism" course is one of the meaningful and fruitful courses in Kagawa. You can gain a lot of knowledge and experience through it. Let's develop our new horizon together for sustainable and developable way of tourism!



Voice

-Past Program Alumni Comments-



Ms. María José Rozas

Peru

I am deeply honored to have participated in the Tourism Marketing and Promotion program organized by JICA. The program strengthened my approach to destination promotion, focusing on differentiated positioning and market-oriented strategies to enhance competitiveness.

A key highlight was learning from real case studies of Japanese destinations, which offered valuable insights into addressing destination challenges, developing differentiation strategies, and engaging stakeholders effectively. Exchanges with fellow participants were equally enriching, allowing us to share experiences and explore practical solutions to common challenges.

This experience has significantly enhanced my professional practice. I sincerely appreciate JICA's guidance and highly recommend this program to committed professionals.



Mr. Chandana Munasinghe

Sri Lanka

Representing Sri Lanka's tourism sector, the JICA KCCP on Tourism Marketing and Promotion proved to be a transformative professional catalyst. The program's emphasis on practical methodology enabled me to strategically integrate Japanese best practices into sustainable tourism initiatives for SMEs and educational curricula, yielding measurable impact.

The exceptional mentorship provided by JICA coordinators, coupled with Japan's altruistic approach to knowledge-sharing, is truly commendable. I am deeply appreciative of this high-caliber exchange. For future participants, this program is a significant responsibility; you are tasked with translating this global expertise into national progress. Seize every opportunity to learn and lead.



Eligibility and Procedures

1. Expectations from the Participating Organizations

- (1) This course is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Applying organizations are expected to use the program for those specific purposes.
- (2) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.

2. Nominee Qualifications

Applying organizations are expected to select nominees who meet the following qualifications.

【Remarks】

Gender: Each Organizations is requested to strongly encourage female candidates to apply for the course to accelerate the realization of gender equality and women's empowerment.

Disabilities: Persons with disabilities who meet the required qualifications also have an opportunity to apply. Reasonable accommodation will be considered for participants with disabilities. Some programs of the course might have difficulty for persons with disabilities to participate due to environmental and other conditions. "Reasonable accommodation" means necessary and appropriate modification and adjustments not imposing a disproportionate or undue burden, where needed in a particular case.

(1) Essential Qualifications

- 1) **Officially nominated by his / her own government.**
- 2) **Current Duties:** be engaged in tourism promotion and marketing activities in governmental or public tourism related organizations.
- 3) **Experience:** have practical experience of **more than Five (5) years as an official,**



administrator, researcher and/or businessperson in the field of tourism or related areas.

*More than middle ranking executives as a position in your organization will be the main target.

- 4) **Educational Background:** be a graduate of university.
- 5) **Language:** have a competent command of spoken and written English proficiency equivalent to **CEFR B2 (strongly recommended C1)** or above. (This workshop includes active participation in discussions, which requires high competence in English. Please attach an official certificate for English ability such as TOEFL, IELTS, TOEIC etc., if possible)
- 6) **Internet Connection**
 - A: Technology Proficiency
 - Basic computer skills such as sending/receiving email with attachments, and using a web browser.
 - Online courses are delivered using the following services, Web Conferences (Zoom), Cloud Storage (GIGAPOD), and YouTube. Online tutorial and support by JICA will be limited. The ability to be self-directed in learning new technology skills are required.
 - B: Internet Connection
 - High Speed Broadband Connection (at least 2Mbps).
 - *Internet access charge incurred for this course shall be borne by your organization.
 - C: Hardware (Minimum Requirement)
 - Regular access to a computer, either from your home or from your office.
 - Operating System: Windows or Mac OS (Updated version is preferred).
 - Processor: Intel Core 2 Duo or higher; 2GHz or higher
 - Memory: 4GB of RAM or higher
 - Hard Drive Space: 5GB free disk space
 - Browser: Google Chrome is preferred browser. (Edge, Firefox, Safari can be used)
 - Others: Webcam Microphone, and Audio output Device (Speaker or Headset)
 - D: Software (which may be required)
 - Zoom Client for Meeting (<https://zoom.us/download>).
 - *In case you are using your office computer and use of Zoom is not authorized by your IT administrator, please notify JICA at the time of application.
- 7) **Health:** must be in good health to participate in the program in Japan. Participant's health and safety should be most respected. Pre-existing conditions and pregnancy may lead to health problems that were not present prior to



arriving in Japan due to stress from international travel, changes in climate, and a new living environment. In recent years, regrettable cases have occurred, including the exacerbation of symptoms after arrival and, in the case of pregnancy, stillbirth. Some participants have also incurred substantial out of pocket medical costs. If any of the conditions below may apply, please take a moment to consider whether to participate, and continue after confirming your agreement to the points below.

① Questionnaire (“QUESTIONNAIRE ON MEDICAL STATUS AND RESTRICTION”)

If any of the following apply, you must state them accurately in the questionnaire, even if they do not affect your current work or daily life.

- a. Chronic diseases (e.g., hypertension, diabetes)
- b. Conditions currently under treatment
- c. Past illnesses that have been resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)
- d. Pregnancy (for female applicants)

② Medical certificate

Please submit a medical certificate issued by a doctor that your condition is stable and that, from a medical standpoint, there is no problem with your participation in KCCP in Japan.

Applicable cases:

- a. Chronic diseases (e.g., hypertension, diabetes)
- b. Conditions currently under treatment
- c. Past illnesses that have been resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)

③ Reporting changes

If pregnancy or any health issues are identified after submitting the form, please report them to JICA promptly.

④ Insurance coverage

Medical and additional living expenses related to pregnancy and pre-existing conditions are NOT covered by insurance arranged by JICA. Such costs must be borne entirely by the participant; JICA assumes no liability.

* Please understand that insurance coverage applies only to sudden illness or injury occurring during your stay in Japan.

* Medical expenses in Japan could be a significant financial burden when not covered by insurance.

- 8) **IT environment & literacy:** You are required to use Microsoft PowerPoint, Word, Excel, etc. for having your presentations and working on program-related activities. It is also possible for you to learn with assigned/extra online materials such as



videos. These ONLINE contents will be delivered through JICA-VAN (JICA LMS). If you have any concerns, please ask JICA office freely.

(2) Recommended Qualifications

- 1) **Age:** between the ages of thirty (30) and fifty (50) years, in principle.
- 2) **Gender Equality and Women's Empowerment:** JICA seeks more female applicants due to the past records of fewer applications from women. JICA is committed to promoting gender equality and women's empowerment and provides equal opportunities for all applicants regardless of their sexual orientation or gender identity.

3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at the JICA office (or the Embassy of Japan)
 - * If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the Medical History (1-(d)) of the application form. It may allow us (people concerned in this course) to prepare better logistics or alternatives.
- (2) **Photocopy of Passport:** You should submit it with the application form if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.
 - *The following information should be included in the photocopy:
Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date
- (3) **Nominee's English Score Sheet:** to be submitted with the Application Form. If you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS) just for reference.
- (4) **Personal Statement:** Please complete the Personal Statement using the format provided in the Annex (pages:27-29), and submit it together with the Application Form.
 - ***Note:** The Personal Statement is a mandatory document to be submitted at the time of application. After the selection process, accepted candidates are required to submit an Inception Report (PPT format). (For details, please refer to pages 21-22.)



4. Procedures for Application and Selection

(1) Submission of the Application Documents

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan).**

(All required materials must arrive at JICA Shikoku Center in Japan by **July 31st, 2026**)

(2) Selection

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and other relevant information in a comprehensive manner to be consistent with the Development Cooperation Charter of Japan.

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) not later than **August 21st, 2026**

5. Additional Documents to Be Submitted by Accepted Candidates

Accepted candidates are required to submit an Inception Report before the online program begins. The report should be compiled in PowerPoint format and must **prepare 10** slides. It should cover the following items.

- Slide 1: Title slide (Name, Country, Affiliation, Position)
- Slide 2: Your Department and Duties / Terms of Reference (TOR)



- Slide 3: Area Covered by Your Organization’s Marketing and Promotion Activities (Please include a map)
- Slide 4: Tourism Resources (e.g., Tourist Facilities, Commercial Facilities, Nature, Culture, Sports, Events, etc.)
- Slide 5: Tourism Data and Organizational Budget (Number of Visitors, Number of Overnight Guests (Domestic and International), Average Length of Stay, Travel Expenditure, etc.)
- Slide 6: Segmentation, Targeting and Positioning of Your Area
- Slide 7: Destination Vision and Branding of Your Area
- Slide 8: Identifying Two Key Tourism Marketing Challenges that Your Department should Truly Address after the JICA Program (Please Decide on These Challenges through Discussion with Your Supervisor and Colleagues)
- Slide 9: Proposed Solutions to the Two Challenges at This Stage
- Slide 10: What you Want to Learn from the Training in Japan

If there is a promotional tourism video available from your country, please embed it in the PowerPoint to introduce it.

Note: The 10-slide limit must be strictly observed.

6. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (6) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
- (8) to discontinue the program, should the participants violate Japanese laws or JICA’s regulations, or the participants commit illegal or any type of immoral



conduct including sexual harassment, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of “3.Expenses”, “Administrative Arrangements”,

- (9) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances,
- (10) not to drive a car or motorbike, regardless of an international driving license possessed,
- (11) to observe the rules and regulations at the place of the participants' accommodation,
- (12) to refund allowances or other benefits paid by JICA in the case of a change in schedule, and
- (13) to promptly notify JICA in the case that there are any changes in the health status since the time of application (such as changes requiring medical attention due to illness or discovery of pregnancy).



Administrative Arrangements

1. Organizer (JICA Center in Japan)

- (1) Center: JICA Shikoku Center (JICA Shikoku)
- (2) Program Officer: Mr. Daisuke OGURI (Oguri.Daisuke@jica.go.jp)

2. Implementing Partner

- (1) Name: Kagawa University
- (2) URL: <https://www.kagawa-u.ac.jp/en/>

3. Expenses

The following expenses in Japan will be provided by JICA

- (1) Allowances for meals, living expenses and stopover.
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Medical care for participants who become ill after arriving in Japan (the costs related to pre-existing illness, pregnancy, or dental treatment **are not included**).
- (4) Expenses for program implementation, including materials.
- (5) For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

*Link to JICA HP (English/French/Spanish/Russian):

https://www.jica.go.jp/Resource/english/our_work/types_of_assistance/tech/acceptance/training/index.html or <https://jica-van-cms.jica.go.jp/custom/kccp/kccp01.html>

4. Pre-departure Orientation

A pre-departure orientation will be held at respective country’s JICA office (or the Japanese Embassy), to provide Participants with details on travel to Japan, conditions of the course, and other matters.

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	https://www.youtube.com/watch?v=SLurfKugrEw



French ver.	https://www.youtube.com/watch?v=v2yU9lSYcTY
Spanish ver.	https://www.youtube.com/watch?v=m7l-WlQSDjl
Russian ver.	https://www.youtube.com/watch?v=P7_ujz37AQc
Arabic ver.	https://www.youtube.com/watch?v=1iBQqdpXQb4
Part II: Introduction of JICA Centers in Japan	
JICA Tokyo	https://www.jica.go.jp/tokyo/english/office/index.html
JICA Shikoku	https://www.jica.go.jp/shikoku/english/office/index.html

If the link of these YouTube URLs has expired, please access the URL below and search the necessary information from the key word.

<https://www.youtube.com/user/JICAChannel02>

5. Reference

PDF: KENSHU-IN GUIDE BOOK

For more detailed terms and conditions

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/c8h0vm0000011i07-att/guide_en.pdf



Video: JICA Predeparture Briefing

For more information on life in Japan and KCCP

<https://www.youtube.com/watch?v=SLurfKugrEw>



Website: JICA

English/French/Spanish/Russian

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html



Other Information

Facebook

We post the KCCP articles on our Facebook (JICA SHIKOKU), written by Japanese and English, so please check and "like" us on the Facebook!

<https://m.facebook.com/jicashikoku/about>



Map of Japan

Main program will be held in Kagawa and Tokushima prefecture where strives to develop tourism in collaboration with industry, local government, and academia.



Annex

Preliminary Activity

To read the following documents stored in web site in advance.

(1) JICA Information (Sector overviews)

- JICA Activities in Private Sector Development (including Tourism Development)
[JICA Activities | Our Work | JICA](#)
- (JICA-Net Library)Tourism Crisis Management ~Tourism Development Under the New Normal~
[\[JICA-Net Library\]Tourism Crisis Management ~Tourism Development Under the New Normal~\(Full ver.\) - YouTube](#)
- TOURISM FOR SDGS
[Tourism for SDGs - Welcome To The Tourism For SDGs Platform! \(tourism4sdgs.org\)](#)

(2) Key Organization of Tourism in Shikoku Region

- Japan National Tourism Organization <https://www.japan.travel/en/>
- Nishi-Awa : <https://nishi-awa.jp/english/>
- Setouchi Triennale Executive Committee: <https://setouchi-artfest.jp/en/>
- Kagawa Prefecture Tourism Association: <https://www.my-kagawa.jp/en>
- Organization for Promotion of Tourism in SHIKOKU:
<https://shikoku-tourism.com/en/>

Personal Statement

Applicants are required to submit a professional statement outlining your professional background, current role, and motivation for applying the program. Any HANDWRITTEN or INCOMPLETE report will be DISQUALIFIED. The report should be **within 2 pages.**

1. Applicant's Information

1. Name	[Family]	[First]	[Middle]
--Nationality			
--Contact	Tel.	Fax.	
	Email address		
2. Name of Organization			
3. Your professional Status			
--Your current duties responsibilities in your organization			
--Your relationship with JICA volunteers and/or the other JICA's activities, if any			
4. Organization Chart (Mark your position)	Please attach the organization chart. (This chart is not included within the two pages.)		
5. Provide an overview of key tourism resources in your region (e.g., tourist attractions, commercial facilities, natural sites, cultural			



assets, sports, events, etc.).	
6. Identify two key tourism marketing challenges that your department should truly address after the JICA Program.	※This item is the most important.

For Your Reference

JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs is being customized by the different target organizations to address the specific needs, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.



Correspondence

For enquiries and further information, please contact the JICA office or Embassy of Japan.

Further, address correspondence to:

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TEL: +81-87-821-8824 FAX: +81-87-822-8870

("81" is the country code for Japan, and "78" is the local area code)