



Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON
Tourism Development Policies

課題別研修「観光振興政策」
JFY 2017

NO. J1704101 / ID. 1784663

Course Period in Japan: From September 17th, 2017 to 25th October 2017

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

'JICA Knowledge Co-Creation Program (KCCP)' as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out 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 center of mutual learning process.

I. Concept

Background

In association with the establishment of UNWTO in 2003, aid activities in the tourism industry that could make an important contribution to the development of developing countries have been conducted. In terms of creating more job opportunities and income, developing countries also have an urgent need to develop tourism. Therefore, various projects to foster human resources involved in tourism are being conducted.

In order to promote tourism more efficiently, however, it is necessary to foster human resources at a policy level. Moreover, developing countries are generally weak in such operational capabilities as collecting and analyzing the information necessary for formulating policy, including policies for promoting tourism that are necessary for tourism administration.

In most developing countries, many citizens are unaware of the culturally and historically significant buildings that exist in their countries. They usually sell the same souvenirs anywhere in the country. In order to utilize the precious resources in each region, both the private sector that actually provides tourism services and the government that establishes the system for the tourism industry must work together in a concerted effort.

In addition to the problems above, developing countries with political instability are susceptible to terrorism. The risk of infection is also high. Risk management in tourism is another important task.

For what?

In this training to promote tourism, such methods as collecting and analyzing the information necessary for policy making, formulating plans, and monitoring will be taught based on Japanese examples. The capacity to steadily implement the PDCA cycle in tourism administration will also be enhanced. In addition to the central government, local governments will also learn specific measures to promote tourism by utilizing local resources as well as risk management in tourism.

For whom?

Persons belonging to an organization that plans and implements a tourism development policy, or its affiliated organization

How?

Participants will learn in lectures about the schemes necessary in the central ministries and agencies, as well as local governments, in order to formulate tourism policies and visit promotional sites, World Heritage sites conserved mainly by local residents, and tourist destinations featuring local resources. In addition to the above, participants will also learn in lectures about efforts for tourism promotion from the standpoint of the private sector.

II. Description

- 1. Title (J-No.):** Tourism Development Policies (J1 704101)
- 2. Course Period in JAPAN:**
September 17th to October 25th, 2017
- 3. Target Regions or Countries:**
Algeria, Azerbaijan, East Timor, Egypt, Georgia, Jordan, Maldives, Palestine, Rwanda, Samoa, Sudan, Turkmenistan, Uzbekistan
- 4. Eligible / Target Organization:**
Person who belongs to organization that plans and implements a tourism development policy, or its attached organization, and fulfills the conditions as follow:
(1) Person who engages in planning the tourism development and promotion policy.
(2) More than 3 years practical experience on this field.
- 5. Course Capacity (Upper limit of Participants):**
16 participants
- 6. Language to be used in this program:** English
- 7. Course Objective:**
Participant will be able to obtain the necessary skills for executing of tourism development policy (information collection, analysis, planning, and monitoring etc.) and plan and implement it, considering the present situation of own countries.
- 8. Overall Goal:**
Tourism industry will develop in the region participant works.

9. Expected Module Output and Contents:

This program consists of the following components. Details on each component are given below:

(1) Preliminary Phase in the original country <i>Participating organizations make required preparation for the Program in the respective country.</i> (April to September 16, 2017)	
Expected Module Output	Activities
Submission of a Country Report and its Presentation Slide Data	<p>1. Submission of a Country Report (Annex1) * Each candidate is required to submit the country report (Annex 1) to each JICA Office. (<u>to be submitted with the application form</u>)</p> <p>2. Submission of a Country Report Presentation Slide Data. * Each accepted participant is required to present it at the beginning of the program. Presentation time will be about 15 minutes (including interpretation and a Q&A). Presentation with visual materials, such a photo, a statistics data will be advisable for better understanding of all attendance. (<u>to be submitted by September 8th, 2017</u>)</p>

(2) Core Phase in Japan <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i> (September 17 to October 25, 2016)		
Expected Module Output	Subjects/Agendas	Methodology
<p>Module 1</p> <p>To explain the current situation of issues on planning of tourism development policy and its countermeasure for own country.</p>	<p>1) Submission of Country Report</p> <p>2) Country Report presentation</p> <p>3) Discussion with other participants on each country's situation and issues</p>	<p>Lecture</p> <p>Practice</p> <p>Discussion</p> <p>Presentation</p>
<p>Module 2</p> <p>To learn the Japanese tourism development policy and its methods.</p>	<p>1) Visit to tourism expos</p> <p>2) Japanese tourism policies in general</p> <p>3) Japanese tourism promotion</p> <p>4) Japanese tourism infrastructure</p> <p>5) Japanese tourism industry</p>	<p>Visit</p> <p>Lecture</p> <p>Practice</p>

<p>Module 3</p> <p>To learn the necessary methods to make the policy (information collecting, analyse, planning, monitoring etc).</p>	<ol style="list-style-type: none"> 1) Collection and utilization of tourism information 2) Analysis of tourism information by utilization of ICT 3) Visit to antenna shop and bus terminal 4) Tourism content and utilization of GPS functionality 5) Seminars on PCM 	<p>Visit Lecture Practice</p>
<p>Module 4</p> <p>To learn the tourism development policy, methods and activities of local government.</p>	<ol style="list-style-type: none"> 1) Tourism policies and practical measures in effect in local governments 2) Maintaining and developing tourist attractions 3) Utilization of Globally Important Agricultural Heritage Systems (GIAHS) 4) Visit to a World Heritage sites 5) Management techniques utilized for World Heritage Sites as an example of cooperative efforts between industry, government and academia 6) Involvement of local residents in the World Heritage Site 7) Tourism infrastructure by local government 8) Development of human resources involved in tourism activities by local government 	<p>Visit Lecture Practice</p>
<p>Module 5</p> <p>To make a remedy(action plan) to plan and implement of country's tourism development policy.</p>	<ol style="list-style-type: none"> 1) Formulation of an action plan 2) Presentation of an action plan 	<p>Lecture Workshop Presentation Debate</p>

(3)After returning to each participant's home country	
Expected Module Output	Activities
Participants implement the action plan	Implementation of the action plan.

<Structure of the program>

Week	Place	Module	Contents	Particulars
1 st 9/18- 9/24	Tokyo	1	Briefing Orientation	
			Country Report Presentation	• Information sharing with participating organizations
			Developing a clearer view of the tourist attractions at tourist sites (countries) and the state of tourism by theme	Develop an understanding of the state of tourism in one's own country according to comparative themes from documented materials
			Policy development for a vision for the future	Consider what a tourism nation would look like in the future, and develop an understanding of the inherent strengths, weaknesses and issues relating to this
			Preservation and use of tourist attractions	Develop an understanding of how foreign travelers see domestic tourist attractions
			Tourism organizations and personnel	Develop a deeper understanding of the role organizations play in, and the actions they take towards the realization of the vision established on tourism, and the development of human resources
			Seminars on understanding the issues faced by tourism organizations in each country and related personnel	Develop an understanding of those involved in tourism, and think on potential solutions to issues faced by all
2 nd 9/25- 10/1	Tokyo	2	Visit to tourism expos Japan 2017	Recognize the competitive element of tourism promotions and develop an understanding of how to tap into corporate demand
			The organization and tourism policy (UNWTOU)	Deepen an understanding of visions for the future for each country taken from the significance of the tourism industry as promoted by the UNWTO
			The organization and tourism policy (Japan Tourism Agency)	Develop an understanding of the tourism policies set forth in Japan, and understand the direction to take and the means of resolving issues
			The organization and tourism promotion (JNTO)	Develop an understanding of tourism policy measures in Japan that act as tourism promotion and learn how to promote tourism opportunities to other countries

Week	Place	Module	Contents	Particulars
2 nd 9/25- 10/1	Tokyo	2	The organization and the tourism industry (JATA)	Understand the functions of tourism bodies that plan sightseeing products and compare these to those in one's own country
			The organization and tourism infrastructure (safety information)	Think on the form of safety information that undergoes review in Japan and the effect this has on tourism
			The organization and tourism infrastructure (international airports)	Develop an understanding of the functions of international airports, and of tourism infrastructure in general from the perspective of security measures
			The organization and the tourism industry (local products)	Develop an understanding of the role of local communities in terms of the industrial development policy put forth by the Japanese Government
		3	Collection and use of tourism information	Learn of ways to plan products and distribute travel information as a function of the tourism industry
			Implementation and usage examples of a tourism master plan	Formulate the plans necessary to develop, maintain and grow tourist attractions, and learn of the issues pertinent to such
			Analysis of tourism information that utilizes ICT	Learn of ways to ascertain individual behavior-orientated online marketing strategies that use IT, etc.
			Antenna shop visits	Learn of examples of distributing tourism information (tourist sites, tourist attractions, food, souvenirs)
			Bus terminal visits	Learn how to connect tourist sites, and of reservations, toilets and quality control
		3 rd 10/2- 10/8	Kyoto Ishikawa Fukui Toyama	
4	Absorb tourism policies and practical measures in effect in local communities (tourist cities and infrastructure)			Look at the tourism policies and practical measures in place, and the issues faced by municipalities using Kanazawa City as examples
	Maintaining and developing tourist attractions and sightseeing guides (culture)			Learn of the methods used at Kenroku-en Garden to ascertain who is visiting Japan from abroad, and of initiatives in place to satisfy tourists

Week	Place	Module	Contents	Particulars
3 rd 10/2- 10/8	Kyoto Ishikawa Fukui Toyama	3	Seminars on PCM tourism initiatives	Develop an understanding of the managerial thinking needed for tourism promotion Learn how to extract issues that need addressing and the matrixes applied to understand the importance of plan preparation Review the selection of initiatives needed for the formulation of tourism promotion plans and estimate the effectiveness and utility of such
			Seminars on PCM tourism initiatives (monitoring measures)	Develop an understanding of the stages of implementation for formulated plans, and the methods concerning the means of evaluating such Review plan changes and the consistency with the set vision from the monitoring and evaluation measures in place
4 th 10/9- 10/15		4	Tourism example - Cityscape and life in Kyoto	Develop an understanding of the preservation method for cityscape and cultural assets in ancient city Kyoto
			Maintaining and developing tourist attractions and eco-tourism guides (nature)	Learn of initiatives in place to satisfy tourists using the geological formations and fossils at the Fukui Prefectural Dinosaur Museum as an example
			Means of developing local tourist attractions Utilizing Globally Important Agricultural Heritage Systems (GIAHS)	Think on tourism promotions utilizing Globally Important Agricultural Heritage Systems with the satoyama and satoumi practices in place on the Noto Peninsula used as an example
			Visit to Noto's Satoyama/Senmaida rice terraces, a GIAHS site	Develop an understanding of the issues faces at the actual site, the means of site preservation put in place and tourism activities
Tourism example - Morning market in Wajima and Wajimanuri lacquer ware (fostering of traditional crafts)	Consider the responsibility tourism has for the development of local communities as seen from morning tourist markets and the preservation of traditional crafts			
Master plan for the Gokayama World Heritage Site in Nanto City as a means of developing local tourist attractions	Develop an understanding of the management techniques employed for World Heritage Sites as an example of cooperative efforts between industry, government, academia			

Week	Place	Module	Contents	Particulars
4 th 10/9- 10/15	Toyama	4	Visit to Gokayama	Learn of the involvement of local residents in the World Heritage Site and the methods employed to maintain and develop the site
			Hands-on experience at industrial tourism sites - namely, papermaking in the Japanese papermaking village in Gokayama, and wood carving in Inami	Develop an understanding of the zoning and preservation methods employed at World Heritage Sites, and of industrial development and its use in tourism
			Experience using tourism infrastructure, such as the Fugan Suijo Line cruise and light-rail system	Develop an understanding of sea and river tourism infrastructure using local municipalities (Toyama Prefecture) as an example
			Methods employed to develop local tourism infrastructure	Develop an understanding of mountain-based tourism infrastructure using local municipalities (Toyama Prefecture) as an example
			Maintaining and developing tourist attractions and eco-tourism guides (nature)	Develop an understanding of the development of human resources involved in tourism activities using local municipalities (Toyama Prefecture) as an example
			Summary of local tourism promotion policies	Develop an understanding of better tourism practices based on local tourism promotion policies and measures
5 th 10/16- 10/22	Ishikawa	5	Visit to the shopping zone in JR Kanazawa Station and the Omicho-ichiba market	Develop an understanding of tourist attraction infrastructure in relation to commodities and food
			Visit to the Higashi-chayagai (tea house town) in Kanazawa	Develop an understanding of the preservation and maintenance of tourist attractions from the sites toured
6 th 10/24- 10/25		5	Formulation of an action plan	
			Presentation of an action plan	
			Closing ceremony	

* The schedule above has not been finalized, and may be changed without prior notice.

III. Conditions and Procedures for Application

1. Expectations from the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the project for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the project 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.

(1) Essential Qualifications

- a. Person who belongs to organization that plans and implements a tourism development policy, or its attached organization, and fulfills the conditions as follow:
 - (1) Person who engages in planning the tourism development and promotion policy.
 - (2) More than 3 years practical experience on this field.
- b. Person who is in good health, both physically and mentally, to participation in the program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.
- c. Person who has a good command of spoken and written English.

(2) Recommendable Qualifications

- a. It is preferable that participants have some relationship with other JICA activities.
- b. It is preferable that participants are from twenty-five(25) to forty-nine(49) years of age during the training.

3. Required Documents for Application

(1) Application Form: The Application Form is available at **the JICA office (or the Embassy of Japan)**.

(2) Photocopy of passport: to be submitted 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.

*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

(3) Country Report: to be submitted with the application form. Fill in Annex1 of this General Information.

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).**

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Hokuriku Branch Office in JAPAN by August 4, 2017**)

(2) Selection:

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Hokuriku Branch Office in Japan. Selection will be made by the JICA Hokuriku Branch Office in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.*

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

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than August 10, 2017**.

5. Presentation Slide Data to be submitted by accepted candidates:

Before coming to Japan, only accepted candidates are required to prepare a Country report presentation slide data. The Slide data should be sent to JICA Hokuriku Brunch Office **by September 8th, 2017**, preferably by e-mail to jicahric@jica.go.jp

6. Conditions for Attendance:

- (1) to strictly adhere to the program schedule.
- (2) not to change the program topics.
- (3) not to extend the period of stay in Japan.
- (4) not to be accompanied by family members during the program.
- (5) to return to home countries at the end of the program in accordance with the travel schedule designated by JICA.

- (6)** to refrain from engaging in any political activities, or any form of employment for profit or gain.
- (7)** to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (8)** to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

(1) **Name:** JICA HOKURIKU

(2) **Contact:** Mr. Kinya NAMURA (jicahric@jica.go.jp)

2. Implementing Partner:

(1) **Name:** JTB Corporate Sales Inc.

(2) **URL:** <http://www.jtbbwt.com/>

3. Travel to Japan:

(1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.

(2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

4. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

(1) Arrival in Japan:

JICA Tokyo International Center (JICA TOKYO)

Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan

TEL: 81-3-3485-7051 FAX: 81-3-3485-7904

(where "81" is the country code for Japan, and "3" is the local area code)

Please refer to facility guide of TIC at its URL,

<http://www.jica.go.jp/english/contact/pdf/tic.pdf>

(2) Training Period:

Hotel that JICA designates (in Ishikawa Prefecture and other cities)

(3) Departure for Home:

Leaf Court Shintoshin : Arrive in Japan/ Departure for home

①Address: 2-3-4 Hatagaya Shibuya-ku Tokyo 151-0072 Japan

TEL (from overseas): +81-3-3299-2800 (Front Desk)

FAX (from overseas): +81-3-3299-2828 (Incoming FAX, Front Desk)

②Facilities and Furnishings: 1 room per person

Please refer to facility guide of Leaf Court Shintoshin at its URL,

http://www.arai-s.co.jp/hudousan/leafcourt_en/

5. Expenses:

The following expenses will be provided for the participants by JICA:

- (1) Allowances for accommodation, meals, living expenses, outfit, and shipping
- (2) Expenses for study tours (basically in the form of train tickets.)
- (3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included)
- (4) Expenses for program implementation, including materials

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.

6. Pre-departure Orientation:

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

V. Other Information

1. For the training program

(1) Preparation for the training program

① Data on Tourism in your country

(National plan, Statistics, Brochure, Photos etc.)

2. Items to Bring

(1) Clothing and Shoes

The difference in climate among the four seasons is very distinct. Throughout the year, humidity is high and winter is snowy. During winter (from December to February), the characteristic cloudy sky of the Hokuriku region prevail and days are cold.

Average temperatures for each month (Tokyo)

month	1	2	3	4	5	6	7	8	9	10	11	12
average temperature (°C)	6.1	6.5	9.4	14.6	18.9	22.1	25.8	27.4	23.8	18.5	13.3	8.7
highest temperature (°C)	9.9	10.4	13.3	18.8	22.8	25.5	29.4	31.1	27.2	21.8	16.9	12.4
lowest temperature (°C)	2.5	2.9	5.6	10.7	15.4	19.1	23	24.5	21.1	15.4	9.9	5.1
amount of rainfall (mm)	52	56	118	124	138	168	154	168	210	198	92	51

Average temperatures for each month (Hokuriku Region: Toyama, Ishikawa and Fukui Prefecture)

month	1	2	3	4	5	6	7	8	9	10	11	12
average temperature (°C)	3.7	3.6	6.5	12.2	16.9	20.9	25.1	26.6	22.2	16.7	11.3	6.5
highest temperature (°C)	6.8	6.7	10.5	16.6	21.4	24.5	28.7	30.4	26.0	21.0	15.3	10.0
lowest temperature (°C)	0.8	0.6	2.7	7.9	12.6	17.7	22.2	23.1	19.0	13.0	7.4	3.2
amount of rainfall (mm)	266	184	153	143	154	193	226	164	241	188	267	287

Average temperatures for each month (Kansai Region: Kyoto Prefecture)

month	1	2	3	4	5	6	7	8	9	10	11	12
average temperature (°C)	4.6	5.1	8.4	14.2	19	23	26.8	28.2	24.1	17.8	12.1	7
highest temperature (°C)	8.9	9.7	13.4	19	24.6	27.8	31.5	33.3	28.8	22.9	17	11.6
lowest temperature (°C)	1.2	1.4	4	9	14	18.8	23.2	24.3	20.3	13.6	7.8	3.2
amount of rainfall (mm)	50.3	68.3	113.3	115.7	160.8	214	220.4	132.1	176.2	120.9	71.3	48

Please refer to the chart given above to get a general idea of what you will need to wear all through the year.

- ① Comfortable clothing is acceptable at most training centers. (Please contact the appropriate Training Coordinator regarding suitable clothing.)
- ② **Please wear formal attire during courtesy calls.**
- ③ It is recommended bringing a long-sleeves clothes and winter clothes
- ④ It is recommended bringing comfortable shoes like a sneaker (to visit many sightseeing sites)

(2) Medicine, etc.

Although medicine can be purchased in Japan, participants should bring some household medicines such as anti-histamine ointment or in case if you have regular medication from your house doctor.

(3) Electronic Devices

- ① Participants will be asked to make and present an Action Plan during the training program. So please bring your laptop computer if you have. But if you don't have it, please contact to Organizer of IV-1-(2).
- ② Standard electrical outlets in Japan are Type A (American type). Participants should bring an adapter for Type A outlets when bringing items such as personal computers.



***Please make your luggage as small as possible in order to make traveling easier.**

3. Other

(1) People that you visit will be happy if you introduce your country by bringing items that represent the culture and climate of that country. Also, since cultural exchanges are included in the training activities, it is recommended that participants bring ethnic clothing and items which depict your country and your work. These items may include photographs, pamphlets, family photographs, and music.

(2) The expenses described in the section IV-5 will be provided by JICA. But please prepare some dollars (100 to 200 U.S dollars) in case of an unexpected thing.

VI. ANNEX1:

The nominee shall summarize answers to the questions in the “Country Report” below on an A4 sheet, and then submit it along with the application form to the JICA office in your country.

1. Introduction

- (1) Name of the nominee
- (2) Country
- (3) Your position, division, and organization
- (4) Address of the organization
- (5) Tel/Fax/E-mail

2. Organization information

- (1) Organizational chart
- (2) Description of your work in the organization
- (3) Experience in the activity/work in the field concerned

3. Country Information

- (1) Geographic information of your country
- (2) Climate, population, and economic status of your country
- (3) Social situation

4. Situation Information

- (1) Current situation of the tourism industry ([1] Current situation and statistics of domestic tourism; [2] Current situation and statistics of international tourism, etc.)
- (2) Tourism resources in the area of your own activity
- (3) Efforts by the tourism industry in your country
- (4) Problems of the tourism industry as pertaining to your organization and region
([1] Problems from a national perspective; [2] Problems in your organization, etc.)
- (5) Your opinion on how to improve the current situation of the tourism industry
([1] Points to be improved from a national perspective; [2] Points to be improved in your organization, etc.)

5. Write down what you want to learn most among the items specified in the structure of the program.

For Your Reference

JICA and Capacity Development

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs 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 are being customized to address the specific needs of different target organizations, 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 was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

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 this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

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.



CORRESPONDENCE

For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

JICA Hokuriku Branch Office (JICA Hokuriku)

Address: Rifare Bldg (Office Tower) 4F, 1-5-2, Honmachi, Kanazawa, 920-0853

TEL: +81-76-233-5931 FAX: +81-76-233-5959