



# Knowledge Co-Creation Program (Group & Region Focus)

GENERAL INFORMATION ON  
Tourism Development through Appropriate Management of the  
World Heritage Site

課題別研修

「世界遺産の適切な管理を通じた観光振興」

JFY 2017

NO. J1704341 / ID. 1784847

Course Period in Japan: From July 17 to August 26, 2017

This information pertains to one of the JICA Knowledge Co-Creation Programs (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 (KCC) Program’ as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet in 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**

World Heritage site is an important tourism resource for many countries. The cultural and natural heritage of historic towns and cities, cultivated over centuries and preserved and passed down to the present, are symbols of the country's history, traditions and culture, and also serve as foundations for cultural and economic development. Yet in recent years, amid the changes brought on by rapid development, natural disasters or conflicts, there have been a number of cases where unsuitable development has been recurred with no regard for the value of cultural and natural heritage sites, or where precious national assets have been lost due to failure to adopt appropriate policy.

In planning the conservation and risk management for World Heritage sites and their surroundings, consideration should be given to how the profits from utilization, primarily tourism industry, of the national assets will be shared with citizens in the areas, and how they will generate funds for sustainable conservation. In most cases, the planning should be coordinated with programs for the comprehensive economic development of the areas. Accordingly, this Knowledge Co-Creation Program intends to stimulate sustainable development, taking into consideration of the social and economic environment of the surrounding areas and the safety of visitors and local residents. While taking appropriate measures for evaluation, conservation and risk management of World Heritage Sites, tourism industry which will lead to economic development in the country needs to be promoted.

## **For what?**

This program intends to improve the tourism development activities in participating countries' World Heritage site through officers in charge of tourism development and World Heritage site management by applying the practical knowledge and skills of tourism development at the World Heritage sites in Japan.

## **For whom?**

This program is designed for local, regional and central government officials who are involved in the World Heritage (cultural heritage) site management and tourism development.

Please see details in III-2.

## **How?**

Japanese experiences and lessons in the conservation, safeguarding, protection and restoration techniques at World Heritage site will be shared with participants through the cooperation of universities, community groups, research institutes

and other resources. The historic cities of Kyoto have very strong records in promoting tourism through the adoption of advanced methods for protecting cultural assets and historic landscapes amid the process of economic development. In addition, field trips to the World Heritage site in Kansai region will provide chances to the participants to learn the ways how the efforts by the local government, semi-private tourism bureau, and community organizations are combined together to support tourism development of the World Heritage site.

## II. Description

**1. Title (J-No.): Tourism Development through Appropriate Management of the World Heritage Site (J1704341)**

**2. Course Period in JAPAN**

July 17 to August 26, 2017

**3. Target Regions or Countries**

Laos, Sri Lanka, Jamaica, Egypt, Micronesia, Former Yugoslav Republic of Macedonia, Armenia, Uzbekistan

**4. Eligible / Target Organization**

This program is designed for department of local, regional and central government directly working for the management of the World Heritage sites and/or tourism development of the heritage sites.

**5. Course Capacity (Upper limit of Participants)**

12 participants

**6. Language to be used in this program:** English

**7. Course Objective:**

An Action Plan that is to promote preservation, management and utilization of both natural and cultural heritage at World Heritage sites aligned with a national tourism policy is drafted.

**8. Overall Goal**

Tourism through appropriate management of the World Heritage is promoted by implementing the action plan that is formulated by each participant.

**9. Expected Module Output and Contents:**

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

<b>(1) Preliminary Phase in the participant's home country</b>	
(June to July, 2017)	
<i>Participants make required preparation for the Program in the respective countries.</i>	
Expected Module	Activities

Output	
A pre-study Report and presentation data is formulated	Accepted Participants only: Formulation and submission of Pre-study Report and presentation data *See “ <b>VI. ANNEX 1</b> ” for the designated format

**(2) Phase in Japan**

(July 17 to August 26, 2017)

*Participants dispatched by the organizations attend the Program implemented in Japan.*

Expected Module Output	Subjects/Agendas	Methodology
<p><b>【Management of World Heritage site】</b> to explain the value of World Heritage site and proper conservation, management and utilization method as resources for tourism development</p>	<p>1) Preservation of cultural and natural property and authenticity 2) Protection of cultural and natural properties, and historical townscape</p> <ul style="list-style-type: none"> <li>• Proper conservation of cultural assets and natural environment</li> <li>• Cultural assets of the Kyoto World Heritage Site</li> <li>• Restoration of cultural assets based on scientific studies</li> <li>• Historic district conservation systems</li> </ul>	<p>Lecture Workshop Observation</p>
<p><b>【Tourism Development】</b> to extract essential points how to make a compatible plan for conservation of World Heritage site and promotion of cultural tourism.</p>	<p>1) Conservation of World Heritage sites for tourism 2) Protection of historic properties for international tourism 3) Townscape control for tourism 4) Inbound tourism and usage of World Heritage site 5) Japanese tourism policy 6) Field trip</p> <ul style="list-style-type: none"> <li>• Sustainable cultural tourism by enhancing service delivery in tourism</li> <li>• Historic landscape conservation method</li> </ul>	<p>Lecture Workshop Observation Field Trip</p>
<p><b>【Safety】</b> to explain the outline of countermeasures and crisis management against disasters in World Heritage site</p>	<p>1) Disaster mitigation methods for World Heritage site 2) Fire protection facilities at traditional townscape preservation at district of Kyoto.</p> <ul style="list-style-type: none"> <li>• Disaster risk management for surrounding areas of World Heritage site</li> </ul>	<p>Lecture Workshop Observation</p>

<p><b>【Plan Formulation】</b> to draft an action plan for tourism development activities at the World Heritage site</p>	<p>Formulating an action plan for improvement of tourism in participants' countries with comparison of tourism strategies of countries and its presentation (See detail in <b><i>VII.ANEX 2.</i></b>)</p>	<p>Workshop Presentation</p>
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### ***III. Conditions and Procedures for Application***

#### **1. Expectations for 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 utilize the program for improving the capacity of organization in this aspect.
- (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 program 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:**

- 1) Current Duties: Government officials in charge of management of World Heritage site and/or tourism development of the cultural heritage site in the line Ministries.
- 2) Experience in the relevant fields: At least 5 years of experience related to tourism development at UNESCO World Heritage site and/or at potential (included in UNESCO Tentative List) World Heritage site.
- 3) Educational Background: University graduates or equivalent.
- 4) Language: Competent level of English ability, both written and spoken. English proficiency determines the success of the Knowledge Co-Creation Program as active participation in lectures and discussions is required for all participants.
- 5) Health: must be in good health, both physically and mentally, to participate 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.

### 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 Expiry date.

**(3) Nominee's English Score Sheet (copy):** to be submitted a copy with the Application Form, if you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS).

### 4. Procedures for Application and Selection :

**(1) Submission of the Application Documents** to JICA office (or the Embassy of Japan):

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 Center in JAPAN by June 5, 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 Center in Japan. Selection will be made by the JICA Center 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 June 16, 2017.**

**5. Document(s) to be submitted by accepted participants:**

Before coming to Japan, only accepted participants are required to prepare: a) a Pre-study Report and b) presentation (detailed information is provided in the ANNEX 1 "Pre-study Report").

The Pre-study Report should be sent to JICA by **July 3, 2017** by e-mail to [Yokoyama.Masako@jica.go.jp](mailto:Yokoyama.Masako@jica.go.jp) and [jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@jica.go.jp)

The presentation data should be sent to JICA by **July 14, 2017** by e-mail to [Yokoyama.Masako@jica.go.jp](mailto:Yokoyama.Masako@jica.go.jp) and [jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@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 program expenditure depending on the severity of said violation, and
- (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 Kansai

(2) **Contact:** (Ms.) Yokoyama Masako ([Yokoyama.Masako@jica.go.jp](mailto:Yokoyama.Masako@jica.go.jp) and [jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@jica.go.jp))

### 2. Implementing Partner:

(1) **Course Leader:** Prof. YAMASAKI Masafumi, Ritsumeikan University, Office of Global Planning and Partnerships, The Ritsumeikan Trust

(2) **URL:** <http://www.ritsumei.ac.jp/eng/>

### 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:

JICA Kansai

Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan

TEL: 81-78-261-0383 FAX: 81-78-261-0465

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

If there is no vacancy at [JICA Kansai](#), JICA will arrange alternative accommodations for the participants. Please refer to facility guide of JICA Kansai at its URL,

<https://www.jica.go.jp/kansai/english/office/index.html>

### 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), and

(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 Embassy of Japan), to provide participants with details on travel to Japan, conditions of the participation in the program, and other matters.

## ***V. Other Information***

1. Participants who have successfully completed the program will be awarded a certificate by JICA.
2. For the promotion of mutual friendship, JICA Kansai encourages international exchange between JICA participants and local communities, including school and university students as a part of development education program. JICA participants are expected to contribute by attending such activities and will possibly be asked to make presentations on the society, economy and culture of their home country.
3. Participants are recommended to bring laptop computers for your convenience, if possible. During the program, participants are required to work on the computers, including preparation of Action Plan(AP), etc. Most of the accommodations have internet access. Also, there is a computer room in JICA Kansai where 14 desk-top computers are available with internet access.
4. Allowances, such as for living, clothing, and shipping, for the program period in Japan will be deposited to your temporary bank account (opened by JICA) 2 to 5 days after your arrival in Japan. It is highly advised to bring some cash / traveler's check in order to cover necessary expense for this period.
5. It is very important that your currency must be exchanged to Japanese Yen at any transit airport or Kansai International Airport (KIX) in Osaka, Japan soon after your arrival. It is quite difficult to exchange money after that, due to limited availability of facility or time during the program.

## VI. ANNEX 1:

### a) Pre-study Report by program participants

**Accepted participants** are requested to prepare a Pre-study report (word document) on the following issues and submit it to JICA before coming to Japan preferably by **July 3, 2017**, by e-mail to [Yokoyama.Masako@jica.go.jp](mailto:Yokoyama.Masako@jica.go.jp) and [jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@jica.go.jp).

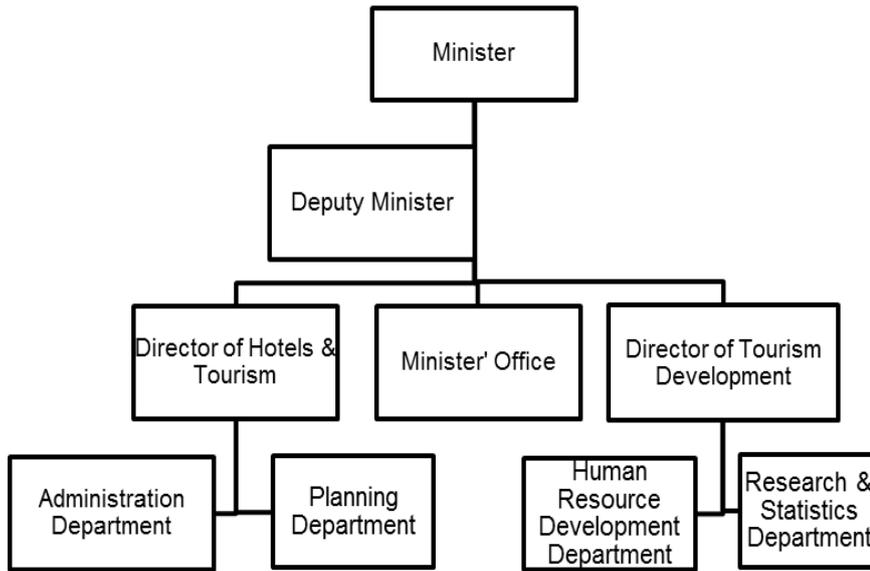
It is strongly advised to the participants to share the draft with his/her supervisors and colleagues before finalizing and submitting it to JICA.

### Tourism Development through Appropriate Management of the World Heritage Site (JFY 2017)

#### 1. Basic Information of participant

(1)	Your name (Country)	
(2)	Organization	
(3)	Department, division, section and/or unit.	
(4)	Your Functional Title	
(5)	Your duties and responsibilities	

(6) Please attach an organogram of your organization.  
Sample



## 2. Information regarding Management of World Heritage site in your country

(1) Current issues on management of World Heritage sites in your country.  
e.g. lack of proper policy, lack of understanding on the value, lack of proper coordination among related agencies, etc.

(2) Please explain about one issue, preferably on-going, in management of World Heritage sites in relation to tourism development in your organization.

(3) Please describe how you have dealt with the issue and what your future plan to work on the issue is.

### 3 Information regarding tourism development in your country

(1) Current issues for development of heritage tourism in your country. e.g. lack of proper policy and strategy in tourism development, marketing and tourism promotion, lack of inter-agency cooperation, human resources, etc.
(2) Please explain about one issue, preferably on-going, regarding development of heritage tourism in your organization.
(3) Please explain how you have dealt with the issue so far and what your future plan to work on the issue is.

#### b) Presentation on the Pre-study report

**Accepted participants** are requested to prepare a presentation data (preferably in PPT) on the Pre-study report and submit it to JICA before coming to Japan preferably by **July 14, 2017**, by e-mail to [Yokoyama.Masako@jica.go.jp](mailto:Yokoyama.Masako@jica.go.jp) and [jicaksic-unit@jica.go.jp](mailto:jicaksic-unit@jica.go.jp), since it will be presented at the beginning of Program in Japan.

It is strongly advised to share the draft with his/her supervisors and colleagues before finalizing and submitting it to JICA.

#### Presentation Data Format:

- Include topics in ANNEX 1 a) to a presentation file (PPT).
- Slide : about 8~10 slides (Presentation is only 10min. and another 10min. for Q&A)
- Presentation should not be merely the tourism information of your country.
- Presentation data should be written in English
- The data should not be exceeded to 3 MB.
- Please bring your report and presentation data in USB memory.

## **VII. ANNEX 2**

### **Action Plan**

#### **What is an Action Plan?**

By the end of the program, all participants are required to prepare an Action Plan for the future in your country. Participants are expected to make a presentation of Action Plan at the end of the program in Japan and in your organization after returning to your country.

The purpose of its preparation is to identify a specific problem and a concrete solution for it. You are recommended to focus on one topic you are able to carry out after returning to your country. Therefore, an Action Plan should be concrete and practical. You are expected to make your Action Plan by using the existing human and financial resources at your organization in a most efficient and effective way possible.

#### **Why each participant is required to formulate an Action Plan?**

The exercise is to encourage you to apply the knowledge/ skills you gained from the program to your duties after returning to your country. The preparing process itself will help you find out feasible actions to improve the current situation that your organization is facing.

#### **<Contents of Action Plan (Recommended)>**

- a. Title
- b. Background (challenges to be solved, national policy, etc.)
- c. Objectives (Goals)
- d. Outcomes
- e. Direct and Indirect beneficiaries
- f. Related knowledge/skills acquired during the training in Japan
- g. Action Components (Activities)
- h. Implementation schedule
- i. Implementing agencies and their roles
- j. Monitoring and evaluation
- k. Budget and other necessary resources (amount of budget and how to raise fund)

**Note:** Participants will have more detailed guidance during the program in Japan.

## *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, Knowledge Co-Creation programs (until 2015, so called “training”), JOCV programs, etc.

Within this wide range of programs, Knowledge Co-Creation 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 Embassy of Japan. Further, address correspondence to:

**JICA Kansai International Center (JICA Kansai)**

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