



TRAINING AND DIALOGUE PROGRAMS

GENERAL INFORMATION ON

TOURISM PROMOTION AND MARKETING

Targeting the Japanese Market(A)

集団研修「観光振興とマーケティング(A)」 FY 2011

<Type: Trainers Training / 類型：人材育成普及型>

NO. J11-00845 / ID. 1180942

From September 19, 2011 to October 27, 2011

This information pertains to one of the Training and Dialogue Programs 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.

I. Concept

Background

Tourism industry brings the country in good returns and economic investment, therefore, tourism promotion is the significant issue to develop the regional economy and reduce poverty in developing countries. In order to promote the tourism sector effectively, it is essential to train human resources who are involved in the planning of tourism promotion and develop the destination marketing plan.

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 destination marketing plan based on Japanese experience and the current situation of participants' countries.

For what?

This program aims to provide administrators who are involved in the tourism promotion with the opportunity to develop the destination marketing plans targeting the Japanese market for tourism promotion by understanding the practical tourism promotion methods and skills used by Japanese tourism sector.

For whom?

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

How?

Participants are expected to learn required capacity for tourism promotion administration based on Japanese experience. In Japan, participants will study 1) the basic knowledge/current situation of Japanese tourism situation by lectures, 2) the practical tourism marketing/promotion methods and skills through the case study, 3) the basic knowledge of sustainable tourism development through the field trips. Finally, participants will formulate the destination-marketing plan targeting the Japanese market putting the knowledge and ideas acquired and discussed in this program.

II. Description

**1. Title (J-No.): Tourism Promotion and Marketing
Targeting the Japanese Market (A) (J11-00845)**

2. Period of program: September 19, 2011 to October 27, 2011

3. Target Regions or Countries:

<Africa> Botswana, Kenya, Morocco, Mozambique, Swaziland, Uganda, Zimbabwe

<Europe> Bosnia Herzegovina, Montenegro

<Middle & South America> Cuba, Peru, Uruguay

<Middle East> Jordan

<Oceania> Palau, Tonga

<Southwest Asia> Sri Lanka, Cambodia

4. Overall Goal:

Tourism promotion utilizing the destination-marketing plan is implemented in participants' countries.

5. Objective:

The destination-marketing plan targeting the Japanese market which has been developed through the program will be shared among the participants' organizations.

To achieve this program objective, participants are expected to be able to;

- (1) Understand the trend / characteristics of Japanese tourism market, tourism administration, policy and the structure of tourism industry.
- (2) Analyze their own country's issues of the tourism promotion and marketing.
- (3) Explain and implement the tourism promotion and marketing method of Japan and other countries campaigning in Japan.
- (4) Develop a destination marketing plan targeting the Japanese market based on the knowledge and techniques obtained through aforementioned (1)-(3).
- (5) Review the feasibility of the destination marketing plan through the workshop aimed to disseminate the knowledge and outputs of training program after returning to home country.

6. Eligible / Target Organization:

This program is designed for governmental or public organizations involved in the tourism promotion.

7. Total Number of Participants: 16 participants

8. Language to be used in this project: English

9. Contents

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

Preliminary Phase in a participant's home country (June 2011 to September 2011) <i>Participating organizations (or Selected participants) make required preparation for the Training and Dialogue Program in the respective country.</i>	
Modules	Activities
Consultation with Supervisor and Colleagues	The final output of this program is the destination marketing plan targeting the Japanese market and its implementation. In this connection, the course leader requests the participants to consult with his/her supervisor about the feasibility of implementing the destination marketing plan after returning from Japan—that is, what organizational resources (time, money, staff, space, etc.) are and are not available.
COUNTRY REPORT	The course leader will ask you to present your Country Report during the first week of the training course (see Structure of the Program and ANNEX). You will only be allowed 20 minutes for your presentation , and so please try to focus on the highlights and/or main issues you wish to address. Four PowerPoint slides should be sufficient: (1) Introduce your organization, (2) General tourism information in the respective country, (3) Policies and priorities in tourism promotion and marketing, (4) What you expect to learn during the following one month. *It is recommendable to bring some visual materials such as photographs, presentation software, color slides and videos so as to facilitate his/her presentation.

Core Phase in Japan (September 19, 2011 to October 27, 2011) <i>Participants dispatched by the organizations attend the Training and Dialogue Program implemented in Japan.</i>		
Modules	Subjects/Agendas	Methodology
(1) Understanding the trend / characteristics of Japanese tourism market, tourism administration, policy and the structure of tourism industry	1) Tourism administration, policy, legislation 2) The trend and characteristics of Japanese inbound/outbound tourists 3) Role and activities of National Tourism Organization (NTO) 4) Role and activities of Japanese Travel Agent Association(JATA) 5) Japanese outbound market 6) Japanese domestic travel 7) JATA World Travel Fair [Observation]	Lecture Observation

(2) Analyzing their own country's issues of the tourism promotion and marketing	Presentation of country report	Presentation Discussion
(3) Explaining and implementing the tourism promotion and marketing method of Japan and other countries campaigning in Japan	<ol style="list-style-type: none"> 1) Tourism marketing 2) Role and activity of national tourism office in Japan 3) Destination marketing by Air liners 4) Role and activity of travel guide book 5) Activity of major Japanese travel agent 6) Promotion activities by foreign national tourism organizations in Japan 	Lecture Observation
(4) Developing a destination marketing plan targeting the Japanese market based on the knowledge and techniques obtained through aforementioned (1)-(3)	<ol style="list-style-type: none"> 1) Developing the destination marketing plan targeting the Japanese market 2) Presentation of the destination marketing plan 	Exercise Discussion

Finalization Phase in a participant's home country

Participating organizations produce final outputs by making use of results brought back by participants. This phase marks the end of the Training and Dialogue Program.

Modules	Activities
(5) Reviewing the feasibility of the destination marketing plan through the workshop aimed to disseminate the knowledge and outputs of training program after returning to home country	<ol style="list-style-type: none"> 1) Conducting the workshop aimed to disseminate the knowledge and outputs of training program. 2) Answering the questionnaire based on the comment from the workshop within two month after returning to home country

<Structure of the program> (Tentative Schedule)

Month	Date	Day	Program	Method
Sep	19	Mon	Arrival	
	20	Tue	Registration & Briefing Program Orientation	
	21	Wed	General Orientation	Lecture
	22	Thu	Group Meeting How to Present Country Report and Destination Marketing Plan	Lecture Discussion
	23	Fri	<National Holiday>	
	24	Sat	<Free>	
	25	Sun	<Free>	
	26	Mon	Presentation of Country Report	Presentation
	27	Tue	Presentation of Country Report	Presentation
	28	Wed	Tourism Administration of Japan Role and Activities of JNTO	Lecture Observation
	29	Thu	JATA Travel Fair	Observation
	30	Fri	JATA Travel Fair	Observation
Oct	1	Sat	<Free>	Presentation
	2	Sat	<Free>	
	3	Mon	Domestic travel market in Japan Tourism promotion of Tokyo Metropolitan government	Lecture
	4	Tue	Destination Marketing Destination Marketing by Air Liners <Move> Tokyo→Hokkaido(Kushiro)	Lecture
	5	Wed	Eco-Tourism in Kushiro Wetland Observation of Kushiro Wetland	Lecture Observation
	6	Thu	Observation of representative tourist spots in Eastern Hokkaido (Transfer from Kushiro to Lake Akan)	Lecture Observation
	7	Fri	Outline of Tourism in Akan <Move> Akan → Tokyo	Observation
	8	Sat	<Free>	
	9	Sun	<Free>	
	10	Mon	<National Holiday>	
	11	Tue	Role & Activities of NTO in Japan (other country) Tourism Marketing	Lecture
	12	Wed	Activities of Representative Japanese Travel Agent Education at Japanese Hotel School	Lecture
	13	Thu	<Move>Tokyo→Nagano Utilization and Conservation of Historical & Cultural Heritage	Lecture Observation
	14	Fri	Utilization and Conservation of Historical & Cultural Heritage <Move>Nagano→Tokyo	Lecture Observation
	15	Sat	<Free>	
	16	Sun	<Free>	
	17	Mon	Workshop: Poster and Catch Phrase of National Image Role & Activities of National Tourism Organization(NTO) in Japan	Exercise
	18	Tue	Role & Activities of NTO in Japan (other country) Destination Marketing	Lecture Observation
	19	Wed	Role and Activities of Travel Guide Book Group Work :the Analysis of Japanese Outbound Market	Lecture Exercise
	20	Thu	Consultation of Destination Marketing Plan	Discussion Exercise
	21	Fri	Presentation of the Analysis of Japanese Outbound Market Preparation of Destination Marketing Plan	Presentation
	22	Sat	<Free>	
	23	Sun	<Free>	
	24	Mon	Presentation	Discussion Exercise
	25	Tue	Presentation Comments on Final Reports	Discussion Exercise
	26	Wed	Evaluation Meeting Closing ceremony	
	27	Thu	Leave	

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 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.
- (3) As this program is designed to facilitate organizations to come up with concrete solutions for their issues, participating organizations are expected to make due preparation before dispatching their participants to Japan by carrying out the activities of the Preliminary Phase described in section II-9.
- (4) Participating organizations are also expected to make the best use of the results achieved by their participants in Japan by carrying out the activities of the Finalization Phase described in section II-9.

2. Nominee Qualifications

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

(1) Essential Qualifications

- 1) Current Duties: be engaged in tourism promotion and marketing activities in governmental or public tourism organizations
- 2) Experience in the relevant field: more than five (5) years
- 3) Educational Background: be a graduate of university or have the equivalent academic background
- 4) Language: have a sufficient command of spoken and written English
- 5) Health: must be in good health, both physically and mentally, to participate in the Program in Japan
- ※Pregnancy : Pregnant participants are strictly requested to complete the required procedures before departure in order to minimize the risk for their health. The procedures include a) letter of the participant's consent to bear economic and physical risks b) letter of consent from the participant's supervisor c) letter of consent from your Embassy in Japan, d) medical certificate. Please ask National Staffs in JICA office for the details.
- 6) Must not be serving any form of military service

(2) Recommendable Qualifications

- 1) Expectations for the Participants: be active in participating in cross-cultural

activities which aims to supplement understanding of typical Japanese traditions and customs, as tourism has a cross-cultural nature

2) Age: between thirty (30) to forty-five (45) years old

3. Required Documents for Application

(1) Application Form: The Application Form is available at the respective country's JICA office or the Embassy of Japan.

(2) Country Report: to be submitted with the application form.

Note: Country Report including the tourism sector fact sheet will be reviewed for the screening of applicants and serves as the training materials for those who are informed of acceptance for participation in this training course. An application without complete Country Report will not be considered as duly qualified.

4. Procedure for Application and Selection

(1) Submitting the Application Documents:

Closing date for application to the JICA Center in JAPAN: **July 30, 2011**

Note: Please confirm the closing date set by the respective country's JICA office or Embassy of Japan of your country to meet the final date in Japan.

(2) Selection

After receiving the document(s) through due administrative procedures in the respective government, the respective country's JICA office (or Japanese Embassy) shall conduct screenings, and send the documents to the JICA Center in charge in Japan, which organizes this project. Selection shall be made by the JICA Center in consultation with the organizations concerned in Japan based on submitted documents according to qualifications. *The organization with intention to utilize the opportunity of this program will be highly valued in the selection.*

(3) Notice of Acceptance

Notification of results shall be made by the respective country's JICA office (or Embassy of Japan) to the respective Government by **not later than August 19, 2011.**

5. Conditions for Attendance:

- (1) to observe the schedule of the program,
- (2) not to change the program subjects or extend the period of stay in Japan,
- (3) not to bring any members of their family,
- (4) to return to their home countries at the end of the program in Japan according to the travel schedule designated by JICA,
- (5) to refrain from engaging in political activities, or any form of employment for profit or gain,
- (6) 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,
- (7) to observe the rules and regulations of their place of accommodation and not to change the accommodation designated by JICA, and
 - (8) to participate the whole program including a preparatory phase prior to the program in Japan. Applying organizations, after receiving notice of acceptance for their nominees, are expected to carry out the actions described in section II -9.

IV. Administrative Arrangements

1. Organizer

- (1) Name:** JICA Tokyo International Center (JICA Tokyo, TIC)
- (2) Contact:** Industrial Development & Finance Division

2. Implementing Partner

- (1) Name:** JAPAN TRANSPORT COOPERATION ASSOCIATION (JTCA)
- (2) URL:** <http://www.jtca.info/engl/>

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:** Term of Insurance: From arrival to departure in Japan. *the traveling time outside Japan shall not be covered.

4. Accommodation in Japan

JICA will arrange the following accommodations for the participants 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)

If there is no vacancy at JICA TOKYO, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of TIC at its URL, <http://www.jica.go.jp/english/contact/domestic/pdf/welcome.pdf>

5. Expenses

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

- (1)** Allowances for accommodation, 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 p. 9-16 of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given to the selected participants before (or at the time of) the pre-departure orientation.

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

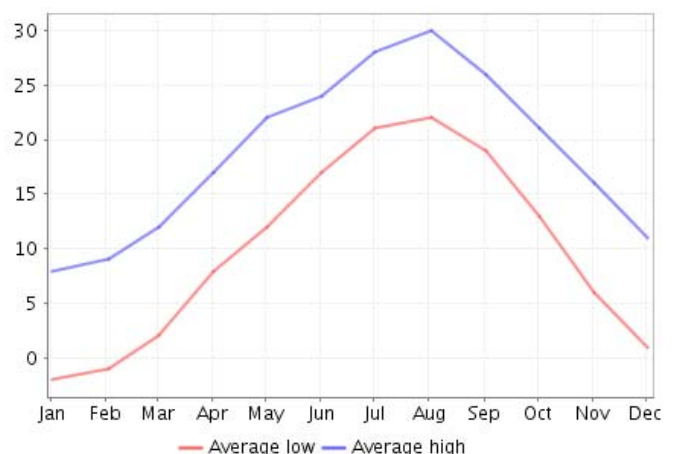
1. Due to the limited availability of the personal computers in JICA, participants are advised to **bring your own personal computer** if possible, in order to prepare presentation and develop a destination-marketing plan.
2. If you have a check on medical history of your application form, please write on detail about your condition and submit a certificate which your own doctor writes clearly you have no any obstacles to participate in.
3. **Belongings to participate field trip in Japanese spring season**
In this training course, the participants will take part in the field trip, therefore, you should bring the following things.
 - 1) Shoes for the field trip
 - 2) Raincoat
 - 3) Umbrella
 - 4) Work gloves
 - 5) Rucksack for day trip

<INFORMATION: Japanese Climate>

(1) TOKYO

Autumn (September to November) is the most pleasant season as temperatures cool down to a cozy level and days are often clear and fine. Autumn also means the return of the dramatic foliage season, when the parks and green areas of the city mellow into varying hues of orange and red.

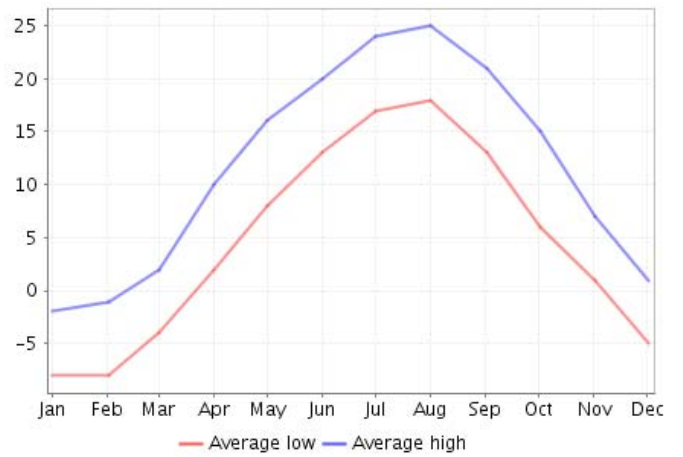
Temperature (average ° C)



(2) HOKKAIDO

Hokkaido is northern island of Japan, and becomes chilly in beginning Autumn, particularly in the mountains.

Temperature (average ° C)



VI. ANNEX:

Tourism Promotion and Marketing
~Targeting the Japanese Market (A) ~
(FY 2011)
Country Report

All the applicants are required to submit Country Report along with the Tourism sector fact sheet and economic indicators in the following pages. Please provide the information on the subjects below and submit together with the Application Form. The report should be typewritten in English, in double space on A4 size paper.

1. Name of applicant
2. Name of organization
3. Roles and responsibilities of the organization
4. Department / Position of applicant
5. Organization chart
Please attach an organization chart, and describe relationships with other organizations regarding tourism administration.
6. Brief description of the general tourism information in applicant's country
 - (1) Tourism sector fact sheet and economic indicators (as per attached in the following pages)
 - (2) Description of major tourism resources in the country
 - (3) Development initiatives of tourism resources (if any)
7. Policies and Priorities in tourism promotion and marketing
 - (1) Current tourism policy and priorities given by government
 - (2) Government budget allocated for tourism promotion and marketing
 - (3) Governmental aid and incentives to the tourism industry
 - (4) Foreign investment legislation and government incentives for foreign investors
 - (5) Human resources training system/organization
8. Specific Challenges issues
Please describe the major/specific issues (constrains) that you or your office face in the area of Tourism promotion and marketing and expectation for the training program

Tourism sector fact sheet

Name of Country		Area (sq.km)		population (Year)		Expectancy of life Male: Female:	
Religion		Literary ratio		Language Official: Others:			
(Year_____)		(Year_____)		(Year_____)		(Year_____)	
GDP (million USD)		Merchandise export amount (million USD)		Services export amount (million USD)		International tourism receipts (million USD)	
GDP per capita (USD)							
International tourists* (overnight stay visitors)				The number of five main tourists' countries			
Year	Number of visitors	Average length of stay (days)		2009		2010	
				Country	No.	Country	No.
2009							
2008			1				
2007			2				
2006			3				
2005			4				
2004			5				
				Total			
Accommodation capacity at main destination				Hotel occupancy ratio (Year_____) %			
Destination (Region)	Hotel		Main Airport				
	Units	Rooms				International/ Domestic	
						International/ Domestic	
						International/ Domestic	
Others							
Total							

Notes*:Tourist means visitors who stay more than overnights as it defined by WTO and recommended by UN Statistics Committee in 1993.

General description of domestic and inter-regional transport	
Climate	
Kind of tourism resources (main destination and features) *Please designate UNESCO World Heritage, national parks, national treasures, if any. *Please provide a map with main destinations.	
Natural	
a) Coast, bays, islands (beaches, capes, coral reefs, etc.)	
b) Mountains, lakes, rivers, ravines, waterfalls	
c) Flora and fauna (wildlife, animal, eco-tourism)	
d) Others	
Cultural	
a) Historical /ancient heritage	
b) Pilgrimage	
c) City tourism (including architecture, museums, gardens)	
d) Art-related events (exhibition, traditional festivals)	
e) Others	
Indicate SWOT (Strengths, Weaknesses, Opportunities and Threats) of tourism in your country	
Strengths	
Weaknesses	
Opportunities	
Threats	

Economic indicators

(1) Nominal GDP by economic origin (Unit: _____)

Item	2005	2006	2007	2008	2009	2010
Agriculture, forestry, fisheries						
mining & quarrying						
Manufacturing						
Construction						
Electricity, gas & water						
Transportation & communication						
Trade						
Banking & finance						
Government services						
Other services						
GDP						
Growth rate						

(2) Major products production (Unit: _____)

Item	2005	2006	2007	2008	2009	2010
Agricultural products						
Industrial products						

(3) Balance of payment (Unit: _____)

Item	2005	2006	2007	2008	2009	2010
Current account balance						
(1) Balance of trade						
Export (FOB)						
Import (CIF)						

(2) Services						
Foreign travel						
Others						
(3) Transfers						
Official						
Private						
(4) Capital movement (Net)						
Official						
Private						
Total Balance						

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 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