



# TRAINING AND DIALOGUE PROGRAMS

## GENERAL INFORMATION ON

### TOURISM PROMOTION AND MARKETING

Targeting the Japanese Market(B)

**集団研修「観光振興とマーケティング(B)」**

***FY 2009***

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

NO. J09-00851/ ID. 0980082

From September 27, 2009 to October 29, 2009

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 (J09-00851)**

**2. Period of program:** September 27, 2009 to October 29, 2009

**3. Target Regions or Countries:**

Albania, Chile, Kenya, Kyrgyz Republic, Laos, Madagascar, Maldives, Mozambique, Pakistan, Paraguay, Philippines, Solomon Islands, Turkey, Uruguay

**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;

- (1) to develop a better understanding of Japanese tourism administration, policy, organizations, and tourism industries,
- (2) to understand the trend / characteristics of Japanese tourists and the tourism product development,
- (3) to understand the methods and cases of other countries,
- (4) to develop a destination-marketing plan of respective countries targeting the Japanese market based on the knowledge and techniques obtained through aforementioned (1)-(3).

**6. Eligible / Target Organization:**

This program is designed for governmental and other 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:

<b>Preliminary Phase in a participant's home country</b> (April 2009 to September 2009) <i>Participating organizations (or Selected participants) make required preparation for the Training and Dialogue Program in the respective country.</i>	
<b>Modules</b>	<b>Activities</b>
<b>Consultation with Supervisor and</b>	The final output of this group training course is the destination marketing plan targeting the Japanese market

<b>Colleagues</b>	and its implementation. <b>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.</b>
<b>COUNTRY REPORT</b>	<p>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 <b>20 minutes for your presentation</b>, 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.</p> <p>*It is recommendable to bring some visual materials such as photographs, presentation software, color slides and videos so as to facilitate his/her presentation.</p>

**Core Phase in Japan**  
 (September 27, 2009 to October 29, 2009)  
*Participants dispatched by the organizations attend the Training and Dialogue Program implemented in Japan.*

Modules	Subjects/Agendas	Methodology
<b>(1) Understanding of Japanese tourism administration, policy, organizations, tourism industries</b>	1) Tourism administration (policy, organizations, laws) 2) Role and activities of National Tourism Organization (NTO) 3) Role and activities of Japanese Travel Agent Association 4) Japanese outbound market 5) Japanese domestic travel	Lecture
<b>(2) Understanding of the trend/characteristics of Japanese tourists and the tourism product development</b>	1) Promotion activities of Japanese local governments 2) Promotion through media, by travel magazines in specific 3) Activities of travel agents in Japan 4) Outline of sustainable tourism development 5) Case study on tourism product development 6) System for the development of human resources engaged in hotel industry 7) Facility, hospitality and services provided at the hotel	Lecture Observation

<b>(3) Understanding of the methods and cases of other countries</b>	1) Promotion activities by foreign national tourism organizations in Japan	Lecture
<b>(4) FINAL REPORT</b>	As a result of the training program, each participant will be required to submit final report including the destination marketing plan on <b>October 26</b> and present it to the persons involved in this course.	Exercise Discussion

<p><b>Finalization Phase in a participant's home country</b>  <i>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.</i></p>	
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Modules	Activities
<p><b>Presentation to Supervisor</b></p> <p><b>Submission of Follow-up questionnaire</b></p>	<p>The course leader will also ask you to make a presentation to your colleagues AFTER returning to your home country and disseminate the knowledge and output (final report marketing plan) obtained from the training and dialogue program.</p> <p>In addition, participants are required to submit Follow-up questionnaire one month later.</p>

<Structure of the program> (The schedule is subject to minor change)

Month	Date	Day	Program	Method
Sep	27	Sun	Arrival	
	28	Mon	Registration & Briefing Program Orientation	
	29	Tue	General Orientation	Lecture
	30	Wed	General Orientation	Lecture
Oct	1	Thu	Group Meeting How to Present Country Report	Lecture
	2	Fri	Fundamental Direction of Tourism Promotion and Marketing Tourism Administration of Japan	Lecture
	3	Sat	Free	
	4	Sun	Free	
	5	Mon	Presentation of Country Report	Discussion Exercise
	6	Tue	Presentation of Country Report	Discussion Exercise
	7	Wed	Role and Activities of JATA Role and Activities of JNTO	Lecture
	8	Thu	Role & Activities of National Tourism Organization(NTO) in Japan Role & Activities of NTO in Japan (other country)	Lecture Observation
	9	Fri	Role & Activities of NTO in Japan (other country) Briefing of the Field Trip to Hokkaido	Lecture Observation
	10	Sat	Free	
	11	Sun	Free	
	12	Mon	<Move> Tokyo→Hokkaido (Kushiro)	
	13	Tue	Eco-Tourism in Kushiro Wetland Observation of Kushiro Wetland	Lecture Observation
	14	Wed	Observation of representative tourist spots in Eastern Hokkaido ( Transfer from Kushiro to Lake Akan)	Lecture Observation
	15	Thu	Outline of Tourism in Akan Discussion with VJCS (Visit Japan Campaign Support) personnel <Move> Akan → Tokyo	Lecture Discussion Observation
	16	Fri	Role and Activities of Travel Guide Book Explanation about the Final Report	Lecture
	17	Sat	Free	
	18	Sun	Free	
	19	Mon	Tourism Promotion by Tokyo Metropolitan Government (TMG) Destination Marketing	Lecture
	20	Tue	Education at Japanese Hotel School Domestic Travel Market in Japan	Lecture
	21	Wed	Activities of Representative Japanese Travel Agent Destination Marketing by Air Liners	Lecture
	22	Thu	Workshop: Poster and Catch Phrase of National Image Self-initiated Study by Each Participant	Discussion Exercise
	23	Fri	Preparation of Final Report Group Selection on the Analysis of Japanese Outbound Market	
	24	Sat	Free	
	25	Sun	Free	
	26	Mon	Presentation	Discussion Exercise
	27	Tue	Presentation Comments on Final Reports	Discussion Exercise
	28	Wed	Evaluation Meeting Closing Ceremony Farewell Party	
	29	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 activities in governmental or other public tourism organizations
  - 2) Experience in the relevant field: more than three (3) 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 ①letter of the participant's consent to bear economic and physical risks ②letter of consent from the participant's supervisor ③letter of consent from your Embassy in Japan, ④medical 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: be under forty (40) years of age

## **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 31, 2009**

**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 28, 2009.**

## **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 the rules and regulations of their place of accommodation and not to change the accommodation designated by JICA, and
  - (7) 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:** Mr. Hiroaki ADACHI, Industrial Development & Finance Division  
(Adachi.Hiroaki@jica.go.jp)

### **2. Implementing Partner**

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

### **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 “KENSHU-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

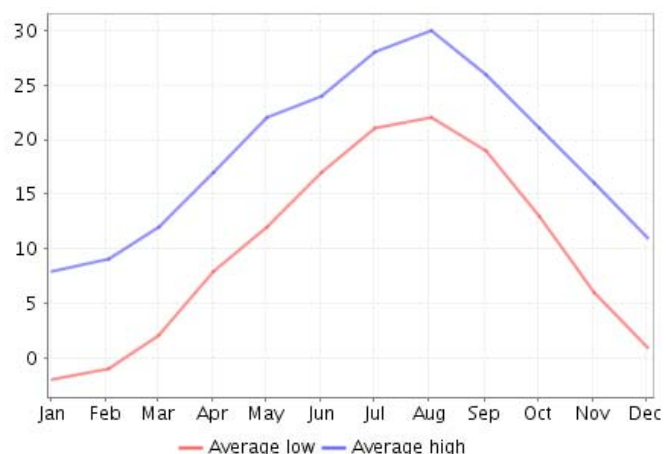
1. Due to the limited availability of the personal computers in JICA, participants are advised to **bring your own personal computer** if possible, in order to prepare presentation and develop a destination-marketing plan.
2. If you have a check on medical history of your application form, please write 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.

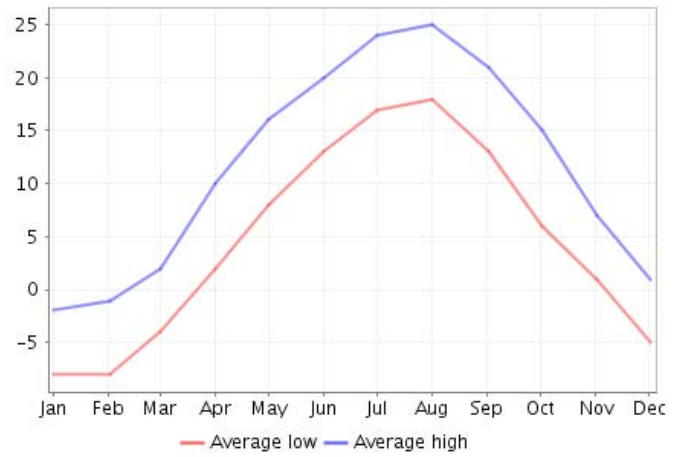
**Temperature (average ° C)**



(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~**  
**(FY 2009)**  
*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 Nomination Form (Form A2A3). 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. Expectation for the training program  
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)		2007		2008	
2008				Country	No.	Country	No.
2007				1			
2006				2			
2005				3			
2004				4			
2003				5			
				Total			
Accommodation capacity at main destination				Hotel occupancy ratio (Year_____) %			
Destination (Region)		Hotel		Main Airport		International/ Domestic	
		Units	Rooms				
						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	2004	2005	2006	2007	2008
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	2004	2005	2006	2007	2008
Agricultural products					
Industrial products					

(3) Balance of payment (Unit: \_\_\_\_\_)

Item	2004	2005	2006	2007	2008
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