Knowledge Co-Creation Program: Regional Economic and Social Vitalization through Tourism Development: Regional Branding and Marketing in Hokkaido
From 28th January to 24th February 2018 - Japan

02. The information contained in the circular requests are made available on the website www.mdu.wpc.gov.lk and the details in the same are hereby withdrawn.

03. The circular is extended till 11th November 2017 in order to meet the travel arrangements.

04. The deadline for submission of the application forms has been extended to 11th August 2015 in order to allow the applicants to complete the formalities.

signature
Rs. J.C. Insignia
October 31, 2017

Ms. Noor Rizna Anees
Additional Director General (TA & UN)
Department of External Resources
Colombo 1.

Dear Ms. Anees,

KNOWLEDGE CO-CREATION PROGRAM:
REGIONAL ECONOMIC AND SOCIAL VITALIZATION THROUGH TOURISM DEVELOPMENT:
REGIONAL BRANDING AND MARKETING IN HOKKAIDO

COURSE NO: J-17-04177

This is to inform you that Japan International Cooperation Agency (JICA) will consider completed applications of qualified participants nominated by the Government of the Democratic Socialist Republic of Sri Lanka for the above Technical Training Course.

The duration of the training course is from 28 January 2018 - 24 February 2018.

The participants for the above course should be nominated in accordance with the General Information (GI) regulations. Eight copies of the General Information (GI) booklets are attached for distribution to the relevant authorities.

To further expedite the selection procedures, let us suggest the following institution(s) as below mentioned that are considered as eligible in accordance with the stipulations of the GI.

- Chief Secretariat - 9 Provinces (for Provincial Ministry of Tourism / Department of Tourism) - officials should be directly related to Tourism Promotion

Please make necessary arrangements to submit duly completed documents to reach JICA Sri Lanka office on or before 15 November 2017.

- Duly filled prescribed Application Form
- Copy of the Nominee's English Score Sheet (e.g. TOEFL, TOEIC, IELTS)
- Copy of the passport (if available)
- Country Report (Annex)

In completing the application forms, kindly advise the nominees to use the same name order as given in the passport, where JICA shall issue official documents relevant to visa in the similar order on his/her acceptance by JICA. In case passports are not available at the time of nomination, on receipt of JICA acceptance notification letter, nominees are expected to issue passports in the same name order as mentioned in the training application.

Cont.../2
We also note that, handwritten training applications shall not be accepted by JICA at any reason.

In addition, kindly advise the nominating organizations to share the G1 Booklets with their nominees for a better understanding of the training requirements, whereas JICA conducts its selection interviews principally based on the contents of the respective G1s.

Thank you.

Yours sincerely,

Shingo FUJITA
Representative
JICA Sri Lanka office

C.C. - Chief Secretary, Central Provincial Council
Chief Secretary, Eastern Provincial Council
Chief Secretary, Northern Provincial Council
Chief Secretary, Southern Provincial Council
Chief Secretary, Western Provincial Council
Chief Secretary, North Western Provincial Council
Chief Secretary, North Central Provincial Council
Chief Secretary, Uva Provincial Council
Chief Secretary, Sabaragamuwa Provincial Council
Mr. S. Waratani, First Secretary, Embassy of Japan
Knowledge Co-creation Program (Group & Region Focus)

This information pertains to one of the Group and Region-Focused Training 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
Hokkaido, the northernmost island of Japan, has experienced a striking increase in the number of foreign visitors mainly from the East Asian countries in recent years. What attracts them to Hokkaido is the rich nature, landscapes, snowy winter, gastronomy and onsen (natural hot springs) and so on. By combining these local resources, Hokkaido has succeeded in establishing its local brand and positioning itself as an attractive tourist destination. The key to achievement has been the primary industry, for instance, “fresh”, “safe”, and “clean” images that both domestic and foreign consumers hold towards the products of Hokkaido, have been the major driver of growing in-bound tourism in the region. Behind such transition, various efforts were made by both public and private actors, such as the relaxation of visa requirements, the expansion of airline routes and duty-free shops. With the encouragement of economic growth in East Asian countries as well as the yen depreciation, the popularity of Hokkaido as a tourist destination was escalated, resulting in the increase of the number of visitors to over 54 million per year (including 2.3 million foreign visitors, Hokkaido Prefecture).

For what?
Participants will learn about local branding and tourism marketing strategies from the experience of Hokkaido, in order to promote social and economic vitalization in their own countries.

For whom?
This program is targeted for officials of national and local governments, and rated organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.

How?
Participants shall have opportunities to identify approaches and strategies to develop local branding and marketing for tourism promotion, through site visits and active discussion among the participants and also with the local actors in Hokkaido. At the end of course the participants will make a presentation on the final report, proposing the adapted measures to implement local branding and marketing in their own countries after returning from Japan.
II. Description

1. Title (J-No.): Regional Economic and Social Vitalization through Tourism Development: Regional Branding and Marketing in Hokkaido (J1704177)

2. Course Period in JAPAN
   January 28 to February 24, 2018

3. Target Regions or Countries
   Albania, Algeria, Dominica, Former Yugoslav Republic of Macedonia, Laos, Papua New Guinea, Sri Lanka, Tajikistan, Timor-Leste, Tunisia

4. Eligible / Target Organization
   This program is targeted for officials of national and local governments, and-rated organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.

5. Course Capacity (Upper limit of Participants)
   12 participants

6. Language to be used in this program: English

7. Course Objective:
   (1) Participants understand the process of local branding and tourism marketing strategies from the experience of Hokkaido
   (2) Participants obtain the necessary knowledge to be able to propose measures for economic and social vitalization through local branding and tourism promotion, which are best optimized for their own countries.

8. Overall Goal
   Regional economic and social vitalization will be promoted through tourism promotion applying the local branding strategies in the participating countries.
9. Expected Module Output and Contents:
   This program consists of the following components. Details on each component are given below:

<table>
<thead>
<tr>
<th>(1) Preliminary Phase in a participant's home country (November 2017 to Jan 2018)</th>
<th>Expected Module Output</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material for Country report presentation is prepared</td>
<td>Preparation for Country Report Presentation. (The detail of the Country Report is explained in the Attached Additional Information.)</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>(2) Core Phase in Japan (January 28 to February 24, 2018)</th>
<th>Expected Module Output</th>
<th>Subjects/Agendas</th>
<th>Methodology</th>
</tr>
</thead>
</table>
| National and regional policies, and external conditions that contributed to the promotion of inbound tourism in Hokkaido | • Japan's tourism policy and system  
• Development of tourism in Hokkaido | Lecture, Filed visit, Discussion |
| Principles of local branding and marketing strategies | • Tourism marketing  
• Management of tourist destination  
• Local branding of Hokkaido | Lecture, Filed visit, Discussion |
| Process, key factors and challenges of local branding | Case studies and field visits to;  
• Sapporo Snow Festival  
• Niseko (Development of ski resort)  
• Shiretoko (World Natural Heritage site)  
• Biei (Master Plan and the role of local government) | Lecture, Filed visit, Discussion |
| Systems for certification, registry and support for local branding | • Programs and implementation mechanism of local branding in Hokkaido | Lecture, Filed visit, Discussion |
| Propose recommendations for regional economic and social vitalization through tourism in their own countries | • Preparation and presentation of Final Report to propose how the strategies can be optimized in order to implement local branding and tourism marketing in their own countries | Discussion, Consultation, Presentation |

| (3) Post-Core Course Phase in a participant's home country (March 2018 to September 2018) | Participation organizations get feedback and recommendations from the participants through sharing the Final Report. |
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
       1) Current Duties:
          Officials of national and local governments, and related organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.
          Experience in the relevant field: have at least 3 years' experience in the field of tourism development
       2) Educational Background: be a graduate of university or equivalent
       3) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (This workshop includes active participation in discussions, which requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible)
       4) 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.

   (2) Recommendable Qualifications
       1) Age: between the ages of thirty (25) and fifty (45) years is desirable.

3. Required Documents for Application
   (1) Application Form: The Application Form is available at the JICA office (or the Embassy of Japan).
   (2) Country report: to be submitted with application form. All the candidates are required to prepare a Country Report (detailed information is provided in the P.11 of the Attached Additional Information).
   (3) 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.
4. Procedures for Application and Selection:
(1) Submission of the Application Documents:
Closing date for application: 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 November 22, 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 December 8, 2017.

5. 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 Hokkaido (Sapporo)
   (2) Contact: Ms. YOSHIKAWA Ayaka
      (jicahkic@jica.go.jp or Yoshikawa.Ayaka@jica.go.jp)

2. Implementing Partner: Hamanasu Foundation

3. Travel to Japan:
   (1) Air Ticket: The cost of a round-trip ticket between an international airport
do not travel outside 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 Hokkaido International Center (JICA HOKKAIDO)**
   Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku,
   Sapporo, Hokkaido, 003-8668, Japan
   TEL: 81-11-866-8393 FAX: 81-11-866-8382
   (where "81" is the country code for Japan, and "11" is the local area code)

   If there is no vacancy at JICA Hokkaido, JICA will arrange alternative accommodations
   for the participants. Please refer to facility guide of HKIC at its URL,

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
   (5) For more details, please see "III. ALLOWANCES" of the brochure for
      participants titled “KENSHU-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.
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 and 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 Hokkaido International Center (JICA Hokkaido, Sapporo)
Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku, Sapporo, Hokkaido 003-8668, Japan
TEL: +81-11-866-8393 FAX: +81-11-866-8382
Regional Economic and Social Vitalization through Tourism Development:
Regional Branding and Marketing in Hokkaido

Course Period in Japan:
from January 28 to February 24, 2018
Regional Economic and Social Vitalization through Tourism Development:
Regional Branding and Marketing in Hokkaido

This information pertains to one of the Group and Region-Focused Training 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.

What makes you want to return to a place?
Learn about local branding and tourism marketing strategies...

from the experience of Hokkaido.
For whom?

Countries
Albania, Algeria, Dominica, 
Former Yugoslav Republic of Macedonia, 
Laos, Papua New Guinea, Sri Lanka, 
Tajikistan, Timor-Leste, Tunisia 
(12 people in total)

Job areas
Tourism development, 
Tourism marketing and 
Local industry promotion

Organizations
National and local governments, 
Tourism associations and 
Travel industry groups

Other requirements
Competent English speaker, 
Between 25 and 45 years old, 
University graduate or equivalent, 
and 
in good health to survive ice-cold winter 
of Hokkaido!
Where?

The course is carried out in the northern-most island of Japan, called Hokkaido, which attracts millions of visitors annually from other regions of Japan and also from the neighboring countries. The gastronomy, dry, abundant snow, natural hot springs and landscapes are the main tourist attractions.

When?

Arrival
Sunday, January 28, 2018

Departure
Saturday, February 24, 2018
Hokkaido has accomplished developing its local brand and positioning itself as a popular tourist destination through utilizing existing natural resources. Even snow, which seems to be a burden to local residents, has now been transformed into a major tourist attraction. This is why the program is being carried out during the winter (even though the climate can be harsh), when participants can observe first-hand the effective use of unique local resources.

The course is carried out by JICA Hokkaido (Sapporo) with a partner organization, Hamanasu Foundation. The program is made possible with the support of various municipalities, including Sapporo, Niseko, Shari and Biei. Learning is enhanced by combining classroom teaching, field observations, discussions and workshops. Most lectures are delivered in Japanese, which are interpreted in English by a JICA Training Coordinator.
Course Overview

The locations of field observations are tentative and subject to change.

**Arrival**
- Program orientation

**Week 1**
- Introductory lectures
- Field observation
- Discussion
- Tourism marketing
- Japan's tourism policy and system
- Development of tourism in Hokkaido
- Japanese language class
- Sapporo Snow Festival (under preparation)

**Week 2**
- Case study
- Field observation
- Discussion
- Niseko (development of ski resort)
- Sapporo (development of inbound tourism)
- Sapporo Snow Festival (during the event)

**Week 3**
- Case study
- Field observation
- Activities
- Workshop
- Shirakami (management of World Natural Heritage Site)
- Drift-ice walk and visit to museum
- Management of tourist destination

**Week 4**
- Case study
- Field observation
- Consultation
- Discussion
- Presentation
- Biei (Master Plan and the role of the local government)
- Co-existence of local communities and tourists
- Local branding of Hokkaido
- Consultation for formulating Final Report
- Presentation of Final Report (please refer to Annex)
How to apply?

Please submit the following documents to the JICA Office or the Embassy of Japan before Wednesday, November 22, 2017.

- **Application Form**
  (available from the JICA Office or the Embassy of Japan)

- **Country Report**
  (for details, please refer to Annex)

- **Photocopy of passport**
  (should include name, date of birth, nationality, sex, passport number and expiry date)

Note: if you do not possess a passport at time of applying, you are requested to obtain one as soon as you receive the notice of acceptance. Once you obtain your passport, the photocopy should be submitted immediately so that JICA can proceed with the necessary travel arrangements.

**Expectations from the Participating Organizations**
- 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.
- This program is enriched with content 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.
- As this program is designed to facilitate organizations to come up with specific solutions for their issues, participating organizations are expected to duly prepare before dispatching their participants to Japan, i.e. preparing Country Report.
- Participating organizations are also expected to make the best use of the results achieved by their participants in Japan.

**Selection Procedures**
- 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 the organizations involved 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 Japanese government 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.

**Conditions for Attendance**
- Strictly adhering to the program schedule.
- Not changing the program topics.
- Not extending the period of stay in Japan.
- Not being accompanied by family members during the program.
- Returning to home countries at the end of the program in accordance with the travel schedule designated by JICA.
- Refraining from engaging in any political activities, or any form of employment for profit or gain.
- Observing 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 expenses depending on the severity of said violation.
- Observing the rules and regulations of the accommodation and not changing the accommodation designated by JICA.
**Expenses covered by JICA**

- **Air ticket**
  Round-trip ticket between an international airport designated by JICA and Japan

- **Travel insurance**
  From the arrival date in Japan to the departure date in Japan. As such, the travelling period outside Japan will not be covered.

- **Allowances for**
  accommodation, living expenses, outfit and shipping

- **Expenses for**
  study tours (domestic transportation within the established program)

- **Medical care for**
  participants who become ill after arriving in Japan. Costs related to pre-existing illnesses, pregnancy or dental treatment are not covered.

- **Expenses for**
  program implementation, including materials

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**Notice of Acceptance**

Notification of selection results will be made by JICA Office or the Embassy of Japan no later than Friday, December 8, 2017.

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Application Deadline

Nov. 22, 2017

Selection

Notification of Results

no later than

Dec. 8, 2017

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Note: for more details, please refer to "III. ALLOWANCES" of the brochure titled KENSHU-IN GUIDE BOOK, which will be provided prior to leaving for Japan.
Stay in Japan

Accommodation

JICA Hokkaido International Center is equipped with accommodation facilities for JICA training participants. For study tours taking place far from the Center, JICA will arrange hotels for the participants.

Climate

Since the average temperature in January and February in Sapporo is -4°C, it is necessary to prepare adequate winter clothing, such as wool or knit sweaters, a heavy coat, a warm hat, gloves, scarf and boots. JICA Hokkaido has rubber boots and anti-slip rubber cleats for lending to participants who wish to use them.

Recreation

Participants can use, free of charge, the fitness gym and swimming pool of Rifure Sapporo, which are located adjacent to the JICA Center. Indoor sports shoes are available for rent at the front desk of JICA Center, however, you are to bring and use your own swim suits if you wish to enter the pool.

JICA Hokkaido International Center (JICA Hokkaido)
Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku, Sapporo, Hokkaido, 003-8668, Japan
TEL: 81-11-866-8393 FAX: 81-11-866-8382
("81" is the country code for Japan, and "11" is the local area code)
Annex

Country Report

Country Report should be submitted together with Application Form, to be evaluated during the selection process. Please prepare the report in accordance with the following instructions.

> Should be written in English and summarized in approximately 800 Words
> Use Microsoft Word
> Elaborate your current ideas on ALL topics below.

1. Marketing analysis of your region, using STP model (Segmentation, Targeting and Positioning)
2. Successful and/or unsuccessful case of tourism marketing of your country
3. Definitions of "local branding" and "tourism marketing"

Final Report

The Final Report should be prepared and presented before the program ends in Japan. The purpose of the Final Report is to transfer the knowledge and experience obtained through the course to the organization or area in which you work. Preparing the Final Report will help you organize your new ideas and convert them into more feasible proposals for promoting social and economic vitalization in your country, adapting Hokkaido's local branding or tourism marketing strategies. More detailed instructions will be given during the program; however, the contents of the Final Report should cover ALL items below.

1. Ideas and knowledge acquired in Japan, which are applicable to your country
2. Issues or problematic situations, which should be resolved by applying the ideas and knowledge described above in 1
3. Proposals or recommendations aimed at central, local and institutional levels for social and economic vitalization through developing tourism.
Additional Course Information

Course title
Regional Economic and Social Vitalization through Tourism Development: Regional Branding and Marketing in Hokkaido (J1704177)

Overall goal
Regional economic and social vitalization will be promoted through promoting tourism applying local branding strategies in the participating countries.

General objectives
(1) Participants understand the process of local branding and tourism marketing strategies from the experience of Hokkaido
(2) Participants obtain the necessary knowledge to be able to propose measures for economic and social vitalization through local branding and tourism promotion, which are best optimized for their own countries.

Specific objectives (module outputs)
(1) National and regional policies, and external conditions that contributed to the promotion of inbound tourism in Hokkaido
(2) Principles of local branding and marketing strategies
(3) Process, key factors and challenges of local branding
(4) Systems for certification, registry and support for local branding
(5) Based on the above (1)–(4), propose recommendations for regional economic and social vitalization through tourism in their own countries

Prior to Departure
Pre-departure orientation will be held at the JICA Office or the Embassy of Japan in the respective country, in order to provide participants with details on travel to Japan, conditions of the program, and other matters.

Certificate
Participants who have successfully completed the program will be awarded a certificate by JICA.
About JICA

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. 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 boosting 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.

JICA Knowledge Co-Creation Program (KCCP) as a New Start
In the Development Cooperation Charter that the Japanese Cabinet released 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.

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 on using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit 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.
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