



TRAINING AND DIALOGUE PROGRAMS

GENERAL INFORMATION ON

**Tourism Planning/Promotion considering Natural Environment
Conservation for South East European Countries**

地域別研修

「南東欧地域 自然環境保全に配慮した観光計画・振興」

JFY 2011

<Type: Solution Creation / 類型: 課題解決促進型>

NO. J11-04102

(Project No: 1184055)

From August 9, 2011 to September 3, 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

JICA has implemented the training program titled “Tourism Promotion for South-east European countries” from FY 2006 to 2010, accepting 38 participants from respective countries. In addition to conventional tourism, it is considered that the Southeast European countries are highly potential in the fields of natural environment, as well as in their cultural diversities. Today, there are increasing needs for sustainable tourism considering natural environmental conservation in their respective countries, and the establishment of regional tourism promotion program is expected to contribute to the economic development and stabilization in this region.

For what?

This program is designed for administrative officers in tourism planning/promotion. The objectives of the training program are: to provided Action Plans for sustainable tourism planning/ promotion considering natural environmental conservation; and to formulate an inter regional collaborative framework among the respective countries, based on the respective Action Plans proposed in Japan.

For whom?

This program is offered to administrative officers in tourism planning/promotion in central/local governments, in governmental agencies.

How?

Participants shall have opportunities to learn 1) basic ideas, conceptual frameworks, and world trends of sustainable tourism/ecotourism promotion, 2) the structure and/or policies of current tourism promotion and ecotourism promotion in Japan and in Hokkaido, 3) basic flow and key factors in sustainable tourism and ecotourism planning and promotion, 4) sustainable tourism planning/promotion in consideration of environment through practical examples of tourism promotion in Hokkaido, and 5) to identify and discuss advantages, opportunities, issues and concerns regarding sustainable tourism planning/promotion considering natural environment in respective countries

The program will be provided in different forms, including lectures, field trips and discussions. As the outcome of this program, participants will provide and present specific Action Plans,, making the best use of knowledge and ideas acquired and discussed in Japan , and these Action Plans are expected to be implemented in their respective countries.

II. Description

1. Title (J-No.): Tourism Planning/Promotion considering Natural Environment Conservation for South East European Countries (J11-04102)

2. Period of program

Duration of whole program: June, 2011 to March, 2012

Preliminary Phase: June, 2011 to August, 2011

Core Phase in Japan: August 9, 2011 to September 3, 2011

Finalization Phase: September, 2011 to March, 2012

3. Target Regions or Countries:

Albania(2), Macedonia(2), Bosnia and Herzegovina(2), Moldova(2), and Serbia(2)

4. Eligible / Target Organization :

This program is designed for officials in central/local government or in governmental agencies in tourism planning/promotion.

5. Total Number of Participants :

Nine (9) participants

6. Language to be used in this program: English

7. Program Objectives:

-The proposed Action Plans in Japan to be officially adopted in the participants' respective countries;

-The proposed Action Plans should: Be considerate on natural environmental conservation; formulate an inter-regional collaborative framework among the respective counties.

8. Overall Goal:

The proposed Action Plans to be actually implemented among the respective Southeast European countries.

9. Contents:

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

(1) Preliminary Phase in a participant's home country (June 2011 to August 8, 2011) <i>Participating organizations make required preparation for the Program in the respective country.</i>	
Modules	Activities
Country Report	Preparation and submission of Country Report which describes the present situation and problems or difficulties in tourism development/promotion in his/her country

Note: Participants are requested to make Country Report Presentation at the beginning of the training course, in order to share the respective countries information in the field of Tourism Planning/Promotion considering natural environment conservation. Participants are advised to prepare for Country Report presentation before arriving Japan. It must be written in English, and about fifteen (15) to twenty (20) minutes will be allocated to each participant for the presentation (including interpretation and discussion). Presentation by using Microsoft Power Point is recommended. If possible, it is also recommended to bring CD-R etc. in which the Country Report is saved, that will facilitate report making.

(2) Core Phase in Japan

(August 9, 2011 to September 3, 2011)

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

L: Lecture, P: Presentation/Discussion, O: Observation/field work
1 lesson: equivalent 2.5 hour

Expected Module Output	Subjects	Contents	Methodology		
			L	P	O
(1) To learn basic ideas, conceptual frameworks, and world trends of sustainable tourism/ecotourism promotion	Country Report Presentation	To learn and share the current status and issues regarding sustainable tourism promotion in respective countries.		2	
	Global trends and movements of sustainable tourism promotion (including a case study)	To understand global trends and movements regarding sustainable tourism promotion.	1		
	Conceptual framework of sustainable tourism and ecotourism	To understand basic flow and conceptual framework of sustainable tourism and ecotourism promotion	1		
	Sustainable tourism promotion case studies	To learn different cases of sustainable tourism planning and promotion	3		
(2) To understand the structure and policies of current tourism promotion and ecotourism promotion in Japan and in Hokkaido	Tourism administration in Japan (on a national level)	To learn the administrative structures and tourism policies by the Japanese government	1		
	Environmental protection and National Park Service administration in Japan	To learn and understand ecotourism promotion in Japan	1		
	Tourism administration and sustainable tourism promotion in Hokkaido	To understand the current status of sustainable tourism promotion by the Hokkaido government and by Sapporo city	2		
	Ecotourism Law and ecotourism promotion in Japan	To understand legislative administration in ET promotion.	1		
(3) To learn and understand basic flow and key factors in sustainable tourism and	Basic flow and key factors in ecotourism promotion	To learn basic flow and key factors in ecotourism promotion	1		
	The importance of NPO in sustainable tourism promotion	To understand the role of NPO as a stakeholder in sustainable tourism promotion	1		

ecotourism planning and promotion	Successful business models through PPP (public-private partnership) in sustainable tourism promotion	To learn the importance of public-private partnership in promoting sustainable tourism	2		
(4) To learn sustainable tourism planning/promotion in consideration of environment through practical examples of tourism promotion in Hokkaido	A case study of community-based ecotourism promotion in a National Park.	To learn and understand the importance of community-based tourism promotion and different stakeholders' involvements.			4
	Administrative management and public-private partnership in ecotourism promotion(a case study at sight)	To learn and understand administrative leadership by public sector and the importance of public-private partnership in sustainable tourism promotion			3
	The importance of interpretation and monitoring in sustainable tourism promotion	To learn the significance of interpretation and monitoring in sustainable / ecotourism promotion.	1		
(5) To identify and to discuss advantages, opportunities, issues and concerns regarding sustainable tourism planning/promotion considering natural environment in respective countries/ Southeast European region	Weekly discussions	Discussions and analyses, on the issues/concerns on sustainable tourism planning/promotion considered of natural environment in respective countries and in the Southeast European region		2	
(6) To prepare/present Action Plans for sustainable tourism/ecotourism promotion in respective countries, and in the Southeastern European region	Preparation of Action Plans	Writing up Action Plan making the best use of knowledge and ideas acquired in Japan		2	
	Presentation of Action Plans	Discussion, consultation, and presentation of Action Plan		2	

Note: The curriculum may be subject to minor changes.

(3)Finalization Phase in a participant's home country (September 4, 2011 to March 2, 2012) <i>Participating organizations produce final outputs by making use of results brought back by participants. This phase marks the end of the Program.</i>	
Modules	Activities
Share "Action Plan" in participant's home country, then implement the plan	Reporting the progress of "Action Plan" to the respective country's JICA office(or Embassy of Japan) within six (6) months, by March 2, 2012.

Note: JICA Sapporo might suspend the acceptance of candidates for the coming years from those organizations which do not seriously share participants action plan, nor without reporting to JICA within the mentioned period.

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. Applying organizations are expected to use the Program for those specific purposes.
- (2) In this connection, applying organizations are expected to nominate the most qualified candidates to address the said issues or problems, carefully referring to the qualifications described in section III-2 below.
- (3) Applying organizations are also expected to be prepared to make use of knowledge acquired by the nominees for the said purpose.

2. Nominee Qualifications:

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

(1) Essential Qualifications

- 1) Current Duties: Applicant should be an administrative officer in charge of tourism planning/promotion, in the central/local government or governmental agency.
- 2) Experience in the relevant field: more than five (5) years of practical experience in the field of tourism planning/promotion.
- 3) Should be proficient in spoken and written English
- 4) Health: should be in good health, physically and also mentally, to undergo the course of training,
 ※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 1) letter of the participant's consent to bear economic and physical risks 2) letter of consent from the participant's supervisor 3) letter of consent from your Embassy in Japan, 4) medical certificate.
 Please ask National Staffs in JICA office for the details.
 * As the schedule of this course would be too demanding for pregnant women, pregnancy might be regarded as a disqualifying condition for participation in this training program.
- 5) Must not be serving any form of military service.

(2) Recommendable Qualifications

- 1) Age: be under 40 years of age
- 2) Contact to Ex-Participants for "Tourism Promotion for Southeast European countries" and/or "Tourism Planning/Promotion considering Natural

Environment Conservation for South East European Countries” is highly recommendable in order to maximize the output of training program.

3. Required Documents for Application

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

4. Procedure for Application and Selection :

(1) Submitting the Application Documents:

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

Note: Please confirm the closing date set by the respective country's JICA office 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 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 to the respective Government by **not later than July 15, 2011.**

5. Document(s) to be submitted for Application:

Country Report -- to be submitted with the Application Form by **June 30 , 2011.**

Before coming to Japan, applicants are required to prepare a Country Report (detailed information is provided in the ANNEX " Country Report ". The Country Report should be sent to both the respective country's JICA office (if applicable) and JICA Sapporo preferably by e-mail to jicasic@jica.go.jp / sictp1-sub@jica.go.jp by **June 30 , 2011.**

6. Conditions for Attendance:

- (1) to follow 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 accordance with 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.
- (8) to participate in the whole program including a preparatory phase prior to arrival in Japan. Applying organizations, after receiving notice of acceptance for their nominees, are expected to carry out the actions described in section II -9 and section III -4.

IV. Administrative Arrangements

1. Organizer:

(1) Name: JICA Sapporo

(2) Contact: jicasic@jica.go.jp
sictp1-sub@jica.go.jp

2. Implementing Partner:

(1) Name: Sapporo International Communication Plaza Foundation

(2) URL: http://www.plaza-sapporo.or.jp/english/index_e.html

(1) Name: Sapporo International University

(2) URL: <http://www.siu.ac.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 Sapporo International Center (JICA SAPPORO)
Address: Minami 4-25 Hondori 16-chome, Shiroishi-ku, Sapporo, Hokkaido
003-8668, Japan
TEL: 81-11-866-8333 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 SAPPORO, JICA will arrange alternative accommodations for the participants.

JICA Sapporo has the following equipment for the participants.

<Private Room> Bed, Prefabricated Bath, Desk, Refrigerator, Hot pot, Bookshelf, Air Conditioning, In-room Safe, TV sets (CNN, NHK (BS), DVD/VHS Video Player

***ATTENTION:** There are no slippers or towels. Soap, shampoo & conditioner, toothpaste & toothbrush, razor, detergent, sewing kit and CD-R can be purchased at the front desk.

<Audio-Visual equipment for training>

Video recorder, Multimedia Projector (available to use Microsoft Power Point).

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:

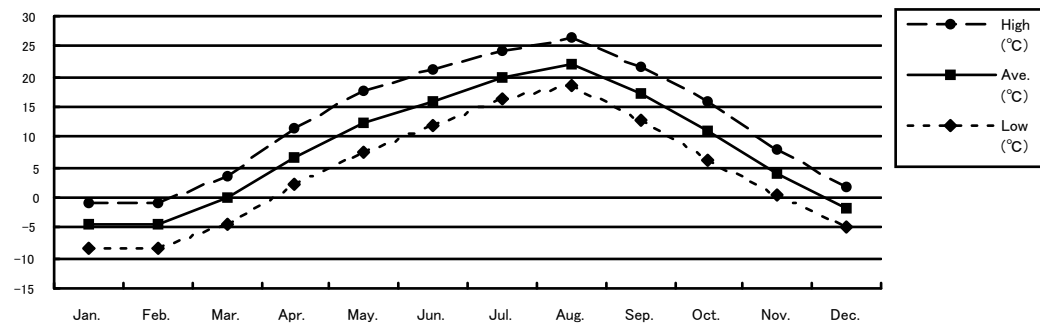
A pre-departure orientation will be held at the respective country's JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. Other Information

1. Certificate

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

2. Climate in Sapporo



*Typical Seasonal Wear

(August- September) Short-Sleeves, Light Jacket

3. Recreation

- (1) Participants can use an indoor swimming pool, gymnasium, and tennis courts located next to JICA Sapporo. The charges are paid by JICA.
- (2) JICA encourages international friendship exchanges between participants and local communities. Therefore, it would be helpful for participants to bring national costumes and materials such as slides, videos, and music CD which explain cultures in their countries.

VI. ANNEX:

“Tourism Planning/Promotion considering Natural Environment Conservation for South East European Countries”

COUNTRY REPORT

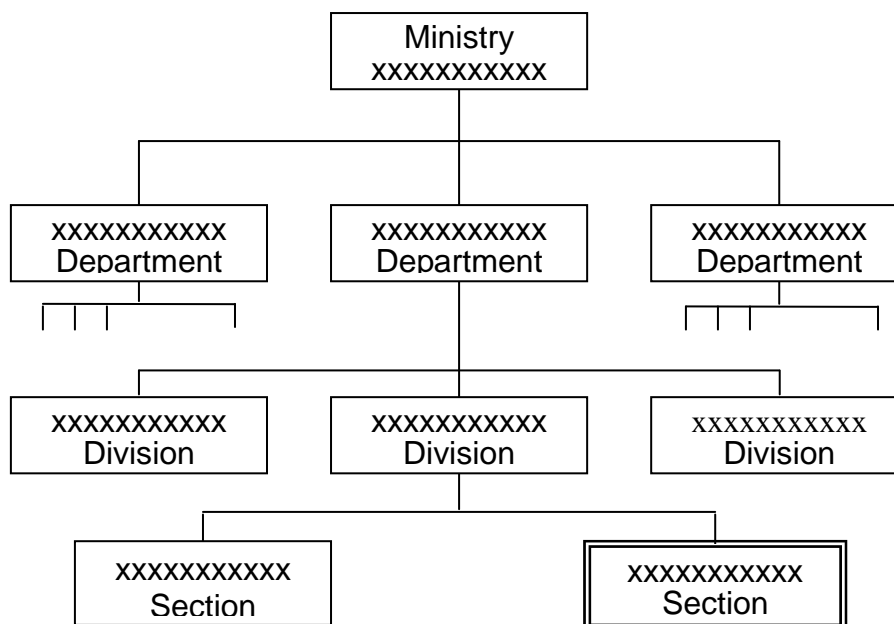
1. Applicant's Information:

Name of the applicant	
Country	
Applicant's job:	1) Position 2) Responsibility 3) Detail job description

2. Organization's Information:

Name of the applicant's organization	
Organization chart	Referring to the example below, draw the organization chart and indicate the department/division/section that the applicant works for with a double line.

<Example>



3. Overview of tourism sector in the respective country

- 1) Basic strategies and/or priorities for tourism in the national / provincial level.
- 2) Related law enforcement or regulations related to sustainable ecotourism in the national/ provincial level.
- 3) Current status of sustainable and/or ecotourism promotion, including administrative organizational structures for promoting ecotourism in the national and/or provincial level.
- 4) Current situations/issues, measurement on sustainable and/or ecotourism planning/promotion in the national, provincial and the applicant's organizational level
- 5) Tourism planning/promotion plans and/or ongoing projects in the applicant's organization related to the above 3-1).

4. Expectation for the training course:

- (1) Difficulties or constraints of ecotourism implementation in the applicant's duty/organization
- (2) Potentials and advantages of eco tourism implementation in the applicant's duty/organization.
- (3) Expected results and applicant's objective to achieve through this program, in order to overcome the difficulties or constraints mentioned above
- (4) Describe any projects/plans you are likely to be involved after completion of this training course.

5. Others:

- (1) Examination/outputs on the "action plan" which the ex-participants have made through this training program.

Note:

- (1) Each participant should prepare a "country report" which describes the present situation and problems related to tourism planning/promotion in the respective country.
- (2) The country report should be written in accordance with the subjects and format explained in ANNEX I. It should be written in English and summarized in approximately **four (4) or five (5) pages**.
- (3) Each participant will have 10 to 20 minutes to give an oral presentation on his or her report at the beginning of the course.
- (4) It is advisable to use audio visual aids such as Microsoft Power Point at the presentation.
- (5) It is recommended to prepare related information or materials (relevant data, map, pictures, laws and regulations, and etc.) which could be useful in country report presentation, as well as drawing an Action Plan, which will be formulated in this training program.

For Your Reference

JICA and Capacity Development

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

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

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs 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 Sapporo International Center (JICA SAPPORO)
Address: Minami 4-25 Hondori 16-chome, Shiroishi-ku, Sapporo, Hokkaido
003-8668, Japan
TEL: +81-11-866-8333 FAX: +81-11-866-8382