



# GROUP AND REGION-FOCUSED TRAINING

**GENERAL INFORMATION ON**

**TOURISM PROMOTION AND MARKETING**

Targeting the Japanese Market(A)

**課題別研修「観光振興とマーケティング(A)」**

***FY 2014***

**NO. J1404049 / ID. 1480942**

**Course Period in Japan: From September 15, 2014 to October 25, 2014**

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 case studies,
- 3) the basic knowledge of 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) (J1404049)**

**2. Course Period in JAPAN**

September 15, 2014 to October 25, 2014

**3. Target Regions or Countries:**

Philippines, Cambodia, Myanmar, Jordan, Palestinian Authority, Egypt, Albania, Former Yugoslav Republic of Macedonia, Kosovo, Bosnia and Herzegovina, Ukraine

**4. Eligible / Target Organization**

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

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

11 participants

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

English

**7. Course 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.

**8. Overall Goal**

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

**9. Expected Module Output and 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> (August 2014 to September 2014) <i>Participating organizations (or Selected participants) make required preparation for the Training and Dialogue Program in the respective country.</i>	
Modules	Activities
<b>Consultation with Supervisor and Colleagues</b>	The final output of this program is the destination marketing plan targeting the Japanese market 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>	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>15 minutes for your presentation</b> , so please try to focus on the highlights and/or main issues you wish to address in order to increase Japanese tourist. Four Power Point slides should be sufficient: (1) Introduce your organization, (2) General tourism information in the respective country including a map, (3) Policies and priorities in tourism promotion and marketing, (4) What you expect to learn during the following three weeks.  *It is recommendable to bring some visual materials such as photographs, presentation software, color slides and videos so as to facilitate his/her presentation.

<b>Core Phase in Japan</b> (September 15, 2014 to October 25, 2014) <i>Participants dispatched by the organizations attend the Training and Dialogue Program implemented in Japan.</i>		
Modules	Subjects/Agendas	Methodology
<b>(1) Understanding the trend / characteristics of Japanese tourism market, tourism administration, policy and the structure of tourism industry</b>	1) Tourism policy of Japan Travel Agency (JTA) 2) Role and activities of Japan National Tourism Organization (JNTO) 3) Role and activities of Japan Association of Travel Agency (JATA) 4) Japanese outbound market 5) Japanese domestic travel 6) Operation and hospitality of Japanese Inn 7) Role of tourism promotion by local authority 8) Conservation of historical cultural	Lecture Observation

	<p>heritage</p> <p>9) Role and activities of volunteer guide</p> <p>10) Tourism promotion and marketing at university</p>	
<b>(2) Analyzing their own country's issues of the tourism promotion and marketing</b>	<p>1) Presentation on country report</p> <p>2) SWOT analysis</p>	<p>Presentation</p> <p>Discussion</p>
<b>(3) Explaining and implementing the tourism promotion and marketing method of Japan and other countries campaigning in Japan</b>	<p>1) Practical activities of tourism marketing</p> <p>2) Destination marketing by Airlines</p> <p>3) Tourism promotion and marketing by travel agencies</p> <p>4) Role of travel agencies</p> <p>5) Promotion activities by foreign national tourism organization in Japan</p> <p>6) Utilization of ICT on tourism promotion and case studies</p> <p>7) Role and activities of Tour operator</p> <p>8) Destination marketing by Tour operator</p> <p>9) Education in the tourism industry</p>	<p>Lecture</p> <p>Observation</p>
<b>(4) Developing a destination marketing plan targeting the Japanese market based on the knowledge and techniques obtained through aforementioned (1)-(3)</b>	<p>1) Developing the destination marketing plan targeting the Japanese market</p> <p>2) Presentation of the destination marketing plan</p> <p>*Please describe how you plan to increase the Japanese tourists into your country after being studied through the course.</p>	<p>Exercise</p> <p>Discussion</p>

### **Finalization Phase in a participant's home country**

(October, 2014 to January, 2015)

*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
<b>(5) Reviewing the feasibility of the destination marketing plan through the workshop aimed to disseminate the</b>	<p>1) Conducting the workshop aimed to disseminate the knowledge and outputs of training program.</p> <p>2) Answering the questionnaire based on the comment from the workshop within two month after returning to home country</p>

<p><i>knowledge and outputs of training program after returning to home country</i></p>	
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### **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: 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 which is equal to TOEFL IBT 65-80 (CBT 180-213, PBT 510-550) or more
- 5) Health: must be in good health, both physically and mentally, to participate in the Program in Japan
- 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 JICA office (or the Embassy of Japan)**.

\*Pregnancy

Pregnant participants are strictly requested to attach the following documents in order to minimize the risk for their health.

- ① letter of the participant's consent to bear economic and physical risks
- ② letter of consent from the participant's supervisor
- ③ doctor's letter with permission of his/her training participation.

Please ask JICA Staff for the details.

**(2) Photocopy of passport:** to be submitted with the application form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

\*Photocopy should include the followings:

Name, Date of birth, Nationality, Sex, Passport number and Expire date.

**(3) Nominee's English Score Sheet:** to be submitted with the application form. If you have any official documentation of English ability. (e.g., TOEFL, TOEIC, IELTS)

**(4) 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. Procedures for Application and Selection

**(1) Submission of the Application Documents:**

Closing date for applications: **Please inquire to the JICA office (or the Embassy of Japan)**.

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN** by **July 25, 2014**)

**(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.*

### **(3) Notice of Acceptance**

Notification of results will be made by the JICA office (or the Embassy of Japan) **not later than August 15, 2014**.

## **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 Tokyo International Center (JICA Tokyo, TIC)
- (2) Contact:** Industrial Development & Public Policy division
- (3) Email:** tictip@jica.go.jp

### **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, meals, living expenses, outfit, and shipping
- (2) Expenses for study tours (basically in the form of train tickets.)
- (3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included)
- (4) Expenses for program implementation, including materials

For more details, please see “III. ALLOWANCES” of the brochure for participants titled “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

## 6. Pre-departure Orientation

A pre-departure orientation will be held at the respective country’s JICA office (or 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. **Please bring at least 100 business cards** since you will have many chances to meet new people in travel industry.
4. Belongings to participate field trip in Japanese summer 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) Backpack for day trip

## **VI. ANNEX:**

**Tourism Promotion and Marketing**  
**~Targeting the Japanese Market~**  
**(FY 2014)**  
*Country Report*

All the applicants are required to submit Country Report along with the Tourism sector fact sheet, SWOT analysis 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
9. Assumed measures to increase Japanese tourists

### 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)		2012		2013	
2013				Country	No.	Country	No.
2012				1			
2011				2			
2010				3			
2009				4			
2008				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	

### SWOT Analysis

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	2008	2009	2010	2011	2012	2013
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	2008	2009	2010	2011	2012	2013
Agricultural products						
Industrial products						

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

Item	2008	2009	2010	2011	2012	2013
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