



Knowledge Co-Creation Program (Group and Region Focus)

Human Capital Development for Creating Sustainable Regional Tourism



Course Number: 202411577J001

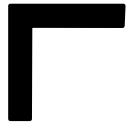
Course Period: January 21 - February 18, 2026 (Face-to-Face in Japan)



NOTE: Adobe Acrobat Reader DC and Google Chrome are recommended as PDF viewer. JAWS and NVDA are recommended as screen reader.

NOTE: If there are any difficulties in reading this document, please contact JICA Office in your country or JICA Center in Japan.

NOTE: Depending on the circumstances, some or all of the program periods may be changed or cancelled after the application has been accepted.



How can we unlock regional potential by promoting sustainable tourism?

Gain new insights on practical approaches for
sustainable tourism - envisioning and
promoting a future together with diverse
stakeholders.

Interactive training shaped by Japan's diverse
regional tourism experiences

Outline



This program is designed for mid-level officials at central / local governments or non-profit organizations, who are committed to contribute to the regional vitalization through the promotion of sustainable tourism.



This program offers opportunity to learn practical knowledge and skills to design and manage effective programs to promote sustainable tourism by utilizing regional resources under constrained environments (e.g., financial resources etc.).



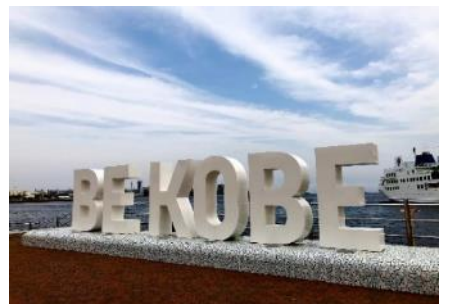
Participants will learn about Japanese case studies of sustainable tourism through site visits and lectures. Through hands-on workshops, you will also learn how to analyze and design tourism programs that can be applied in your own countries and how to build relationships with relevant stakeholders.



All sessions are carried out in English.

The period of the program is January 21 - February 18, 2026

Course Capacity: 14 participants



JICA Knowledge Co-Creation Program (KCCP)

The Japanese Cabinet released the Development Cooperation Charter in June 2023, which stated 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.” JICA believes that this ‘Knowledge Co- Creation Program’ will serve as a foundation of mutual learning process.

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For What?

Background

Since the establishment of UNTourism in 2003, many developing countries have turned their attention to enhancing their tourism sectors. Tourism can accelerate regional economic growth, however, there are challenges associated with “heteronomous tourism”, where external entities — such as foreign investors — take the lead in tourism initiatives and dominate the market. This often results in limited benefits for the local economy. It is not easy to achieve sustainable tourism for countries with limited resources.

To realize sustainable tourism which bring benefits to local community as well as tourism industry and tourists, strong cooperation is essential among National and local governments, local businesses, Destination Management Organizations (DMOs) and Community stakeholders.

This program provides participants with the opportunity to explore practical strategies drawn from examples of Japan - such as, enhancing the value of regional

assets, regional branding, effective contents creation, Tourism DX, and approaches to fostering effective collaboration among organization - to promote sustainable tourism.

Moreover, the program brings together experienced tourism officials (including you) from countries across Africa, Asia, and the Pacific, each with distinct geographical and cultural characteristics. This diversity provides a valuable opportunity for you to learn from various countries and build an international network.

Objectives

Participants obtain practical knowledge and skills to design and manage effective programs and frameworks that promote sustainable tourism by utilizing regional resources.

To Whom?

Job Areas and Organizations

This program is offered to mid-level officials at central / local governments or non-profit organizations, who are committed to contribute to the regional vitalization through the promotion of sustainable tourism.

The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.

Targeted Countries

Bangladesh, Bosnia and Herzegovina
Botswana, Egypt, India, Indonesia
Kyrgyz, Liberia, Mozambique
Palau, Palestinian Authority
Papua New Guinea, Serbia, Tajikistan

Maximum participants: 14

When?

Program Period

January 21 – February 18, 2026

Where?

This course will be held in JICA Kasai center.



How?

How to Learn

- Lectures
- Field Visits
- Workshops
- Discussions
- Presentations

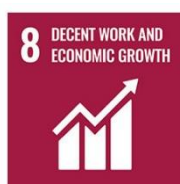


Instead of a traditional one-way lecture style, this program is designed to offer hands-on learning through field visits and interactive communication among participants.

Language

English

Commitment to the SDGs



Program Structure (Tentative)

Program Concept

In sustainable tourism, it is important to build relationships where local residents, private sectors, and tourists all benefit. Applying the Japanese “*Sanpō-yoshi*” concept - a win-win-win approach— helps ensure that even if key local leaders or government officials change, the regional economy can continue autonomously. To support this, government and related bodies should act as facilitators. This training is designed to help participants become local coordinators and supporters by gaining multifaceted perspectives.



1. Preliminary task (Before coming to Japan)

Country Report is drafted and shared to address the situation of your duties and tourism in participants' country.

2. Face-to face program in Japan.

	Subjects/Agendas	Methodology, Activities(tentative)
(1)	Understand and analyze the current situation and challenges of your own country regarding regional development through sustainable tourism.	Country Report Presentation Problem analysis workshop
(2)	Understand Japan's policies, support (subsidy) systems and stakeholders involved in tourism development, and conduct a comparative study with your own country's situation.	Lecture: UNWTO, JNTO, local government, Tourism experts Site-visits: local governments, NPOs, DMOs, Private companies, Japanese culture program, popular tourist destination, countryside
(3)	Identify key factors of regional revitalization through sustainable tourism through site-visits to successful cases and fieldwork/workshops.	Lecture, Sight-visit [Topics: Sustainable Tourism, Tourism DX, Promotion and branding, overtourism, Public-private partnership, human resource development in communities] Discussion Field work

(4)	Formulate an action plan to promote sustainable tourism utilizing regional resources in your own country.	Workshop Action plan Presentation
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Eligibility and Procedures

1. Expectations to the Applying Organizations¹

- (1) This course 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) This course is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the course 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.

【Remarks】 Each Organizations is requested to strongly encourage female candidates to apply for acceleration of gender Equality and women's empowerment.

Disabilities: Persons with disabilities who meet the required qualifications also have an opportunity to apply. Reasonable accommodations will be considered for participants with disabilities. However, some programs of the course might have difficulty for persons with disabilities to participate due to environmental and other conditions. "Reasonable accommodation" means necessary and appropriate modification and adjustments not imposing a disproportionate or undue burden, where needed in a particular case.

(1) Essential Qualifications

1) Current Duties: Mid-level officials at central /local governments or non-profit organizations, who are committed to contribute to the regional vitalization through the promotion of sustainable tourism.

*Although this training program aims to foster human resources in the tourism sector, its primary objective is to support the development of the participants themselves, rather than to train instructors. As such, lectures on personnel management and human resource development are minimal.

2) Experience in the Relevant Field: have at least 5 years of experience in the field of Tourism.

3) Educational Background: be a graduate of university

4) Language Proficiency: have a competent command of spoken and written English proficiency equivalent to TOEFL iBT 100 or above (This workshop includes active participation in discussions, which requires high competence in English. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible)

5) Health: must be in good health to participate in the program in Japan. To reduce the risk of worsening symptoms associated with respiratory tract infection, please be honest to declare in the Medical History (QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION of the application form) if you have been a patient of following illnesses; Hypertension / Diabetes / Cardiovascular illness / Heart failure / Chronic respiratory illness.

(2) Recommended Qualifications

1) Age: between the ages of twenty-five (25) and fifty (50) years

2) Gender Equality and Women's Empowerment: JICA seeks more female applicants due to the past records of fewer applications from women. JICA is committed to promoting gender equality and women's empowerment, and provides equal opportunities for all applicants regardless of their sexual orientation or gender identity.

3. Required Documents for Application²

(1) **Application Form:** The Application Form is available at the JICA overseas office (or the Embassy of Japan)

* If you have any difficulties/disabilities which require assistance, please specify necessary assistances in the QUESTIONNAIRE ON MEDICAL STATUS RESTRICTION (1-(c)) of the application form. Information will be reviewed and used for reasonable accommodation.

- (2) **Photocopy of Passport:** You should submit it 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.

*The following information should be included in the photocopy:

Name, Date of Birth, Nationality, Sex, Passport Number and Expiry Date

*It is recommended that your passport be valid for more than 6 months after the last day of the program.

- (3) **English Score Sheet (photocopy):** to be submitted with the application form, if the nominees have any official English examination scores. (e.g., TOEFL, TOEIC, IELTS)
- (4) **Country Report :** to be submitted with the application form. Country Report will be used for screening of applicants, and applications without completed Country Report will not be considered as duly qualified. For details, please see ANNEX.
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4. Procedures for Application and Selection

(1) Submission of the Application Documents

Closing date for applications: **Please confirm the local deadline with the JICA overseas office (or the Embassy of Japan).**

(All required material must arrive at JICA Center in Japan by **November 28, 2025**)

(2) Selection

Primary screening is conducted at the JICA overseas office (or the embassy of Japan) after receiving official documents from your government. JICA Center will consult with concerned organizations in Japan in the process of final selection. Applying organizations with the best intentions to utilize the opportunity will be highly valued.

The Government of Japan will examine applicants who belong to the military or other military-related organizations and/or who are enlisted in the military, taking into consideration of their duties, positions in the organization and

other relevant information in a comprehensive manner to be consistent with the Development Cooperation Charter of Japan.

(3) Notice of Acceptance

The JICA overseas office (or the Embassy of Japan) will notify the results **not later than December 8, 2025.**

5. Additional Document(s) to Be Submitted by Accepted Participants

Country Report Presentation(Powerpoint)- the deadline will be notified to the accepted participants

6. Conditions for Participation

The participants of KCCP are required

- (1) to strictly observe the course schedule,
- (2) not to change the air ticket (and flight class and flight schedule arranged by JICA) and lodging by the participants themselves,
- (3) to understand that leaving Japan during the course period (to return to home country, etc.) is not allowed (except for programs longer than one year),
- (4) not to bring or invite any family members (except for programs longer than one year),
- (5) to carry out such instructions and abide by such conditions as may be stipulated by both the nominating Government and the Japanese Government in respect of the course,
- (6) to observe the rules and regulations of the program implementing partners to provide the program or establishments,
- (7) not to engage in political activities, or any form of employment for profit,
- (8) to discontinue the program, should the participants violate the Japanese laws or JICA's regulations, or the participants commit illegal or immoral conduct, or get critical illness or serious injury and be considered unable to continue the course. The participants shall be responsible for paying any cost for treatment of the said health conditions except for the medical care stipulated in (3) of "3.Expenses", "Administrative Arrangements",

- (9) to return the total amount or a part of the expenditure for the KCCP depending on the severity of such violation, should the participants violate the laws and ordinances,
- (10) not to drive a car or motorbike, regardless of an international driving license possessed,
- (11) to observe the rules and regulations at the place of the participants' accommodation, and
- (12) to refund allowances or other benefits paid by JICA in the case of a change in schedule.

Administrative Arrangements

1. Organizer (JICA Center in Japan)

- (1) **Center:** JICA Kansai Center (JICA Kansai)
 - (2) **Program Officer:** Ms.KONISHI Yoko (Konishi.Yoko.2@jica.go.jp)
-

2. Implementing Partner

- (1) **Name:** ReloExcel, Inc
-

3. Travel to Japan

- (1) **Air Ticket:** In principle, JICA will arrange an economy-class round-trip ticket between an international airport designated by JICA and Japan.
 - (2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan (include damaged baggage during the arrival flight to Japan) will not be covered.
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4. Accommodation in Japan

Basically, JICA will arrange the following accommodation(s) for the participants in Japan:

JICA Kansai Center (JICA Kansai)
Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan
TEL: +81-78-261-0383/0341 FAX: +81-78-261-0342
(where “81” is the country code for Japan, and “78” is the local area code)

Please refer to facility guide of JICA Kansai at its URL,
<https://www.jica.go.jp/kansai/english/office/index.html>

If there is no vacancy at JICA Kansai, JICA will arrange alternative accommodation(s) for the participants.

5. Expenses

The following expenses in Japan will be provided by JICA

- (1) Allowances for meals, living expenses, and stopover.
- (2) Expenses for study tours (basically in the form of train tickets).
- (3) Medical care for participants who become ill after arriving in Japan (the 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 “KENSU-IN GUIDE BOOK,” which will be given before departure for Japan.

*Link to JICA HP (English/French/Spanish/Russian):

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/accept

6. Pre-departure Orientation

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

*YouTube of “Knowledge Co-Creation Program and Life in Japan” and “Introduction of JICA Center” are viewable from the link below.

Image videos of 'Introduction of JICA Center (YouTube)' show the following information of JICA Centers: Location, Building, Entrance, Reception (Front desk), Lobby, Office, Accommodation (Room), Amenities (Hand dryer), Bathroom (Shower and Toilet), Toiletries, Restaurant, Laundry Room (Washing machine, Iron), ICT Room (Computer for participants), Clinic, Cash dispenser, Gym, Neighborhood

Part I: Knowledge Co-Creation Program and Life in Japan	
English ver.	https://www.youtube.com/watch?v=SLurfKugrEw
French ver.	https://www.youtube.com/watch?v=v2yU9ISYcTY
Spanish ver.	https://www.youtube.com/watch?v=m7l-WIQSDjl
Russian ver.	https://www.youtube.com/watch?v=P7_ujz37AQc
Arabic ver.	https://www.youtube.com/watch?v=1iBQqdpXQb4
Part II: Introduction of JICA Centers in Japan	
JICA Kansai	https://www.jica.go.jp/kansai/english/office/index.html

If the link of these youtube URLs has expired, please access the URL below and search the necessary information from the key word.

<https://www.youtube.com/user/JICAChannel02>

7. Other Information

1. Participants who have successfully completed the program will be awarded a certificate by JICA.
2. Participants are recommended to bring laptop computers for your convenience. During the program, participants are required to work on the computers, including preparation of Action Plan(AP), etc. Most of the accommodations have internet access. Also, there is a computer room in JICA Kansai where 6 desktop computers are available with internet access.
4. Allowances, such as for living, will be deposited to your temporary bank account (opened by JICA) 2 to 5 days after your arrival in Japan. It is highly advised to bring some cash in order to cover necessary expense for this period.
5. It is very important that some of your currency must be exchanged to Japanese Yen at any transit airport or Kansai International Airport (KIX) in Osaka, Japan soon after your arrival. It is quite difficult to exchange money after that, due to limited availability of facility or time during the program.
6. As this program includes site visits and fieldwork, participants are advised to wear comfortable shoes suitable for walking long distances. Please note that the program will take place during the winter season.

8. Reference

PDF: KENSHU-IN GUIDE BOOK

For more detailed terms and conditions

https://www.jica.go.jp/english/activities/schemes/tech_pro/acceptance_training/index.html

Video: JICA Predeparture Briefing

For more information on life in Japan and KCCP

<https://www.youtube.com/watch?v=SLurfKugrEw>

Website: JICA

English/French/Spanish/Russian

https://www.jica.go.jp/english/our_work/types_of_assistance/tech/acceptance/training/index.html



JICA Knowledge Co-Creation Program (Group and Region Focus)
Human Capital Development for Creating Sustainable Regional Tourism

For Your Reference

JICA and Capacity Development

Technical cooperation is people-to-people cooperation that supports partner countries in enhancing their comprehensive capacities to address development challenges by their own efforts. Instead of applying Japanese technology per se to partner countries, JICA's technical cooperation provides solutions that best fit their needs by working with people living there. In the process, consideration is given to factors such as their regional characteristics, historical background, and languages. JICA does not limit its technical cooperation to human resources development; it offers multi-tiered assistance that also involves organizational strengthening, policy formulation, and institution building.

Implementation methods of JICA's technical cooperation can be divided into two approaches. One is overseas cooperation by dispatching experts and volunteers in various development sectors to partner countries; the other is domestic cooperation by inviting participants from developing countries to Japan. The latter method is the Knowledge Co-Creation Program, formerly called Training Program, and it is one of the core programs carried out in Japan. By inviting officials from partner countries and with cooperation from domestic partners, the Knowledge Co-Creation Program provides technical knowledge and practical solutions for development issues in participating countries.

The Knowledge Co-Creation Program (Group & Region Focus) has long occupied an important place in JICA operations. About 400 pre-organized courses 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 is being customized by the different target organizations to address the specific needs, 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, as the first non-Western nation to become a developed country, built itself into a country that is free, peaceful, prosperous and democratic while preserving its tradition. Japan will serve as one of the best examples for our partner countries to follow in their own development.

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 a process of adoption and adaptation, of course, has been accompanied by countless failures and errors behind the success stories.

Through Japan's progressive adaptation and application of systems, methods and technologies from the West in a way that is suited to its own circumstances, Japan has developed a storehouse of knowledge not found elsewhere from unique systems of organization, administration and personnel management to such social systems as the livelihood improvement approach and governmental organization. It is not easy to apply such experiences to other countries where the circumstances differ, but the experiences can provide ideas and clues useful when devising measures to solve problems.

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.

ANNEX

Country Report

All applicants are required to prepare a Country Report Document(WORD) and **submit it WITH Application Form**. Country Report will be used for screening of applicants, and applications without completed Country Report will not be considered as duly qualified.

NAME _____

COUNTRY _____

-----**CONTENTS**-----

Please answer the following 4 questions. [Maximum 3 pages](#)

1. Basic data of tourism of your country*

*If you are working for municipal organization, please write about your municipality if you have the data. If your country does not collect statistical data, please provide the most recent information available.

1-1. Number of tourists to your country (past 3 years)

1-2. Top 5 countries of origin of tourists to your country (past 3 years)

1-3. Percentage of tourism revenue in GDP (past 3 years)

2. Major tourism resources of your country (Tourist attractions, culture, cuisine, etc.)

3. In your opinion, what are the main challenges of sustainable tourism in your country? What are the causes of the challenges?

4. What do you expect to learn and from this program? Please describe the details of what you want to learn from Tourism experts in Japan.

This information pertains to one of the JICA Knowledge Co-Creation Programs (Group & Region Focus) of the Japan International Cooperation Agency (JICA) implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.



Correspondence

For enquiries and further information, please contact the JICA office or Embassy of Japan.

Further, address correspondence to:

JICA Kansai Center (JICA Kansai)

Address: 1-5-2, Wakinohama-kaigandori, Chuo-ku, Kobe, Hyogo 651-0073, Japan

TEL: +81-78-261-0383/0341 FAX: +81-78-261-0342

("81" is the country code for Japan, and "78" is the local area code)