Knowledge Co-Creation Program
(Group & Region Focus)

General information on
Destination Management and Promotion for Tourism Sector（Online &In Japan）
課題別研修「観光地域運営・プロモーション」（遠隔+本邦研修）
JFY 2026
Course No.: 202413757J001

Course Period: From December 15, 2026 to December 23, 2026（Online）,
From January 13, 2027 to January 27, 2027（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.

JICA Knowledge Co-Creation Program (KCCP)
The Japanese Cabinet released the Development Cooperation Charter in June 2023, which stated, *"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.

I. Concept

Background

Many countries in Latin America and the Caribbean have reached middle-income status, and more sustainable development is expected going forward. Furthermore, the tourism industry plays a vital role in supporting the economy in this region. Under these situations, tourism development and promotion methods based on local communities are getting attention as approaches for “sustainable tourism development.”

In the Hokuriku region, which is located in the northwest of Japan, along the Sea of Japan and includes the prefectures of Toyama, Ishikawa, and Fukui, the accessibility from its region to metropolitan areas of Japan has improved significantly with the recent opening of the Hokuriku Shinkansen (a network of high-speed railway lines), leading to increased tourism demand from both domestic and international visitors. In Noto region, Ishikawa, its tourism development based on well-founded involvement of local communities and respectful utilization of their natural and cultural resources (which is called “Satoyama and Satoumi” concept) is highly valued, offering an example of “sustainable tourism development.”

The development and promotion of community-based tourism that emphasizes the respectful utilization of local resources—both those that originally existed and those currently available—is being rebuilt especially after suffering from the significant humanitarian and economic damage by the earthquake in 2024. Learning about the efforts of local residents to rebuild and reactivate the tourism industry is highly meaningful for the participants of thie KCCP from the countries in the Latin American and Caribbean region as this program can give the insights of practical and realistic examples of sustainable tourism development, as well as the opportunity to reflect Japan’s lessons learned to the participants’ own communities.

For what?

This program aims to provide a comprehensive understanding of community-based tourism management, Destination Management Organization (DMO) and regional promotion for administrative/governmental agencies or local communities in Latin America and the Caribbean region.

For whom?

1. Tourism-related ministries or affiliated organizations
2. Local government or its affiliated organizations
3. Tourism-related administrative associations, DMOs, etc.

How?

Through the program at tourism-related organizations that have successful examples of community-based tourism promotion, the program is to give opportunities to improve the capacity for strategic planning and management of tourism at the community level, as well as the capacity for planning promotional activities.

II. Description

1. Title (Course No.)
Destination Management and Promotion for Tourism Sector（Online & In Japan）(202413757J001)

2. Course Duration in Japan
From December 15, 2026 to December 23, 2026（Online）,
From January 13, 2027 to January 27, 2027（In Japan）

3. Target Regions or Countries
Cuba, El Salvador, Guatemala, Nicaragua, Chile, Ecuador, Paraguay, Peru y Uruguay.

4. Eligible / Target Organization
1. Tourism-related ministries or affiliated organizations
2. Local government or its affiliated organizations
3. Tourism-related administrative associations, DMOs, etc.

5. Capacity
9 participants

6. Language
Spanish

7. Objective(s)
The program is designed to help participants deepen their understanding of the development of tourism resource utilization strategies, public-private partnership methods, and sustainable tourism business methods, as well as to develop and implement policies to promote regional tourism development in Latin America and the Caribbean region.

8. Output and Contents

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

Expected Output	Subjects/Agendas	Methodology
1.To be able to describe the current situation and issues related to tourism development in the community	・Prepare a report on the current situation and issues of tourism development in the community and the necessity and issues of regional tourism development ・Understand the current issues of tourism development in other communities, and of regional tourism development through the report presentation session	Lecture Field visit and Exercise
2.To be able to understand the strategies of tourism and resource protection implemented by central and local governments.	・Visit local governments and DMOs to understand how to develop tourism attraction strategies and resource utilization strategies.	Lecture Field visit and Exercise
3.To deepen understanding of public-private partnerships and sustainable tourism business methods in the implementation of the strategies mentioned in 2. above, as well as tourism product development methods across a wide area	・Visit advanced areas in Japan that utilize tourism resources across a wide area and learn about the implementation methods of the strategies mentioned in 2, public-private partnership, and sustainable tourism business models.	Lecture Field visit and Exercise
4.To develop a draft of destination management concept and its strategy based on the community's tourism resources and to implement them in events such as tourism expositions.	・Finalize the draft of the common concept, and review it.	Lecture Field visit and Exercise

<Structure of the Course>
Topic outline (subject to minor changes)

Part 1: Pre- online Training (to be held in December 2026)

Date	Contents	Place
15-Dec.	Technical Orientation / Participant Introduction	Online
16-Dec.	Japanese Public Administration and Tourism Policy / Basics of DMOs	Online
22-Dec.	Examples of Sustainable Community Tourism (Learning from the Dominican Republic and Colombia)	Online
22-Dec.	Regional Branding and Promotion (Lessons from Japan and Latin America)	Online
23-Dec.	・The Global Trend Toward Sustainable Tourism ・Inception repost Presentation	Online

Part II: Training in Japan (January 2027)

Date	Contents	Place
13-Jan.	Arrival	Tokyo
14-Jan.	-Briefing -Program Orientation -Inception repost Presentation	Tokyo
15-Jan.	-Lecture -About Action Plan -Lecture and Observation at Tourist Information Center and Ishikawa Prefecture Antenna Shop Yaesu Ishikawa Terrace	Tokyo
16-Jan.	Self-Study	Tokyo
17-Jan.	(Move to Kanazawa City)	Kanazawa
18-Jan.	Lecture on Tourism Promotion in the Hokuriku Region and Ishikawa Prefecture -Sustainable Tourism Development and Promotion Policies in the Region -Ishikawa Prefecture Tourism Policy -Regarding Satoyama Revitalization Policy -Regional Tourism Content Development	Kanazawa
19-Jan.	Site visits in Kanazawa City -Preservation of Heritage and Its Use for Community Development by COMINGLE -Volunteer-Guided City Walks(Higashi Chaya District, etc.) -Traditional Craft Experience Programs(Gold Leaf Experience)	Kanazawa

20-Jan.	Suburban Site Visit (Nanao City, Ishikawa Prefecture) -Citizen-organized community development movement in Nanao City -Noto Satoyama Satoumi Museum -Roadside Station Noto Chirihama	Nanao City and others
21-Jan.	Lecture/Exercise -PCM Group reflection session	Kanazawa
22-Jan.	Site Visit (Komatsu City, Ishikawa Prefecture) - About DMOs Engaged in Regional Tourism Promotion - Initiatives for Regional Revitalization through Traditional Japanese House Lodging Facilities -Presentation of Kutani Ware as a Regional Product -Roadside Station Komatsu Kibagata	Komatsu
23-Jan.	-Individual Consultation (Approximately 20 minutes per person) -Self-Study	Kanazawa
24-Jan.	-Individual Consultation (Approximately 20 minutes per person, if necessary) -Self-Study	Kanazawa
25-Jan.	-Action Plan Presentation -Training Reflection / Future Actions	Kanazawa
26-Jan.	-Evaluation meeting -Closing Ceremony (Move to Tokyo)	Kanazawa Tokyo
27-Jan.	Departure	Tokyo

Part 3: Follow-Up Online Training (Scheduled for February 2027)

27-Feb.	-Action Plan Presentation/ Tips for Future Actions	Online

III. Eligibility and Procedures

1. Expectations to the Applying Organizations

(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】

Gender: Each Organizations is requested to strongly encourage female candidates to apply for the course to accelerate the realization 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. 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

<Positions>

Those involved in tourism development policy formulation, planning and implementation, or those who can represent the private sector in tourism development.

<Work Experience>

At least 3 years of experience in tourism development related work with basic understandings on tourism development.

<Language>

Have a good command of spoken and written Spanish.

To implement online training, participants must have the following personal IT environment: stable network connection, microphone and camera available, and

the ability to participate in live meetings during early morning or late evening hours.

<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.

①Questionnaire
("QUESTIONNAIRE ON MEDICAL STATUS AND RESTRICTION")
If any of the following apply, you must state them accurately in the questionnaire, even if they do not affect your current work or daily life.
a. Chronic diseases (e.g., hypertension, diabetes)
b. Conditions currently under treatment
c. Past illnesses that have resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)
d. Pregnancy (for female applicants)

② Medical certificate
Please submit a medical certificate issued by a doctor that your condition is stable and that, from a medical standpoint, there is no problem with your participation in KCCP in Japan.

Applicable cases:
a. Chronic diseases (e.g., hypertension, diabetes)
b. Conditions currently under treatment
c. Past illnesses that have resolved (including serious conditions affecting the heart, liver, or brain; tuberculosis, etc.)

③ Reporting changes
If pregnancy or any health issues are identified after submitting the form, please report them to JICA promptly.

④ Insurance coverage
Medical and additional living expenses related to pregnancy and pre-existing conditions are NOT covered by insurance arranged by JICA. Such costs must be borne entirely by the participant; JICA assumes no liability.
＊Please understand that insurance coverage applies only to sudden illness or injury occurring during your stay in Japan.
＊Medical expenses in Japan could be a significant financial burden when not covered by insurance.

(2) Recommended Qualifications

1) Expectations for the Participants
2) Age: between the ages of twenty-five (25) and fifty (50) years
3) 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 Application

(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.

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 27, 2026）

(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 4, 2026**.

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

Draft Inception Report -- to be submitted by December 11, 2026

Accepted candidates are required to prepare a Draft Inception Report (Please read Annex "Draft Inception Report" for detailed information.) before their departure. The Inception Report should be sent to JICA by December 11, 2026, preferably by e-mail to Sato.Yamato@jica.go.jp

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 any type of immoral conduct including sexual harassment, 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 "5. Expenses", "IV. 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.

(13) to promptly notify JICA in the case that there are any changes in the health status since the time of application (such as changes requiring medical attention due to illness or discovery of pregnancy).

IV. Administrative Arrangements

1. **Organizer (JICA Center in Japan)**
   (1) Center: JICA Hokuriku Center (JICA HOKURIKU /jicahric_kccp@jica.go.jp)
   (2) Program Officer: Mr. SATO Yamato (Sato.Yamato@jica.go.jp)

2. **Implementing Partner**
   (1) Name:IC Net Limited
   (2) URL: https://www.icnet.co.jp/

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.

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

   JICA Tokyo Center (JICA TOKYO)
   Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan
   TEL: +81-3-3485-7051
   (where “81” is the country code for Japan, and “3” is the local area code)
   Please refer to facility guide of JICA TOKYO at its URL, https://www.jica.go.jp/tokyo/english/office/index.html

   < Accommodation in ISHIKAWA>
   Under planning

   If there is no vacancy at JICA TOKYO, 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 “KENSHU-IN GUIDEBOOK,” (English/French/Spanish/Russian).
   *Link to the Website:
   https://www.jica.go.jp/english/activities/schemes/tech_pro/acceptance_training/f

orparticipants.html or
https://jica-van-cms.jica.go.jp/custom/kccp/kccp01.html

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=v2yU9lSYcTY
Spanish ver.	https://www.youtube.com/watch?v=m7l-WlQSDjI
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 Hokkaido (Sapporo)	https://www.jica.go.jp/sapporo/english/office/index.html
JICA Hokkaido (Obihiro)	https://www.jica.go.jp/obihiro/english/office/index.html
JICA Tohoku	https://www.jica.go.jp/tohoku/english/office/index.html
JICA Tsukuba	https://www.jica.go.jp/tsukuba/english/office/index.html
JICA Tokyo	https://www.jica.go.jp/tokyo/english/office/index.html
JICA Yokohama	https://www.jica.go.jp/yokohama/english/office/index.html
JICA Hokuriku	https://www.jica.go.jp/hokuriku/english/office/index.html
JICA Chubu	https://www.jica.go.jp/chubu/english/office/index.html
JICA Kansai	https://www.jica.go.jp/kansai/english/office/index.html
JICA Chugoku	https://www.jica.go.jp/chugoku/english/office/index.html
JICA Shikoku	https://www.jica.go.jp/shikoku/english/office/index.html
JICA Kyushu	https://www.jica.go.jp/kyushu/english/office/index.html
JICA Okinawa	https://www.jica.go.jp/okinawa/english/office/index.html

V. Other Information

(1) It is highly recommended for participants to bring Personal computer (Laptop Computer) to prepare and/or revise Action Plan.

(2) As Japanese electric outlet is Type-A, if the participants would like to bring own computer, it is necessary to bring a Type-A adaptor also. If your machine does not have an adaptor, you should bring a transformer. Japanese voltage is 100V, frequency is 60Hz.

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(3) It is recommended for participants to bring the wear for season referring the temperature table below.
*Average temperatures for each month in Ishikawa Prefecture.

month	1	2	3	4	5	6	7	8	9	10	11	12
average temperature (°C)	3.8	3.9	6.9	12.5	17.1	21.2	25.3	27.0	22.7	17.1	11.5	6.7
amount of rainfall (mm)	269.6	171.9	159.2	136.9	155.2	185.1	231.9	139.2	225.5	177.4	264.9	282.1

(4) Participants should bring about 200 US dollars for an unexpected situation.

VI. Annex

Draft Inception Report -- to be submitted by December 11, 2026

Details regarding the Draft Inception Report (format) will be provided upon receipt of your Notice of Acceptance.

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 course 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.



Contact Information for Inquiries

For inquiries and further information, please contact the JICA overseas office or the Embassy of Japan. Further, address correspondence to:

JICA Hokuriku Center (JICA HOKURIKU)