



Knowledge Co-creation Program (Group & Region Focus)

GENERAL INFORMATION ON
REGIONAL ECONOMIC AND SOCIAL VITALIZATION THROUGH
TOURISM DEVELOPMENT: REGIONAL BRANDING AND
MARKETING IN HOKKAIDO

課題別研修「観光開発による地域活性化
-北海道の地域ブランド化とマーケティング」
JFY 2019

NO. 201984925J002

Course Period in Japan: From January 26 to February 26, 2020

This information pertains to one of the Group and Region-Focused Training of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

'JICA Knowledge Co-Creation Program (KCCP)' as a New Start

In the Development Cooperation Charter which was released from the Japanese Cabinet on February 2015, it is clearly pointed out that *"In its development cooperation, Japan has maintained the spirit of jointly creating things that suit partner countries while respecting ownership, intentions and intrinsic characteristics of the country concerned based on a field-oriented approach through dialogue and collaboration. It has also maintained the approach of building reciprocal relationships with developing countries in which both sides learn from each other and grow and develop together."* We believe that this 'Knowledge Co-Creation Program' will serve as a center of mutual learning process.

I. Concept

Background

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

For what?

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

For whom?

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

How?

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

II. Description

- 1. Title (J-No.): Regional Economic and Social Vitalization through Tourism Development: Regional Branding and Marketing in Hokkaido (201984925-J002)**
- 2. Course Period in JAPAN**
January 26 to February 26, 2020
- 3. Target Regions or Countries**
KYRGYZ REPUBLIC, SRI LANKA, REPUBLIC OF NORTH MACEDONIA, MOLDOVA, TIMOR-LESTE
- 4. Eligible / Target Organization**
This program is targeted for officials of national and local governments, and related organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.
- 5. Course Capacity (Upper limit of Participants)**
6 participants
- 6. Language to be used in this program:** English
- 7. Course Objective:**
 - (1) Participants understand the process of local branding and tourism marketing strategies from the experience of Hokkaido
 - (2) Participants obtain the necessary knowledge to be able to propose measures for economic and social vitalization through local branding and tourism promotion, which are best optimized for their own countries.
- 8. Overall Goal**
Regional economic and social vitalization will be promoted through tourism promotion applying the local branding strategies in the participating countries.

9. Expected Module Output and Contents:

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

(1) Preliminary Phase in a participant's home country (November 2019 to January 2020) <i>Participating organizations make required preparation for the Program in the respective country.</i>		
Expected Module Output	Activities	
Material for Country report is prepared	Preparation for Country Report. (Please refer to the annex for more details)	
(2) Core Phase in Japan (January 26 to February 26, 2020) <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i>		
Expected Module Output	Subjects/Agendas	Methodology
National and regional policies, and external conditions that contributed to the promotion of inbound tourism in Hokkaido	<ul style="list-style-type: none"> Japan's tourism policy and system Development of tourism in Hokkaido 	Lecture, Filed visit, Discussion
Principles of local branding and marketing strategies	<ul style="list-style-type: none"> Tourism marketing Management of tourist destination Local branding of Hokkaido 	Lecture, Filed visit, Discussion
Process, key factors and challenges of local branding	Case studies and field visits to; <ul style="list-style-type: none"> Sapporo Snow Festival Niseko (Development of ski resort) Shiretoko (World Natural Heritage site) Biei (Master Plan and the role of local government) 	Lecture, Filed visit, Discussion
Systems for certification, registry and support for local branding	<ul style="list-style-type: none"> Programs and implementation mechanism of local branding in Hokkaido 	Lecture, Filed visit, Discussion
Propose recommendations for regional economic and social vitalization through tourism in their own countries	<ul style="list-style-type: none"> Preparation and presentation of Final Report to propose how the strategies can be optimized in order to implement local branding and tourism marketing in their own countries 	Discussion, Consultation, Presentation
(3) Post-Core Phase in a participant's home country (March 2020 to September 2020) <i>Participating organizations get feedback and recommendations from the participants through sharing the Final Report.</i>		

Structure of program * Reference of schedule in 2018

Date		TYPE OF TRAINING	Contents	Accommodation
1/27	Sun		Arrival in JICA Hokkaido Sapporo	JICA Hokkaido Sapporo
1/28	Mon		Briefing Session	
		Lecture	Program Orientation (Inc. Self-Introduction and Ice-breaking)	
			Fitting for winter coat and rubber boots	
1/29	Tue	Lecture	Guidance of Final Report Preparation	
		Lecture	Basic Idea of Tourism Marketing and Destination Branding 1	
		Lecture	Basic Idea of Tourism Marketing and Destination Branding 2	
			JICA-organized Exchange Party (with other courses' participants)	
1/30	Wed	Lecture	Japan's Tourism Administration and Statistics, Tourism History in Japan	
		Lecture	History of tourism in Hokkaido and toward regional vitalization in the future	
			Preparatory meeting for school visit scheduled on Feb. 21	
		Lecture	Japanese Language Class 1	
1/31	Thu	Lecture	Administrative Structure of Japan: The Relationship between the Central Government and Local Governments	
		Lecture	Potentials for Inbound Tourism in Hokkaido	
			Japanese Language Class 2	
2/1	Fri	Lecture	Creation of new attractions for tourism in Sapporo (History of Snow Festival and Attraction for foreign visitors)	
		Site Visit	Sapporo Station - Odori Park (to observe making process of snow statues)	
2/2	Sat		Holiday	
2/3	Sun		Holiday	
2/4	Mon	Lecture	Community-driven Tourism and Adventure Travel	Niseko Prince Hotel Hira-futei (inc. dinner and breakfast)
		[Move]	JICA → Niseko	
2/5	Tue	Lecture	Past, Present and Future of Tourism in Kutchan	
			Lunch	
		Lecture	Promotion and Marketing in Niseko area	

2/6	Wed	Lecture	Niseko Town Tourism Strategy	JICA Hokkaido Sapporo
		[Move]	Niseko → JICA	
2/7	Thu	Lecture	Brainstorming and Discussion	
		Site Visit	Observation of Sapporo Snow Festival	
2/8	Fri		Transforming "Negative Existence" to "Positive Tourism Resources"	
			Transforming "Negative Existence" to "Positive Tourism Resources"	
			Return Flight Briefing <Pls. bring your Passport>	
2/9	Sat		Holiday	
2/10	Sun		Holiday	
2/11	Mon	[Move]	Sapporo → Shiretoko	KIKI Shiretoko (inc. dinner and breakfast)
			JAL2715 (12:50→13:35)	
		Site Visit	Okhotsk Ryu-hyo (drifting ice) Museum	
2/12	Tue	Practice	Shiretoko Nature Experience (Ryu-hyo Walk or Snow-shoe Walk)	
		Lecture	Shiretoko a world natural heritage site: The issues and challenges	
		Site Visit	Observation of Shiretoko Ryu-hyo Festival 2019	
2/13	Wed	Lecture	Past and Future of World Natural Heritage Site	JICA Hokkaido Sapporo
		[Move]	Shari town	
			JAL2718 (17:20→18:10)	
			→ JICA	
2/14	Thu	Practice	Review and Discussion	
		Practice	Self-study for Final Report preparation	
2/15	Fri	Lecture	Tourism Master Plan in Biei town	
		Lecture	Destination Marketing (case studies in the world)	
2/16	Sat		Holiday	
2/17	Sun		Holiday	

2/18	Mon	[Move]	JICA → Biei town	Shirogane Park Hills (inc. dinner and breakfast for the first day, and breakfast for the second day)
			Courtesy Call to Mayor of Biei town	
		Lecture	Introduction to Biei's Four Seasons	
		Lecture	Biei Vitalization Association & Harmonious coexistence of local residents and tourists	
		Site Visit	Tours in Biei town ("Mild Seven-no-Oka" Hill→Shin-ei-no-Oka View Park→"Christmas Tree-no-Ki" Tree)	
		Site Visit	Blue Pond (Illumination)	
		Site Visit	Shirahige Waterfall (Illumination) (on foot)	
2/19	Tue	Site Visit	Waterfall and Blue River (on foot)	
		Practice	Snow shoe walking experience	
			Lunch (Restrant Shikisai-no-Oka)	
		Practice	Winter activities experience (Snow-mobile, Raft, Sledge, Alpaca)	
		Lecture	Biei Senka	
		Lecture	Sustainable tourism destination development	
		Practice	Workshop (Re: Over-tourism and CRM in tourism destinations)	
			Dinner at Daimaru (restaurant)	
2/20	Wed	[Move]	Biei → JICA	JICA Hokkaido Sapporo
		Lecture	Brainstorming and Discussion	
2/21	Thu		School Visit (Hokuei Elementary School)	
2/22	Fri	Lecture	Regional Branding in Hokkaido	
		Practice	Consulting for Final Report Presentation	
2/23	Sat			
2/24	Sun			
2/25	Mon	Presentation	Final Report Presentation and Discussion	
		Presentation	Final Report Presentation and Discussion	
			Evaluation Meeting	
			Closing Ceremony	
			Farewell Party	
2/26	Tue		Homebound Journey	

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.
- (3) As this program is designed to facilitate organizations to come up with concrete solutions for their issues, participating organizations are expected to make due preparation before dispatching their participants to Japan by carrying out the activities of the Preliminary Phase described in section II -9 .
- (4) Participating organizations are also expected to make the best use of the results achieved by their participants in Japan by carrying out the activities of the Post-core Phase described in section II -9.

2. Nominee Qualifications:

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

(1) Essential Qualifications

- 1) Current Duties:
Officials of national and local governments, and related organizations, such as tourism associations and travel industry groups, and be in charge of regional tourism development, tourism marketing or local industry promotion.
Experience in the relevant field: have at least 3 years' experience in the field of tourism development
- 2) Educational Background: be a graduate of university or equivalent

- 3) Language: have a competent command of spoken and written English which is equal to TOEFL iBT 100 or more (This program includes active participation in discussions, which requires high competence of English ability. **Please attach an official certificate for English ability** such as TOEFL, TOEIC etc.)
- 4) Health: must be in good health, both physically and mentally, to participate in the Program in Japan. Pregnant applicants are not recommended to apply due to the potential risk of health and life issues of mother and fetus.

(2) Recommendable Qualifications

- 1) Age: between the ages of twenty five (25) and forty (40) years is desirable.
- 2) Gender Consideration: JICA is promoting Gender equality. Women are encouraged to apply for the program.

3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at **the JICA office (or the Embassy of Japan)**.
- (2) **Country report:** to be submitted with application form. All the candidates are required to prepare a Country Report (**please refer to the annex for more details**).
- (3) **Photocopy of passport:** to be submitted with the application form, if you possess your passport which you will carry when entering Japan for this program. If not, you are requested to submit its photocopy as soon as you obtain it.

*Photocopy should include the followings:

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

- (4) **English Score Sheet:** to be submitted with the application form

4. Procedures for Application and Selection:

For JICA applications download: ERD website

(1) Submission of the Application Documents:

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

(After receiving applications, the JICA office (or the Embassy of Japan) will send them to **the JICA Center in JAPAN by December 2, 2019**)

(2) Selection:

Deadline of A2A3 application in JICA Sri Lanka office is 25/11/2019

After receiving the documents through proper channels from your government, the JICA office (or the embassy of Japan) will conduct screenings, and then forward the documents to the JICA Center in Japan. Selection will be made by the JICA Center in consultation with concerned organizations in Japan. *The applying organization with the best intention to utilize the opportunity of this program will be highly valued in the selection.* Qualifications of applicants who belong to the military or other military-related organizations and/or who are enlisted in the military will be examined by the Government of Japan on a case-by-case basis, consistent with the Development Cooperation Charter of Japan, taking into consideration their duties, positions in the organization, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

Notification of results will be made by the JICA office (or the Embassy of Japan) not later than **December 16, 2019**.

5. Conditions for Attendance:

- (1) to strictly adhere to the program schedule.
- (2) not to change the program topics.
- (3) not to extend the period of stay in Japan.
- (4) not to be accompanied by family members during the program.
- (5) to return to home countries at the end of the program in accordance with the travel schedule designated by JICA.
- (6) to refrain from engaging in any political activities, or any form of employment for profit or gain.
- (7) to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances, participants may be required to return part or all of the training expenditure depending on the severity of said violation.
- (8) to observe the rules and regulations of the accommodation and not to change the accommodation designated by JICA.

IV. Administrative Arrangements

1. Organizer:

(1) **Name:** JICA Hokkaido (Sapporo)

(2) **Contact:**

KAWASHIMA Kanami (Ms.), JICA Hokkaido (Sapporo)

YAMAZAKI Maiko (Ms.), JICA Hokkaido (Sapporo)

Kawashima.Kanami@jica.go.jp / Yamazaki-Maiko@jica.go.jp

2. Implementing Partner: Hamanasu Foundation

3. Travel to Japan:

(1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.

(2) **Travel Insurance:** Coverage is from time of arrival up to departure in Japan. Thus traveling time outside Japan will not be covered.

4. Accommodation in Japan:

JICA will arrange the following accommodations for the participants in Japan:

JICA Hokkaido Center (JICA HOKKAIDO(Sapporo))

Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku,
Sapporo, Hokkaido, 003-0026, Japan

TEL: 81-11-866-8393 FAX: 81-11-866-8382

(where "81" is the country code for Japan, and "11" is the local area code)

If there is no vacancy at JICA Hokkaido (Sapporo), JICA will arrange alternative accommodations for the participants. Please refer to facility guide of HKIC at its URL, <https://www.jica.go.jp/sapporo/english/office/about/facilities.html>

5. Expenses:

The following expenses will be provided for the participants by JICA:

(1) Allowances for accommodation, living expenses, outfit, and shipping

(2) Expenses for study tours (basically in the form of train tickets)

(3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included)

(4) Expenses for program implementation, including materials

(5) For more details, please see "III. ALLOWANCES" of the brochure for participants titled "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.

In order to pursue a better orientation of JICA Hokkaido and the training program, please see the following video <<https://youtu.be/ZTw5Dtcu8o4>>

Map of Japan and Hokkaido



V. Other Information

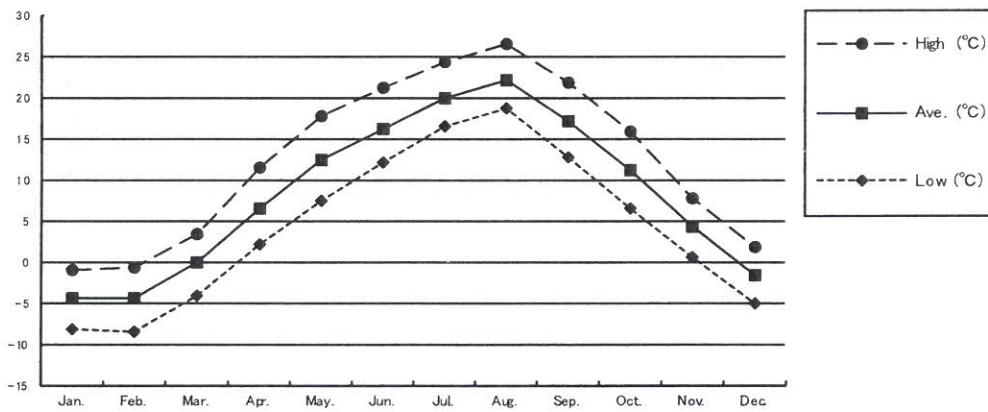
1. Japanese Language Program

In the evening, the language class will be offered to participants in JICA Hokkaido (Sapporo), to facilitate their daily life and interaction with Japanese people.

2. Certificate

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

3. Climate in Sapporo



	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
High (°C)	-1	-0.8	3.4	11.4	17.8	21	24.2	26.3	21.7	15.9	7.8	1.7
Ave. (°C)	-4.4	-4.4	-0.2	6.5	12.2	16	19.8	22.1	17.1	11	4.1	-1.6
Low (°C)	-8.4	-8.5	-4.2	2.1	7.3	11.9	16.4	18.7	12.8	6.3	0.4	-5
Snow (cm)	58	83	64	2							5	28

*Typical Seasonal Wear (January - February):

Long sleeves, Sweater, Thick jacket, Scarf, Gloves, Hat, Waterproof footwear

4. Recreation

- 1) Participants can use an indoor swimming pool and gymnasium located next to JICA Hokkaido. The charges are paid by JICA.
- 2) JICA encourages international friendship exchange between the participants and local communities. Therefore, it would be helpful to bring their national costumes and materials such as slides, videos, and music, which explain respective culture in their countries.

VI. ANNEX I:

Country Report

Country Report should be submitted together with Application Form, to be evaluated during the selection process. Please prepare BOTH REPORT AND SHORT MOVIE in accordance with the following instructions.

	1. Report	2. Short movie of self-introduction
Language	Written in English	Spoken in English
Format	Microsoft Word	Supported YouTube file formats E.g. .MOV, .MP4, .AVI, WMV etc.
Amount	Summarized in approximately 800 words	1 minute in duration
Contents	Elaborate your current ideas on ALL topics below; 1) Marketing analysis of your region, using STP model (Segmentation, Targeting and Positioning) 2) Successful and/or unsuccessful case of tourism marketing of your country 3) Definitions of "local branding" and "tourism marketing"	1) Brief introduction about yourself 2) What you would like to learn 3) What you would like to achieve after returning to your country 4) Your general idea on "destination management"
Submission	Submit along with Application Form before <u>December 2, 2019</u>	1) <u>Upload the video to YouTube</u> 2) Title your video as "Country_Name_Date" 3) <u>Select "Unlisted" in the privacy settings</u> 4) Email the URL link before <u>December 2, 2019</u>

EXAMPLE: Publishing video using a smartphone

Cancel	Publish Video	Publish
Japan_JICA_01062018		1. Title the video "Your country_Your name_Date"
Description		
Standard Definition (~1MB) ✓		2. Choose "Standard Definition"
HD (Requires Wi-Fi)		
Tags		3. Select "Education" in the Category
Category		
Public Anyone can search for and view		3. Publish and send the URL link by email to the JICA Office in respective country
Unlisted Anyone with a link can view		
Private Only specific YouTube users can view		

VI. ANNEX II:

Final Report

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

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

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

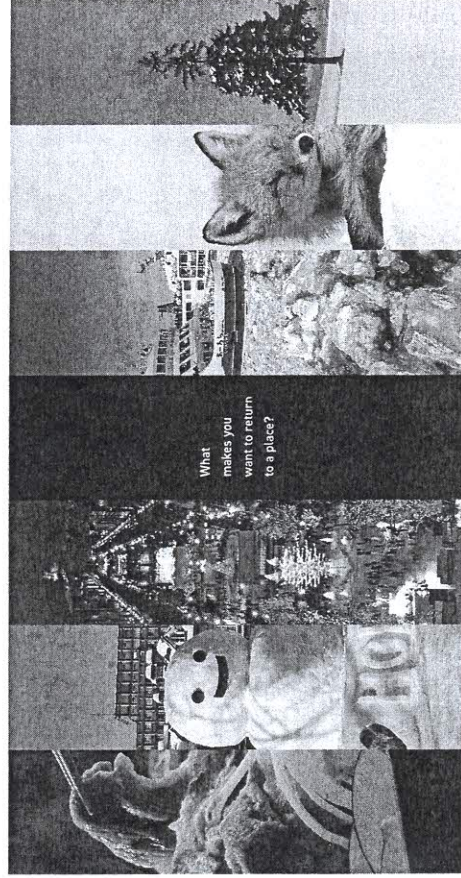
For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

JICA Hokkaido Center (JICA Hokkaido, Sapporo)
Address: Minami 4-25, Hondori 16-chome, Shiroishi-ku, Sapporo,
Hokkaido 003-0026, Japan
TEL: +81-11-866-8393 FAX: +81-11-866-8382

Knowledge Co-creation Program

Regional Economic and Social Vitalization through Tourism Development:

Regional Branding and Marketing in Hokkaido



CORRESPONDENCE

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

Further, address correspondence to:

JICA Hokkaido Center (Sapporo)

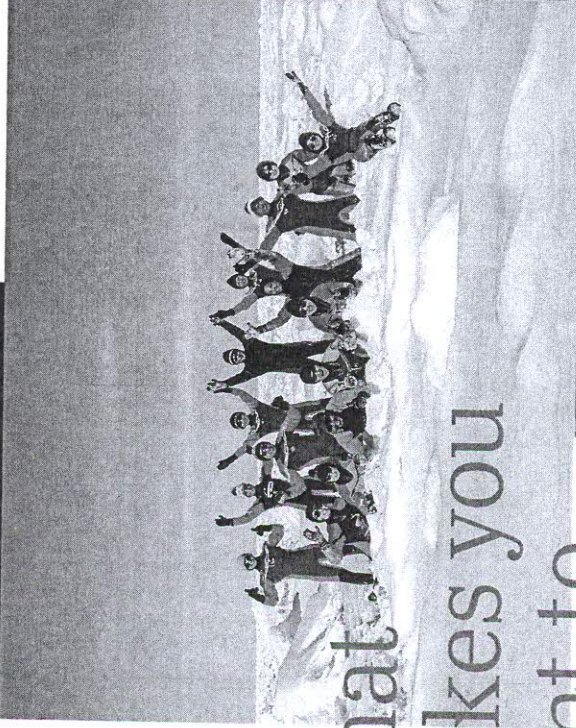
Address: Minami 4-25, Honcho 16-chome, Shiroishi-ku, Sapporo,
Hokkaido, 003-0026, Japan

TEL: 81-11-866-8393 FAX: 81-11-866-8382

(*81: is the country code for Japan, and *11: is the local area code)

Valid for:
Fiscal Year 2017-2019

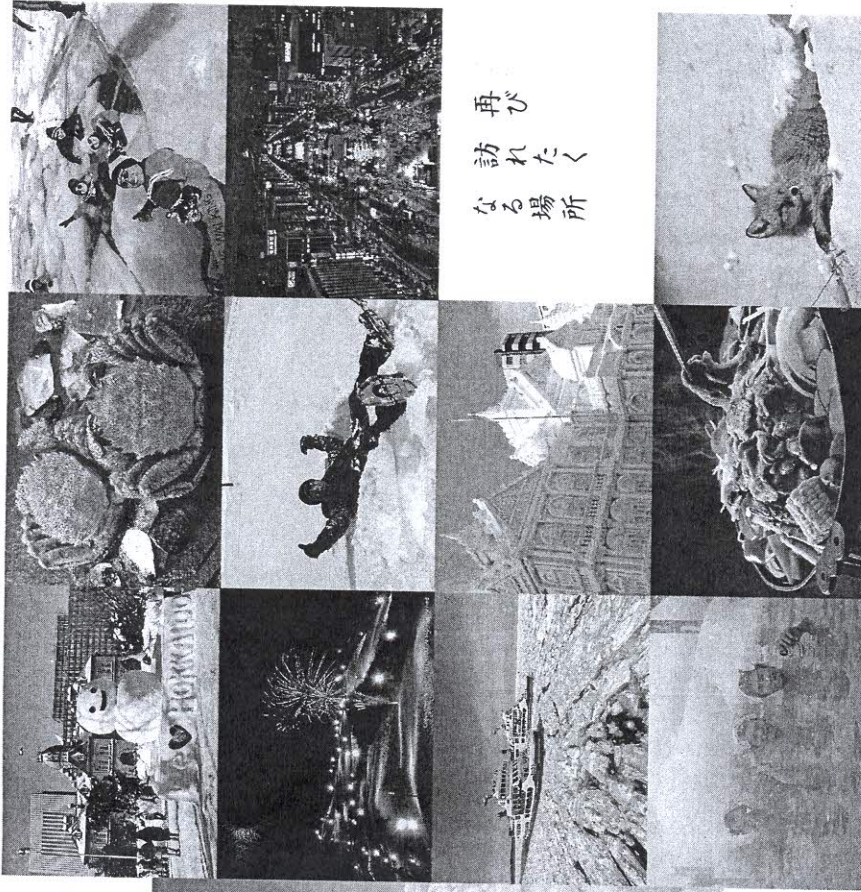




What makes you
want to
return to
a place?



Learn about local branding and tourism
marketing strategies...



再び
訪れたく
なる場所

from the experience of Hokkaido.



For what?

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

For whom?

Targeted countries

Vary from year to year

This program is carried out in English.

Job areas

Tourism development,
Tourism marketing and
Local industry promotion

Organizations

National and local governments,
Tourism associations and
Travel industry groups

Qualifications

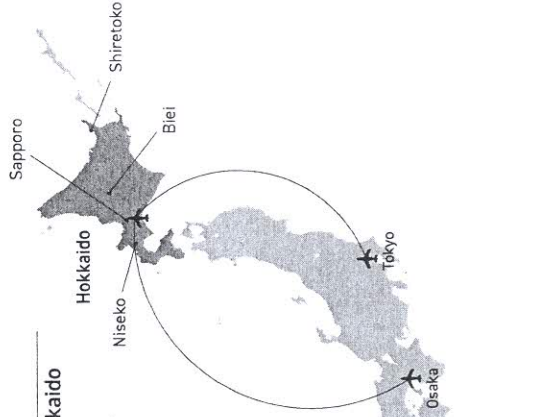
- Competent English speaker
- Between 25 and 40 years old
- University graduate or equivalent
- In good health to survive ice-cold winter of Hokkaido!

Where?

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

Introduction of JICA Hokkaido

<https://youtu.be/Z1w5D7cu804>



How?

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



KINOSHITA Toshikazu
(Course Leader)



KAWASHIMA Kanami
(Program Officer)



TAKAHASHI Rumi
(Coordinator,
Interpreter)



TANAKA Eichi
(Hamanasu Foundation)

Certificate

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

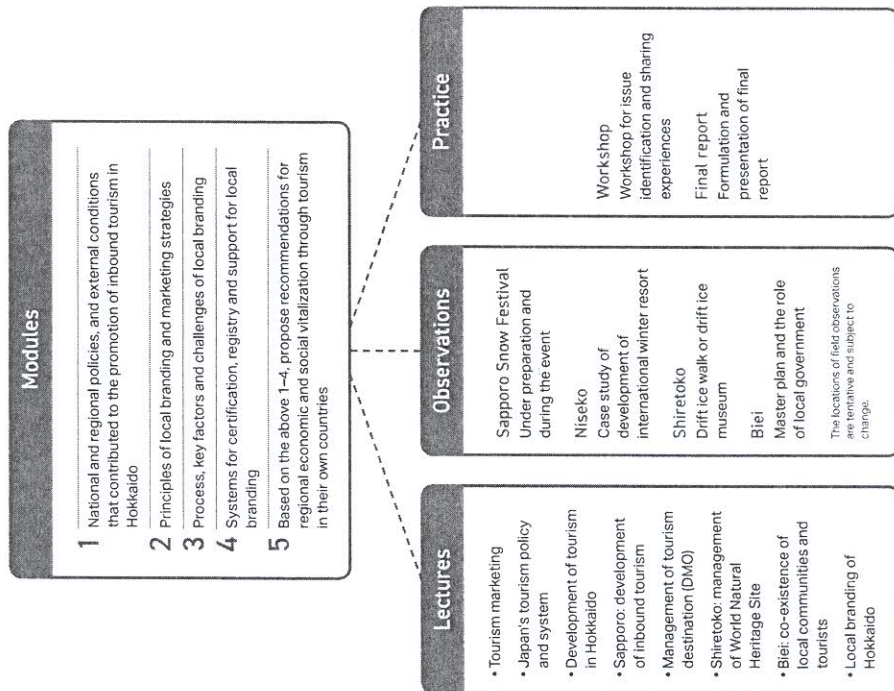
Contact details

JICA Hokkaido > jicanic@jica.go.jp

Why?

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

Program design



Steps to Japan

Application
Please submit the following documents to the JICA Office or the Embassy of Japan around November.

- Application form
- Country report
- Photocopy of passport
- English score sheet
- Short self-introduction movie

Please refer to the *General Information (G)* for more details.

Selection
JICA Hokkaido will hold a meeting with the implementing organization to review the application documents and select the participants.

Notification of results
The results will be notified through JICA Office in each respective country around December.

Expenses covered by JICA

- Air ticket**
Round-trip ticket between an international airport designated by JICA and Japan
- Travel insurance**
From the arrival date in Japan to the departure date in Japan. As such, the travelling period outside Japan will not be covered.
- Allowances for accommodation, living expenses, outfit and shipping.**
- Expenses for transportation and accommodation costs**
 - Studying tours and its related
 - Teaching materials
- Medical care for participants who become ill after arriving in Japan.** Costs related to pre-existing illnesses, pregnancy or dental treatment are not covered.

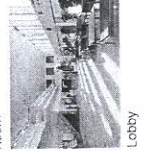
Stay in Japan

Accommodation

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



Room



Lobby



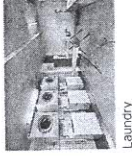
Seminar Room



Lounge



Restaurant



Laundry



JICA Hokkaido Center (Sapporo)

Address: Minami 4-25, Honcho 16-chome, Shinjoshi-ku, Sapporo, Hokkaido, 003-0025, Japan
TEL: 81-11-866-8383 FAX: 81-11-866-8382
*“81” is the country code for Japan, and “11” is the local area code!

Please visit the following link to gain more detailed information regarding the facilities of JICA Hokkaido Center (Sapporo).
<https://www.jica.go.jp/sapporo/english/office/about/facilities.html>



Climate

Hokkaido enjoys four distinctive seasons and you will need to prepare adequate clothing for the season in which you will participate in the program.

Spring	April, May	Max temp. 17.3°C	Min temp. 3.2°C
Summer	June, July, August	Max temp. 26.4°C	Min temp. 12.9°C
Fall	September, October, November	Max temp. 22.4°C	Min temp. 1.3°C
Winter	December, January, February, March	Max temp. 4.0°C	Min temp. -7.0°C

This program is implemented in winter. It is necessary to prepare adequate winter clothing, such as wool or knit sweaters, a heavy coat, a warm hat, gloves, scarf and boots. JICA Hokkaido has rubber boots and anti-slip rubber cleats for lending to participants who wish to use them.

