



TRAINING AND DIALOGUE PROGRAMS

GENERAL INFORMATION ON

PLANNING AND MANAGEMENT OF ECO-TOURISM IN TROPICAL AND SUBTROPICAL AREA 集団研修「熱帯・亜熱帯地域におけるエコツーリズム企画・運営」 *JFY 2009*

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

NO. J09-00675 / ID. 0980843

From February 2008 to December 2009

Core phases in Japan: From Apr. 7, 2009 to Jul. 4, 2009

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

In developing country, while the recognition that the tourism industry is a strategic industry to obtain foreign money, to enlarge the employment, and to promote related industry, the promotion of eco-tourism is also regarded as an important issue to utilize environmental, historical, cultural resources sustainable, and to activate local economy.

Since there has been a shortage of eco-tour guide training planners and eco-tourism planners in the past, a new training course was established in 2004, to acquire the necessary skills to plan and manage eco-tourism in tropical and sub-tropical areas, and train a human resource that can contribute to the development of local economies based on a healthy balance between tourism development and environmental protection.

From this year, this program aims not only to train human resources, but to direct the issues on planning and managing the eco-tourism in tropical and/ or sub-tropical area which participating organization are facing, and to formulate the practical measures to the issues.

For what?

This program aims to direct the issues on planning and managing the eco-tourism in tropical and/ or sub-tropical are which participating organization are facing, and to formulate the practical measures to the issues.

To achieve this, participants will learn the situation of eco-tourism planning and managing in Okinawa and other site in Japan as examples to understand similarities and differences between the situations of their countries and to formulate a feasible action plan of “Planning and managing the eco-tourism” for their respective region.

For whom?

This program is offered to persons who are presently engaging in the eco-tourism or eco-tourism related sector.

How?

Participants shall have opportunities in Japan to identify approaches and strategies about the eco-tourism, the way of its sustainable utilization and conservation, Japanese administrative roles, and to know how to develop eco-tourism.

Participants will also formulate an action plan describing what participants will do after they go back to home country putting the knowledge and ideas acquired and discussed in Japan among others into their on-going activities.

II. Description

1. Title (J-No.): Planning and Management of Eco-tourism in Tropical and Subtropical Area (J09-00675)

2. Period of program

Duration of whole program:	February 2009 to December 2009
Preliminary Phase: (in a participant's home country)	February 2009 to April 2009
Core Phase in Japan:	April 7, 2009 to July 4, 2009
Finalization Phase: (in a participant's home country)	July 2009 to December 2009

3. Target Regions or Countries

Dominican Republic, Indonesia, Philippines, Bangladesh, Peru, Venezuela, Guatemala, Republic of Suriname, and Republic of Kiribati.

4. Eligible / Target Organization

This program is designed for persons who presently work as a staff in governmental / public organizations and NGOs engaged in planning and management of eco-tourism sector.

5. Total Number of Participants

10 participants

6. Language to be used in this program: English

7. Program Objective:

The issues on planning and managing the eco-tourism in tropical and/or sub-tropical area which participating organization are facing will be directed, and the practical measures to the issues will be formulated.

8. Overall Goal

The action plan formulated in the training will be implementer, and the eco-tourism in tropical and/ or sub-tropical area which well-balance the development of local economy and conservation of natural environment will be promoted.

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 (February 2009 to April 2009) <i>Participating organizations make required preparation for the Program in the respective country.</i>	
Modules	Activities
Job report	Formulation and submission of Job Report

(2) Core Phase in Japan (April 7, 2009 to July 4, 2009) <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i>		
Modules	Subjects/Agendas	Methodology
1) To solve the issues on organizations promoting eco-tourism	1. Lectures for a basic idea of an eco-tourism/ 2. Case studies of environmental education and eco-tourism for local area/ 3. Lectures for a tourism development for local area development/ 4. Lectures for an eco-tourism administration and its legislation	Lecture
2) To solve the issues on eco-tourism resources and a method of its management	1. Lectures for a concept of an eco-tourism resource/ 2. Workshop for local resources development/ 3. Lectures and practices for a method of an eco-tourism resources research and monitoring/ 4. Case studies of the management mechanism and the establishment of local rules	Lecture and Exercise
3) To be able to formulate an eco-tourism program effectively using local resources	1. Case studies of the eco-tour program which utilized local natural resources/ 2. Lectures for an institutional management of eco-tourism facilities and related organizations/ 3. Lectures and practices for a basic idea of the interpretation/ 4. Formulation and presentation of eco-tour program	Lecture, observation and practice

4) To be able to formulate a human resource development program which develops a capacity of local people who support an eco-tourism	1. Case studies of the enlighten activities in local region/ 2. Case studies of the training program for eco-tour guide/ 3. Lectures for a human resource development in educational institutions/ 4. Formulation and presentation of human resource development program	Lecture, observation and practice
5) To be able to formulate an institutional action plan which aims for solving a issue in an eco-tourism	1. Issue analysis of an eco-tourism in participants' organization/ 2. Practice for the method of project formulation, implementation and evaluation (PCM method)/ 3. Case study of the JICA's technical cooperation project/ 4. Formulation and presentation of an action plan	Lecture and practice

(Subject to minor changes)

(3)Finalization Phase in a participant's home country

Participating organizations produce final outputs by making use of results brought back by participants. This phase marks the end of the Program.

Modules	Activities
Formulation of the Completion Report and Final production	Application and implementation of the action plan back in the participant's country and submission of its progress report by December, 2009.

<Structure of the program>

1. Preliminary phase (activities in home country):
Preparation of the Job report

2. Core Phase (activities in Japan):
Topic outline (subject to minor changes)

1st week (4/13-4/17) Lecture and Practice

- (1) Job Report presentation
- (2) Outline of eco-tourism in Japan

2nd and 3rd week (4/20-5/1) Lecture and Practice and Site visit

- (1) Lecture and practices for a basic idea of the interpretation
- (2) Site practice for environmental education

4th and 5th week (5/4-5/15) Lecture and Practice and Site visit

- (1) Outline of eco-tourism in Okinawa
- (2) Lecture and practice for human resource development program
- (3) Workshop for local resources development

6th and 7th week (5/18-5/29) Lecture and Practice

- (1) Introduction and practice of PCM (Project Cycle Management)
- (2) Mid-term review of the training course
- (3) Lecture for environmental resources (e.g. Coral reef, mangroves)

8th – 10th week (6/1-6/19) Lecture and Practice and Site visit

- (1) Visit eco-tourism attraction site in Okinawa
- (2) Site practice for eco-tourism in islands

11th and 12th week (6/22-7/3) Lecture and Practice

- (1) Formulation and presentation of human resource development program
- (2) Reviewing PCM
- (3) Formulation and presentation of Action Plan

3. Finalization Phase (activities in home country):

Participants are expected to implement the action plan and report on progress within six (6) months after the end of the phases in Japan.

III. Conditions and Procedures for Application

1. Expectations for the Participating Organizations:

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. 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 Finalization 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: a) be presently engaged in eco-tourism planning and management at a governmental or public organization taking charge of tourism development, or b) be presently engaged in eco-tourism planning and management at an NGO in collaboration with governmental organizations taking charge of nature conservation.
- 2)Experience in the relevant field: have more than three (3) years of experience in the above mentioned field.
- 3)Educational Background: be university graduates or equivalent.
- 4)Language: have a good command of English enough to give an oral presentation and write a report in English.
- 5)Health: must be in good health, both physically and mentally, to undergo the program in Japan (as the training includes many field works, pregnancy is regarded as a disqualifying condition for participation to this training course)

*Pregnancy: Pregnant participants are strictly requested to complete the required procedures before departure in order to minimize the risk for their health. The procedures include a) letter of the participant's consent to bear economic and physical risks b) letter of permission from the participant's

supervisor c) letter of consent from your Embassy in Japan, d) medical certificate. Please ask National Staffs in JICA office for the details.

6) Must not be serving any form of military service.

(2) Recommendable Qualifications

- 1) Age: be 35 years of age or younger
- 2) Background: those who engage in an environment sector and in a planning / budget management sector (such as Ministry of Planning) are preferable to be in charge of tourism related work.

3. Required Documents for Application

- (1) Application Form:** The Application Form is available at the respective country's JICA office or the Embassy of Japan.
- (2) Job Report:** to be submitted with the application form. Fill in Annex of this General Information, and submit it along with the application form.

4. Procedure for Application and Selection :

(1) Submitting the Application Documents:

Closing date for application to the JICA Center in JAPAN: **February 20, 2009.**

Note: Please confirm the closing date set by the respective country's JICA office or Embassy of Japan of your country to meet the final date in Japan.

(2) Selection:

After receiving the document(s) through due administrative procedures in the respective government, the respective country's JICA office (or Japanese Embassy) shall conduct screenings, and send the documents to the JICA Center in charge in Japan, which organizes this project. Selection shall be made by the JICA Center in consultation with the organizations concerned in Japan based on submitted documents according to qualifications. *The organization with intention to utilize the opportunity of this program will be highly valued in the selection.*

(3) Notice of Acceptance

Notification of results shall be made by the respective country's JICA office (or Embassy of Japan) to the respective Government by **not later than March 9, 2009.**

5. Conditions for Attendance:

- (1)** to observe the schedule of the program,
- (2)** not to change the program subjects or extend the period of stay in Japan,
- (3)** not to bring any members of their family,

- (4) to return to their home countries at the end of the program in Japan according to the travel schedule designated by JICA,
- (5) to refrain from engaging in political activities, or any form of employment for profit or gain,
- (6) to observe the rules and regulations of their place of accommodation and not to change the accommodation designated by JICA, and
- (7) to participate the whole program including a preparatory phase prior to the program in Japan. Applying organizations are expected to carry out the actions described in section II -9 and section III-4.

IV. Administrative Arrangements

1. Organizer:

(1) **Name:** JICA Okinawa

(2) **Contact:** Training Program Division, JICA Okinawa: oicctp@jica.go.jp

2. Implementing Partner:

(1) **Name:**

Okinawa Environment Club (OEC) <http://www.npo-oec.com/>

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 Okinawa International Center (JICA OKINAWA)

Address: 1143-1, Aza-Maeda, Urasoe-shi, Okinawa-ken 901-2552, JAPAN

TEL: +81-98-876-6000, Fax: +81-98-876-6014

(where "81" is the country code for Japan, and "98" is the local area code)

If there is no vacancy at JICA OKINAWA, JICA will arrange alternative accommodations for the participants.

5. Expenses:

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

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

For more details, please see p. 9-16 of the brochure for participants titled

“KENSHU-IN GUIDE BOOK,” which will be given to the selected participants before (or at the time of) the pre-departure orientation.

6. Pre-departure Orientation:

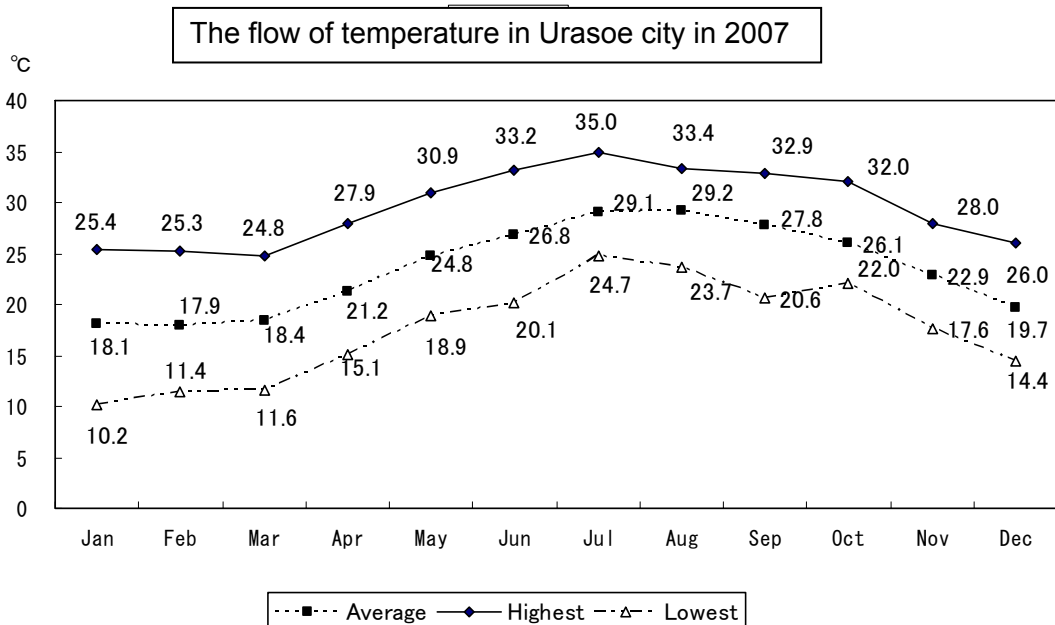
A pre-departure orientation will be held at the respective country’s JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

V. Other Information

1. Climate in Okinawa

Okinawa is located in sub-tropical zone (southern edge of Japan) however climate varies depending upon seasons. While it is hot as well as heavily humid in summer season (June through October), it becomes a bit chilly due to the strong windy in winter season (December through March). So, participants are recommended to bring suitable clothing (details are mentioned in below 4.)

The following diagram is the flow of temperature in Urasoe city where JICA Okinawa (or “Okinawa Kokusai Center” in Japanese) is located (Data source: <http://8761234.jp/kikaku/toukei/xls18/toti.xls>).



2. Main facilities in JICA Okinawa

JICA Okinawa is equipped with a variety of facilities for training and welfare activities such as seminar rooms, a library, a computer room (connected to the Internet), accommodation rooms (details are mentioned in below 3.), a dining hall, a clinic for medical consultation, a gym, a tennis court, a play-ground, a swimming pool (available from May to October), a Japanese-style room for tea ceremony and a recreation room.

Supplementary, “HALAL” meals for the Muslim and vegetarian meals are available in the dining hall.

3. Accommodation in JICA Okinawa

JICA Okinawa’s accommodation building has three stories and 118 single rooms. Training participants basically use these single rooms. Every single room is furnished with a bed, a desk, a chair, a TV equipped with video, a DVD player, room lamps, a safety box, a bathroom and a telephone set which enables you to call inside JICA Okinawa and receive all incoming calls including international calls.

Accommodation building is equipped with laundry room on each floor. And also washing machines and irons are available for free. However, towels and toiletries are not available and cooking facility is not equipped. Cooking in the room is strictly prohibited.

4. Outfit

It is recommended to bring suitable clothing depending upon the season, especially ensure to have warmed enough clothes if your program runs through the winter season.

There are a few occasions like opening and clothing ceremonies when training participants are kindly requested to wear formal clothing. Nevertheless, casual clothing is acceptable even during training ours of most of the training program.

It is welcomed to bring your national or traditional dress for cultural exchange activities that you are likely to join. And also any other items which may be used to exhibit your culture are welcomed (JICA Okinawa has displays which introduce world culture to the visitors).

If your training program includes practices such as plant visit or outdoor activities, suitable uniform/clothing will be provided by JICA or a visiting site upon arrival.

5. Environmental conservation activities in JICA Okinawa

JICA Okinawa emphasizes on the environmental conservation activities such as energy saving, rubbish separation and recycling etc. JICA Okinawa has been certified ISO14001 (International Organization for Standardization) since Oct, 2004 and renewed it in Oct, 2007. ISO 14001 is the international specification for an environmental management system. Therefore, training participants are also kindly requested to cooperate to these activities during stay in JICA Okinawa. Details are instructed by a

staff member of JICA Okinawa at beginning of the training program.

6. Activities out of training program

JICA Okinawa offers a various kinds of welfare activities for the participants such as a home-stay program to the local family, exposition of Japanese/Okinawa traditional cultures and Japanese language/conversation classes etc. Training participants can try any of them whenever sheets are available.

7. For your Information

Information of Okinawa is available at following URLs.

(1) HP of Urasoe city: <http://www.8761234.jp/kokusai/english/index.html>

Basic information of Urasoe city is covered in English.

(2) HP of Okinawa Prefecture: <http://www.pref.okinawa.jp/english/index.html>

Basic information of Okinawa prefecture is covered (Urasoe city is one of the municipalities of Okinawa prefecture) in English.

(3) HP of Okinawa Convention & Visitors Bureau:

[http://www.ocvb.or.jp/index.php?current=General_Page&action=Top_Page&mode=ise!
&lang=en](http://www.ocvb.or.jp/index.php?current=General_Page&action=Top_Page&mode=ise!&lang=en)

More information is available at the reception of JICA Okinawa.

VI. ANNEX:

JOB REPORT

Following is the forms of Job Report. Nominees are kindly requested to formulate a Job Report based on it. Electric forms of Job Report and Sample of Job Report for formulating Job Report are available from the following URLs.

- Job Report
→ <http://www.jica.go.jp/english/contact/domestic/pdf/report01.pdf>
- Sample of Job Report
→ <http://www.jica.go.jp/english/contact/domestic/pdf/report02.pdf>

Participants are kindly requested to bring materials with them such as photographs, booklets / brochures, guide books etc. of the following topics for Job Report / action plan presentation. (Electronic data are recommended)

- Governmental organization chart
- Eco-tourism master plan or related papers, regulations, ordinances, etc
- Authorized system related to eco-tourism sector
- General information in your country or local area

	Issues
Basic statistics	Population / Number of tourists
	Major primary industry/ies
Recognition	Level of ecotourism recognition
Policy	Master plan for tourism – or not?
	Ecotourism related-policies or not?
	Systems and laws
Finance	Financial support (central & local governments, foreign donors, NGO)
Site information	Names of your project sites if any
	Major eco-tourism activity and guideline
	Study of Carrying capacity
	Certificate system
	Safety measures
Properties	Land ownership system
	Facilities, access, base institution
Personnel	Training system (for guides, coordinators)
Information	Resource & information management
	Tourist information dissemination system
	Job distribution system for guides
Cooperation	System of Network with other organizations

- Other information such as:
 - Information on nature (e.g. flora, fauna, topography)
 - Farm products, marine products, processed goods, etc.
 - Cultural heritage, historical architecture etc.
 - Tourist facilities, educational facilities, museums.
 - Access information to tourist sites.
 - Basic plan on tourism development (national or regional)
 - Basic plan on environmental protection (national or regional)
 - Basic plan on education (national or regional)
 - Information on NPOs (Non-Profit Organizations) and NGOs
- Important related organization for implementing the tourism administration (Other ministries, local government NGOs, etc)

1. Job Information

1. Full Name	[Family]	[First]	[Middle]
2. Country			
3. Education & Job record (Please state the university or college and department which you have graduated, as well as organizations you have worked for before present organization)	Period	University & Degree / Organization & Job Title	
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4. Job description (Please describe as clearly and minutely as possible)

4-1. Description of your organization

(1) Roles and responsibilities of your organization

(Ex.)

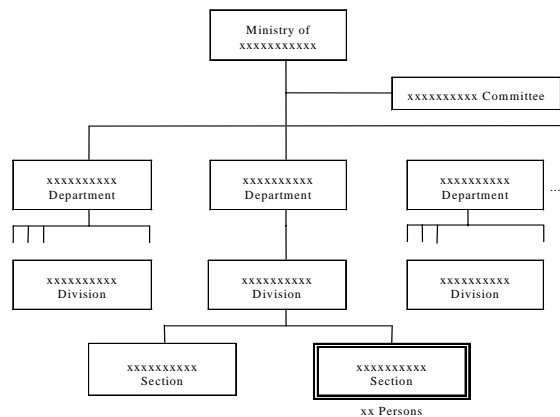
- Formulating the tourism development policy.
- Investing the foreign needs of the tourism.
- Developing the local resources to the tourism resources.
- Investigating and developing the tourism infrastructures.
- Formulating the regulations (related to environmental protection) together with other organization such as Ministry of Environment.
- etc.

(2) Organization Chart

Referring to the example, draw the chart of your organization and indicate your department / division/section with double line.

(If it is difficult to incorporate into this form, you can attach Organization Chart separately.)

〈Organization Chart Example〉



(3) Outlines of the present situation of tourism development in your country

Describe the following basic information related to the present situation of tourism development in your country.

- Basic data of the tourism related information (such as annual visitor arrivals, Numbers of tourism operators and Numbers of hotels etc.).
- Major resources of the tourism (such as natural, historical and cultural resources, etc.).
- Situation of the tourism related infrastructures (such as transportation, sewerages, electricity and internet etc.).
- Major constraint for the tourism development (such as draining of human resources, lack of budget for tourism promotion and lack of the tourism related infrastructure (above mentioned) etc.).
- etc.

(4) Tourism master plan, if any

If your country has a kind of tourism master plan, attach to this report.

(5) Major problems and caused consequences that your country currently face in sustainable tourism development

(Ex.)

- Lack of proper tourism planning and tourism development guidelines. As a result, the definition of “Sustainable tourism development” is not shared by stakeholders such as Ministry of Tourism, Ministry of Environment and Ministry of Planning and Development.
- Inadequate political support for coordinated tourism development. As a result, budget allocation for the tourism sector is limited.
- Lack of effective enforcement and strengthening of existing environmental protection regulations. As a result, many tourism resources, such as natural and traditional one, are being lost.
- Lack of the understanding regarding the tourism as an important industry by community members. As a result, community members do not regard their local resources as the tourism resources and loose an opportunity to earn income through tourism related economic activities.
- etc.

4-2. Description of your job in your organization

4-2-1. Present Job

(1) Position	(Ex.) Product Development Manager of visitor authority.
(2) Main actual activities and their objectives	(Ex.) <Objective> <ul style="list-style-type: none">• Developing the local resources to the tourism resources. (which is being mentioned in 4-1. (1) Roles and responsibilities of

	<p><i>your organization and in 4-1. (6) Lack of the understanding regarding the tourism as an important industry by community members.</i></p> <p><i><Activities></i></p> <ul style="list-style-type: none"> <i>• Coordinating with the community members on what local resources (especially natural resources) to be developed.</i> <i>• Carrying out the marketing research for expected tourism resources.</i> <i>• Negotiating with Environment Protection Agency in order to set up the criteria for environmental protection in developing the new tourism resources.</i> <i>• etc.</i>
(3) Related person or organization in activities (2)	<p><i>(Ex.)</i></p> <ul style="list-style-type: none"> <i>• Community members.</i> <i>• Boss and representative of tour operating company's association.</i> <i>• Environment Protection Agency.</i> <i>• etc.</i>
(4) Constraint / disincentive in performing of your job	<p><i>(Ex.)</i></p> <ul style="list-style-type: none"> <i>• How to motivate community members for developing new tourism resources.</i> <i>• Getting budgets for the marketing research (because of the lack of enough budgets for carrying out it).</i> <i>• Setting up the clear criteria for environmental protection in developing the new tourism resources.</i> <i>• etc.</i>
(5) Countermeasures taken (or, will be taken) against constraint / disincentive in (4)	<p><i>(Ex.)</i></p> <ul style="list-style-type: none"> <i>• Organizing Workshop to discuss directly with community members and enhance them the importance to develop the new tourism resources.</i> <i>• Making a presentation to boss for explaining the importance of marketing research in this activity</i> <i>• Trying to refer the criteria used in other advanced countries.</i> <i>• etc.</i>
(6) Results (or expected effects) emerged through countermeasures in (5)	<p><i>(Ex.)</i></p> <ul style="list-style-type: none"> <i>• More time is necessary to discuss with community members about on what local resources (especially natural resources) to be developed.</i> <i>• Obtaining the understanding of boss (Now, boss is discussing with the general director of visitors authority to allocate a budget for the marketing research in next fiscal year).</i> <i>• Even though the staff of Environment Protection Agency and we share the importance of researching the other advanced country's case study, concrete activities are yet to be done.</i> <i>• etc.</i>
4-2-2. Previous Job	
(Please describe your <u>previous tourism related job</u> if any. If you have never changed, or your previous job was not related to tourism at all, you can skip these items.)	
(1) Position	

(2) Main actual activities and their objectives	
(3) Related person or organization in activities (2)	
(4) Constraint / disincentive in performing of your job	
(5) Countermeasures taken (or, will be taken) against constraint / disincentive in (4)	
(6) Results (or expected effects) emerged through countermeasures in (5)	

2. Questionnaire for the training course

1-1 Looking through the course manual of last year's training course, list up the three Lectures which you have a special interest?

Subject I :

Subject II :

Subject III :

1-2 Explain the reasons why you selected those three subjects as concretely as

Subject I :

Subject II :

Subject III :

2-1 Looking through the course manual of last year's training course, list up the three Program (Practices or Visits) which you have a special interest?

Subject I :

Subject II :

Subject III :

2-2 Explain the reason why you selected those three subjects as concretely as

Subject I :

Subject II :

Subject III :

Thank you for your kind cooperation.

For Your Reference

JICA and Capacity Development

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

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

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs and are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

Japanese Development Experience

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



CORRESPONDENCE

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

JICA Okinawa International Center (JICA OKINAWA)

Address : 1143-1, Aza-Maeda, Urasoe-shi, Okinawa-ken 901-2552, JAPAN

Tel: +81-98-876-6000, Fax: +81-98-876-6014