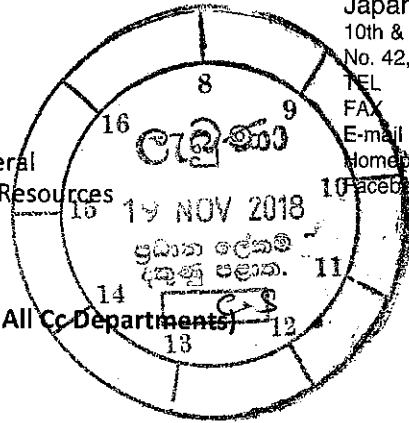




Return to Chief Secretary's Office

Japan International Cooperation Agency
10th & 13th Floors, DHPL Building,
No. 42, Navam Mawatha, Colombo - 2, SRI LANKA.
TEL : (+94)011-2300470 / 2303700
FAX : (+94)011-2300473 / 2303692
E-mail : sl_oso_rep@jica.go.jp
Homepage: http://www.jica.go.jp/srilanka/english/index.html
Facebook : https://www.facebook.com/jicasrilanka

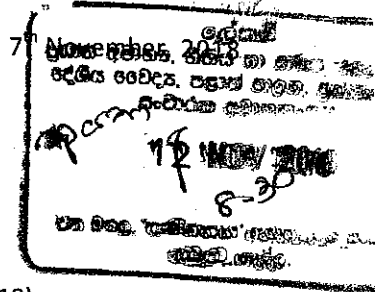
Ms. Noor Rizna Anees
Additional Director General
Department of External Resources
The Secretariat
Colombo 1.



(Attention to: Heads of All Cc-Departments)

Dear Ms Anees,

JICA YOUNG LEADERS TRAINING PROGRAM, 2018FY
Community Tourism Promotion Course
COURSE NO: J-18-40043
(From 18 February, 2019 ~ 03 March, 2019)



We are pleased to inform you that JICA Sri Lanka office is prepared to accept applications from competent applicants to be considered for the above training programme. Nominees in the field of "Community Tourism Promotion" will get the opportunity to take-part in the program held in Japan. In prior to submission of application documents, please advise all agencies to refer below contents.

I. Target Group:

- a) Sub-National & Local Government officers who are directly engaged in community tourism programs in their own regions (*for sub-national to be recommended by Ministry of Tourism)
- b) Institutional representatives who works as trainers, organizers, managers, practitioners of community tourism programs at central level
- c) Representative of Private Sector, Non-Governmental Organizations (subject to Government endorsement)

II. Program Objective: Through participation, participants are expected to;

- a) Know the feature of the tourism industry and clarify the characteristics and problems of own country
- b) Recognize the importance of public-private partnership in tourism development and consider cooperation in their own country
- c) Establish a training system to enhance the tourism industry
- d) Learn about the efforts to utilize regional resources and to link tourism to regional development. Consider autonomous tourism development
- e) Use actual case studies in drafting an action plan to improve community tourism programs in participant's country on return

III. Target Agencies & Maximum Number of Applications can be submitted by each agency

- Ministry of Tourism & Wildlife (Max 2 applications)
 - Ministry of Tourism & Wildlife for Sub National Agencies: (Max 2. Applications)
 - Ministry of Tourism & Wildlife for Travel Agent`s, Guides Associations etc. (Max 2 applications)
 - Local Government, Ex: Provincial Department of Tourism :(Max 2 from each province)
 - Sri Lanka Tourism Promotion Bureau (Max 2 applications)
 - Sri Lanka Institute of Tourism & Hotel Management (Max 2 applications)
 - Sri Lanka Tourism Development Authority (Max 2 applications)
- (*Applications outside above target agencies will be screened thoroughly.)

IV. Application Deadline: 17th December, 2018 (to dully reach JICA via ERD)**V. Selection Procedure**

- Each target agency shall be eligible to submit suitable nominees in line with the criteria specified in GI documents and within the maximum number of applications designated above. (Number of total slots available for Government of Sri Lanka will be 17 seats.)
- In selection of nominees, all agencies are recommended to give priority to gender and ethnic balance and distribution among departments
- Application documents received by above deadline will be prioritized locally through an interview based on the GI criteria, gender/ethnic balance, performance, language ability, presentation skills, leadership, future potentiality and etc. (*shortlisted applicants will be requested to attend the interviews as a condition of acceptance for the program.)
- Final results of selections will be informed by JICA as per GI specified date. (Personal Inquiries relating to selections or results of the selections will not be entertained due to administrative difficulties)

VI. Other important notices to the nominating agency

- Applicants should fill JICA "Young Leaders Training" program Applications downloading from ERD website (KCCP application format will not be accepted)
- Application documents that are handwritten, not duly completed or not meeting essential qualifications as listed in GI booklets and thereby considered as less competitive will not be accepted.
- JICA will retain the right to accept or reject applications that are submitted outside the application deadline of 17th December,2018

(For any inquiry: Please contact JICA Sri Lanka Office, Tel 11 2300470.)

Thank you.

Yours sincerely,


Moe NEGISHI
Representative
JICA Sri Lanka Office

Copy:

Secretary to Ministry of Tourism and Wild Life
Chief Secretaries of Provinces (for Local Government)
Managing Director, Sri Lanka Tourism Promotion Bureau
Director General, Sri Lanka Institute of Tourism & Hotel Management
Director General, Sri Lanka Tourism Development Authority
Mr. S. Waratani, Head of Economic Cooperation Div, Embassy of Japan



Knowledge Co-Creation Program (Young Leaders) (Sri Lanka)

GENERAL INFORMATION ON

Course Title: Community Tourism Promotion Course

地域における観光振興コース

Course No. J1840043

Project No. 1898740

Course Period in Japan: February 18, 2019 - March 3, 2019

This information pertains to one of the JICA Knowledge Co-Creation Program (Young Leaders) 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

1. Knowledge Co-Creation Program (Young Leaders)

The "Knowledge Co-Creation Program (Young Leaders)" is conducted by JICA (the Japan International Cooperation Agency) under a technical cooperation scheme of the Government of Japan, with the purpose of promoting human resource development in developing countries.

Under the program, young leaders, who will become nation-building leaders in the future, are invited to Japan for 18 days to be provided with opportunities to:

- 1) Develop their specialties through experiencing and learning technologies and skills in Japan
- 2) Increase their willingness to resolve issues on their own

II. Description

1. Title (J-No.): Community Tourism Promotion Course (J1840043)

2. Course Period in JAPAN: February 18, 2019 to March 3, 2019

3. Target Regions or Countries

Sri Lanka

4. Target Group

- 1) Sub-National & Local Government officers who are directly engaged in community tourism programs in their own regions
- 2) Institutional Representatives who works as trainers, organizers, managers, practitioners of community tourism programs at central level
- 3) Representatives of Private sector, Non- Governmental Organizations (* subject to Government endorsement)

5. Number of Participants : 17 participants

6. Language to be used in this program: English

7. Course Objective:

Through participation in this program, the participants are expected to:

- (1) Know the feature of the tourism industry and clarify the characteristics and problems of own country.
- (2) Recognize the importance of public-private partnership in tourism development and consider cooperation in own country.
- (3) Establish a human resource development and training system to enhance the tourism industry.
- (4) Learn about the efforts to utilize regional resources and to link tourism to regional development. Consider autonomous tourism development.
- (5) Use actual case studies to draft an action plan to improve community tourism programs in participant's country.

8. Course Outline:

This program consists of the following components.

<p>(1) Lectures regarding:</p> <ul style="list-style-type: none"> a. Overview of the tourism development b. Utilization of tourism resources in the region and sustainable tourism development c. Public-private partnership for tourism development d. Tourism marketing and product development by the private sector e. Human resource development in tourism
<p>(2) Observations of :</p> <ul style="list-style-type: none"> a. Related government organizations b. Tourist spots and related groups
<p>(3) Discuss with local governments and people who are engaged in tourism</p>

<Model Schedule of the Program>

* Schedule is subject to modifications *

Date	Venue	Contents	Purpose
Feb 18	Tokyo	Arrival at Tokyo	
Feb 19	Iwate Prefecture	Transfer to Iwate Prefecture Program orientation Course orientation Courtesy Visit to the Governor of Iwate Prefecture	To develop knowledge about each specialty and to observe present conditions in Japan
Feb 20		Lecture on tourism promotion in Iwate Prefecture Lecture on tourism resource development in Iwate Prefecture	
Feb 21		Lecture on tourism promotion(revival) in disaster related areas Lecture on tourism promotion in Morioka City	
Feb 22		Lecture on tourism strategy in Hanamaki City	To confirm knowledge gained through the program
Feb 23		AM: Self- Study PM: Lecture on promotion of tourism and brands on private farms Visit to renewable energy biomass power generation	

Feb 24		Self- Study	
Feb 25		Transfer to Tono City Lecture on green tourism in cooperation with sightseeing Transfer to Kamaishi City Visit to the Mayor of Kamaishi City	
Feb 26		Lecture on home sharing in Kamaishi City Transfer to Ofunato City Lecture on tourism development in Ofunato City	
Feb 27		Exchange with local kindergarten kids in Ofunato City Transfer to Morioka city	
Feb 28		Preparation of Action Plan	
Mar 1		Preparation and presentation of Action Plan Evaluation meeting Closing ceremony Farewell party	To evaluate the overall program
Mar 2	Tokyo	Travel to Tokyo	
Mar 3		Departure	

※This program is tentative and the schedule is subject to change without notice.

III. Conditions and Procedures for Application

1. Nominee Qualifications:

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

(1) Essential Qualifications

All applicants must:

- 1) Be nominated by the Government of Sri Lanka in line with the procedures mentioned in 3.(1) below.
- 2) Experience in the relevant field: be involved in a field corresponding to the course mentioned in // Description.
- 3) Age: be from twenty (20) to thirty-five (35) years of age at the time of application and be expected to become leaders in their specialized fields in the future.
- 4) Language: have a good command of spoken and written English.
- 5) Health: 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) Expectations for the Participants: not have made any previous visits to Japan
- 2) Educational Background: be a graduate of university

2. Required Documents for Application

(1) Application Form: The Young Leaders Training Application Form can be downloaded from External Resources Department website. For further details contact JICA Sri Lanka Office.

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

*Photocopy should include the followings:

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

(3) Job Report: Job Report on your duty and the main issues concerning the targeted field in his/her country should be submitted. Detailed information is provided in the ANNEX 1.

3. Procedures for Application and Selection:

(1) Submission of the Application Documents:

The Government of Sri Lanka will take necessary measures to nominate appropriate applicants for the program, and will forward to the JICA Sri Lanka office one (1) copy of the specified Application Form for each applicant.

Closing date for applications: **Please inquire to JICA Sri Lanka office** (After receiving applications, JICA Sri Lanka office will send them to JICA TOHOKU in JAPAN by **January 7, 2019**) (not extendable)

***The closing date in your country is earlier than the date in JICA Sri Lanka office is 17/12/2018**

Deadline of A2A3 application in JICA TOHOKU office is 17/12/2018

(2) Selection:

After receiving completed documents through proper channels from the Government, JICA Sri Lanka office will conduct primary screenings (along with Ministry of Tourism), and will forward prioritized applications to JICA TOHOKU in Japan. Final selections will be made by JICA TOHOKU 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 Center of Japan, taking into consideration their duties, positions in the organizations, and other relevant information in a comprehensive manner.

(3) Notice of Acceptance

Notification of results will be made by the JICA Sri Lanka office **not later than January 18, 2019.**

4. 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 TOHOKU
- (2) **Contact:** Ms. ISAWA Hitomi (thictad@jica.go.jp)

2. Implementing Partner:

- (1) **Name:** Iwate Youth Center
- (2) **URL:** <http://www.iwate-sk.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:** 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 Tokyo Center (JICA TOKYO)

Address: 2-49-5 Nishihara, Shibuya-ku, Tokyo 151-0066, Japan

TEL: 81-3-3485-7051 FAX: 81-3-3485-7904

(where "81" is the country code for Japan, and "3" is the local area code)

If there is no vacancy at JICA TOKYO, JICA will arrange alternative accommodations in Tokyo for the participants. Please refer to facility guide of TIC at its URL, <https://www.jica.go.jp/tokyo/english/office/index.html>

5. Expenses:

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

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

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

6. Pre-departure Orientation:

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

V. Other Information

1. Climate

Average temperatures and precipitation in Morioka

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average (°C)	-1.1	-0.2	2.2	9.3	16.2	17.9	24.3	22.3	18.4	12.1	6.0	-0.3
Daily High (°C)	6.7	11.0	13.5	22.2	30.5	31.7	35.1	33.6	28.5	24.2	20.7	6.7
Daily Low (°C)	-13.0	-9.3	-6.3	-1.0	3.3	7.3	16.0	14.5	4.8	2.7	-5.6	-8.1
Precipitation (mm)	35.5	66.5	43.5	83.0	90.0	108.0	344.0	183.0	170.5	188.0	41.0	56.5

2. Computers

The participants are recommended to bring their own laptop/notebook computers (*1) to prepare for Action Plans and presentation slides, and to check personal e-mail.

(*1) Laptop/notebook computers should have antivirus software installed, and must not have file sharing softwares, such as Winny, WinMX, BitTorrent and Gnutella.

3. International Exchange Programs with Local Communities

JICA encourages international exchanges between JICA participants and the local communities. Participants are kindly requested to bring their national costumes, small gifts and visual aids, such as PowerPoint slides, videos and photographs, to introduce their countries.

4. Preparation of necessary food items (Especially for participants with diet restrictions)

It is recommended that each participant bring some ready-made or prepared foods if you have any diet restrictions. There are limited places to buy halal or vegetarian foods in Japan.



In Traditional Japanese
Costumes

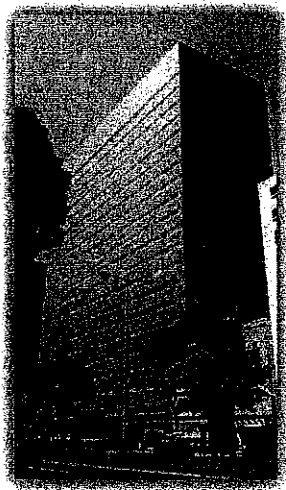


Cycling under
Cherry Blossoms

4. About JICA Tohoku Center

Website: <http://www.jica.go.jp/tohoku/index.html>

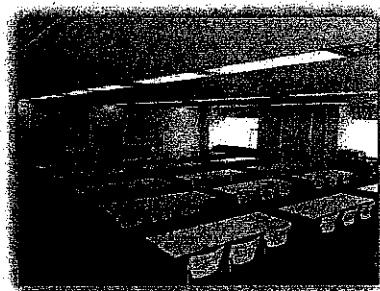
Find us on facebook at <https://www.facebook.com/Jicatohoku>



JICA Tohoku



JICA Plaza Tohoku



Conference Room

VI. ANNEX:

ANNEX 1

Job Report

Applicants are requested to prepare a Job Report (maximum of 2 pages) on the issues stated below. The report must be submitted to JICA Tohoku through JICA Sri Lanka office together with your application form. Please use A4 size paper (21cm x 29.5cm).

1. List out your duties/responsibilities in terms of Community Tourism Programs you are directly involved.
2. Describe the current issues in terms of execution above works.
How you intend/or managed to improve above situation

Guidelines for “Action Plan” Preparation

1. What's an Action Plan (AP)?

Action Plan is a course of follow up actions you prepare and present at the end of the program in Japan. Utilizing the knowledge and the skills obtained through the program, you create AP, aimed for alleviating the problems you face in your country. Thus, AP should contain realistic and feasible goals to achieve within a set time-frame.

2. Why are you requested to prepare AP?

All of you are participating in this program, representing your country. Therefore, you are expected to share the ideas and the knowledge acquired through the program both internally within your organization and externally with outside parties, taking a leadership role in the effort to resolve issues in your country. AP is your project to accomplish after resuming your duty in your country.

3. Contents of AP

When preparing your AP, follow the steps in the flow chart below. Refer to your Country Report, and address specific issues you identified in the report, and what steps you can take to alleviate those issues. Apply the ideas you learned in the program. In constructing your AP, consider the following:

- 1) Problem areas to be addressed (Country Report)
- 2) Short and long-term goals
- 3) Target time frame
- 4) Actors to be involved (you, your supervisor, your organization and so on)
- 5) Source of funding
- 6) Probability/feasibility of success
- 7) Monitoring method and reporting back to JICA Philippines

4. Notes for AP writing

The most important point to keep in mind, when preparing your AP, is its feasibility. Even an excellent plan becomes meaningless if it is not implementable. The following are some tips to improving “feasibility”.

1) Getting assistance from your boss

Design your plan that can be implemented responsibly in your given authority. The plan should stay within the limit of your or your organization's authority. AP is not a grand scale plan for launching a new project, formulating new policies or completely revising the existing policies in your government. Instead, AP is YOUR plan to follow in your effort to alleviate issues that you face in your organization.

- 2) **Balancing the size of your target group and available resources**
Specify the target group by considering the budget required for implementation, your position, duties and so on. If the target group becomes smaller, the necessary financial and human resources also become smaller.

- 3) **Continuous monitoring**
Specify short and long term goals. Setting multiple goals can help you evaluate your progress more accurately, and identify missing factors needed to achieve all goals.

- 4) **Applying the knowledge**
Describe how the knowledge and the ideas obtained in Japan can be applied to your plan. There are many factors, such as financial and human resources, and cultural background that may be different in your country than in Japan. Therefore, Japan's system or method may not be immediately applicable to your country. Please give due consideration to such factors.

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 Tohoku Center (JICA TOHOKU)

Address: 4-6-1-20F Ichiban-cho, Aoba-ku, Sendai, Miyagi-ken 980-0811, Japan

TEL: +81-22-223-5775 FAX: +81-22-227-3090