



TRAINING AND DIALOGUE PROGRAMS

GENERAL INFORMATION ON

CONSERVATION AND RISK MANAGEMENT OF HISTRIC TOWNS FOR CULTURAL TOURISM 集団研修「歴史都市の保全・防災と文化観光への活用」 *JFY 2009*

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

<準高級待遇 / Managerial level>

NO. J09-00694 / ID. 0980859

Phases in Japan: From August 20, 2009 to Sep 6, 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

Cultural heritage is an important tourism resource for many countries, as has been demonstrated by the economic impacts of World Heritage Sites. The cultural heritage of a historic town or city, cultivated over centuries and preserved and passed down to the present, is a symbol of its country's history, traditions and culture, and also serves as a foundation for future cultural development. Yet in recent years, amid the changes brought on by rapid development, natural disasters or conflicts, there have been a number of cases where unsuitable development has been pursued with no regard for the value of cultural heritage sites, or where precious cultural assets have been lost due to failure to adopt any policy at all.

In planning the conservation and risk management for cultural heritage sites and their surroundings in historic towns, consideration should be given to how the profits from utilization of cultural assets will flow to the area, and whether they will generate funds for sustainable conservation. In most cases the planning should be coordinated with programs for the overall economic development of the town and region. Accordingly, this program is intended to stimulate sustainable development, with consideration of the social and economic environment of the surrounding area and the safety of visitors and local residents, based on appropriate steps for evaluation, conservation and risk management of historic towns and cultural heritage sites.

For what?

This program is intended to strengthen the cultural tourism capacities of government agencies and research institutes concerned with cultural heritage conservation, or with urban development and tourism development, toward the goal of sustainable development of historic towns and cities.

For whom?

This program is designed for local, regional and central government officials who are involved in the conservation of cultural heritage, or in urban development or tourism development, in historic cities.

The first year is for personnel involved in organizational decision-making, and the second and subsequent years are for personnel overseeing policy implementation.

How?

Japan is in the global forefront in the conservation and risk management for cultural heritage assets, and the experiences and lessons from programs undertaken there, especially in the internationally celebrated ancient capital Kyoto, will be made available to the participants through the cooperation of universities, community groups, research institutes and other resources. The historic cities of Kyoto and Nara have very strong records in promoting tourism through the adoption of advanced methods for protecting cultural assets and historic landscapes amid the process of economic development. In addition, Shirakawa-go (a World Cultural Heritage Site), Takayama and other historic towns in provincial settings have successfully utilized their historic and cultural assets to stimulate tourism in the context of regional development.

Generally speaking, many officials who work with the conservation of cultural assets and historic environments lack thorough knowledge in the areas of urban and tourism development. Meanwhile, many who work with urban and tourism development do not have comprehensive knowledge concerning the proper evaluation and conservation of cultural heritage assets. This training is designed to assist agencies in either field to strengthen the management of conservation, risk management and tourism programs for historic cities and towns, under the overall theme of balanced urban and regional development.

II. Description

1. Title (J-No.): Conservation and Risk management of Historic Towns for Cultural Tourism (J0900694)

2. Period of program : August 20 to September 6, 2009

3. Target Regions or Countries

Cambodia, Vietnam, Iran, Turkey, Yemen, Macedonia, Ethiopia

4. Eligible / Target Organization

This Program is designed for local, regional and central government officials who are involved in the conservation of cultural heritage, or in urban development or tourism development, in historic cities and towns. The first year is for personnel involved in organizational decision-making, and the second and subsequent years are for personnel overseeing policy implementation.

5. Total Number of Participants

11 participants

Three (3) allocations: Iran

Two (2) allocations: Cambodia, Vietnam, Egypt,

One (1) allocation: Turkey, Yemen, Macedonia, Ethiopia

<Participants will be finally selected eleven (11) persons among thirteen (13) allocations.>

6. Language to be used in this program: English(including English translated from Japanese through interpreters)

7. Program Objective:

To guide the participating government officials involved in cultural heritage conservation, or in urban development or tourism development, in preparing draft plans for cultural tourism in historic towns which balance conservation and growth and ensure the safety of local communities and visitors.

8. Overall Goal

To stimulate efforts by the participating government officials involved in cultural heritage conservation, or in urban development or tourism development, to preserve the value of historical cities as cultural heritage assets and to utilize them in the development of the social and economic environment, with consideration for the safety of visitors and local residents.

9. Expected Module Output and Contents:

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

Phase in Japan (August 20, 2009 to September 6, 2009) <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i>		
Expected Module Output	Subjects/Agendas	Methodology
【Cultural Assets】 Ability to explain the value of cultural assets in historic towns, and present appropriate methods for their conservation and utilization as tourism resources	<ul style="list-style-type: none"> • Proper conservation of cultural assets • Methods of use that harmonize with the values of cultural assets • Cultural assets of the Kyoto World Heritage Site • Cultural asset restoration based on scientific studies • Historic district conservation systems 	Lecture Workshop Observation
【Tourism Development】 Ability to identify key modalities and considerations for promotion of cultural tourism in historic towns	<ul style="list-style-type: none"> • Sustainable cultural tourism in historic towns • Historic landscape conservation methods • Planning and management of tourism traffic • Field trips to Kyoto, Nara, Shirakawa-go, Takayama 	Lecture Workshop Observation
【Safety】 Ability to outline disaster risk management measures for historic towns	<ul style="list-style-type: none"> • Lessons of the Great Hanshin-Awaji Earthquake • Disaster risk management for local residents and historic assets • Firefighting water resource planning using the natural environment • Kiyomizu Temple district in Kyoto 	Lecture Workshop Observation
【Plan Formulation】 Ability to draft a plan for cultural tourism in historic towns	Drafting plans for cultural tourism in historic towns from the standpoints of cultural asset conservation, tourism development, and safety (Participants should prepare necessary data in advance and bring it to the training.)	Workshop Presentation

10. Follow-up Cooperation by JICA:

In this workshop, JICA might extend follow-up support to participating organizations that intend to develop the result of the project further. Please note that the support shall be extended selectively based on proposals from the participating organizations.

Further Information:

URL <http://www.jica.go.jp/english/operations/schemes/tech/follow/>

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 -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 -9.

2. Nominee Qualifications:

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

(1) Essential Qualifications

- 1) **Current Duties:** Management of cultural asset conservation, or of urban or tourism development, for a local, regional or central government agency.
- 2) **Experience in the relevant field:** have more than 10 years' experience in the field of cultural heritage or town/tourism development of historic towns as an executive official/manager
- 3) **Educational Background:** be a graduate of university or those who have equivalent qualifications in this field,
- 4) **Language:** have a good command of English, both written and spoken, sufficient for participation in lectures and discussions,
- 5) **Health:** must be in good health, both physically and mentally, to participate in the Program in Japan.

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 letter of the participant's consent to bear economic and physical risks letter of consent from the participant's supervisor letter of consent from your Embassy in Japan, medical certificate. Please ask National Staffs in JICA office for the details.

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

3. Required Documents for Application

Application Form: The Application Form is available at the respective country's JICA office or the Embassy of Japan.

4. Procedure for Application and Selection :

(1) Submitting the Application Documents:

Closing date for application to the JICA Center in JAPAN: **July 1, 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 July 21, 2009.**

Participants may be asked to outline existing programs for conservation, risk management and cultural tourism in historic towns or cities in their home countries. Please prepare relevant materials and data to bring to the training.

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

IV. Administrative Arrangements

1. Organizer:

(1) Name: JICA Osaka International Center

(2) Contact: Mr. Masanori KOZUKI (osictt2 @jica.go.jp)

2. Implementing Partner:

(1) Name: College of Science and Engineering, Ritsumeikan University

(2) URL: <http://www.ritsumei.ac.jp/eng/>

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 Osaka International Center (JICA OSAKA)

Address: 25-1 Nishi-Toyokawa-cho, Ibaraki-shi, Osaka 567-0058, Japan

TEL: 81-72-641-6900 FAX: 81-72-641-6910

(where "81" is the country code for Japan, and "72" is the local area code)

If there is no vacancy at JICA OSAKA, JICA will arrange alternative accommodations for the participants. Please refer to facility guide of JICA OSAKA at its URL, <http://www.jica.go.jp/english/contact/domestic/>

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

"KENSU-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.

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.

Welcome to JICA Osaka

Osaka International Centre of Japan International Cooperation Agency (JICA Osaka) extends a hearty welcome to all JICA participants.

1. Location of the centre in the Kansai region

JICA Osaka is located in Ibaraki City, Osaka prefecture, in the heart of the Kansai region. Ibaraki lies close to the ancient cultural centers of Kyoto and Nara, and to the commercial, industrial and economic center of Osaka, and the city of Kobe.

2. Orientation Programme & Japanese Language Course

(1) The four days after arrival at JICA Osaka are dedicated to an orientation programme, during which participants are introduced to JICA Osaka and its facilities, attend lectures on Japan's economy, society and culture, and participate in an international exchange programme with local communities.

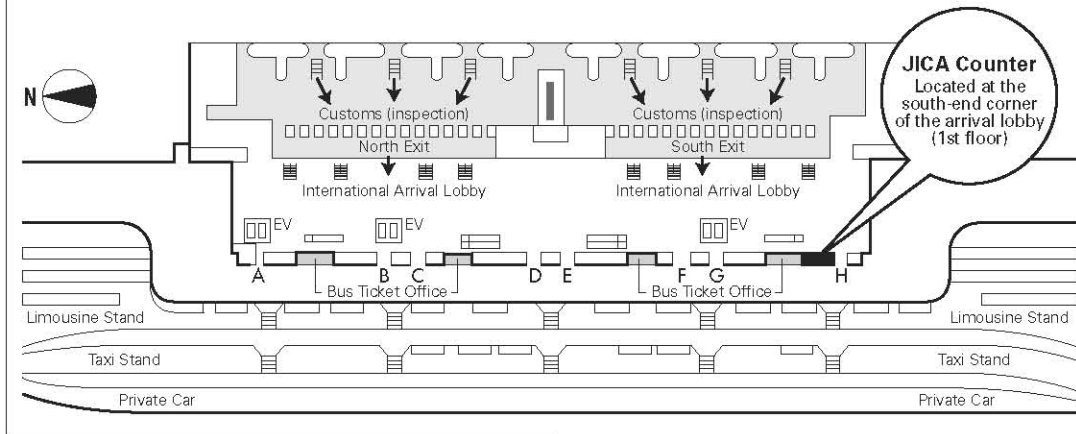
(2) It is desirable that participants acquire basic Japanese daily conversation for use in communication with training institution personnel and in other situations outside the scope of their technical training. JICA Osaka therefore offers:

- 1 an intensive Japanese language course as an integral part of the training programme in designated courses
- 2 an optional Japanese language course held in the evenings

3. Weekend Recreational Programme

Occasionally, at the weekends, JICA Osaka, in concert with community groups, organizes a programme of recreational activities and exchange events, including introductions to flower arrangement, tea ceremony, kimono wearing, handicrafts, and folk dancing, and visits to Japanese homes.

Map of JICA Counter in Kansai International Airport (KIX)



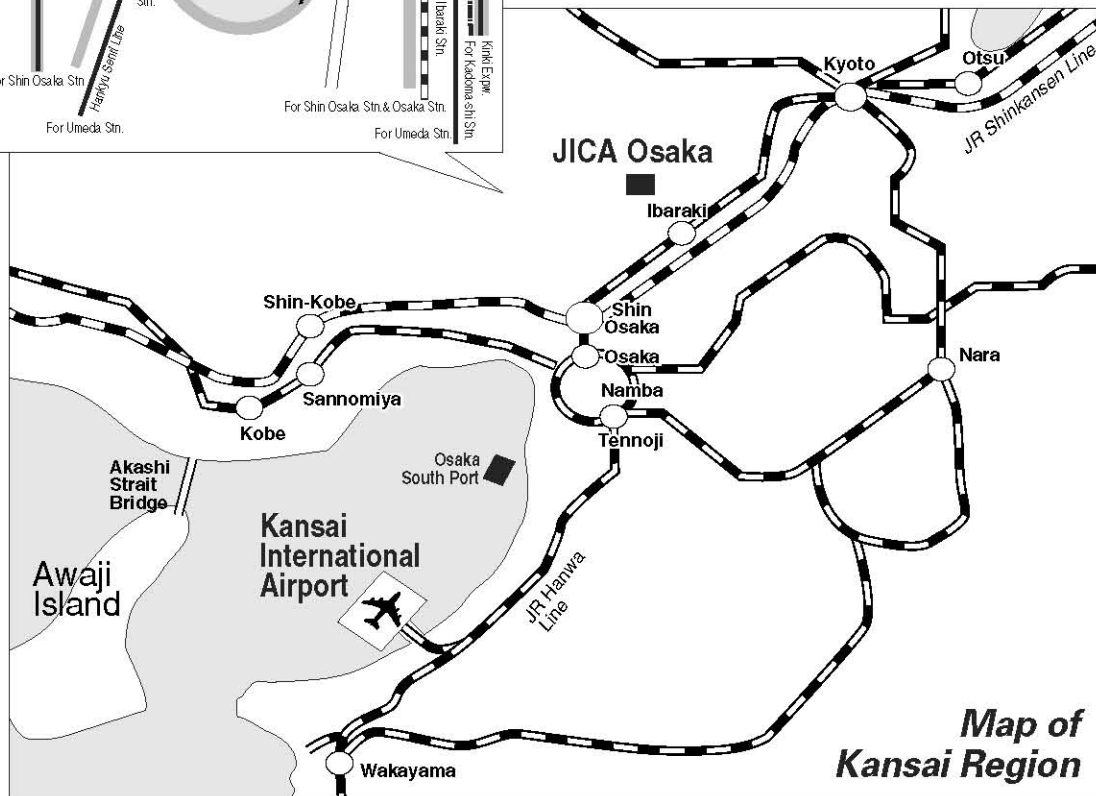
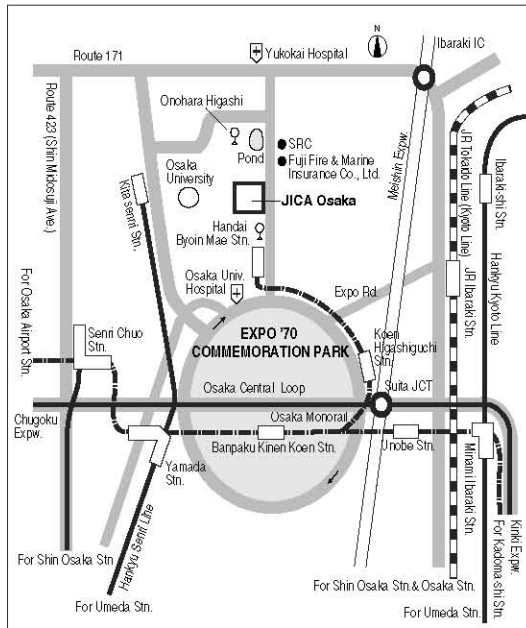
Upon arrival, participants should follow the procedure below:

1. Ride on Wing Shuttle (red elevated tram).
2. Pass through Immigration.
3. Collect baggage and pass through Customs Inspection.
4. Go to the JICA Counter located at the south-end corner of the arrival lobby (1st floor).

The staff at the JICA Counter will provide participants with a limousine bus ticket to Osaka Station (alight at Hotel New Hankyu).

At Osaka Station, a representative of the travel agency designated by JICA will meet the participant. The participant will be taken to JICA Osaka by taxi (with a taxi ticket), which takes approximately 30 minutes.

Map of the JICA Osaka Vicinity



Map of Kansai Region



CORRESPONDENCE

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

JICA Osaka International Center (JICA OSAKA)

Address: 25-1 Nishi-Toyokawa-cho, Ibaraki-shi, Osaka 567-0058, Japan

TEL: +81-72-641-6900 FAX: +81-72-641-6910