Tourism Sector Development: JICA’s Approach

April 26, 2013

Japan International Cooperation Agency (JICA)
JICA’s Vision and Mission

Vision
Inclusive and Dynamic Development

Mission 1
Addressing global agenda

Mission 2
Reducing poverty through equitable growth

Mission 3
Improving governance

Mission 4
Achieving human security
ODA Operations by JICA

- **Grant Aid**: ¥107.6 billion (FY2011) ※Except grant aid programs that Japan’s Ministry of Foreign Affairs continues to implement independently as dictated by specific diplomatic policy.

- **Technical Cooperation**: ¥188.9 billion (FY2011)

- **South-South Cooperation**

- **Training in Japan**

- **ODA Loan**: ¥609.7 billion (FY2011)

- **JICA Volunteer Program**: *43,315 people, 88 countries* (the accumulated number, as of March 31, 2012)
Why is JICA supporting Tourism Sector?

Tourism sector can be an effective measures to boost economic development in the countries.

- Opportunity to obtain foreign currency by utilizing domestic resources such a culture and nature
- Expected spillover effect to other industrial sector
- Expected job creation
Supporting “Sustainable Tourism”

Tourism that does not depend on particular company or policy-making person, while being determined autonomously and benefit for “PEOPLE” on the ground.
3 Pillars of JICA’s Cooperation in the field of Tourism Sector

1. Establishment of Policy & Institution For Tourism Sector Development

2. Capacity Development to Human Resources and Organizations Related to Tourism Sector

3. Improvement of Infrastructure Related to Tourism Sector
3 Pillars of JICA’s Cooperation in the Tourism Sector

1. Establishment of Policy & Institution for Tourism Sector Development

- Master Plan Development for Tourism
  - Establishment of Policy & Strategy on National and Local Level
  - Development of Tourism Related Law and System

- System Development for Implementation of Tourism Related Policy & Institution
  - System Establishment for Implementation of Tourism Administration and Promotion by Public-Private-Partnership
  - Tourism Statistics Development
3 Pillars of JICA’s Cooperation in the Tourism Sector

2. Capacity Development to Human Resources and Organizations Related to Tourism Sector Development

- **Discovery, Development and Preservation of Attractive Tourism Resources**
  - Attractive Tourism Development making full use of Local distinctive features
  - Tourism Development that benefits local communities
  - Tourism Development that contributes to Tourism Sector Development

- **Strengthening of Tourism Marketing and Promotion Capacity**
  - Analysis of Tourism Marketing Research and Result
  - Establishment of Marketing and Promotion Strategy and Plan on Country and Local Levels
  - Implementation of Promotion Activities through Public-Private-Partnership
  - Capacity Development on Providing Information Services
3. Improvement of Infrastructure Related to Tourism Sector

- **Improvement of Infrastructure as Tourism Resources**
  - Restoration and Preservation of Remains
  - Construction of Visitors’ Center, Information Board, etc. to guide historical sites and culture
  - Construction of National Museum, Observatory, Promenade, etc. as Tourism Attractions

- **Development of Tourism Related Infrastructure**
  - Airport, Harbor
  - Railway, Road, etc.
  - Infrastructure directly related to Tourism Sector Development
  - Improvement of Access Road to Tourism Site
  - Construction of Waste Disposal Site
  - etc.
Project in TUNISIA

★ Project name: Project for Strengthening the Capacity for Tourism Promotion
★ Period: 2013.1 ~ 2016.1
★ Site: Tozeur and Kebili

★ Project Objectives:
To strengthen tourism marketing and promotion capacity in the target areas through building partnership among Ministry of Tourism, Tunisian National Tourism Office (ONTT) and other relevant organizations including private sectors.
Project in GHANA

Site: Accra  
Period: Jan. 2006 to Dec. 2008  
Project Name: Tourism Development Project through Strengthening Public-Private-Partnership

Project Objectives: Promoting local activation through tourism development by Public-Private Partnership
Project in EGYPT

Project Name
Grand Egyptian Museum Construction Project

Project Objectives
This project aims to strengthen such functions as preservation, restoration, display, research and education, thereby contributing to development of the country’s tourism industry.

Project Description

<table>
<thead>
<tr>
<th>Target Area</th>
<th>Total project cost</th>
<th>Duration</th>
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</thead>
<tbody>
<tr>
<td>The Giza district</td>
<td>69,861 Mil. Yen (approx. USD698.61 Mil.)</td>
<td>April 2006 to June 2011</td>
</tr>
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</table>

Yen Loan

<table>
<thead>
<tr>
<th>Loan Agreement</th>
<th>Amount</th>
<th>Interest Rate (% per annum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 15, 2006</td>
<td>34,838 Mil. Yen (approx. USD348.38 Mil.)</td>
<td>1.5</td>
</tr>
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</table>
# PROJECT in Tanzania

## Cultural Grant Aid

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Amount</th>
<th>Signing Date</th>
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<tbody>
<tr>
<td>• Project for the Improvement of Display and Audiovisual Equipment for Visitor Center of Ngorongoro Conservation Area</td>
<td>• 47.90mil. JPY (approx. USD479,000)</td>
<td>• October 18, 2010</td>
</tr>
</tbody>
</table>

Inauguration Ceremony at Visitor Center

Signing Ceremony
The third country training program in the field of capacity building in tourism sector in Tunisia

To correspond to a variety of development needs, JICA is implementing South-South Cooperation (SSC) in collaboration with the Tunisian Agency for Technical Cooperation (ATCT).

The main objective of this SSC is to share the fruits of Japan’s technical cooperation with other countries.
Training in Japan
(Acceptance of technical training participants under JICA Training and Dialogue Programs)

Tourism Related Courses

*examples
☆Tourism Promotion and Marketing
☆Sustainable Tourism Development in African Countries
☆Conservation and Risk Management of Historic Towns for Cultural Tourism
JICA has dispatched more than 200 volunteers to about 40 countries in Tourism sector since 1997.

The Senior Volunteer was appointed to Tourism Ambassador of Zambia

JICA dispatches Junior Volunteer to Tourism vocational school in Tunisia as PC instructor.

Junior Volunteer organized Eco tour in Uganda
Thank you very much for your attention.