

Asian Productivity Organization

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PROJECT NOTIFICATION

1. **Project Code** 09-AG-42-GE-SMN-B
2. **Project Title** APO Study Mission to a Nonmember Country:
Ecotourism in Hawaii
3. **Duration** 15–19 March 2010 (five days)
4. **Venue** Honolulu, Hawaii, USA
5. **Implementing Organization:** APO Secretariat
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6. **Number of Participants** Up to 18 qualified participants from Republic of China, Japan, Republic of Korea, Cambodia, Fiji, Indonesia, India, IR, Iran, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam
(See 12. Qualification of Participants)
7. **Closing Date for Nominations** 10 January 2010
8. **Objectives**
 - a) To enhance participants' understanding of the latest trends and developments in ecotourism, as well as different approaches and principles in the planning, development, and management of ecotourism facilities through direct exposure to successful examples in Hawaii; and
 - b) To identify the best practices of ecotourism management which can be promoted in Asia-Pacific countries and develop action plans for promoting them.

9. Background

Ecotourism is expanding fast. It is increasingly gaining importance as a viable activity in the socioeconomic development process of many countries. If properly pursued, it has great potential for enhancing business opportunities in rural areas for local communities. It can help conserve natural resources and endangered biological resources. Nature tourists bring with them money to spend which can provide revenue to governments for conservation and regulatory activities while at the same time create jobs and incomes for households and communities. Service-oriented enterprises like restaurants, hotels, resorts, and innovative home-stay services, as well as micro and small food-processing/packaging enterprises and souvenir shops are stimulated, generating additional revenue and foreign exchange. Thus, ecotourism can benefit both the environment and socioeconomic development of local communities.

The Asia-Pacific region with its rich biodiversity and scenic landscapes has great potential to develop ecotourism as a strategic economic activity in rural areas. However, there is evidence in many countries that unplanned or poorly managed ecotourism development can seriously harm the environment, wildlife, and biodiversity. In areas where local communities are not reaping the benefits from tourist receipts, no incentive is seen for protecting and conserving the environment, and inhabitants continue to poach or extract wildlife. The excessive influx of tourists and uncontrolled infrastructure development, especially in fragile ecosystems, also result in waste generation, pollution, and destruction of natural habitats and animal sanctuaries. Often tourists do not understand the ecological consequences of their visits and how their day-to-day activities negatively affect the environment. To address such issues, stakeholders in the Asia-Pacific tourism industry could learn a lot from the excellent experience of Hawaii in ecotourism planning, development, and management.

Hawaii's pristine environment and abundant natural resources have contributed to its worldwide reputation as a wonderful place to live and visit. The state has developed innovative solutions to maintain the natural landscape and support its tourism industry. Hawaii's tourism industry has contributed much to the socioeconomic uplift of the rural communities in a sustainable way. Hawaii is known for its natural wonders that encompass ecotourism activities in the state. This study mission is proposed to provide participants from the Asia-Pacific region with an opportunity to learn from the Hawaii's rich experience in the ecotourism as a strategic economic activity for the socioeconomic development of local communities/rural areas.

The implementing organization in Hawaii will develop an informative, practical agenda for the mission participants.

10. Tentative Scope and Methodology

The tentative main topics to be covered during the study mission are:

- a) Ecotourism: key concepts, principles, challenges, and opportunities;
- b) Ecotourism as a strategic economic activity for local/rural community development;
- c) Planning, development, and management of ecotourism facilities; and
- d) Policy and institutional arrangements for promoting ecotourism.

This study mission will involve discussion sessions and visits to ecotourism sites in Hawaii. The discussion sessions will include presentations by key players in ecotourism in Hawaii, officials from tourist agencies, and managers of ecotourism sites.

The tentative itinerary and program of activities of the study mission are:

<u>Date</u>	<u>Activity</u>
Arrival Day	Arrival of participants in Honolulu
Day 1	Opening session Presentation and discussion of lead papers
Day 2	Visits to ecotourism sites
Day 3	Visits to ecotourism sites
Day 4	Visits to ecotourism sites
Day 5	Reflection on ecotourism facility visits Action plan preparation and discussions Summing-up session Closing session
Departure Day	Return of participants to respective countries

11. Qualifications of Participants

- (a) Age : Preferably between 30 and 55 years.
- (b) Education : Preferably university degree or equivalent qualification.
- (c) Present Position : Officials of industry associations, NGOs, governmental environment and tourism agencies, and NPOs; staff of SMEs; and academics involved in the planning, development, management, and promotion of ecotourism.
- (d) Experience : At least two years of experience in a key management position in an ecotourism company, government agency, or organization involved ecotourism planning, development, management, and promotion.
- (e) Language Proficiency : Proficiency in written and spoken English is essential.
- (f) Health : Physically and mentally fit to attend an intensive program entailing strenuous travel and several site/field visits.
- (g) Attendance : Participants must attend all five days of the project to qualify for the certificate of completion.

12. Financial Arrangements

(a) To be borne by the APO

- i) Appropriate hotel accommodation and per diem allowances for all participants for up to six days at the project venue in Honolulu.
- ii) Other local expenses related to the study mission.
- iii) All deputation costs of resource persons.

(b) To be borne by all participants or participating countries

- i) International airfare between the international airport nearest to the participant's place of work and Honolulu.
- ii) Any travel expenses related to travel insurance costs, passport, visa fees, and airport taxes.
- iii) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, or any other reason whatsoever must be borne by the participants themselves/participating countries.
- iv) *Participants' travel insurance premiums:* All participants must be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel, and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation.

Such insurance should be valid in Hawaii. This insurance requirement is **in addition** to existing government insurance coverage in some member countries. In case any participant is unable to insure herself/himself as stipulated above, s/he should secure this insurance in the host country at the commencement of the project and pay the premium herself/himself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

13. Actions by Participating Countries

(a) Nomination of Candidates

- i) Member countries are requested to **nominate two or more qualified candidates**, in the order of preference. Please ensure that all candidates nominated meet the qualifications prescribed above (11. Qualifications of Participants).
- ii) All nominations must be endorsed and submitted by an APO Director, Alternate Director, Liaison Officer, or their designated officer. This should eliminate the mistake of various government/public/private institutions making nominations directly to the APO Secretariat.

iii) Kindly note that a nomination does not necessarily guarantee that a candidate will be selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience.

(b) Required Documents

i) Nominations should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:

(1) Two copies of the candidate's biodata on the **APO biodata form** along with passport-sized photograph. The biodata form can be downloaded from the APO Web site. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5226-3954).

(2) **The APO Medical and Insurance Declaration/Certification Form.** Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with her/his biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.

(ii) Member countries are encouraged to submit the necessary documents electronically as mentioned in b)i)-(1) and (2). In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

(c) Nomination Deadline

i) Member countries are requested to abide by the ***nomination deadline of 10 January 2010***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization(s) in its preparatory work for the project.

ii) For member countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.

iii) Under normal circumstances, candidates who are selected after the initial screening will be informed of their acceptance at least four weeks prior to commencement of the project.

(d) Others

- i) Selected participants will be notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- ii) NPOs are requested to inform the APO promptly if a participant should become unable to take part in the program and his/her reason for withdrawal.
- iii) Each selected candidate is required to arrive at the venue one day before the start of the official mission. Also, all participants are expected to return home upon completion of the official mission because they are visiting the host country for the specific purpose of attending this APO project.

14. Other Conditions

Other conditions for participation are given in the *APO Guide for Participants* which is available from the APO Liaison Officers/NPOs in member countries and on the APO homepage (http://www.apo-tokyo.org/05part_guide.htm).



Shigeo Takenaka
Secretary-General