



Asian Productivity Organization “The APO in the News”

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Malaysia best example of agrotourism development

ALOR STAR — Malaysia is the best example of agrotourism development as it has helped those in the agriculture industry improve their quality of lives.

Director of Asian Productivity Organisation (APO) Agriculture Department Joselito Cruz Bernardo said many countries were trying to find ways to improve the income of small farmers as the land for agriculture has become smaller.

“Malaysia has the best solutions through agrotourism. The only way to improve the income of small farmers is to find a way to diversify their economic activities,” he told reporters at the Training Course on Development of Homestay and Agrotourism Programme.

“We have to introduce new activities. In doing this, Malaysia is the best example for agrotourism in Asia, and it also includes homestay programmes. I have been travelling around and Malaysia has the best, well-organised agrotourism programme.”

Bernardo said it was proven that Malaysia’s effort to develop agrotourism has managed to provide more income for people in rural areas.

He said APO is a regional organisation based in Tokyo which composed of 20 member countries. Malaysia is one of its more active members.

“We support member countries in terms

of economic development to improve productivity. We are here in Kedah to improve the agricultural sector,” he said.

“The participants will study your agricultural practices in developing agrotourism to implement them in their respective countries.”

He said agrotourism has been one the major programmes for APO for the last five years and the best practices were in Malaysia.

“After this training course, participants will organise similar programmes in their respective countries and may invite some experts from Malaysia. What we do at APO is to facilitate, share knowledge and encourage partnership between various organisations and member countries,” he said.

The programme launched last Sunday would be held until September 27. Organised by APO and Malaysia Productivity Corporation (MPC), with the Muda Agricultural Development Authority (Mada) as host, the course was attended by 17 participants from 13 countries.

APO was established as a regional intergovernmental organisation. Its mission was to contribute to the sustainable socioeconomic development of Asia and the Pacific through enhancing productivity.

— Bernama