



PROJECT IMPLEMENTATION PLAN ADDENDUM

1 November 2017

1. **Project Code** 17-AG-39-GE-NFP-C-01
2. **Project Title** National Workshop on the Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises
3. **Duration** 11–15 November 2017 (five days)
4. **Venue** Damghan, IR Iran
5. **Implementing Organizations** National Iranian Productivity Organization (NIPO)
16, Sepand St., Nejatollahi Ave., Tehran, IR Iran 1598994911
Tel: +98-21-8889-9063

Institute of Technical & Vocational Higher Education of the
Ministry of Agriculture Jihad (ITVHE)
Azadi Avenue, Navvab Cross, Dr. Hesabi Building
Tehran, IR Iran, PO Box 1783-13145
Tel: +98-21-66594599
6. **Addendum No.** 1
7. **Reference** Project Notification 15-AG-10-GE-WSP-B dated 24 August 2015; Project Notification Addendum 1 15-AG-10-GE-WSP-B dated 26 November 2015; Project Notification Addendum 2 15-AG-10-GE-WSP-B dated 31 August 2016; Project Notification 17-AG-39-GE-NFP-C dated 9 May 2017; and Project Implementation Plan 17-AG-39-GE-NFP-C-01 dated 12 September 2017
8. **Details** Change in Project Implementation Plan Item No. 5 “Venue”

8-1 Change in Item No. 5 Venue

As per the request of the implementing organizations, the venue of the workshop has been changed from Tehran to **Damghan**.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 9 May 2017 and the Project Implementation Plan dated 12 September 2017 pertaining to this NFP project remain valid.

Santhi Kanoktanaporn
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

12 September 2017

1. **Project code** 17-AG-39-GE-NFP-C-01
2. **Title** National Workshop on the Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises
3. **Reference** Project Notification 15-AG-10-GE-WSP-B dated 24 August 2015; Project Notification Addendum 1 15-AG-10-GE-WSP-B dated 26 November 2015; Project Notification Addendum 2 15-AG-10-GE-WSP-B dated 31 August 2016; and Project Notification 17-AG-39-GE-NFP-C dated 9 May 2017
4. **Timing and Duration** 11–15 November 2017 (five days)
5. **Venue** Tehran, IR Iran
6. **Implementing Organizations**

National Iranian Productivity Organization (NIPO)
No. 16, Sepand St., Nejatollahi Ave.
Tehran, IR Iran 159899411
Tel: +98 21 3327 6501

Institute of Technical & Vocational Higher Education of Ministry of Agriculture Jihad (ITVHE)
Azadi Avenue, Navvab Cross, Dr. Hesabi Building
Tehran, IR Iran, PO Box 1783-13145
Tel: +98 21 6659 4599
7. **Number of Participants** Up to 100 participants
8. **Objectives**
 - a. To enhance participants' understanding of the key concepts, strategies, and techniques for sustainable rural tourism planning and development;
 - b. To share successful case studies and models of rural tourism networks and clusters; and
 - c. To enable participants to disseminate and utilize the knowledge, insights, techniques, and best practices to enhance the sustainable productivity and competitiveness of rural-tourism industry SMEs in IR Iran.

9. Background

Tourism has been recognized as one of the key sectors for national development in many

countries as it contributes to creating jobs and wealth. Rural tourism and agritourism have emerged as areas of great potential in the tourism industry due to their positive impacts on local economies and the well-being of communities and residents. Therefore, identifying successful, attractive elements to enhance the performance of the domestic tourism industry, particularly rural tourism, in IR Iran to make it more competitive in the global market has become an important concern for policymakers and tourism experts.

Rural tourism provides tremendous business opportunities to local SMEs through optimizing the use of existing resources such as natural heritage sites and indigenous culture as integral elements of tourism packages. IR Iran has great potential for sustainable tourism development with its attractions and areas of natural and historical importance. The Iranian plateau is home to one of the oldest civilizations in Asia, with well-conserved and -maintained archeological sites.

IR Iran consists of 31 provinces, each of which has five to 15 villages with diverse natural and historical sites involving cultural heritage, handicraft practices, and other attractive distinguishing features. Those advantages along with the richness and diversity in IR Iran's rural tourism sector have enabled the country to promote it as a critical priority area for economic development.

This national workshop is being organized to enhance stakeholders' understanding of the key concepts, strategies, and techniques for sustainable rural tourism planning and development and share models of tourism networks and clusters to increase the sustainable productivity and competitiveness of rural tourism in IR Iran.

10. Scope and Methodology

The tentative topics to be covered are:

- a. Trends in sustainable rural and agritourism;
- b. Successful tourism models (rural tourism, agritourism, ecotourism, etc.);
- c. Best practices of developing rural tourism products and services;
- d. Strategies for developing tourism networks and clusters in rural areas;
- e. Tools and techniques in planning rural tourism projects; and
- f. Stakeholder identification and responsibility for management in tourism project development.

The course will consist of interactive sessions such as thematic presentations, sharing country papers, individual/group exercises, and field visits.

The tentative program is given in Appendix 2.

11. Requirements of Participants

Officials of national and local governments from tourism and rural community development agencies; representatives of tourism industry associations; CEOs and managers of rural SMEs in the tourism sector; and NGO staff and academics involved in planning, promoting, and managing rural tourism, agritourism, ecotourism, and geotourism projects.

12. Resource Persons

The APO will assign one overseas resource person. Local resource persons from relevant agencies will be assigned by the implementing organizations.

13. Financial Arrangements

To be borne by the APO

- a. All assignment costs of one overseas resource person.
- b. Implementation costs up to a maximum of JPY1,100,000 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

To be borne by the host country (IR Iran)

- a. Implementation costs exceeding the APO share of JPY1,100,000.
- b. Project management fees and personnel costs of the implementing organizations in IR Iran.
- c. Any other local implementation costs not covered by the APO.

14. Roles and Responsibilities

The roles and responsibilities of the implementing organizations (i.e., NIPO and the ITVHE) and APO are:

NIPO and ITVHE

- a. Inviting local participants and arranging mass media coverage;
- b. Assigning local resource persons;
- c. Making copies of the conference materials;
- d. Organizing a five-day national workshop program in Tehran, IR Iran; and
- e. Bearing part of the project cost in excess of JPY1,100,000.

APO

- a. Providing financial support for organizing the national workshop as detailed in section 13;
- b. Assigning one overseas resource person for the national workshop; and
- c. Coordinating with the overseas resource person and implementing organizations.

15. Procedures for Project Implementation

This project is to be implemented by the ITVHE and NIPO in close collaboration with the APO Secretariat, referred to as the APO in this document.

- a. A temporary advance of up to 50% of the total APO share will be remitted to NIPO, if necessary.
- b. The proposed project will be carried out by the implementing organizations.
- c. NIPO will make the agreed expenditures and settle the entire account by providing all necessary proof of payment, e.g., bills, payment records, and receipts issued by third parties, which must be submitted together at one time, written in clear English, and with a clear English translation of all documents not originally written in English. In general, internal evidence is not accepted as proof of payment and will not be reimbursed. The final payment will be made based on the actual expenditure after the implementing organizations submit the project completion report.

- d. NIPO will submit a comprehensive project completion report and a statement of expenses to the APO within one month of project completion. The report will provide details on how the project was carried out in the country; program activities; number and type of participants; benefits and advantages to the rural tourism sector, local/national agribusiness, implementing organizations, and host country; recommendations and follow-up action plans; selected photos; and summary of the on-site evaluation of the program by participants, resource persons, and implementing organizations.

16. Final Project Output

Upon completion of the project, NIPO will undertake the following:

- a. Submit a project completion report on the national workshop to the APO and disseminate the report on the proceedings of the workshop to relevant government bodies such as the Ministry of Agriculture Jihad and other related organizations in IR Iran within one month after project completion.
- b. Submit a statement of expenses as prescribed in item 15.
- c. Submit documents and e-links relating to promotional material on the national program, e.g., newsletters, brochures, bulletins, news clippings, and videos in English or the local language with an English translation of the main points.
- d. Disseminate the knowledge and experience gained to the public and private sectors and NGOs through publications, consulting and training services, etc.
- e. Monitor follow-up actions undertaken by participants or participants' organizations and report to the APO.

Upon completion of the project, participants and/or their organizations will undertake the following:

Government agencies such as the ITVHE, agriculture agencies, and universities:

- a. Include innovative rural tourism and agritourism models in extension programs; and
- b. Coordinate with various agencies in support of extension and sustainable rural tourism development programs.

Participants:

- a. Submit action plans to NIPO for utilization of the concepts, techniques, and best practices to be used in their rural tourism project planning and management;
- b. Inform NIPO of the expected outcomes of successful plan implementation; and
- c. Submit requirements for government agency assistance for their own action plans.

Expected outcomes:

- a. Developing productive, competitive rural tourism projects and programs with the knowledge and skills gained through the successful case studies and practical lessons;
- b. Adapting emerging approaches in mapping tourism networks and clusters to achieve sustainable productivity; and
- c. Enhancing the productivity and competitiveness of the Iranian tourism industry.



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Estimated APO Share of Costs for the
National Workshop on the Development of Rural Tourism Networks and Clusters for
Enhancing the Competitiveness of Small Enterprises

(Tehran, IR Iran, 11–15 November 2017)

No.	Item	Cost (JPY) (APO share)
1	Rental cost (function room, equipment)	612,500
2	Reproduction of conference materials	57,500
3	Conference kit (pens, stationery, etc.)	200,000
4	Interpretation/translation of English materials into the local language	115,000
5	Transportation (for site visit)	115,000
Total		1,100,000
Notes:		
1. The APO will make reimbursement based on the actual expenses with a maximum of up to JPY1,100,000 (current rate: USD1=JPY110).		
2. NIPO is required to submit to the APO receipts for all expenses incurred in implementing this national project.		

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Provisional Program Activities for the
National Workshop on the Development of Rural Tourism Networks and Clusters for
Enhancing the Competitiveness of Small Enterprises

Sat., 11 Nov. 2017	<ul style="list-style-type: none"> • Opening session • Presentations on the following topics: <ul style="list-style-type: none"> - Stimulating competitive advantages in the tourism sector (APO resource person) - Promoting the development of sustainable, responsible, high-quality tourism (local resource person) - Economic and social impacts of rural tourism development (local resource person) - Uncovering the patterns and driving forces for rural identity change that can be associated with tourism development (APO resource person) - Development of SME tourism businesses (local resource person)
Sun., 12 Nov.	<ul style="list-style-type: none"> • Presentations on the following topics: <ul style="list-style-type: none"> - Requirements for good action plans for the development of agri/rural tourism (APO resource person) - Approaches to community development in rural areas for sustainable tourism (local resource person) - Rural tourism models and policies (APO resource person)
Mon., 13 Nov.	<ul style="list-style-type: none"> • Presentations on the following topics: <ul style="list-style-type: none"> - Simulation of the development of sustainable tourism networks (local resource person) - Tools and techniques in planning rural tourism clusters (local resource person) - Maximizing the potential of financial policies on tourism development (APO resource person) - Effectiveness and impact of agritourism businesses in rural areas (local resource person)
Tues., 14 Nov.	Site visits Lessons and insights gained from the presentations, field visits, and discussions, summing-up session
Wed., 15 Nov.	Program evaluation, closing session

*The program will be revised and arrangements made in consultation with NIPO.