



## PROJECT IMPLEMENTATION PLAN ADDENDUM

15 February 2018

1. **Project Code** 17-AG-39-GE-NFP-C-07
2. **Title** National Workshop on Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises
3. **Timing and Duration** 16–20 April 2018 (five days)
4. **Venue** Tagaytay City, Philippines
5. **Implementing Organization** Development Academy of the Philippines  
DAP Bldg., San Miguel Ave., Ortigas Center  
Pasig City, Philippines  
Phone: 63-2-631-2126/2129 Telefax: 63-2-631-2137  
e-Mail: apolu@dap.edu.ph; apolugrantees@yahoo.com.ph
6. **Addendum No.** 1
7. **Reference** Project Notification 15-AG-10-GE-WSP-B dated 24 August 2015; Project Notification Addendum No. 1 15-AG-10-GE-WSP-B dated 26 November 2015; Project Notification Addendum No. 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-07 dated 19 January 2018
8. **Details** Change in Project Implementation Plan Item No. 4 “Timing and Duration”

### 8-1 . Change in Item No. 4 “Timing and Duration”

At the request of the DAP, the implementing organization, the timing of the national workshop has been changed from 16–20 April 2018 (five days) to **21–25 May 2018 (five days)**.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 9 May 2017 and the Project Implementation Plan dated 19 January 2018 pertaining to this National Follow-up Program project remain valid.

Santhi Kanoktanaporn  
Secretary-General



## PROJECT IMPLEMENTATION PLAN

19 January 2018

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3. **Reference** Project Notification 15-AG-10-GE-WSP-B dated 24 August 2015, Project Notification Addendum No. 1 15-AG-10-GE-WSP-B dated 26 November 2015, and Project Notification Addendum No. 2 15-AG-10-GE-WSP-B dated 31 August 2016; Project Notification 17-AG-39-GE-NFP-C dated 9 May 2017
4. **Timing & Duration** 16–20 April 2018 (five days)
5. **Venue** Tagaytay City, Philippines
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Development Academy of the Philippines  
DAP Bldg., San Miguel Ave., Ortigas Centre  
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Phone: 63-2-631-2126/2129 Telefax: 63-2-631-2137  
e-Mail: apolu@dap.edu.ph; apolugrantees@yahoo.com.ph
7. **No. of Participants** Up to 100 participants
8. **Objectives**
  - a. To disseminate and promote the different approaches to and models for the development of rural tourism;
  - b. To enhance participants' understanding and skills in the use of tools and techniques in planning rural tourism projects, networks, and clusters; and
  - c. To formulate action plans for the development of sustainable tourism networks and clusters for enhancing the competitiveness of small enterprises and promoting inclusive growth in the country.

### 9. Background

The Development Academy of the Philippines (DAP), as the national productivity organization (NPO), plays a crucial role in the promotion and development of rural tourism in the country. In line with its mandate of “helping its development partners excel in serving others better by enabling the institutionalization of cutting-edge capacity building and development solutions,” the DAP provides training, education, consultancy services/technical assistance, policy advice, and action-oriented research and publications in the areas of governance and accountability, productivity and quality, knowledge management, education and learning, and sustainable human development.

The APO in partnership with the Lao NPO organized a workshop on Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises, in Vientiane, 21–25 November 2016. During that workshop, Project Officer Christian S. Eparwa from the Productivity and Development Center and April Therese de Guzman of the Department of Agriculture represented the Philippines. Following the success of the workshop in Lao PDR, the DAP is conducting a follow-up project to intensify the sharing of knowledge on best practices for developing rural tourism clusters and networks, especially for enhancing the competitiveness of small enterprises.

Tourism in all its forms in the countryside (e.g., rural tourism, farm tourism, agritourism, green tourism, ecotourism) has become an important cornerstone of the strategy for economic growth for most ASEAN members. Tourism in rural areas brings in income and regenerates rural communities, thereby improving productivity and competitiveness. The economy of the Philippines is currently service based, and the country hopes to attract more tourism numbers, similar to levels in Indonesia, Japan, Malaysia, and Thailand. The Philippines has abundant land resources and pristine nature sites, which could make rural tourism an effective driver of economic growth. As it also requires the least investment compared with other sectors, developing sustainable rural tourism networks and clusters would strengthen the overall tourism industry, bringing economic and social benefits to rural communities.

## **10. Scope and Methodology**

The tentative topics to be covered are:

- a. Recent trends in tourism development;
- b. Selected rural tourism models and their impacts;
- c. Integrated rural tourism development for communities; and
- d. Designing and implementing projects for sustainable tourism.

The workshop will consist of lectures, case presentations, group discussions and activities, and site visits to companies/organizations involved in rural tourism.

The tentative program is given in Appendix 2.

## **11. Requirements of Participants**

Participants should be policymakers, government officials, local chief executives, entrepreneurs, tourism industry officials, private rural tourism operators, professional consultants engaged in rural economy revitalization, representatives of NGOs, or academics.

## **12. Resource Persons**

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

## **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 USD10,000 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

### **To be borne by the host country (Philippines)**

- a. Implementation costs exceeding the APO share of USD10,000.

- b. Project management fees and personnel costs of the implementing organization in the Philippines.
- c. Any other local implementation costs not covered by the APO.

#### **14. Roles and Responsibilities**

The roles and responsibilities of the implementing organization (DAP) and APO are:

##### **DAP**

- a. Inviting local participants and arranging mass media coverage;
- b. Assigning local resource persons;
- c. Making copies of the conference and workshop materials;
- d. Organizing a five-day national workshop program in Tagaytay City, the Philippines; and
- e. Bearing part of the project cost in excess of USD10,000.

##### **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 organization.

#### **15. Procedures for Project Implementation**

This project is to be implemented by the DAP 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 the DAP, if necessary.
- b. The proposed project will be carried out by the DAP.
- c. The DAP will make the expenditures for the assigned items 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 an 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 organization submits the project completion report.
- d. The DAP will submit a comprehensive project completion report including 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 of activities; a registration list of participants and resource persons; number and type of participants; statement of the expenses related to the APO's contribution to the project; benefits and advantages to the rural tourism sector, local business, implementing organization, and host country; recommendations and follow-up action plans; selected photos; and summary of the onsite evaluation of the program by the participants, resource persons, and implementing organizations along with the original evaluation forms completed by them. Other forms of documentation may also be submitted as part of the comprehensive project completion report.

#### **16. Final Project Output and Outcomes**

Upon completion of the project, the DAP 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 including recommendations to relevant government bodies within one month after project completion.

- b. Submit a statement of expenses supported by third-party receipts/bills within one month after project completion.
- c. Submit documents and e-links relating to promotional material on the national program, e.g., newsletters, news articles, brochures, bulletins, and news clippings, written 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 through publications, consultancy services, training courses, etc.
- e. Monitor the follow-up actions undertaken by participants or participants' organizations and report them to the APO.

After completion of the workshop, participants or their organizations will undertake the following:

Government 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 their organizations for the utilization of concepts, technologies, and best practices in their own rural tourism project planning and management;
- b. Inform the DAP and APO of success stories on implementation of the lessons and insights learned from the workshop; and
- c. Submit requirements for government agency assistance for their own action plans.

Expected outcomes:

- a. Developing productive, competitive rural tourism plans and programs with the knowledge and skills gained through 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 Philippine tourism industry.



Santhi Kanoktanaporn  
Secretary-General

Project Code: 17-AG-39-GE-NFP-C-07

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

Tagaytay City, the Philippines, 16–20 April 2018

No.	Item	Cost (USD)
1	Rental cost (function room, equipment)	790
2	Conference package for up to 100 participants for four days (beverages/meals/snacks for participants)	3,760
3	Accommodations for participants	4,070
4	Reproduction of workshop materials	350
5	Conference kit (pens, stationery, etc.)	350
6	Transportation for site visit (local logistics)	680
<b>Total</b>		<b>10,000</b>
<b>Notes:</b> 1. The APO will make reimbursement based on the actual expenses for a maximum of USD10,000. 2. The DAP is required to submit to the APO receipts issued by third parties for all expenses incurred in implementing the national project.		

## Tentative program

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

Tagaytay, the Philippines, 16–20 April 2018

Date/Time	Tentative Program	Presenter/Moderator
<b>Sunday, 15 April 2018</b>		
Arrival of experts and participants		
<b>Monday, 16 April 2018</b>		
09:00	<b>Registration</b>	DAP Secretariat and APO
09:20–09:45	Opening session <ul style="list-style-type: none"> <li>▪ Welcome remarks by President of the DAP</li> <li>▪ Introduction of resource persons and participants</li> <li>▪ Traditional group photo</li> </ul>	
09:45–10:00	Coffee break	
10:00–10:30	Brief introduction to the workshop	DAP
<b>Session 1: Recent trends in tourism development</b>		
10:30–12:00	Presentation 1: Recent developments, issues, and challenges for sustainable tourism development and its impact on rural communities	Dr. Therdchai Choibamroong Executive Director, National Institute of Development Administration
12:30–14:00	Lunch break and check-in	
14:00–15:00	Presentation 2: Understanding rural tourism: concepts, products, and tourists in rural areas	Dr. Therdchai Choibamroong
<b>Session 2: Selected rural tourism models and their impacts</b>		
15:00–16:00	Presentation 3: Agritourism development in the Philippines	Local resource person to be identified
16:00–16:15	Coffee break	
16:15–17:15	Presentation 4: Philippine policies and initiatives for promoting rural development via sustainable tourism	Local resource person to be identified
17:15–17:45	Open forum and wrap-up	
18:00–21:30	Welcome dinner hosted by the DAP	

<b>Date/Time</b>	<b>Tentative Program</b>	<b>Presenter/Moderator</b>
<b>Tuesday, 17 April 2018</b>		
<b>Session 3: Integrated rural tourism development for communities</b>		
08:45–09:00	Management of learning	
09:00–10:15	Presentation 5: Development of rural tourism products and marketing	Dr. Therdchai Choibamroong
10:15–10:30	Coffee break	
10:30–11:45	Presentation 6: Development of rural tourism clusters and extending networks	Dr. Therdchai Choibamroong
11:45–12:15	Open forum	
12:15–13:30	Lunch break	
13:30–14:45	Presentation 7: Best practices of all tourism products across the country	Local resource person to be identified
14:45–15:00	Coffee break	
15:00–16:30	Presentation 8: Tourism product (program) development and network mapping	Dr. Therdchai Choibamroong
16:30–17:30	Workshop output presentation by groups	
17:30–18:00	Open forum and wrap-up	
<b>Wednesday, 18 April 2018</b>		
<b>Session 4: Designing and implementing projects for sustainable tourism</b>		
08:45–09:00	Management of learning	
09:00–10:00	Presentation 9: Sustainable tourism policies for actionable tourism management	Local resource person to be identified
10:00–12:30	Presentation 10: Designing and mapping sustainable tourism projects (tools and techniques in planning rural tourism development)	Dr. Therdchai Choibamroong
12:30–13:30	Lunch break	
13:30–15:30	Presentation 12: Agritourism, ecotourism, and geotourism	Local resource person to be identified
15:30–17:00	Simulation and stakeholder analysis	
17:00–17:30	Open forum and wrap-up	

Date/Time	Tentative Program	Presenter/Moderator
<b>Thursday, 19 April 2018</b>		
<b>Site visits</b>		
06:00–17:30	Site 1: To be determined	
	Site 2: To be determined	
<b>Friday, 20 April 2018</b>		
<b>Group workshop and closing</b>		
08:30–0:30	Group workshop: <ol style="list-style-type: none"> <li>1) Identify rural tourism models applicable to the Philippines</li> <li>2) Identify possible hindering and facilitating factors</li> <li>3) Cite examples of how to establish and implement clusters/networks in rural areas (roles and responsibilities, how and when), identify the necessary support (e.g., capacity building, etc.)</li> </ol>	
10:30–10:45	Coffee break	
10:45–12:00	Presentation of group workshop outputs	Participants
12:00–13:00	Farewell lunch	
13:00–13:30	Course evaluation	Participants
13:30–14:30	Closing session <ol style="list-style-type: none"> <li>1) Messages from resource persons</li> <li>2) Presentation of certificates</li> <li>3) Vote of thanks from participants</li> <li>4) Closing remarks</li> </ol>	
<b>Departure 15:30 Tagaytay City to Manila</b>		