

Asian Productivity Organization

Hirakawa-cho Dai-ichi Seimei Bldg. 2F
1-2-10, Hirakawa-cho, Chiyoda-ku
Tokyo, 102-0093 Japan



Tel:(81-3)5226-3920 Fax:(81-3)5226-3950
E-mail: apo@apo-tokyo.org
URL: www.apo-tokyo.org

PROJECT NOTIFICATION

25 July 2012

1. **Project Code** 12-AG-02-GE-TRC-B/C
2. **Title** Training Course on Development, Promotion, and Marketing of Agrotourism Products
3. **Duration** 10–16 December 2012 (seven days)
4. **Venue** Kota Kinabalu, Malaysia
5. **Implementing Organization** Malaysia Productivity Corporation
6. **Cosponsor** Colombo Plan Secretariat
7. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam (see 13. Qualifications of Participants)
8. **Number of Local Participants** Up to six qualified participants (see 13. Qualifications of Participants)
9. **Closing Date for Nominations** 21 September 2012
10. **Objectives**
 - 1) To enhance participants' knowledge and appreciation of the concept of agrotourism as a strategy for increasing farm productivity and creating economic opportunities in rural areas;
 - 2) To equip participants with knowledge of the tools and techniques for and enhance their skills in planning, management, promotion, and marketing of agrotourism projects and products; and
 - 3) To promote the development of agrotourism and community-based, tourism-oriented enterprises in member countries as a way of increasing productivity and optimizing the use of local resources.

11. Background

Agrotourism has tremendous potential for increasing farm incomes and stimulating the development of a dynamic, diversified rural economy. In many developed countries in Europe, the USA, and other more advanced countries in Asia, agrotourism has become an integral part of the tourism industry. It is being pursued as value addition to farming and as allied business that enables farmers and rural communities to harness the optimal benefits of the multifunctional nature of agriculture and natural resources in rural areas. This trend also gave rise to more demand for visitors' accommodations and created opportunities for homestays and bed-and-breakfast types of businesses. The development of these interlinked enterprises also generated other benefits to rural communities such as better environmental and cultural awareness, preservation of cultural heritage sites, and agrobiological diversity. Thus in those more advanced countries, some farms are developed not only for the production of food, fiber, and various agroproducts but also as tourism enterprises in the countryside.

Among APO members, Malaysia has one of the most successful tourism industries and its agrotourism and homestay components have contributed to the development of the industry. Other countries in Asia and the Pacific have huge potential for developing agrotourism. To realize this potential, there is a need to create a critical mass of trainers, consultants, development planners, and entrepreneurs who can take the lead in disseminating knowledge and best practices in the development, promotion, and marketing of farms as tourism enterprises and/or as an integral part of the tourism package for both domestic and international tourists.

12. Scope and Methodology

This training course will follow a modular approach and consist of lectures, case studies, group workshops, and visits to agrotourism promotion projects and local communities. It will also include onsite practical evaluation exercises.

The tentative main topics to be covered in each module are:

- 1) Concept and principles of community-based rural tourism and agrotourism development;
- 2) Successful models of agrotourism products and packages in different countries;
- 3) Practical tools and techniques in the planning and development of agrotourism products;
- 4) Different approaches in the promotion and marketing of agrotourism products;
- 5) Branding, labeling, and pricing techniques for agrotourism products;
- 6) Roles of various stakeholders in the development of sustainable agrotourism; and
- 7) Management and benefit sharing of community-based rural tourism projects.

13. Qualifications of Participants

The participants are expected to possess the following qualifications:

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| (a) | Age: | Preferably between 30 and 55 years. |
| (b) | Education: | University degree or equivalent qualification from a recognized institution. |
| (c) | Present Position: | CEOs and managers of rural and agrotourism companies; officials of travel industry associations; and consultants or training and |

extension officers of government agencies, NGOs, and academia involved in training and/or planning the development of rural areas for agriculture and tourism development.

- (d) Experience: At least two years of experience in the subject area.
- (e) Language Proficiency: All proceedings of the training course are conducted in English, and participants are frequently required to make oral and written presentations. They should be proficient in both spoken and written English. Those who are not proficient in English need not apply.
- (f) Health: Physically and mentally fit to attend an intensive training course requiring participants to complete a number of individual and group activities and strenuous fieldwork (it is therefore recommended that member countries refrain from nominating candidates likely to suffer from physical and mental strain).
- (g) Attendance: Participants must attend all seven days of the training course to qualify for the certificate of attendance.

14. Financial Arrangements

a) To be borne by the APO:

- i) All assignment costs of overseas resource persons.
- ii) Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant's place of work and Kota Kinabalu for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit organizations from other APO member countries. As far as practicable, all participants should purchase discounted tickets. Please note that the arrangements for the purchase of air tickets should be in accordance with the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants and is available on the APO website and from APO Liaison Officers in member countries

b) To be borne by participants or participating countries:

- i) For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal
 - 1) Round-trip international airfare between the member country and Kota Kinabalu.
 - 2) Participating country expenses of US\$50 per participant, payable to the APO in convertible currency.
- ii) For all participants

- 1) *Participants' insurance premiums:* All participants should 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 Malaysia. This insurance requirement is **in addition** to existing government insurance coverage in some member countries. In case any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, 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.

- 2) All expenses related to visa fees and airport taxes.
- 3) 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, for example, due to either limited available flights or any other reason whatsoever.

c) To be borne by the host country (Malaysia)

- i) Per diem allowances and hotel accommodation for up to eight days for overseas participants except for those sponsored by the Colombo Plan Secretariat.
- ii) All local implementation costs.

d) To be borne by the Colombo Plan Secretariat

- i) Per diem allowances and hotel accommodation for up to eight days for up to 15 overseas participants from Colombo Plan members.

15. Actions by Member Countries

Nominations

- (a) Each member country is requested to nominate two or more candidates for selection in the order of preference. Please ensure that candidates nominated meet the qualifications specified above (13).
- (b) Please note that when a candidate is nominated it does not follow that she/he is considered 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. Nonselection therefore does not mean that the candidates concerned are not competent. Sometimes candidates are not selected because they are overqualified for the given project.
- (c) APO Liaison Officers/NPOs are reminded to make clear in their search for the most appropriate participants that only the APO Liaison Officer/NPO in their country may send nominations to the APO Secretariat. This should eliminate the mistake of various government/public institutions making nominations directly to the APO Secretariat.

Required Documents

- (d) Each nomination should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - i) Two copies of the candidate's biodata on the **APO biodata form** together with passport-sized photograph. The biodata form can be downloaded from the APO website. 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).
 - ii) **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 his/her 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.
- (e) For reasons of expediency or because of time constraints due to approaching nomination deadlines, member countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, member countries are requested to mail the originals of the documents to the APO Secretariat as well. They are needed for making clear, clean copies for the host country, especially with regard to the candidates' photos. If the documents are submitted electronically as mentioned in (d)-i), there is no need to send the original by postal mail. 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.

Nomination Deadline

- (f) Member countries are requested to abide by the ***nomination deadline of 21 September 2012***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- (g) 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.

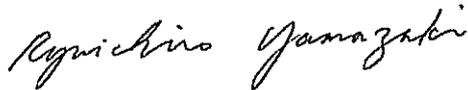
Others

- (h) The most qualified participant(s) from each member country will be chosen and 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.

- (i) Member countries are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project. Further, if they become unable to attend the program, they should be requested to inform the APO promptly of their inability to participate and the reason for last-minute withdrawal through the APO Liaison Officer/NPO in member countries.
- (j) Each selected candidate is required to arrive at the venue one day before the start of the official project. Also, all candidates are expected to return home upon completion of the official project because they are visiting the host country for the specific purpose of attending this APO training course.

16. Other Conditions

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO homepage (URL: www.apo-tokyo.org) and will also be sent to the selected participants.



Ryuichiro Yamazaki
Secretary-General