



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION ADDENDUM

10 June 2015

1. **Project Code** 15-AG-31-GE-WSP-B
2. **Project Title** Workshop on Agritourism Business Development
3. **Duration** 3–7 August 2015 (five days)
4. **Venue** Malang, East Java, Indonesia
5. **Addendum No.** 1
6. **Reference:** APO Project Notification 15-AG-31-GE-WSP-B dated 23 April 2015
7. **Details:** Changes in Project Notification Items No. 4 “Venue” and No. 13 “Financial Arrangements”

### 7-1 Change in Item No. 4 Venue

The venue of the workshop has been changed from West Sumatra to **Malang, East Java**, in consideration of the access of international participants to the project venue.

### 7-2 Change in Item No. 13 Financial Arrangements

#### Item No. 13 To be borne by the APO

- b. “Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant’s place of work and **the project venue in West Sumatra**” should read “Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participant’s place of work and **Juanda International Airport in Surabaya, East Java.**”

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 23 April 2015 pertaining to this workshop remain valid.

Mari Amano  
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

23 April 2015

1. **Project Code** 15-AG-31-GE-WSP-B
2. **Title** Workshop on Agritourism Business Development
3. **Timing and Duration** 3–7 August 2015 (five days)
4. **Venue** West Sumatra, Indonesia
5. **Implementing Organizations**
  - 1) Ministry of Agriculture, R.I.  
Directorate General of Processing and Marketing of Agriculture Products  
Address: Jl. Harsono Room No. 3, Ragunan Pasar Minggu Jakarta 12550, Indonesia  
Phone: (62-21) 780 1189, 780 5205  
Fax: (62-21) 780 1189, 780 5205
  - 2) Ministry of Manpower and Transmigration, R.I.  
Directorate General of Training and Productivity Development  
Directorate of Productivity and Entrepreneurship (NPO Indonesia)  
Address: Jl. Jend. Gatot Subroto Kav. 51, Floor 6-B Jakarta 12950, Indonesia  
Phone and fax: (62-21) 52963356
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, IR Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam. However, other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 8 June 2015
9. **Objectives**
  - a. To share knowledge of and best practices in successful agritourism models;
  - b. To teach and guide participants in formulating business development plans for agritourism enterprises; and
  - c. To develop training module templates for follow-up training courses.

## 10. Background

Agritourism is increasingly becoming a popular element of the rural development strategy in a number of countries. It is being pursued as value addition to farming and as allied business that enables farmers, agribusiness companies, and rural communities to harness the optimal benefits of the multifunctional nature of agriculture. In some countries, agriculture is now developed not only for food, fiber, and livestock production but also for tourism. Agritourism is also emerging as an important strategy to educate visitors on farming and appreciating farm life and the contributions of farmers to society. If appropriately pursued, agritourism can increase farm productivity and create more dynamic rural economies by mobilizing local resources and positive externalities associated with agriculture. To achieve this, rural community development planners, agriculture extension personnel, and other stakeholders in the agriculture and tourism sectors need to be trained in agritourism as a business enterprise or an integral part of an agribusiness. This workshop will provide participants with opportunities to share experiences while learning about and observing different agritourism models in the host country.

## 11. Scope and Methodology

The tentative scope to be covered is:

- a. Concepts and essential requisites of agritourism development;
- b. Selected case studies and models of agritourism enterprises;
- c. Opportunities and challenges in agritourism;
- d. Basics of business development and management;
- e. Planning and management of agritourism enterprises;
- f. Developing marketing strategies; and
- g. Roles of government and other stakeholders in agritourism development.

The workshop will consist of interactive sessions on theme presentations, sharing of country-specific case studies, individual/group exercises, and field visits.

The tentative program of the workshop is given below:

<b>Date/Time</b>	<b>Activity</b>
Sun., 2 August 2015	Arrival of participants at project venue
Mon., 3 August	Opening session Presentation of resource papers
Tues., 4 August	Presentation of resource papers Presentation of country case study papers
Wed., 5 August	Field visits to relevant farms, companies, or organizations
Thurs., 6 August	Presentation of case studies Group workshop/exercise
Fri., 7 August	Presentation of group discussion output Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Sat., 8 August	Departure of participants

## 12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officials of tourism and agriculture agencies, training and extension officers of NGOs or industry associations, academics, and journalists involved in agritourism promotion and business development.
Experience	At least two years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 35 and 50 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

## 13. Financial Arrangements

### To be borne by participants or participating countries

- a. 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 the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. If 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.
- b. All expenses related to visa fees and airport taxes.
- c. 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 because of early arrival or late departure, for example, due to either limited available flights or any other reason.

### **To be borne by the host country**

- a. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- b. All local implementation costs.

### **To be borne by the APO**

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and the project venue in West Sumatra. As far as practicable, all participants should purchase discount tickets. Please note that the arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.

## **14. Actions by Member Countries**

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 12 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. 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 enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata form can be downloaded from the APO website ([www.apo-tokyo.org](http://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](mailto:agr@apo-tokyo.org), fax: 81-3-5840-5324).
- e. 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 listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. 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 Secretariat 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 give the candidate's name and the project code on the reverse side of the photograph.

- g. Member countries are requested to adhere to the nomination deadline given on page 1. 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.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs 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.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO workshop.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

#### **15. Actions by the APO Secretariat**

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.
- b. If some candidates fail to qualify or be unable to participate after selection, or if 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.

#### **16. Project Preparation**

The participants are required to prepare a case study prior to departure for the project venue. In preparing the case study, they are expected to follow the attached "Guidelines for the Preparation of Case Studies."

#### **17. Postproject Actions**

All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

#### **18. Evaluation of Participants**

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

## 19. Guide for Participants

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 website ([www.apo-tokyo.org](http://www.apo-tokyo.org)).



Mari Amano  
Secretary-General

## Workshop on Agritourism Business Development

Guidelines for Preparation of Country Case Studies

Each participant in the workshop is required to submit a **country case study**. The case study should be typewritten, single-spaced on standard A4-size bond paper, and be between 4 to 5 pages in length, excluding tables/figures. A copy of the paper should reach the APO Secretariat, Japan, and the Ministry of Agriculture, R.I. and Ministry of Manpower and Transmigration, R.I., no later than **20 July 2015**.

Participants are also required to prepare a **summary or abstract of their case study not exceeding 300 words**. PowerPoint slides should be made for presentation, containing only the salient points of the case study.

The following topical outline is suggested as a guide. It is not meant to restrict the preparation of the case studies but rather to encourage the inclusion of the most relevant information to make them more substantial and meaningful.

**TOPICAL OUTLINE**

1. Please provide a brief background of an agritourism enterprise/project, highlighting when and how it was started.
2. Please describe the features of the agritourism enterprise, highlighting the products and services it offers and the target customers.
3. Please describe the manpower employed on the farm and in the tourism enterprise and their training and academic backgrounds.
4. Please cite the major problems and challenges faced by the owner/management of the agritourism enterprise, how they are being addressed, and the future plans of the enterprise.