



## PROJECT NOTIFICATION

8 May 2018

1. **Project Code** 18-AG-24-GE-OSM-A
2. **Title** Multicountry Observational Study Mission (OSM) on Best Practices in Agrotourism
3. **Timing and Duration** 19–23 November 2018 (five days)
4. **Venue** Taipei, Republic of China
5. **Implementing Organization** China Productivity Center (CPC)  
2F, No. 79, Sec. 1, Xintai 5th Rd., Xizhi Dist.  
New Taipei City 221, Republic of China  
Phone: 886-2-2698-5881  
Fax: 886-2-2698-297
6. **Number of Overseas Participants** Up to 18 qualified participants  
(See 12. Qualifications of Candidates)
7. **Number of Local Participants** Up to six qualified participants  
(See 12. Qualifications of Candidates)
8. **Closing Date for Nominations** 19 September 2018
9. **Objectives**
  - a. To expose participants to successful agrotourism sites in the ROC to explore tourism business potential for rural development and to draw insights on sustainable tourism policies and enterprises in agriculture;
  - b. To share and discuss promotional strategies in developing agrotourism business models in APO member countries; and
  - c. To contribute to rural economic growth and promote inclusive development.

### 10. Background

The continuous rise in international tourist arrivals has implications for agrotourism business development in rural areas. According to the World Tourism Barometer of the UN World Tourism Organization, global tourist arrivals in 2016/ 2017 increased by 7% over 2015/2016. In 2016, the Asia-Pacific region was the second-largest tourist destination with 306.3 million arrivals, following Europe. The remarkable economic growth of some Asian countries such as PR China, India, and Indonesia and substantial improvements in transportation have contributed to making tourism part of lifestyles.

### Asian Productivity Organization

1-24-1 Hongo, Bunkyo-ku, Tokyo 113-0033, Japan Tel: (81-3)3830-0411 Fax: (81-3)5840-5322 [www.apo-tokyo.org](http://www.apo-tokyo.org)

Agrotourism in Asia has great potential to attract visitors. The definition of agrotourism varies depending on the regional and cultural context. One of the frequently used definitions developed under the University of California-Davis Small Farm Program is “a commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner.” Various activities in agricultural settings such as outdoor leisure and educational activities are usually included in tour packages. The diversity of nature, culture, traditions, and people in rural areas fascinates urban dwellers and overseas travelers who want to have authentic experiences at their destinations. Making use of the locality lowers agrotourism investment costs by providing people’s residential spaces as accommodations and serving local specialties for meals. The scenes of rural people’s daily lives create good memories and offer emotional satisfaction to visitors.

Implementing agrotourism can not only revitalize rural economies but also develop a healthy leisure culture in society. According to the World Resource Institute, the average annual growth in nature tourism is about 10%, whereas other subsets of the tourism industry are growing at about 5%. People’s thirst for nature in relation to the greening of agriculture increases the demand for agrotourism. Agrotourism in the ROC is well known for its innovative, high-quality products and services, which have successfully attracted urban dwellers and overseas visitors. Other member countries can learn a lot from the successful experience of the ROC. This OSM will provide participants opportunities to observe successful examples and best practices of agrotourism so that they can disseminate and adopt the innovative ideas and successful models in their countries.

## 11. Scope and Methodology

The course will consist of field visits to agrotourism sites, presentations by resource persons, sharing of best practices, and interactive group exercises.

The tentative program is given below:

<b>Date</b>	<b>Activity</b>
Sunday, 18 November	Arrival of participants in Taipei
Monday, 19 November	Opening session/presentations by resource persons Module 1: Introduction to agrotourism Presentation 1: Integrated perspectives to read trends and anticipate projects in agrotourism Presentation 2: New platforms that transform tourism services into innovative business models Presentation 3: Private-public collaboration in offering agrotourism services
Tuesday, 20 November	Site visits on the themes: <ul style="list-style-type: none"> <li>• Technological innovations that drive changes in agrotourism</li> <li>• Digitized agrotravel service implementation</li> </ul>

Wednesday, 21 November	<p>Site visits on the themes:</p> <ul style="list-style-type: none"> <li>• Innovative agrotourism products/services</li> <li>• Innovative value-addition strategies</li> </ul>
Thursday, 22 November	<p>Site visits on the themes:</p> <ul style="list-style-type: none"> <li>• Roles of agrotourism and goodwill for inclusive growth</li> <li>• Sustainable agrotourism governance: tourism management for service providers and beneficiaries</li> </ul> <p>Module 2: Sharing country case studies Group activity and discussion sessions</p>
Friday, 23 November	<p>Presentation of group discussion sessions</p> <p>Formulation of follow-up action plans by individual participants Summing-up session Evaluation of program by the participants, resource persons, and implementing organization Closing session</p>
Saturday, 24 November	<p>Departure of participants from Taipei</p>

## 12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Policymakers and senior officials from government ministries or public agencies in charge of agrotourism and rural development; CEOs and presidents of agrotourism businesses; or representatives of influential NGOs and academia involved in planning, implementing, or evaluating agrotourism projects.
Experience	At least three years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/ institution.
Language	All proceedings of the course are conducted in English, and participants are frequently required to make oral and written English 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 55 years of age.
Attendance	Participants are required to attend the entire program.

### **13. Financial Arrangements**

#### **a. Airfare**

The APO will bear the cost of round-trip economy-class international airfare between the international airport nearest to the participants' place of work and Taipei, ROC, from organizations in any of these categories:

- a. SMEs;
- b. Nonprofit organizations; and
- c. Any organization from the APO list of LDCs.\*

*\*As of 7 July 2006, the APO list of LDCs comprised Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal.*

The APO will only reimburse discount air tickets for the most direct route. Participants should 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 and is also available on the APO website and from APO Liaison Officers in member countries.

#### **b. Participating Country Expenses (PCEs)**

PCEs payable to the APO do not apply to organizations in any of these categories:

- a. SMEs;
- b. Nonprofit organizations; and
- c. Any organization from the APO list of LDCs.\*

*\*As of 7 July 2006, the APO list of LDCs comprised Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal.*

#### **c. Insurance Coverage**

Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 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 organization will be responsible for any eventuality arising from accident, illness, acts of war, force majeure, or any unexpected events beyond human control such as those related to natural disasters.

#### **d. Cost Sharing**

Subject to the conditions stated in the Financial Arrangements section, the following table shows the cost-sharing arrangements between the APO, host country, and participants or participating countries.

Cost item	Cost to be borne by		
	Participants or participating countries	Host country	APO
Round-trip economy-class international airfare (refer to paragraph 13a for conditions)	Conditions apply	No	Conditions apply
Participating Country Expenses (PCEs) (refer to paragraph 13b)	USD50 per participant	No	No
Hotel accommodation in Taipei	No	Yes	No
Per diem allowance in Taipei	No	Yes	No
Transportation costs to and from hotel and airport in Taipei	No	Yes	No
Insurance coverage in the ROC (refer to paragraph 13c)	Yes	No	No
Any expenses related to visa fees and airport taxes	Yes	No	No
All expenses incurred by participants for any reason including but not limited to: a. Stopovers b. Extension of stay c. Early arrival or late departure d. Flight cancellation	Yes	No	No
Any cancellation charges for expenses such as airfare and accommodations incurred by the APO or host country after issuance of Letters of Acceptance	Yes	No	No
Assignment costs of international resource persons	NA	No	Yes
Assignment costs of local resource persons	NA	Yes	No
All local implementation costs including but not limited to: a. Meeting rooms b. Documentation c. Preparatory costs	NA	Yes	No

#### 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 selection committee 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, 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 study mission.
- l. NPOs should inform participants that they must attend all five days of the project.

- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal or no-show of a participant.

#### **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 short paper prior to departure for the project venue. In preparing the paper, they are expected to follow the “Guidelines for the Preparation of Country Papers” to be provided later.

#### **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 study mission.

#### **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)).

#### **20. Dress Code**

Participants are required to wear business attire during the project. Other instructions will be provided in the circular for participants.



Dr. Santhi Kanoktanaporn  
Secretary-General

