



## PROJECT NOTIFICATION

19 April 2018

1. **Project Code** 18-AG-54-GE-TRC-B
2. **Title** Training of Trainers on Ecotourism and Agrotourism
3. **Timing and Duration** 22–26 October 2018 (five days)
4. **Venue** Nadi, Fiji
5. **Implementing Organization** National Training & Productivity Centre  
Fiji National University  
Lot 1, Beaumont Road, Narere, Suva, Fiji  
Phone: 679-3392 -000  
Fax: 679-3340-184  
Email: [dntpc@fnu.ac.fj](mailto:dntpc@fnu.ac.fj)
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, 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** 31 August 2018
9. **Objectives**

This is a training-of-trainers course with the following objectives:

- a. To understand the key concepts, principles, and features of ecotourism and agrotourism;
- b. To study recent tourism trends in rural areas to develop successful tourism products and services and discuss strategies for enhancing the performance and competitiveness of rural economies; and
- c. To raise awareness of the changing roles of service providers and consumers in the rural tourism industry for human-centered sustainable development.

### 10. Background

The expansion of the middle class in many Asian countries and people's changing attitudes toward work–life balance have led to increases in tourism. In 2017, international tourist arrivals overall grew by 7%, representing the highest for the last seven years. According to

### 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)

the United Nations World Tourism Organization, tourism is the third-largest export sector worldwide and its growth is expected to continue in 2018. Along with the strong upward trend in tourism, people have seen positive outcomes like economic revitalization as well as reverse negative impacts like environmental degradation. In this context, sustainable tourism has been widely discussed and confirmed to be an actionable practice to deal with the accompanying issues.

Ecotourism as a subsector of sustainable tourism is expected to grow at 20% annually. It refers to visiting pristine, untouched natural areas and being mindful of responsible tourism. Such programs usually involve activities such as joining fund-raising efforts for ecological conservation, which directly support the local economy and politically empower communities. The recent tourism transformation trend from consumption to experience has shifted travelers' preferences to ecotourism and meaningful activities for inclusive growth. Today's travelers also seek unique, authentic experiences rather than "quantity tours." For example, when traveling in Southeast Asia, it was previously common to visit as many countries as possible within a short period of time. Today, however, people prefer staying in one place for a longer time to gain exposure to cultural differences, explore local traditions and landscapes, and interact with local residents.

Agrotourism shares values in common with ecotourism because it includes a variety of farm experiences in nature such as picking fruit and feeding animals. As people become more interested in safe food and how their food is produced, participating in agricultural activities has become attractive to a wide customer base. Urban parents bring their children to agrotourism sites for educational purposes, and time spent relaxing in rural areas calms travelers exhausted by the stress of urban living. Most agrotourism projects require residents' agreement and involvement as their daily living space is exposed to and shared with tourists. For this reason, timely community participation throughout tourism service value chains and appropriate benefits to the residents and rural SMEs involved are critical for successful agrotourism packages.

The democratization of travel has raised awareness of responsible tourism. Therefore, it is important to identify how goodwill can be conveyed through the travel experience. Cherishing nature, being open to new cultures, growing as communities, and learning the values of challenges and adventures are lessons that can be developed through ecotourism and agrotourism.

## **11. Scope and Methodology**

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

The tentative program is given below (the program will be finalized in consultation with the resource persons and implementing organization):

<b>Date</b>	<b>Activity</b>
Sunday, 21 October	Arrival of participants in Nadi
Monday, 22 October	Opening session Module 1: Ecotourism and agrotourism in a global world Presentation 1: Concepts, principles, and features of ecotourism and agrotourism

	<p>Presentation 2: Review of trends and future-oriented decisions in the tourism industry</p> <p>Module 2: Tourism enterprises with strategic competitiveness Presentation 1: Sustainable business models of tourism enterprises and revenue-generating mechanisms</p>
Tuesday, 23 October	<p>Module 2: Continued Presentation 2: Value-added tourism products/services through community involvement Presentation 3: Innovations and out-of-the-box thinking in ecotourism and agrotourism Presentation 4: Daily roads that have become successful ecotourism sites Presentation 5: Value-added agrotourism: gastrotourism based on local agricultural products</p> <p>Module 3: Conveying goodwill through travel experiences Presentation 1: Responsible travel through ethical tourism practices Presentation 2: New norms of promotion through digitized methodologies</p>
Wednesday, 24 October	<p>Field visit preparation: Topic discussion and information sharing, presentations facilitated by resource persons Field/company visit</p>
Thursday, 25 October	<p>Module 4: Sharing country case studies Group activity and discussion session</p>
Friday, 26 October	<p>Group breakout session: Issues and opportunities in eco/agrotourism practices and recommendations for creative tourism product/service development</p> <p>Presentation of group discussion session output</p> <p>Formulation of follow-up action plans by individual participants Summing-up and closing session</p>
Saturday, 27 October	<p>Departure of participants from Nadi</p>

## **12. Qualifications of Candidates**

The participants are expected to possess the following qualifications:

Present Position	Senior government officials, extension officials, academics, and consultants in charge of imparting training and consultancy for eco/agrotourism enterprise development and/or rural community development; or staff of relevant training institutions for promoting productivity, competitiveness, and innovation for sustainable rural tourism.
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 venue in Fiji 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 economy-class 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 at the venue	No	Yes	No
Per diem allowance at the venue	No	Yes	No
Transportation costs to and from hotel and airport at the venue	No	Yes	No
Insurance coverage in Fiji (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 training course.
- 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 project.

#### **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.



Santhi Kanoktanaporn  
Secretary-General