



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

5 August 2013

1. **Project Code** 13-AG-24-GE-TRC-B
2. **Title** Training Course on Planning and Management of Ecotourism
3. **Duration** 25–29 November 2013 (5 days)
4. **Venue** Nadi, Fiji
5. **Implementing Organization** **National Training & Productivity Centre (NPTC)**
Fiji National University
Hotel & Catering School Buildings, 2/8 Queen Elizabeth Drive, Nasese, Suva, Fiji
Tel: 679-3311-004
Fax: 679-3311-756
Website: www/tpaf.ac.fj
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, India, Indonesia, IR Iran, Lao PDR, Republic of Korea, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam
(See 12. Qualifications of Participants). Other member countries with particular interest in this project may nominate candidates upon consultation with the Secretariat.
7. **Number of Local Participants** Up to six qualified participants
(see 12. Qualifications of Participants)
8. **Closing Date for Nominations** **23 September 2013**
9. **Objectives**
 - a) To enhance participants' knowledge and understanding of the concept, principles, and importance of ecotourism; and
 - b) To train them in the use of relevant tools and techniques in planning and managing ecotourism projects.

10. Background

Ecotourism has a great potential for generating revenue for countries endowed with natural attractions. Such attractions may consist of landscapes, unique resource ecosystems and biodiversity, and indigenous cultural heritage. It can create job opportunities and stimulate the development of allied enterprises, especially in rural areas. Governments can also generate revenue to be used for various conservation activities. However, the development of areas for ecotourism must be carefully planned to avoid unnecessary damage to the natural environment and the culture of communities. Various stakeholders must understand the concept and principles of ecotourism and be involved in the planning and management of ecotourism sites and projects. This course is designed to develop or enhance the competencies of trainers, extension workers, tourism development planners, and consultants in planning and managing ecotourism.

11. Scope and Methodology

Scope

The course will consist of the following modules and topics:

Day 1 Module 1 Ecotourism Basics

- This will cover the concepts and principles of ecotourism, emerging trends in the tourism industry, and opportunities and challenges for ecotourism development. Selected models of ecotourism projects will also be discussed to illustrate community-based approach and private-public sector initiatives.

Day 2 Module 2 Tools and Techniques in Planning

- Selected tools and techniques in planning ecotourism projects will be discussed such as problem tree and objective tree analysis, fishbone analysis, and SWOT analysis. The importance of good planning and management of ecotourism projects will be highlighted. Group exercises will be included to enable participants to experience and acquire skills in using planning tools.

Module 3 Management of Ecotourism Projects

- The module will review basic management functions and emphasize the importance of good management practices. Case studies showing best management practices of successful projects and factors which contributed to failed ecotourism projects will be reviewed by participants.

Day 3 Module 4 Ecotourism Product Development

- The module will involve discussions of approaches in product development and critical aspects of ecotourism products. Participants will be assigned to work on the development of ecotourism products in groups.

Module 5 Financing Ecotourism Projects

- Different models and case studies of the management and financing of

ecotourism projects will be reviewed, and essential features of each model will be assessed.

Day 4 On Site Studies (Details to be provided later)

Day 5 Module 6 Sustainability Assessment

- This module will cover the approaches in undertaking sustainability assessment in determining the soundness of a projects so that its operations can be sustained over the long term.

Methodology

The course will feature interactive lectures, case studies, group workshops, and onsite assessment studies. An examination will be given before and after the course.

12. Qualifications of Participants

Training officers of environmental and tourism agencies of national and local governments, consultants of NPOs, academics, and training officers of NGOs and tourism industry associations involved in training and extension on ecotourism and/or planning and managing ecotourism enterprises or projects.

The participants are expected to possess the following qualifications:

- (a) Age: Preferably between 30 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: Training officers of environmental and tourism agencies of governments, consultants of NPOs, academics, and training officers of NGOs and tourism industry associations involved in training and extension on ecotourism and/or managing ecotourism enterprises or projects.
- (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 stress).

- (g) Attendance: Participants must attend all five days of the training course to qualify for the certificate of attendance.
- (h) Post Project: All participants are obligated 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 training course.

13. 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 Nadi for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal; for participants from SMEs; and for participants from 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 follow 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 Nadi.
 - 2) Participating country expenses of USD50 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 Fiji. 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 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.
- c) To be borne by the host country (Fiji)**
- i) Per diem allowances and hotel accommodation for up to six days for all overseas participants.
 - ii) All other local implementation costs.

14. 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.
- (b) Please note that when a candidate is nominated it does not follow that he/she 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 (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, certification by a licensed 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 **23 September 2013**. 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, 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 project, 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/NPOs 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.

15. 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 (<http://www.apo-tokyo.org>) and will be sent to the selected participants.



Ryuichiro Yamazaki
Secretary-General