



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

9 April 2013

1. **Project Code** 13-AG-28-GE-WSP-B
2. **Title** Workshop on Development and Marketing of Agrotourism for Increasing Farm Household Incomes
3. **Duration** 26–31 August 2013 (six days)
4. **Venue** Bali, Indonesia
5. **Implementing Organizations**
  - 1) Ministry of Agriculture, R.I.  
Directorate of General, 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, India, IR Iran, Republic of Korea, Lao PDR, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam  

Other member countries with particular interest in this project may nominate candidates upon consultation with the Secretariat.  
(See 12. Qualifications of Participants)
7. **Number of Local Participants** Up to six qualified participants  
(See 12. Qualifications of Participants)
8. **Closing Date for Nominations** 24 June 2013
9. **Objectives**
  - 1) To enhance participants' knowledge and appreciation of agrotourism as a strategy for creating economic opportunities in rural areas;
  - 2) To assess different agrotourism enterprise models that increase farm productivity and incomes; and

- 3) To identify strategies for promoting agrotourism as part of local and national tourism attractions as well as agriculture and rural development plans and programs.

## **10. Background**

Agrotourism has great potential for catalyzing the development of rural enterprises that could create jobs and increase farm household incomes. It could be 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. In some instances, it could also create opportunities for homestays and bed-and-breakfast types of businesses. The development of these interlinked enterprises generates other benefits to rural communities such as better environmental and cultural awareness, preservation of cultural heritage sites, and agrobiological diversity. To realize this potential, there is a need to create greater awareness among government agriculture, tourism, and rural development planners, and trainers, consultants, 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. They should also be equipped with knowledge of the tools and techniques in planning, management and marketing of agrotourism projects to ensure productive and sustainable use of resources and efficiency in management.

## **11. Scope and Methodology**

The workshop will consist of resource paper presentations, case studies by resource persons and participants, group discussions, and visits to selected agrotourism enterprises/companies.

The tentative topics to be covered are:

- 1) Concept and basics of agrotourism;
- 2) Emerging trends in and opportunities for agrotourism;
- 3) Planning the development of an agrotourism enterprise;
- 4) Analyzing value addition of agrotourism enterprise to farm income;
- 5) Promotion and marketing of agrotourism products;
- 6) Case studies of sustainable agrotourism enterprise models; and
- 7) Framework for engagement of stakeholders in agrotourism.

## **12. Qualifications of Participants**

The participants in this workshop are expected to possess the following qualifications:

- (a) Age: Preferably between 35 and 50 years.
- (b) Education: University degree or equivalent qualification from a recognized institution.
- (c) Present Position: CEOs and managers of agribusinesses with agrotourism projects; local government executives; or officers of relevant agencies of government, NPOs, NGOs, and academia involved in training and/or promoting rural and agrotourism development.
- (d) Experience: At least three years of experience in the position described in (c) above.
- (e) Language: All proceedings of the workshop 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 need not apply.

- (f) **Health:** Physically and mentally fit to attend an intensive workshop 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 six days of the workshop to qualify for the certificate of attendance.
- (h) **Post Project:** 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.

### **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 Bali. 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:**

##### *For all participants*

- i) *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 Indonesia.* 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.

- ii) All expenses related to visa fees and airport taxes.
  - iii) 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 (Indonesia):**
- i) Per diem allowances and hotel accommodation for up to 18 overseas participants for up to seven days at the rate to be specified later.

- ii) All local implementation costs.

#### 14. Actions by Member Countries

##### Nominations

- (a) Each participating 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 enough. 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](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).
  - 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, participating countries sometimes send their candidates' biodata forms and medical certificates by fax to the APO Secretariat. While this action is very much appreciated, participating 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 24 June 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, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.

### Others

- (h) 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 workshop.

### **15. Country Case Study Preparation**

All participants are required to prepare a brief case study of an agrotourism enterprise prior to departure for the project venue for presentation during the workshop. In preparing the country case study, they are expected to follow the attached "Guidelines for Preparation of Country Case Studies."

### **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](http://www.apo-tokyo.org)) and will also be sent to the selected participants.



Ryuichiro Yamazaki  
Secretary-General

Workshop on Development and Marketing of Agrotourism for Increasing Farm Household Incomes

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 **19 August 2013**.

Participants are also required to prepare a **summary or abstract of their case study not exceeding 300 words**. PowerPoint slides should be made to accompany each 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 agrotourism enterprise/project, highlighting when and how it was started.
2. Please describe the features of the agrotourism enterprise, highlighting the products and services it offers and the target customers.
3. Please explain the pricing mechanism or formula followed to generate revenues and estimate the contribution of the tourism enterprise (in terms of percentage) to the total revenues of the farm or the income of a farm household.
4. Please describe the manpower employed on the farm and in the tourism enterprise and their academic backgrounds and training received.
5. Please cite the major problems and challenges faced by the agrotourism enterprise, how they are being addressed, and the future plans of the enterprise.
6. Please provide a brief explanation about agrotourism development strategy in your country, and the stakeholders role.