



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT IMPLEMENTATION PLAN

24 November 2015

1. **Project Code** 15-AG-39-GE-NFP-C-4
2. **Title** National Workshop on Agritourism Development
3. **Reference** Project Notification 15-AG-31-GE-WSP-B, dated 23 April 2015
4. **Timing and Duration** 11–13 January 2016 (three days)
5. **Venue** Preah Chan Hotel,  
Serei Saophoan City,  
Banteaymeanchey Province, Cambodia
6. **Implementing Organizations**  
National Committee for Clean City Assessment (NCCA)  
Ministry of Tourism of Cambodia  
Lot 3A, St. 169, Sangkat Veal Vong, Khan 7 Makara  
URL: [www.tourismcambodia.org](http://www.tourismcambodia.org)  
Tel: 078 777 167 / 087 888 178  
  
National Productivity Center of Cambodia (NPCC)  
Ministry of Industry and Handicraft  
No. 45 Norodom Blvd., Phnom Penh, Cambodia  
Phone: 855-12-814150  
Fax: 855-23-222243  
e-Mail: [npccambodia@gmail.com](mailto:npccambodia@gmail.com)
7. **Number of Participants** 100 participants
8. **Objectives**
  - a. To promote agritourism, homestays, and farmstays as new tourism products under the diversification strategy linking tourism with agriculture and rural communities;
  - b. To explore ways of enhancing cooperation among the tourism- and agriculture-related government bodies and ministries, private sector, farmers, and other stakeholders to expand tourism activities to rural areas; and
  - c. To encourage investments in SMEs in agritourism and related enterprises to create job opportunities and increase rural household incomes.

## 9. Background

The tourism sector has been developing remarkably in Cambodia during the last decade. It has been considered as one of the most important driving forces of the country's economic growth because of its significant contribution to socioeconomic development, job creation, income generation, improvement of people's livelihoods, and poverty reduction. In 2014, the number of tourists grew roughly by 7% with total international arrivals of 4.5 million, generating more than USD3 billion for the national economy. The number of international tourist arrivals is projected to reach 5 million in 2015 and 7.5 million in 2020, which could generate USD 5 billion in revenue and 800,000 jobs.

The National Tourism Development Strategic Plan states clearly that the sector should be developed in a sustainable, responsible, inclusive manner. To strengthen the competitiveness and ensure sustainability, the government seeks to diversify tourism products and services in response to growing demand for green tourism. Considering that 80% of the total population in Cambodia is in agriculture with low incomes, developing agriculture for tourism is viewed as an important step for increasing farm incomes and bringing about more inclusive development. Thus, the Ministry of Tourism is paying more attention to developing and promoting agritourism. In line with this, the first pilot agritourism project at Udong was developed. The Cambodia Homestay Standard including the farm stay/field stay standard has also been established to complement agritourism development.

This workshop will coincide with the launching of the first Paddy Art Festival under the theme "Rice, Life, Culture, and Tourism." It will provide a forum for all stakeholders to share and gain knowledge of and best practices in various aspects of agritourism development. It will also provide opportunities for networking and establishing partnerships among various stakeholders. The output of this workshop will be an enhanced development plan for agritourism development in Cambodia.

## 10. Scope and Methodology

The national workshop will consist of resource paper presentations by international and national experts, panel discussions, group workshop sessions, and site visits.

The tentative program and topics to be covered are as follows:

Date /Time	Activity/Topic
Day 1 Monday, 11 January 2016	
Morning	<ul style="list-style-type: none"> <li>▪ Opening session               <ul style="list-style-type: none"> <li>- Opening remarks</li> <li>- Keynote address</li> <li>- Overview of the program</li> <li>- Group photo</li> </ul> </li> </ul>
	Presentation 1: Tourism development in Cambodia: Trends, opportunities, and challenges
	Presentation 2: Concept, trends, and opportunities for agritourism
	Presentation 3: Agritourism models in selected Asian countries
Afternoon	Presentation 4: Stakeholders' participation and benefit sharing in agritourism: The case of banana and coffee tours in Latin America

	Presentation 5: Holistic approach to sustainable agritourism: The case of rice field art in Japan
	Presentation 6: Agritourism in Cambodia
Day 2 Tuesday, 12 January 2016	
Morning	Presentation 7: Marketing, promotion, and pricing of agritourism products
	Presentation 8: Homestays and farmstays: Concept and features of selected models in Asia
	Presentation 9: Homestays in Cambodia
	Presentation 10: Role of government and other stakeholders in the promotion of agritourism and homestays/farmstays
Afternoon	<ul style="list-style-type: none"> <li>▪ Stakeholders' consultation workshop</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Panel discussions: The way forward for agritourism development in Cambodia</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Closing session</li> </ul>
Day 3 Wednesday, 13 January 2016	
	<ul style="list-style-type: none"> <li>▪ Site visits</li> </ul>

## 11. Participants

Approximately 100 participants who are officials from the Ministry of Tourism, National Productivity Centre of Cambodia, Ministry of Industry and Handicraft, Ministry of Agriculture, Forestry and Fishery, Ministry of Environment, local authorities, tourism operators (travel agents, etc.), OVOP and NGO representatives, and local community people who are directly and indirectly involved in agritourism development.

## 12. Resource Persons

The APO will assign one overseas resource person. Local resource persons will be engaged from government organizations, academia, and the private sector.

## 13. Financial Arrangements

### To be borne by the host country (Cambodia)

- a. Implementation costs exceeding the APO share of USD10,000.
- b. Project management fees and personnel costs of the implementing organizations, including transportation of the facilitator(s) and project team to and from the project venue, personnel service fees for the development of the program, and honorarium for the local resource person(s) if applicable.
- c. Any other local implementation costs not covered by the APO.

### To be borne by the APO

- a. All assignment costs of one overseas resource person.
- b. Implementation costs up to a maximum of USD10,000 for making local arrangements. An itemized breakdown of the implementation costs is attached (Appendix 1).

#### **14. Roles and Responsibilities**

The roles and responsibilities of the implementing organizations and APO are:

##### **Implementing organizations**

- a. Inviting local participants and arranging mass media coverage;
- b. Making arrangements for the venue and logistics;
- c. Making copies of the conference materials;
- d. Organizing a three-day national conference; and
- e. Bearing the balance of project implementation costs if the total amount exceeds USD10,000.

##### **APO**

- a. Providing financial support for organizing the national workshop as detailed in section 13;
- b. Assigning one overseas expert for the national conference; and
- c. Coordinating with the overseas expert and implementing organization.

#### **15. Procedures for Project Implementation**

This project is to be implemented in close collaboration with the APO Secretariat, referred to as the APO in this document.

- a. A temporary advance of up to 50% of the total APO share will be remitted to the Ministry of Tourism of Cambodia, if necessary.
- b. The proposed project will be carried out by the implementing organizations.
- c. The Ministry of Tourism will make the expenditures for the assigned items and settle the entire account by providing all necessary bills and receipts to the APO after completion of the national conference.
- d. The Ministry of Tourism will submit a project completion report and a statement of expenses supported by receipts, etc., related to the project to the APO within one month of project completion. The report will provide details on how the project was carried out in the country; program of activities; benefits and advantages to the local agriculture sector, implementing organizations, and host country; and follow-up action plans, among others.

## 16. Final Project Output

The project is expected to produce a set of recommendations and agreement between stakeholders to enhance support for the development of agritourism, especially for the benefit of farmers and rural communities. Upon completion of the project, the Ministry of Tourism will undertake the following:

- a. Submit a project completion report on the national conference to the APO and disseminate the report on the proceedings including recommendations to relevant government bodies within one month after completion of the workshop.
- b. Submit a statement of expenses supported by receipts/bills within one month after completion of the conference.
- c. Submit documents and e-links relating to promotional material on the national program, e.g., newsletters, brochures, bulletins, news clippings, written in English or the local language with an English translation of the main points.



Mari Amano  
Secretary-General

Estimated APO share of costs for the  
National Workshop on Agritourism Development  
(Preah Chan Hotel, Serei Saophoan City, Banteaymeanchey Province, Cambodia  
11-13 January 2016)

No	Item	Unit Price (USD)	Total Cost (USD)	APO Grant (USD)	Local Counterpart (USD)
1	Meeting Package for 3 days (including coffee breaks and meals for participants and resource persons, conference room and audiovisual equipment)	\$21 × 110 × 3 days	6,930	6,930	0
2	Translation of workshop materials and interpretation from English to Khmer and vice versa and	\$500 × 2 days	1,000	1,000	0
3	Bus rental (roundtrip) for field visits	\$290 × 2 buses	580	580	0
4	Promotion materials, streamers and media activities (i.e., daily newspapers and news broadcasts, video shooting)	-	500	400	100
5	Conference kit (including printing and photocopying of resource persons' materials and stationery supplies for them and video documentary)	-	900	800	100
6	Honorarium of local resource persons	\$100 × 5	500	0	500
7	Transportation and per diem of participants from other provinces	\$20 × 50	1,000	0	1,000
8	Coordination and program management	-	300	0	300
9	Miscellaneous expense (including local costs other than above)	-	390	290	100
	<b>Total</b>		<b>12,100</b>	<b>10,000</b>	<b>2,100</b>

**Note:** The Ministry of Tourism is required to submit to the APO receipts/invoice for all expenses incurred in implementing this national project.