



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

13 March 2014

1. **Project Code** 11-AG-02-GE-TRC-B/C-LAO
2. **Project Title** National Workshop on Planning and Management of Ecotourism in Lao PDR
3. **Reference** APO Project Notification 11-AG-02-GE-TRC-B/C dated 10 February 2011
4. **Timing and Duration** 21–24 April 2014 (four days)
5. **Venue** Champasak province, Lao PDR
6. **Implementing Organization** Department of Small and Medium Enterprise Promotion (DOSMEP), Lao National Productivity Organization (LNPO)
7. **Number of Participants** 40 participants
8. **Objectives**
 - a. To create greater awareness among policymakers, tourism development planners, and private tourism enterprise operators of the importance and potential of ecotourism as a tool for rural economic development and preserving the environment;
 - b. To enhance the knowledge and understanding of the various stakeholders of the current programs, plans, and strategies of the government for ecotourism development;
 - c. To disseminate new knowledge and familiarize participants with the best practices in the development and management of selected models of ecotourism in other countries; and
 - d. To identify issues and constraints affecting ecotourism development in the country, identify measures to address them, and enhance current plans for the sustainable development of ecotourism in Lao PDR.

9. Background

Lao PDR has become an increasingly popular tourist destination since it opened its doors to international visitors in 1990 due to its rich and unique natural resources and cultural heritage. It was selected as the world's best tourist destination for 2013 by the European Council on Tourism and Trade. This recognition has generated tremendous interest and increased tourist traffic to the country, especially to such notable sites as Nam Ngum Reservoir, the Bolaven plateau, Mekong River islands, Tad Kouangsi waterfall, the cave of Ting, and others. The government has also implemented several initiatives to tap these emerging opportunities. The

government has designated 20 national protected areas (NPAs) to preserve the unique ecosystems in those areas and the rich traditions of ethnic groups. A tourism project in the Nam Ha NPA in Luang Namtha province was successfully undertaken with support from UNESCO and the New Zealand government. Other ongoing tourism projects have been launched by the Lao National Tourism Administration (LNTA) to develop and promote Lao ecotourism.

Despite all those efforts, the ecotourism industry is currently still underdeveloped and its full potential is unrealized. The LNTA has a vital role in promoting ecotourism development but it still needs to strengthen its institutional capacity to meet the increasing challenges. Further, the knowledge and understanding of the various stakeholders and general public of ecotourism is still inadequate. It is therefore crucial to address these issues to optimize the benefits from ecotourism.

10. Tentative Scope and Methodology

The workshop will consist of presentations by international and national resource persons, a stakeholder's consultation session and discussions, preparing action plans, and visits to relevant sites.

The tentative topics to be covered are:

- a. Concept, principles, and categories of ecotourism;
- b. The current status of ecotourism promotion and development in Lao PDR: Execution of a national ecotourism strategy and action plan, ecotourism policies, trends, opportunities, and challenges;
- c. Successful model projects and initiatives on ecotourism in Lao PDR;
- d. Selected models of successful ecotourism projects in other countries;
- e. Selected tools and techniques for effective planning of ecotourism development;
- f. Community participation in ecotourism site development and management;
- g. Roles of different stakeholders in planning and managing sustainable ecotourism sites;
- h. Promotion and marketing of ecotourism destinations; and
- i. Pricing and sharing of benefits in community-based ecotourism projects.

11. Resource Persons

The APO will assign an overseas resource person, while the national implementing organizations will engage local resource persons from academia, government, and entrepreneurs from Lao PDR.

12. Participants

The workshop will be attended by 40 participants consisting of officials of national and local governments; personnel engaged in the tourism industry; and representatives of local communities, academia, and other institutions who are directly and indirectly involved in the development and promotion of ecotourism in Lao PDR. The breakdown of the 40 participants is:

- a. 20 from Champasak province;
- b. 10 from Vientiane; and
- c. 10 from other provinces (Savanakhet, Saravan, Khamouane, Vientiane, Luang Namtha, Laung Probang, Oudomxay, Xiengkhouang, Xaignaboutri, Phongsali).

13. Provisional Program of Activities

(to be finalized in consultation with resource persons)

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| Day 1: 21 April 2014 | Opening ceremony
Lecture sessions
Presentations by resource persons
Panel discussion and wrap-up |
| Day 2: 22 April 2014 | Lecture sessions
Presentations by resource persons
Panel discussion and wrap-up |
| Day 3: 23 April 2014 | Site visits to ecotourism model projects |
| Day 4: 24 April 2014 | National workshop sessions
Group discussion and presentations
Concluding session
Closing ceremony |

14. Financial Arrangements

To be borne by the APO

- a. All assignment costs of one overseas resource person; and
- b. The total amount of financial assistance from the APO for making local arrangements for this national workshop will not exceed USD12,110.00. An itemized breakdown of the financial assistance is attached (**Appendix 1**).

To be borne by the host country (Lao PDR)

- a. Implementation costs exceeding the APO share of USD12,110.00;
- b. Project management fees and personnel costs of the implementing organizations of Lao PDR; and
- c. Any other local implementation costs.

15. Roles and Responsibilities

The roles and responsibilities of DOSMEP and APO are:

DOSMEP

- a. Making copies of the conference materials;
- b. Assigning local experts for the national workshop in consultation with the APO;
- c. Arranging all logistical requirements for the workshop; and
- d. Bearing part of the cost of the project in excess of USD12,110.00.

APO

- a. Providing financial support for organizing the national conference as detailed in section 14a;
- b. Assigning one overseas expert for the national workshop;
- c. Coordinating with the overseas expert and implementing organizations; and
- d. Assisting the implementing organizations in finalizing the program.

16. Procedures for Project Implementation

This project is to be implemented by DOSMEP and the APO Secretariat, referred to as the APO in this document.

- a. A temporary advance (50% of the total APO share) will be remitted to DOSMEP, if necessary.
- b. The proposed project will be carried out by the implementing organizations.
- c. DOSMEP 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 workshop.
- d. DOSMEP will submit a “project completion report” containing details of the national workshop including a registration list of participants and resource persons and statement of the expenses related to the project to the APO within one month after the completion of the workshop.

17. Final Project Output

Upon completion of the project, DOSMEP will submit a “project completion report” including an action plan to address the issues related to the development of ecotourism in Lao PDR. The report of the proceedings of the workshop, including recommendations, will be shared with relevant government agencies and both the public and private tourism sectors within one month after the completion of the workshop.



Mari Amano
Secretary-General

11-AG-02-GE-TRC-B/C-LAO

Estimated APO share of costs for the National Workshop on Planning and Management of Ecotourism
in Lao PDR
21–24 April 2014, Champasak, Lao PDR

The estimated cost of the project is as follows:

S. No.	Item	Detailed breakdown (unit price, number of persons, and days)	Unit total (US\$)	APO	DOSMEP/L NPO and LTNA
1.	Conference room in Arawan Hotel, Champasak province	US\$310 × 4 days	1,240	1,240	
2.	Conference package	US\$20 × 4 days × 49 persons*	3,920	3,920	
3.	Banner	US\$70 × 1	70	70	
4.	Rental cost of equipment (LCD, screen, projectors, microphones, and laptop)	US\$200 × 4 days	800	800	
5.	Reception	US\$20 × 49 persons	980	980	
6.	Daily subsistence allowance for 2 local resource persons	US\$65 × 5 days × 2 persons	650	650	
7.	Honorarium for 2 local resource persons	US\$150 × 2 persons	300	300	
8.	Transportation for 2 local resource persons by bus (Vientiane-Champasak-Vientiane)	US\$50 × 2 persons	100	100	
9.	Cost for training materials and stationery (folders, pens, flow chart papers, copies, and photos)	US\$20 × 40 persons	800	800	
10.	Translation of training materials	US\$1,000	1,000	1,000	
11.	Interpretation during the workshop	US\$200 × 4 days × 1 person	800	800	
12.	Hotel accommodation for participants from Vientiane	US\$25 × 5 days × 20 persons	2,500	1,250	1,250
13.	Transportation for 20 participants from Vientiane by bus (Vientiane-Champasak-Vientiane)	US\$50 × 20 persons	1,000		1,000
14.	Bus for site visits (45 seats)	US\$200 × 1 day × 1 bus	200	200	
15.	Publicity on the project or press release (inviting newspapers, magazines, mass media)	US\$100	100		100
16.	Secretarial service	US\$20 × 5 days × 1 person	100		100
17.	Miscellaneous expenses (fax, Internet, phone, e-mail, fuel, etc.)	US\$200	200		200
18.	Per diem allowances and hotel accommodations for organizers (DOSMEP staff)	US\$25 × 5 days × 5 persons	625		625
	Total:		15,385	12,110	3,275

The estimated cost of the project is:

The total cost of the project is US\$15,385 of which financial support from the APO is calculated as US\$12,110 and the local counterpart cost is US\$3,275, which will be paid by DOSMEP and LNTA.

*49 persons = 40 participants + 2 local resource persons + 1 APO expert + 1 APO officer + 5 DOSMEP staff (organizers)