



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

24 October 2016

1. **Project Code** 14-AG-24-GE-TRC-B/C-NEP
2. **Project Title** National Conference on Rural Tourism: Homestays
3. **Reference** APO Project Notification 14-AG-24-GE-TRC-B/C dated 5 June 2014
4. **Timing and Duration** 20–22 December 2016 (three days)
5. **Venue** Kathmandu, Nepal
6. **Implementing Organizations**
National Productivity and Economic Development Centre (NPEDC)
Balaju Industrial District, Balaju, P.O. Box 1318
Kathmandu, Nepal
Phone: 977-1-4350293
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Lalitpur Chamber of Commerce and Industry (LCCI)
Address: Mangalbazar, Lalitpur
Phone: 5521740
e-Mail: lcci@ntc.net.np
7. **Number of Participants** 90 participants

8. Objectives

To provide a platform for assessing the current status of homestays and farmstays, reviewing issues and challenges in promoting homestays and farmstays, presenting and discussing best practices and successful models of homestays and farmstays, and drawing lessons that can be used to provide guidance to rural villagers and other stakeholders on homestay and farmstay opportunities in Nepal. The conference also aims to establish a national network and develop a framework for cooperation among key stakeholders for promoting the development of the agritourism and homestay subsector in Nepal.

9. Background

Nepal was officially opened to foreigners in 1950. The tourism sector is the backbone of economic development of Nepal because it is the major foreign exchange earner. Recently, the number of tourists has dropped due to the devastating earthquake in April 2015 and other reasons. At the same time, tourism has become more interactive between “guests” and “hosts.” Although Nepal has multiple comparative advantages for tourism promotion and development, it is still essential to develop competitive strengths among the hosts. The inherent policy and strategy of the government have been primarily to enhance the living standard of the local people through tourism. Both the Tourism Policy 2065 B.S. and

Tourism Vision 2020 B.S. emphasize sustainable tourism development by giving priority to rural tourism, community-based tourism, and homestays.

Homestays were the major type of accommodations for domestic travelers until modern lodges came into existence. With modernization, traveling has become more recreational in nature. Guests today expect good service, to be able to refresh themselves, and want to enjoy local culture without becoming burdens on their hosts.

The current concepts of homestay tourism meet the desire of travelers to enjoy peaceful settings and opened a door of economic opportunity for hosts. With the process of institutionalization of homestay entrepreneurship by formulating regulations, homestay tourism has become a domestic industry in Nepal. At present, there are around 300 registered homestay sites with a capacity of more than 500 beds in eight districts of the kingdom. Homestay tourism has promoted community awareness of cultural revival and nature conservation. It has created self-employment at the household level and helped to improve rural standards of living. However, to cater to the increasing demand, homestay operators need to be well trained.

This national conference is being organized to contribute to improvement of the living standards of rural people through disseminating knowledge and skills as well as best practices and successful models of homestays and farmstays from abroad. The conference will also allow government organizations and NGOs to share their experience and current programs to support small entrepreneurs (farmers) through information dissemination and discuss the issues and challenges encountered by homestay operations.

10. Scope and Methodology

The tentative topics to be covered are:

- a. Current status of rural tourism in Nepal;
- b. Ecotourism in Nepal: trends and future prospects;
- c. Agritourism in Nepal: opportunities and challenges;
- d. Homestays in Nepal: issues, challenges, and prospects;
- e. Examples of successful models of homestays and farmstays in Nepal and lessons learned; and
- f. Successful models of agritourism and homestays from other countries in Asia and Europe, and lessons for the Nepal agritourism and homestay industry.

The conference will consist of resource paper presentations by international and national speakers, discussions of case studies and best practices, group breakout session, and field visit. International and national experts will share their knowledge and expertise to inform homestay operators and other personnel who are directly and indirectly involved in this business of recent developments and innovations, issues and challenges, and benefits of homestay tourism.

The tentative program of activities is as follows:

Date/Time	Activity/Topic
Day 1 Wednesday, 20 December 2016	
09:00–09:30	Registration
09:30–10:30	Welcome remarks <ul style="list-style-type: none">- NPEDC- LCCI- APO- Introduction of experts and participants- Group photo

10:30–11:00	Short break
11:00–11:45	Presentation 1: i) Overview of APO programs to support member countries in improving productivity and competitiveness ii) Homestay and farmstay concepts and models in selected Asian countries
11:45–12:30	Presentation 2: Ecotourism and agritourism in Nepal: Current programs, trends, opportunities and challenges, and future prospects
12:30–14:00	Lunch break
14:00–14:45	Presentation 3: Agritourism and homestays for development of rural enterprises and generation of alternative incomes for farm households
14:45–15:30	Presentation 4: Homestays in Nepal: Issues and challenges and sharing of selected models and experiences
15:30–15:45	Short break
15:45–16:30	Presentation 5: Promotion and marketing of homestays and rural tourism destinations
16:30–17:15	Presentation 6: Agritourism and homestays for creating jobs and increasing incomes: Selected models in Asia/Europe
Day 2 Thursday, 21 December 2016	
AM	Field visit
PM	Group work
Day 3 Friday, 22 December 2016	
09:30–10:45	Group workshop: Assessment of the effectiveness of current programs/policies on homestays/farmstays and agritourism
10:45–11:00	Short break
11:00–12:30	Workshop group discussions: Developing a framework/platform for enhancing homestay activities
12:30–13:30	Lunch break
13:30–14:30	Preparation of group presentations
14:30–15:30	Group presentations and discussions
15:30–16:00	Conclusions and recommendations
16:00–	Closing ceremony and certificate distribution

11. Requirements of Participants

Participants will be representatives of relevant national and local government organizations, academia, and NGOs, including community homestay leaders, members of homestay/agritourism associations, and homestay operators.

12. Resource Persons

The APO will assign one overseas resource person. Local resource persons from relevant agencies will be assigned by the implementing organizations.

13. Financial Arrangements

To be borne by the host country (Nepal)

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

14. Roles and Responsibilities

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

NPEDC and LCCI

- a. Inviting local participants and arranging mass media coverage;
- b. Assigning local resource persons;
- c. Making copies of the conference materials;
- d. Organizing a three-day national conference program in Kathmandu, Nepal; 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 conference as detailed in section 13;
- b. Assigning an overseas expert for the national conference; and
- c. Coordinating with the overseas expert and implementing organizations.

15. Procedures for Project Implementation

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

- a. A temporary advance (50% of the total APO share) will be remitted to the NPEDC, if necessary.
- b. The proposed project will be carried out by the implementing organizations.
- c. The NPEDC will make the agreed expenditures and settle the entire account by providing all necessary proof of payment to the APO after completion of the program. The proof of payment, e.g., bills, payment records, and receipts issued by third parties, must be submitted together at one time, written in clear English, with English translations for all documents not originally written in English. The final payment will be made based on the actual expenditure after the NPEDC submits the comprehensive report. In general, internal evidence is not accepted as proof of payment and will not be reimbursed
- d. The NPEDC 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 local agriculture sector, implementing organization(s), and host country; and follow-up action plans, among others.

16. Final Project Output

Upon completion of the project, the NPEDC will undertake the following:

- a. Submit a project completion report on the national conference to the APO and disseminate the report on the proceedings of the conference including recommendations to relevant government bodies within one month after project completion.
- b. Submit a statement of expenses supported by receipts/bills within one month after project completion.
- 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.
- d. Disseminate the knowledge and experience gained to the public and private sectors through publications, consulting and training services, etc.



Santhi Kanoktanaporn
Secretary-General

Estimated APO Share of Cost
for the National Conference on Rural Tourism: Homestays
20–22 December 2016, Kathmandu, Nepal

The estimated cost of the project is as follows:

No.	Item	Cost (USD)	
1	Meeting package for 3 days (including meals for participants, use of audiovisual equipment, conference room, banner, etc.)	Up to	6,500
2	Translation of materials and interpretation	Up to	2,400
3	Transportation for field visit	Up to	150
4	Conference kit (including supplies and materials, photocopying, stationery, and video documentary)	Up to	950
	Total:	Up to	10,000

Notes:

1. The APO will make reimbursement based on the actual expenses with a maximum of up to USD10,000.
2. The NPEDC is required to submit to the APO receipts for all expenses incurred in implementing this national project.