



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

18 December 2013

1. **Project Code** 12-AG-02-GE-TRC-B/C-SLK
2. **Project Title** National Conference on Development and Promotion of the Agritourism Education and Industry in Sri Lanka
3. **Reference** APO Project Notification 12-AG-02-GE-TRC-B/C dated 25 July 2012
4. **Timing and Duration** 17–18 February 2014 (2 days)
5. **Venue** Colombo, Sri Lanka
6. **Implementing Organizations**

National Productivity Secretariat, Sri Lanka,
Ministry of Productivity Promotion
10th Floor, Sethsiripaya 2nd Stage, Baththaramulla, Sri Lanka
Phone: 94-11-3094085

Department of Agri Business Management
Faculty of Agricultural Sciences
Sabaragamuwa University of Sri Lanka
P.O. Box 02, Belihuloya, 70140, Sri Lanka
Tel: 94-45-2280073
7. **Number of Participants** 110 participants
8. **Objectives**
 - a. To create greater awareness among policymakers, economic planners, and key stakeholders in the agriculture and tourism sectors of the concept of agritourism as a strategy to create alternative income opportunities for farming communities and as a tool for revitalizing the rural economy;
 - b. To exchange ideas and experience on agritourism in Sri Lanka, Asia, and the world regarding its benefits, requirements, and applications; and
 - c. To identify best practices of selected models of agritourism enterprises that can be developed and promoted in Sri Lanka.

9. Background

Sri Lanka has great potential for tourism development. The *Lonely Planet Guide*, published in London, stated that the best country for tourism in 2013 was Sri Lanka. It has all the essential requirements to be one of the best tourist destinations in the world with its exceptional biodiversity and other natural resource endowments, rich cultural heritage, and

absolute peace and political stability. The increasing tourist traffic to the country also provides opportunities for developing and promoting alternative tourism enterprises such as agritourism. At present, very few have ventured into agritourism as a business as it is still a new concept for most rural areas. Farmers also lack the necessary knowledge and skill to start agritourism operations on their own. An agritourism enterprise was established in 1995 in Ambewela, Nuwara Eliya, but the development of the sector was slow and to date there are only 15 agritourism operations in the whole country.

Development of agritourism in Sri Lanka can be pursued more vigorously as a strategy for increasing the productive use of farms and agricultural resources to create rural enterprises that could create jobs and increase farm household incomes. It could also create opportunities for value addition to farming and function as an 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. It could catalyze the development of homestays and bed-and-breakfast types of businesses. The development of these interlinked enterprises will generate other benefits to rural communities such as better environmental and cultural awareness, preservation of cultural heritage sites, and agrobiological diversity.

To realize this potential, it is important for policymakers and government development planners to have a good appreciation of the concept so they can help create a conducive policy environment as well as develop supportive programs.

10. Tentative Scope and Methodology

The conference will consist of presentations from international and national resource persons, a stakeholder's consultation session and discussions, preparation of action plans, video presentations, and gallery and mini exhibition of agritourism products.

The tentative topics to be covered are:

- a. Government policy and program on rural tourism and agritourism.
- b. Global and regional tourism trends and prospects for agritourism for Sri Lanka.
- c. Agritourism development in Asia: Selected models in Japan, Malaysia, the Republic of China, and India;
- d. Agritourism enterprises in Sri Lanka: Key features and performance;
- e. Role of government and other stakeholders in the development and promotion of agritourism;
- f. The role of education and training institutes in human resources development in the agritourism sector;
- g. Planning and development of agritourism products;
- h. Development of agritourism clusters and integrating agritourism in the tourism supply chain;
- i. Promotion and marketing of agritourism; and
- j. Strategies for the development of agritourism in Sri Lanka.

11. Resource Persons

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

12. Participants

110 participants are targeted for this conference, who are responsible for the development and promotion of this industry in Sri Lanka such as policymakers, officials of the Ministry of Agriculture and Tourism, tourism industry leaders, tour operators, private-sector agritourism operators, leaders of farmers' organizations, and academics.

13. Provisional Program of Activities

(to be finalized in consultation with resource persons)

Day 1:

Time	Activity	Resource person/ presenter
8:00–8:45	Registration	
8:45–9:30	Welcome remarks and introduction to the conference	TBC
9:30–10:00	Overview of APO programs to improve productivity in the agricultural and tourism sectors	TBC
10:00–10:30	Overview of government policies and programs to support the development of rural tourism and agritourism in Sri Lanka	TBC
10:15–10:30	Tea break	
10:30–11:30	Presentation 1. The global tourism industry: Emerging trends and opportunities for agritourism development in Sri Lanka	TBC
11:30–12:30	Presentation 2. Agritourism development in Asia: Selected models (Japan, Malaysia, ROC, Philippines)	TBC
12:30–12:45	Open forum	
12:45–13:45	Lunch	
13:45–14:00	Video presentation	
14:00–15:00	Presentation 3. Selected agritourism enterprises in Sri Lanka: Key features, performance, and constraints (3 companies @ 20 minutes each)	TBC
15:00–15:45	Presentation 4. Role of government and other stakeholders in agritourism development: Experience from other Asian countries	TBC
15:45–16:00	Tea break	
16:00–16:45	Presentation 5. The role of education and training institutes in human resources development in the agritourism sector: Initiatives of Sabaragamuwa University of Sri Lanka	TBC
16:45–17:15	Open forum	

Day 2

Time	Activity	Resource person / Presenter
8:30–8:45	Video presentation	
8:45–9:30	Presentation 6. Planning and development of agritourism products and enterprises	TBC
9:30–10:15	Presentation 7. Development of agritourism clusters and integrating agritourism in the tourism supply chain	TBC
10:15–10:30	Tea break	
10:30–11:15	Presentation 8. Opportunities and constraints in the development of agritourism in Sri Lanka	TBC
11:15–11:30	Discussions on the procedure for the stakeholders' workshop session	TBC

11:30–11:30	Stakeholders’ workshop session (3 breakout groups)	
12:30–13:30	Lunch	
13:30–15:00	Stakeholders’ workshop session (3 breakout groups)	
15:30–15:45	Tea break	
15:45–16:30	Presentation of group recommendations/ discussion	
16:30–17:00	Closing ceremony	

14. Financial Arrangements

To be borne by the APO

- a. All assignment costs of an overseas resource person; and
- b. The total amount of financial assistance from the APO for making local arrangements for this national conference will not exceed USD10,980.00. An itemized breakdown of the financial assistance is attached (**Appendix 1**).

To be borne by the host country (Sri Lanka)

- a. Implementation costs exceeding the APO share of USD10,980.00;
- b. Project management fees and personnel costs of the implementing organizations of Sri Lanka; and
- c. Any other local implementation costs.

15. Roles and Responsibilities

The roles and responsibilities of the National Productivity Secretariat and Sabaragamuwa University of Sri Lanka and APO are:

National Productivity Secretariat and Sabaragamuwa University of Sri Lanka

- a. Making copies of the conference materials;
- b. Assigning local experts for the national conference;
- c. Organizing a two-day national conference in Colombo, Sri Lanka, and
- d. Bearing part of the cost of the project in excess of USD10,980.00.

APO

- a. Providing financial support for organizing the national conference as detailed in section 14-(a);
- b. Assigning an overseas expert for the national conference; and
- c. Coordinating with the overseas expert and implementing organizations.

16. Procedures for Project Implementation

This project is to be implemented by the Sabaragamuwa University of Sri Lanka in close collaboration with the NPS Secretariat 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 Sabaragamuwa University of Sri Lanka, if necessary.
- b. The proposed project will be carried out by the implementing organizations.
- c. Sabaragamuwa University of Sri Lanka 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. Sabaragamuwa University of Sri Lanka will submit a “project completion report” containing details of the national conference 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 conference.

17. Final Project Output

Upon completion of the project, Sabaragamuwa University of Sri Lanka will submit a “project completion report” of the national conference to the APO and disseminate the report on the proceedings of the conference including recommendations to NPS and relevant government bodies such as the Ministries of Agriculture and Tourism within one month after the completion of the conference.



Mari Amano
Secretary-General

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Estimated APO share of cost for the National Conference on Development and Promotion of
Agritourism Education and Industry in Sri Lanka
17–18 February 2014, Colombo, Sri Lanka

The estimated cost of the project for is as follows:

S. No.	Item	Detailed breakdown (unit price, number of persons, and days)	Unit total (US\$)	APO budget	By private sector participants	By university/ other sources
1.	Rental cost of conference hall including, microphones, LCD projectors	US\$400 × 2 days	800	800		
2.	Accommodations, breakfast, and dinner for participants (50% by APO and 50% by participants' organizations)	US\$63 × 1 night × 30 persons (participants from the Colombo area will not be provided with accommodation)	1,890	1,000	890	
3.	Lunch and refreshment for conference days	US\$20 × 2 × 110 persons	4,400	4,400		
4.	Reproduction/photocopies of conference materials	US\$	700	500		200
5.	Accommodation and meals for local resource persons (from outside Colombo)	US\$120 × 2 nights × 2 persons	480	480		
6.	Honoraria for local resource persons	US\$200 × 3 persons	600	600		
7.	Seminar Kit: Training materials average cost (seminar case, notebook, pens, photos, CD)	US\$20 × 110 sets	2,200	2,200		
8.	Transportation		400			400
9.	Coordination activities		200			200
10.	Promotion and publicity (invitations, leaflets, streamers, etc.)	US\$600	600	500		100
11.	Cocktails	US\$10 × 110 persons	1,100	500	600	
	Total:		13,370	10,980	1,490	900

The estimated cost of the project is as follows:

The total cost of the project is US\$13,370 of which financial support from the APO is calculated as US\$10,980, the local counterpart cost will be US\$2,290 including US\$1,490 coming from private-sector participants who will be charged partly for accommodation, and the rest (US\$900) from other stakeholders.