



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

16 March 2015

1. **Project Code** 14-AG-24-GE-TRC-B/C-SLK
2. **Project Title** National Conference on Development and Promotion of Homestays and Farmstays to Increase Farm Household Incomes in Sri Lanka
3. **Reference** APO Project Notification 14-AG-24-GE-TRC-B/C dated 5 June 2014
4. **Timing and Duration** 15–16 September 2015 (2 days)
5. **Venue** Colombo, Sri Lanka
6. **Implementing Organizations**
National Productivity Secretariat (NPS), 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
Phone: 94-45-2280073
7. **Number of Participants** 125 participants
8. **Objectives**
 - a. To create public awareness of the importance and potential of homestays and farmstays as tools for increasing productivity, creating alternative incomes, and diversifying the rural economy;
 - b. To sensitize government development planners and policymakers to homestays and farmstays as a development strategy for more inclusive development; and
 - c. To familiarize participants with the best practices of selected models of homestays and farmstays in other countries that can be developed and promoted in Sri Lanka.

9. Background

Sri Lanka has great potential for becoming one of the top tourist destinations in the world. This tropical island has exceptional biodiversity and a rich cultural heritage. The *Lonely Planet*, published in London, voted Sri Lanka as the best country for tourism in 2013. Sri Lanka has all requirements to be one of the best tourist destinations given the political stability, diverse geography, and climate across the island. These all create great opportunities

for developing and promoting various tourism enterprises. Homestays and farmstays are emerging as a potential tourism niche of the country. These are still in their infancy and a new concept for most rural communities. There is still a lack of knowledge and skills to start successful homestay and farmstay operations. It is important to disseminate information and knowledge to various stakeholders, especially in rural communities, to promote the development of homestays and farmstays.

10. Tentative Scope and Methodology

The conference will consist of presentations from international and national resource persons, a stakeholders' consultation session and discussions, preparation of action plans, and video presentations.

The tentative topics to be covered are:

- a. Government policies and programs for tourism, homestay, and farmstay development;
- b. Concept of and types of homestay and farmstay enterprises;
- c. Successful models of homestay and farmstay enterprises in Asia (Malaysia, Japan, Thailand, Vietnam) and other countries;
- d. Potential contributions of homestays and farmstays to the tourism industry and increasing rural household incomes;
- e. Role of various stakeholders in developing and promoting sustainable homestay and farmstay programs;
- f. Practical tools and techniques in planning and developing homestays and farmstays as rural businesses; and
- g. Creation of an enabling environment for stimulating the development of homestay and farmstay businesses.

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

A total of 125 participants are targeted for this conference, consisting of policymakers, officials of the Ministry of Agriculture and Tourism, tourism industry leaders, tour operators, private-sector homestay and farmstay 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	APO
10:00–10:30	Presentation 1. Overview of government policies and programs to support the development of tourism, homestays, and farmstays in Sri Lanka	TBC
10:30–10:45	Coffee/tea break	
10:45–11:45	Presentation 2. Concept and types of homestay and farmstay enterprises;	TBC
11:45–12:45	Presentation 3. Successful models of homestay and farmstay enterprises in Asia (Malaysia, Japan, Thailand, Vietnam) and other countries	TBC
12:45–13:00	Open forum	
13:00–14:00	Lunch	
14:00–14:15	Video presentation	
14:15–15:15	Presentation 4. Pilot homestay and farmstay models in Sri Lanka	TBC
15:15–16:15	Presentation 5. Potential contributions of homestays and farmstays to the tourism industry and to increasing rural household incomes	TBC
16:15–16:30	Coffee/tea break	
16:30–17:30	Presentation 6. Role of various stakeholders in developing and promoting sustainable homestays and farmstays	TBC
17:30–18:00	Open forum	

Day 2

Time	Activity	Resource person/ presenter
8:30–8:45	Video presentation	
8:45–9:30	Presentation 7. Practical tools and techniques in planning and developing homestays and farmstays as rural businesses	TBC
9:30–10:15	Presentation 8. Enabling environment for stimulating the development of homestay and farmstay businesses	TBC
10:15–10:30	Coffee/tea break	
10:30–12:30	Stakeholders' workshop session (3 breakout groups)	
12:30–13:30	Lunch	
13:30–15:00	Stakeholders' workshop session (3 breakout groups)	
15:00–15:30	Coffee/tea break	
15:30–16:30	Presentation of group recommendations/discussions	
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 USD10,000.00. 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 USD10,000.00;
- 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 NPS and Sabaragamuwa University of Sri Lanka and APO are:

NPS 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 USD10,000.00.

APO

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

16. Procedures for Project Implementation

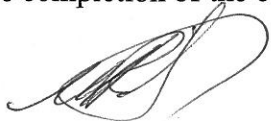
This project is to be implemented by the Sabaragamuwa University of Sri Lanka in close collaboration with the NPS and APO Secretariat, referred to as the APO in this document.

- 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 on the national conference to the APO and disseminate the report on the proceedings of the conference including recommendations to the 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
Homestays and Farmstays to Increase Farm Household Incomes in Sri Lanka
15–16 September 2015, Colombo, Sri Lanka

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 budget	By private-sect or participants	By university/ other sources
1.	Rental cost of conference hall including microphones, LCD projectors	US\$200 × 2 days	400	400		
2.	Accommodations, breakfast, and dinner for participants (50% by APO and 50% by participants' organizations)	US\$40 × 1 night × 25 persons (participants from the Colombo area will not be provided with accommodation)	1000	500	500	
3.	Lunch and refreshment for conference days	US\$20 × 2 × 125 persons	5,000	5,000		
4.	Conference and seminar materials and hall arrangement		500	500		
5.	Accommodation and meals for local resource persons (from outside Colombo)	US\$60 × 1 night × 2 persons	120	120		
6.	Honoraria for local resource persons	US\$250 × 2 days × 2 persons US\$250 × 1/2 day × 2 persons	1,250	1,250		
7.	Training materials average cost (seminar case, notebook, pens, photos, CD)	US\$10 × 125 sets	1,250	1,250		
8.	Transportation		400		400	
9.	Coordination activities		100		100	
10.	Promotion and publicity (invitations, leaflets, streamers, etc.)	US\$500	500	480	20	
11.	Conference cocktails	US\$10 × 100 persons	1,000	500	500	
	Total:		11,520	10,000	1,520	

The estimated cost of the project is as follows:

The total cost of the project is US\$11,520, of which financial support from the APO is calculated as US\$10,000, and private-sector participants will be charged US\$1,520 for accommodation and the conference cocktails. The implementing organization will bear the cost of transportation and coordination.