



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT IMPLEMENTATION PLAN

27 September 2016

1. **Project Code** 16-AG-39-GE-NFP-C-07
2. **Title** National Conference on Development of Rural Tourism for Enhancing Livelihoods of Rural Communities in Sri Lanka
3. **Reference** Project Notification 16-AG-10-GE-SMN-A dated 18 December 2015; Project Notification 16-AG-39-GE-NFP-C dated 3 February 2016
4. **Timing and Duration** 23–24 February 2017 (two days)
5. **Venue** Colombo, Sri Lanka
6. **Implementing Organizations**  
National Productivity Secretariat (NPS), Sri Lanka  
Ministry of Public Administration and Management  
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7. **Number of Participants** 125

### 8. Objectives

The conference aims to provide a venue for dialogue on and to create public awareness of the development and promotion of rural tourism in Sri Lanka. The specific objectives are:

- a. To define the concept of rural tourism as well as its importance and benefits as a tool for economic development and a strategy to create alternative income opportunities for rural communities to promote inclusive economic growth in the country;
- b. To share successful models, best practices, and requirements of rural tourism that can be developed and promoted in the country; and
- c. To identify appropriate strategies and recommend action plans for the promotion and development of rural tourism in the country.

### 9. Background

Sri Lanka is one of the most popular tourist destinations in the world. This tropical island has exceptional biodiversity and a rich cultural heritage with great potential for attracting tourists. According to the world-famous *Lonely Planet* tourist guidebook series published in London, Sri Lanka was the best country for tourism in 2013. One main reason for this is the geographical proximity of tourism resources and destinations, minimizing travel time between attractions. Travel time has also become shorter due to the rapid development of

road networks in the country. Sri Lanka has all requirements to be one of the best tourist destinations with peace, political stability, and different ecological zones within a few hours' drive through scenery including beautiful waterfalls, rivers, tea estates, UNESCO World Heritage Sites, and thousands of archaeological sites.

With its unique features, Sri Lanka offers a great opportunity for developing and promoting alternative tourism models such as rural tourism, besides strengthening the traditional tourism industry. Different subsectors of rural tourism such as agritourism, farmstays, heritage tourism, ecotourism, and nature tourism in Sri Lanka are, however, in the emerging stage. Rural tourism is a new concept for most areas. Some farming communities have the potential for developing rural tourism facilities, but they lack the necessary knowledge and skills to start successful operations in the subsector on their own. They need outside support and guidance to initiate rural tourism business activities in their regions.

## 10. Scope and Methodology

The tentative topics to be covered are:

- a. Concept of rural tourism development and types of rural tourism;
- b. Roles of various stakeholders in developing and promoting rural tourism in Sri Lanka;
- c. Successful models of rural tourism enterprises in Asia and elsewhere;
- d. Practical tools and techniques in planning and developing rural tourism businesses in Sri Lanka; and
- e. Methods and strategies to promote rural tourism businesses in the country.

The conference will consist of papers and video presentations by international and local resource persons and discussion sessions.

The tentative program is given below:

Date	Activities
Day 1 Thursday, 23 February 2017	
Morning	<ul style="list-style-type: none"> <li>• Opening ceremony               <ul style="list-style-type: none"> <li>- Address by the Vice Chancellor of Sabaragamuwa University, Sri Lanka</li> <li>- Address by the Secretary of the Ministry of Agriculture</li> <li>- Address by the Chairman of the Sri Lanka Tourism Development Authority</li> <li>- Address by the Chief Guest</li> </ul> </li> <li>• Overview of APO programs to improve productivity in the agriculture and tourism sectors</li> <li>• Presentation 1. The global tourism industry: Emerging trends and opportunities for rural tourism development in Sri Lanka</li> <li>• Presentation 2. Rural tourism development in Asia: Selected models (the ROC, Japan, Malaysia, Thailand, etc.)</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>• Presentation 3. Development of rural tourism enterprises</li> <li>• Presentation 4. Selected rural tourism enterprises in Sri Lanka: Key performance features and constraints</li> <li>• Presentation 5. Role of small and medium tourism enterprises in the development of rural tourism in Sri Lanka</li> </ul>
Day 2 Friday, 24 February 2017	
Morning	<ul style="list-style-type: none"> <li>• Presentation 6. The role of educational and training institutions in human resources development in the rural tourism sector</li> <li>• Presentation 7. Planning and developing rural tourism products</li> <li>• Presentation 8. Pricing of rural tourism products</li> </ul>

- Presentation 9. Financing of rural tourism enterprises
  - Presentation 10. Tools and techniques in promoting and marketing rural tourism products and packages
  - Discussions on the procedure for the stakeholders' workshop session
- Afternoon
- Stakeholders' workshop session (six breakout groups)
  - Presentation of group recommendations/discussion
  - Closing ceremony

## **11. Requirements of Participants**

Participants will be government officials from the tourism sector at national and provincial levels; CEOs, managers, and development officials from the private sector such as hotels and tourism and travel agencies; representatives of SMEs in agri- and rural tourism businesses and enterprises; and media personnel, consultants, and university academics with keen interest in rural tourism.

## **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 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).

### **To be borne by the host country (Sri Lanka)**

- a. Implementation costs exceeding the APO share of USD10,000.
- b. Project management fees and personnel costs of the implementing organizations in Sri Lanka.
- c. Any other local implementation costs not covered by the APO.

## **14. Roles and Responsibilities**

The roles and responsibilities of the implementing organizations (as prescribed in section 6 above) and APO are:

### **Implementing organizations**

- a. Inviting local participants and arranging mass media coverage;
- b. Assigning local resource persons;
- c. Making copies of the conference materials;
- d. Organizing a two-day national conference program in Colombo, Sri Lanka; and
- e. Bearing part of the cost of project in excess of USD10,000.

### **APO**

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

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

This project is to be implemented by Sabaragamuwa University of Sri Lanka in close collaboration with the NPS and 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 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 proof of payment, e.g., bills, payment records, and receipts issued by third parties, which must be submitted together at one time, written in clear English, and with an English translation of all documents not originally written in English. In general, internal evidence is not accepted as proof of payment and will not be reimbursed. The final payment will be made based on the actual expenditure after the implementing organizations submit the project completion report.
- d. Sabaragamuwa University of Sri Lanka will submit a comprehensive project completion report including a statement of expenses 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; a registration list of participants and resource persons; statement of the expenses related to the APO's contribution to the project; number and type of participants; benefits and advantages to the local/national rural tourism sector, implementing organizations, and host country; recommendations and follow-up action plans; selected photos; and summary of the onsite evaluation of the program by the participants, resource persons, and implementing organizations along with the original evaluation forms completed by them. Other forms of documentation may also be submitted as part of the comprehensive project completion report.

## **16. Final Project Output**

Upon completion of the project, Sabaragamuwa University of Sri Lanka in collaboration with the NPS 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 such as the Ministry of Agriculture and/or Tourism of Sri Lanka within one month after project completion.
- b. Submit a statement of expenses supported by third-party 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, news articles, brochures, bulletins, and 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

## Appendix 1

Project Code: 16-AG-39-GE-NFP-C-07

Estimated APO Share of Costs for the  
APO National Conference on Development of Rural Tourism for Enhancing Livelihoods of  
Rural Communities in Sri Lanka

**(Colombo, Sri Lanka 23–24 February 2017)**

No	Item	Detailed breakdown (unit price, number of persons, and days)	Unit total (USD)	APO budget	University/ other sources
1	Rental cost of conference hall including microphones, LCD projectors	USD850 × 2 days	1,700	1,700	
2	Accommodations and breakfast for participants	USD35 × 1 night × 30 persons (participants from the Colombo area will not be provided with accommodations)	1,050	1,050	
3	Lunch and refreshments for conference days	USD15 × 2 × 125 persons	3,750	3,750	
4	Conference and seminar materials and hall arrangement		1,000	1,000	
5	Training materials average cost (seminar case, notebook, pens, photos, photocopies)	USD11 × 125 sets	1,375	1,375	
8	Transportation		400		400
9	Coordination activities		100		100
10	Promotion and publicity (invitations, leaflets, T-shirts, banners, etc.)	USD1,125	1,125	1,125	
	<b>Total</b>		<b>10,500</b>	<b>10,000</b>	<b>500</b>

### Notes:

1. The APO will make a reimbursement based on the actual expenses with a maximum of up to USD10,000.
2. The NPS and Sabaragamuwa University of Sri Lanka are required to submit to the APO receipts for all expenses incurred in implementing this national project.