



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

18 December 2015

- 1. Project Code** 16-AG-10-GE-SMN-A
- 2. Title** Study Mission to a Nonmember Country on Planning and Management of Rural Tourism
- 3. Timing and Duration** 13–18 June 2016 (six days)
- 4. Venue** Honolulu, Hawaii, USA
- 5. Implementing Organization**
APO Secretariat
Leaf Square Hongo Building 2F
1-24-1 Hongo, Bunkyo-ku
Tokyo 113-0033, Japan
Tel: 81-3-3830-0417
Fax: 81-3-5840-5324
e-Mail: agr@apo-tokyo.org
- 6. Number of Participants** Up to 19 qualified participants,
(See 11. Qualifications of Participants)
- 7. Closing Date for Nominations** 22 March 2016
- 8. Objectives**
 - a. To enhance participants' understanding of the latest trends and developments in rural tourism, as well as different approaches and principles in the planning, development, and management of rural tourism facilities through direct exposure to successful examples in Hawaii; and
 - b. To identify the best practices that can be promoted in Asia-Pacific countries and develop action plans for promoting them.

9. Background

Rural areas are being developed as tourist destinations for creating rural enterprises and improving the welfare of the rural population. In some developed and developing countries, such initiatives were quite successful and involved careful planning and management of rural resources and the types of tourism enterprises developed. Rural tourism is increasingly gaining importance as a viable activity in the socioeconomic development process of many

countries. It has great potential for enhancing business opportunities in rural areas for local communities.

The Asia-Pacific region with its rich biodiversity and scenic landscapes could develop rural tourism as a strategic economic activity in rural areas. However, there is evidence in many countries that unplanned or poorly managed tourism development can seriously harm the environment, wildlife, and biodiversity. In areas where local communities are not reaping the benefits from tourist receipts, no incentive is seen for protecting and conserving the environment, and inhabitants continue to poach or extract wildlife.

Hawaii's pristine environment and abundant natural resources have contributed to its worldwide reputation as a top tourism destination. Its tourism industry has contributed much to the socioeconomic uplift of rural communities in a sustainable way. The state has also developed innovative solutions to maintain the natural landscape and support its tourism industry. Policymakers and tourism industry leaders from APO members could learn a lot from the experiences of Hawaii in rural tourism planning, development, and management.

The implementing organization in Hawaii will develop an informative, practical agenda for mission participants.

9. Scope and Methodology

The tentative main topics to be covered during the study mission are:

- a. Rural tourism: key concepts, principles, challenges, and opportunities;
- b. Rural tourism as a strategic economic activity for local/rural community development;
- c. Planning, development, and management of ecotourism;
- d. Sustainable agritourism models;
- e. Promotion and marketing of tourism products; and
- f. Policy and institutional arrangements for promoting rural tourism.

This study mission will consist of presentations by experts and participants, group discussion sessions, case studies, and site visits.

The tentative program of the mission is given below:

<u>Date</u>	<u>Activity</u>
Sunday, 12 June	Arrival of participants in Honolulu as per individual schedules
Monday, 13 June	Opening session Presentation and discussion of lead papers: The Role of Specialty Tourism in Destination Planning and Promotion; Public-Private Partnerships in Sustainable Tourism Development; Social Media Strategies for Cultural Tourism Marketing; Rural Tourism Business Models on Oahu
Tuesday, 14 June	Site visit to Taro Farm, Waiahole Poi Factory, Kualoa Ranch, Kaya's Store-Rural retail cluster

Wednesday, 15 June	Site visit to James Campbell National Wildlife Refuge, Kahaku Farms, Climbworks/Keanu Farms
Thursday, 16 June	Segway tour at Turtle Bay and site visits to Kahuku Fruit Stand, Haleiwa Farmers' Market, Waimea Valley, Waimea Bay Beach Park
Friday, 17 June	Sharing of country experiences and case studies in rural tourism development Site visit to Polynesian Cultural Center Village
Saturday, 18 June	Dole Plantation tour, USS Arizona Tour Action plan preparation and discussions Summing-up session Closing session
Sunday, 19 June	Departures from Honolulu as per individual itineraries

10. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	CEOs and senior managers of rural tourism enterprises; staff of SMEs; and academics or officials of government and NGOs involved in planning, development, management, and promotion of rural tourism projects.
Experience	At least two years of experience in the position described above.
Education	University degree or equivalent qualification from a recognized university/institution.
Language	All proceedings of the project are conducted in English, and participants are expected to participate in discussions and make presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous travels for site visits. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 35 and 55 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

11. Financial Arrangements

To be borne by participants or participating countries

- a. International airfare between the international airport nearest to the participants' place of work and the project venue in the State of Hawaii, USA.
- b. Any travel expenses related to travel insurance costs, passport, visa fees, and airport taxes.
- c. Participants' insurance premiums: All participants must be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation. Such insurance should be valid in the host country. This insurance requirement is in addition to existing government insurance coverage in some member countries. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.
- d. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, or any other reason whatsoever must be borne by the participants themselves/participating countries.

To be borne by the APO

- a. Appropriate hotel accommodation and per diem allowances for all participants for up to seven days in the State of Hawaii, USA.
- b. All local expenses related to the study mission.
- c. All assignment costs of resource persons.

12. Actions by Member Countries

- a. Each participating country is requested to nominate three or more candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 11 above.
- b. No form of self-nomination will be accepted. All nominations must be endorsed and submitted by an APO Director, Alternative Director, Liaison Officer, or their designated officer.
- c. Please note that nomination of a candidate does not necessarily guarantee that he/she will be selected. Selection is at the discretion of the APO Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Nonselection therefore does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are overqualified for a project.
- d. Each nomination should be accompanied by the necessary documents. A nomination lacking any of these documents may not be considered: two copies of the candidate's biodata on the APO biodata form together with a passport-sized photograph. The biodata

form can be downloaded from the APO website (www.apo-tokyo.org). We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the Agriculture Department, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5840-5324).

- e. The APO Medical and Insurance Declaration/Certification Form. Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with his/her biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses listed on the reverse side of the medical form. However, for all others, medical certification by a licensed physician on the reverse side of the medical form is required.
- f. Necessary documents are to be submitted electronically. In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO Secretariat as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please give the candidate's name and the project code on the reverse side of the photograph.
- g. Member countries are requested to adhere to the nomination deadline given on page 1. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization in its preparatory work for the project.
- h. For member countries where nominations are required to be approved by higher government authorities and require a longer time, the APO Liaison Officers/NPOs are urged to send the names of nominees on or before the deadline, indicating that government approval will follow.
- i. If a selected participant becomes unable to attend, he/she should inform the APO Liaison Officer/NPO in his/her country immediately and give the reason for withdrawal. The NPO concerned is requested to transmit that information to the APO Secretariat and the host country promptly.
- j. NPOs are requested to inform the selected participants that they are not to bring family members or to engage in any private business activities during the entire duration of the project.
- k. Each selected participant should be instructed to arrive at the venue one day before the start of the official project. Also, he/she is expected to return home upon completion of the official project because he/she is visiting the host country for the specific purpose of attending this APO mission.
- l. NPOs should inform participants that they must attend all six days of the project to qualify for the certificate of attendance.

13. Actions by the APO Secretariat

- a. Under normal circumstances, candidates who are selected will be informed of their acceptance at least four weeks prior to the start of the project.

- b. If some candidates fail to qualify or be unable to participate after selection, or if some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.

14. Postproject Actions


All participants are required to prepare action plans based on their learning from the study mission for follow-up and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the mission.

15. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

16. Guide for Participants

Other conditions for participation are given in the *APO Guide for Participants*, which is available from APO Liaison Officers/NPOs in member countries and on the APO website (www.apo-tokyo.org).



Mari Amano
Secretary-General