



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

5 June 2014

1. **Project Code** 14-AG-24-GE-TRC-B/C
2. **Title** Training Course on Development of Homestay and Agritourism Programs
3. **Timing and Duration** 21–27 September 2014 (seven days)
4. **Venue** Alor Setar, Kedah, Malaysia
5. **Implementing Organizations**

Malaysia Productivity Corporation
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Phone: 60-3-7951-2444 (Ext. 444)
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6. **Number of Overseas Participants**

Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR of Iran, Japan, Republic of Korea, Lao PDR, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, and Vietnam

However, other member countries with special interest in this project may nominate candidates upon consultation with the APO Secretariat.
7. **Number of Local Participants** Up to six qualified participants
8. **Closing Date for Nominations** 22 July 2014
9. **Objectives**
 - a. To enhance the knowledge and skills of participants on useful tools for planning and managing homestay and agritourism enterprises and programs; and
 - b. To expose participants to best practices and successful homestay and agritourism models.

10. Background

Homestays are a tourism product being developed and promoted in a number of countries to extend the benefits from the tourism industry to rural households. Most homestay programs are linked to agritourism. Visitors usually come to experience the rural lifestyle of a community in which farming is an integral part. As such, planning and developing a homestay program must also incorporate agritourism planning. Several countries in the region are in various stages of developing homestays as a tourism product. Some are purely private entrepreneurial initiatives, while others are initiated by the government together with

local communities. Malaysia has the biggest and most successful homestay program among countries in Asia. Other countries are also keen to develop their own homestay programs. However, in many countries the development of homestay programs has not been fully explored because of the lack of knowledge of rural communities and rural development extension personnel in planning and managing such enterprises. There is a need to create awareness of these potential enterprises that could stimulate the development of related enterprises such as food- and handicraft-based businesses. The development of homestays and agrotourism will contribute to rural job creation and thus to increased incomes of rural households, revitalization of rural economies, and more inclusive development.

The tentative topics to be covered are:

- a. Global and regional trends in tourism development and opportunities and challenges for Asian countries;
- b. Tourism industry development in Malaysia: Key drivers of success;
- c. Features of the Malaysian homestay program;
- d. Opportunities and challenges in homestay enterprises in other Asian countries;
- e. Basic tools in planning and managing homestay and agritourism enterprises;
- f. Quality and safety standards for homestays;
- g. Marketing and promotion of homestay and agritourism enterprises;
- h. Pricing and community benefit sharing;
- i. Risk management in homestay programs; and
- j. Capacity development needs for homestay and agritourism enterprises.

The training course will consist of interactive sessions on theme presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative program of the training course is given below:

Date/Time	Activity
Sat., 20 September 2014	Arrival of participants in Penang and transfer to Alor Setar by land
Sun., 21 September	Opening session Training course modules
Mon., 22 September	Training course modules
Tues., 23 September	Training course modules
Wed., 24 September	On-site studies
Thurs., 25 September	On-site studies
Fri., 26 September	Training course modules
Sat., 27 September	Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Sun., 28 September	Departure of participants

11. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Training officers of agriculture, tourism, and rural development agencies of governments, consultants of NPOs, academics, or training officers of NGOs and local governments involved in training and extension in rural areas.
Experience	At least three 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 frequently required to make oral and written 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 fieldwork. It is therefore recommended that member countries do not nominate candidates likely to suffer from physical and mental stress.
Age	Preferably between 35 and 50 years.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

12. Financial Arrangements

To be borne by participants or participating countries

- a. Participants' insurance premiums: All participants should 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. If any participant is unable to insure himself/herself as stipulated above, he/she should secure this insurance in the host country at the commencement of the project and pay the premium himself/herself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.
- b. All expenses related to visa fees and airport taxes.
- c. 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 because of early arrival or late departure, for example, due to either limited available flights or any other reason.

To be borne by the host country

- a. All assignment cost for resource persons.
- b. Per diem allowances for up to 18 overseas participants for up to eight days at the rate to be specified later.
- c. Hotel accommodation for up to 18 overseas participants for up to two days.
- d. All other local implementation costs.

To be borne by the APO

- a. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Penang. As far as practicable, all participants should purchase discount tickets. Please note that the

arrangements for the purchase of air tickets should follow the "Guide on Purchases of Air Tickets for APO Participants," which will be sent to the selected participants. It is also available on the APO website and from APO Liaison Officers in member countries.

- b. Hotel accommodation for up to 18 overseas participants for up to six days.

13. 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 12 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 training course.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

14. 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.

15. Project Preparation

The participants are encouraged to bring printed brochures and/or video documentation of homestay and agritourism models in their countries for sharing and discussions during the course.

16. Postproject Actions

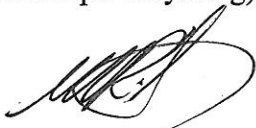
All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

17. Evaluation of Participants

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

18. 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