



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

31 August 2016

1. **Project Code** 15-AG-10-GE-WSP-B
2. **Project Title** Workshop on the Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises
3. **Duration:** 21–25 November 2016 (five days)
4. **Venue:** Luang Prabang, Lao PDR
5. **Addendum No.** 2
6. **Reference:** APO Project Notification Addendum 15-AG-10-GE-WSP-B dated 26 November 2015; and Project Notification dated 24 August 2015
7. **Details:** Change in Project Notification Addendum Item No. 4 “Venue”

7-1 Change in Item No. 4 “Venue”

At the request of the Lao National Productivity Organization, the venue of the project has been changed to **Vientiane**, the capital city of Lao PDR.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification Addendum dated 26 November 2015 and Project Notification dated 24 August 2015 pertaining to this workshop remain valid.

Any inconvenience due to this change in venue is regretted.

Mari Amano
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION ADDENDUM

26 November 2015

1. **Project Code** 15-AG-10-GE-WSP-B
2. **Project Title** Workshop on the Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises
3. **Duration:** 7–11 December 2015 (five days)
4. **Venue:** Lao Prabang, Lao PDR
5. **Addendum No.** 1
6. **Reference:** APO Project Notification 15-AG-10-GE-WSP-B dated 24 August 2015
7. **Details:** Changes in Project Notification Items
No. 3 “Timing and Duration”
No. 4 “Venue”
No. 8 “Closing Date for Nominations”

7-1 Change in Item No. 3 “Timing and Duration”

The Workshop on the Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises is postponed to 21–25 November 2016 due to unavoidable circumstances in the host country.

7-2 Change in Item No. 4 “Venue”

The venue should read **Luang Prabang**.

7-3 Change in “Closing Date for Nominations”

The closing date for nomination is changed from 30 October 2015 to **16 September 2016**.

Unless otherwise modified by the APO in writing, the provisions of the Project Notification dated 24 August 2015 pertaining to this workshop remain valid.

Any inconvenience due to this postponement is regretted.

Mari Amano
Secretary-General



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

24 August 2015

1. **Project Code** 15-AG-10-GE-WSP-B
2. **Title** Workshop on Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises
3. **Timing and Duration** 7- 11 December 2015 (five days)
4. **Venue** Lao Prabang, Lao PDR
5. **Implementing Organization** Department of Small and Medium Enterprise Promotion
Lao National Productivity Organization
Nong Bone Road, P.O. Box No. 474, 01005 Ban Fai Area
Saysetha District, Vientiane Capital, Lao PDR
Phone: 856-21-414064
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Malaysia, Mongolia, 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** 30 October 2015
9. **Objectives**
 - a. To study the different approaches and models in the development of rural areas for sustainable rural tourism for dissemination and promotion in member countries;
 - b. To enhance participants' understanding and skills in the use of tools and techniques in planning rural tourism projects, networks, and clusters; and
 - c. To formulate action plans for the development of sustainable tourism networks and clusters in member countries.

10. Background

Rural tourism development offers tremendous opportunities to create viable small- and medium-scale enterprises to generate income and employment for rural communities. It could optimize the use of natural resource endowments of rural communities, local culture, and

indigenous industry to serve as the integral elements of a tourism product or package. Likewise, it could also stimulate the improvement of farms not only for the production of food and various agricultural products but also as tourism enterprises that could generate additional income for farmers. The development of rural tourism has great potential for transforming rural communities into more dynamic economies. However, to realize the benefits from tourism, it is important to prepare local enablers and facilitators to engage various stakeholders in the community in the formulation of tourism development plans. The involvement of various community stakeholders is critical in ensuring the sustainability of rural tourism enterprises. A well-planned network and clusters of tourism enterprises are important to ensure their complementarity and boost their competitiveness. This workshop will provide a venue for sharing knowledge, best practices, and tools and techniques for rural tourism planning and management.

11. Scope and Methodology

The tentative topics to be covered are:

- a. Trends in tourism development;
- b. Selected rural tourism models (agritourism, ecotourism, geotourism, etc.);
- c. Impacts of tourism development on rural communities;
- d. Development of rural tourism products, clusters, and networks;
- e. Tools and techniques in planning rural tourism projects;
- f. Promotion and marketing of tourism products; and
- g. Roles of different stakeholders in rural tourism development.

The workshop will consist of interactive sessions on themed presentations, sharing of country papers, individual/group exercises, and field visits.

The tentative program of the workshop is given below:

Date/Time	Activity
Sunday, 6 December 2015	Arrival of participants in Vientiane Presentation of country papers
Monday, 7 December	Opening session Presentation of resource papers
Tuesday, 8 December	Presentation of country papers
Wednesday, 9 December	Site visits
Thursday, 10 December	Presentation of resource papers Group workshop/exercise
Friday, 11 December	Presentation of group workshop output Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Saturday, 12 December	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officials of national and local governments from tourism, agriculture, and natural resources agencies; representatives of tourism industry associations; or NGO staff and academics involved in planning, promoting, and managing rural tourism, agritourism, ecotourism, and geotourism 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 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	Candidates who meet the qualifications above are generally between 35 and 50 years of age.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

13. 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. Per diem allowances and hotel accommodation for up to 18 overseas participants for up to six days at the rate to be specified later.
- b. All local implementation costs.

To be borne by the APO

- a. All assignment costs of overseas resource persons.
- b. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Vientiane. 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.
- c. The APO may select more than 18 overseas participants in anticipation of last-minute withdrawals or no-shows. If more than 18 overseas participants attend, per diem allowances and hotel accommodation costs will be borne by the APO for up to two additional overseas participants at the rate to be prescribed for up to six days.

14. 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 workshop.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

15. 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.

16. Project Preparation

The participants are required to prepare a paper prior to departure for the project venue. In preparing the paper, they are expected to follow the "Guidelines for the Preparation of Country Papers" to be provided later.

17. 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.

18. Evaluation of Participants

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

19. 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