



PROJECT NOTIFICATION

Ref. No.: 22-CL-11-GE-WSP-A-PN2200065-002

Date of Issue	04 July 2022
Project Code	22-CL-11-GE-WSP-A
Title	Workshop on Rural Tourism for Sustainable Development
Timing and Duration	24–26 August 2022 (three days)
Hosting Country(ies)	Indonesia
Modality	Digital Multicountry
Implementing Organization(s)	Ministry of Manpower of the Republic of Indonesia, Ministry of Village, Development of Disadvantaged Region, and Transmigration of the Republic of Indonesia, and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Policymakers, government officials, and academics; representatives of the tourism industry, NGOs, and associations; and entrepreneurs and young leaders involved in rural development through tourism and promoting/planning rural and village tourism
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	9 August 2022

1. Objectives

- a. Analyze the current situation of and approaches to revitalizing and sustaining rural tourism in the postpandemic era.
- b. Compile key success factors for sustainable rural tourism from case studies.
- c. Examine strategies and actions to promote sustainable rural tourism in APO members.

2. Background

Rural tourism has great potential in the Asia-Pacific region with its abundant natural and cultural resources. The APO has been supporting its members in promoting productive, sustainable, and inclusive rural tourism, as aligned with the APO Vision 2025 goal of inclusive productivity.

While the tourism sector has grown in the last decades, many rural communities are now facing challenges in repositioning tourism in the rapidly changing environment caused by the COVID-19 pandemic, digitalization, and growing awareness of the need to preserve the natural environment and promote equality among people. Successful development of rural tourism must achieve sustainability from the economic, social, and environmental aspects. In addition to financial gain, it must support rural communities to retain their unique natural and cultural heritages and strengthen bonds across gender, age, and occupations. It must also conserve natural resources including biodiversity.

This workshop will examine the holistic, comprehensive framework to develop sustainable rural tourism and discuss strategies and actions for promoting it across APO members.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- The role of tourism in sustainable rural development
- Overview and framework for developing sustainable rural tourism

Day 2:

- Case studies from the Asia-Pacific region
- Case studies from other regions

Day 3:

- Key considerations in developing sustainable rural tourism
- Group discussion on how to adopt the learning points across APO members

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs for overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan
Secretary-General