



PROJECT NOTIFICATION

Ref. No.: 22-CL-20-GE-WSP-A-PN2200083-002

Date of Issue	30 August 2022
Project Code	22-CL-20-GE-WSP-A
Title	Workshop on Innovative Business Models for Rural Tourism
Timing and Duration	12–14 October 2022 (three days)
Hosting Country(ies)	Pakistan
Modality	Digital Multicountry
Implementing Organization(s)	National Productivity Organization, Pakistan 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	30 September 2022

1. Objectives

- a. Introduce innovative business models in rural tourism.
- b. Identify key success factors to create and adopt innovative business models in rural tourism.
- c. Promote the adoption of innovative business approaches in rural tourism for APO members.

2. Background

According to a report by Fortune Business Insights in 2020, the market size of agritourism, a key component of rural tourism, was USD69.24 billion in 2019 and was projected to reach USD117.37 billion by 2027. The COVID-19 pandemic has slowed this projected growth, but the global tourism industry is anticipated to rebound through various new government initiatives including boosting rural tourism.

With its abundant natural and cultural resources, the Asia-Pacific region has many growth opportunities in the tourism sector. However, the region faces various challenges that include establishing sustainable businesses with limited infrastructure and finance, attracting and retaining travelers amid competition from other destinations, and adapting to the digital era and a drastically changed postpandemic environment. Many rural communities lack experience and knowledge in developing unique solutions to overcome these challenges, and they rely on initiatives by the government and tourism industry. Capacity development at the rural community level is thus required.

This workshop will showcase innovative rural tourism business models to strengthen rural development and discuss how such models could be applied across APO members. This is in line with the APO Vision 2025 and its commitment to developing productive, sustainable, inclusive rural tourism as an approach for rural development.

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:

- Overview of rural tourism in the Asia-Pacific region: Opportunities and challenges
- The role of innovation in rural tourism for developing productive, sustainable, inclusive rural communities
- Overview of innovative business models in rural tourism

Day 2:

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

Day 3:

- Key considerations in accelerating innovations in 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 of 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