



PROJECT NOTIFICATION

Reference No.: 611

Date of Issue	7 May 2025
Project Code	25-CP-45-GE-DLN-A
Title	APO e-Course on Agritourism Business Development
Timing	17 December 2025
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	Acquire the fundamentals of business development approaches for agritourism; understand the contribution of agritourism to stimulating economic activity and promoting environmental conservation; and learn the key success factors for establishing and managing agritourism ventures.
Rationale	Agritourism offers opportunities for rural diversification, community development, and sustainable tourism. However, many lack practical knowledge and tools to realize its full potential. This course provides a practical business model framework, outlining key steps and strategies for developing and managing successful, environmentally conscious agritourism ventures.
Background	<p>Agritourism is an important tool for revitalizing rural areas, increasing income, and preserving cultural and natural heritage. Given agritourism's vast potential in APO members and building on APO initiatives in sustainable rural tourism, community-based development, and agribusiness innovation, the Agritourism Business Development e-course was launched in 2016. It aims to enhance understanding of global tourism trends, essential marketing concepts, and practical skills to plan and operate agritourism businesses.</p> <p>Recent global disruptions such as pandemics, technological shifts, and changing consumer expectations have made it necessary to adopt new agritourism approaches. The APO is updating the course to incorporate the latest trends, best practices, environmental conservation, and lessons learned to address emerging challenges and opportunities. Participants will learn how agritourism fosters economic opportunities while preserving social cohesion and local identity.</p>
Topics	Introduction to agritourism and its role in sustainable rural development; Business models and case studies in agritourism; Business development frameworks for agritourism; Assessing the potential of farms and regions for agritourism; and Key success factors for agritourism, including environmental protection.
Outcome	Participants acquire practical knowledge to assess, plan, develop, and manage agritourism initiatives supporting rural communities and enhancing local economies.
Qualifications	Open to all participants from APO members and nonmembers.

Please refer to the implementation procedures circulated with this document for further details.



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