



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

31 March 2017

1. **Project Code** 17-AG-25-GE-TRC-B
2. **Title** Training Course on Planning and Management of Community-based Rural Tourism Projects
3. **Timing and Duration** 28 October–1 November 2017 (five days)
4. **Venue** Tehran, IR Iran
5. **Implementing Organization** National Iranian Productivity Organization (NIPO)
16, Sepand St., Nejatollahi Ave., Tehran, IR Iran, 1598994911
Tel: +98-21-8889-9063
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, 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** 27 August 2017
9. **Objectives**
 - a. To enhance participants' knowledge of and skills in rural tourism project planning and management;
 - b. To familiarize participants with the latest trends in and successful models of community-based rural tourism (CBRT) and the use of digitized marketing strategies for rural community revitalization;
 - c. To study methodologies and techniques for CBRT project development; and
 - d. To contribute to the socioeconomic development of rural communities to achieve inclusive, sustainable growth.

10. Background

Tourism has gained more popularity and importance as a strong economic activity. The rise of the middle class and increased global connectivity via advanced communication technologies have allowed more people to travel. The Asia-Pacific region has shown the strongest growth

in tourism numbers, welcoming 263 million international guests in 2014. It is forecast that tourist arrivals to the region will reach 535 million by 2030, making it the second-largest tourism market. With the upward trend, the tourism industry is regarded as an important economic driver to create job opportunities and reduce poverty. In addition, tourism, as a service business, does not necessarily require massive investment in infrastructure, as would developing manufacturing facilities. SME owners and individuals can engage in tourism businesses with their human resources and assets since the entry barrier is comparatively low.

In this context, tourism in rural areas can be an effective tool to revitalize local communities. Many rural destinations preserve cultural traditions and natural heritage sites. They have abundant sightseeing attractions and offer ecofriendly activities such as trekking and making local products. For sustainable, successful operation, however, it is critical to seek strong support from residents and build community-based consensus on tourism facilities. Today, people value localities where they can have unique experiences. They enjoy participating in rural lifestyles when villagers open their doors to accommodate strangers. Therefore, the community is considered an important player in the implementation phase and should be included in the planning and decision-making process for the development of sustainable CBRT.

With the positive outcomes that tourism can bring, many rural communities have launched projects for the benefit of local people. This training course will provide participants with a chance to examine the directions of CBRT through analytical methodologies and techniques to identify and work with stakeholders for inclusive growth. In addition, the emerging approaches and digitized delivery modes applicable to CBRT project planning and management for successful implementation will be discussed.

11. Scope and Methodology

The tentative modules to be covered are:

- a. Recent trends in and features of rural tourism development;
- b. Key components of CBRT;
- c. Principles of and approaches to CBRT project planning and management for inclusive development;
- d. Project implementation process and cycle management;
- e. Tools and techniques to identify interest groups and analyze possible future issues;
- f. Roles of different interest groups in CBRT project development; and
- g. Emerging digitized modes of tourism marketing and product development based on the CBRT approach in Asia and beyond.

The program will consist of lectures, presentations, sharing of best practices, hands-on exercises, field visits, and written examination.

The tentative program itinerary of the training course is given below:

Date/Time	Activity
Friday, 27 October 2017	Arrival of participants in Tehran
Saturday, 28 October	Opening session Training modules

Sunday, 29 October	Training modules
Monday, 30 October	Training modules/presentations
Tuesday, 31 October	Field visit/presentations
Wednesday, 1 November	Group presentations Program evaluation Closing session
Thursday, 2 November	Departure of participants

12. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Officials of national and local governments engaged in rural community development and economic revitalization; CEOs, owners, and managers of SMEs engaged in the tourism business; representatives of NGOs and academics involved in planning, organizing, promoting, and managing CBRT projects; and consultants and trainers involved in integrated rural development for inclusive growth.
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	Candidates who fit the above profile are typically between 25 and 40 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

For participants from profit-making organizations, except SMEs, from APO member countries other than Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal:

- a. Round-trip international airfare between the member country and Tehran.
- b. Participating country expenses of USD50 per participant, payable to the APO in convertible currency.

For all participants:

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to USD10,000.00 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.
- d. Any cancellation charges for airfare and hotel arising from withdrawals after letter of acceptance have been issued by the APO.

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 assignment costs of local resource persons.
- c. All other 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 Tehran for participants from Bangladesh, Cambodia, Fiji, Lao PDR, Mongolia, and Nepal and for participants from SMEs and nonprofit-making organizations from other APO member countries. 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 the 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 project.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.
- m. NPOs should assist the APO and/or host country in collecting amounts corresponding to cancellation charges arising from withdrawal of a participant as provided for under item 13d.

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 project.

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).



Santhi Kanoktanaporn
Secretary-General