13 March 2014

1. **Project Code** 11-AG-02-GE-TRC-B/C-LAO

2. **Project Title** National Workshop on Planning and Management of Ecotourism in Lao PDR


4. **Timing and Duration** 21–24 April 2014 (four days)

5. **Venue** Champasak province, Lao PDR

6. **Implementing Organization** Department of Small and Medium Enterprise Promotion (DOSMEP), Lao National Productivity Organization (LNPO)

7. **Number of Participants** 40 participants

8. **Objectives**
   a. To create greater awareness among policymakers, tourism development planners, and private tourism enterprise operators of the importance and potential of ecotourism as a tool for rural economic development and preserving the environment;
   
   b. To enhance the knowledge and understanding of the various stakeholders of the current programs, plans, and strategies of the government for ecotourism development;
   
   c. To disseminate new knowledge and familiarize participants with the best practices in the development and management of selected models of ecotourism in other countries; and
   
   d. To identify issues and constraints affecting ecotourism development in the country, identify measures to address them, and enhance current plans for the sustainable development of ecotourism in Lao PDR.

9. **Background**

Lao PDR has become an increasingly popular tourist destination since it opened its doors to international visitors in 1990 due to its rich and unique natural resources and cultural heritage. It was selected as the world’s best tourist destination for 2013 by the European Council on Tourism and Trade. This recognition has generated tremendous interest and increased tourist traffic to the country, especially to such notable sites as Nam Ngum Reservoir, the Bolaven plateau, Mekong River islands, Tad Kuangsi waterfall, the cave of Ting, and others. The government has also implemented several initiatives to tap these emerging opportunities. The
government has designated 20 national protected areas (NPAs) to preserve the unique ecosystems in those areas and the rich traditions of ethnic groups. A tourism project in the Nam Ha NPA in Luang Namtha province was successfully undertaken with support from UNESCO and the New Zealand government. Other ongoing tourism projects have been launched by the Lao National Tourism Administration (LNTA) to develop and promote Lao ecotourism.

Despite all those efforts, the ecotourism industry is currently still underdeveloped and its full potential is unrealized. The LNTA has a vital role in promoting ecotourism development but it still needs to strengthen its institutional capacity to meet the increasing challenges. Further, the knowledge and understanding of the various stakeholders and general public of ecotourism is still inadequate. It is therefore crucial to address these issues to optimize the benefits from ecotourism.

10. Tentative Scope and Methodology

The workshop will consist of presentations by international and national resource persons, a stakeholder’s consultation session and discussions, preparing action plans, and visits to relevant sites.

The tentative topics to be covered are:

a. Concept, principles, and categories of ecotourism;

b. The current status of ecotourism promotion and development in Lao PDR: Execution of a national ecotourism strategy and action plan, ecotourism policies, trends, opportunities, and challenges;

c. Successful model projects and initiatives on ecotourism in Lao PDR;

d. Selected models of successful ecotourism projects in other countries;

e. Selected tools and techniques for effective planning of ecotourism development;

f. Community participation in ecotourism site development and management;

g. Roles of different stakeholders in planning and managing sustainable ecotourism sites;

h. Promotion and marketing of ecotourism destinations; and

i. Pricing and sharing of benefits in community-based ecotourism projects.

11. Resource Persons

The APO will assign an overseas resource person, while the national implementing organizations will engage local resource persons from academia, government, and entrepreneurs from Lao PDR.

12. Participants

The workshop will be attended by 40 participants consisting of officials of national and local governments; personnel engaged in the tourism industry; and representatives of local communities, academia, and other institutions who are directly and indirectly involved in the development and promotion of ecotourism in Lao PDR. The breakdown of the 40 participants is:
a. 20 from Champasak province;
b. 10 from Vientiane; and
c. 10 from other provinces (Savankhet, Saravan, Khamouane, Vientiane, Luang Namtha, Laung Probang, Oudomxay, Xiengkhouang, Xaignaboutri, Phongsali).

13. Provisional Program of Activities
(to be finalized in consultation with resource persons)

Day 1: 21 April 2014  Opening ceremony
   Lecture sessions
   Presentations by resource persons
   Panel discussion and wrap-up

Day 2: 22 April 2014  Lecture sessions
   Presentations by resource persons
   Panel discussion and wrap-up

Day 3: 23 April 2014  Site visits to ecotourism model projects

Day 4: 24 April 2014  National workshop sessions
   Group discussion and presentations
   Concluding session
   Closing ceremony

14. Financial Arrangements

To be borne by the APO

a. All assignment costs of one overseas resource person; and

b. The total amount of financial assistance from the APO for making local arrangements for this national workshop will not exceed USD12,110.00. An itemized breakdown of the financial assistance is attached (Appendix 1).

To be borne by the host country (Lao PDR)

a. Implementation costs exceeding the APO share of USD12,110.00;

b. Project management fees and personnel costs of the implementing organizations of Lao PDR; and

c. Any other local implementation costs.

15. Roles and Responsibilities

The roles and responsibilities of DOSMEP and APO are:

DOSMEP

a. Making copies of the conference materials;

b. Assigning local experts for the national workshop in consultation with the APO;

c. Arranging all logistical requirements for the workshop; and

d. Bearing part of the cost of the project in excess of USD12,110.00.
APO

a. Providing financial support for organizing the national conference as detailed in section 14a;

b. Assigning one overseas expert for the national workshop;

c. Coordinating with the overseas expert and implementing organizations; and

d. Assisting the implementing organizations in finalizing the program.

16. Procedures for Project Implementation

This project is to be implemented by DOSMEEP and the APO Secretariat, referred to as the APO in this document.

a. A temporary advance (50% of the total APO share) will be remitted to DOSMEEP, if necessary.

b. The proposed project will be carried out by the implementing organizations.

c. DOSMEEP will make the expenditures for the assigned items and settle the entire account by providing all necessary bills and receipts to the APO after completion of the national workshop.

d. DOSMEEP will submit a “project completion report” containing details of the national workshop including a registration list of participants and resource persons and statement of the expenses related to the project to the APO within one month after the completion of the workshop.

17. Final Project Output

Upon completion of the project, DOSMEEP will submit a “project completion report” including an action plan to address the issues related to the development of ecotourism in Lao PDR. The report of the proceedings of the workshop, including recommendations, will be shared with relevant government agencies and both the public and private tourism sectors within one month after the completion of the workshop.

Mari Amano
Secretary-General
Estimated APO share of costs for the National Workshop on Planning and Management of Ecotourism in Lao PDR
21-24 April 2014, Champasak, Lao PDR

The estimated cost of the project is as follows:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Item</th>
<th>Detailed breakdown (unit price, number of persons, and days)</th>
<th>Unit total (US$)</th>
<th>APO</th>
<th>DOSMEP/LNPO and LTNA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Conference room in Arawan Hotel, Champasak province</td>
<td>US$310 × 4 days</td>
<td>1,240</td>
<td>1,240</td>
<td></td>
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<tr>
<td>2</td>
<td>Conference package</td>
<td>US$20 × 4 days × 49 persons*</td>
<td>3,920</td>
<td>3,920</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Banner</td>
<td>US$70 × 1</td>
<td>70</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Rental cost of equipment (LCD, screen, projectors, microphones, and laptop)</td>
<td>US$200 × 4 days</td>
<td>800</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Reception</td>
<td>US$20 × 49 persons</td>
<td>980</td>
<td>980</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Daily subsistence allowance for 2 local resource persons</td>
<td>US$65 × 5 days × 2 persons</td>
<td>650</td>
<td>650</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Honorarium for 2 local resource persons</td>
<td>US$150 × 2 persons</td>
<td>300</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Transportation for 2 local resource persons by bus</td>
<td>US$50 × 2 persons</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Cost for training materials and stationery (folders, pens, flow chart papers, copies, and photos)</td>
<td>US$20 × 40 persons</td>
<td>800</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Translation of training materials</td>
<td>US$1,000</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Interpretation during the workshop</td>
<td>US$200 × 4 days × 1 person</td>
<td>800</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Hotel accommodation for participants from Vientiane</td>
<td>US$25 × 5 days × 20 persons</td>
<td>2,500</td>
<td>1,250</td>
<td>1,250</td>
</tr>
<tr>
<td>13</td>
<td>Transportation for 20 participants from Vientiane by bus</td>
<td>US$50 × 20 persons</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Bus for site visits (45 seats)</td>
<td>US$200 × 1 day × 1 bus</td>
<td>200</td>
<td>200</td>
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<tr>
<td>15</td>
<td>Publicity on the project or press release (inviting newspapers, magazines, mass media)</td>
<td>US$100</td>
<td>100</td>
<td>100</td>
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<tr>
<td>16</td>
<td>Secretarial service</td>
<td>US$20 × 5 days × 1 person</td>
<td>100</td>
<td>100</td>
<td></td>
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<tr>
<td>17</td>
<td>Miscellaneous expenses (fax, Internet, phone, e-mail, fuel, etc.)</td>
<td>US$200</td>
<td>200</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Per diem allowances and hotel accommodations for organizers (DOSMEP staff)</td>
<td>US$25 × 5 days × 5 persons</td>
<td>625</td>
<td>625</td>
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</tbody>
</table>

Total: 15,385 12,110 3,275

The estimated cost of the project is:
The total cost of the project is US$15,385 of which financial support from the APO is calculated as US$12,110 and the local counterpart cost is US$3,275, which will be paid by DOSMEP and LTNA.

*49 persons = 40 participants + 2 local resource persons + 1 APO expert + 1 APO officer + 5 DOSMEP staff (organizers)