PROJECT IMPLEMENTATION PLAN ADDENDUM

4 December 2017

1. Project Code	16-AG-23-GE-TRC-A-03
2. Project Title	Self-learning e-Course on Agritourism Business Development
3. Timing and Duration	3 July 2017–2 December 2017 (five months)
4. Implementing Organizations	APO Secretariat and National Productivity Organizations (NPOs)
5. Addendum No.	2
6. Reference	Project Notification 16-AG-23-GE-TRC-A dated 2 February 2016; Project Implementation Plan 16-AG-23-GE-TRC-A-03 dated on 14 July 2016; and APO Project Implementation Plan Addendum 16-AG-23-GE-TRC-A-03 dated 13 October 2016
7. Details	Change in Project Implementation Plan Item No. 3 "Timing and Duration"

7-1. Change in Item No. 3 Timing and Duration

The closing timing of the Self-learning e-Course on Agritourism Business Development has been extended to **19 May 2018**.

Unless otherwise modified by the APO in writing, the other provisions of the Project Notification dated 2 February 2016; Project Implementation Plan dated on 14 July 2016; and Project Implementation Plan Addendum 16-AG-23-GE-TRC-A-03 dated 13 October 2016 pertaining to this self-learning e-course will remain valid.

Santhi Kanoktanaporn
Secretary-General

ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN ADDENDUM

13 October 2016

1. Project Code	16-AG-23-GE-TRC-A-03
2. Project Title	Self-learning e-Course on Agritourism Business Development
3. Timing and Duration	16 January 2017–15 June 2017 (five months)
4. Implementing Organizations	APO Secretariat and National Productivity Organizations (NPOs)
5. Addendum No.	1
6. Reference	Project Notification 16-AG-23-GE-TRC-A dated 2 February 2016 and Project Implementation Plan 16-AG-23-GE-TRC-A-03 dated on 14 July 2016
7. Details	Change in Project Implementation Plan Item No. 3 "Timing and Duration"

7-1. Change in Item No. 3 Timing and Duration

As the appointed expert requested withdrawal of his assignment, the timing and duration of the project has been changed to 3 July 2017–2 December 2017 (five months).

Unless otherwise modified by the APO in writing, the other provisions of the Project Implementation Plan dated 14 July 2016 pertaining to this self-learning e-course will remain valid.

Santhi Kanoktanaporn
Secretary-General

PROJECT IMPLEMENTATION PLAN

14 July 2016

1. Project Code	16-AG-23 -GE-TRC-A-03
2. Project Title	Self-learning e-Course on Agritourism Business Development
3. Reference	Project Notification 16-AG-23-GE-TRC-A- dated 2 February 2016
4. Timing and Duration	16 January 2017–15 June 2017 (five months)
5. Implementing Organizations	APO Secretariat and National Productivity Organizations (NPOs)
6. Number of Participants	Minimum of 400 participants
7. Self-registration	Self-registration opens from 10:00 AM Japan Standard Time on 16 January 2017 on the APO's e-learning web portal: http://www.apo-elearning.org/. Note: Participants can register directly from this portal on the APO website. Those who are already registered can access the course by using the assigned username and password. If you have forgotten your username and password, please refer to the FAQs on the home page of the portal.

8. Objectives

a. To increase participants' knowledge of trends in the global tourism environment, changes in traveler attitudes and behaviors, and growing importance of the agritourism niche in the global tourism market;

b. To enhance participants' understanding of essential marketing concepts, skills, and practices in agritourism product development and promotion; and

c. To enable participants to plan and operate agritourism business models that can generate sustainable economic growth.

9. Background

Tourism is one of the world's largest industries, with 1.2 billion annual international travelers creating almost 300 million jobs and generating nearly USD8 trillion in global GDP. Well-developed travel markets such as Europe and the USA account for the largest share of the inbound tourism market, but the greatest growth is in emerging destinations across Asia and Africa. The outbound travel market is also rapidly changing, with Chinese tourists having surpassed Americans and Europeans as the largest annual visitor expenditure segment at USD165 billion.

As an increasing number of the world's population becomes more experienced travelers, their attitudes, interests, and behaviors are also changing. First-time visitors to a destination normally spend their time and money on traditional mass tourism products and experiences such as group tours, resort hotels, and major attractions. Repeat visitors more often go "off the beaten path" in search of what they consider more authentic travel experiences, desiring to interact with and behave like local residents. This deeper exploration of a destination is often defined in industry terms as ecotourism, adventure tourism, cultural tourism, heritage tourism, culinary tourism, agritourism, and several other niche sectors that are often focused on nonurban areas.

Another global trend is accelerating the motivation of tourists to expand their travel activities into rural regions. About 51% of the world's population now lives in urban areas, and that number is expected to increase, alienating billions of people from the natural environment globally. When these outdoor-deprived people travel, they often seek experiences that allow them to interact with the natural environment, which can be most easily accomplished in rural areas.

These trends have created greater tourism development opportunities for rural communities, in particular for farmers and related agricultural enterprises. The resulting economic growth supports rising incomes and higher employment in rural areas while satisfying the increasing demand for nature-focused tourism experiences. The challenge, however, for public- and private-sector advocates of agritourism development is organizing, planning, and funding the identification, development, and promotion of high-potential farm-based tourism experiences. This process requires expertise, resources, and a high degree of collaboration among all affected stakeholders in designing and implementing an effective agritourism growth strategy. This course is intended to help enhance the knowledge and skills necessary for success in such an endeavor.

10. Scope and Methodology

Scope

The tentative course structure is:

Module 1: Introduction to agritourism opportunities

What is agritourism and how is it different from other tourism niches? Terms and definitions; key concepts; and agritourism examples from around the world.

Module 2: Tourism trends and traveler behavior

Overview of key tourism market data and trends; global, regional, and national perspectives; analytical models of travel behavior; shift from mass tourism to niche tourism; and implications for rural tourism growth.

Quiz 1 (for self-assessment based on questions from Modules 1 and 2)

Module 3: Sustainable tourism development

Concepts, principles, and best practices of sustainable tourism; triple bottom-line management (economy, environment, and society); traveler interests and expectations; and applications in agritourism development.

Module 4: Engaging stakeholders for collective impact

Identifying and engaging essential stakeholders; creating a common agenda; planning for mutual benefit; organizing support for effective implementation; measuring success; and public-private partnerships.

Quiz 2 (for self-assessment based on questions from Modules 3 and 4)

Module 5: Developing differentiated agritourism experiences

Principles of product development; competitive differentiation; market segmentation; identifying high-potential agritourism opportunities; development resources and processes; and creating value-added agritourism products.

Module 6: Creating effective agritourism promotional strategies

Targeting; agritourism branding; integrated marketing communications; leveraging digital media; and building brand engagement and loyalty.

Quiz 3 (for self-assessment based on questions from Modules 5 and 6)

Module 7: Successful case studies of agritourism

Examples of sustainable agritourism models; and key success factors.

Module 8: Final exam

Methodology

Self-learning e-modules, additional study materials for participants, intermittent quizzes for self-assessment, application assignments, and a final exam to qualify for the APO e-certificate.

11. Qualifications of Candidates

The target participants include CEOs, managers, and officers of agritourism enterprises; or officers of government, academics, extension officers, consultants, and NGOs involved in planning, development, management, and promotion of agritourism projects.

12. Eligibility for e-Certificate

A minimum score of 70% on the final examination is required to qualify for the APO e-certificate.

Note: Participants from nonmember countries are welcome to take the course for self-development, although APO e-certificates will not be provided.

Mari Amano
Secretary-General