



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT IMPLEMENTATION PLAN

28 April 2016

- 1. Project Code** 14-AG-24-GE-TRC-B/C-LAO
- 2. Project Title** National Workshop on Development and Promotion of Ecotourism Homestays in Luangprabang
- 3. Reference** APO Project Notification 14-AG-24-GE-TRC-B/C dated 5 June 2014
- 4. Timing and Duration** 9–11 November 2016 (three days)
- 5. Venue** Luangprabang, Lao PDR
- 6. Implementing Organization**
Department of Small and Medium Enterprise Promotion (DOSMEP)
Lao National Productivity Organization (LNPO)
Nong Bone Road, P.O. Box No 474, 01005 Ban Fai Area
Saysetha District, Vientiane Capital, Lao PDR
Phone: 856-21-414064 ext. 201
e-Mail: keomorakoth@hotmail.com; sidlakone@yahoo.com
Website: www.smepdo.org
- 7. Number of Participants** 50 or more participants
- 8. Objectives**
 - a. To make policymakers, economic planners, and other key stakeholders aware of the importance and potential of ecotourism homestays as a tool for increasing productivity, creating alternative incomes, and diversifying the rural economy, as well as a development strategy to promote inclusive growth; and
 - b. To familiarize participants with the best practices of selected models of homestays in other countries that can be developed and promoted in Lao PDR.

9. Background

Recently, homestay ecotourism has become very popular for both domestic and foreign tourists in many countries in Asia and the Pacific. Homestays are a form of tourism that allow visitors to rent space from a local family to stay in, become familiar with the local lifestyle, and share the family's culture. The attractions of homestays are primarily understanding the way of life of local people and access to nearby natural attractions. There are mainly two types of homestay in different countries. In the traditional homestay concept, tourists stay with the host and live under the same conditions as the homeowner. In the other type, conditions are improved for greater physical comfort and convenience, but the concept of a traditional way of life and unique culture is not neglected.

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. The country 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. Luangprabang province is one of the landmarks of Lao PDR, and the city of Luangprabang is surrounded by mountains at the junction of the Mekong and its tributary the Nam Khan River. The local people are known for following traditional customs and unique lifestyles. The ecotourism industry is currently still developing, and its full potential remains unrealized. The knowledge and understanding of the various stakeholders and general public of homestays and farmstays, both forms of ecotourism, are still inadequate. It is crucial to disseminate information and knowledge to various stakeholders, especially in rural communities, to promote the development of homestays and farmstays.

10. Scope and Methodology

The tentative topics to be covered are:

- a. Concept, principles, and categories of ecotourism homestays;
- b. Status of ecotourism development in Lao PDR—execution of a national ecotourism strategy and action plan, ecotourism policies, trends, opportunities, and challenges;
- c. Importance of homestays and farmstays for the development of the local tourism industry/ecotourism and role of various stakeholders in the promotion and development of ecotourism homestays within the country;
- d. Successful model projects and initiatives on ecotourism homestays enterprises in Lao PDR and other countries in Asia and the Pacific;
- e. Selected tools and techniques for effective planning and development of ecotourism homestays as a rural business; and
- f. Ways to enhance homestay business in the country.

The workshop will consist of presentations by international and national resource persons, a stakeholders’ consultation session and discussions, preparation of action plans, and video presentations.

11. Resource Persons

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

12. Participants

A minimum of 50 participants consisting of policymakers, officials of the Ministry of Agriculture and Tourism, tourism industry leaders, tour operators, private-sector homestay operators, leaders of farmers’ organizations, and academics.

Participants will be from Luangprabang province and northern provinces such as Phongsaly, Houaphanh, Bokeo, Xiengkhouang, Luangnamtha, Pudomxay, and Sayaboury.

13. Provisional Program of Activities

(to be finalized in consultation with resource persons)

Date/Time	Activity/Topic
Day 1 Wednesday, 9 November 2016	
Morning	Opening session Opening remarks Keynote address

	Group photo
	Presentation 1: The APO's program for agriculture and rural tourism development and sharing salient findings from previous tourism and homestay projects
	Presentation 2: Tourism development in Lao PDR: Trends, opportunities, and challenges
	Presentation 3: Concept of, trends in, and opportunities for ecotourism homestays
	Presentation 4: Ecotourism homestay models in selected Asian countries
Afternoon	Presentation 5: Stakeholders' participation and benefit sharing in ecotourism and homestays
	Presentation 6: Status of ecotourism homestays in Lao PDR
	Presentation 7: Role of government and other stakeholders in the promotion of ecotourism and homestays/farmstays
Day 2 Thursday, 10 November 2016	
Morning	Presentation 8: Planning and managing homestay and ecotourism programs: Role of community members and village councils
	Presentation 9: Promotion and advertising of homestay tourism
	Presentation 10: Homestay business in Asia and beyond
	Presentation 11: Tools and techniques for effective planning and development of ecotourism homestays as a rural business
Afternoon	Stakeholders' consultation workshop
	Panel discussion: The way forward for ecotourism homestay development in Lao PDR
	Closing session
Day 3 Friday, 11 November 2016	
	Site visits

14. Financial Arrangements

To be borne by the APO

- a. All assignment costs of an 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 USD10,000. 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 USD10,000;
- b. Project management fees and personnel costs of the implementing organizations in Lao PDR; and
- c. Any other local implementation costs.

15. Roles and Responsibilities

The roles and responsibilities of DOSMEP and the APO are:

DOSMEP

- a. Making copies of the conference materials;
- b. Assigning local experts for the national workshop;
- c. Organizing a three-day national workshop in Luangprabang, Lao PDR; and
- d. Bearing part of the cost of the project in excess of USD10,000.

APO

- a. Providing financial support for organizing the national workshop as detailed in section 14;
- b. Assigning an overseas expert for the national workshop; and
- c. Coordinating with the overseas expert and implementing organization.

16. Procedures for Project Implementation

This project is to be implemented by DOSMEP 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 DOSMEP, if necessary.
- b. The proposed project will be carried out by the implementing organization.
- c. DOSMEP 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. DOSMEP 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 conference.

17. Final Project Output

Upon completion of the project, DOSMEP will submit a project completion report on the national conference to the APO and disseminate the report on the proceedings of the workshop including recommendations to DOSMEP and relevant government bodies such as the Ministries of Industry and Commerce within one month after the completion of the conference.



Mari Amano
Secretary-General

Estimated APO Share of Cost
for the National Workshop on Development and Promotion of Ecotourism Homestays
in Luangprabang
9–11 November 2016, Luangprabang, Lao PDR

The estimated cost of the project is as follows:

No.	Item	Cost (USD)
1	Meeting package for 3 days (including meals for participants, use of audiovisual equipment, conference room, banner, etc.)	Up to 6,000
2	Training kit (including supplies and materials, printing and copying, stationery, documentation, etc.)	Up to 800
3	Interpretation and translation	Up to 2,000
4	Miscellaneous expenses (including local costs other than above, i.e., bus for site visits, etc.)	Up to 1,200
	Total:	Up to 10,000

Notes:

1. The APO will make reimbursement based on the actual expenses with a maximum of up to USD10,000.
2. DOSMEP is required to submit to the APO receipts for all expenses incurred in implementing this national project.



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

5 June 2014

1. **Project Code** 14-AG-24-GE-TRC-B/C
2. **Title** Training Course on Development of Homestay and Agritourism Programs
3. **Timing and Duration** 21–27 September 2014 (seven days)
4. **Venue** Alor Setar, Kedah, Malaysia
5. **Implementing Organizations**

Malaysia Productivity Corporation
P.O. Box 64, Off Jalan Sultan, Lorong Produktiviti 46904
Petaling Jaya, Selangor, Malaysia
Phone: 60-3-7951-2444 (Ext. 444)
Fax: 60-3-7958-1697
e-mail: khidzir@mpc.gov.my, apoabbey@gmail.com
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR of Iran, Japan, Republic of Korea, Lao PDR, Nepal, Pakistan, Philippines, 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** 22 July 2014
9. **Objectives**
 - a. To enhance the knowledge and skills of participants on useful tools for planning and managing homestay and agritourism enterprises and programs; and
 - b. To expose participants to best practices and successful homestay and agritourism models.

10. Background

Homestays are a tourism product being developed and promoted in a number of countries to extend the benefits from the tourism industry to rural households. Most homestay programs are linked to agritourism. Visitors usually come to experience the rural lifestyle of a community in which farming is an integral part. As such, planning and developing a homestay program must also incorporate agritourism planning. Several countries in the region are in various stages of developing homestays as a tourism product. Some are purely private entrepreneurial initiatives, while others are initiated by the government together with

local communities. Malaysia has the biggest and most successful homestay program among countries in Asia. Other countries are also keen to develop their own homestay programs. However, in many countries the development of homestay programs has not been fully explored because of the lack of knowledge of rural communities and rural development extension personnel in planning and managing such enterprises. There is a need to create awareness of these potential enterprises that could stimulate the development of related enterprises such as food- and handicraft-based businesses. The development of homestays and agrotourism will contribute to rural job creation and thus to increased incomes of rural households, revitalization of rural economies, and more inclusive development.

The tentative topics to be covered are:

- a. Global and regional trends in tourism development and opportunities and challenges for Asian countries;
- b. Tourism industry development in Malaysia: Key drivers of success;
- c. Features of the Malaysian homestay program;
- d. Opportunities and challenges in homestay enterprises in other Asian countries;
- e. Basic tools in planning and managing homestay and agritourism enterprises;
- f. Quality and safety standards for homestays;
- g. Marketing and promotion of homestay and agritourism enterprises;
- h. Pricing and community benefit sharing;
- i. Risk management in homestay programs; and
- j. Capacity development needs for homestay and agritourism enterprises.

The training course will consist of interactive sessions on theme presentations, sharing of country experiences, individual/group exercises, and field visits.

The tentative program of the training course is given below:

Date/Time	Activity
Sat., 20 September 2014	Arrival of participants in Penang and transfer to Alor Setar by land
Sun., 21 September	Opening session Training course modules
Mon., 22 September	Training course modules
Tues., 23 September	Training course modules
Wed., 24 September	On-site studies
Thurs., 25 September	On-site studies
Fri., 26 September	Training course modules
Sat., 27 September	Program evaluation by participants, resource persons, and implementing organization Summing-up session Closing session
Sun., 28 September	Departure of participants

11. Qualifications of Candidates

The participants are expected to possess the following qualifications:

Present Position	Training officers of agriculture, tourism, and rural development agencies of governments, consultants of NPOs, academics, or training officers of NGOs and local governments involved in training and extension in rural areas.
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	Preferably between 35 and 50 years.
APO Certificate	Participants are required to attend the entire program to receive the APO certificate of attendance.

12. Financial Arrangements

To be borne by participants or participating countries

- a. Participants' insurance premiums: All participants should be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 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.

To be borne by the host country

- a. All assignment cost for resource persons.
- b. Per diem allowances for up to 18 overseas participants for up to eight days at the rate to be specified later.
- c. Hotel accommodation for up to 18 overseas participants for up to two days.
- d. All other local implementation costs.

To be borne by the APO

- a. Round-trip economy-class international airfare by the most direct route between the international airport nearest to the participants' place of work and Penang. 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.

- b. Hotel accommodation for up to 18 overseas participants for up to six days.

13. 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 training course.
- l. NPOs should inform participants that they must attend all five days of the project to qualify for the certificate of attendance.

14. 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.

15. Project Preparation

The participants are encouraged to bring printed brochures and/or video documentation of homestay and agritourism models in their countries for sharing and discussions during the course.

16. Postproject Actions

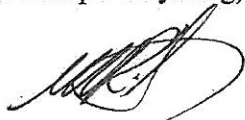
All participants are required to prepare action plans and share the plans with their NPOs. The APO will also request participants to submit progress reports six months after completion of the workshop.

17. Evaluation of Participants

If the conduct/attendance/performance of a participant is not satisfactory, these will be reported to the APO director concerned.

18. 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).



Mari Amano
Secretary-General