

राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)

उत्पादकता भवन, 5-6, इंस्टीट्यूशनल एरिया,
लोदी रोड, नई दिल्ली -110 003



National Productivity Council

NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)

Utpadakta Bhavan, 5-6, Institutional Area,
Lodi Road, New Delhi - 110 003

No. 31516/21

Dt. 02-08-2021

Sub: 21-CL-06-GE-WSP-A: Workshop on Rural Economic Development through Development of Village Tourism from 5-7 October 2021, Digital Multicountry (DMC). (Vis.t www.npcindia.gov.in/NPC/User/InternationalServices for detailed Project Notification)

Dear Sir,

We invite your kind attention to NPC www.npcindia.gov.in/NPC/User/InternationalServices with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para (**Qualifications for Participants**) of the project notification may kindly be forwarded to reach us latest by **3rd September 2021**. In this regard, the following points may be noted.

- **Fees and Charges** An Application fees (NON-REFUNDABLE) of **Rs. 500** for MSME Sector, Trade Unions and NGO's and **Rs. 1000/-** for others is payable along with the nomination form, for each participant.

The requisite amount can be paid through a demand draft/cheque/ECS drawn in favour of National Productivity Council, New Delhi. In the regard, the bank account of NPC details is attached herewith. Kindly e-mail the details of the ECS/RTGS/NEFT payment made, **mentioning the name of applicant in remarks** to mayank.verma@npcindia.gov.in, isg@npcindia.gov.in, rk.rawat@npcindia.gov.in Please note in the absence of application fee, the nomination will not be considered.

- **Nomination Procedure** all nominations should be routed through proper channel and as per the attached APO bio data form. The nominations received after the last date will not be considered. It is the responsibility of the candidates to complete all the official formalities required by their organizations/department for participating in the program. It is requested to send nominations by e-mail to mayank.verma@npcindia.gov.in, isg@npcindia.gov.in, rk.rawat@npcindia.gov.in (application in prescribed excel format) and one hard copy by post along with the covering letter of the competent authority on company's letter head. All information pertaining to nominations will be treated as confidential and classified. The nominated officers may be invited as a faculty in programs on the relevant subjects organized by NPC.

We look forward to receiving of nominations from your esteemed organization.

Thanking you,

Yours faithfully,

(K.D. Bhardwaj)
Director & Head (Int'l Serv.)
for Director General
e-mail: isg@npcindia.gov.in



PROJECT NOTIFICATION

Ref. No.: 21-CL-06-GE-WSP-A-PN2100060-001

Date of Issue	30 July 2021
Project Code	21-CL-06-GE-WSP-A
Title	Workshop on Rural Economic Development through Development of Village Tourism
Timing and Duration	5–7 October 2021 (three days)
Hosting Country(ies)	Indonesia
Modality	Digital Multicountry
Implementing Organization(s)	Ministry of Manpower of the Republic of Indonesia, Ministry of Village, Development of Disadvantaged Region, and Transmigration of the Republic of Indonesia, and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	12
Qualifications of Participants	Policymakers, government officials, academics, representatives of the tourism industry, NGOs and associations, and entrepreneurs and young leaders involved in rural development through tourism and promoting/planning rural and village tourism
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	3 September 2021

1. Objectives

- a. Understand the current and future environment surrounding the village tourism sector.
- b. Share good practices in village tourism programs under the COVID-19 pandemic.
- c. Discuss strategies and key success factors for future-ready village tourism.

2. Background

A report from the UN World Tourism Organization (UNWTO) in 2019 showed that the Asia-Pacific plays a central role in global tourism, both as a destination and an outbound market. In 2018, the region recorded 348 million arrivals or one-fourth of the world's total. The COVID-19 pandemic, however, badly affected tourism in the Asia-Pacific. The UNWTO reported in 2020 that the Asia-Pacific had the highest level of impact due to travel restrictions, resulting in 300 million fewer trips than in 2019. The UNWTO also reported that it may take 2.5 to 4 years to recover to the level of 2019, although vaccinations will support recovery.

Village tourism, also known as rural tourism, has great potential in the Asia-Pacific. It can make significant contributions to rural and regional economies by creating job opportunities and encouraging entrepreneurship. This is especially important for rural regions that are undergoing economic restructuring with a declining role of agriculture. Many hopes are pinned on tourism to boost economic development and incomes by utilizing the available natural resources and local attractions.

Successful development of rural tourism requires more than attractive, competitive destinations, however. A variety of products and services that meet constantly changing market demand and evolving customer requirements, including those prompted by the COVID-19 pandemic, must be delivered. For rural communities to revitalize and grow village tourism, it is therefore important to understand these changes and review and redesign village tourism strategies and operational models to adapt.

This workshop aims to enhance participants' understanding of the current environment surrounding rural tourism and share good policies, strategies, and practices to redesign the village tourism sector for the sustainable socioeconomic development of rural communities under the new normal.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- The role of village tourism in rural economic development
- The current and future environment surrounding village tourism
- The paradigm shift impacting village tourism

Day 2:

- Case studies of village tourism under the pandemic

Day 3:

- Village tourism under the new normal and key success factors
- Group discussion on the role of village tourism in sustainable rural economic development

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

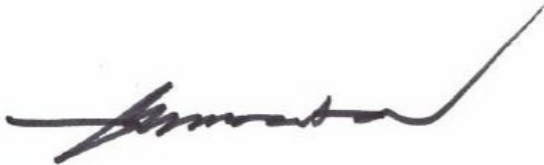
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Mochtan', with a long horizontal stroke and a sharp upward curve at the end.

Dr. AKP Mochtan
Secretary-General