



ASIAN PRODUCTIVITY ORGANIZATION

## PROJECT NOTIFICATION

24 August 2015

1. **Project Code** 15-AG-10-GE-WSP-B
2. **Title** Workshop on Development of Rural Tourism Networks and Clusters for Enhancing the Competitiveness of Small Enterprises
3. **Timing and Duration** 7- 11 December 2015 (five days)
4. **Venue** Lao Prabang, Lao PDR
5. **Implementing Organization** Department of Small and Medium Enterprise Promotion  
Lao National Productivity Organization  
Nong Bone Road, P.O. Box No. 474, 01005 Ban Fai Area  
Saysetha District, Vientiane Capital, Lao PDR  
Phone: 856-21-414064
6. **Number of Overseas Participants** Up to 18 qualified participants from Bangladesh, Cambodia, Republic of China, Fiji, India, Indonesia, IR Iran, Malaysia, Mongolia, 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** 30 October 2015
9. **Objectives**
  - a. To study the different approaches and models in the development of rural areas for sustainable rural tourism for dissemination and promotion in member countries;
  - b. To enhance participants' understanding and skills in the use of tools and techniques in planning rural tourism projects, networks, and clusters; and
  - c. To formulate action plans for the development of sustainable tourism networks and clusters in member countries.

### 10. Background

Rural tourism development offers tremendous opportunities to create viable small- and medium-scale enterprises to generate income and employment for rural communities. It could optimize the use of natural resource endowments of rural communities, local culture, and