

**TRAINING BRIEF**

Appendix-1A

**General Brief**

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| <b>1. Programme Code</b>                  | TF-195-2019   |
| <b>2. Programme Title</b>                 | Training on Enhancing Rural Tourism through Homestay Programme (The Malaysian Experience)   |
| <b>3. Duration and Date</b>               | 1 – 7 September 2019 (5 days excluding arrival and departure day)   |
| <b>4. Venue</b>                           | Kuala Lumpur  |
| <b>5. Implementing agencies</b>           | Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP), Dhaka-1000, Bangladesh<br>&<br>Institute for Rural Advancement (INFRA)<br>Malaysia  |
| <b>6. Number of Expected Participants</b> | Up to 28 qualified participants from CIRDAP member countries (two from each country -- (Afghanistan, Bangladesh, Fiji, India, Indonesia, Iran, Lao PDR, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand and Vietnam) |
| <b>7. Closing Date for Nominations</b>    | 22 July 2019  |

**8. Background**

Homestays are a tourism product being developed and promoted in a number of countries to extend the benefits from tourism industry to rural households. Some are purely private entrepreneurial initiatives, while others are initiated by government together with local communities. As such, development of related enterprises such as tour packages, snacks production and handicraft-based business are often coming along with homestay activities.

Malaysia has the biggest and most successful homestay programme among countries in Asia. Other countries have also keen to develop their own homestay programs, however, many has not been fully explored because lack of knowledge of rural communities and rural development extension personnel in planning and managing such enterprises. Therefore, there is a need to create awareness of these potential enterprises that could stimulate the rural tourism development especially homestay programme.

Currently, CIRDAP is focusing Non-Farm, Non-Agriculture arenas for Rural Development. The development of tourism through homestays will create livelihood opportunity to the rural community as well as increase the income of rural households resulted revitalization of rural economies and more inclusive development. Thus CIRDAP is organizing such programme to introduce Malaysian success to it's member countries.

## **9. Objective**

- (i) To enhance knowledge and skills of participants on useful tools for planning and operating homestay including rural tourism activities.
- (ii) To expose participants to best practices and successful homestay and rural tourism models.

## **10. Scope and Methodology**

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

### **Eligibility Criteria**

The participants are expected to possess the following qualifications:

- (i) This programme is catered for training officers of rural, agriculture, tourism and community development agencies of government, and local government involved in training and extension in rural areas (at least 3 years of experience in the position).
- (ii) All proceedings of the project are conducted in English. Therefore, proficiency in English (written and spoken) is required for candidates.
- (iii) Age preferably between 30 and 45 years.
- (iv) Physically and mentally fit for course completion.

### Application Procedure

1. **Ministry Role:** Nominations must be submitted to **training@cirdap.org** in the prescribe nomination form (attached in Annex-2) including the email address of nominees by **22 July 2019**. Ministry is requested to collect all nominations and select according to criteria.
2. **Participant's Role:** Participants will filled-in the profile form, and upload required documents in CIRDAP website.

#### 2.a Application link and the necessary format has to download

- (i) Click the link <http://cirdap.org/capacity-building/> ;
- (ii) Click on the programme **Rural Tourism through Homestay**;
- (iii) Download the necessary documents namely medical form;

#### 2.b The documents have to fill up and upload:

- (iv) After making ready all supporting documents mentioned bellow, Click **Apply**;
- (v) Filled-in the form;
- (vi) Click **Add File** and upload the following supporting documents:

|    | Type of Documents  | Rename as   |
|----|--|---|
| 1. | Filled in medical form from registered doctor with seal and signature                            | Applicant's first name_medical (e.g. bbx_medical)   |
| 2. | Passport copy ( <i>passport must be valid for at least next 6 month from the training date</i> ) | Applicant's first name_passport (e.g. bbx_passport) |

- (vii) After adding all documents, click **Submit**;
- (viii) A notification box will appear for Edit, if needed after submission;
- (ix) The closing date for application submission is 22 July 2019, after deadline the submission portal will not be accessible.



## Country Paper

Training participants are requested to submit and present a country paper on 'Present Practice and Scenario of Tourism in .. (name of their respective country)'.

1. An ideal country paper may content:
  - a. **Governing/ Institutional structure** (a brief description of specific ministry or government institute/s, who are responsible for cited issues);
  - b. **Rules/ regulations/ policies /strategies and Operational Manual** (a brief of existing rules-regulations- policies- strategies and operational manual on cited issues);
  - c. **Present practices and status** (a brief description of current Rural Tourism practices undertaken by any Ministry or institute or department or other government or non-government bodies);
  - d. **Capacity building of Institutions, human resources and community** (a brief of current status of capacity building of national to local level governing institutes in teams of rural Tourism activities, and capacity building of community to implement rural development programmes or activities; and a short description of potential human resources);
  - e. **Limitations, challenges and opportunities** (Participant will identify specific limitation-challenges- opportunities have in his/her own country's perspective);
  - f. **Way forwards** (Participant will point out his/her own idea to way forward of country's limitation- challenges and way of utilizing the opportunities. S/he will generate idea to use of the concept of Rural Tourism through Homestay.
  - g. Participants are free to write any other issues - related or relevant with training topic, in the context of their own countries perspective.
2. The country paper should be written on A4 size paper with 1" margin in all side, and maximum 3,000 (three thousand) words.
3. The participant has to prepare a power point presentation based on their country paper. The presentation time for each paper will be about five (5) minutes with another five (5) minutes Q&A session. However, paper presentation time may vary.
4. The country paper and the power point presentation to be submitted by **20<sup>th</sup> August 2019**. Both files should be renamed with first name\_country paper or PPT (e.g Jack\_country paper or Jack\_ppt) and submit through this link: <http://cirdap.org/capacity-building/>
5. Please note that, submitting country paper is a mandatory part of the programme. Based on it, all participants will present their paper during the training.

### **Financial Arrangements**

#### **(i) To be borne by the implementing agencies (CIRDAP-INFRA)**

##### To Be Borne By CIRDAP

- a. Round trip economy class international airfare (for one person from each country)

##### To Be Borne By the INFRA

- a. Local accommodation;
- b. All assignment cost for resource person and speakers;
- c. Other local implementation costs.

#### **(ii) To be borne by the participants' or participating countries**

- a. Air travel cost for additional one participant (If applicable)
- b. DSA/ Pocket Allowence for both
- c. Visa fees and all costs incurred during travel and transit
- d. Any expenses incurred by participants for stopovers on the way to and from the project venue as well as extra stay at the project venue before and/or after the official project period due to early arrival or late departure, for example, due to either limited flights or any other reason.
- e. *Participants' insurance premiums:* All participants are expected to be fully insured against the accident and illness (including hospitalization and death) for the entire duration of the training and travel. A copy of the travel insurance certificate is expected to submit to the CIRDAP Secretariat before participation. Neither the CIRDAP, nor the INFRA will be responsible for any eventuality arising from accident or illness;



### **1.0 CIRDAP Selection Guideline**

- (i) Each participating ministry or institute is requested to nominate three candidates in the order of preference. Please ensure that candidates nominated meet the qualifications specified under section 3 above;
- (ii) No form of self-nomination will be accepted;
- (iii) Please note that nomination of a candidate does not necessarily guarantee that s/he will be selected. Selection is at the discretion of the CIRDAP Secretariat. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience. Non-selection, therefore, does not mean that the candidates concerned are not competent enough. Sometimes candidates are not selected because they are over qualified for a training;
- (iv) Each nomination should be accompanied by the necessary documents. A nomination lacking any of necessary documents (specified under Annex 1C above) may not be considered;
- (v) Member countries are requested to adhere to the nomination deadline given on page 1. The 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 training;
- (vi) If a selected participant becomes unable to attend, s/he should inform to the CIRDAP Secretariat immediately and give the reason for withdrawal.

### **2.0 Actions by the CIRDAP Secretariat**

- (i) Under normal circumstances, candidates who are selected will be informed of their acceptance at least three weeks prior to the start of the programme.
- (ii) 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.

### **3.0 Other issue**

Without prior approval from the coordinator, Participants are requested not to invite any family member or friend in the training venue, accommodation arrangement, during field trip, and other official programmes