



## PROJECT NOTIFICATION

Ref. No.: 22-CP-28-GE-WSP-A-PN2200089-001

<b>Date of Issue</b>	12 September 2022
<b>Project Code</b>	22-CP-28-GE-WSP-A
<b>Title</b>	Workshop on Sustainable Ecotourism
<b>Timing and Duration</b>	1–3 November 2022 (three days)
<b>Hosting Country(ies)</b>	Fiji
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	National Training and Productivity Centre, Fiji National University and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	SME executives, consultants, and productivity practitioners with experience in the tourism sector; government officials and policy research officers involved in tourism and rural development policies; and representatives of NGOs, associations, and academia involved in promoting and developing tourism
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	14 October 2022

## 1. Objectives

- a. Examine trends and issues in ecotourism and sustainable tourism and their contributions to socioeconomic development.
- b. Discuss strategies for developing and adopting sustainable tourism policies.
- c. Share good practices of sustainable tourism.

## 2. Background

Tourism provides abundant opportunities for employment, investment, infrastructure, and cultural exchanges. Before the COVID-19 pandemic, tourism accounted for 7% of global trade and more than USD1.4 trillion of expenditure that created jobs and momentum for socioeconomic development. However, tourism often comes at the cost of environmental pollution, commercialization of local cultural activities, biased and insecure work opportunities, and imbalanced development focuses, undermining the sustainability of the host communities.

Sustainable tourism is therefore an essential strategy and goal for countries and communities aspiring to benefit from their natural and cultural assets. The World Tourism Organization defines it as “tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities.” A survey from the Expedia group in 2022 also indicated a strong market demand for environment-friendly tourism, as 90% of consumers from major markets looked for sustainable options when traveling.

This workshop will discuss the trends in and strategies for developing sustainable tourism. It is in line with the APO Vision 2025 and its commitments to expanding the applications of Green Productivity and promoting inclusive rural development among APO members.

## 3. Scope, Methodology, and Certificate of Attendance

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

Day 1:

- Ecotourism, sustainable tourism, and development
- Tourism and rural development: Examples from APO members

Day 2:

- Strategies for and good practices of sustainable tourism
- Certifications and standards for sustainable tourism

Day 3:

- Developing an ecosystem for sustainable tourism
- Good practices of sustainable tourism in Fiji

The detailed program and list of resource persons will be provided one week prior to the sessions.

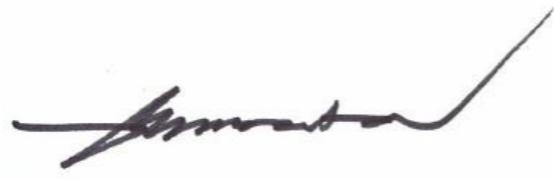
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

## 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, sweeping horizontal stroke and a sharp upward curve at the end.

Dr. AKP Mochtan  
Secretary-General