



PROJECT NOTIFICATION

Reference No.: 133

Date of Issue	5 June 2023
Project Code	23-CP-15-GE-TRC-A
Title	Training Course on Strategic Planning for Sustainable Ecotourism in the Hospitality Industry
Timing	18 July 2023–21 July 2023
Hosting Country(ies)	Fiji
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	National Training and Productivity Centre, Fiji National University and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	3 July 2023
Remarks	Not Applicable

Objectives	Understand the concept of sustainable ecotourism; learn about tools and methodologies for strategic planning of sustainable ecotourism; share best practices and successful case studies of sustainable ecotourism projects; and explore prospects for their adoption in APO member economies.
Rationale	Understanding the importance of strategic planning in the hospitality industry to achieve sustainable ecotourism unlocks its potential and boosts the productive capacity of its players, many of whom are SMEs. It also equips them to cope with the rapidly increasing volume of tourists in the postpandemic era. This project is in line with the APO Vision 2025 goal of assisting SMEs in the hospitality industry to achieve smart transformation and sustainability.
Background	<p>In May 2023, the UNWTO reported that international tourism was rebounding to 80% of pre-COVID levels in the first quarter of the year and countries were emphasizing sustainable tourism such as ecotourism, acknowledging its potential to benefit local and national economies and attract both local and overseas tourists, while preserving nature and positively impacting environmental awareness. Given the increasing interest of tourists in sustainable travel experiences, ecotourism can serve as the new norm in the sector.</p> <p>To develop sustainable ecotourism, it is critical to strategically plan and manage the entire business from multiple perspectives including economic, environmental, social, and cultural aspects. This training course will explore practical tools and methodologies for strategic ecotourism planning based on the latest trends and successful models including IT-based smart tourism and leveraging digitalized marketing strategies.</p>
Topics	Overview of sustainable ecotourism; Introduction to strategic planning tools and methodologies; Designing strategic planning for ecotourism including analysis and assessment of environmental, social, and economic impacts; Best practices of sustainable ecotourism; and Digital marketing strategies for ecotourism including social media and online platforms.
Outcome	Participants understand the tools, models, and methodologies for strategic planning of ecotourism and can assist ecotourism stakeholders in formulating customized plans by disseminating the acquired knowledge.
Qualifications	National and local government officials in charge of tourism development and revitalization, tourism consultants and trainers from NPOs and consulting firms, SME executives, and representatives of NGOs and academia involved in planning, organizing, promoting, and managing tourism.

Please refer to the implementation procedures circulated with this document for further details.



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