



PROJECT NOTIFICATION

Reference No.: 139

Date of Issue	5 June 2023
Project Code	23-CP-34-GE-WSP-B
Title	Workshop on the Green Tourism Certification Framework
Timing	3 October 2023–6 October 2023
Hosting Country(ies)	Fiji
Venue City(ies)	Nadi
Modality	Face-to-face
Implementing Organization(s)	National Training and Productivity Centre, Fiji National University
Participating Country(ies)	Fiji, India, Indonesia, Japan, Republic of Korea, Malaysia, Singapore, Thailand, Turkiye, and Vietnam
Overseas Participants	18
Local Participants	6
Closing Date	28 July 2023
Remarks	Not Applicable

Objectives	Explain productivity improvement at the community level by introducing green tourism; learn the best practices of green tourism certification schemes; and discuss the framework for a potential APO green tourism certification framework at organizational level.
Rationale	The APO Vision 2025 of “Inclusive, Innovation-led Productivity Growth” includes the promotion and adoption of Green Productivity (GP) as a strategic thrust area for social development, economic prosperity, and environmental protection. The APO is transforming its GP concept to GP 2.0 and developing a green tourism certification framework to promote GP in all aspects of the tourism sector.
Background	<p>The tourism sector is a significant economic contributor as it generates employment and increases business opportunities in many APO members. The Travel & Tourism Development Index 2021 of the WEF has the theme “Rebuilding for a Sustainable and Resilient Future.” Embedding inclusivity, sustainability, and resilience in the travel and tourism sector as it recovers can be a driver of global connectivity, peace, and socioeconomic progress.</p> <p>Green tourism is a growing trend that aims to minimize the negative impacts of travel on the environment, society, and economy. It promotes methods for businesses and organizations to reduce energy use, save water, use efficient and eco-friendly waste disposal, minimize pollution and negative impacts on marine life, and promote biodiversity. Green tourism certification benefits businesses, consumers, governments, and local communities by addressing these issues and improving productivity in the sustainable tourism industry.</p>
Topics	Introduction to green tourism; Inclusive, sustainable tourism; Tourism and the environment; Approaches to developing green certification programs; Green tourism certification requirements and implementation criteria; and Challenges and opportunities for green tourism certification.
Outcome	Enhanced understanding of green tourism certification and its requirements, benefits of green tourism certification, and how green tourism certification affects accommodation, recreation, the environment, and other factors to contribute to healthy ecosystems.
Qualifications	Government officials, policymakers, senior representatives of industry associations, academics, trainers, and consultants working on green tourism.

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



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