



PROJECT NOTIFICATION

Reference No.: 570

Date of Issue	4 March 2025
Project Code	25-IP-12-GE-WSP-A
Title	Workshop on Promoting Sustainable, Inclusive Tourism
Timing	3 June 2025–6 June 2025
Hosting Country(ies)	Nepal
Venue City(ies)	Kathmandu
Modality	Face-to-face
Implementing Organization(s)	National Productivity and Economic Development Centre
Participating Country(ies)	All Member Countries
Overseas Participants	19
Local Participants	6
Closing Date	14 April 2025
Remarks	Not Applicable

Objectives	Deepen understanding of sustainable, inclusive tourism standards and frameworks; explore policy and regulatory mechanisms to promote sustainable tourism; and develop a standard of sustainable, green tourism for APO members.
Rationale	Tourism is one of the key sectors among APO member economies, with a higher representation of women, young workers, and SMEs compared with the economy as a whole. Promoting a more sustainable, inclusive tourism sector aligns with the principles of Green Productivity (GP) and inclusive productivity, both of which the APO supports.
Background	<p>The UNWTO defines sustainable tourism 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. Inclusive tourism ensures equal opportunities for all social groups among visitors and host communities. Despite growing awareness, with three in four tourists prioritizing environmental concerns, the sector contributes over 8% of global greenhouse gas emissions and 10% of global energy consumption (WEF, 2025). Therefore, efforts to enhance the awareness and implementation of sustainable tourism should be continued.</p> <p>The APO has promoted sustainable tourism for decades under GP initiatives, exposing member economies to best practices and successful case studies. Among members, Nepal exemplifies tourism as a driver of sustainable, inclusive development. Sharing part of the Himalayan biodiversity hotspot, its tourism industry contributes 6.7% to GDP. The workshop will explore practical strategies for the tourism industry in APO member economies to become more sustainable and inclusive.</p>
Topics	Overview of sustainable, inclusive tourism; Standards and frameworks for sustainable, inclusive tourism; Policies to promote a more sustainable, inclusive tourism sector; and Best practices.
Outcome	Policies and initiatives are planned and implemented to promote a more sustainable, inclusive tourism sector among APO member economies and a standard of APO sustainable/green tourism is developed.
Qualifications	Government officials, business representatives, academics, and officials from NGOs and NPOs involved in promoting sustainable, inclusive tourism.

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



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