



## PROJECT NOTIFICATION

Reference No.: 590

<b>Date of Issue</b>	22 April 2025
<b>Project Code</b>	25-CP-15-GE-WSP-A
<b>Title</b>	Workshop on Sustainable Practices in Green Tourism
<b>Timing</b>	4 August 2025–7 August 2025
<b>Hosting Country(ies)</b>	Bangladesh
<b>Venue City(ies)</b>	Dhaka
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	National Productivity Organisation, Bangladesh
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	6
<b>Closing Date</b>	6 June 2025
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Provide a comprehensive understanding of practical tools to implement sustainable green tourism, share best practices in green tourism across member economies, and develop actionable strategies and plans to promote or implement sustainable, productivity-enhancing tourism.
<b>Rationale</b>	Green Productivity (GP) pursues economic and productivity growth while protecting the environment. Recognizing the importance of applying GP principles to the tourism sector, the APO has conducted various projects including the publication of the “Green Tourism Certification Manual” in 2009. Building upon those foundations, this project is designed to update current sustainable practices, enhancing productivity and sustainability in the sector among member economies.
<b>Background</b>	While sustainable tourism broadly refers to all sustainable forms of tourism in natural, urban, and cultural settings, green tourism refers to a specific type of sustainable tourism focused on nature-based experiences, where flora and fauna are the core attractions. Both emphasize environmental preservation (APO, 2009). According to the UNWTO’s “Global Policy Review” (2024), analyzing 80 national tourism policies, 95% recognized nature as a primary tourism asset and 100% identified sustainability as a core value in tourism development. However, the review highlighted a lack of concrete, detailed plans for sustainable management practices and underscored that private-sector stakeholders faced challenges related to limited resources, insufficient knowledge, and inadequate expertise when implementing nature-positive actions. Additional efforts are required to enhance awareness, knowledge-sharing, and implementation of sustainable practices. This workshop will address those challenges by equipping participants with updated knowledge, practical tools, and actionable strategies.
<b>Topics</b>	Principles of green tourism; Overview of green tourism tools; Successful policies to create conducive business environments for green tourism; and Best practices.
<b>Outcome</b>	Implementation of green tourism practices increases and an updated APO standard of green tourism is developed.
<b>Qualifications</b>	Policymakers; senior and mid-level government officials responsible for tourism, representatives of the tourism sector, and academics committed to sustainable green tourism.

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



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