

# राष्ट्रीय उत्पादकता परिषद्

(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के अन्तर्गत)  
उत्पादकता भवन 5-6, इन्स्टीट्यूशनल एरिया,  
लोदी रोड, नई दिल्ली-110 003



NATIONAL PRODUCTIVITY COUNCIL

# NATIONAL PRODUCTIVITY COUNCIL

(Under Ministry of Commerce & Industry, Govt. of India)

Utpadakta Bhavan, 5-6, Institutional Area,  
Lodi Road, New Delhi - 110 003

No. 31525/22  
Dt. 12-09-2021

**Sub: 22-CP-28-GE-WSP-A: Workshop on Sustainable Ecotourism from 1-3 November 2022, On-line/Digital Multicountry (DMC). (Visit [www.npcindia.gov.in/NPC/User/InternationalServices](http://www.npcindia.gov.in/NPC/User/InternationalServices) for detailed Project Notification)**

Dear Sir,

We invite your kind attention to NPC [www.npcindia.gov.in/NPC/User/InternationalServices](http://www.npcindia.gov.in/NPC/User/InternationalServices) with regard to above Asian Productivity Organization (APO) project. The project notification and the APO bio data form are available on the above mentioned page and the same are also attached herewith. The duly filled in **single copy** of Performa enclosed (in excel form only) of the suitable officers for participation as per the para (**Qualifications for Participants**) of the project notification may kindly be forwarded to reach us latest by **6th October 2022**. In this regard, the following points may be noted.

- **Fees and Charges** An Application fees (NON-REFUNDABLE) of **Rs. 500** for MSME Sector, Trade Unions and NGO's and **Rs. 1000/-** for others is payable along with the nomination form, for each participant.

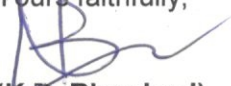
The requisite amount can be paid through a demand draft/cheque/ECS drawn in favour of National Productivity Council, New Delhi. In the regard, the bank account of NPC details is attached herewith. Kindly e-mail the details of the ECS/RTGS/NEFT payment made, **mentioning the name of applicant in remarks** to [mayank.verma@npcindia.gov.in](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto:rk.rawat@npcindia.gov.in) Please note in the absence of application fee, the nomination will not be considered.

- **Nomination Procedure** all nominations should be routed through proper channel and as per the attached APO bio data form. The nominations received after the last date will not be considered. It is the responsibility of the candidates to complete all the official formalities required by their organizations/department for participating in the program. It is requested to send nominations by e-mail to [mayank.verma@npcindia.gov.in](mailto:mayank.verma@npcindia.gov.in), [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in), [rk.rawat@npcindia.gov.in](mailto:rk.rawat@npcindia.gov.in) (application in prescribed excel format) and one hard copy by post along with the covering letter of the competent authority on company's letter head. All information pertaining to nominations will be treated as confidential and classified. The nominated officers may be invited as a faculty in programs on the relevant subjects organized by NPC.

We look forward to receiving of nominations from your esteemed organization.

Thanking you,

Yours faithfully,

  
(K.D. Bhardwaj)  
Director & Head (Int'l Serv.)  
for Director General  
e-mail: [isg@npcindia.gov.in](mailto:isg@npcindia.gov.in)



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

Dr. AKP Mochtan  
Secretary-General