ADB

ADB SUSTAINABLE TOURISM FORUM

17–19 November 2026
ADB Headquarters, Manila, Philippines

I. Introduction

Tourism is an important driver of economic development, private sector activity, employment, and regional cooperation across Asia and the Pacific. At the same time, tourism development is inherently multisectoral: successful destinations depend on infrastructure, connectivity, urban services, natural and cultural assets, skills, effective institutions, and a competitive private sector. This creates both opportunities and challenges for ADB in designing tourism investments that respond to market demand while delivering sustainable and inclusive development outcomes.

The ADB Sustainable Tourism Forum 2026 brings together ADB staff, developing member country (DMC) counterparts, and selected external experts for three days of knowledge exchange, dialogue, and practical capacity building. The Forum is designed to strengthen tourism knowledge and client engagement while supporting the development of a stronger and more coordinated pipeline of integrated tourism investments across ADB.

The Forum aims to strengthen ADB and its DMCs' capacity to use tourism more effectively as an instrument for sustainable and inclusive development. Specifically, it will:

- **Strengthen knowledge and exchange** on how tourism investment can contribute to development outcomes, drawing on operational experience, research, international good practice, and lessons from DMCs.
- **Build practical capacity** to identify the binding constraints and market failures affecting destinations and design integrated, multisectoral and private-sector-oriented responses.
- **Strengthen the quality and pipeline of tourism operations** by helping ADB teams and DMC counterparts identify, conceptualize, and prepare tourism investments and tourism components within broader sector operations.
- **Build stronger networks and partnerships** among ADB teams, DMCs, and external tourism institutions to facilitate continued knowledge exchange and collaboration after the Forum.

II. Forum Program

Day 1: 17 November 2026 (Tuesday) - ADB-DMC Tourism Knowledge Forum Venue: Auditoriums 1 and 2, Auditorium 3 (Overflow Room)	
8:30am-9:00am	Registration and Coffee
9:00am-9:40am	**Opening Remarks** Wempi Saputra, Vice President, Sectors and Themes, ADB **Keynote Address** Undersecretary Verna Buensuceso, Philippines Department of Tourism Deputy Minister Hassan Suwad, Ministry of Tourism and Civil Aviation, Maldives
9:40am-10:00am	**Sustainable Tourism at ADB** Jessie F. McComb, Senior Tourism Industry Specialist The session explains why and how tourism is important in ADB operations and for ADB DMCs, including presenting the ADB tourism portfolio and lessons learned. The session outlines the objectives for the day and explains the media wall and housekeeping.
10:00am-11:00am	**Deep Dive: Destination Governance and Management: Building the Institution Before the Infrastructure**

	Explore why strong destination governance and management are essential to sustainable tourism development, drawing on best practices, policy reform experiences, and international standards. **Moderator:** Vanessa Satur, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism **Presentations & Speakers**: • Governance Pays, in Numbers, Nicolas Pitet, Senior Sustainable Tourism Specialist, ADB • Destination Management in Context: Nepal RAISE Policy-Based Loan, Nicolas Pitet, Senior Sustainable Tourism Specialist, ADB • Using Standards to Drive Destination Governance, Randy Durband, CEO, Global Sustainable Tourism Council
11:00am-12:00pm	**Deep Dive: Strengthening Tourism Resilience through Regional Cooperation and Integration** Examine how regional cooperation can strengthen tourism competitiveness, diversify visitor flows, and build resilience, drawing on evidence and practical experiences from Central and Southeast Asia. **Moderator:** Jong Woo Kang, Director, Regional Cooperation and Integration, Economic Research and Development Impact Department (ERDI) **Presentations & Speakers**: • Regional Cooperation Matters for Resilient Tourism Flows: Evidence from Asia and the Pacific, Sanchita Basu Das, Senior Economist, RCI, ERDI • Almaty-Bishkek Economic Corridor, Zulfia Karimova, Principal Regional Cooperation Specialist, Central and West Asia Department, ADB • ASEAN Tourism Cooperation Plan: Balancing Tourism Flows, Sustainability and Resilience, Verna Esmeralda Buensuceso, Undersecretary for Tourism Development Planning, Department of Tourism, Philippines **Panelist**: • Eduard Kubatov, Chairman of the Kyrgyz Republic's State Agency for Tourism Development • Miras Tulebayev, Vice Minister of Tourism and Sports, Kazakhstan
12:00pm-1:30pm	Invite-only Lunch DMC Representative and Invited Guests – Private Dining Rooms 2-4 Invited Participants and Staff Multifunction Halls 4 and 5
1:30pm-2:00pm	**Consultations on the ADB Sustainable Tourism Guidance Note** Contribute to shaping ADB's emerging Sustainable Tourism Guidance Note, which aims to strengthen the design, coordination, and development impact of tourism operations across ADB. **Moderator**: Norio Saito, Deputy Director General, Sectors Department 2 – Water and Urban Department, ADB **Presenter**: Jessie F. McComb, Senior Tourism Industry Specialist, ADB
2:00pm-3:00pm	**Deep Dive on Private Sector Development as an Enabler for Sustainable Tourism** Explore how ADB can address barriers to tourism business growth and investment through improved competitiveness, private sector development approaches, integrated project design, and tailored financing solutions. **Moderators**: Elizabeth Jung, Urban Development Specialist, ADB and Sara Currie, Senior Tourism Consultant **Presentations & Speakers**:

	• Measuring Private Sector Competitiveness through the Travel and Tourism Development Index, Elizabeth Jung, Urban Development Specialist, ADB • Private Sector Development as an Enabler for Sustainable Tourism: Cases from the Pacific Private Sector Development Initiative (PSDI), Sara Currie, Senior Tourism Consultant • Designing Sovereign Tourism Projects for Private Sector Development: New Approaches to Tourism Development in Cambodia and Laos PDR, TBC • Tailoring Finance for Tourism SMEs Lessons from ADB Frontier, Dominic Mellor, Principal Investment Specialist, ADB Private Sector Operations Department
3:00pm-3:15pm	Networking Break: Networking break and participant engagement through live media wall.
3:15pm-4:15pm	**Deep Dive: Designing bankable and integrated tourism investments** Learn from practical project experiences and investment planning tools how to translate tourism opportunities into bankable, integrated investments that address destination constraints and deliver measurable development outcomes. **Moderator**: Jessie F. McComb, Senior Tourism Industry Specialist, ADB **Presentations & Speakers**: • Tourism Across ADB's Country Partnership Strategies and Pipeline, Hanniel Almasco, Sustainability and Tourism Consultant • World Bank Tourism Development Program Indonesia, John Perrottet, Senior Tourism Consultant • Sri Lanka Sector Development Program, Panchali Ellepola, Senior Project Officer (Urban Development) • ASEAN Investment Outlook and Toolkit, Graham Harper, Senior Tourism Consultant
4:15pm-4:45pm	**What does a stronger tourism pipeline require? Panel** Hear perspectives from ADB leadership and government counterparts on the priorities, institutional arrangements, and partnerships needed to develop a stronger pipeline of impactful tourism investments. **Moderator**: Norio Saito, Deputy Director General, Sectors Department 2 – Water and Urban Department, ADB **Panelists**: • H.E. Ny Phaly, Secretary of State, Ministry of Tourism Cambodia • Srinivas Sampath, Director, Water and Urban Department • Ron Slangen, Director, Operations Planning and Coordination • Gunay Bayramova, Head of Tourism Industry and Projects Division, Tourism Policy and Strategy Department, State Tourism Agency, Azerbaijan (TBC)
4:45pm – 5:00pm	**Day 1 Wrap Up** **Moderator**: Jessie F. McComb, Senior Tourism Industry Specialist, ADB
6:00pm-8:00pm	**Welcome Reception & Presentation on the United Nations 2027 International Year of Tourism** *Venue: Staff Hub Hosted by the Philippines Department of Tourism* **Welcome Message**: Philippines Department of Tourism (TBC) **Presentation on the United Nations 2027 International Year of Tourism**, Vanessa Satur, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism **Welcome Performance**: Sindaw Philippines Performing Arts Guild, Inc.

Day 2: 18 November 2026 (Wednesday) - Practical Tourism Training and Capacity Building **Venue: Auditoriums 1, 2, & 3 and Multifunction Hall 4**	
Blue Track: Turning Tourism Potential into Projects. Venue: Auditorium 1 Learn how to turn tourism opportunities into well-designed, evidence-based investments. This track provides practical approaches to diagnosing tourism constraints, developing strong theories of change and results frameworks, using tourism data to inform decisions, and demonstrating the economic value of tourism investments. Ideal for participants involved in project identification, preparation, economic analysis, and monitoring and evaluation.	
9:00am-10:30am	**Finding the Opportunity: Diagnosing Tourism Constraints and Opportunities**, Jessie McComb, Senior Tourism Industry Specialist, SD2-WUD and Mitch Rakusin, Senior Development Impact Specialist, Economic Research and Impact Department Fiji Na Vualiku Project Example, Jacinta Lal, Director of Tourism, Ministry of Tourism and Civil Aviation, Fiji This session equips ADB staff and DMC counterparts with a practical, outcome-driven approach to tourism sector diagnostics and project design. Participants will identify national or destination development objectives, evaluate tourism's potential contribution, diagnose market failures and binding constraints, and translate their findings into targeted, integrated interventions. The World Bank-financed Na Vualiku Tourism Development Program in Vanua Levu and Taveuni, Fiji, illustrates a holistic project design process based on diagnostics, before groups work through four fictional destination challenges to produce a one-page, evidence-based ADB project concept. By the end of the session, participants will be able to: • Understand common tourism market failures and how to identify them • Understand different tourism diagnostic tools • Understand how to match the right investment to the right barrier
11:00am – 12:30pm	**Designing for Results: Building Stronger Tourism Theories of Change and Results Frameworks**, Mitch Rakusin, Senior Development Impact Specialist, Economic Research and Impact Department and Nicolas Pitet, Senior Sustainable Tourism Specialist, Water and Urban Department This applied session builds directly on the preceding diagnostics session. Participants move from identified problems, constraints and interventions to an evidence-based causal pathway, then translate the critical results into a concise ADB Design and Monitoring Framework (DMF) with meaningful indicators. Continuing the fictional destination cases from the previous session, each group prepares a results pathway outline covering the causal pathway, one DMF project outcome, critical assumptions and priority indicators. By the end of the session, participants will be able to: • Translate a diagnosed development problem into a plausible results pathway linking interventions to changes for beneficiaries, destinations and the wider economy • Use evidence-informed tourism theories of change as a reference point while adapting the pathway to the project context and scope • Translate critical ToC results into a concise results framework, distinguishing outputs, outcome and impact and identifying SMART indicators
12:30pm-1:30pm	Invite-only Lunch Venue: MFH 5 and 6, Staff Hub Haven
1:30pm-3:00pm	**Measuring Tourism: Data, Statistics and Evidence for Better Decisions**, Sanchita Das Basu, Senior Economist, Economic Research and Impact Department and Tatiana Kopelman, Urban Development Specialist, SD2-WUD

	The session will equip ADB staff and DMC counterparts with practical insights into tourism data for evidence-based policymaking, identifying tourism projects, and strengthening regional cooperation through high-quality data sharing and collaboration across countries. A panel brings together ADB project, ASEAN regional policy and private sector perspectives on how tourism statistics and data are used, followed by an introduction to the ADB Tourism Data Portal and its use for analytical studies, project prioritization and policy making. By the end of the session, participants will be able to: • Recognise key tourism indicators, data sources, and their role in evidence-based policymaking and strategic planning • Apply tourism data and market insights to identify investment opportunities, assess development needs, and formulate impactful tourism projects • Understand how cross-country collaboration and harmonised, high-quality tourism data can improve policy coordination, monitor progress, and strengthen regional tourism resilience
3:30pm-5:00pm	**Proving the Value: Making the Economic Case for Tourism Investment**, Zhigang Li, Principal Economist, Economic Research and Impact Department and Aimee Hampel-Milagrosa, Senior Urban Development Specialist, Water and Urban Department This session equips participants with basic knowledge of economic analysis of tourism projects following ADB's standards and the ability to identify and properly measure major benefits. It covers the ADB project cycle and economic due diligence requirements; the key principles, framework and steps in conducting economic analysis for tourism projects; and IED's advice on economic analysis at completion. In a group exercise using a hypothetical ADB tourism project, participants think like economists: identifying the project's potential economic benefits, discussing how these can be measured and quantified, and determining which are suitable for inclusion in economic analysis. By the end of the session, participants will be able to: • Learn about ADB's requirement on economic viability of projects and basic methodology of economic analysis • Apply theory of change to identify major benefit streams for the economic analysis of tourism projects • Understand the measurement approach of major benefit streams and avoid common mistakes
5:00pm-5:15pm	**Training Day Close Out**: Graham Harper, Senior Tourism Consultant
Orange Track: Enabling Private Sector-Led Tourism Growth. Venue: Auditorium 2 Explore what it takes to build a competitive tourism sector where businesses thrive. Sessions examine how digital transformation, workforce development, and an understanding of market failures can help address barriers to business growth and unlock private investment. Ideal for participants interested in private sector development, investment facilitation, digital innovation, and tourism competitiveness.	
9:00am-10:30am	**Digital transformation for Tourism**, Maria Jose Antolin Martin, Digital Transformation Specialist, Digital Division (session designer) and Brian Marrinan Managing Partner Journey Partners This session is a practical training module on how to bring digital into tourism projects at the right moment and for the right reasons. Rather than starting from a technology, an app or a platform, participants start from a real tourism problem and ask two questions: where could digital genuinely help, and can it work here? Working in regional groups on problems drawn from ADB's own tourism portfolio, they decide whether digital is central, complementary or not material, describe what it would need

	to do in plain terms, and test it against what the country already has, using ADB's Digitalization Index. By the end of the session, participants will be able to: • Identify where and how digital could materially improve a tourism outcome, for a problem common in their region, and recognise when it would not • Use the Digitalization Index to judge what is already in place and what is missing at their destination's stage of development • Choose a sensible first step and the right people to involve, including DIG and regional partners
11:00am – 12:30pm	**Building the Tourism Workforce: Skills for a Competitive Sector**, Fook Yen Chong, Principal Social Sector Specialist, Human and Social Development, and Maralmaa Munkh-Achit, Social Sector Specialist, ADB The tourism sector is being reshaped by digital transformation, climate change, sustainability imperatives and changing traveler expectations. These shifts are changing not only tourism products and business models, but also the capabilities required of workers, entrepreneurs and destination managers. This interactive session brings together five panelists representing tourism entrepreneurship, workforce development, applied education, tourism development and gastronomy tourism, and industry-linked vocational education in Bali. Through short case presentations, moderated discussion and audience interaction, the session will identify practical lessons for governments and development partners seeking to build tourism workforces that are competitive, adaptable, digitally capable and equipped to support a sustainable tourism future. The discussion will address: • How is the tourism industry changing, and what does this mean for skills? • How should education and training systems respond to digital transformation, climate change, sustainability, and changing traveler expectations? • What will it take to develop the next generation of workers and entrepreneurs for a competitive and sustainable tourism industry?
12:30pm-1:30pm	Invite-only Lunch Venue: MFH 5 and 6, Staff Hub Haven
1:30pm-3:00pm	**From Market Failure to Market Development: Understanding the Private Sector in Tourism**, John Perrottet, Senior Tourism Consultant and Sara Currie, Senior Tourism Consultant In the past, infrastructure has been the driver of ADB tourism projects, and infrastructure has been built in the name of tourism but is not delivering on tourism sector outcomes. This session looks at how tourism investment works from a destination perspective: building a destination, linking investment to demand through the investment decision sequence (demand – plan – invest), matching products to markets and prioritizing investments. It then examines the market failures which prevent investment, the conditions that need to be in place for private capital to flow, and the role of sovereign financing, drawing on case examples from Ireland, Peru, The Gambia, Indonesia, the Pacific and Sierra Leone. By the end of the session, participants will be able to: • Understand how tourism investment works from a destination perspective • Recognize market failures and determine how to intervene • Understand how sovereign financing can be mobilized to address market failures
3:30pm-5:00pm	**From Potential to Capital: Unlocking Tourism Investment**, John Perrottet, Senior Tourism Consultant and Sara Currie, Senior Tourism Consultant

	This session looks at how tourism investment works from an investor's perspective and the process of moving from a good idea to a good investment. It covers the nature of tourism investments and investor behaviour; the types of risks associated with tourism investments and how they are evaluated, measured, managed and priced; structuring tourism investments; sources of capital to match risk, including the role of PPPs; and best practices in investment promotion, with case examples from Ireland, New Zealand and Korea. By the end of the session, participants will be able to: • Understand how tourism investment works from an investor's perspective • Understand investment risk and the sources of funds to match risk • Apply successful approaches to attracting tourism investment
5:00pm-5:15pm	**Training Day Close Out**: Sara Currie, Senior Tourism Consultant
Green Track: Tourism as a Driver of Development. Venue: Auditorium 3 Discover how tourism can deliver broader development benefits while managing its social and environmental impacts. This track explores the connections between tourism and health, the economic potential of cultural heritage and creative industries, the hidden costs of tourism, and practical approaches to ensuring inclusive growth and shared benefits. Ideal for participants working on sustainable development, cultural heritage, social inclusion, and community development.	
9:00am-10:30am	**Connecting Tourism and Health Outcomes**, Blaire Ng, Investment Specialist, Private Sector Operations Department; Mr. Hassan Suwad, Deputy Minister, Maldives Ministry of Tourism and Civil Aviation; Ms. Jolee Ann A. Adefuin, Lead Enterprise Representative of Laguna Travel and Tours, Philippines; and Mr. Samnang Chhon, Founder and Project Director, SAM INSPIRE, Siem Reap, Cambodia The session shows how destinations can anticipate health and climate risks, equip frontline workers to respond, and coordinate across ministries. It follows one storyline: from warning, to response, to systems change. Drawing on ADB's support to Cambodia, the Kyrgyz Republic, the Maldives and Tajikistan under TA 10109-REG, the case-led panel with live audience polling includes the launch of the regional working paper on a health–climate–tourism framework, insights from the Maldives on risk communication and first aid training for 118 tourism workers as frontline responders, and insights from Cambodia on building healthy, skilled and resilient tourism communities. By the end of the session, participants will be able to: • Identify the main health, safety and climate risks facing tourism workers and visitors in a destination, including the gaps that leave women, informal, seasonal and migrant workers unprotected • Apply practical tools (risk communication, frontline first aid training, multisector coordination) when designing or reviewing a tourism project or policy • Translate these approaches into their own context, choosing one concrete action for their next project, destination plan or policy
11:00am – 12:30pm	**The Business of Heritage: Delivering Development Impact from Investments in Cultural Heritage and the Creative Economy**, Tatiana Kopelman, Urban Development Specialist, Water and Urban Department, Jesus Navarrete, Senior Cultural Heritage Consultant and Ramola Naik Singru, Principal Urban Development Specialist, Water and Urban Department This session is a practical training module on how tourism projects can use natural and cultural heritage as development assets while protecting the values that make those places distinctive. Rather than treating conservation, tourism infrastructure, visitor experience, community benefits, and site management as separate topics, the session asks participants to design them as one integrated destination system. In a hands-on group exercise, mixed groups of ADB specialists and government officials will assess

	the development potential of a preselected cultural or natural heritage asset and identify opportunities and key conditions for leveraging its contribution to productive, inclusive, resilient, and sustainable development, with particular emphasis on tourism. By the end of the session, participants will be able to: • Diagnose the tourism value, conservation significance, and key risks of natural, cultural, and intangible heritage assets • Understand how to design an integrated package of tourism interventions based on market demand, visitor preference and financial feasibility that strengthens visitor experience and local economic benefits without undermining heritage values • Translate the proposed intervention package into practical project design elements, including implementation responsibilities and measurable results
12:30pm-1:30pm	Invite-only Lunch Venue: MFH 5 and 6, Staff Hub Haven
1:30pm-3:00pm	**Addressing the Hidden Costs of Tourism**, Hanniel Almasco, Sustainability and Tourism Consultant, ADB; Denise Ann Samson, Tourism Development Consultant; and Vanessa Satur, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism This session will guide ADB staff and DMC counterparts to recognize tourism environmental, social and cultural costs that are often overlooked when success is measured through arrivals and revenues. Using the invisible burden of tourism framework developed by Megan Epler Wood and co-authors, participants will examine how tourism creates demand for public services and the protection of natural and cultural assets. They will consider who bears these costs and how policy and investment decisions can address them. Inspired by Climate Fresk, groups assigned to one of three fictional destinations will play an interactive game to map activities, pressures and consequences, then present how proposed interventions and policy recommendations would address the destination's hidden costs. By the end of the session, participants will be able to: • Trace links between tourism growth, pressures on a destination, and costs borne by communities, businesses, government, and ecosystems • Assess the hidden costs, identifying who bears them, and what evidence is needed to inform a decision • Highlight project or policy responses, specifying a responsible institution, a funding approach, and a monitoring indicator
3:30pm-5:00pm	**Tourism for All: Designing for Inclusion and Shared Benefits**, Giang Nguyen, Senior Social Development Officer, Climate Change and Sustainable Development Department, Bimbika Sijapati Basnett, Senior Social Development Specialist, Climate Change and Sustainable Development Department, Dr Eylla Laire M Gutierrez, OIC-Executive Director, Asian Institute of Management Dr. Andrew L. Tan Centre for Tourism This session equips participants with practical knowledge and tools to integrate gender, social inclusion and equitable benefit sharing into project design and monitoring, through strengthening local participation, expanding economic opportunities for women and disadvantaged groups, and tracking measurable indicators of inclusive outcomes. Case presentations on community-based tourism, women's economic empowerment and accessibility are followed by practical tools – inclusive stakeholder mapping, tourism benefit sharing assessment and inclusion design, and measuring gender and social inclusion results – which groups apply in a role-based exercise on a scenario project. By the end of the session, participants will be able to:

	• Learn about best practices in designing and monitoring tourism investment projects which deliver social inclusion and benefit sharing value added • Apply practical tools to strengthen local participation and ensure design actions improve economic opportunities for women and disadvantaged groups • Develop measurable inclusion indicators
5:00pm-5:15pm	**Training Day Close Out**: Denise Ann Samson, Tourism Development Consultant
Yellow Track: Sustainable Tourism Standards Venue: Multifunction Hall 4 Learn how internationally recognized sustainability standards can guide tourism policies, business practices, and destination management. Led by the Global Sustainable Tourism Council (GSTC), this track introduces practical applications of sustainability criteria across tourism programs, hotels, tour operators, and destinations. Ideal for participants involved in tourism policy, destination management, sustainability programs, and private sector engagement.	
9:00am-10:30am	**Introduction to Sustainable Tourism Standards**, Randy Durband, CEO, Global Sustainable Tourism Council and Team This session aims to establish a common understanding of sustainable tourism and how it supports wider development goals. Using the sustainable tourism standards set by the Global Sustainable Tourism Council (GSTC) as a reference, this session explores how ADB and DMCs can take practical measures to integrate sustainability throughout the tourism value chain, and in doing so, advance goals around climate, economic growth, gender, private sector development, and more. By the end of the session, participants will be able to: • Understand sustainable tourism and know that it is guided by global standards, including the GSTC standards • Understand that tourism sustainability is not just environmental, but relates also to management and operations, social and economic benefits, and cultural heritage preservation • Know that standards exist to support their work, and where to find additional tools, resources, and training courses
11:00am – 12:30pm	**Applying Standards to Sustainable Tourism Program and Policies**, Randy Durband, CEO, Global Sustainable Tourism Council and Team This session focuses on the role of governments and the public sector in using standards to advance sustainable tourism. It examines how countries can incorporate globally recognized standards into national and subnational tourism policies and programs. Examples from Türkiye, Singapore, Malta, Norway, and other countries will illustrate different approaches to promoting sustainability among destinations, hotels, tour operators, and the wider tourism value chain. By the end of the session, participants will be able to: • Understand the factors behind designing and implementing public tourism programs and policies, including using standards, governance, stakeholder engagement, capacity building, monitoring, and assurance • Identify ideas for application of these principles in their own countries and the resources that exist to support them
12:30pm-1:30pm	Invite-only Lunch Venue: MFH 5 and 6, Staff Hub Haven
1:30pm-3:00pm	**Promoting Sustainability in Private Sector through Hotel and TO Standards**, Randy Durband, CEO, Global Sustainable Tourism Council and Team Hotels and tour operators shape much of the visitor experience and a large share of tourism's footprint, yet many lack the knowledge, skills or resources to operate sustainably. This is especially the case for micro, small, and medium enterprises

	(MSMEs) that make up the majority of the sector. This session introduces what sustainable tourism means for these businesses and uses the four pillars of the GSTC Hotel and Tour Operator Standards to explore how governments and development organizations can support them to adopt more sustainable practices. By the end of the session, participants will be able to: • Understand what sustainable tourism is for hotels and tour operators, and their key impact areas • Apply the four GSTC pillars (sustainable management; social and economic impacts; cultural heritage; and environment) to identify where businesses in a destination need support, their gaps and challenges, and opportunities • Identify government programs, operations, and relevant standards (such as the upcoming GSTC standards for micro and small accommodations) that match the needs of industry players and help them adopt sustainable practices
3:30pm-5:00pm	**Promoting Sustainable Destination Management through Standards**, Randy Durband, CEO, Global Sustainable Tourism Council and Team Whether a destination's tourism is sustainable depends largely on how well it is managed. In many developing countries in Asia, destination management organizations (DMOs) are new, under-resourced, or lack a clear mandate, reliable data and the means to coordinate the many agencies, businesses and communities involved. This session introduces what sustainable destination management involves and uses the four pillars of the GSTC Destination Standard to help ADB project leads and government officials see how they can support DMOs in making their destinations' tourism more sustainable. By the end of the session, participants will be able to: • Understand what sustainable destination management involves, the role of DMOs, and the common challenges they face in developing countries in Asia • Apply the four pillars of the GSTC Destination Standard to identify where a destination and its DMO need support and what holds them back • Identify government programs and ADB project components, such as governance reforms, capacity building, monitoring systems and GSTC-based destination assessments, that strengthen DMOs and help destinations become more sustainable
5:00pm-5:15pm	**Training Day Close Out**: Pamela Asis-Layugan, Regional Cooperation Specialist, Southeast Asia Department

Day 3: 19 November 2026 (Thursday) - GSTC Destination Stewardship Training Venue: Auditorium 1	
10:00am-5:00pm	**Global Sustainable Tourism Council Destination Stewardship Training**
12:30pm-1:30pm	Lunch Venue for Training Participants only: MFH 4