The COVID-19 pandemic has wrought unprecedented devastation on tourism, upon which economy of many of ADB’s developing member countries heavily depend. On the other hand, tourism in the region is rapidly transforming, with new demands on health and safety protocols. There is now a unique window of opportunity to assess the lessons and put in place reforms that enable tourism to contribute to more green, inclusive, resilient, and sustainable development pathways. The webinar aims to share the findings from ADB’s two recent studies on Sustainable Tourism After COVID-19: Insights and Recommendations for Asia and the Pacific and COVID-19 and the Future of Tourism in Asia and the Pacific, reflect on their operational relevance, and discuss operational challenges and opportunities in project context.

AGENDA

15:00 — 15:05 Welcome Remarks  
Cyn-Young Park, Director, Regional Cooperation and Integration Division (ERCI), Economic Research and Regional Cooperation Department (ERCD), Asian Development Bank (ADB)

15:05 — 15:30 Presentation: Sustainable Tourism after COVID-19: Insights and Recommendations for Asia and the Pacific  
Matthias Helble, Scientist and Senior Economist, World Health Organization

Presentation: Future of Tourism in Asia and the Pacific  
Sanchita Basu Das, Economist, ERCI, ERCD, ADB

15:30 — 16:10 Panel Discussion: Reflecting on operational relevance of tourism reports and discussing operational challenges and opportunities in project context

Moderator  
Ronald Antonio Butiong, Chief of Regional Cooperation and Integration Thematic Group (RCI-TG), Sustainable Development and Climate Change Department (SDCC), ADB
**Panelists**

- **Sandra Carvão**, Chief, Tourism Market Intelligence and Competitiveness, World Tourism Organization (UNWTO)
- **Mark Bezuijen**, Principal Environment Specialist, Environment, Natural Resources & Agriculture Division, East Asia Department, ADB
- **Steven Schipani**, Principal Tourism Industry Specialist, Urban Development & Water Division, Southeast Asia Department, ADB
- **Ashish Narain**, Principal Economist, Social Sectors & Public Sector Management Division, Pacific Department, ADB

16:10 — 16:25  **Q&A**

16:25 — 16:30  **Concluding Remarks**  
**Manoj Sharma**, Chief, Urban Sector Group, SDCC, ADB

**Host:**  
**Yuebin Zhang**, Principal Regional Cooperation Specialist, RCI-TG, SDCC, ADB

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The **RCI-POD Webinar Series** aims to provide a venue for casual and open policy dialogue on regional cooperation and integration issues.