



# TRANSFORMING TOURISM VALUE CHAINS

IN DEVELOPING COUNTRIES AND SMALL ISLAND DEVELOPING STATES  
TO ACCELERATE MORE RESOURCE-EFFICIENT,  
LOW CARBON DEVELOPMENT

EMMANUEL MACEDA

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- Tackling plastic pollution webinars with UNEP and DTI
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- Hotels from Western Visayas and Palawan push to monitor greenhouse gas emissions
- PCEPSDI advocates for sustainable tourism with the youth

## Building Back Better for a Sustainable Tourism Industry

*Sibuyan Island, Philippines*

The **Transforming Tourism Value Chains** project is a 4-year global initiative that was launched in 2017 by the United Nations Environment Programme (UNEP). It supports the countries in reducing greenhouse gas emissions and improving resource efficiency in key tourism sector value chains with high resource use, i.e. accommodation, food & beverage, and meetings, incentives, conferences and events (MICE). Transforming the sector to low carbon, resource efficient operations, requires an increase in sustainable consumption and production (SCP) practices by businesses and tourists through more coherent actions in countries.



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## PSTAG Hosts Meeting on Tackling Plastic Pollution and Concretizing Implementation Plan for Sustainable Tourism

The Philippine Stakeholders Advisory Group (PSTAG)'s 12th meeting, held on March 18, 2021, focused on the Campaign to Phase out Single Use Plastics (SUP) and the validation of the implementation plan for the Roadmap for Low Carbon and Resource Efficient tourism in the Philippines.

The plan for the gathering a new set of partners for the SUP Campaign, which was launched in May 2021, was presented to the PSTAG members and proved to be timely given the rising surge of waste, particularly medical waste, during the pandemic. The campaign, which is accessible in Tagalog and Ilonggo versions, **encourages tourism stakeholders to reduce existing plastic waste as much as possible, while adhering to health and safety protocols and adopting reuse models whenever possible.**

One of the objectives of the meeting was also to validate the Implementation Plan of the Roadmap for Low Carbon and Resource Efficient Tourism in the Philippines, which is a strategic document aligned with the Sustainable Development Goals (SDGs) that showcases **a suite of solutions to help the Philippines become a more sustainable tourism destination.** The overview of the implementation plan was presented to provide an idea to members on its structure, which is divided into national activities and programs that support four systemic solutions, namely: Sustainable Food Value Chains, Sustainable Events, Beat Pollution, and Sustainable Energy. Delivery mechanisms include capacity building of stakeholders, research, awareness raising activities, policy development, and pilot implementation. The Implementation Plan is aimed to be updated every six months.

Present in the meeting were representatives from the Philippine Department of Tourism (DOT), the Philippine Association of Convention/Exhibition Organizers and Suppliers (PACEOS), Tourism Congress of the Philippines (TCP), Philippine Hotel Owners Association, Inc. (PHOA), the Climate Change Commission (CCC), the Chamber of Commerce of the Philippine Islands (CCPI), De La Salle - College of Saint Benilde (DLS-CSB), and the Philippine Center for Environmental Protection and Sustainable Development (PCEPSDI).

*One of the objectives of the meeting was also to validate the Implementation Plan of the Roadmap for Low Carbon and Resource Efficient Tourism in the Philippines, which is a strategic document aligned with the Sustainable Development Goals (SDGs) that showcases a suite of solutions to help the Philippines become a more sustainable tourism destination.*

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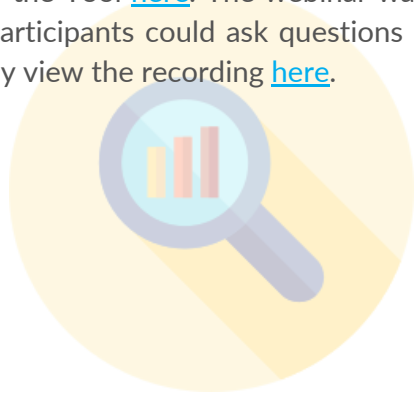




## UNEP Organizes Resource Efficiency Tool Webinar for Asia, Africa and Europe

The United Nations Environment Programme (UNEP), in partnership with Waste and Resources Action Programme (WRAP) and PCEPSDI, organized a webinar on April 13, 2021 to provide **an overview of the Resource Efficiency (RE) Tool and the possibilities for its future development.** It was designed for organisations and businesses interested to build or invest in the RE Tool, by integrating it into other tools and/or management software. It also sought to provide a walk-through of the tool to supporting organizations that provide technical support to accommodation businesses in monitoring their use of natural resources, using a ‘train the trainers’ format. Lastly, aside from introducing the tool to new hotels and MICE partners of the Transforming Tourism Value Chains (TVC) project, it also served as a good refresher for those establishments already using the RE Tool.

The RE Tool Webinar encouraged participants to watch a 40-minute introduction video of the Tool [here](#). The webinar was mainly an extensive open forum where participants could ask questions and get clarifications. Interested parties may view the recording [here](#).



*[The webinar] also sought to provide a walk-through of the tool to supporting organizations that provide technical support to accommodation businesses in monitoring their use of natural resources, using a ‘train the trainers’ format.*

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**TRANSFORMING TOURISM IN ACTION:  
TACKLING PLASTIC POLLUTION**  
27 April 2021  
9 - 10 a.m. CEST / 3 - 4 p.m. Philippine Time

**UN** environment programme

**Helena Rey**  
Programme Officer  
UN Environment Programme

**Kiko Velhagen**  
Project Officer  
Philippine Center of Environmental Protection and Sustainable Development

**William Latour**  
Managing Director  
CHAO Beijing

**Joegil Magtanggol Escobar**  
Hotel Manager  
Club Paradise Palawan

**Svitlana Mikhalyeva**  
Coordinator One Planet Sustainable Tourism Programme  
UN Environment Programme

**REGISTER HERE:** [https://bit.ly/TacklingPlasticPollution\\_Reg](https://bit.ly/TacklingPlasticPollution_Reg)

POSTER BY UN ENVIRONMENT PROGRAMME

## Tackling Plastic Pollution Webinars with UNEP and DTI Engagements

In honor of **World Consumer Rights Day** on March 15, 2021, the Department of Trade and Industry - Consumer Policy and Advocacy Bureau (CPAB) invited PCEPSDI as a resource speaker for their Consumer Care Webinar Series to talk about **responsible tourism and how we can achieve this through plastic upcycling and waste management**. The webinar, held on March 11, 2021, was open to the public and streamed live on the Facebook page of DTI - CPAB, which can be found [here](#).

Mr. Kiko Velhagen, Project Officer of the Transforming Tourism Value Chains project, first introduced PCEPSDI and its advocacy and efforts towards Sustainable Development through Ecolabelling, followed by a background on the plastic problem in the Philippines. Mr. Velhagen also shed light on the negative effects of plastic pollution towards the tourism industry, particularly coastal tourism destinations, followed by strategies to tackle the plastic problem. The main point of discussion of these strategies revolved around how the Transforming Tourism Value Chains project is being implemented and how it aims to increase awareness about the problem of plastics through the project's Campaign to Phase out Single Use Plastics, capacity building of stakeholders, sharing of best practices, and promoting the initiatives of partners such as World Wide Fund for Nature -Philippines (WWF-Philippines) and Clean our Oceans Project (CoOp).

The following month, on April 27, 2021, PCEPSDI also took part as a speaker in a webinar hosted by United Nations Environment Programme (UNEP), the first **Transforming Tourism in Action: Tackling Plastic Pollution** webinar for Europe, Asia Pacific and Africa. The webinar provided an overview of the evolving environment, both from the public and private sector perspective, that enabled tourism businesses to take ambitious actions to tackle plastic pollution.

Project Officer Mr. Velhagen presented the findings of the **Readiness Assessment for the Philippines to increase its ambition to tackle plastic pollution**, as well key insights from the local Campaign to Phase Out Single Use Plastics. The findings from the Readiness Assessment that were discussed include an overview of existing regulations and policy developments, on-going initiatives from the hospitality industry, other private businesses and organizations from the public sector, and finally gaps and recommendations to increase Philippine ambition on the problem. A recording of the webinar can be found [here](#).

# New Batch of Campaign Partners Help to Minimize Single-Use Plastics



As of May 2021, a new group of organizations and businesses have joined the Campaign to Phase Out Single Use Plastics in the Tourism Sector. This Campaign was initiated by the United Nations Environment Programme (UNEP) last 2020, which has been adapted and relaunched this year 2021 by the Philippine Center for Environmental Protection and Sustainable Development, Inc. (PCEPSDI) under the Transforming Tourism Value Chains (TVC) Project, and the Philippine Department of Tourism (DOT) through their sustainability thrust, Save Our Spots.

The Campaign is designed to raise the awareness of hotel management, procurers, staff, tourists and guests in reducing their consumption of problematic single-use plastic items in their establishments while adhering to health and safety protocols. The key messages of this campaign are in line with the [Global Tourism Plastics Initiative](#). This year, the second launch commenced on May 25-26, 2021, included Tagalog and Ilonggo translations of the key messages, to attain a wider range of audience in the sector. The campaign also increased public awareness in social media platforms of existing initiatives addressing SUPs being implemented by hotels and resorts, as well as those by the government, academe and civil sectors.

Inspiring initiatives from industry partners of this batch range from **providing guests refillables** instead of disposable containers or using **eco-friendly items** for toiletries and sanitation kits such as bamboo toothbrushes and wooden combs; providing **biodegradable, compostable or reusable utensils** and other food and beverage containers such as paper cups, paper bags, metal straws and glass bottles; as well as **conducting educational campaigns** to their stakeholders and networks.

## MGA TALANDAAN KON PAANO MAG-TRAVEL SANG MAHINALUNGON NGA WALA SANG GINAGAMIT NGA SINGLE-USE PLASTIC

Para Sa Mga Turista Kag Bisita



### 1 MAGPAMALIBAD SA PAG-USAR SANG ANO MAN NGA INDI NA MAGAMIT LIWAT

Dapat maghambal ka nga indi ka mag-gamit sa mga plastic nga ginausar bilang suluyupan (straw), baso, kubyertos, galamiton sa banyo, kag mga naputos nga pagkaon kon naga-travel ka. Kon wala ka sang ibulos nga indi plastic, palihog ihaboy sang nagakaigo sa basurahan ang indi na mapuslan nga mga plastic kag ang ma-recycle pa, ibutang sa husto nga suludlan.



### 2 MANGITA SANG IBAN NGA GALAMITON

Magpangita sang mausar pa liwat nga mga galamiton nga indi plastic katulad sang bag, ilimnan sang tubig nga kristal, ukon magsuksuk sang malabhan nga face mask. Palihog lang nga i-sterilize ini nga mga galamiton sa nagabukal nga tubig pagkatapos gamit. Sakdagon ang may bag-o nga teknolohiya nga mga negosyo katulad sang refilling station sang tubig kag mga factories nga naga produkto liwat sang mga plastic nga may maayo nga quality.



### 3 MAINALAMON NGA PAGPUTOS

Magputos sang mga butang nga may pagkamainabyanon sa ekolohiya (eco-friendly). Magpatigayon sang eco-waste principles, magputos sang mga kinahanglanon lamang kag mag-usar sang suludlan nga pagabutangan sang mga lainlain nga kinahanglanon (multi-use container). Magdala sang imo kaugalingon nga galamiton sa banyo. Likawan ang pag-gamit sang magagmay nga suludlan sang shampoo kag lotion (sachets).

On behalf of:

Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety

of the Federal Republic of Germany



## MGA TULONG PARA MABAWASAN ANG PAGGAMIT NG SINGLE-USE PLASTIC SA MGA HOTEL

Para sa mga Turista at mga Panauhin



### 1 TANGGIHAN ANG MGA BAGAY NA HINDI NAMAN MULING MAGAGAMIT

Tanggihan o huwag tanggapin ang mga single-use plastic na bagay tulad ng straw, baso, kutsara, tinidor, kutsilyo, mga gamit sa banyo, at mga nakabalot na pagkain. Kung wala nang mapagpipilian, muling gamitin na lamang ang mga bagay na plastik, o kaya'y huwag kalimutang itapon sa tamang lalagyan.



### 2 MAGHANAP NG MGA ALTERNATIBO O MAPAGPIPILIAN

Hangga't maaari, piliin ang mga bagay na muling magagamit; halimbawa, bag na muling magagamit, pag-inom ng tubig gamit ang baso, o pagsusuot ng face mask na pwedeng magamit muli. Tandaan na dapat linisin itong mabuti pagkatapos gamitin. Suportahan ang mga negosyong nagtataguyod ng mga alternatibong paraan upang mabawasan ang paggamit ng plastik, tulad ng mga refilling station at gumagawa ng mga bagong produkto mula sa nagamit na plastik, at regaluhan ang inyong mga kaanak at kaibigan ng mga bagay mula sa mga materyales na hindi naaaksaya (sustainable sources) o muling nagagamit.



### 3 MAAYOS AT PLANADONG PAG-EEMPAKE

Sa pag-eempake, dalhin lamang ang mga bagay na hindi nakasasama sa kalikasan - iwasan ang pag-aaksaya at sikaping walang magiging basura. Dalhin lamang ang mga bagay na pinakakailangan at gumamit ng mga lalagyan na muling magagamit. Magdala ng sariling gamit tulad ng shampoo, sabon, at toothpaste at huwag tumanggap ng mga gamit na nakalagay sa sachet/pakete.

On behalf of:

Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety

of the Federal Republic of Germany



ART CARDS DESIGNED BY PHIL. DEPARTMENT OF TOURISM

# New Batch of Campaign Partners Help to Minimize Single-Use Plastics (cont.)

More than 30 businesses and organizations from various destinations in the Philippines participated in this awareness campaign to promote key messages on plastic circulation, elimination and innovation. The complete list of partners are the following:

## From the accommodations sector:

Holiday Inn & Suites Makati  
 Nature's Village Resort  
 Bohol Association of Hotels, Resorts, and Restaurants  
 Club Paradise Palawan  
 Discovery Shores Boracay  
 Modala Beach Resort  
 Conrad Manila  
 Park Inn by Radisson Bacolod  
 Park Inn by Radisson Clark  
 Park Inn by Radisson Davao  
 Park Inn by Radisson Iloilo  
 Park Inn by Radisson North Edsa  
 Pico Sands Hotel  
 Radisson Blu Cebu  
 Taal Vista Hotel  
 SMX Convention Center

## From the PSTAG members:

Chamber of Commerce of the Philippine Islands (CCPI)  
 Bridging Leaders for Sustainable Development, Inc. (BLSD)  
 Philippine Exhibitions and Trade Corporation (PETCO)  
 Climate Change Commission (CCC)

Philippine Hotel Owners Association, Inc. (PHOA)  
 Philippine Association of Convention/Exhibition Organizers and Suppliers, Inc. (PACEOS)  
 Tourism Congress of the Philippines (TCP)

## From the NGOs:

World Wide Fund for Nature - Philippines (WWF-Philippines)  
 Clean Our Oceans Project (CoOp)  
 The Reef World Foundation

## From the academe sector:

Cavite State University Silang Campus  
 San Vicente Elementary School Biñan Laguna  
 Dr. Jose Tamayo Memorial Elementary School  
 Tomas A. Toralba Memorial Elementary School

*Inspiring initiatives from industry partners of this batch range from providing guests refillables instead of disposable containers or using eco-friendly items for toiletries and sanitation kits such as bamboo toothbrushes and wooden combs...*

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ART CARDS DESIGNED BY PHIL. DEPARTMENT OF TOURISM



PHOTO FROM CLUB PARADISE PALAWAN

## Hotels from Western Visayas and Palawan push to monitor greenhouse gas emissions



As of writing, four more hotels have joined the Transforming Tourism Value Chains project, and are participating in the development of the country's first baseline for greenhouse gas emissions in the tourism sector in the Philippines. These hotels are: **Modala Beach Resort from Panglao, Bohol, Nature's Village Resort from Negros Occidental, and two resorts under Discovery Hospitality Corporation, namely Club Paradise Palawan and Discovery Shores Boracay.** All the establishments named have their own unique set of environmental initiatives that support their advocacies for sustainability and the preservation of the natural resources of the country. Undergoing training in using the project's Resource Efficiency Tool to be able to track their greenhouse gas emissions and resource consumption is another achievement and added skill set to their list.

The objective of the Transforming Tourism Value Chains project is to reduce greenhouse gas footprint and increase resource efficiency of its main stakeholders, Hotels and MICE businesses. To facilitate this, the project has developed a tool to monitor and analyze the operations of these establishments by collecting necessary data such as energy, food, water consumption and guest nights, to name a few. This data will be used to establish a baseline of greenhouse gas emissions and to determine the direction of sustainability for the Philippine tourism industry and achieve the necessary reduction targets planned out by the project and the Roadmap for Low-Carbon and Resource-Efficient Tourism in the Philippines.

*Undergoing training in using the project's Resource Efficiency Tool to be able to track their greenhouse gas emissions and resource consumption is another achievement and added skill set to their list.*

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COLLEGE OF HOSPITALITY AND TOURISM MANAGEMENT  
PRESENTS

**Creating a Responsible Tourism Industry in the Philippines** | MARCH 10, 2021  
9:00 AM - 12:00 PM

In collaboration with  
Philippine Center for Environmental Protection and Sustainable Development, Inc.



Mr. June M. Alvarez  
Executive Director

Ms. Jovelle M. Nerveza  
Programme Officer

Mr. Kiko E. Velhagen  
Project Officer

PANEL OF SPEAKERS



MODERATOR  
Ms. Jenny Ann De Guzman  
Professor



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## PCEPSDI continues engaging the youth for sustainable tourism

The Transforming Tourism Value Chains (TVC) project has had a total of three engagements with academic institutions, all with the aim of advocating for sustainable tourism development among the youth. These institutions are: **Jose Rizal University; Immaculate Heart of Mary College - Parañaque; and the Ateneo de Manila University, through the Ateneo Economics Association.**

On March 10, 2021, Jose Rizal University (JRU) hosted a webinar, in partnership with PCEPSDI, on "**Creating A Responsible Tourism Industry in the Philippines**", to increase awareness about sustainable tourism in the Philippines among JRU college students and faculty. Jovelle Nerveza, Programme Officer of PCEPSDI, discussed the current environmental situation in the country, and introduced how the organization promotes sustainable development through ecolabelling in various sectors such as tourism. Kiko Velhagen, Project Officer of PCEPSDI, then presented about practicing sustainability in tourism and hospitality through the TVC project. He also provided students **ideas on how they might begin their sustainable journey from their households and in their career.** PCEPSDI Executive Director June Alvarez and JRU President Dr. Vicente Fabella both provided short messages of support to promote and kickstart the partnership.

A SCIENCE AREA WEBINAR

**SCIENCE COLLAB: THE GREENER APPROACH DURING PANDEMIC.**

April 14, 2021  
via  
Google Meet  
8:00 to 9:00 a.m.

<https://meet.google.com/cmg-sfgm-hoq>

You are invited!


GUEST SPEAKER:  
**MR. KRISTIANE "KIKO" E. VELHAGEN**  
PROJECT OFFICER, PCEPSDI



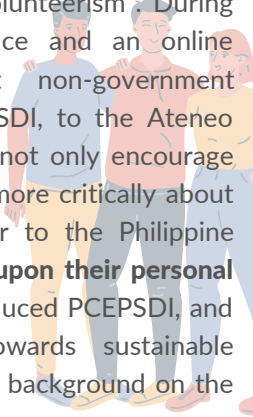
On April 7, 2021, the Immaculate Heart of Mary College - Parañaque invited the Transforming Tourism Value Chains project to be a resource speaker for their webinar, entitled "**Science Collab: The Greener Approach During Pandemic**", for their Grade 7 - 10 students. Project Officer Kiko Velhagen provided a sustainability and environmental basis for how the plastic pollution affected the tourism industry, and presented ways to lessen single-use plastics through responsible tourism, taking into consideration the COVID 19 pandemic.

AEA

**aeadvocacy week 2021**  
*building bridges.*



Lastly, the Ateneo Economics Association (AEA) conducted "**AEAdvocacy Week: Building Bridges**", a week-long virtual event (April 12-16) with the theme of "service and volunteerism". During this week, the AEA held a virtual conference and an online organizational fair to introduce different non-government organizations (NGOs), one of which was PCEPSDI, to the Ateneo student body. Through the event, AEA aims to not only encourage the Ateneo Loyola Schools community to think more critically about various social issues, especially those particular to the Philippine context, but **to also provide the avenue to act upon their personal advocacy/s.** Project Officer Kiko Velhagen introduced PCEPSDI, and the organization's advocacy and efforts towards sustainable development through ecolabelling, followed by a background on the Transforming Tourism Value Chains Project.





# Resources & Publications

## for A Sustainable Tourism Industry



### ADDRESSING POLLUTION FROM SINGLE-USE PLASTIC PRODUCTS:

A LIFE CYCLE APPROACH  
KEY MESSAGES FOR TOURISM BUSINESSES



## Addressing Pollution From Single-Use Plastic Products

*Global Tourism Plastics Initiative, 2021*

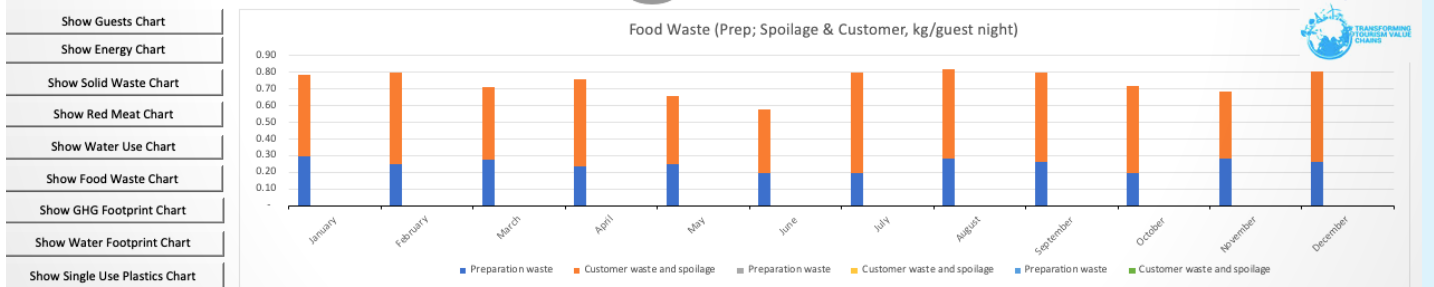
This document is relevant for the achievement of the objectives of the Global Tourism Plastics Initiative. It supports the elimination of unnecessary and problematic plastic products; highlights the role of reuse models to eliminate the use of unnecessary and problematic plastic items; it outlines areas in which engagement throughout the value chain is required to spur innovation; and reinforces the need for context-based approaches to ensure plastic is circulated back into the economy through recycling and material recovery. The document can be accessed [here](#).

## Resource Efficiency Tool (Greenhouse Gas Emissions and Monitoring Tracker)

This spreadsheet allows hotels/supporting organizations to collect data about resource efficiency. Collecting this data has two purposes: 1) Allows hotels and MICE to monitor their resource efficiency over time to see where any actions they are taking have effects, and 2) Provides information that can be used to produce a baseline for the hotels and MICE sector of the tourism industry in a country.

Kindly contact us to inquire about the tool and undergoing training for carbon footprint monitoring and tracking.

| Indicator                            | Unit                                | Jan-19 | Feb-19 | Mar-19 | Apr-19 | May-19 | Jun-19 | Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Year 1 Total |
|--------------------------------------|-------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|
| Guest nights                         | number/month                        | 3,000  | 3,142  | 3,068  | 3,188  | 3,160  | 3,048  | 3,025  | 3,115  | 2,976  | 2,992  | 3,154  | 3,055  | 36,923       |
| Energy use                           | kWh/guest night                     | 17     | 16     | 16     | 15     | 16     | 16     | 17     | 16     | 17     | 16     | 16     | 16     | 195          |
| Solid waste generated                | kg/guest night                      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 4      | 5      | 4      | 4      | 4      | 56           |
| Red meat                             | g/guest night                       | 67     | 57     | 20     | 31     | 32     | 33     | 33     | 32     | 32     | 30     | 27     | 26     | 420          |
| Water use                            | l/guest night                       | 70     | 56     | 61     | 59     | 70     | 56     | 62     | 60     | 56     | 69     | 72     | 75     | 764          |
| Food waste generated                 | kg/guest night                      | 0.8    | 0.8    | 0.7    | 0.8    | 0.7    | 0.6    | 0.8    | 0.8    | 0.8    | 0.7    | 0.7    | 0.8    | 5            |
| Greenhouse gas footprint             | kg of CO <sub>2</sub> e/guest night | 49     | 47     | 46     | 43     | 43     | 46     | 48     | 47     | 50     | 48     | 45     | 45     | 556          |
| Scarcity Water Footprint (food only) | L <sub>e</sub> /guest night         | 87     | 85     | 82     | 77     | 75     | 83     | 89     | 88     | 94     | 87     | 80     | 80     | 1,005        |
| Single Use Plastics                  | kg/guest night                      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 7            |



### Waste data entry sheet

Enter the data for waste, using waste collection bills or own measurement (weighing) of waste. If your facility sends waste for recycling and composting, indicate those separately. This sheet does not include food waste, that should be recorded separately in the following sheets. Please insure all units are in metric tonnes.

#### 6. Waste disposed (excluding food waste)

| Waste unit<br>(Example: Hotel kitchen bins) |
|---|
| Bins in service area                        |
| From offices                                |
|   |
|   |

Insert new row

| Waste type<br>(unsorted/recycled/biodegradable waste) | Unit          |
|---|---------------|
| Unsorted Waste  | metric tonnes |
| Recycled Waste - Mixed                                | metric tonnes |
|   |               |
|   |               |

| 2019    |          |       |       |      |      |  |
|---------|----------|-------|-------|------|------|--|
| January | February | March | April | May  | June |  |
| 14      | 13       | 14    | 14.3  | 13.3 | 14   |  |
| 2       | 1.5      | 1     | 1.5   | 2    | 1    |  |
|         |          |       |       |      |      |  |
|         |          |       |       |      |      |  |



# TRANSFORMING TOURISM VALUE CHAINS

IN DEVELOPING COUNTRIES AND SMALL ISLAND  
DEVELOPING STATES TO  
ACCELERATE MORE RESOURCE-EFFICIENT,  
LOW CARBON DEVELOPMENT



Supported by:



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## Contact Us

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(PCEPSDI)

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 /transformingtourismph

### Transforming Tourism Value Chains - Global

 [www.oneplanetnetwork.org/transforming-tourism](http://www.oneplanetnetwork.org/transforming-tourism)

 @TransformTrsm

 <http://bit.ly/TransformingTourismYT>