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## Workshop on Ecotourism Promotion

**Projected training dates:** March 13 to 26, 2019

**Application deadline:** February 1, 2019

**Duration of workshop:** 14 days

**Number of attendees:** 20

**Target attendees:** Government officials from partner countries responsible for planning or promoting tourism development, or executive high-level officials from related industries.

### **Eligibility:**

- Age and experience: Applicants under 50 years old and with at least two years' experience in related fields will be given preferential consideration.
- Education: College degree or above.
- Language: Good command of English.

**Information to be provided in advance:** Application form

**Information to be provided on arrival in Taiwan:** Participant's report in PowerPoint or Word format, including the following content:

- The latest information and conclusions from recent participation in international meeting/workshop/training in related issues.
- An overview of the current state of tourism/ecotourism industry.
- The socioeconomic impacts of tourism on local community.
- Existing or potential historical, cultural and natural attractions.
- The current problems and challenges involved in promoting ecotourism in your country.
- A case study of a successful or failed case.

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### **Introduction:**

#### **1. The workshop aims to share:**

- Effective Sustainable Tourism Management: Learn about sustainability issues and tourism trends, and how to achieve sustainable tourism development through good

management.

- The interaction between tourism industry and local communities: Understanding the impact of the tourism industry on local communities, and how to ensure that the benefits of tourism industry can benefit local residents.
- Historical and cultural preservation: How to ensure that local traditional culture is not distorted by tourism industry, how to use local traditional culture or art to create income.
- Environmental protection and resource management: How to carry out environmental protection while developing tourism industry, and to understand the environment for effective resource management.

**2. This workshop includes indoor lectures, field visits and interaction platforms, and aims to assist participants in gaining comprehensive knowledge of Taiwan's strategies and current situation on ecotourism development.**

**Agenda:**

- Indoor lectures: Tourism management, sustainable development of tourism industry, promotion of historical, cultural and natural attractions, environmental protection and resource management.
- Field trips: Visits to successful ecotourism cases or business.
- Exchange platform: Participants will share the current state of tourism/ecotourism industry through forums, and present their accomplishments after having a common understanding on ecotourism development through group discussion.