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## Workshop on Ecotourism Promotion (Exclusive for Asia Pacific and the Caribbean countries)

**Projected training dates:** August 14 to 21, 2020

**Application Period:** May 13 - June 19, 2020

**Duration of workshop:** 8 days

**Location of workshop:** Palau

**Number of attendees:** 20

**How to apply:** Through the Taiwan (R.O.C) embassies, representative offices or technical missions

### **Introduction:**

In island countries rich in natural and cultural resources, tourism is highly competitive and has become a major economic activity, creating jobs, stimulating local economic development and increasing foreign exchange earnings. However, in the development of tourism industry, it is very important to give consideration to the conservation and sustainable use of local ecology. Therefore, this workshop focuses on the sustainable environment maintenance and local development, and helps participants from Pacific islands and Caribbean countries to promote the ecological tourism industry.

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

- How to create a tourism industry that is beneficial to ecology, cultural tradition and local economic development.
- How to promote the awareness of environmental protection among tour agencies, residents and tourists, and enhance the importance of ecological conservation during the tour.
- How to strengthen the sustainable management strategy of the tourism industry and contribute to the local development.

### **2. The contents of this workshop include:**

- Introduction of the concept of ecological tourism and management guidelines
  - To understand the United Nations guidelines on sustainable tourism, management practices and application to promote sustainable operation of the tourism.
  - To share the tourism events collaborated by Taiwan and Palau and regional tour promotion practices, learn to maintain the local ecological environment through the regulation of tourism seasons and scenic spots.
  - To learn how to promote and educate local ecological conservation and to

maintain ecological resources through good management.

- The contribution of sustainable tourism industry to local development
  - To share the marketing methods and promotion channels of tourism products, and make use of e-commerce platforms to help create the output value of local tourism industry.
  - To strengthen the skills needed to design characteristics tourism products for target markets, including brand positioning, market segmentation, product pricing and cooperative channels, etc., and invite representatives of Taiwan tourism industry to share their successful experience.
  - To enhance the planning of local activities and the connectivity of tourism products to local ecology and cultural traditions.

**Eligibility:**

- Specialized fields: National development, natural ecological conservation, tourism industry, urban and rural development
- Medium-High government officials, industry executives, members of faculty, NGO or international organization, partner stakeholders participating in relevant Taiwan Technical Mission projects.
- 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

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