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# Workshop on Ecotourism

**Dates : Nov 5 - 14, 2025**

**Application Deadline : Sep 12, 2025**

**Invitation Required:** Through the R.O.C. (Taiwan) embassies, representative offices, or Taiwan Technical Missions.



## Overview

The tourism industry plays an indispensable role in driving the global economy. In recent years, sustainable tourism has emerged as a key approach to balancing environmental sustainability and local economic development. Developing countries often have the advantage of hosting pristine natural environments that are not yet impacted by overdevelopment. This workshop shares Taiwan's experiences in promoting ecotourism that shares such natural environments in a sustainable way, including discovering indigenous tribes, engaging with traditional crafts, and exploring natural landscapes. Participants will gain insights into strategies for preserving ecological integrity while providing visitors with immersive cultural and environmental experiences, fostering economic growth in local villages and communities, and advancing the vision of sustainable tourism.

## Objectives

- Support partner countries in discovering and preserving the value of local cultural and ecological resources, fostering the development of sustainable tourism models that harmonize with nature.
- Assist in designing and promoting tourism strategies that integrate local experiences, enhancing participants' understanding of regional economic development while boosting employment opportunities, increasing residents' income, and promoting Taiwanese culture to the world.

# Contents

- **Promoting Sustainable Tourism and Preserving Cultural and Ecological Resources:** Advocate for green and eco-tourism models by promoting low-carbon travel practices to mitigate global warming. Aim to achieve harmony between humanity and the environment while advancing sustainable development.
- **Leveraging Innovation to Highlight Local Characteristics:** Share Taiwan's eco-tourism development experiences and encourage participants to integrate their home countries' natural ecological resources into the planning of eco-friendly and distinctive tour itineraries. This approach fosters the growth of unique local eco-tourism while generating revenue to support local economies.
- **Enhancing Cultural Value through Creative Product Development:** Demonstrate how Taiwan develops and implements tourism innovations, encouraging participants to design creative products that showcase regional uniqueness, such as traditional crafts or specialty food products. Equip participants to replicate these value-added cultural models in their home countries, creating economic benefits and offering travelers memorable experiences.

## Issues this workshop will address

- How to enhance tourists' experiential engagement during their visit.
- How to design culturally distinctive products to stimulate consumption.
- How to balance the economic benefits of tourism with ecological conservation.

## Who may apply

- **Backgrounds:** Those aged 20 and above who are engaged in planning or promoting sustainable tourism development, natural environment preservation and management, remote community development, with 2+ years of relevant work experience are preferred.
- **Expertise:** Environmental protection, natural resources conservation, eco-tourism, and community development.



### Contact Person



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