

Group One

India, Nepal, Fiji and Phillipines

Overview

- What we have learned during these site visits (benefits and opportunities and weakness)
- Recommendations
- How we will apply these to countries

Learnings from the Tour

- Strong involvement of the private sector of the ecotourism in Hawaii
- Excellent effort to conserve the environment
- Use of excellent interpretation /education programs to disseminate information
 - History & Heritage
 - Social and culture
 - Sustainability of Water Supply (Water Shed Management)
- Conservation and "revival" of native plants
- Organic farming and market linkages(Direct marketing, social marketing, events management, events, internet)
- Maximization of resources to attract tourists

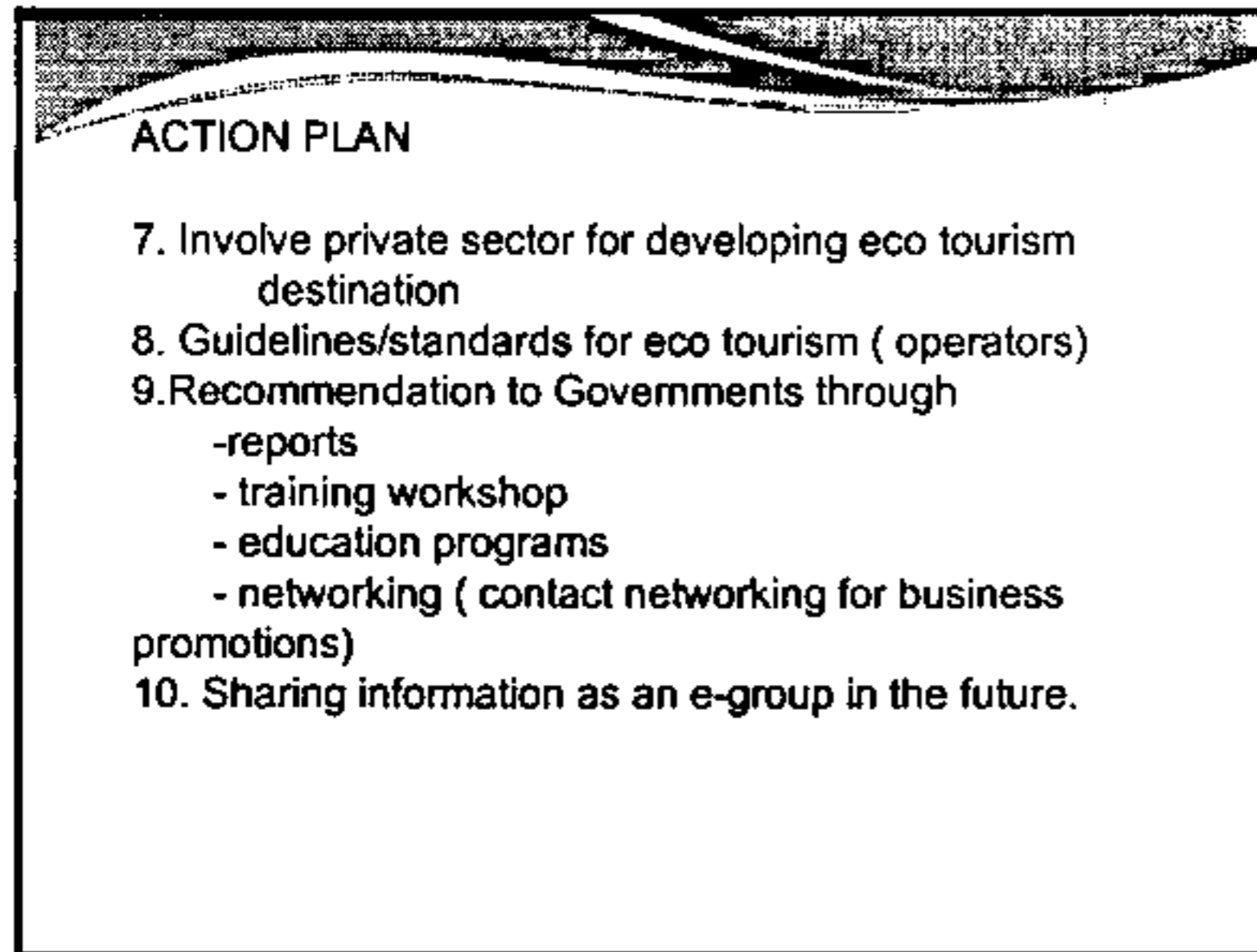
- Site Management
 - architectural design merge with environment
 - scientific management plan
 - use of learning- visitor behavior
- Financial autonomy (self sustaining)
- Linkages with Hawaiian University for Monitoring
- Free entry to local community
- Privately managed profit driven enterprise with social linkages (free employment for local communities for school visits)
- Voluntary participation in site management

Weaknesses

- Weak linkages with private companies and local communities
- Lack of clear cut plan and policy from the state government/ lack of enforcement
- Lack of coordination between various government agencies and stakeholders
- Lack of diversity in marketing portfolio management
- Lack of responsive tourism
- Definition (lack of common understanding of ecotourism)
- Commodification of culture
- Lack of locally made handicrafts for promotions
- Lack of native Hawaiian culture and food

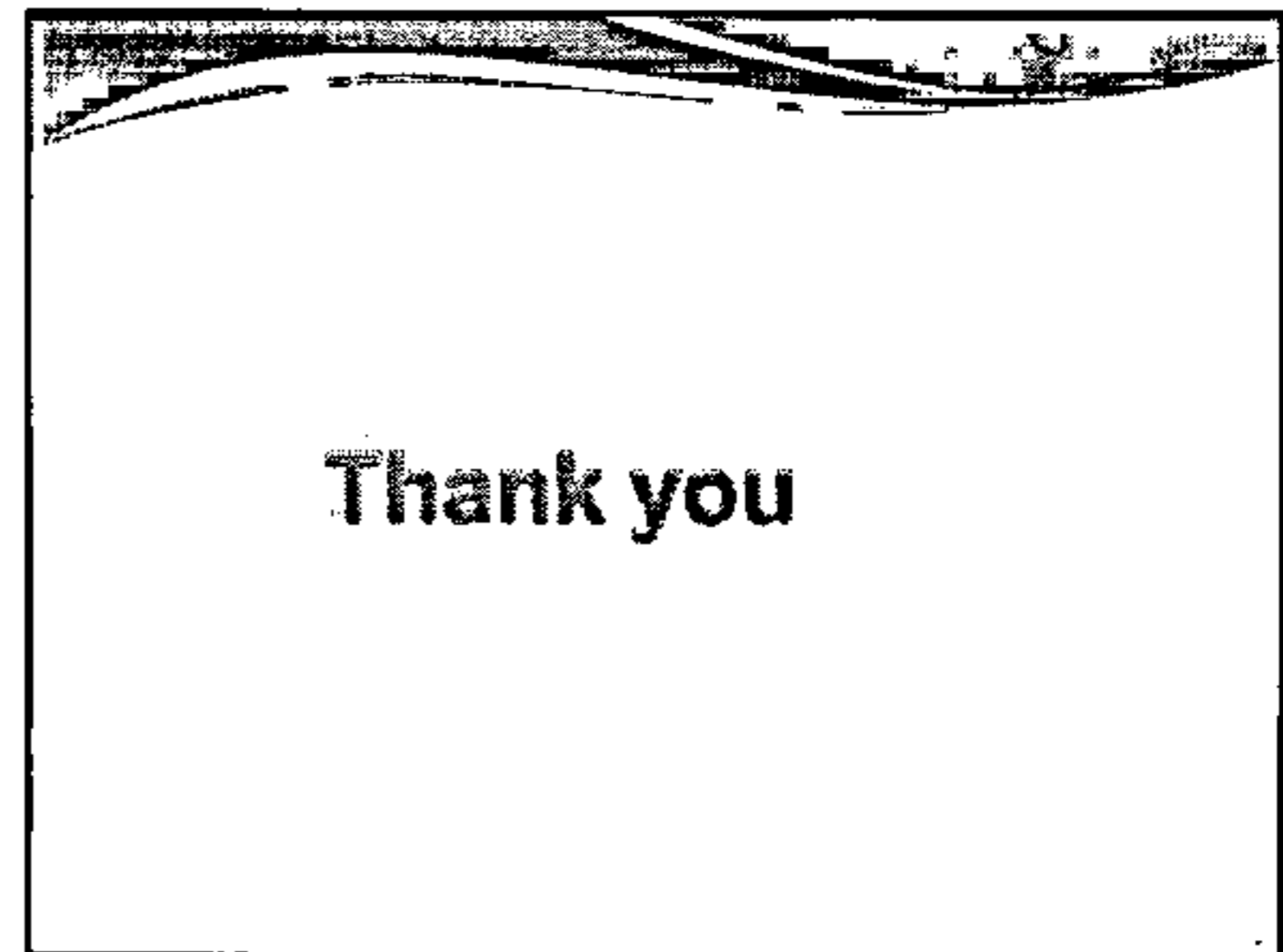
ACTION PLAN

1. EDUCATION/ AWARENESS PROGRAM (TOOL)
 - Guides(Professional)
 - Information Interpretation
 - on site/offsite
 - ex. Driver- model
2. Scientific Management for determining carrying capacity
 - Park
 - Beaches (Hanauma bay)
3. AGRO Business Marketing
 - organic farming focused
4. Active NGOs
5. Volunteer tourism – student community
6. Product diversification (Innovation)
 - community based products



ACTION PLAN

7. Involve private sector for developing eco tourism destination
8. Guidelines/standards for eco tourism (operators)
9. Recommendation to Governments through
 - reports
 - training workshop
 - education programs
 - networking (contact networking for business promotions)
10. Sharing information as an e-group in the future.



Thank you

Group Two

- Korea : Mr. Lee
Mr. Kang
Mr. Kim
- Malaysia : Mr. Wan
- Taiwan : Ms. Liao
- Thailand : Mr. Weera
: Ms. Tassanee
: Ms. Nonglak

What have we learned?

- Ecotourism as a concept has to engage the active participation of the hosts and the visitors/tourists
- The system of management and conservation of the Hanauma bay is well balance between business and preservation.
- Education to visitors is important and necessary to minimize environmental degradation and at the same time to encourage people and younger generations to appreciate the natural and cultural resources.

What have we learned?

- Tour operators have to share responsibility in taking care of the resources.
- We see the products (e.g., marine park), but we could not see the cultural part (e.g., how they integrate or how they appreciate or sustain culture.
- Interpretation on the products for the visitors to appreciate is important as what we found during our visits to most eco tourist sites.
- Ecotourism improves economy of the local population and narrow the gap between the rural and the urban. (e.g., job opportunities, income supplementation, discourage rural/urban migration).

What have we learned?

- Ecotourism improves economy of the local population and narrow the gap between the rural and the urban. (e.g., job opportunities, income supplementation, discourage rural/urban migration).
- Ecotourism/tourism can't stand alone, it requires cooperation among stakeholders/actors.
- Ecotourism/tourism adds values to local products (e.g., direct sale).

What have we learned?

- Ecotourism is about trying to promote the existing activities to fit with the interest of the visitors. In addition, it is a social responsibility towards local communities.
- To sustain the ecotourism business, good management practices and participatory activities are required.
- Ecotourism refers to eco and tourism (=relaxation and education ⇒ sustainability)

What will we do in our country

KOREA

- In Gangwon province, there is a tree called "DAK-tree" which can produce "Korean paper". At the very next DAK-tree, we will set up table shows how to make clothes or little dolls with Korean paper. And also, we will develop hiking road along the DAK-tree, so you can see the nice scenery.

What will we do in our country

MALAYSIA

- To relook at the rules and regulations on ecotourism
- Strengthening the roles of the implement agencies and the creation of an over-arching mechanism to check the development of ecotourism
- Realization of the importance of interpretation (story telling) to enrich the learning aspects and experience to visitors towards creating responsible visitors
- To reassess the way we prioritize success in ecotourism (i.e. economic impact vs environmental sustainability)

What will we do in our country

TAIWAN

- Strengthening the communication between government and community to integrate the best ecotourism program
- Establishing ecotourism operating and managing model (e.g., Hanauma Bay)
- Training for all stakeholders in ecotourism industry

What will we do in our country

THAILAND

- Training of trainer (TOT) about ecotourism management in the working seven provinces in northern Thailand. Make action plans for the responsible projects.
- Sharing what we have seen/learn with other tour operators and apply to ecotourism in Thailand
- Applying what have learned to the policy makers and implementers.

Ecotourism in ROC(Taiwan)

Liao, Li-Lan

Republic of China (Taiwan)

Abstract

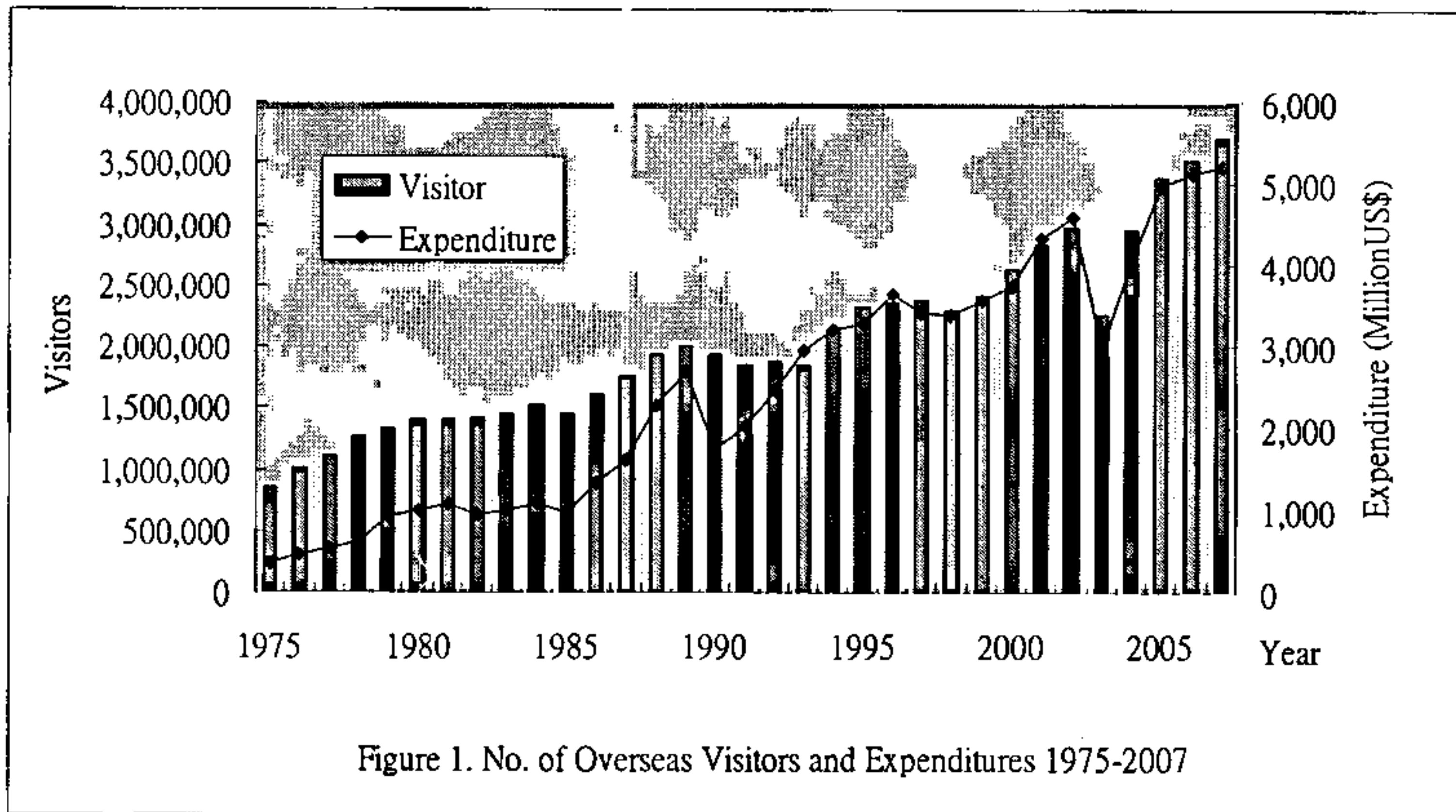
Taiwan is only 36,000 square kilometers in size, but nearly 60% of the island is covered by forests with rich and varied landscapes and natural resources, attesting to the unusual tenacity of life. Tropical, subtropical, temperate, and subfrigid zone plants can all be found in Taiwan, fostering an equally diverse animal kingdom. Visitors will therefore find it well worthwhile to come and admire this rich flora and fauna as well as explore the coastal regions and marine life. The purpose of ecotourism is to awake people not only to realize the importance and urgency of environment preservation but also to provide the opportunities for experiencing the natural ecological living.

Keyword: Ecotourism, biodiversity

1. An Overview of Tourism Development in Taiwan(ROC)

Tourism industry is regarded as an industry without smokestacks that during the era when the citizens in Taiwan are becoming more and more aware of the negative environmental consequences of the development of manufacturing industries, it became an important development agenda to enhancement of tourism industries to revitalize the economy, especially in the overlooked development possibilities in the urban and rural areas.

The number of foreign visitors to Taiwan has been on the increasing trend for the past 4 decades. According to the statistical datas, the number of visitors to Taiwan reached the one million benchmarks in 1976. The upward trend continued and the number of visitors exceeded two million in 1994 and passed the three million mark in 2005. In 2002, the figure was already 2.98 million but the outbreak of SARS in 2003 gave a deep dive back into the 2.5 million, close to the number in early 1990s' but the number bounced back already in 2004, as shown in Figure 1. The number of overseas visitors to Taiwan in 2008 and 2009 was 3.8 and 4.3 million respectively with the tourist expenditure reached US\$5.9 billion in 2008.



Tourism industry has becoming a very important contribution to national income in Taiwan. According to the estimates by using the Tourism Satellite Accounts system method, it was estimated that the contribution of tourism industry for the recreation alone in Taiwan has reached 2.92% in 2008 while the contribution of agriculture was 1.62% during the same year (Taiwan Economic Research Institute, 2008). If taken into account of the related business for the tourism industry the percentage share of GDP was 12.48% in Taiwan.

The vision of Taiwan's tourism development is creating a tourism environment focusing on both quality and quantity, turning Taiwan into a major tourist destination in Asia.

2. Introduction of Ecotourism in ROC

Taiwan, or Formosa as it used to be called, is located along the south east coast of the Asian Continent where the Asian-tropical zone meets the tropical zone. It is approximately 36,000 square kilometers in size, about 6 times the size of Hawaii, and surrounded by oceans, and as in the past it experienced frequent mountain-building movement, its landscape is dominated by mountains that rise and fall. Two-thirds of the total area is covered by forested mountains, much of it too steep to be cultivated easily, and the remaining area consists of hilly country, platforms and highlands, coastal plains and basins. There are more than 200 peaks over 3,000 meters in altitude. The highest of them, Jade Mountain reaches 3,952 meters.

Because of this great fluctuation in elevation, many different factors influence its Asian-tropical oceanic climate, which is why organic life on Taiwan is so abundant. It is thus miraculously endowed with diverse ecosystems that range from the tropical to

alpine, and diversified natural environment has produced an extensive and precious collection of different species that are known around the world, making Taiwan into a miniature northern hemisphere ecosystem, a natural treasure-house unique in the world.

Outdoor recreation is gaining in popularity around the world. They also play an important role in sustainable development of the tourism industry. The government has established 8 national parks in Taiwan with specific natural and culture features. The parks are: Kenting National Park with its coral reef coastal landscape, Yushan National Park with its high mountain creek vale and Bunun tribal culture, Yangmingshan National Park with its volcanic landscape, Taroko National Park with its marble gorge landscape and Taroko tribal culture, Sheipa National Park with its precipitous landscape, Taijiang National Park with its wetlands ecosystems, Kinmen National Park with its storied granite hills and Southern Fukien architecture, and Dongsha Atoll National Park with it's a circular shape made up of reef-building corals. According to the statistical datas of Construction and Planning Agency Ministry of The Interior, the number of visitors to national parks reached the 18.24 million in 2009.

As the forest areas of Taiwan are also steeped in fascinating history and culture, adding another dimension to the forest recreation environment. There are now 22 national forest recreation areas, providing special and divers attractions with trails, flowers, maples, snow, sea of clouds, waterfalls, lakes and trains. The following national forest recreation areas are currently open for public enjoyment in Taiwan. Those national forest recreation areas including Taipingshan, Dongyanshan, Neidong, Manyueyuan, Cilan, Mingchih, Guanwu, Dashuishan, Baxianshan, Hueisun, Wuling, Aowanda, Sitou, Alishan, Tengzhi, Shuangliu, Kenting, Jihben, Chinan, Fuyuan, Mt.Hehuan and Xiangyang. According to the statistical datas of Taiwan Forestry Bureau, Council of Agriculture, Executive Yuan, the number of visitors to national forest recreation areas reached the 3.3 million in 2009.

For us and future generations can enjoy the scenes and experiences in beautiful mountains, the government has promoting the national trail system plan since 2001. With the implementation of the plan to integrate cultural and natural spots, providing diverse recreational opportunities, and following the principle of sustainable management of natural resources to develop ecotourism. Besides, the concepts and movement of Leave No Trace was involved in trail system plan since 2006. Leave No Trace plays a critical role within the conservation community because of its unique focus on people as the solution.

3. Issues and Impediments

Based on the premise of “symbiosis with nature,” Taiwan has been actively promoting minimal impact on ecological travel, is currently in charge of implementation of Taiwan’s ecotourism project. It is not how many national parks and national forest recreation areas that we have, but that how we can protect and conserve the rich natural resources through management and education. Furthermore, the purpose of ecotourism is to provide natural and cultural experience under safe and carefree circumstances and help local industries development as they conserve on natural resources and preserve our cultural heritage, we have thereby successfully realized our vision of ecotourism. In addition, it also provides professional suggestions for authorities to future planning and sustained management. It is critical to integrate community to participate as we facilitate ecotourism. Furthermore, the Ministry of the Interior has also been actively counseling local residents to manage ecological business, favorable to our environment.

Since the Ministry of the Interior established its first national park at Kenting in 1982, 7 other national parks have later been set up over the 26 years since then. Establishing national parks helps tremendously in achieving the conservation research, creating quality of ecotourism, introducing and promoting environmental education and preserving antiquities. However, each national park has different management problems. For example, Yangmingshan National Park attracted lots of tourists for being close to Taipei City, with its problems of over-development, noise, and waste. In addition, land regulation issues had to be resolved involved with illegal construction and restaurants. The issues required consensus formed among locals, there was also been concerned about the maintenance of local aboriginal culture, is also promoting ecotourism as a way to spread the concept of environmental protection. The plan calls for cooperation between government units and the local population. It also included strengthening tourist facilities such as hotels and training tourist guides.

4. Successful cases : Qigu Coastal Ecology Tour

Qigu Lagoon is the biggest lagoon in Taiwan. In addition to its function of flood control and coastal preservation, the lagoon is an ecological treasure chest. Broad-leafed mangroves and roosting black-faced spoonbills find their habitat here. Visitors can take a raft tour of the lagoon for an up-close look at the mangroves, scenic oyster racks and the fishermen casting their nets. The sandbars here are also home to fiddler crabs, mudskippers and other denizens. Opened in 2005, the Black-faced Spoonbill Conservation, Management and Research Center is designed for exhibition, video presentation and viewing areas that introduce visitors to the black-faced

spoonbills and the precious wetland ecology of Qigu.

The biggest landmark in Qigu is the towering "Salt Mountains," enormous piles of salt that resemble snow-covered peaks under the hot sun. At the nearby Taiwan Salt Museum, built in the shape of a salt crystal, visitors can trace back to the 338-year history of Taiwan's salt industry. The museum exhibits also introduce the salt industries of other countries around the world.

The Cultural Gallery of Wangye at Donglong Temple is the only museum of its type in Taiwan. The gallery presents videos and photograph exhibits introducing the origins of Wangye in Taiwan and the process of the god's arrival to the island. Local history also comes alive at the nearby Beimen Jingzaijiao Pottery Shard Salt Fields. Planned by Southwest Coast National Scenic Area Administration, this salt field continues to produce salt using traditional techniques. Visitors can even roll up their pants for a bit of salt-raking fun.

5. Concluding Remarks

Developing ecotourism in Taiwan is to promote biodiversity and to set an example of sustainable development while at the same time allowing the public to become more intimate with nature and to give them opportunities to explore and experience the beauty of ecology. In the future, the government would like its development and promotion of ecotourism to become more internationalized to break away from the view that Taiwan is all alone in the field of natural preservation worldwide.


Ecotourism in ROC (Taiwan)

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Content

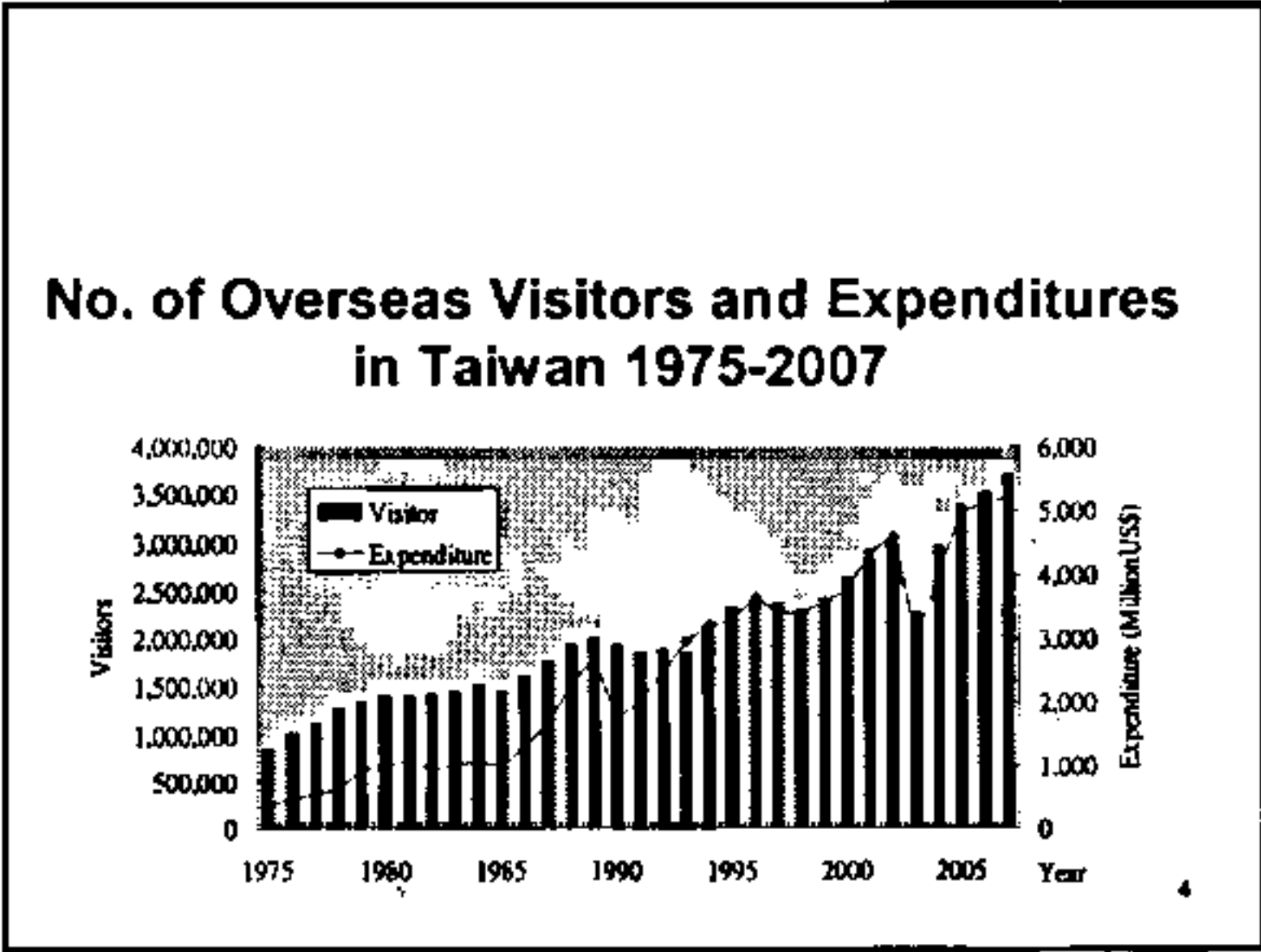
- ↓ Overview of tourism development in Taiwan
- ↓ Introduction of Ecotourism in Taiwan
- ↓ Issues and Impediments
- ↓ Successful cases
- ↓ Concluding Remarks




An Overview of Tourism Development in ROC



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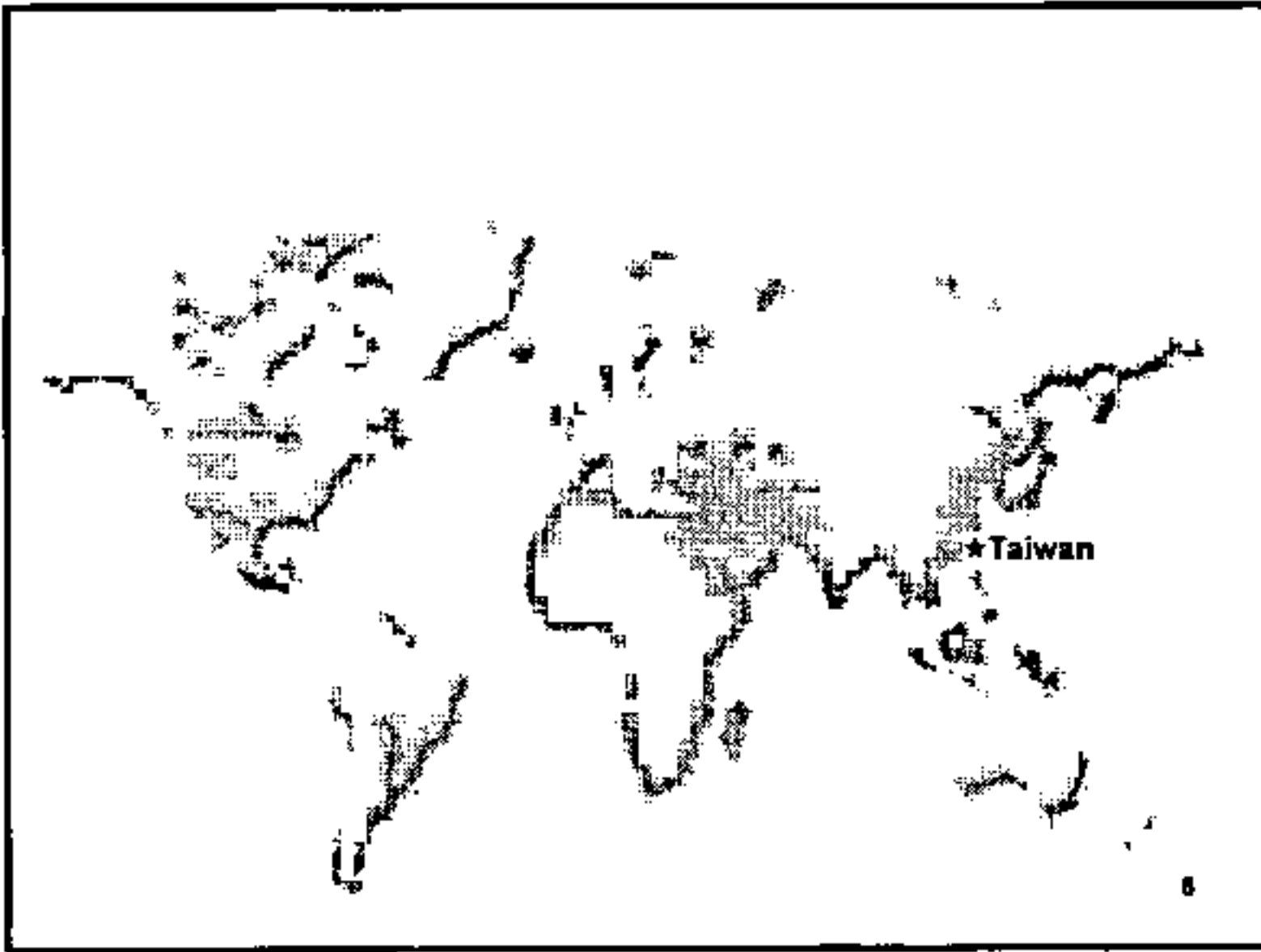


Introduction of Ecotourism in Taiwan



乘船遊覽 馬背遊覽 腳踏車遊覽 機車遊覽

5





- 36,000 Km²
- Mountain-building movements caused great fluctuation in elevation
- 2/3 areas covered by forested mountain
- Biodiversity range from the tropical to alpine ,



8 National Parks

- with specific natural and cultural features



22 National Forest Recreation Areas



- Providing special and divers attractions with trails, flowers, maples, snow, sea of clouds, waterfalls, lakes, hot springs and trains

Issues and Impediments

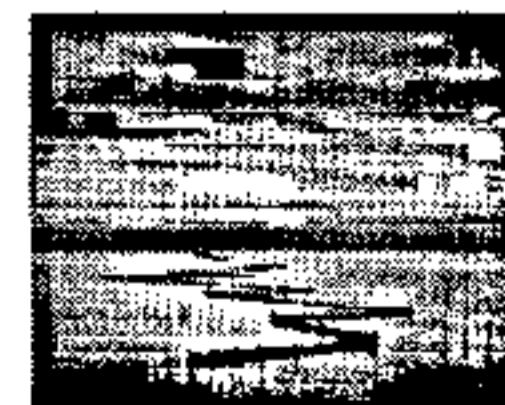


- To protect and conserve the rich natural resources by management and education
- To integrate community to participate as we facilitate ecotourism
- Yangmingshan National Park
 - attract tourists for being close to Taipei City
 - problems about over-development, noise, waste


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Successful case

Qigu Coastal Ecology Tour




12



- Qigu Lagoon
- Broad-leafed mangroves
- Black-faced spoonbills
- Oyster racks
- Taiwan Salt Museum
- Salt Mountains
- Salt Fields
- Cultural Gallery


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Concluding Remarks



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Thank you for your attention



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