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The International Alliance of Protected Areas (IAPA/ISZS) is an international communication and cooperation platform consisting of protected area (PA) management organizations. It was initiated and established by the Changbaishan National Nature Reserve, Jilin, China in 2014 and affiliated with International Society of Zoological Sciences (ISZS), and now has 157 member PAs from 15 countries. The main objectives of IAPA are to promote international communication and collaboration among PAs; to design comparative species surveys and monitoring; to stimulate cross-country and trans-regional conservation cooperation; to improve levels of research, monitoring, conservation and management in PAs; to support PA design and management for adapting to climate change; to identify management interventions that mitigate negative impacts of global climate change on biodiversity; to strengthen conservation publicity and education; to explore friendly development modes in PAs and their surroundings; and to promote the whole society to support and participate in conservation.

[http://iapa.globalzoology.org.cn/?\\_l=en](http://iapa.globalzoology.org.cn/?_l=en)

**Welcome to join IAPA as a organizational member:**

<http://pro0cc4bd09.pic6.ysjianzhan.cn/upload/ApplicationforIAPA.docx>

**Please refer to *IAPA Operational Guide for Ecotourism in Protected Areas*:**

[http://iapa.globalzoology.org.cn/7?\\_l=en&article\\_id=101](http://iapa.globalzoology.org.cn/7?_l=en&article_id=101)

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# 1. Background and Research Objectives

## 1.1 Background

Since its establishment in 2014, the International Alliance of Protected Areas (IAPA) has been committed to promoting communication and cooperation among protected areas worldwide. With the support of the Changbaishan National Nature Reserve and the International Society of Zoological Sciences (ISZS), the alliance has rapidly developed and now includes 157 member units from 15 countries. IAPA's goal has always been to enhance the research, monitoring, conservation, management and sustainable development of protected areas through cross-border and cross-regional collaboration, and to address the challenges posed by climate change to biodiversity.

With the continuous improvement of global ecological conservation awareness, ecotourism and eco-products have become important means to promote the sustainable development of protected areas. Ecotourism can attract public participation in conservation work, raise environmental awareness, and bring economic benefits to protected areas, supporting their conservation and management efforts. Additionally, the development and promotion of ecological products can provide economic opportunities for local communities, reduce excessive dependence on natural resources, and indirectly protect the ecological environment.

In this context, IAPA has decided to conduct a questionnaire survey on ecotourism and ecological products. The aim is to evaluate and analyze the potential and readiness of ecotourism among high-end tourists in China, providing a basis for formulating scientific and effective promotion strategies.

## 1.2 Research Objectives

The main objectives of this questionnaire survey include the following aspects:

- 1) Assessing the potential of ecotourism:** This involves analyzing questionnaire surveys, collecting basic information on ecotourism and related infrastructure, recreational projects, and ecological products in various protected areas. It also includes identifying the most popular ecotourism projects and activities, and assisting these protected areas in designing more attractive ecotourism products for Chinese tourists.
- 2) Using survey results as a basis for formulating promotion strategies:** Based on the questionnaire survey results, scientifically effective ecotourism promotion strategies can be developed. This includes selecting appropriate promotional channels, creating targeted promotional contents, and organizing activities to attract more Chinese tourists to participate in ecotourism.
- 3) Proposing a basis for improving the management level of ecotourism in protected areas:** By collecting experiences and challenges from various protected

areas through questionnaire surveys, we can provide valuable references for protected area managers. This will promote experience sharing and knowledge exchange among protected areas, ultimately enhancing the overall management level.

**4) Promoting international cooperation:** Through this survey, we aim to foster cooperation between protected areas in various countries and advance the development and implementation of cross-border ecotourism projects. Strengthening international cooperation will facilitate the sharing of resources and experiences, enhancing the overall effectiveness of conservation efforts.

**5) Enhancing public engagement:** By promoting ecotourism, we aim to increase public awareness and participation in nature conservation. The questionnaire survey will help us understand the public's attitudes and knowledge levels regarding ecological protection, guiding future publicity and educational efforts, and enhancing public environmental awareness.

**6) Promoting conservation through ecotourism and ecological product screening and promotion:** We aim to promote the sustainable development of protected areas and their surrounding regions through ecotourism and the promotion of ecological products. The questionnaire survey will help identify and promote successful sustainable development models, reduce dependence on natural resources, and foster the mutual development of community economies and ecological environments.

This questionnaire survey is a crucial component of IAPA's efforts to promote the development of ecotourism and ecological products. Through scientific market evaluation and strategic formulation, it provides robust support for the sustainable development of protected areas and elevates global ecological protection to new heights through IAPA. Additionally, it enables the Chinese public to engage with the international conservation community and promotes the internationalization of sustainable development practices in protected areas in China.

## 2. Analysis of Questionnaire Survey Results

The result analysis includes the following main contents:

- a) **Basic Information of Protected Areas:** Gathering and summarizing key details about each protected area, such as size, location, and specific natural features.
- b) **Ecotourism Product Information:** Analyzing the types and popularity of ecotourism products offered, including tours, activities, and educational programs.
- c) **Government and Community Attitudes and Policies:** Evaluating the attitudes, policies, and roles of the government, conservation management, and the community towards international ecotourism, as well as their impact on the development and sustainability of ecotourism.

**d) Suggestions for Promoting Chinese Tourists to Participate in Ecotourism:**

Providing recommendations for attracting more Chinese tourists to ecotourism activities in protected areas around the world, based on survey insights.

**e) Development and Sales of Ecological Products:** Reviewing the current state of ecological product development and sales, and identifying successful practices and potential areas for growth.

## **2.1 Basic Information of Protected Areas Participating in the Questionnaire Survey**

This survey collected responses from 60 protected areas across 30 countries, covering regions in Asia, Europe, Africa, and the Americas. Fifteen ecotourism cases from these protected areas were selected and shared at the Changbaishan World Biosphere Reserve and World Geopark Sustainable Development Conference on June 16, 2024. These cases come from China, Chile, Brazil, Mongolia, Nepal, Indonesia, Russia, Pakistan, Lebanon, Kenya, and South Africa. The shared cases include the following contents:

- 1) **Introduction to Protected Areas and Their Ecotourism Status:** Detailed descriptions of the protected areas, including their unique features and the current state of ecotourism activities within them.
- 2) **Achievements in the Development of Ecotourism:** Highlighting significant accomplishments and milestones in the development and implementation of ecotourism projects in these protected areas.
- 3) **Main Lessons Learned:** Sharing key insights and lessons learned from the experiences of developing and managing ecotourism in these regions.
- 4) **Suggestions for Chinese Tourists to Participate in Ecotourism in Protected Areas of Various Countries:** Providing targeted recommendations to encourage and facilitate the participation of Chinese tourists in ecotourism activities in these protected areas.

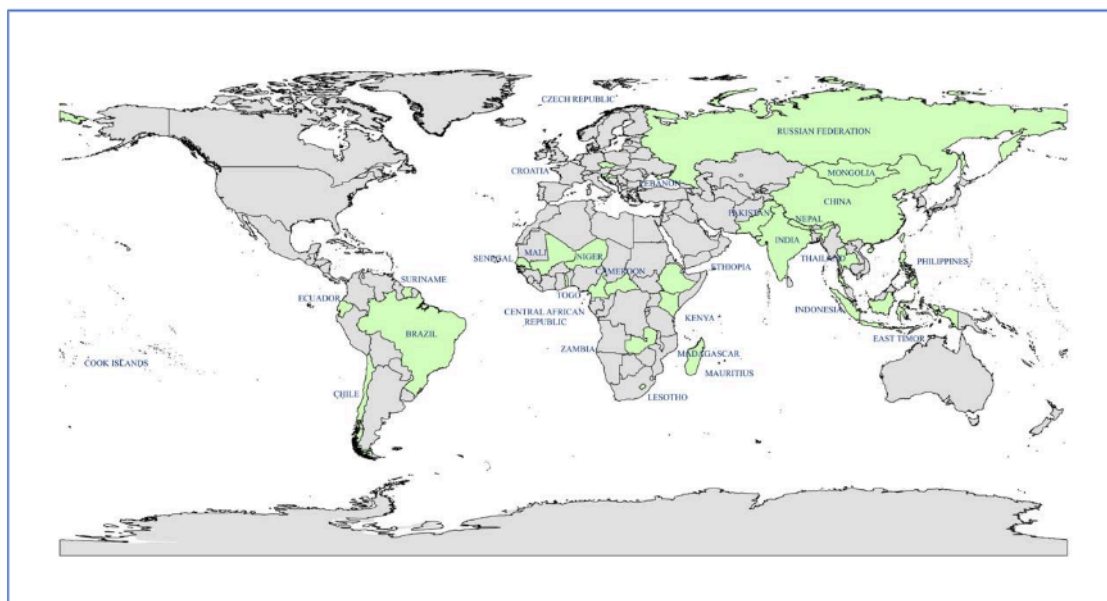


Figure 1: 60 protected areas from 30 countries (highlighted in green) have completed the questionnaire

**Table 1: List of protected areas filling out the questionnaire**

No.	Country	No. of PA filled the questionnaire
1.	Mali	2
2.	Ecuador	4
3.	Cameroon	5
4.	Central African Republic	1
5.	Thailand	2
6.	Chile	1
7.	Cook Islands	1
8.	Croatia	1
9.	Czech Republic	1
10.	Ethiopia	1
11.	Nepal	3
12.	Mongolia	4
13.	INDIA	1
14.	Indonesia	6
15.	Kenya	1
16.	Lebanon	3
17.	Lesotho	1
18.	Madagascar	3
19.	Mauritius	1
20.	NIGER	1
21.	Philippines	1
22.	Russia	5
23.	Senegal	1
24.	Slovenia	1
25.	Brazil	2
26.	Suriname	1
27.	Timor-Leste	1
28.	Togo	2
29.	Zambia	1
30.	Pakistan	2

### 2.1.1 Types of protected areas

The protected areas that submitted the questionnaire are mostly classified into various categories, with 46.67% being world biosphere reserves, 28.33% being world natural

heritage sites, 25% being world biodiversity hotspots, and 45% falling into other categories (See Chart 2).

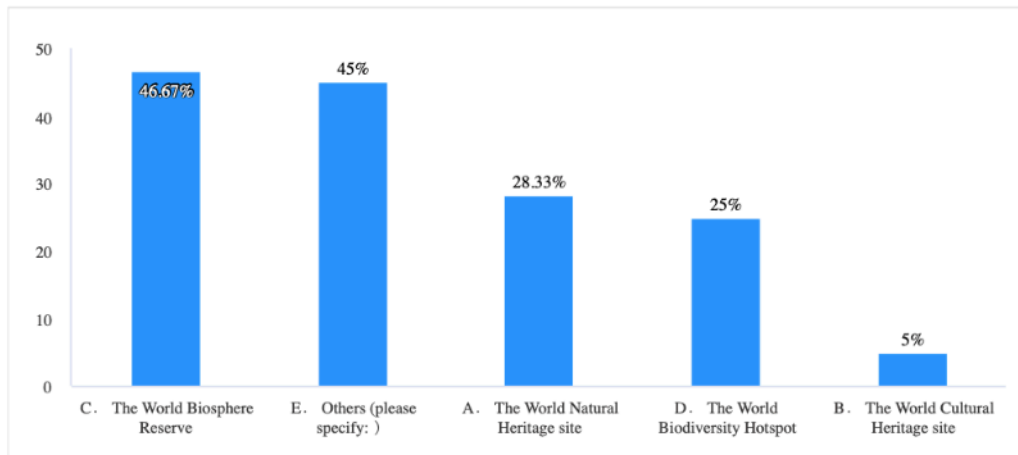


Figure 2: Categories of Protected Areas

### 2.1.2 Protected Ecological System

Among the 60 protected areas that submitted the questionnaire, forest ecosystems accounted for the highest proportion, accounting for 78.33%, followed by inland wetlands and rivers, accounting for 46.67% and 38.33%, respectively. Grasslands, grasslands, and other types of ecosystems ranked third, with relatively few in deserts and marine coasts. (See Figure 3)

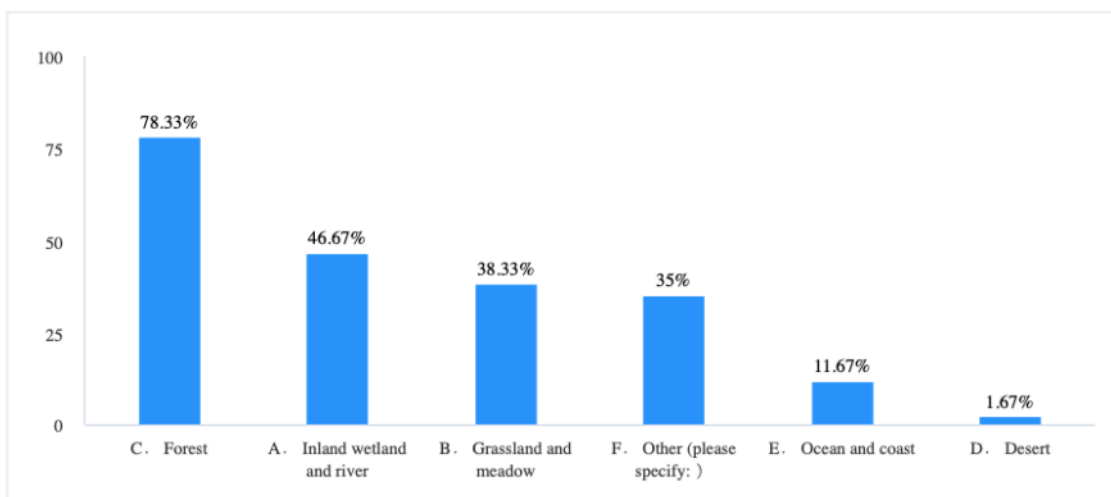


Figure 3: Ecological System Types of Protected Areas

### 2.1.3 Protected areas and protected objects

Among the 60 protected areas that submitted questionnaires, the protected objects are divided into the following categories:

- Wildlife:
  - Large mammals such as tigers, rhinoceroses, chimpanzees, etc.
  - Birds, including some endangered species such as flamingos, vultures, etc.
  - Reptiles, such as crocodiles and turtles.
  - Amphibians and aquatic organisms, such as frogs and various fish.
- Plant communities and forests:
  - Diversity of plant communities in tropical and subtropical ecosystems.
  - Unique tree species and rare plant species.
  - Wetland vegetation and related ecological services.
- Geological and geomorphic features:
  - Volcanic landscapes, unique rock structures, or geological structures of scientific value.
  - Unique terrain features such as mountains, rivers, and lakes.
- Water environment:
  - Freshwater bodies such as lakes and river systems and their surrounding wetlands.
  - Marine ecosystems, including coral reefs and coastal areas.
  - Biodiversity and natural habitats of inland water bodies.

#### Culture and Heritage:

- Indigenous communities and their traditional knowledge systems.
- Historical sites, buildings, and archaeological sites.
- Protected cultural expressions, such as oral traditions and art forms.

#### Special ecological areas and sensitive areas:

- Key areas with high biodiversity, such as hotspots.
- Areas that are crucial for specific species or the entire ecosystem.
- Sensitive areas that are susceptible to human activities.

## 2.2 Detailed information of ecotourism products

This chapter analyzes the detailed information of ecotourism products, including:

- 1) Types of ecological tourism resources in protected areas
- 2) Development of commercialized ecotourism products in and around protected areas
- 3) Ecotourism product routes
- 4) Best travel time
- 5) Selling price
- 6) Reception capacity
- 7) Execution ability and promotion channels
- 8) Potential risks and response measures in the implementation of ecotourism products

### 2.2.1 Types of Ecotourism Resources in Protected Areas

Among the 60 protected areas, the types of ecotourism resources are concentrated in natural landscapes and wild animals and plants, accounting for 91.67% and 81.67% respectively. This also verifies that the protected objects of the protected areas are advantageous resources for ecotourism, which not only reflects ecological value but also economic value; In addition, research projects or conservation tasks suitable for volunteer participation account for 51.67%, so the development of ecotourism can be well integrated into conservation work, which is also an important way and resource advantage for public participation; Community cultural experiences and historical cultural sites also account for 43.33% and 41.67%, respectively. Culture, especially the ecological culture of different countries and ethnic groups, is closely related to ecological conservation and sustainable development; The proportion of botanical gardens and museums/environmental education centers is 25%, and we also hope that these venues can play a greater role in ecotourism, especially in promoting public attention and participation in ecological protection.

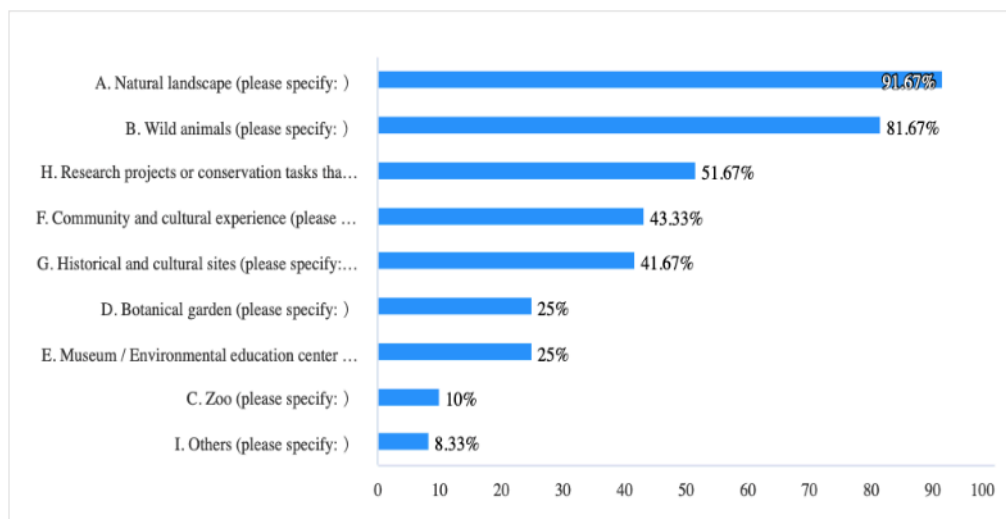


Figure 4: Resource types of Eco-tourism in protected areas

### 2.2.2 Development of Commercialized Ecotourism Products in Protected Areas and Surrounding Areas

Among the 60 protected areas, 63.33%, or 38 protected areas and their surrounding areas, already have commercially viable ecotourism products. This indicates that ecotourism is relatively mature in most protected areas, and there are also good cases that can be learned from other protected areas.



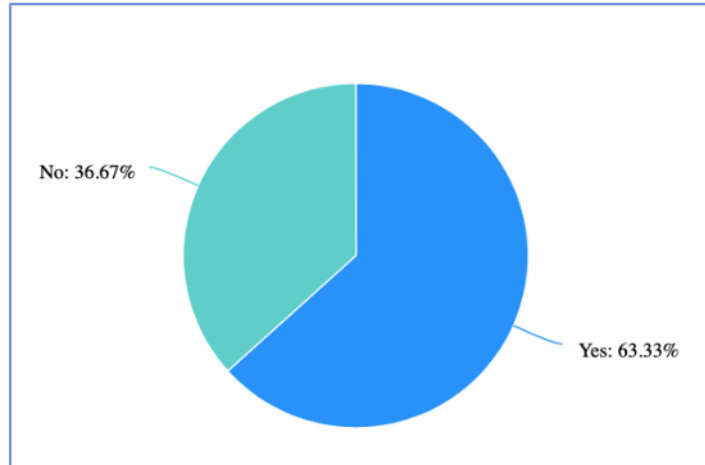


Figure 5: Development of Commercially Feasible Ecotourism Products in Protected Areas and Surrounding Areas

### 2.2.3 Ecotourism Product Routes

Among the 38 protected areas with mature ecotourism products, the routes are very diverse and can be classified into the following categories, with natural exploration and experiences, hiking, wildlife observation (especially bird watching), and purchasing handicrafts mentioned most frequently. Here are some product descriptions:

**1) Nature Exploration and Hiking:** This includes helicopter tours of Geyser Valley, detailed hiking routes at Mt. Kitanglad - Mt. Dulang - Mt. Maagnaw Traverse, and activities such as hiking, exploring islands, and swimming in rivers during the Paramaribo to Witatron trip. Sailyugemsky National Park mentions 29 different routes and tour groups, including a 5-day animal photography tour and a detailed four-day hiking itinerary at Mt. Kitanglad - Mt. Dulang<sup>2x</sup> - Mt. Maagnaw Traverse.

**2) Wildlife Observation:** This includes hiring professional biologists as guides, observing beaver monkeys and hiking long distances in Plitvice Lakes National Park, observing endangered birds on the Madagascar Pocard circuit, observing Przewalski's wild horses and other wildlife in Hustai National Park, observing wild chimpanzees, orchids, and medicinal plants at Tanjung Harapan campsite, and helicopter tours to Fountain Valley, Tiger Buch, Honey, Neocarya Macrophylla, and Coumbretum shelters to observe wildlife.

**3) Water Activities:** Taking a Klotok boat tour of the Sekonyer River from Kumai Port Pangkalan Bun, with some protected areas also offering kayaking activities.

**4) Cultural Experience:** Visiting local handicraft shops and souvenir shops such as miniatures of traditional houses, exploring local traditional products at Lika Quality kiosks, and learning about and purchasing local traditional products at Lika Quality kiosks.

**5) Education and Research:** Participating in documentary screenings and field trips about Hustai NP, and combining outdoor activities with educational themes in ecotourism in Bantimurung - Pattunuang.

**6) Leisure and Relaxation:** Ecotourism activities offering wine tasting, games and camping, special breakfasts, and outdoor activities at Treetop Kopeng.

**7) Featured Experiences:** Experiencing a high-altitude marathon on the journey from Chiang Mai to Chiang Dao, and exploring natural beauty on the journey from Chang Phuek to Chiang Dao.

### 2.2.4 Best Travel Time

The optimal time for traveling to different protected areas varies slightly, but it is distributed throughout the year. The optimal travel times range from 30% in January to 51.67% and 56.67% in September and October, respectively. Therefore, according to the conditions of different protected areas, year-round ecotourism is possible.

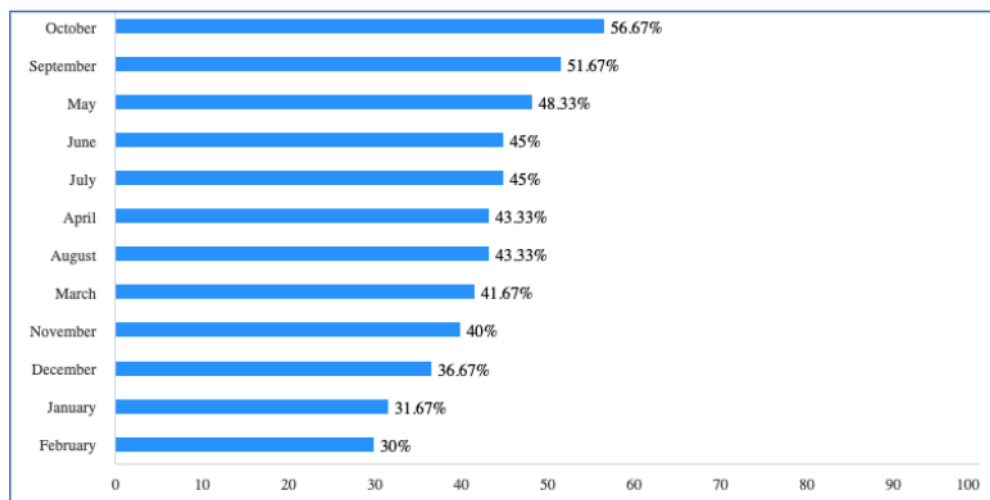


Figure 6: Best Time to Visit Protected Areas

### 2.2.5 Price

Due to the diversification of ecotourism products in protected areas and the fact that they originate from different countries, prices also vary based on factors such as product type, duration, participant identity (local or international tourists), and whether transportation and accommodation costs are included.

For natural ecological experiences and wildlife observation activities, the price range is quite broad. For example, bear watching and whale watching may cost between 5,000 to 9,000 Indian rupees (60~100 USD), while bird watching tours can be priced at around \$200. This variation reflects differences in the type of animal observed and the depth of the observation experience.

Special accommodation experiences and unique food experiences also exhibit significant price diversity. Camping for one night, for instance, can range from \$35 to

\$320, depending on the duration of the stay and the services provided. Additionally, tasting local specialties like honey and fruits is priced according to the quality and quantity of the products.

Cultural experiences and environmental activities are generally more affordable, and sometimes even free. On the other hand, prices for photography travel and other professional services (such as guiding) are more flexible and can often be negotiated on-site.

### **2.2.6 Reception Capacity**

The reception capacity and logistics for ecotourism in various protected areas are relatively well-developed, with facilities such as hotels, restaurants, and transportation services.

In terms of visitor numbers, the reception capacity of different protected areas varies significantly, ranging from 10 to 10,000 people per day, with many areas able to accommodate between 2,000 and 3,000 people.

Most protected areas and their surroundings offer accommodation options. Among the 60 protected areas surveyed, 41.67% had 1-5 hotels rated three stars or above, 20% had 10 such hotels, and 10% had 6-10 three-star or above hotels. Notably, 28.33% of the protected areas did not have any three-star or above hotels.

Local dining options are also diverse, with a range of restaurants available. Hotel restaurants and local traditional cuisine restaurants are preferred, accounting for 63.33% and 61.67% of the options, respectively. There are also public restaurants, fast food outlets, and staff canteens, though Chinese restaurants are relatively few, making up only 6.67%.

Transportation services are extensive and varied, including options such as jeeps, buses, coaches, vans, off-road vehicles, taxis, motorcycles, bicycles, boats, and helicopters. Transportation times range from 1 hour to 10 hours, and prices vary depending on the itinerary.

### **2.2.7 Execution Ability and Publicity Channels**

In terms of execution ability, the participating ecotourism teams are diverse and include the following institutions:

- 1) Government and Local and International Social Organizations (NGOs): These entities participate in the management of ecotourism efforts.
- 2) Local Hotels, Restaurants, and Transportation Service Companies: These businesses provide essential logistical support.
- 3) Professional Tourism Operators and International Guides: Specialized operators and guides contribute their expertise to enhance the tourism experience.

- 4) **Private Companies:** These companies are involved in operating and providing various services related to ecotourism.

Among the 38 protected areas, 35 (92.11%) have professional tour guides with the following skills and attributes:

- 1) Language Proficiency
- 2) Professional Knowledge
- 3) Education, Professional Training, and Certification
- 4) Communication and Coordination Skills
- 5) Emergency Response Capability
- 6) Enthusiastic Service Attitude
- 7) Respect for Local Culture

Tourism promotion channels are also diverse and include:

- 1) **Website:** Official sites provide detailed information and updates.
- 2) **Social Media Platforms:** Channels such as Facebook, Instagram, and Twitter are used to engage with audiences and share content.
- 3) **Travel Blogs:** Blogs offer insights and reviews from travelers and experts.
- 4) **Media:** Traditional media outlets, including newspapers and magazines, contribute to promotion.
- 5) **Video Platforms:** Platforms like YouTube are used to showcase videos and virtual tours.
- 6) **Printed Materials:** Brochures, flyers, and other printed resources are distributed to provide information.
- 7) **Mailing Lists and Press Releases:** These tools are used to reach specific audiences and update them with news and promotions.

### **2.2.8 Potential Risks and Countermeasures in the Implementation of Ecotourism Products**

The execution process of ecotourism products generally has low risks, and there are corresponding preventive measures in place.

The following is the risk assessment:

- **Accidental Injury Risk:** 31.58% consider the risk to be very low, 42.11% consider the risk to be low, 21.05% consider the risk to be moderate, and the proportion of evaluations for high and very high risk is relatively low.
- **Natural Disaster Risk and Food Safety Risk:** 42.11% believe the risk is low, 39.47% believe the risk is very low.
- **Food Safety:** 52.63% believe the risk is very low, 39.47% believe the risk is low, and 7.89% believe there is a moderate risk.

- **Social Security Risk:** 63.16% believe the risk is very low, and 31.8% believe the risk is low.

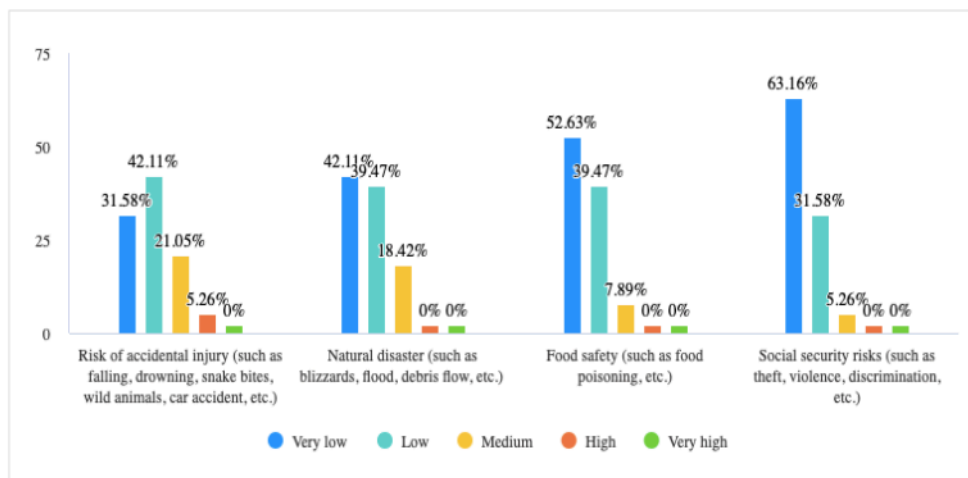


Figure 7: Potential risk levels faced during the execution process of ecotourism products

### Preventive Measures:

**Natural Disaster Prevention:** Slope stabilization infrastructure and dams have been established to mitigate potential natural disasters such as landslides and floods.

**Social Security Risk Response:** Police ensure the safety of tourists' lives and property.

**Health and Medical Preparedness:** All activities are monitored by the park management agency, and there are medical facilities nearby. Provide first aid training, disaster prevention drills, fire safety training, etc.

**Information Communication and Education:** Provide tourists with information about risks and educate them on how to respond to potential emergency situations.

**Reducing Visits During High-Risk Periods:** It is recommended that tourists avoid visiting during the rainy season to minimize unexpected events caused by weather.

**Insurance Coverage:** Some activities or venues may require tourists to have corresponding insurance coverage.

**Professional Guide Accompaniment:** Wildlife observation and other activities involve professional guide accompaniment to ensure safety.

**Emergency Service Equipment:** Equipped with helicopters and other emergency services for quick response in emergency situations.

**Legal Compliance:** Ensure that all operations during tourism comply with local laws and regulations, including safety standards and tourist codes of conduct.

**Local Coordination and Cooperation:** Establish contact and cooperation mechanisms with local police stations, hospitals, community leaders, etc., to jointly handle emergency affairs. Coordinate with national and local emergency management departments to develop disaster response plans.

### 2.3 Attitude, policies, and roles of governments, protected area management agencies, and communities towards the development of international ecotourism

#### 2.3.1 Attitude towards the Development of Ecotourism

Regarding the participation of foreign tourists in ecotourism, the attitude is overwhelmingly positive. The government, protected area management agencies, and community residents are very supportive. Only 1.67% of the government and 6.67% of community residents hold a neutral attitude.

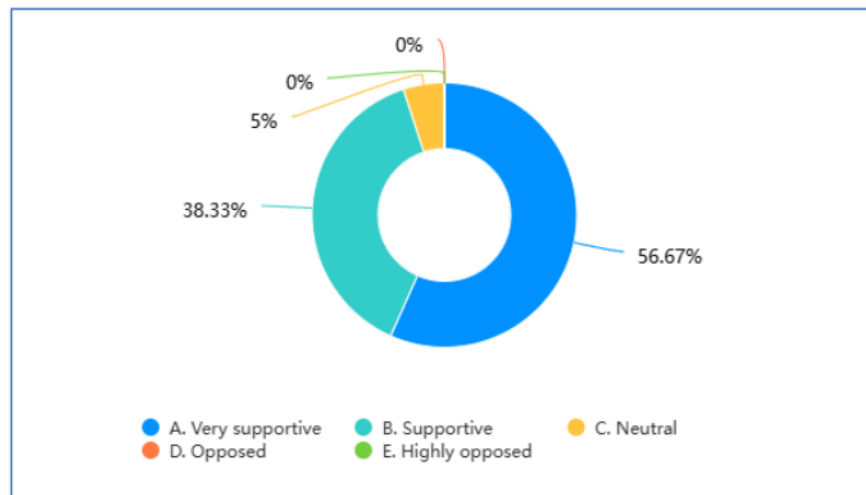


Figure 8: Government's Supporting Attitude

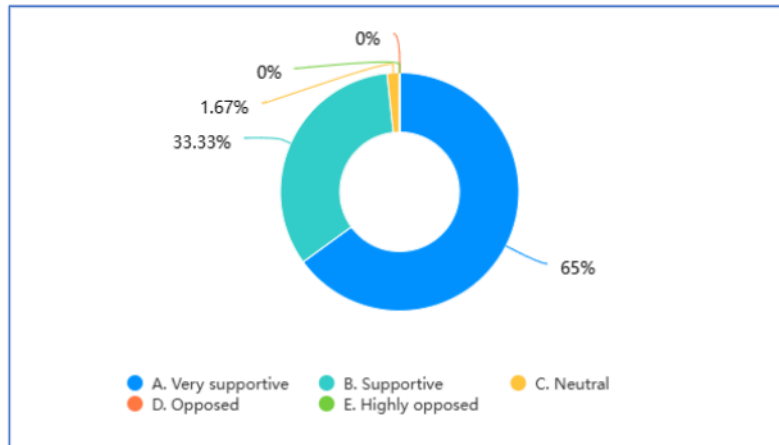


Figure 9: Support attitude of protected area management agencies

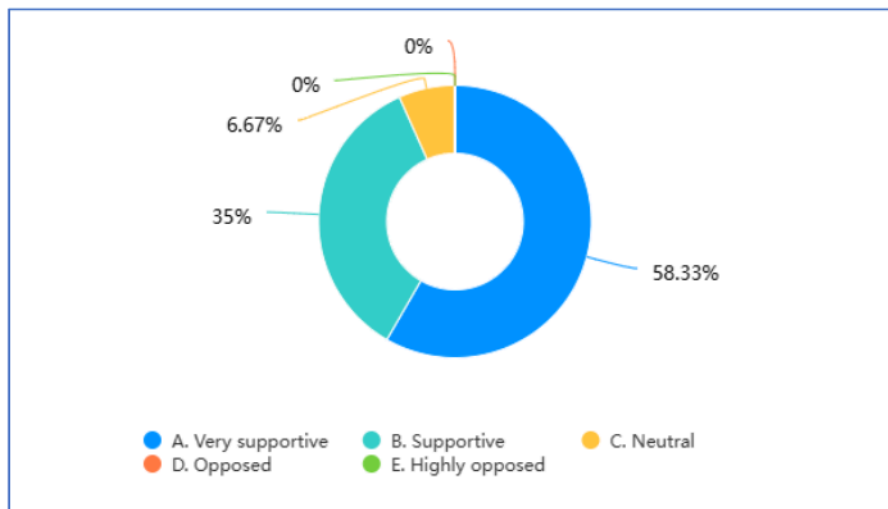


Figure 10: Support Attitude of Residents in Protected Areas and Surrounding Areas

### 2.3.2 The Role of Protected Area Management Agencies and Communities in Ecotourism Development

In the development of ecotourism, protected area management agencies and communities play a crucial role. They are responsible for the management and supervision of protected areas and actively participate in promoting local economic development and social stability. The following is a detailed description of their roles:

#### 1) Protection and Management Responsibilities:

The management organization of the protected area is responsible for formulating and implementing policies, regulations, and laws. This includes prohibiting illegal activities such as hunting, gathering, and logging, and ensuring that tourist behavior does not harm the natural environment and wildlife.

For example, the implementation of the "No Permit, No Entry Policy" means that entry without a permit is prohibited.

The management organization is also committed to researching and monitoring changes in the ecosystem, using scientific data to support environmental protection work.

## **2) Community Involvement and Support:**

Protected area management agencies often work closely with local communities to ensure they benefit economically from ecotourism.

This collaboration can include providing employment opportunities, training local guides, and other means to enhance the community's sense of belonging and responsibility towards the protected area.

For example, the Mauritian Wildlife Foundation manages protected areas and involves local communities, providing them with direct and indirect employment.

## **3) Education and Capacity Building:**

Management agencies and community organizations conduct various educational activities and training courses to enhance the environmental awareness of tourists and local residents.

These activities aim to educate the public on the importance of ecological protection and sustainable tourism practices, such as proper waste disposal and avoiding noise pollution.

## **4) Infrastructure and Service Provision:**

Protected area management agencies are responsible for constructing and maintaining infrastructure such as roads, restrooms, and visitor centers, enhancing the visitor experience while ensuring environmental protection.

They may also provide tour guide services and other related services to ensure the safety and comfort of visitors.

## **5) Product Development and Marketing:**

Management agencies develop and maintain tourism products, such as hiking trails and wildlife observation tours.

They also cooperate with tourism companies for market promotion to attract domestic and foreign tourists.



For example, Gunung Merbabu National Park collaborates with companies to provide tourist facilities such as Spekta and Kopeng Treetop.

#### **6) Safety and Order Maintenance:**

Ensuring the safety of tourists within protected areas is crucial. This includes monitoring tourist behavior and preventing activities that may harm wildlife or damage the natural landscape.

Unauthorized photography and tying camp ropes to tree trunks are prohibited to protect the environment.

#### **7) Community Collaboration:**

The community plays an important role in providing tourism services and assisting in the protection and management of protected areas.

The questionnaire emphasizes the cooperative and mutually beneficial relationship between conservation agencies and the community.

### **2.3.3 Government Policies on Hosting Foreign Tourists for Ecotourism**

From the questionnaire, it is evident that different countries and regions have their own focuses in terms of policy support and incentives for ecotourism. Only 5 protected areas mentioned the absence of relevant policies. The common goal of these policies is to achieve sustainable development of ecotourism while ensuring that economic benefits are fairly distributed to local communities and that there is no irreversible harm to the environment. Through these comprehensive measures, ecotourism can bring long-term economic benefits and social progress to the local area while protecting natural and cultural resources. The following are several major aspects of policies summarized based on the content of the document:

1) Policies Encouraging and Supporting the Development of Ecotourism: Many countries and regions have implemented specific laws and policies to encourage the development of ecotourism. For instance, some countries have adopted a "No Permit, No Entry" policy to control and manage protected areas of natural resources. Additionally, some governments provide financial support and tax incentives to stimulate the implementation of ecotourism projects.

2) Policies to Promote Community Participation and Development: To ensure that the benefits of ecotourism reach local communities, some regions have implemented policies to promote community participation and development. This includes training local guides, supporting local products, and providing employment opportunities for community members. These policies help to enhance the sense of belonging and enthusiasm of the community for ecotourism projects.

3) **Environmental Protection and Sustainability Policies:** Ecological protection is a crucial part of ecotourism policies. Countries and regions usually establish strict environmental protection regulations, such as prohibiting the destruction of the natural environment and limiting the number of tourists to reduce the impact on wildlife habitats. These measures ensure the sustainable development of ecotourism.

4) **Policies to Enhance Infrastructure and Services:** To improve the tourist experience and attract more tourists, some regions invest in the construction and improvement of infrastructure such as transportation and accommodation. At the same time, multilingual services and cultural experience activities are also provided to meet the needs of international tourists.

5) **Policies for Maintaining Safety and Order:** To ensure the safety and order of tourists, some areas may implement strict security checks and monitoring systems. For example, tourists are required to present valid identification when entering certain special areas.

**6) Policies on Marketing and International Cooperation:** To promote ecotourism destinations, some regions will cooperate with the international market, promoting through participation in international tourism exhibitions and the use of social media platforms. They also seek to establish sister relationships or similar cooperation mechanisms with other countries and regions to share resources and information.

#### **2.3.4 Suggestions from Each Protected Area for Promoting Chinese Tourists to Participate in Ecotourism in Various Countries**

From the questionnaire, various countries have adopted various strategies to promote the development of ecotourism, including providing high-quality services, establishing cooperative relationships, and implementing safety and facilitation measures. These suggestions collectively reflect the efforts and commitments of governments in promoting the sustainable development of the tourism industry.

##### **1. National and Protected Areas Formulate Policies and Strategies to Promote the Development of Ecotourism:**

Here is a summary of some countries' policies to promote ecotourism:

1) **Pakistan:** The government supports tourism development with various policies.

2) **Philippines:** Formulates guidelines for the development of ecotourism and implements relevant administrative orders and legislation to strengthen the functions of the tourism bureau.

3) **Mongolia:** Vigorously promotes ecotourism, implements the "Visit Mongolia" campaign until 2025, and emphasizes the contribution of the tourism industry to the country's GDP.

4) Thailand: Improves service standards, promotes local products, and supports ecotourism.

5) Nepal: Manages protected areas such as national parks, implements permit systems, and encourages community participation in tourism.

6) Indonesia: Provides visa-free treatment to Chinese tourists, but they must comply with protected area regulations.

7) Madagascar: Launches the "True Treasure Island" program, providing infrastructure and policy support.

8) Lesotho: Promotes domestic tourism, emphasizing the rational utilization of heritage, traditions, and cultural advantages, as well as environmental protection.

9) Mali: Faces security challenges and needs to take measures to ensure the safety of tourists. The government can consider relaxing access restrictions to certain areas to promote ecotourism.

10) Mongolia: Regards tourism as an important economic sector and clarifies its status in the national development plan, recognizing the important role of tourism in economic development.

11) Nepal: Emphasizes the importance of protecting natural and cultural heritage through environmental regulations to control tourist activities and reduce negative impacts. Community participatory tourism, such as homestay projects and cultural experiences, is encouraged to achieve environmental protection and cultural heritage goals.

2. Strengthen Multilingual Services: Provide information services in Chinese and other languages, including websites, guides, and signage, to facilitate Chinese tourists' access to information. This can be achieved through cooperation with local tourism bureaus or tour guides.

3. Cultural Exchange and Cooperation: Organize cultural exchange projects such as exhibitions of traditional Chinese art or lectures on Chinese culture to enhance understanding and friendship between local communities and Chinese tourists.

4. Sustainable Tourism Education: Conduct educational activities and distribute promotional materials to emphasize the importance of wildlife conservation, environmental protection, and responsible tourism behavior. Create relevant videos or brochures to promote in tourist areas and on online platforms.

5. Optimize Tourism Facilities and Services: Improve infrastructure such as transportation connections and accommodation conditions to ensure a comfortable and safe tourism experience. Train local residents to provide better customer service, including staff who can speak basic Chinese.

6. Use of Social Media and Digital Marketing: Promote destinations on popular social platforms in China, and use Weibo, WeChat, TikTok, and other platforms to publish

attractive content, including beautiful natural scenery, wildlife, and local cultural activities.

6. **Establish Good Cooperative Relationships:** Establish partnerships with China International Travel Service and online travel platforms to jointly develop customized tourism products that meet the special needs of Chinese tourists.

7. **Provide Professional Tour Guidance Services:** Train local tour guides to provide professional ecotourism guidance services, and consider providing Chinese language services to better introduce the wildlife, plants, and natural environment of the protected area to Chinese tourists.

8. **Strengthen Sense of Responsibility and Environmental Awareness:** Encourage tourists to participate in the maintenance of protected areas through activities such as afforestation and garbage cleaning to enhance their environmental awareness and sense of responsibility.

10. **Visa Facilitation:** Promote negotiations between governments on tourist visa issues, simplify the visa process, and provide more convenience for Chinese tourists.

11. **Promote Community Participation:** Promote and assist active community participation, build capacity, use tourism revenue to support conservation, and achieve sustainable development goals.

12. **Compliance with Local Laws and Regulations:** Recommend that Chinese tourists comply with local laws and regulations.

The above policies to encourage ecotourism and recommendations to encourage Chinese tourists to participate in ecotourism in protected areas of various countries are somewhat similar.

## **2.4 Ecological agricultural and sideline products and resources in protected areas and surrounding areas**

This questionnaire survey also investigated the production and sales of ecological agricultural and sideline products and resources in protected areas and surrounding areas.

### **2.4.1 Product Category and Production Volume**

90% of protected areas provide information on available ecological products for sale. These include agricultural, forestry, animal husbandry, and fishery products (65%), as well as handicrafts (32%). Two protected areas also mention cultural and creative products. However, 72% of protected areas either do not have or do not provide yield information. The 17 protected areas that do provide information mainly offer estimates. The main products are:

- **Agricultural, Forestry, Animal Husbandry, and Fishery By-products:** Organic vegetables, fruits, coffee, herbs, honey, grains, aquatic products, meat products, and dairy products.
- **Handicrafts:** Local woolen textiles, wood carvings, woven baskets, hats, leather goods, pottery jars, sculptures, and paintings.
- **Cultural and Creative Derivatives:** T-shirts, plush toys, cloth bags, etc.

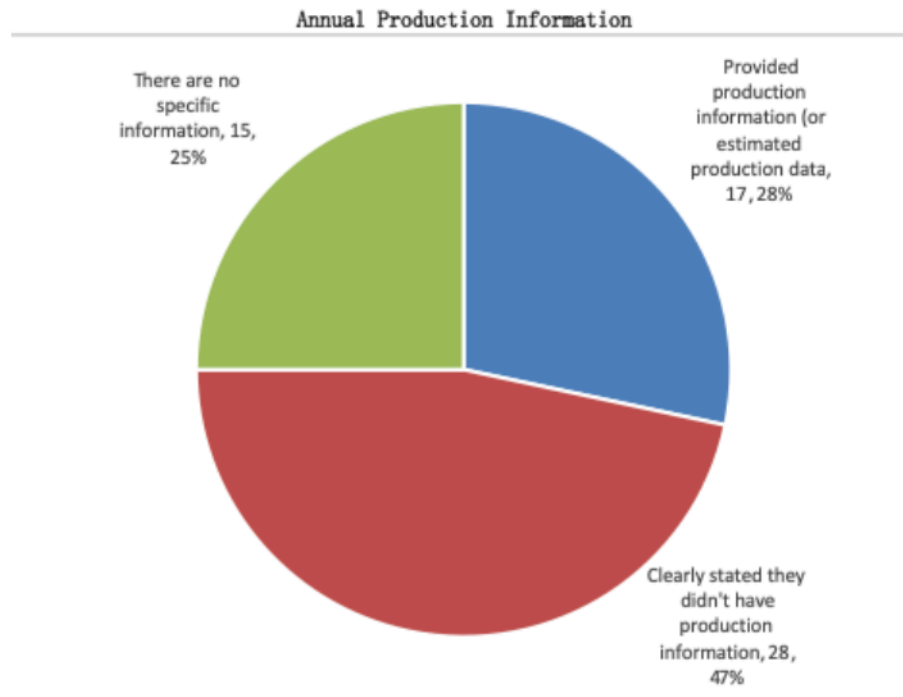


Figure 11: Annual Sales Volume Information of Products

### 2.4.2 Sales Channels

The products are mainly sold locally, and there is potential for improvement in commercialization. Considerations for enhancing commercialization include adjusting production modes, improving processing capabilities, expanding cooperation channels, and strengthening team skills.

47% of protected areas either do not specify or are unclear about their sales channels. A few protected areas mention sales methods such as local shopping malls, websites, Instagram, and order-based sales.

For ecological products to be effectively integrated into ecotourism development, more detailed research, product development, packaging, and promotion are needed.

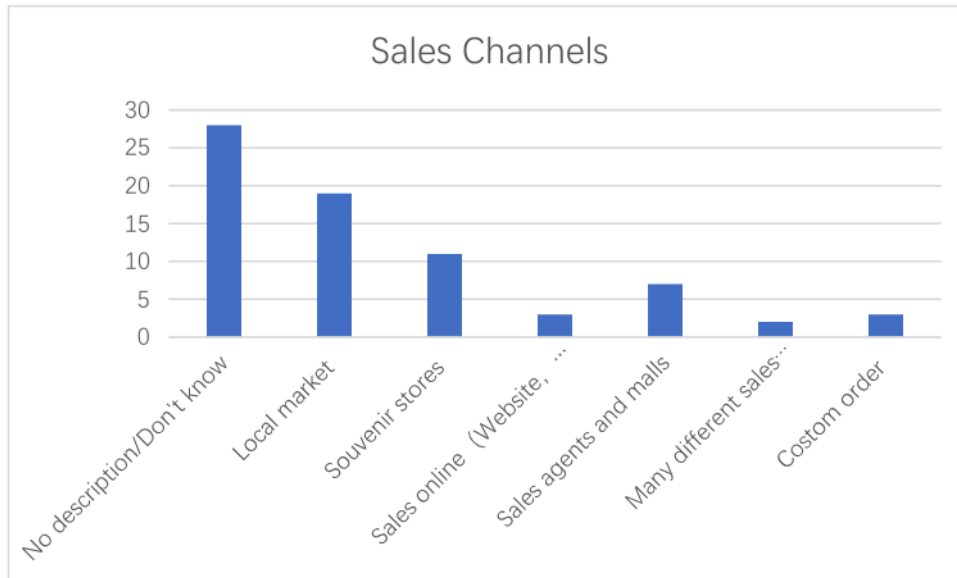


Figure 12: Sales Channels

### 3. Best practices

#### 3.1 Brazil: Jardim Da Amazônia Ecological Reserve / Cristalino Natural Heritage Private Reserve)

Brazil is the country with the highest number of primate species (138 primate spp), and if the State of Mato Grosso were a country, it would rank the 8th (30 primate spp). The Jardim da Amazônia and Cristalino lay at the State of Mato Grosso, a region with one of the highest diversities of South American large mammals. Both protected areas are at the top 5 hotpots for birdwatching in Brazil.

You will arrive at Guarulhos International Airport (GRU) and take a direct flight to Cuiabá Airport (CGB), the capital of Mato Grosso and main entrance to Pantanal. Cuiabá is 4 hours by car from Jardim da Amazônia.

Jardim da Amazônia is in the transition zone between the Brazilian Amazon and the Brazilian Savannah (Cerrado). It harbours seven primate species, and it is the best place to observe groups of vulnerable primate species of Mittermeier's Bald-faced Saki Monkey and Azara's Capuchin Monkey, and the endangered Black-Faced Spider Monkey. In addition, only 25 minutes from the lodge, you can hear the fabulous calls of groups of one of the most threatened primates in the world, the critically-endangered Mato Grosso's Titi Monkey. The Lodge in Jardim da Amazonia offers comfortable accommodations and all meals from local cuisine food.

Next stop is Sinop, which is 4h-drive from Jardim da Amazônia. Sinop is a top ten city in the Brazilian rank of bird diversity with 568 bird species. It harbours ten primate species, including six threatened primate species. There you visit a urban park to photograph the endangered spider monkeys and critically-endangered titi monkeys. Also, you may

visit a forest corridor project in a community-based tourism to observe the critically-endangered Mato Grosso's Titi Monkey and the endangered Schneider's marmoset.

Next in your trip, you go to Alta Floresta city to visit the Cristalino and Fazenda Anacã Natural Heritage Private Reserves. Cristalino has a high-standard ecolodge where you visit beautiful rivers and the tower over the forest canopy. There you find the vulnerable White-Nosed Saki Monkey, the endangered White-Cheeked Spider Monkey and Howler Monkeys. To arrive at Alta Floresta you may go by car from Sinop (4h-drive) or by flight from Cuiabá.

For this trip you can rely on Brazilian travel agencies that have been partners of Jardim Amazônia and Cristalino for over 20 years, they will provide airline tickets, transfer options, tours, accommodation on 3 to 4-star hotels, professional local guides, and travel insurance options to cover for any health conditions during the trip. In these areas, there are research teams that can be accompanied by a small group of visitors in search of primates. The research is useful for understanding the primates' home range and verifying the potential impacts of tourism to reinforce the best practices for eco-tourism. This is a partnership with Instituto Ecótono, a local organisation, and the Federal University of Mato Grosso to promote sustainable and responsible practices in eco-tourism in these protected areas.

### **3.2 Indonesia: Tanjung Puting National Park**

Tanjung Puting National Park is one of the conservation areas in Indonesia, managed by the Ministry of Environment and Forestry of the Republic of Indonesia. Located in West Kotawaringin Barat Regency and Seruyan Regency, Central Kalimantan Province, Indonesia. Tanjung Puting National Park is the first and largest orangutan conservation center in the world, covering an area of 411,410.87 hectares and dominated by a peat swamp ecosystem. The area is home for various endemic wildlife of the island of Kalimantan. Nine species of primates that live in Kalimantan are in the Tanjung Puting National Park, namely orangutan (*Pongo pygmaeus*), proboscis monkey (*Nasalis larvatus*), gibbon (*Hylobates albibarbis*), long-tailed macaques (*Macaca fascicularis*), beruk / macaques (*Macaca nemestrina*), sailor/red langurs (*Presbytis rubicunda*), langur (*Presbytis cristata*), slow loris (*Nycticebus caucang*) and tarsius (*Tarcius* sp). Other fauna such as sun bears (*Helarctos malayanus*), sambar deer, mouse deer, squirrels, crocodiles (*Crocodylus porosus*), various kinds of birds and fish can be found in this park.

This area has international recognition, namely as a Biosphere Reserve which was designated in 1977 by UNESCO and the Ramsar Site which designated in 2013. As a nature conservation area, this park is managed based on 3 principles: protection, preservation and utilization. Ecotourism is one of the activities based on the principle of utilization that can be carried out in Tanjung Puting National Park. The park is well known to world tourists. In 2023, this area visited by tourists from 60 countries around the world. Tanjung Puting has its own charm that cannot be found in other locations. In this place, visitors can easily to see wildlife, especially orangutans and proboscis



monkeys, while cruising along the river and while trekking. Tanjung Puting National Park ecotourism is managed with a daily quota system at each site to minimize negative impacts that may arise on natural resources due to natural tourism activities.

There are 3 main ecotourism locations in Tanjung Puting National Park, namely Camp Tanjung Harapan, Pondok Tanggui and Camp Leakey. To visit this location, visitors will be cruising the Sekonyer River, which is a river with peat swamp water. Along the Sekonyer River, visitors will enjoy extraordinary natural views and will encounter various species of wildlife on the riverbank. Some attractions that can be done are observing orangutan behavior and other wildlife, trekking, visiting natural orchid demonstration plot, medicinal plant demonstration plot and orangutan food tree demonstration plot. At night, visitors can do night trekking and observe thousands of fireflies near the mouth of the Sekonyer River.

Tanjung Puting National Park is the lifeblood of the community's economy from ecotourism activities. This area makes a huge contribution to the welfare of the surrounding community through ecotourism activities. The community acts as klotok boat renters, tour guides, boat crews, cooks and souvenir sellers. During the tour, visitors will use klotok boats which have prepared all the main needs of visitors, such as food and drink, accommodation facilities and other needs for visitor safety and comfort. There are at least 80 klotok boats owned by the community that can take visitors to Tanjung Puting National Park along the Sekonyer River. The community receives a large positive economic and ecological impact from the existence of Tanjung Puting National Park, so they participate in preserving the park.

### **3.3 Russia: Kronotsky Nature Reserve**

Kamchatka is one of the last corners of almost untouched nature on Earth, where pure spawning rivers and high-mountain lakes, vast forests and subalpine vegetation of mountain ranges, unique thermal springs and geysers, grandiose cones of active volcanoes and frozen lava flows are preserved in their natural state.

Kronotsky Nature Reserve and the South Kamchatka Nature Sanctuary represent all the natural resources of Kamchatka. These are some of the most recognizable nature sites in the world, the territories, which are known for a large population of Kamchatka brown bears, areas with active volcanic activity, geothermal natural complexes and hot springs. This is a real kingdom of wild nature, nature without humans. Here we are developing ecological and educational tourism, the purpose of which is to demonstrate for guests of protected areas how fragile the world of wildlife is and how important it is to preserve it.

The Kronotsky Reserve contains several iconic natural sites that attract tourists from all over the world. Besides, in the water area you can see gray whales, sea lions, seals,



sea otters and other marine mammals and birds. Tourist routes in this area include the main attractions:

- The Valley of Geysers is one of the most picturesque corners of the Kronotsky reserve and the calling card of Kamchatka. This place has a unique energy: from the first steps you can feel the incredible power hidden under the surface of the earth. In the valley you can observe all known forms of hydrothermal activity - permanent and pulsating springs, geysers, mud and water boilers, warm lakes, fumaroles.

- The Uzon volcano Caldera is a unique area of modern volcanism. Visitors can enjoy beautiful panoramic views of Lake Bannoye, Chloridnoye and Vosmerka, and a walk through the berry tundra. If you are lucky, you will be able to see the eruption of the only geyser in the area. The entire excursion route here passes along flat trails.

- Kronotskoe Lake is a huge bowl, filled to the brim with the waters of clean rivers and streams. From space - a perfect triangle shape, a blue scarf thrown over the eastern part of the peninsula, three tens of kilometers from the Valley of Geysers. The Kronotskaya River flows from here and flows into the Pacific Ocean.

- Olga Bay is a picturesque place on the Pacific coast, where gray whales feed and rest.

In the South Kamchatka Nature Sanctuary, primarily on the shores of Kuril Lake and the rapids of the Kambalnaya River, the largest group of Kamchatka brown bears is concentrated. Those, who chose to travel here, are almost guaranteed to meet bears. And not just a meeting, but long-term observations of bear fishing, relationships between adult animals, mother bears and cubs

Special towers have been built for visitors to Kuril Lake, from where they can observe the natural behavior of animals, unaltered by human influence, in comfort and safety. It is possible to walk around the outskirts of the lake, inspection of the islands, visits to the fish counting fence near the source of the Ozernaya River, walks to pumice screes, nearby bays, and tundra.

The protected areas are difficult to access: the main transport is a helicopter, although the South Kamchatka Nature Sanctuary can also be reached by a prepared car (the trip takes 12-15 hours). Due to the remoteness, the most popular format for traveling to protected lands is on board a helicopter as part of a tourist group. The most popular are one-day routes to the Valley of Geysers and the Uzon volcano caldera (Kronotsky Nature Reserve) and to Kuril Lake (South Kamchatka Nature Sanctuary).

For those who enjoy a deeper immersion in the wild, a multi-day stay is possible. Accommodation conditions are available in the Valley of Geysers, on the shores of Kronotsky Lake and the Kronotskaya River. In the South Kamchatka Nature Sanctuary you can stop at the Ozernoy and Travyanoy ranger stations, located on the shores of the Kuril Lake, as well as on the rapids of the Kambalnaya River.

### **3.4 Chile: Rio Clarillo National Park**

Rio Clarillo National Park is located in the county of Pirque, in the southern part of the Metropolitan Region of Santiago, in the capital of Chile. At the same time, it is the closest protected area to the International Airport of Arturo Merino Benítez.

It has a size of 13.134 hectares, and its conservation objective is to protect the Clarillo River basin and preserve the major extension of the Mediterranean Ecosystem of Santiago and the unique sclerophyllous forests of central Chile, categorized as one of the world's biodiversity hotspots due to the incredible amount of endemic species and the level of threats.

This is a special paradise that you may find just 40 minutes away from the airport and the best hotels in the country.

It's your first "must-go" in your next adventure to Chile, the country that has been awarded the last ten years as the best green, eco, and adventure tourism in South America.

The Rio Clarillo NP has a great ecotourism offer and has wine tourism as one of its major attractions. Since it is surrounded by the best vineyards in the country and each of them has a wine tour, this is the top experience for all the international visitors in Santiago.

Also, its singular biodiversity provides a wonderful place for wildlife enthusiasts, with specialized ornithological tours for those birdwatchers who want to see some of the endemic species and also specialized botanical tours, especially in the spring, to see the incredible wild and unique flowers of this forest.

In terms of local culture, this land has one of the best preserved cultural heritages of the country, with the unique music of the Chilean Guitarrón and the traditional poetry of the mountains and valleys of Pirque, considered one of the living cultural treasures of Chile.

Other of the traditional activities of Río Clarillo Nat'l Park and its surrounding areas is horseback riding and equestrian culture. With different options, from easy-going approaches for beginners to multi-day expeditions on the Andes mountains of the park, Also, you may enjoy some of the equestrian activities that are very popular in Pirque, such as the Chilean rodeo, polo, and equestrian endurance.

Finally, outdoor activities are very popular. enjoy some of the many trails for a hike, to enjoy biking around the different vineyards, to practice some of the many options of mountain sports, such as rock climbing and mountaineering in some of the highest peaks of the Andes, or kayaking and rafting in the Maipo River, to paragliding and skiing in some of the best winter resorts of South America, and surfing in the famous waves of Pichilemu, just a couple of hours from the park.

The best option to book your travel to Río Clarillo National Park and its surrounding attractions is to contact the Andean Conservancy, a local organization that was responsible for the park creation and has been developing ecotourism as a local economic tool for conservation efforts in the area since 2003.

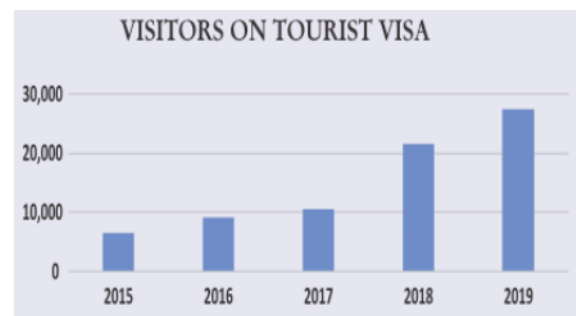
### 3.5 Pakistan: Khunjerab National Park (KNP)

#### Tourism in Pakistan

The Pakistan Tourism Development Corporation (PTDC) is actively promoting tourism by highlighting the country's rich history, diverse culture, stunning landscapes, arts, and archaeological monuments. The visa policy has been liberalised, offering e-visas on arrival to 64 countries, including China. An e-portal, Salam Pakistan, facilitates tourists in finding hotels, transportation, and other services. PTDC has established connections with travel enthusiasts through Facebook and Instagram, and has developed draft National Minimum Standards for accreditation and certification to ensure service excellence. Tourist Information Centers provide assistance to both domestic and international tourists. Forbes listed Pakistan's northern areas as one of the top 10 adventure travel destinations in 2020, a recognition bolstered by visits from notable figures like Prince William and Kate Middleton.

#### The Eco-Tourism Resource Base

Pakistan's diverse landscape includes northern mountains and lakes, central deserts, and southern beaches. The Karakoram mountains feature K2, the world's second-highest peak. Notable lakes include Saifal Malook and Shangrilla, while famous deserts include Kharan, Thal, and Cholistan. Clifton and Gwadar are



renowned beaches along the Arabian Sea coastline. The Forest, Wildlife, and Environment Department of Gilgit-Baltistan focuses on collaborative management of protected forests and biodiversity hotspots, developing national parks as eco-tourism hubs. The department's 2023-24 Annual Development Program supports projects like strengthening protected areas management, community-managed conservation efforts, and climate change mitigation through energy plantations. Federal projects like the Ten Billion Tree Tsunami Program (TBTTP) and UNDP-sponsored Glacial Lake Outburst Flood (GLOF) risk reduction are also underway.

#### Khunjerab National Park (KNP)

Khunjerab National Park (KNP) is located in Hunza district, where the Himalayas, Karakorams, and Hindu Kush meet. Established in 1975, the park spans 226,913 hectares at an elevation of 17,000 feet. Its primary purpose is to protect endangered species like the Marco Polo sheep and snow leopards. The park features alpine flora and many threatened species, including the snow leopard, Marco Polo sheep,

Himalayan ibex, blue sheep, and brown bear. Bird species include the golden eagle, Himalayan snowcock, and Himalayan griffon vulture. The park's vegetation zones range from dry alpine scrub to birch forests. Tourist attractions include Jaisam Lake, Khunjerab top, Chafchingol peak, and Koksil peak.

### **Transportation Options**

**Air Travel:** Pakistan has a network of domestic airports in major cities and tourist destinations, with airlines like Pakistan International Airlines (PIA), Airblue, and SereneAir providing regular flights. This facilitates quick access to remote areas, though it has a higher carbon footprint and limited service to some locations.

**Road Travel:** Operators like Daewoo Express and Faisal Movers offer extensive intercity connections. Specialized tourist services provide comfortable and direct routes, with some adopting eco-friendly practices. There are some private taxi services offering a variety of options including cars and luxury vehicles. Another mode of transportation is a passenger car service operating between Islamabad, Skardu, Gilgit, Ghizer, and Hunza.

### **Security Status**

The security situation in northern areas like Gilgit-Baltistan and Khyber Pakhtunkhwa has significantly improved, with established protocols and special tourism police units to assist and protect visitors. Security checkpoints monitor sensitive areas, enhancing safety. Tourists are encouraged to stay informed, travel smart, and take precautionary measures to ensure a safe and enjoyable experience.

### **Food and Accommodation**

**Food:** Northern Pakistan offers a variety of traditional dishes, such as Chapshuro, local cuisine such as Chap Shuro, Daodo, and Garma may be enjoyed. Many eco-tourism spots emphasise organic and locally sourced ingredients. Eco-friendly restaurants adopt sustainable practices like waste reduction, composting, and biodegradable packaging. Community dining experiences provide authentic regional cuisine and support local economies.

**Accommodation:** Eco-friendly lodges and hotels use sustainable architecture, energy-efficient lighting, and water conservation systems. Community-run guesthouses offer comfortable stays, ensuring that tourism benefits remain within the local community. Popular eco-friendly accommodations include Serena Hotels, Eagle's Nest Hotel, and PTDC motels. Most hotels can be booked through registered tour operators or online websites such as booking.com. Additionally, NATCO and Mashabrum are the main bus services available.

### **Dedicated Implementation Team**

PTDC is the primary service provider and regulator of eco-tourism, offering important information and regulatory support. However, accommodation and travel facilities are often provided by private sector facilitators. Collaboration between public and private sectors, along with NGOs and educational institutions, is essential for promoting eco-tourism that benefits the environment, local communities, and the economy.

### **KIU Eco-Tourism Support Center (KESC)**

The establishment of an Eco-Tourism Support Center (ETSC) at Karakoram International University (KIU) in Gilgit is recommended to facilitate Chinese tourists in Northern Pakistan. The centre would train and certify tourist guides, maintain a database of hotels and transportation facilities, facilitate passport and visa processes and launch postgraduate programs in eco-tourism, Chinese language and hotel management. Director ORIC-KIU has supported the establishment of ETSC.

### **3.6 South Africa: Kruger National Park**

Situated in South Africa's north-eastern Lowveld region, Kruger National Park covers nearly 2 million hectares and is one of the world's premier national parks and South Africa's flagship conservation area. Its vast landscapes support a diverse array of ecosystems, maintaining near-natural predator-prey interactions. The park is integral to South Africa's biodiversity, boasting over 500 bird species, 151 mammals, and thousands of plant and insect species. Beyond its natural wonders, Kruger NP is steeped in rich cultural heritage, with historical sites representing eras from the Stone Age to modern times. As a major economic player, Kruger NP generates substantial revenue for SANParks, highlighting its significance in both conservation and regional development.

#### **Ecotourism Offerings**

Kruger National Park offers a wide range of ecotourism resources designed to suit different preferences and budgets, catering to all market segments. Visitors can choose from various rest camps situated in locations throughout the park. Accommodation facilities in the Kruger National Park comprise of 10 large rest camps, 8 medium and 3 small camps, accommodating up to 8,400 guests per night. Visitors can stay in traditional African-style huts, rondavels, guest houses, and safari tents, all of which provide an authentic experience. The majority of these units have air-conditioners and are self-catering, equipped with kitchens or kitchenettes, allowing guests to prepare their own meals. For those seeking luxury, the Skukuza Safari Lodge features 128 units, including standard rooms, family rooms, and luxury suites with amenities such as a well-equipped gym and satellite TV. Luxury concession lodges provide an additional 300 beds. Visitors can cool off in the swimming pools located in several rest camps throughout the park. Each main rest camp features restaurants that serve breakfast, lunch, and dinner, with menus ranging from traditional South African dishes to international cuisine. The park also provides options unique dining such as bush braais (BBQs) and boma

dinners, where guests can enjoy meals in open-air settings under the stars, surrounded by the natural beauty of the park.

Visitors can enjoy self-drive or guided game drives, to witness the iconic Big Five—lion, leopard, elephant, buffalo, and rhino—as well as a multitude of other species. The park's expansive landscapes, ranging from savannahs to riverine forests, provide varied habitats that support a wide array of wildlife. Kruger NP has well-equipped picnic and day visitor sites located throughout the park, ideal for leisurely breaks during your wildlife adventures. Other activities include guided walks, visiting the museums and various other interpretation sites, wilderness trails, mountain biking, multi-day hiking, and even golfing at Skukuza. These encounters, coupled with the expertise of experienced guides, make game viewing in Kruger a truly unforgettable adventure.

In addition to the experiences within Kruger National Park, visitors can explore several attractions in close proximity, such as the renowned Panorama Route. This scenic drive offers breathtaking views and numerous natural wonders, including the Blyde River Canyon, the third-largest canyon in the world, known for its dramatic landscapes and panoramic vistas. Key stops along the route include Bourke's Luck Potholes, a geological marvel formed by centuries of water erosion, and the Three Rondavels, towering rock formations resembling traditional African huts. Other highlights include God's Window, providing expansive views of the Lowveld, and the picturesque waterfalls like Lisbon Falls and Berlin Falls, perfect for nature lovers and photographers alike.

### **Transportation Options**

Reaching Kruger National Park from China involves a flight to Johannesburg, followed by a one-hour flight or a five to six-hour drive to the park. Several airports provide easy access to the park: Skukuza Airport within the park itself, Phalaborwa Airport, and Kruger Mpumalanga International Airport. There is the added convenience of flying directly to Kruger Mpumalanga International Airport from Cape Town, a popular destination for Chinese travellers, through a newly launched low-cost carrier route. The park can be accessed through any of its 10 entrance gates. Within the park, visitors can navigate through 900 km of tar roads and 1,700 km of gravel roads. Various transportation options, including guided tours and self-drive experiences, allow visitors to explore the park's vast landscapes conveniently. The park's infrastructure supports seamless movement, ensuring that visitors can fully experience its diverse offerings.

### **Safety within the Park**

Safety and security in Kruger National Park are top priorities. The park has implemented enhanced gate and camp access controls, movement and speed regulations, and a 24/7 emergency and crime reporting system. Advanced measures

such as K9 deployment, CCTV coverage, and a Joint Operations Centre involving SANParks, the South African Police Service, the South African Defence Force and other partners ensure the safety of both visitors and staff. Additionally, the park's dedicated anti-poaching unit, equipped with rapid air support and high-tech detection capabilities, underscores its commitment to preserving wildlife and ensuring a safe environment for all. The majority of tourist rest camps within Kruger are fenced, providing protection for visitors from potentially dangerous wildlife.

## **Conclusion**

Kruger National Park offers exceptional eco-tourism opportunities, combining rich biodiversity with extensive cultural heritage. Its well-developed infrastructure, diverse accommodation options, and comprehensive safety measures make it an ideal destination for Chinese tourists seeking an immersive and memorable wildlife experience. By visiting Kruger, travellers can enjoy the unique beauty of South Africa while contributing to vital conservation efforts.

### **3.7 Nepal: Exploring Sustainable Eco-tourism in the Annapurna Conservation Area: Opportunities and Challenges**

The Annapurna Conservation Area (ACA) is Nepal's largest protected area and the first conservation area, covering 7629 Sq Kms in the central Himalaya. It is a pioneering model of sustainable eco-tourism that blends nature conservation and rich cultural heritage with socio-economic development and attracting adventurers, nature enthusiasts, and conservationists from around the world. It serves as a fundamental tool in conservation, enhancing the livelihoods of local communities and promoting a harmonious relationship between nature and culture.

ACA is predicted on the principles of sustainability, aiming to minimize environmental impact while maximizing socio-economic benefits for local communities. The area covers a variety of eco-tourism offerings, including trekking routes like the Annapurna Circuit and Base Camp treks, wildlife viewing, cultural homestays, and conservation education programs. These activities are designed to provide meaningful experiences for tourists while promoting conservation and community development.

Eco-tourism initiatives have facilitated the development of infrastructure, improved livelihoods, and raised community participation in conservation efforts. The revenue generated from tourism is reinvested in nature conservation programs, local strategies such as schools, health clinics etc. and thereby creating a positive feedback circle that benefits both people and nature.

The region is home to various ethnic groups, each with its unique traditions, languages, and cultural practices. Eco-tourism provides a platform for cultural exchange, allowing tourists to engage with local customs and traditions while

providing an incentive for communities to preserve their cultural heritage. This cultural immersion enriches the tourism experience and promotes mutual respect and understanding between visitors and locals.

Despite these opportunities, sustainable eco-tourism in the ACA faces several challenges. The fragile ecosystems of the region are vulnerable to the impacts of over-tourism, such as trail erosion, waste management issues, and wildlife disturbance. Ensuring that tourism growth is managed in an environmentally sustainable manner is crucial to protecting the natural beauty and biodiversity of the ACA. Moreover, balancing the needs and interests of various stakeholders, including local communities, conservation, and tourism operators, presents a complex challenge. Conflicting priorities can hinder the implementation of cohesive and effective eco-tourism strategies. For instance, while conservations prioritize environmental protection, local communities may focus on economic benefits, and tourism operators might emphasize profit maximization. Achieving a harmonious balance that satisfies all stakeholders is essential for the long-term success of sustainable eco-tourism in the ACA.

This area offers a model for sustainable eco-tourism that brings together environmental conservation, economic development, and cultural preservation. By addressing the challenging of environmental impact and stakeholder collaboration, the ACA can continue to thrive as a premier eco-tourism destination. Ongoing efforts to enhance sustainable practices and engage local communities are vital to ensuring that eco-tourism remains a force for positive change in this outstanding region. By promoting a balance between tourism growth and nature conservation and by empowering local communities, the area can be contributed to serve as a model for sustainable eco-tourism in Nepal and beyond.

#### **4. Conclusion**

- 1) The questionnaire survey reveals that 38 out of 60 (63.31%) of the surveyed protected areas already have commercially viable and mature ecotourism products.
- 2) Government bodies, protected area management agencies, and communities all support and actively participate in the management, development, and implementation of ecotourism. Moreover, most countries and protected area management agencies have established mature policies and strategies to encourage and foster ecotourism.
- 3) Most protected areas feature collaboration among governments, management agencies, community groups, and enterprises to facilitate ecotourism. These areas also benefit from professional tour guides and extensive experience in ecotourism implementation.



- 4) The risks associated with implementing ecotourism products are generally very low, and there are effective preventive measures in place to address them.
- 5) Regarding the logistical capabilities for ecotourism reception, even in the vicinity of undeveloped commercial protected areas, there are still hotels, restaurants, and transportation facilities available.
- 6) While most protected areas offer ecological products, there is a need for more systematic development to enhance their availability and appeal.
- 7) To encourage Chinese tourists to participate in ecotourism in protected areas across various countries, there is a strong desire for collaboration, promotion, and policy support.

In summary, there are currently several protected areas with robust ecological tourism management and experience. By actively promoting and supporting ecological tourism activities in these reserves, more protected areas can be encouraged to develop ecotourism. The time is right for IAPA to collaborate with additional government partners, protected area management agencies, and related enterprises to further advance ecotourism.

## **5. Suggestions for Advancing IAPA - Related Work**

The long-term goal of IAPA is to develop into a global platform for communication and collaboration among protected area management agencies, supporting the core objective of the Convention on Biological Diversity: to protect 30% of the Earth's land, oceans, inland waters, and coastal areas by 2030. To achieve this vision efficiently and effectively, it is crucial to accelerate the inclusion of more countries' protected areas in IAPA, enhance mutual communication and cooperation, and jointly elevate protection and management standards. Based on IAPA's experience over the past 10 years, promoting the development of ecotourism in natural protected areas should be a key strategy to increase the engagement of protected area management agencies. Over the next two years, it is recommended that IAPA:

1. **Establish Ecotourism and Ecological Product Standards:** Develop and implement standards for ecological tourism and products to ensure consistency and quality across member protected areas.
2. **Expand Membership:** Aim to include protected areas from various countries as members of IAPA, with a target of attracting over 300 protected area management agencies from more than 50 countries within the next two years. Assess the ecotourism and ecological product management levels of IAPA members.

3. **Create a Promotion Platform:** Develop a dedicated IAPA ecotourism and ecological product promotion platform to highlight and advertise member protected areas and their tourism and ecological products that meet established standards.
4. **Enhance Brand Service Capabilities:** Strengthen IAPA's brand service capabilities by connecting high-quality domestic tourism enterprises with international partners. Provide professional knowledge and resources for Chinese tourists interested in ecotourism, volunteer travel, and research in global protected areas.
5. **Establish a Commercial Management Mechanism:** Implement a commercial management mechanism to ensure the long-term sustainability of the IAPA platform. Facilitate ongoing communication and collaboration among protected area management agencies.

## 6. Acknowledgements

We would like to extend our sincere gratitude to the Changbaishan Conservation and Management Committee and Changbaishan National Nature Reserve for their extensive logistical support and technical assistance during the conference. Our thanks also go to Wang Jun from the Protected Area Department of the National Forestry and Grassland Administration for providing valuable opinions and suggestions. Additionally, we appreciate the cooperation of all protected areas that completed the questionnaire and the experts and managers who attended the 2024 IAPA Annual Meeting.

## **Appendix 1: IAPA Questionnaire on Status of Eco-tourism and Eco-products in and around Protected Areas (PA)**

The International Alliance of Protected Areas (IAPA/ISZS) is an international communication and cooperation platform consisting of protected area (PA) management organizations. It was initiated and established by the Changbai Mountain National Nature Reserve, Jilin, China in 2014 and affiliated with International Society of Zoological Sciences (ISZS), and now has 154 member PAs from 14 countries. For more information, please visit our official website: <http://iapa.globalzoology.org.cn>.

This questionnaire is designed to gather the information in your protected area (PA), so that we are able to evaluate the potentials and readiness to promote the ecotourism amongst the Chinese premium tourists to your PA.

Please complete this questionnaire before May 10, 2024. Your responses will be strictly confidential and will only be used for statistical analysis, without being disclosed to any third party.

If you encounter any problems or need further consultation while filling out the questionnaire, or you wish to provide more relevant information or suggestions beyond the questionnaire, please feel free to contact us at the following email address: 18504721623@163.com. We will reply to your email as soon as possible and answer your questions.

Thank you again for your support and cooperation!

### **I Basic information about PA**

1. The name of your PA
2. Which country is your PA located in?
3. Contact email for your PA:
4. What kind of transportation is available to travel to the PA from your national capital or other international airport nearby? How long does it take?
5. Which category of your PA belong to?:
  - A. The World Natural Heritage site
  - B. The World Cultural Heritage site
  - C. The World Biosphere Reserve
  - D. The World Biodiversity Hotspot
  - E. Others (please specify:\_\_\_\_\_)

6. What type of ecosystem is your PA protecting (multiple options)?

- A. Inland wetland and river
- B. Grassland and meadow
- C. Forest
- D. Desert
- E. Ocean and coast
- F. Other (please specify: \_\_\_\_\_)

7. What are the primary conservation targets of your PA?

8. What are the channels for promoting your protected area to the public? Such as website, YouTube, etc. Please provide the links if any

## II Eco-tourism resources and products in the PA and surrounding areas

The term "surrounding area" in this questionnaire refers to the area within 5 hours' drive from the PA (by cars, trains, etc.).

9. What types of high-quality tourism resources are available in your PA and surrounding areas? (Multiple choice)

- A. Natural landscape (please specify: \_\_\_\_\_)
- B. Wild animals (please specify: \_\_\_\_\_)
- C. Zoo (please specify: \_\_\_\_\_)
- D. Botanical garden (please specify: \_\_\_\_\_)
- E. Museum / Environmental education center (please specify: \_\_\_\_\_)
- F. Community and cultural experience (please specify: \_\_\_\_\_)
- G. Historical and cultural sites (please specify: \_\_\_\_\_)
- H. Research projects or conservation tasks that are suitable for volunteer participation (please specify: \_\_\_\_\_)
- I. Others (please specify: \_\_\_\_\_)

10. When is the best time to visit your PA and surrounding areas? Why?

<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December

Because:

11. Have commercialized eco-tourism products been developed or are available in your PA or surrounding areas?

12. If yes, what are the product themes?

12.1 Please provide detailed ecotourism product/products itinerary (itinerary should be broken down to at least half-day increments).

12.2 What is the market price of each product?

12.3 How many visitors can the product accommodate at most each time

12.4 How many times has the product been executed? How many tourists have you received in total? What proportion of them are international tourists?

12.5 Which organizations or teams are directly operating this product? If it is convenient, please provide the phone number and email address of the organizations or team. Thanks

12.6 What are the roles of the PA management authority and the local communities in this product operation?

12.7 Are there qualified professional tour guides to operate the product?

If yes, what is the language skills of the tour guides possess ? What expertise knowledge do the guides have to provide in-depth introduction and interaction, such as animals, plants, geology, environment, culture, etc

12.8 How do you evaluate the risk level of the product?

Risk of accidental injury (such as falling, drowning, snake bites, wild animals, car accident, etc.)  Very low  Low  Medium  High  Very high

Natural disaster (such as blizzards, flood, debris flow, etc.)  Very low  Low  Medium  High  Very high

Food safety (such as food poisoning, etc.)  Very low  Low  Medium  High  Very high

Social security risks (such as theft, violence, discrimination, etc.)  Very low  Low  Medium  High  Very high

12.9 What measures do the operators have in place to address risks mentioned above? For example, measures to reduce the likelihood of risk occurrence, the treatment measures after the risk occurs, etc.

13. There are how many hotels rated three stars or above in and around your PA?

- A. 0
- B. 1-5
- C. 6-10
- D. >10

14. What types of restaurants are available for 3 meals a day, if ecotourism activities are carried out in or around the PA? (Multiple choice)

- A. Restaurants in the hotel
- B. Fast food restaurant
- C. Employee cafeteria
- D. Public restaurant
- E. Chinese restaurant
- F. Local traditional gourmet restaurant
- G. Others (please specify: \_\_\_\_\_)

15. Can you please provide comprehensive transportation service for ecotourism activities in your PA and surrounding areas? If possible, please indicate the brand of the vehicles, passenger capacity, and whether they have air conditioning etc..

### III Ecological products and resources in the PA and surrounding areas.

16. What are the high-quality agriculture and sideline products produced in your PA and surrounding areas? For example, pesticide-free crops, handicrafts with local cultural characteristics, etc. (If applicable, please provide product photos and detailed descriptions)

17. Are the above products convenient to carry and allowed to be taken out of the country?

18. What is the current annual production volume of the above products?

19. How are the above products being sold currently? What are their sales channels? What the annual sales volume is? What the total sales revenue is?

### IV The situation, potential, and challenges of Chinese tourists visiting the PA

20. What is the attitude of your government towards providing ecotourism to foreign tourists?

- A. Very supportive
- B. Supportive
- C. Neutral
- D. Opposed
- E. Highly opposed

21. What are the government policies regarding to the development of ecotourism for foreign tourists? Please list any encouraging or restrictive policies.

22. What is the attitude of the PA management authorities towards providing ecotourism services to foreign tourists in the PA?

- A. Very supportive
- B. Supportive
- C. Neutral
- D. Opposed
- E. Highly opposed

23. What are the attitudes of the local communities in and surrounding the PA towards providing ecotourism services to foreign tourists?

- A. Very supportive
- B. Supportive
- C. Neutral
- D. Opposed
- E. Highly opposed

24. What suggestions do you have, to promote Chinese eco-tourists to visit your PA?



25. Please provide the contact email address of your PA.

## Appendix 2: Protected Areas filled the questionnaire:

PA Name	Country
Carlos Botelho State Park	Brazil
Jardim Da Amazônia Ecological Reserve	Brazil
Mengame Gorilla Sanctuary	Cameroon
Mpem And Djim National Park	Cameroon
Mount Cameroon National Park	Cameroon
Parc National De Kalamaloue	Cameroon
Réserve De Faune De Santchou	Cameroon
Dzanga Sangha Complex of Protected Areas	Central African Republic
Parque Nacional Río Clarillo	Chile
Takitumu Conservation Area	Cook Islands
Plitvice Lakes National Park	Croatia
Národní Park České Švýcarsko	Czech Republic
Yasuní	Ecuador
Parque Nacional Del Cajas	Ecuador
Parque Nacional Galápagos	Ecuador
Bosque Petrificado De Puyango	Ecuador
Bale Mountains National Park (BMNP)	Ethiopia
Tadoba Andhari Tiger Reserve	India
Baluran National Park	Indonesia
Alas Purwo National Park	Indonesia
Bantimurung Bulusaraung National Park	Indonesia
Gunung Merbabu National Park	Indonesia
Tanjung Puting National Park	Indonesia
Bukit Tiga Puluh National Park	Indonesia
Mount Kenya National Park and Forest	Kenya
Shouf Biosphere Reserve	Lebanon
Palm Islands Nature Reserve	Lebanon
Tannourine Cedar Forest Nature Reserve	Lebanon
T'sehlanyane Nature Reserve	Lesotho

PA Name	Country
Complexe Tsimembo Manambolomaty	Madagascar
Andrafiarana Andavakoera	Madagascar
Bemanevika	Madagascar
Parc National De La Boucle Du Baoulé	Mali
Réserve De Faune Du Bafing	Mali
Ile Aux Aigrettes	Mauritius
Eastern Mongolian Protected Areas Administration	Mongolia
Onon-Balj National Park	Mongolia
Hustai National Park	Mongolia
Uvs Lake Basin Strictly Protected Area	Mongolia
Chitwan National Park	Nepal
Chitwan National Park	Nepal
Annapurna Conservation Area	Nepal
Gaurishankar Conservation Area	Nepal
Reserve Naturelle Nationale Des Girafes	Niger
Khunjerab National Park	Pakistan
Mt. Kitanglad Range Natural Park	Philippines
Kronotsky Nature Reserve	Russia
The Baikalsky State Natural Biosphere Reserve	Russia
Sailugenskiy National Park	Russia
Central Forest Nature Biosphere Reserve	Russia
Smolensk Lakeland National Park	Russia
Djoudj National Bird Park	Senegal
Central Suriname Nature Reserve	Suriname
Khun Khan National Park	Thailand
The Doi Chiang Dao Wildlife Sanctuary	Thailand
Parque Nacional Nino Konis Santana	Timor-Leste
Parc National De Togodo-Sud	Togo
Togod-Sud National Park	Togo
North Luangwa National Park	Zambia

## **Appdenx 3: Relevant Agenda of Changbaishan Conference on Sustainable Development of Global Geoparks & World Biosphere**

### **Reserves**

**June 16, Morning 08:30-12:25 Sharing of best practices of ecotourism and nature education development in the world**

**Organizers:** IAPA/ISZS, Tianheng Institute for Sustainable Development

**Contents:** Following a questionnaire survey on ecotourism in and around protected areas conducted by IAPA in May this year, 11 exemplary practices from 60 protected areas across 32 countries were identified. Moreover, 4 exceptional cases from China were chosen for knowledge-sharing. The survey also outlined successful initiatives and potential challenges in the eco-tourism development within protected areas. These insights aim to serve as guidance for advancing the development plan for ecotourism within the IAPA member protected area network.

**Chair:** WAN Xusheng, Tianheng Sustainable Development Research Institute and Deputy Director of ISZS Protected Area Committee

**Secretary General:** YANG Weihe, Training Officer of IAPA Secretariat

08:30-08:35 Background and objectives of the questionnaire on ecotourism development in protected areas

08:35-08:50 Report of the questionnaire on ecotourism and ecological product development in and around protected areas -- CUN Yanfang, Ecotourism Development Coordinator, Tianheng Institute for Sustainable Development

08:50-09:00 Parque Nacional Río Clarillo (Chile) -- Mr. Fernando Iglesias Letelier, Executive Director, Andean Conservancy

09:00-09:10 Jardim da Amazônia Ecological Reserve (Brazil) -- Dr. Gustavo R. Canale, Professor Associado, Universidade Federal de Mato Grosso; Co-Vice Chair for Brazil and the Guianas - IUCN SSC/Primate Specialist Group

09:10-09:20 Carlos Botelho State Park (Brazil) -- Prof. Dr. Maurício Talebi, Professor Associado, Universidade Federal de São Paulo (UNIFESP) - Campus Diadema; Laboratório de Ecologia e Conservação da Natureza (LECON)

09:20-09:30 Experience-sharing on the integration of the Ten Major Mountain Ranges of China series of comprehensive geography science trips for youth with protected areas (China) -- YANG Weihe, IAPA Secretariat Training Officer

09:30-09:40 Hustai National Park (Mongolia) -- Dr. Dashpurev Tserendeleg, Director of Hustai National Park

09:40-09:50 Case sharing of ecological products related to ecotourism (China) -- ZHENG Lan, Shanshui Partnership

09:50-10:00 Chitwan National Park (Nepal) -- Mr. Chiranjibi Prasad Pokheral, Director, National Trust for Nature Conservation- Annapurna Conservation Area

10:00-10:20 *Coffee break*

10:20-10:30 Nonggang National Nature Reserve (China) -- Mr. LIU Shengyuan, Deputy Director of Nonggang National Nature Reserve Administration



10: 30-10:40 Tanjung Puting National Park (Indonesia) -- Ms. Murlan Dameria Pane, Director of Tanjung Puting National Park

10: 40-10:50 Kronotsky State Biosphere Reserve (Russia) – Mr. Roman Korchigin, Deputy Director, Kronotsky State Biosphere Reserve

10: 50-11:00 Khunjerab National Park (Pakistan) -- Prof Dr Muhammad Subhan Qureshi, President Preparatory Committee, NESS-Pak

11: 00-11:10 Tannourine Cedar Forest Nature Reserve (Lebanon) -- Prof. Nabil Nemer, Forest Health and Ecology, Holy Spirit University of Kaslik, Lebanon; Scientific Expert, Tannourine Cedar Forest Nature Reserve

11: 10-11:20 Ol Kinyei Conservancy (Kenya) -- Mr. ZHUO Qiang, Member, IUCN WCPA; Founder/Chairman, Mara Conservation Fund, Kenya

11: 20-11:30 Kruger National Park (South Africa) -- Mr. Hein Grobler, former Acting General Manager of Tourism in Kruger National Park

11:30-12:00 Questions and summary

12:00-14:00 Lunch

### **June 16, Afternoon 14: 00-18:00 IAPA/ISZS Annual Meeting and Eco Tourism Development Planning**

**Organizers:** IAPA/ISZS, Changbaishan National Nature Reserve Administration

**Contents:** Deliberation on the ecotourism and product development potential within the IAPA member network, formulation of promotion strategies and work plans to advance the growth of IAPA global network members and ecotourism. Additionally, engaging in discussions and communication regarding other matters pertinent to the development of IAPA.

**Chair:** XIE Yan, Chief Scientist of IAPA, and Associate Researcher of Institute of Zoology, Chinese Academy of Sciences

**Secretary General:** ZHANG Rongjie, Executive Secretary General of IAPA, Head of Publicity and Education Section of Changbaishan National Nature Reserve Administration

14:00-14:20 IAPA progress report -- ZHANG Rongjie, Executive Secretary of IAPA

14:20-14:40 Introduction to operation guidelines, management and standards of ecotourism and friendly products in and around protected areas -- Freck Venter, IAPA Advisory Committee Member; XIE Yan, IAPA Chief Scientist

14: 40-15:40 IAPA member network ecotourism and product development potential, promotion strategy and method discussion (group discussion)

Group 1: Chair by CUN Yanfang

Group 2: Chair by YANG Weihe

Group 3: Chair by ZHENG Lan

15:40-16:00 Coffee break

16:00-16:20 Breakout groups report and summarize

16: 20-17:00 IAPA member network ecotourism and product development plan (group discussion)

Group 1: Chair by CUN Yanfang

Group 2: Chair by YANG Weihe

Group 3: Chair by ZHENG Lan

17:00-17:30 Breakout groups report and summarize

17:30-18:00 Communication on other IAPA development issues

*18:00-19:00 Dinner*

19:00-21:00 Free communication meeting (Chair: XIE Yan, Chief Scientist of IAPA)