

# Grand Tour Project

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Topic: Difference between Hong  
Kong's and Taiwan's Ecotourism

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# **1.Introduction**

Recently, the issue of Ecotourism has been brought to the public attention. “Ecotourism” means to travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. This report is aimed to find out the differences between Hong Kong's and Taiwan's Ecotourism in environmental, educational, economic and cultural impacts. However, there were not that much reports and studies about our topic so our group thinks that school offers us a great chance to investigate this spectacular topic.

## **2.Background of Study**

Since some people say that Ecotourism is beneficial for the economy and the social development, but some say that it is harmful to the natural environment. The actual situation should be found out the way to balance between economic development and environment protection.

Besides, there must be some differences in developing Ecotourism among countries or cities. It is embracing and meaningful to find out those differences between our city, Hong Kong, and other countries, such as Taiwan, so as to weight the pros and cons in order to avoid making mistakes that had made by Taiwan and improve our existed system of ecotourism.

Hong Kong is a cosmopolitan city that is always flooded with concrete and people. The word “development” can always be heard everywhere like in the advertisement and the speeches of Government officials. Therefore, many people may consider Hong Kong has not much, or even does not have any room and time for Ecotourism. However, it is not true. Hong Kong is such a unique city, which the area is small with millions of people, but it contains tones of gems. According to the article “Eco-tourism in Hong Kong: its potentials and limitations”, Hong Kong has more species of animals and plants than the entire United Kingdom and Northern Ireland. We can find those animals in some country parks, conservative areas, marine parks, and so on. However, there must be some places to improve in order to make Hong Kong a role model, conserve the endangered species and attract more tourists, like make more subsidies to the organizations that help developing Ecotourism.

Ecotourism in Taiwan is a bit different to Hong Kong as the area of it is much larger, the climate there is different from Hong Kong so that the species are suitable to live there, and the Government's set of policies is different from Hong Kong's one. Taiwan is a volcanic island where the landscape of Taiwan's harbors is special and quite different with ours. Ecotourism can also be in

the places with special landscapes of landforms. For instances, according to Taiwan's official Ecotourism website, there are sand dunes, sand beaches, sand bars and lagoons, and its straight coastline is rather monotonous along the West Coast.

All things have their pros and cons, rights and wrongs, supporters and opponents. So there must be controversies of developing Ecotourism. The major issue is the balance the development between economy and environment. Different stakeholders have their own viewpoints. Take the green organizations as an example, they may want the Government to give them more help financially and politically to protect the environment and raise more citizens' awareness on being environmentally friendly, and one of the methods is to make Ecotourism as the first priority in developing the city. However, for some businessmen and developers, they may want to put money as their number one consideration so that they would ignore the work on saving the environment.

### **3.Methodology**

There are some methods to collect data like the people's views on this issue, the status quo of Ecotourism and what tourists can see during Ecotours in Hong Kong and Taiwan, etc.

- Field Trip

Field trip is the most practical and reliable method to collect data since all the information is first-hand. Going to areas, which have Ecotours like Mai Po in Hong Kong is not very hard so that it is feasible. It is also known that there are spots in our grand tour that are related to ecotourism. Field trip for collection information and observe how other place's Ecotourism works can be done during the Grand Tour.

- Questionnaire

Having questionnaire is a common method to collect public opinions in large number. These questionnaires can be conducted on students and people who have jobs about Ecotourism. It can also be conducted because students can be easily find in schools and the people who have jobs about Ecotourism during eco tours.

- Interviews

The information collected may be skin-deep since we can get what we see during the tour. The knowledge and experiences of the eco tours' tour guides must be more. If interviews are conducted besides questionnaire and field trips, the understanding about Ecotourism can be more, too.

- The expected results of collecting information through field trips are the names and introduction about the species appear in the conservative areas, the photos or videos of the special landform features of the areas.

In questionnaire and interviews, the information about the current situation of Ecotourism, the people's views about what the Government(s) do(es) and what they think should improve in developing Ecotourism, like they may agree that policies should be implemented to save the environment.

## **Grand Tour Interview (Ecotourism)**

**Topic: Difference Between Hong Kong's and Taiwan's Ecotourism**

Questions:

- 1.How Ecotourism works in Taiwan?
- 2.How Ecotourism affect citizens' lives?
- 3.Where can we have Ecotours in your country?(Maybe list some spots/ attractions)
- 4.What are the pros and cons of developing Ecotourism? (in different aspects)
- 5.What can the government do to help developing Ecotourism?
- 6.Some people say that Ecotourism is a benefit for the economy and development, while some say that it is harmful to the natural environment. How to balance between economic development and environmental protection?
- 7.Do you think Taiwan has done well in Ecotourism? Why?
- 8.If no, then what can be done to improve or make it better?

## 4. Implementation and Data Obtained

What are the differences between Hong Kong and Taiwan's

Ecotourism?

### **Hong Kong**

- There are country parks, marine parks, nature trail, country trail, long distance hiking trail and visitor center in Hong Kong.

- Visitors can see animals like birds and plants.

-For example, the approximate numbers of wild species in selected plant and animal groups in Hong Kong (Ashworth et al 1993; WWFHK 1994)

-About 70 percent of Hong Kong is swathed in sparsely inhabited country parks, but many of those who once lived in remote villages have left in search of jobs elsewhere, leaving scores of rural settlements empty. Now, a project aiming to restore one abandoned village is hoping to kick off a wave of ecotourism, but government regulations are hindering its revival.

-Data from the article *“Eco-tourism in Hong Kong: its potentials and limitations”*

<b>Groups</b>	<b>Approximate number of species</b>	<b>Approximate % of global total (recorded species)</b>
<b>mammals</b>	57	1%
<b>(bats)</b>	21	2%
<b>birds</b>	450	5%
<b>reptiles</b>	78	1%
<b>amphibians</b>	23	0.5%
<b>freshwater fish</b>	96	
<b>flowering plants</b>	1900 (including 120 orchids)	0.8%
<b>moths</b>	2000	
<b>butterflies</b>	> 200	
<b>dragonflies</b>	107	

## **Taiwan**

- There are Gorges, mountains, lakes, hot spring, etc. in Taiwan
- Many species can be found there, too.

**A.**What are the places are designated as Ecotourism areas in each of the region?

## **Hong Kong**

- Hong Kong has in fact urbanized only about 17% of its land area, and over 40% of the territory is protected as country parks, special area, and Ramsar site; in percentage term this is probably the highest in the world.

## **Taiwan**

- Taiwan's natural heritage is protected in 6 National Parks: Kending Yushan Yangmingshan Taroko Gorge Shei-pa and Kinmen and 12 designated scenic areas.

## **B. What has the government done to help developing Ecotourism in each of the regions**

### **Hong Kong**

-Although Hong Kong has a very well developed Country Parks System, the government does not have a conservation policy which would allow her to resume or purchase lands under private ownerships for conservation purpose. And that makes many ecologically important areas vulnerable to development pressure.

### **Taiwan**

-There was a tender of Taiwan Tourism Bureau in 2015 that help promoting Taiwan to other countries. Ecotourism is one of the types of tourism in Taiwan, so it can be improved with the Bureau's help.

Here are the details of the project (from the news section in a Taiwan web-page about ecotourism)

1. Name of host Entity: Taiwan Tourism Bureau, Ministry of Transport and Communications (MOTC), San Francisco Office
2. Name of project: 2016-2017 Time for Taiwan Promotional Campaign for the Canada Market entrusted by Taiwan Tourism Bureau
3. Objective of project: to enhance the awareness and reputation of Taiwan tourism's new logo and images in the Canadian region, with emphasis on promoting the six main themes of the "Time for Taiwan" promotion and the Taiwan tourism calendar, so as to aid the Taiwan tourism and travel products in the travels sales channels, in order to achieve the target yearly growth numbers for the market.
4. Work period: 18 months from the date of signing the contract.
5. Budgeted amount: USD250,000.00.

## **5. Data Integration**

- Questionnaires (Please Refer to the questionnaires in the Appendix)

A total of 40 questionnaires are conducted in both Hong Kong and Taiwan (10 Taiwan students, 10 people who have job about Ecotourism in Taiwan, 10 Hong Kong students, 10 people who job about Ecotourism in Hong Kong).

### Results: students

Question	Option	Hong Kong(person)	Taiwan(person)
1	Male	5	5
	Female	5	5
2	11-15	2	2
	16-20	5	7
	21 or above	3	1
4	Yes	6	8
	No	4	2
5	1	0	0
	2	1	0
	3	2	4
	4	6	3
	5	1	3
6	1	0	1
	2	2	3
	3	5	4
	4	1	1
	5	2	1
7	1	1	0
	2	2	4
	3	2	3

	4	4	2
	5	1	1
8	1	1	0
	2	6	5
	3	2	2
	4	1	3
	5	0	0
9	A	1	3
	B	4	1
	C	5	6
10	A	3	1
	B	3	4
	C	4	5

## Results: people who have jobs about Ecotourism

Question	Option	Hong Kong (person)	Taiwan (person)
1	Male	5	5
	Female	5	5
2	16-20	1	0
	21 or above	9	10
4	A	2	3
	B	4	5
	C	3	2
	D	1	0
5 (can choose more than	A	4	7
	B	3	6

one options)	C	6	7
6	A (as first Priority)	2	2
	B (as first Priority)	2	1
	C (as first Priority)	1	3
	D (as first Priority)	5	4
7	1	2	0
	2	3	2
	3	3	2
	4	1	4
	5	1	2
8	A	2	2
	B	4	5
	C	4	3
9	1	0	0
	2	2	1
	3	3	2
	4	4	6
	5	1	1
10 (Can choose more than one options)	A	4	4
	B	2	5
	C	5	3
	D	3	5

## •Interviews

We had conducted 2 interviews; one in Taiwan who have works about Ecotourism and one of them in Hong Kong.

### Interview: Taiwan

The first Interviewee: Miss Chan in Meinong District, tour guide of a farm  
(After translation from Putonghua to English)

1. How Ecotourism works in Taiwan?

Ans: I do not know it well but in my farm, tourists can have experiences of collecting tomatoes and they take photos.

2. How Ecotourism affect citizens' lives?

Ans: It can boost tourism for better economy and we can earn some money by welcoming them to collect and buy my produce.

3. Where can we have Ecotours in your country?(Maybe list some spots/ attractions)

Ans: Here, the Meinong District, the The ChuHuo Eternal Flame in Kenting, etc..

4. What are the pros and cons of developing Ecotourism? (in different aspects)

Ans: It can boost tourism, let people to get closer to the nature, learn and start to conserve the environment.

5. What can the government do to help developing Ecotourism?

Ans: /

6. Some people say that Ecotourism is a benefit for the economy and development, while some say that it is harmful to the natural environment. How to balance between economic development and environmental protection?

Ans: To educate the students when they are still young, and to emphasize the importance of not affecting the environment while having Ecotourism by making advertisements and policies.

7. Do you think Taiwan has done well in Ecotourism? Why?

Ans:The local government has done well to help us, they have an association to look after us and sometimes subsidize us.

8. If no, then what can be done to improve or make it better? Ans:/

# Interview: Hong Kong

The second interviewee: Miss Chau From Hong Kong, tour guide of Maipo from WWF

1. How Ecotourism works in Hong Kong?

Ans: Our organization would receive donation from general public where Government has also contributed some to maintain our work. There are well-trained tour guides in our organization where people can join the tour in the website of our organization. This helps citizen join our guided tours, which is the ecotourism you guys saying.

2. How Ecotourism affect citizens' lives?

Ans: This helps citizen understand more about our environment, which can beef up a harmonious Human-environment relationship. This is because participants would learn how to protect and conserve our environment and they would try to adopt a better living style.

3. Where can we have Ecotours in Hong Kong?(Maybe list some spots/ attractions)

Ans: Maipo(which is here)

Sai Kung

Tung Ping Chau

4. What are the pros and cons of developing Ecotourism? (in different aspects)

Ans: Pros

Citizen can interact more with environment.

Citizen can relax.

This boosts tourism as well as economy.

Cons

Frankly, the development may hinder economic growth but there must be some means to minimize it.

5. What can the government do to help developing Ecotourism?

Ans: They can implement some policy to help us. Also, they should do more in education and promotion.

6. Some people say that Ecotourism is a benefit for the economy and development, while some say that it is harmful to the natural environment. How to balance between economic development and environmental protection?

Ans: I think they can be deemed vital simultaneously. It is no doubt that the economic development is important, but the environment cannot be recovered after destruction.

7. Do you think Hong Kong has done well in Ecotourism? Why?

Ans: This is a tough question. Compare to developing countries like India, our quality is certainly better than us. However, there is room of improvement for the ecotourism in Hong Kong. So, I will say it is 'ok' for the development of the ecotourism in Hong Kong.

## **6. Data analysis**

According to the results, Taiwan's ecotourism is better because more helps are provided from the government. This may be attributable to the longer time or period that the ecotourism in Taiwan has been developed. However, Hong Kong has more resources so this can maximize our potential in the development of ecotourism. In the questionnaire of Hong Kong Students, 60% of respondents said that they would be more willing to conserve the Earth so it is a great chance for government to protect our environment by boost our ecotourism.

In the questionnaire of people who have jobs about ecotourism, both respondents from Taiwan and Hong Kong responded that most local would respect and enjoy the tour. This implies that the citizens do like the Eco tour so the government can eventually gain credibility by enhancing the industry of ecotourism.

From the interviews conducted by two tour guides, it is obvious to see that the Taiwanese tour guide is happier towards the situation in Taiwan, In order to enhance the quality of the ecotourism in Hong Kong, measures from government and non-governmental organizations should be carried out.

## **7.Recommendation**

As we travelled to Taiwan in the Grand Tour, we experienced the tourism in Taiwan. The following is the recommendation of tourism in Hong Kong and Taiwan.

To begin with, there is something Hong Kong Government can do to improve the ecotourism. The airline company can carry out some discounts for the passengers if the travellers are going to visit ecotourism spots. In order to attract more, airline Company can lower the price of air tickets in off-season. This boosts Hong Kong's economy as well as the industry of ecotourism.

In addition, the government should increase the total ecotourism attractions in Hong Kong. Government can develop more tourists' spots so as to boost the number of tourists. This would inevitably enhance the ecotourism.

Last but not least, education and publicity play an important role in developing the ecotourism in Hong Kong. This also increases the number of visitors.

For Taiwan, government should enforce the law strictly in tourism spots. We saw a lot of locals infringing the laws or instruction in ecotourism spots. For example, there were local Barbequing in the Chuhuo Natural Fire. This certainly left a bad impression on tourists. In order to solve the problems, government could hire some security guards in order to help citizen ratify the laws.

## **8. Reflection**

### **Day 1**

It was the most weary day of the whole journey. It was because we woke up very early at 4:00 a.m. so as to get on the airplane punctually. We went to Tianliao's Moon world after approaching Tainan. We enjoyed the natural environment there. There were tall trees, rocks and mountains. The tour guide introduced variant species to us one by one. The most special is the eucalyptus tree, which it produced a sound of flowing water. After that, the tour guide taught us how to use water to make the worm lived under the ground came out. I have never tried it before. It was really new for me.

We also went to Si Zih Wan for appreciating the attractive scenery. Under the sunshine, the view was really beautiful and we did enjoy it. Moreover, we went to Liuhe Tourist Night Market. There were different kinds of local food, which were all super scrumptious. We also bought some souvenirs for our families and friends. Although we were exhausted, we really all thought that the day was embracing.

### **Day 2**

It was the second day of our tour already. Today, the major schedule was visiting I-Shou International School and I-Shou University.

We were so excited about the visiting since E United Group was a big conglomerate. It was well known in Tainan. The I-Shou International School was quite spacious. They had large campus and even a stadium for all activities.

From one of the staff there, she briefly introduced the house systems to us. It is similar to the house systems in our school, which basically has four houses and students would participate in different activities to gain points. I thought that the house systems gave great opportunities for students to expand their social network by joining in-school or school side activities.

We separated into two groups to attend lessons in Bilingual Department or International Department. In international Department, students there had many interactions with their teachers. It was quite different from Hong Kong learning environment where students were passive and did not interact with teachers.

In the afternoon, we had visited the I-Shou University, which just located next to the international school. With the introduction given by the staff of I-Shou University, we had a deeper understanding in the education system in Taiwan.

## Day 3

We went to the National Museum of Marine Science and Technology and Meinung Folk Village. There were a lot of marine species from all over the world. Talking the most special animals, they would definitely be penguin and dolphin. There were also exhibitions about the conservation work. For Meinung Folk Village, the whole village was constructed with strong Hakka characteristics. Apart from enjoying the beautiful constructions, we also tried the local Hakka food like the octopus balls. The aim of the village was to conserve the history of Hakka people migrating to Taiwan during the Chinese Civil War.

We did enjoy the visiting because the spots were interesting and informative. Visiting the museum could certainly facilitate the studies of geography where we had a brief understanding in ecosystem and biodiversity.

In addition, the visit to the village had broadened our horizon in Hakka culture. The visiting reminded us the importance of conservation of culture where what Hong Kong Government as well as citizen overlooked it. As a member of Hong Kong, I should take my part to contribute to Hong Kong's local culture and history in the future.

## Day 4

In the second last day of our grand tour, we went to Kenting's Ah Jia De Jia (place where a local Taiwanese local film, Cape no.7, took place) and the Chu Huo in Kenting National Park. Chu Huo is a natural scene. Fire blew out because of the natural gases underground. As a geography student, it drew our attention. The place was amazing and beautiful, especially at night. In this destination, we would not find any streetlight so as to protrude the fire. At night, the fire will become very clear. The color of the fire was not similar to the one we use in cooking. The fire was red and some are orange.

I think the government of Taiwan should pay more efforts on conservation of natural scenery. In Chu Huo, there was no security guard. This facilitated citizens breaking the law. There were some iron chains around the fire. However, people just ignored the warning and crossed over the iron chains. Some of them even have a barbeque there. In order to prevent this incident happening, I think Taiwan's government should pay more effort on this.

## Day5

Time flies, it was the 21 March 2016, which was the last day of the tour. We did enjoy the whole journey. And today, we went to the Taiwan Confucian Temple and I learnt a lot from this destination including core values as well as education system in Taiwan.

I found that the traditional culture of Taiwan people was similar with us. As our tour guide said that Taiwan people would go there to pray for having a good future of their studies, I discovered that this culture was more or less the same with us as students might go temples to pray for a better future and academic results. For examples, going to the Wong Tai Sin Temple or the Man Mo Temple in Sheung Wan were popular choices.

Apart from what I have learnt, I was reluctant to part when I realized that today was already the last day. The two tour guides were so nice to us, they told us and taught us a lot of funny things of Taiwan. They had flourished our trip. Certainly, our friendships and bonds towards our class and more importantly, our school, had been greatly strengthened.

## **9. Conclusion**

In the grand tour, we visited to a lot of places. Taiwan is a gorgeous country. Meanwhile, it always concern about environmental issue. Taiwan government has paid plenty of efforts in conservation. In An Ping Gu Bao and An Ping Tree House, we did not see painting or vandal in the spots. It shows that Taiwanese respected their own culture and they are proud of them. We should learn from them. In Hong Kong, people are not paying much attention in protecting our scenery, like the Hong Kong GeoPark. Hong Kong government should do more promotion on conservation so as to raise the public awareness.

In this tour, Night Market was a nice place for us to experience the Taiwan local culture. Our first impression of Taiwan's Night Market must be about delicious food. However, despite food from hawkers, there were other stores selling different things, like handcraft products and toys. We understood more local culture of Taiwan in this trip.

We had a fabulous and marvelous trip in Taiwan. We would like to take this chance to express our gratitude towards teachers and school for organizing this tour to us. This was a wonderful time for us.

## **10. Photos**



This is the classroom of I-shou University of Japanese studies.



We are visiting the Anpin Tree House, which is located near the Anpin castle.



This is a gun turret in Tainan. It is believed that the gun turret was being in used during Chinese Civil War.



On the fifth day of the journey, we visited the old Anpin castle. The castle was the former construction of the Dutch government 1620s



We are appreciating the Chinese calligraphy in the Chinese Calligraphy Museum.



We are learning the old education system of Taiwan in the Confucius temple.



We have prepared a special gift for our group teacher, Mr Chan.



This is the bronze statue of Zheng Sen, the chief commander of Taiwan in 1640s.



We are enjoying the beautiful Taiwanese landscapes in Tainan National country Park.

# 11. Bibliography

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# 12. Appendix

## . A. Questionnaire for Students . Questionnaire

- Topic: Difference between Hong Kong’s and Taiwan’s Ecotourism
- Gender : M / F
- Age : 11-15 / 16-20 / 21 or above
- Place of origin : Hong Kong / Taiwan
- Have you ever joined any Eco tour(s)?
- Yes / No
- Are you willing to pay extra attention to conservation or being environmentally friendly after you participated in Eco tour(s)?
  - Least willing 1    2    3    4    5 Most willing
- To what extent do you agree that developing ecotourism gives you negative impacts? (e.g. Pay extra money or entrance fee)
  - Disagree 1    2    3    4    5 Agree
- Do you agree that you pay attention to environment protection after the Government developed ecotourism?
  - Disagree 1    2    3    4    5 Agree
- To what extent do you agree that the government has done enough to develop/ promote ecotourism in your country?
  - Disagree 1    2    3    4    5 Agree

- Besides developing ecotourism, what methods do you think is suitable to balance between economic development and environmental conservation?
- A. Implement policies to reduce pollution
- B. Compensate the loss caused by human activities(e.g. plant trees)
- C. Carry out sustainable development
- In which aspect(s) do(es) ecotourism benefit you?
- A. Academy
- B. Increase of awareness
- C. Future occupation

## Questionnaire for people who have job about Ecotourism

### : Questionnaire

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- Topic: Difference between Hong Kong's and Taiwan's Ecotourism
- Gender : M / F
- Age : 16-20 / 21 or above
- Occupation (Job about Ecotourism): Hong Kong / Taiwan
- What criteria about Ecotourism do you think is the most important?
- a. Minimize the impact on the environment
- b. Raise tourists' environmental awareness
- c. Experiences for the tourists
- d. Provide benefits for the local people
- Can the tourists participated in Eco tours follow these rules of Ecotourism? (Please put tick(s) on the lines)(Can choose more than one options)
- \_\_A. they do not leave or take away anything in the area
- \_\_B. They do not annoy the animals which originally live in the area
- \_\_C. They respect the locals
- To what extent do you agree that developing ecotourism gives you negative impacts? (priority)
- \_\_A. Troublesome tourists
- \_\_B. Having/ dealing with conflicts between people
- \_\_C. Too much workload
- \_\_D. Annoyance to the wild animals
- To what extent do you agree that the Taiwan government has done enough to develop/ promote ecotourism in your country?
- Disagree 1    2    3    4    5 Agree

- Which one do you think is more important in developing ecotourism?
- A. Making benefits

- B. Conservation of different species
- C. Produce least pollution while tourists are travelling
- To what extent do you agree that ecotourism is beneficial to you? (e.g. occupation, quality of life)
  - Disagree 1    2    3    4    5 Agree
- How can the Government do to improve the development of ecotourism?(Can choose more than one options)
  - a. Increase the fund or subsidy
  - b. Make more advertisement to promote Ecotourism
  - c. Hire more people to be tour guides or staff of Ecotours
  - d. Let more areas to be ecotourism regions

## Interview

### Grand Tour Interview (Ecotourism)

Topic: Difference Between Hong Kong's and Taiwan's Ecotourism

Questions:

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5. What can the government do to help developing Ecotourism?
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7. Do you think Taiwan has done well in Ecotourism? Why?
8. If no, then what can be done to improve or make it better?