

# 生態觀光之發展策略

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【摘要】本文係探討生態觀光發展策略及工作項目，由定義、全球市場趨勢推估生態觀光在經濟發展方面潛力大。生態觀光的發展涉及政府、民間合作，需要旅行業、政府官員、公園經營者、地方保育組織、國際基金及保育組織等之通力合作，才能推動全面性的生態觀光。文內介紹推動策略及工作項目，提供有關單位及個人參考。

【關鍵字】生態觀光、發展策略。

## The Ecotourism Development Strategies

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【Abstract】The purpose of this study is to research ecotourism development strategies and processes. According to the definition of ecotourism and global market trends, the potential for economic development in this area is truly great. Ecotourism development involves cooperation between the government and the private sector. Overall ecotourism promotion also requires the cooperation of the tourism industry, government agencies, park managers, local conservation organizations, international foundations and conservation groups. The content of this paper includes promotion strategies and processes, and may serve as a reference for government agencies and individuals.

【Key Words】Ecotourism, Development Strategies.

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