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CONGRESS
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*Parks, people, planet:
inspiring solutions*

Family eco-tourism

**A case study of inspiring children in China
towards greater appreciation for the protected areas**



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Call for family eco-tour

- Challenge**
- Conflicts(conservation VS development)
 - Environment consciousness
 - Tourism industry status
 - Economic transition

- Solution**
- SEE (service/ economy/ environment)



- Family Ecotourism
- Responsible actions



- Public- private cooperation



- Social networking

Liziping Nature Reserve, Ya'an, Sichuan province



Contents

- Unique destinations, authentic nature and local culture
- Professional and academic leaders and guides
- Volunteering projects
- Scientific report

4 families,
6 children,
6 days

- Volunteer work
- Scientific research
- Local ethnic community

Volunteer work

Bifengxia Giant Panda
Centre

Cleaning cages

Feeding pandas

Learning to do behavior
survey on pandas



Conservation life

Liziping Nature Reserve.
Assisting scientists working
on basic research for pandas.



I'm so tired...



Mamadi Scientific Research
Station.
Experiencing a night in the
wild and having a good night
after all-day hiking.



Ethnic community

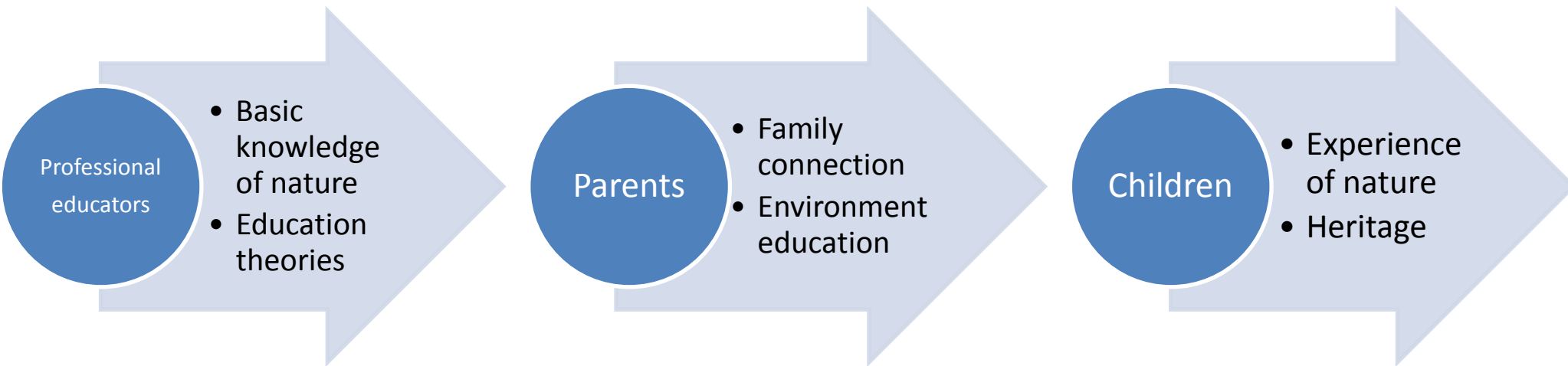
Communicating with local ethnic community- the Yi nationality.



Outcomes:

1. Specialization
2. Environment consciousness
3. Enhance local culture
4. Benefit host community
5. Heritage

Heritage



Thank you

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