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# Ecotourism development in China: prospects for expanded roles for non-governmental organisations

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enterprise. NGOs served unique coordination functions across institutional sectors and mobilised critical resources for conservation and development. Recommendations for NGOs engaged in ecotourism in China include investment in training programmes with local people and community-based organisations, facilitating collaborations between businesses and communities, working directly with businesses, and promoting cooperatives.

Keywords: conservation community-based tourism NGOs stakeholders sustainability social institutions

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