Taylor & Francis
Online

Journal of Ecotourism ›
Volume 10, 2011 - Issue 1

1,559 Views | 23 CrossRef citations to date | 8 Altmetric

Original Articles

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

Hao Zhuang, James P. Lassoie & Steven A. Wolf

Pages 46-63 | Received 12 Mar 2009, Accepted 15 Jan 2010, Published online: 15 Jan 2011

Cite this article https://doi.org/10.1080/14724041003686813

Sample our
Tourism, Hospitality and Events Journals
>> Sign in here to start your access to the latest two volumes for 14 days

Full Article | Figures & data | References | Citations | Metrics
Reprints & Permissions | Read this article | Share

Abstract

China's flourishing economy is contributing to rapid development throughout the country, but prosperity is not evenly distributed and rural communities are experiencing social and ecological problems. Ecotourism has potential to foster both local economic development and environmental conservation. Capacity to promote and deliver ecotourism services is, however, poorly developed at present, particularly at the level of rural communities. We assess such capacity through an institutional analysis, focusing on interactions among public agencies, businesses, and civil society actors. Specifically, we study the roles and potential of non-governmental organisations (NGOs) as an emerging class of development actors within China's civil society. We present a case study of an ecotourism demonstration project in the Laojunshan area of northwestern Yunnan Province in western China. A review of project documents and

field interviews supported analysis of Strengths, Weakness, Opportunities, and Threats that the relevant actors perceive as constraining and enabling the ecotourism 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

Related Research Data

Community Participation in Ecotourism Benefits: The Link to Conservation Practices and Perspectives
Source: Society & Natural Resources
Seeing the wood for the trees: how conservation policies can place greater pressure on village forests in southwest China
Source: Unknown Repository
Tourism and China's Development
Source: Unknown Repository
Ecotourism and economic incentives — an empirical approach
Source: Ecological Economics
Land Use Transition, Livelihoods, and Environmental Services in Montane Mainland Southeast Asia
Source: Mountain Research and Development
Tourism Development and Water Pollution: Case Study in Lijiang Ancient Town
Source: China Population Resources and Environment

Related research

People also read | Recommended articles | Cited by 23

Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

Open access

- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate access solutions

Help and information

- Help and contact
- Newsroom
- All journals
- Books

Keep up to date

Register to receive personalised research and resources by email

Sign me up

Copyright © 2026 Informa UK Limited Privacy policy

Cookies Terms & conditions Accessibility

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG