



香港註冊導遊協會
HONG KONG ASSOCIATION OF
REGISTERED TOUR CO-ORDINATORS

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英語導遊及領隊生態旅遊基礎課程

Ecotourism Essentials for English Speaking Tourist Guides and Tour Escorts

「旅監局導遊及領隊持續專業進修計劃認可活動」- C項

*TIA recognized activity reference no. TGC269HART

**Applicable for Tourist
Guides and Escorts,
certificate and Receipt
Issued on the Same Day**

Goal: This course covers the fundamental theories of ecotourism and its relationship with various types of tourism. It aims to provide tourist guides and tour escorts with accurate knowledge and a solid foundation in ecotourism, enabling them to correctly guide tourists to respect and protect the environment while achieving the goals of ecological respect and sustainable development.

Format of Class: In person

Date: 2026/7/20 (Monday)

Time: 1400-1700

Location: Hong Thai Convention & Exhibition Business Centre

5/F, United Centre, 95 Queensway, Admiralty, Hong Kong

Fees: Member \$ 300 Non-Member \$ 350

Course Outline:

Basic Concepts of Ecotourism

Relationships & Between Ecotourism & Other Types of Tourism

Analysis of Ecotourists

Ecotourist Code of Conduct

Ecotourism Industry

Principles: Learning to Recognize Ecological Environments and Sustainable Development

Examples:

Wetland

Bird Watching Activities

Geopark



Learning Outcomes : Gain a holistic understanding about Ecotourism and the ability to provide visitors with accurate knowledge recognizing ecological environments and promoting sustainable development.

Target Audience: Individuals with a Tourist Guide Badge or Tour Escort Badge issued by the Travel Industry Authority, or interested in ecotourism, and ones who aspire to become ecotourism professionals.

Instructor : Dr Alan Wong

20 years experience in higher education teaching and programme administration, from the School of Hotel and Tourism Management, Hong Kong Polytechnic University. Founder and Consultant of G & D Hospitality, Tourism & Educational Consulting. Expert in ecotourism and sustainable tourism; served as Global Sustainable Tourism Council Trainer (2016–2019). Having Extensive industry experience as a local guide and travel consultant in Australia, Mainland China and Hong Kong.

Registration

Email or WhatsApp 6762-7251 Secretariat to check and reserve a seat

Fill in the online registration form (Google) and receive a WhatsApp confirmation from the Secretariat.

Transfer the fee to our bank account: 083-099150-001 after confirmation

Payee : Hong Kong Association of Registered Tour Coordinators Ltd

Reminder:

Participants may not change classes after confirmation; Fees are non-refundable in case of cancellation.

☆ Please save the Secretariat's contact number 6762-7251. Otherwise, you may not receive course notifications.