

## ANNEX

### ***Recommendations for Developing Ecotourism in Northeast Asia (NEA)***

In line with the GTI Strategic Action Plan 2025 – 2029, GTI member states reaffirm the importance of fostering cooperation on the prospective types of tourism, such as ecotourism and developing instruments for their further promotion.

These recommendations are based on the outcomes of the project “Ecotourism Development in Northeast Asia: GTI Seminar on Ecotourism Promotion and a Handbook on NEA Ecotourism Routes”. They align closely with the second priority of Russia’s chairmanship at the GTI Consultative Commission Meeting in 2025, namely “Thriving Tourism Growth”.

GTI member states are encouraged to intensify efforts to advance the ecotourism development at both national and regional levels through the implementation of the following voluntary recommendations.

#### At the national level:

- Create favorable conditions to attract tourists and reduce environmental damage;
- Improve interagency coordination of the national ecotourism development;
- Design a set of definitions starting from the term ecotourism, including the standards and code of conduct for ecotourism;
- Develop ecotourism-oriented infrastructure and actively involve businesses to invest in it;
- Develop new unexplored routes for ecotourism journeys, including those ensuring personalized experience for tourists and focusing on uniqueness;
- Integrate ecotourism routes identified in the Handbook on NEA Ecotourism Routes into the locally offered tourist products;
- Support local ecotourism, including through holding workshops and consultations for local authorities and involving local communities in the development and delivery of tourism services;
- Harness digital tools, including artificial intelligence, to better manage visitor flows, optimize resource use, and support innovation in sustainable tourism;

- Create high-quality visual content, including online platforms for travelers, to attract tourists and ensure promotion through social networks, in particular, bloggers.

At the regional level:

- Build partnerships between ecotourism-focused tour operators of NEA countries;
- Explore the possibility of creating and developing joint tourist zones in NEA;
- Develop new ecotourism products within the framework of the «Great Tea Road» project (Russia, China, Mongolia);
- Exchange experience and best practices regarding legal issues related to ecotourism development, management models for ecotourism facilities, technological solutions for tracing carbon footprint and digital models for reducing anthropogenic burden;
- Hold international events on ecotourism which bring together experts from various government agencies, businesses and other organizations involved in ecotourism development in NEA;
- Support international youth projects and initiatives on ecotourism in NEA countries;
- Launch joint educational programs on ecotourism and training courses for personnel working in the hospitality industry.

GTI member states are encouraged to continue sharing experience and good practices, including through a variety of capacity-building activities, to support and enhance the effective implementation of these recommendations.