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Establishment and applied research on small island ecosystem services evaluation assessment model**Han-Shen Chen**

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Eco-security and ecosystem services evaluation assessment is a central issue in recent years in the field of environment and natural resources. Ecosystem services evaluation assessment and Eco-security has become an important area of current academic research and policy department. Due to the fragility of island ecosystem, island tourism development plans must be thoroughly evaluated with consideration of ecology, economy and society sustainability. Green Island is the famous recreation sight-seeing resort with abundant natural resources. In recent years, benefited from many investments made by public and private sectors, Green Island has become one of the fast growing tourist sites in Taiwan. However, with the rapid growth in tourism comes the environmental impacts; for instance, traffic jam, natural resource overexploitation, tourists misconducts and etc. The influences include human beings, natural environment, cultural heritage and pollutions. Therefore, tourism must take into accounts the ecology, economy, society sustainability and impacts minimization. Ensuring sustainable tourism growth under such concept with consideration of ecosystem, biological diversity, climate change and environmental protection are the main purposes of this study. The study applies a Choice Experience Method (CEM) to evaluation non-market valuation of island ecosystem services. Based on the reasonable selection of ecological attributes and indicators, we focused on designing a CEM and survey and then analyzed cognitive differences across island ecosystem services between residents and tourists measuring Willingness To Pay (WTP) and calculating the non-market value of Green Island ecosystem services. In particular, we estimate the ecosystem services and eco-security of Green Island as references in order for the responsible agency to maintain a balance between ecological preservation and tourism development.

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