



 Co-funded by the
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Fostering Innovation and Entrepreneurship in Ecotourism to support sustainable development in Vietnam and the Philippines

Module 2: Ecotourism and sustainable development

What Ecotourism really means: The concept and its core principles

12th December, 2023



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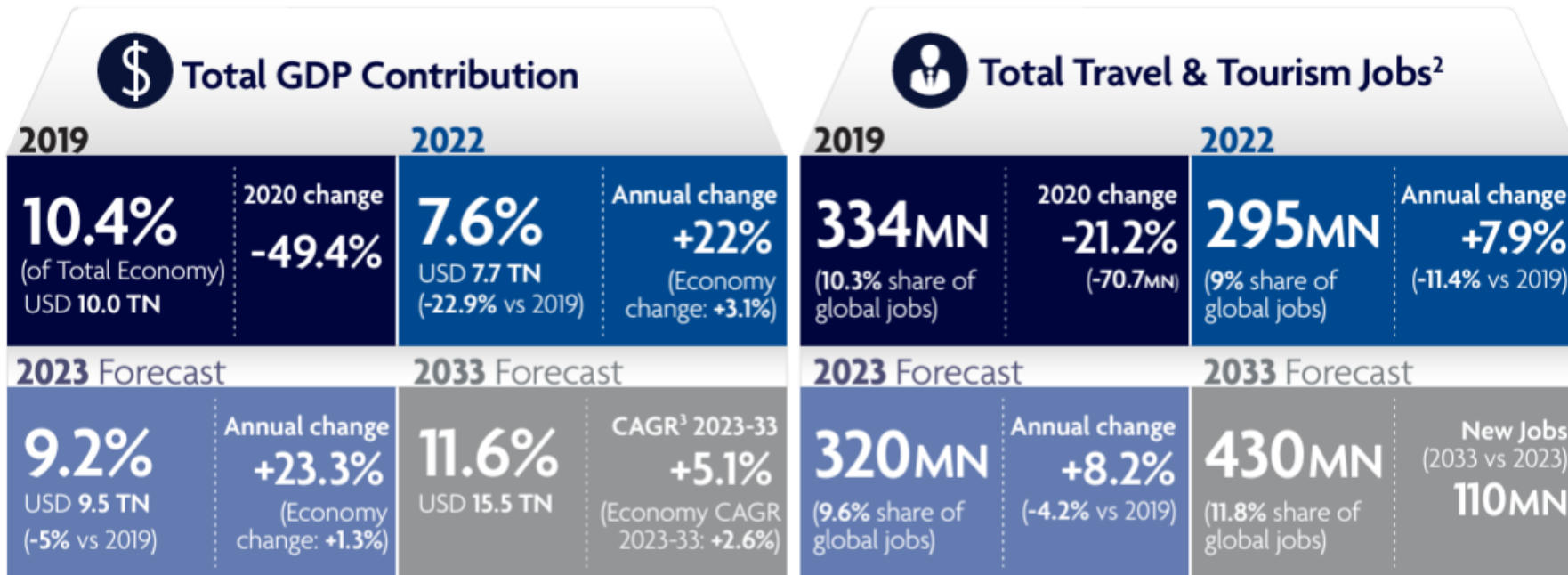


Universitat d'Alacant
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Global Tourism Growth



TRAVEL & TOURISM: ECONOMIC IMPACT 2023¹



Ecotourism Growth

- Since the 1990s, ecotourism has grown from 20% to 34% per year (The convention on Biological Diversity, s/d)
- Growth in ecologically conscious tourists and the growing demand for new travel experiences which are different from traditional sun, sea and sand packages (Hall and Page 2006)

International literature:

- origins
- definitions
- application in different world contexts



Booking.com | Sustainable Travel Report 2022

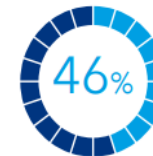


Glenn Fogel
CEO of Booking.com

Sustainability is shaping the future of travel



78% of global travelers intend to stay in a sustainable property at least once in the coming year



46% of global travelers have stayed in a sustainable accommodation at least once over the past year and the reasons vary:

41%

wanted to help reduce their impact on the environment

33%

wanted to have a more locally relevant experience

31%

believed sustainable properties treat the community better

Historical context: ecotourism

The Mexican ecologist Hetzer introduced the term ecotourism, and identified 4 principles in 1965:

Ecotourism should have:

- Minimum environmental impacts
- Minimum impact on and maximum respect for host cultures
- Maximum economic benefits for hosts
- Maximum recreational satisfaction to tourists



Editorial

A NEW FACE FOR TOURISM: Discover, Understand, Protect

The main September, 1970, International Forum on "TOURISM: Promise & Reality, the Need for Eco-Tourism," has been postponed to September, 1971. In its stead a full-day preparatory workshop was held on the UC Berkeley campus in order to better prepare for the main Forum. The workshop was chaired by Dr. Nicolas Hetzer (UCB/IEU), with an attendance of over 100 participants from among faculty, students, staff, consumers, and advocacy groups. Further suggestions and input can be directed to the FORUM INTERNATIONAL office in 300 Eshelman Hall, University of California, Berkeley/California 94720. A copy of the original proposal for the Forum can

also be obtained at the same address for those who want to register for Sep 1971 (some interested prospects will be contacted directly). The format will again be PLENARY GROUPS, WORKSHOPS, plus presentation of CASE STUDIES (including those from the actively ongoing "Forum International Travel" programs).

In order to set the tone for this event we re-print here Dr. Nicolas Hetzer's initial article on "ENVIRONMENT, TOURISM, CULTURE" (from LINKS, July 1965), plus Prof. Arnold Schultz's seminal article on "The Raisin Bread Culture: A Fable for Ferment" (also published in FIVEU's 1970 book on "The International Ecology University: Why and How"), and an abridged version of "Is there Intelligent Life on Earth?" from the same book.

Environment, Tourism, Culture

by Dr. Nicolas D. Hetzer
(Re-printed from LINKS, July, 1965)

We must rethink, culture. We must rethink education. We must rethink tourism.

We propose a program for the creation of competitive, UN-sponsored "parallel organizations" whose role it would be to actively design, promote, and implement RESPONSIBLE ("alternative") TOURISM projects fulfilling our four main requirements:

1. minimum environmental impact
2. minimum impact on -- and maximum respect for -- host cultures
3. maximum economic benefits to host country 'grassroots'
4. maximum 're-creational' satisfaction to participating tourists.

Tourism, if it fulfills AT LEAST the above requirements, can be a healthy and rewarding activity for the visiting tourist, an economically sound investment for the host area, and an environment-

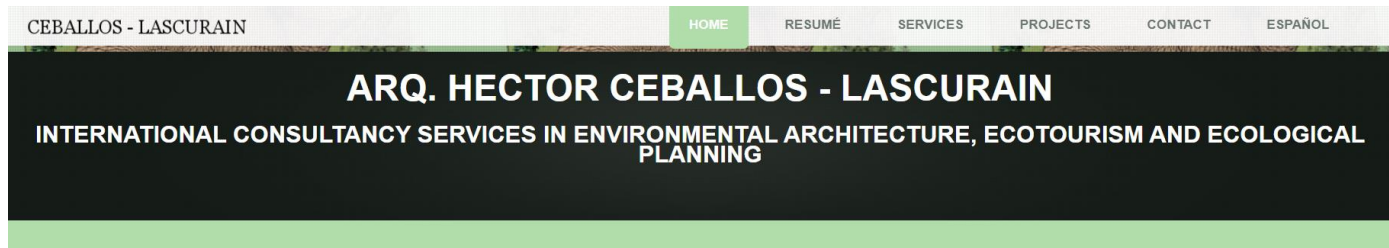
CONSERVING feature -- an ecological tourism ("Eco-Tourism").

At the national and international levels tourism has become a major factor influencing the environment, culture, and economics of people. With regard to the effects on some LDC's (less-developed countries) one may even speak of a 'new colonialism' in the making, or the creation of a class of maître d's, chambermaids, and taxi drivers.

As to the environment it could be said that, after having ruined their own environment (particularly in urban areas), people who can afford it are swarming out to destroy the environment of others in their frantic attempts to escape for a short while from competitive pressure, pollution, crime, and alienating work (the "rat race").

Culturally the effects of tourism have not yet been much investigated, but the little we know seems to show a considerable contribution to cultural homogenization, destruction of community structure,

Historical context: ecotourism



WELCOME TO ARQ. HECTOR CEBALLOS-LASCURAIN'S WEB PAGE

WHERE YOU WILL FIND THE SOLUTIONS AND CONSULTANCY THAT YOU REQUIRE TO SUSTAIN YOUR INVESTMENT PROJECTS IN THE SUBJECTS OF ENVIRONMENTAL ARCHITECTURE AND BUILDING, ECOTOURISM DEVELOPMENT AND ECOLOGICAL PLANNING.

OUR OBJECTIVES

- For a more intelligent, personalized and environmentally-friendly architecture
- For an ecotourism development that is both sustainable and profitable
- For sound ecological planning and the application of ecodesign criteria

“Ecotourism is defined as travelling to relatively undisturbed or uncontaminated natural areas with specific objectives of *studying, admiring and enjoying the scenery and its wild plants and animals*, as well as any exciting cultural manifestations (both past and present) found in these areas” (as cited in Boo, 1990: xiv)

In 1983, Hector Ceballos-Lascurrián coined the term "ecotourism" and its preliminary definition. His modified version of this definition was officially adopted by IUCN in 1996.

<https://www.ceballos-lascurain.org/eng/resume.php>

Linking Poverty Alleviation with Environmental Preservation

For more than 30 years, Pro-Natura has been tackling the social, economic and environmental problems that face rural communities in the Developing World.

The aim is to provide viable economic alternatives to those people struggling to make a living from imperilled environments.



<https://www.pronatura.org/en/>

Alternative tourism

Ecotourism has occurred as a result of changes to development and conservation thoughts.

It emerged from industry and developers' attempts to integrate tourism into the sustainability scheme (Weaver, 2001; Kiper, 2013).



Ecotourism characteristics

Characteristics of mass tourism	Characteristics of ecotourism
Large groups of visitors	Small groups of visitors
Urban	Rural
Touristic general marketing activities	Eco-marketing activities.
Average prices for purposes of market penetration	High price with purpose of filtering the market
Impact on natural environment	Little impact on the natural environment
Advanced control options	Limited possibilities of control
Management based on macroeconomic principles	Management based on local economic principles
Anonymous relationship between visitors and local community	Personalized relationships between visitors and local community
General development goals	Local development objectives
Behavior-oriented leisure activities/entertainment, opponents to education and training actions	Loyalty in the process of training and education for appropriate conduct for the natural environment
Intensive development of tourism facilities	Reduced development of tourism facilities

Definitions	Sources
Tourist travels to nature areas in a way that does not exploit the resources, but contributes to the conservation of the environment	Björk 1995, cited in Björk, 1997
The contribution of ecotourism to conservation, environmental education and the provision of economic benefits to local communities that distinguishes it from other types of nature-based tourism	Wight, 1993
Ecotourism should be nature-based, managed on the basis of ecological, socio-cultural and economic sustainability	Pedersen, 1991 Buckley, 1994 Blamey, 1997
Ecotourism is a sustainable form of natural resource-based tourism that focuses primarily on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally-oriented (control, benefits, and scale). It typically occurs in natural areas and should contribute to the conservation or preservation of such areas	Fennell, 1999
Education as a subcomponent , tourists want to learn about environment, history and culture of the area to increase their knowledge and experiences as a part of holiday making	Goodwin, 2002 Hammer, 2003

International context: ecotourism

“Responsible travel to natural areas that conserves the environment and improves the well-being of local people” (TIES, 1990).

Ecotourism is defined as “*responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education*” (TIES, 2015).

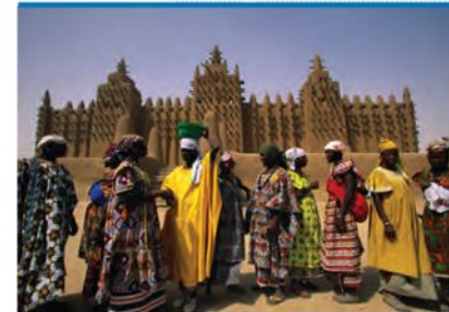
Education is meant to be inclusive of both staff and guests.

Ecotourism is a viable tool for conservation, protection of bio-cultural diversity, and sustainable community development.



CONSERVATION

Offering market-linked long-term solutions, ecotourism provides effective economic incentives for conserving and enhancing bio-cultural diversity and helps protect the natural and cultural heritage of our beautiful planet.



COMMUNITIES

By increasing local capacity building and employment opportunities, ecotourism is an effective vehicle for empowering local communities around the world to fight against poverty and to achieve sustainable development.



INTERPRETATION

With an emphasis on enriching personal experiences and environmental awareness through interpretation, ecotourism promotes greater understanding and appreciation for nature, local society, and culture.

International context: ecotourism

Ecotourism is segment of *nature-based tourism*, that entails **education and interpretation** of the natural environment, and it is normally directed and **managed to be ecologically sustainable (Australian National Ecotourism Society, 1994)**



Ecotourism is an *environmentally responsible visiting of relatively unspoilt natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features—both past and present), that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations (The International Union for Conservation of Nature, 1996)*



Ecotourism is an *all nature-based form of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas (UNWTO, s/d)*



2002: International Year of Ecotourism

The United Nations International Year of Ecotourism (UNEP and WTO, 2002)

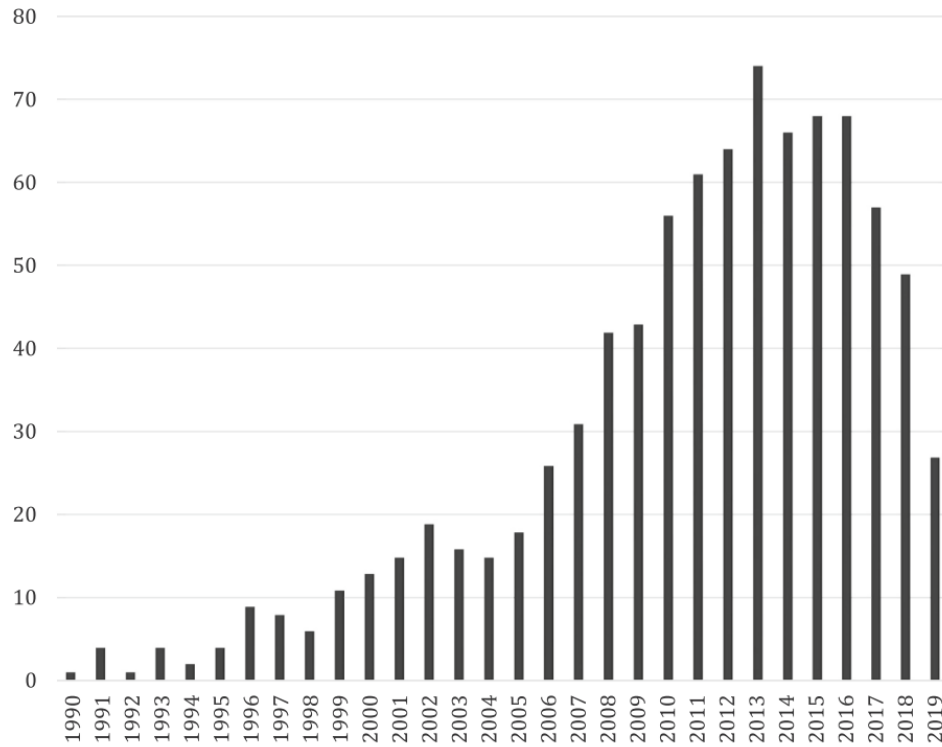


Recognize that ecotourism *embraces the principles of sustainable tourism*, concerning **the economic, social and environmental impacts** of tourism.

It also embraces the following specific principles which **distinguish it** from the wider concept of sustainable tourism:

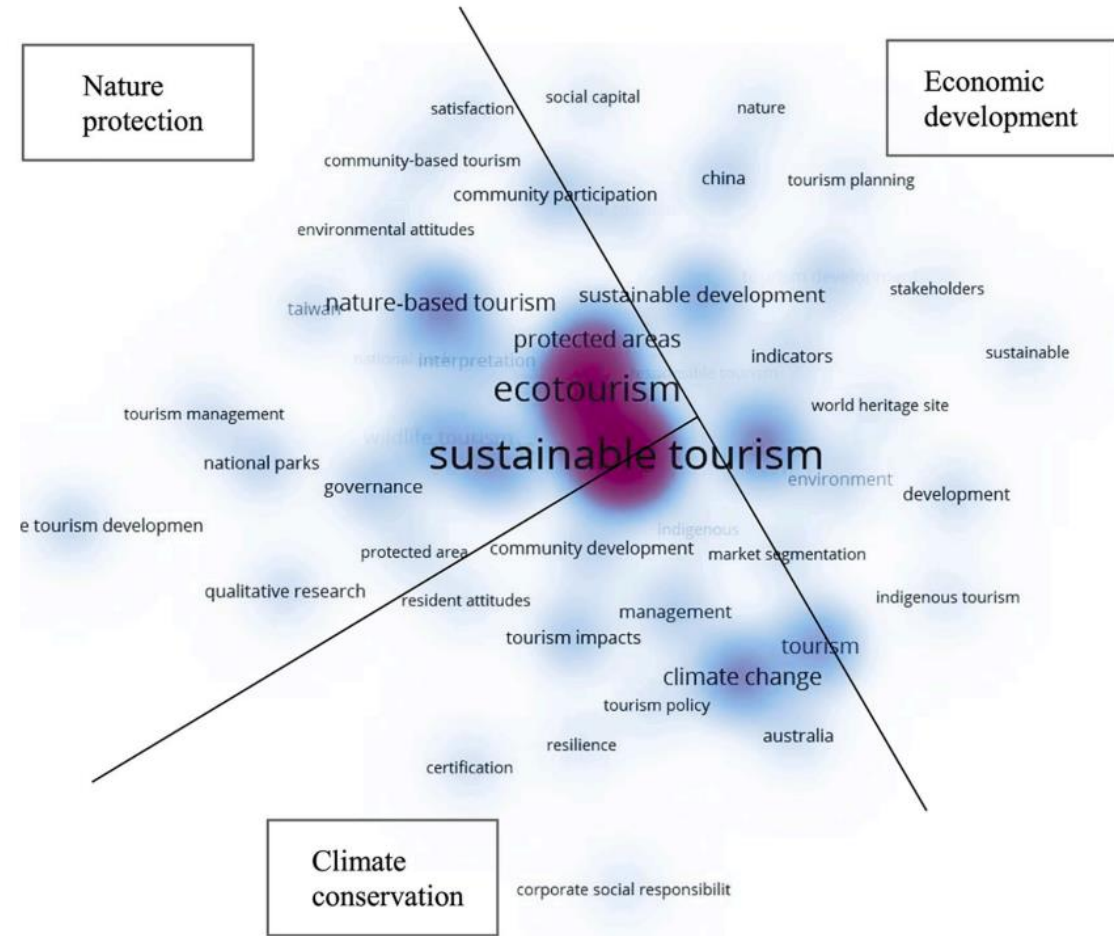
- Contributes actively to the conservation of natural and cultural heritage
- Includes local and indigenous communities in its planning, development and operation, and contributing to their well-being
- Interprets the natural and cultural heritage of the destination to visitors
- Lends itself better to independent travellers, as well as to organized tours for small size groups

Bibliometric analysis and literature review of ecotourism



as on August 15, 2019

Fig. 2. Articles published[#] per year.
[#] as on August 15, 2019.



im occurrences = 10

of author keywords*.
 = 10.

Khanra, S., Dhir, A., Kaur, P., & Mäntymäki, M. (2021). Bibliometric analysis and literature review of ecotourism: Toward sustainable development. *Tourism Management Perspectives*, 37, 100777.

Factors influenced the development of ecotourism definition

Global expansion of this tourism type

Recognition of tourism as a complex system including of multitude interests

Diverse Stakeholder Interests

Geographical and cultural variation

Policy and Regulations

Scientific understanding and interpretation

Global Ecotourism Network (2015)

Ecotourism is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and creates knowledge and understanding through interpretation and education of all involved (visitors, staff and the visited) (Global Ecotourism Network, 2016)

Ecotourism integrity:

Holds eco- & socio-centric values and **ETHICS**

Creates an ecological and social **CONSCIENCE**

Is **NON-CONSUMPTIVE** in relation to nature

Non-consumptive means that ecotourism is not associated with activities like logging, mining, hunting including fishing



Asian Ecotourism Network (2016)

AEN is a regional initiative of Global Ecotourism Network (GEN) and in line with GEN's mission.

Mission:

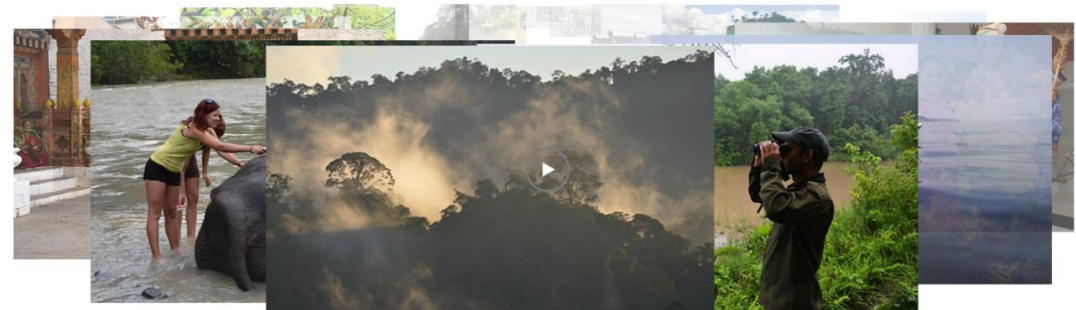
Connect AEN stakeholders for knowledge transfer, consulting, marketing, and business development to achieve sustainability.

Stakeholders:

communities, private and public sectors, tourism and hospitality sectors, NGOs, and academia



LINKING RESPONSIBLE TOURISM, CONSERVATION, AND COMMUNITIES IN ASIA



Ecotourism and related forms of tourism

Any type of tourism that relies on natural attractions
(Weaver, 2001; Fennell, 2020)

Nature-based tourism

Tourism based on encounters with non-domesticated animals (wildlife watching tourism captive wildlife tourism (zoo), hunting and fishing)
(Higginbottom, 2002)

Wildlife tourism

Touristic activity which involves some kind of risk and uncertainty. It requires physical skill and endurance (rope-climbing, deep-sea diving, or kayaking)
(Giddy, 2018)

Adventure tourism

Local community has control over its development and management, and most of the benefits go back to the local community
(WWF International, 2001)

Community-based tourism CBT



Kenya



Laos



Kazakhstan



The Philippines



Vietnam



Project co-financed by the European Regional Development Fund



Principles of Ecotourism

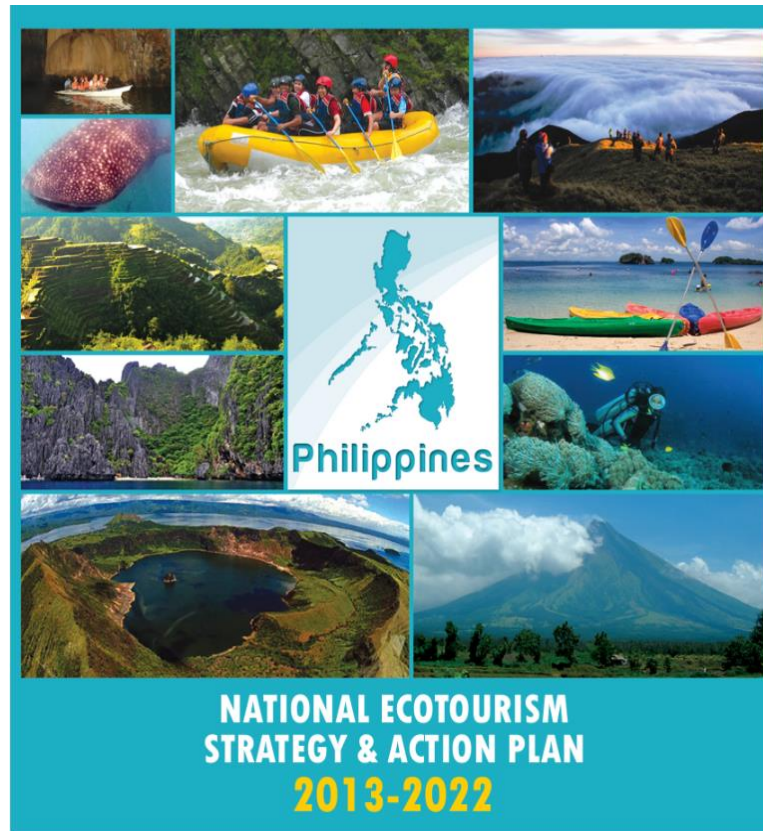
1. Minimize physical, social, behavioural, and psychological impacts.
2. Build environmental and cultural awareness and respect.
3. Provide positive experiences for both visitors and hosts.
4. Provide direct financial benefits for conservation.
5. Generate financial benefits for both local people and private industry.
6. Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.
7. Design, construct and operate low-impact facilities.
8. Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment (TIES, 2023)

Definitions-based conceptual model

WHO	needs to be involved in ecotourism policy development?
WHICH	are the principles we want to guide our development of ecotourism?
WHY	will individuals and organizations want to be involved in ecotourism?
WHERE	do we want ecotourism to take place?
WHAT	kind of activities should make up ecotourism?
HOW	should we deliver ecotourism, if at all?
SO WHAT	are the intended outcomes we want from ecotourism and to whom or what should they accrue?

Edwards, S., McLaughlin, W. J., & Ham, S. H. (2003). A regional look at ecotourism policy in the Americas. *Ecotourism policy and planning*, 293-307.

Ecotourism national strategies



The Bohol Ecotourism Congress of 1999

Ecotourism Plan for Queensland's Protected Areas 2023-2028

Queensland
Good Jobs
Better services
Great Lifestyle

Redefining ecotourism in a contemporary landscape



The International Union for Conservation of Nature (IUCN)

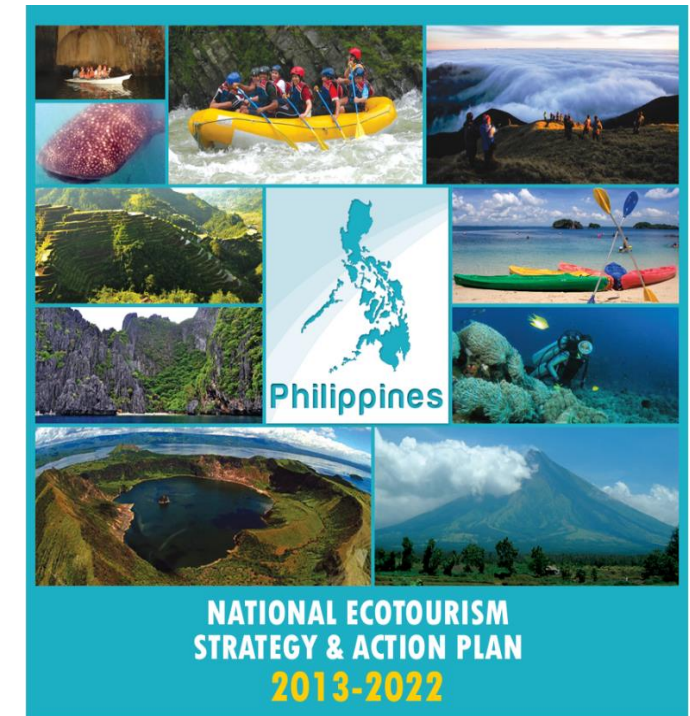
National Ecotourism strategy & action plan 2013-2022

The Bohol Ecotourism Congress of 1999 has adopted the definition of “ecotourism”, which was then used for the National Ecotourism Strategy

Ecotourism is a form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of natural resources, culture and indigenous knowledge and practices, environmental education and ethics, as well as economic benefits are fostered and pursued for the enrichment of host communities and satisfaction of visitors.

Table 4. Ecotourism Resources and Products Available in the Philippines

NATURAL AREAS/RESOURCES	Mountains, Volcanoes, Hills, Forests, Caves, Karst Formations, Marshes, Lakes, Rivers, White Beaches, Mangroves, Coral Reefs Flora and Fauna, Landscapes, Seascapes
CULTURE/TRADITION	Festivals, Fiestas, Cuisine, Historical Sites, Archeological Sites, Rituals, Costumes
PRODUCTS/ACTIVITIES	Mountaineering/Trekking, Hiking, Spelunking, Biking, Bird-watching, Whitewater Rafting, Kayaking, Scuba Diving, Snorkeling, Dolphin-/Whale-/Whaleshark-watching, Firefly-watching, Research



TRAVEL

Eco-tourism development linked with biodiversity conservation under discussion

A seminar on developing ecotourism in association with biodiversity conservation was held in the Central Highlands province of Lam Dong on September 26.

VNA - Tuesday, September 26, 2023 21:51 <https://link.gov.vn/yrnxBqXW>

Нравится 0 0

RELATED NEWS

Eco-tourism in special-use forests reels in 100 billion VND annually

Tuesday, September 26, 2023 16:49

Eco-tourism site project in Ca Mau's U Minh Ha National Park approved

Thursday, July 06, 2023 09:20

Urban tourism needs proper planning for growth



Ecotourism holds the potential to create revenue for forest reserves and promote biodiversity conservation efforts, while also providing a source of income for local

MOST POPULAR



- 1 Vietnam honoured as World's Leading Heritage Destination for fourth time
- 2 Chinese cruise ship brings 700 foreign visitors to Da Nang
- 3 Visit Vietnam Year 2024 will highlight Dien Bien Phu victory

Main references

Baromey, N. (2008). *Ecotourism as a tool for sustainable rural community development and natural resources management in the Tonle Sap Biosphere Reserve*.

Fennell, D. A. (2014). *Ecotourism*. Routledge.

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Weaver, D. B. (2001). Ecotourism in the context of other tourism types. In *The encyclopedia of ecotourism* (pp. 73-83). Wallingford UK: CABI Publishing.

Thank you!

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