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AGRICULTURE • INNOVATION • LIFE

# Ecotourism

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# Introduction

## What is Ecotourism?

- Ecotourism is ecology tourism (nature tourism, green tourism, sustainable tourism).
- One of the definitions of ecotourism commonly used is by The International Ecotourism Society (TIES) (2015) 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.

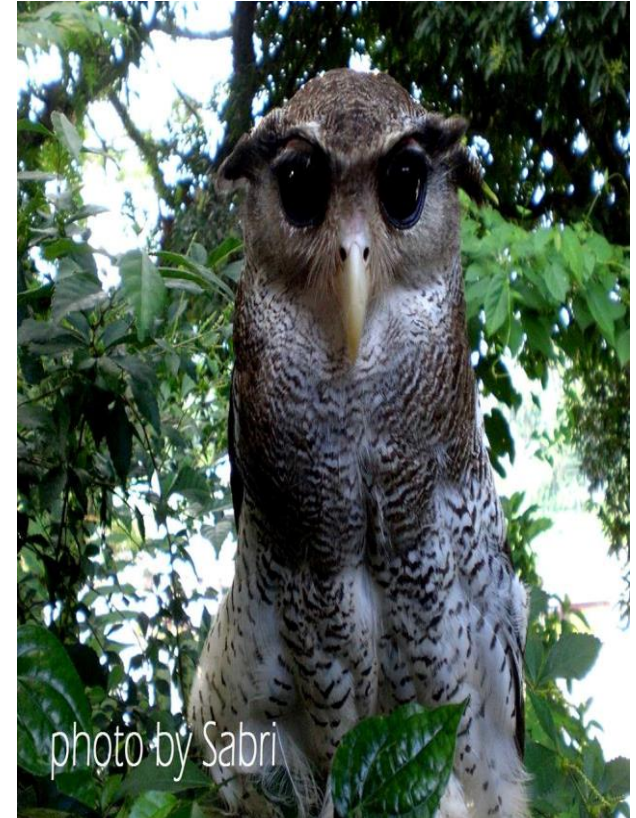
## Principles of Ecotourism

- Ecotourism is about uniting conservation, communities, and sustainable travel.



# Introduction (con't.)

- Ecotourism is the most popular trend in the tourism industry globally for the past three decades.
- According to many surveys and studies developing countries lead the top ecotourism destinations while top ecotourists came from developed countries.
- Today, more and more developing countries are promoting themselves for this market.
- Majority of government all over the world are promoting their ecotourism attractions because tourism related to nature is significantly attractive these days.



# Facts and figures

- According to Global Data (2016) survey, 35% tourists globally are likely to book eco-tourism holidays. The countries that present the biggest interest in eco-tourism are Malaysia (76%), followed by China (67%) and Turkey (65%).
- Popular ecotourism destinations: 49% Costa Rica, 12% South Africa, 8% Galapagos Islands, 7% Peru, 6% Belize (all others 5%) (Travel Guard Update, April 2013).
- 38% archeological/caves; 22% wildlife and birds; 18% visiting national parks; 16% culture and communities (Travel Guard Update, April 2013).



# Trends

- Ecotourists tend to look out for new destinations when one ecotourism destination is becoming too crowded.
- Croatia is considered as a new tourism destination and has high potential to become the new ecotourism destination.
- Given the fairly well-preserved condition of Croatia's environment in comparison to that of rival tourist countries, and given the opportunities Croatia has in becoming a European oasis for the production of organic food products, the country's tourism industry is in a position of gaining sustainable competitive advantages, which stem from the fact that Croatia possesses all the preconditions to developing environmentally sound tourism.



# Ecotourism Resources in Croatia

- Culture - food, economy, language and people
- Natural resources - beaches, forest, lakes, mountains and seas
- History - background of the country
- Accessibility - in Europe
- Ecotourism activities and programs encourage these resources to be conserved and protected.



# Major Aim

- Major aim of ecotourism is to help develop the tourism of rural areas based on local natural, social and cultural resources.
- Nevertheless, it is also an expectation that actors of the system, i.e. tourists must continue an active and responsibly sustainable practice and tourism practitioners must conserve and protect natural areas.



# Conclusion

- Croatia has all the potential to become an important ecotourism destination.
- EUSUSG must assist Croatia not only to promote ecotourism but also promote awareness on conservation and protection of their natural resources.
- Importantly the local community must gain benefits from ecotourism.





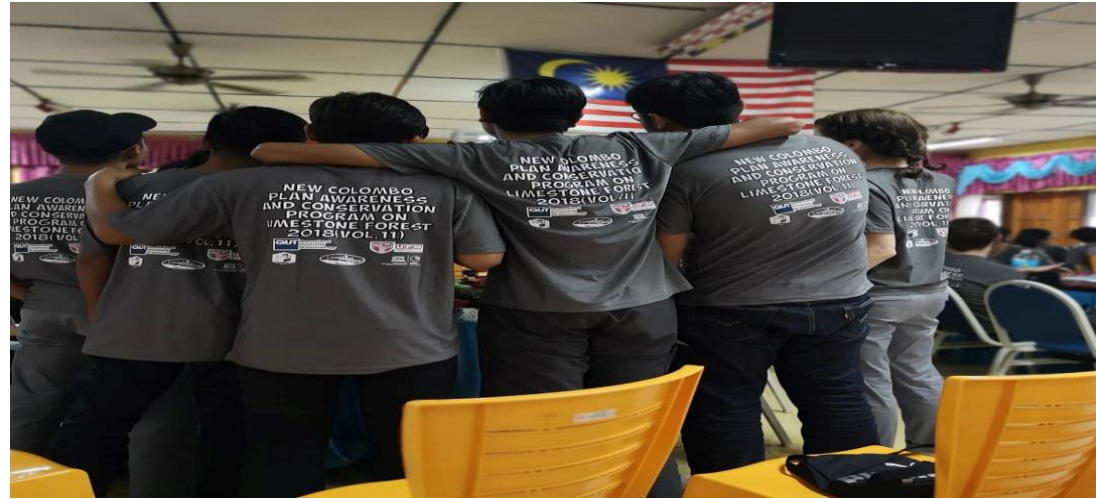
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