IS ECOTOURISM REALLY RESPONSIBLE TOURISM?
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Synopsis:

The tourism industry’s interest in appearing to be “responsible” using the label of “ecotourism”, has increased in exponential proportions over the past year. Although tourism is profitable, yet the industry is taking its toll on the environment (not to mention the social impact on the local communities). Has the tourism industry’s growth through-out the years created an increasing amount of stress on the environment? Is “green-washing” the flavour of the decade? Is “eco-tourism” considered as sustainable or being responsible? This presentation will outline the fundamentals of what ecotourism is supposed to be and how it should be in sync with the concept of sustainable tourism and responsible tourism. In conclusion, the presentation will highlight some of the approaches in adapting and adopting the responsible tourism agenda for the sustainability of mankind.

Keywords: ecotourism, sustainable tourism, responsible tourism, green tourism, environment

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