NATIONAL STAKEHOLDER WORKSHOP ON ECOTOURISM

CONCEPTUAL APPROACH TO ECOTOURISM

Pascal Abdallah – Movenpick Hotel 06/07 March 2018
HOW ?
Logical framework of tourism
Definition of Sustainable Tourism

• It can be applied to any type of tourism (Mass, Specialty, Beach, nature, large or small scale...)
• It can be applied to any sector of the tourism industry (Lodging, tours, agencies, guiding, transport ...)

• The World Tourism Organization (WTO) declared in 1988 that sustainable tourism is "envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. "
The Three Spheres of Sustainability

Environmental
- Natural resource use
- Environmental Management
- Pollution Prevention

Social
- Environmental
- Environmental Justice
- Local and Global Natural Resources Stewardship

Economic
- Environmental - Economic
- Energy Efficiency
- Subsidies/Incentives for use of Natural Resources

Social
- Social - Environmental
- Education, Community
- Standard of Living, Equal Opportunity

Economic
- Social - Economic
- Profit, Cost Savings
- Economic Growth, R & D

Social - Economic
- Fair Trade, Workers’ Rights
- Business Ethics
IT IS ALL ABOUT PROTECTED AREAS
Definition of Ecotourism

What do we mean by ecotourism?

• Ecotourism is a sector of tourism, based on nature travel and including the principles of sustainability.

• The International Ecotourism Society (TIES) defines ecotourism as: “responsible travel to natural areas that conserves the environment and improves the welfare of local people”
• Ecotourism is one kind of sustainable tourism, based on nature, and usually following a distinct set of principles and good practices.

• A major problem for true ecotourism businesses is a practice called green-washing.

• One way of determining which businesses are truly practicing ecotourism (or sustainable tourism in other market segments) is certification.
• Certification cannot substitute good business practice.

• In tourism, whether conventional, sustainable, or ecotourism, the success of the business depends on attracting and pleasing clients. But clients will not visit a place that is unsafe, unhealthy, inaccessible, or too highly priced for the quality offered.

• It is a grave mistake to think that your business will prosper if you offer environmental and social sustainability without giving your clients what they need in terms of a quality experience.

• However good management tends to produce quality service, and good environmental and social management are some of the most tangible aspects of your guests’ experience.
However good management tends to produce quality service, and good environmental and social management are some of the most tangible aspects of your guests’ experience.
• **Ecotourism** is “responsible travel to natural areas that conserves the environment and improves the welfare of local people,” according to The International Ecotourism Society.

• **A more comprehensive definition is**
  “travel to fragile, pristine, and usually protected areas that strives to be low impact and (usually) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights” (Honey, 1999).
Ecotourism as a Sustainable Development Concept

Strasdas 2001
Economics of Ecotourism

• Ecotourism is an activity that supports protected areas in their conservation objectives
• Ecotourism activity is a small part of the diverse rural tourism activities
• Ecotourism activity entails packages that have protected areas as the core element of the visit but encompasses them to villages, which brings economic benefit to local communities
Ecotourism Services

• **First Ecosystem Services**: The benefits that people get freely from conserving and protecting the natural resources and by having a properly functioning ecosystem.

• They include:
  - Agro-ecosystems – Forest-ecosystems – Aquatic-ecosystems, etc...
  - They have Economic Values when properly managed
Ecotourism Services

- Eco-tours
- Agro-tourism and farming activities
- Sports and adventure activities
- Cultural and Educational activities

And they generate economic revenues to local communities in:

- Local guidance – lodging facilities – local operators – food services – local transport services – equipment rental – Arts and health activities and services etc ...
Examples of good practice

• MEET CATALOGUE AND ASSOCIATION
• LEBANON MOUNTAINTRAIL (LMT)
• QUALITY MARK ROJECT
• HIMAS (SPNL)
• SBR
• OTHER NGOS AND EXPERIENCES
THANK YOU