



## NATIONAL STAKEHOLDER WORKSHOP ON ECOTOURISM

# CONCEPTUAL APPROACH TO ECOTOURISM



**RESPONSIBLE MOBILITIES**  
Making Tourism a Positive Experience

Pascal Abdallah – Movenpick Hotel 06/07 March 2018

**HOW ?**

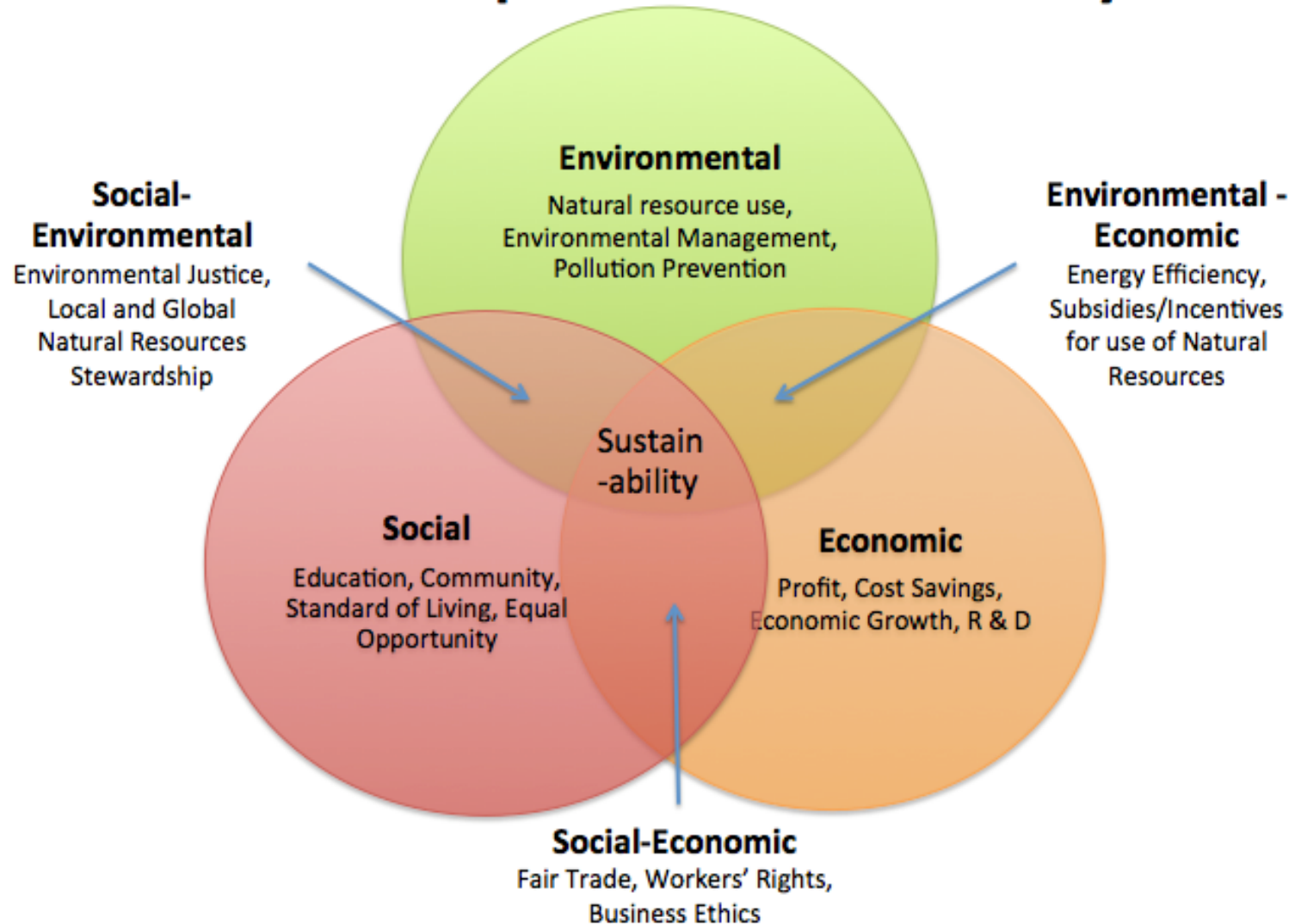
# Logical framework of tourism

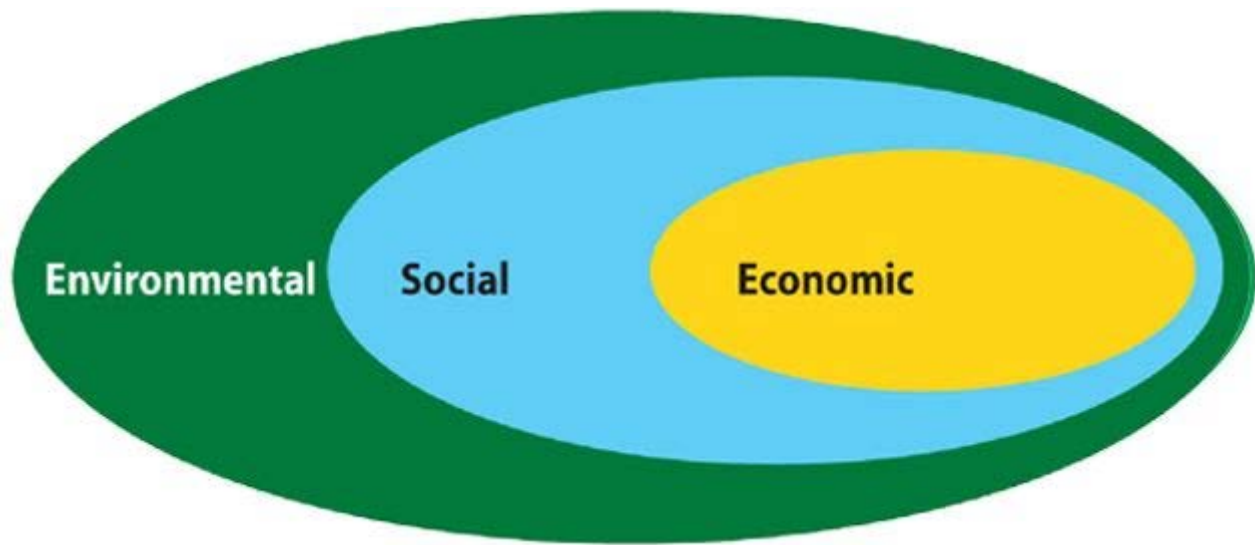


# Definition of Sustainable Tourism

- 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





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# 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*”



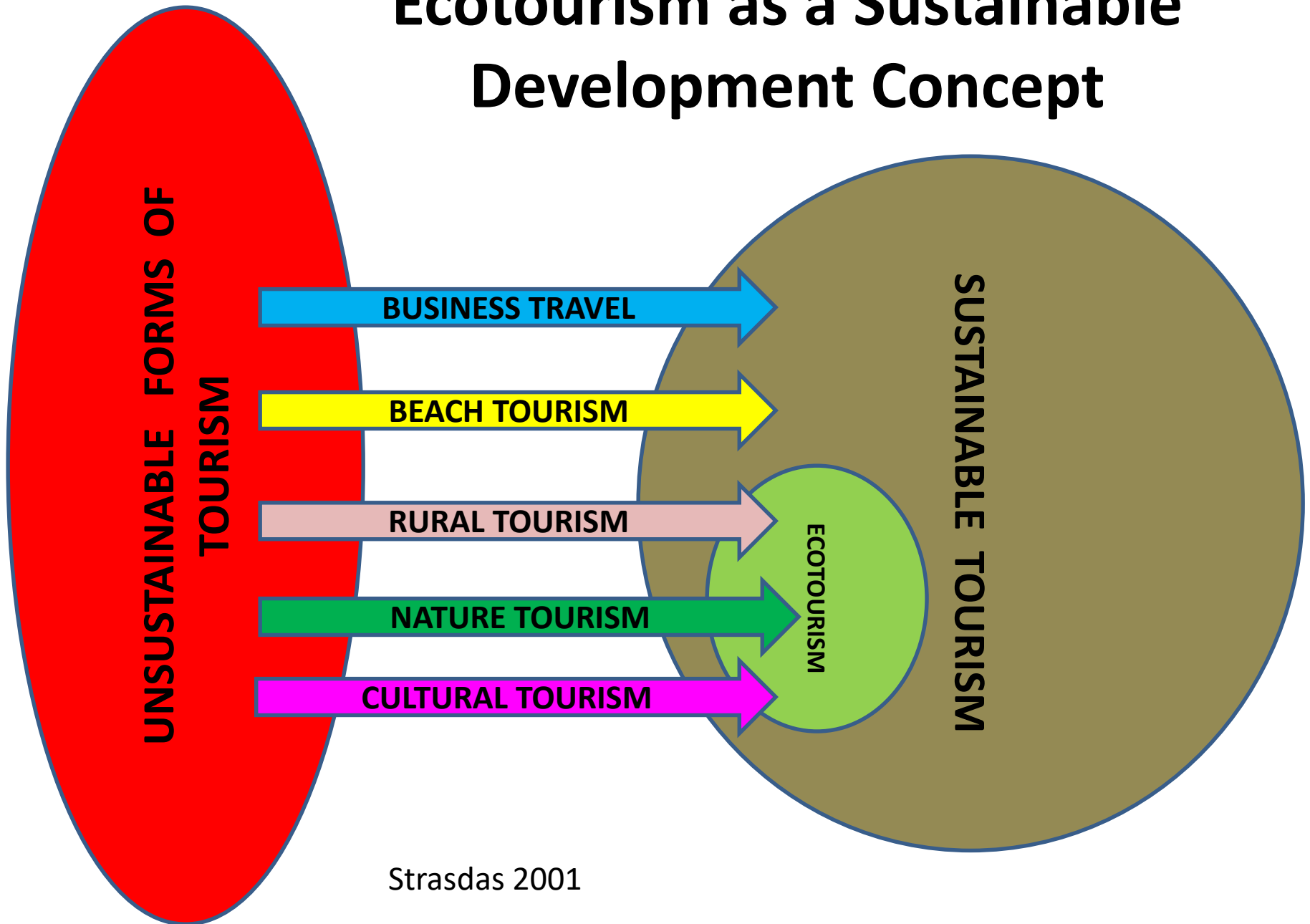
- **Ecotourism is one kind of sustainable tourism, based on nature, and usually following a distinct set of principles and good practices .**
- **A major problem for true ecotourism businesses is a practice called **green-washing** .**
- **One way of determining which businesses are truly practicing 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.
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- **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**

