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tourism; Ecotourism and ecotourists; Natural resources, conservation, and protected areas; The social and ecological impacts of tourism; The economics, marketing, and management of ecotourism; From policy to professionalism; Ecotourism programme planning: a focus on experience; Ecotourism development: international, community, and site perspectives; The role of ethics in ecotourism; Conclusion; Appendix; Bibliography; Index

Sommario/riassunto

Using a wealth of international case studies and photos, Ecotourism: An Introduction provides an accessible and comprehensive introduction to the key foundations, concepts and issues related to Ecotourism, the fastest growing segment of the global tourism industry. Among the topics covered are: * the foundations of ecotourism * tourism and ecotourism policy * the economics, marketing and management of ecotourism * the social and ecological impacts of tourism * ecotourism and development * the role of ethics in ecotourism The book includes case studies from Scotl
