

1. Record Nr.	UNINA9910972072803321
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Titolo	Ecotourism : an introduction // David A. Fennell
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2003
ISBN	1-134-41135-9 0-415-30364-8 1-134-41136-7 1-280-04655-4 0-203-50543-3
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (247 p.)
Classificazione	43.65 76.60
Disciplina	338.4/791
Soggetti	Ecotourism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [203]-222) and index.
Nota di contenuto	Book Cover; Title; Contents; List of plates; List of figures; List of tables; List of case studies; Preface; Acknowledgements; The nature of 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 fasted 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

