


Ecotourism... 

- “embraces the principles of sustainable tourism... and the following principles which distinguish it from the wider concept of sustainable tourism: [It] contributes actively to the conservation of natural and cultural heritage; includes local and indigenous communities in its planning, development, and operation, contributing to their well-being; interprets the natural and cultural heritage of the destination to the visitor; and lends itself better to independent travelers, as well as to organized tours for small size groups” (Quebec Declaration on Ecotourism).

“The Ten Commandments” 

- Ecological and social sustainability should rule
- All travel operators should establish an environmental board and draft an environmental plan (to oversee the company’s efforts and make all areas of operation more environmentally friendly).
- The environmental obligations also apply to subcontractors at the travel destination.
- Choose environmentally-friendly hotel accommodations (e.g. those built with local materials by local workers, etc.)
- Well-educated, able travel guides are crucial (with preference for local guides)
- Support the local economy – shop locally.
- Instill a respectful attitude in the travelers
- Do not buy things made from threatened or endangered animals or plants (for example, reptile skin articles, ivory, live birds, corals, furs and skins of large cats, orchids, and cacti)
- Ecotourism requires providing good information to the travelers
- Ecotourism should contribute efforts to protect the environment and develop the local destination

### Scandinavian Ecotourism Organizations



- Ecotourism Norway
  - [www.ecotourismnorway.org](http://www.ecotourismnorway.org)
- Svenska Ekoturismföreningen
  - [www.ekoturism.se](http://www.ekoturism.se)

### Swedish Ecotourism Association



- Founded May 8, 1996
  - WWF project
- *Naturens Bästa (Nature's Best)*
  - Founded 2002
  - Run by the Swedish ecotourism association, Swedish society for nature conversation, and VisitSweden
  - Over 70 operators certified

### Ecotourism gets thrown to the wolves



### Ecotourism Norway



- 7 rules for an ecotourism business
  - Nature and culture
  - Conservancy
  - Sustainable
  - Local communities
  - Local adaptation
  - Local materials
  - High demands on guides
  - Provides memorable insight
- Certification since 2008

### “More than a trend”



- SVT: Ecotourism growing fast
- Tourism important to most local economies
- Traditional tourism damaging
- Ecotourism’s potential

### Puhakka et al: ecotourism in Finland



- According to the discussion in Puhakka et al, what three aspects of tourism and environmental issues does PAN hope to bring together?
- What are the main concerns regarding tourism’s effects on culture? Based on the data in Puhakka et al’s article, what can you say about the PAN project’s efficacy?
- What do you think about the interview method of gathering data on ecotourism?
- What are the central conflicts expressed in the article? What compromises might you suggest to ease the tensions between tourism and culture?

### Bibliography



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