

# Ecotourism – it's Wild!

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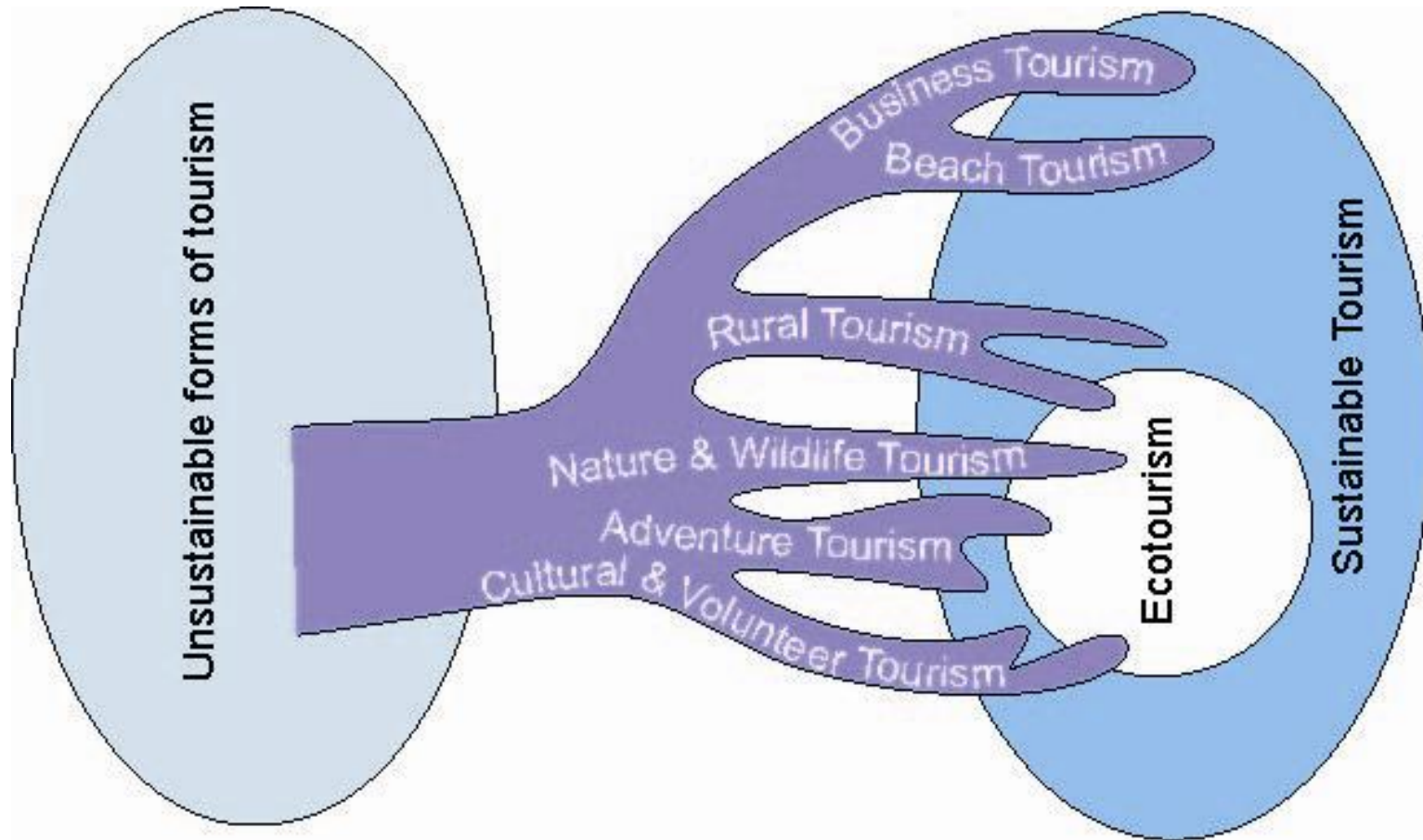
## Definitions

Ecotourism is: "*Responsible travel to natural areas that conserves the environment and improves the well-being of local people.*" (TIES, 1990)

## Principles

- Has a minimal impact on the environment and the local culture;
- Educates (locals and tourists);
- Provides positive experiences for visitors and hosts;
- Supports conservation;
- Provides income for local people and empowers them to engage in ecotourism enterprises;
- Raises awareness of local issues: political, social cultural and environmental.

# Ecotourism and Sustainable tourism



I am indebted to Dr. Richard Denman, The Tourism Company and Marina Mocognia, SOLSSS, Ed Napier U for this diagram.

# Benefits and Challenges of Ecotourism

## Benefits

- Income and jobs in the countryside
- Raise awareness of wildlife issues
- Active population
- Education

## Challenges

- Honey pot areas
- Encourages access
- Direct damage to wildlife & countryside
- Climate change
- The Product

## Speakers

Caroline Warburton (Wild Scotland) - economic value of wildlife tourism in Scotland

Steve Duncan (Forestry Commission, Scotland) - role of the Forestry Commission, Scotland in providing open access to the countryside

Carron Tobin (ruralDimensions) - some of the issues relating to providing free access

## Work shops

Hannah Levene (National Trust for Scotland) and Katy Chalmers (Historic Scotland) – Urban ecotourism

Steve Taylor (UHI) – Adventure Tourism

Hugh Barron (BGS) – Geotourism