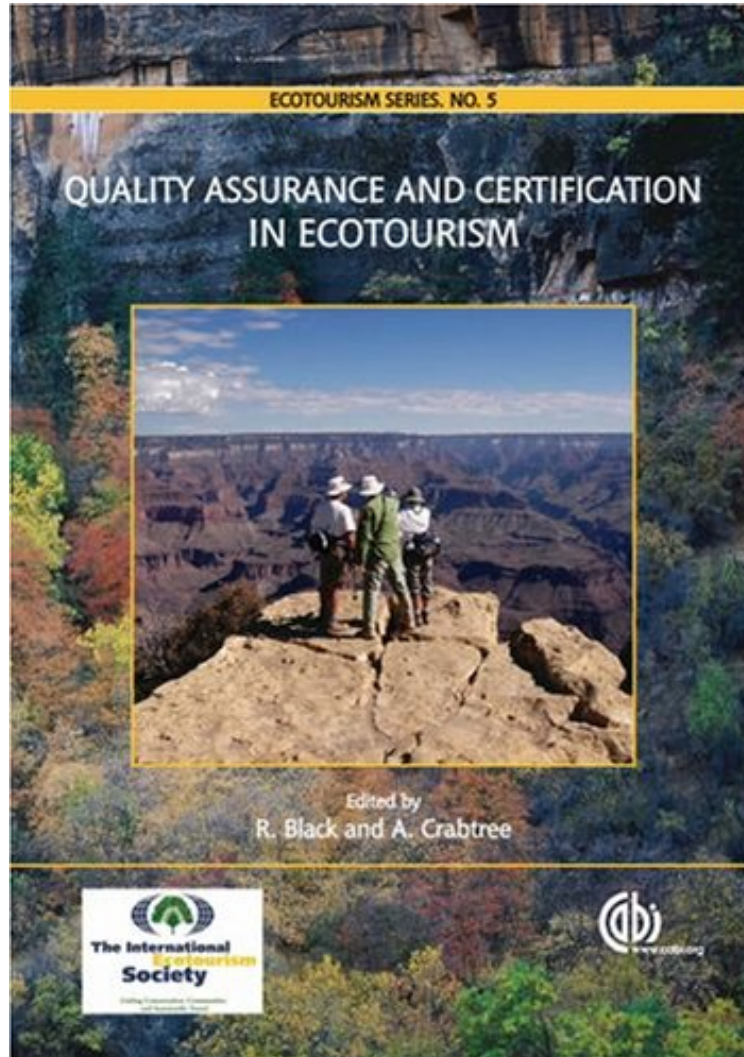


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Quality Assurance and Certification in Ecotourism (Ecotourism Series)

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From Brand: CABI : Quality Assurance and Certification in Ecotourism (Ecotourism Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Quality Assurance and Certification in Ecotourism (Ecotourism Series):

Genuine ecotourism can have many positive impacts, particularly the conservation of biodiversity and cultural heritage and the creation of economic opportunities for local communities. While promoting these, it aims to eliminate negative

impacts such as environmental degradation, cultural commoditization and playground effects. Unfortunately, the concept is broadly misunderstood and its true definition is widely debated. It is often used as a marketing tool, with some operators taking advantage of the ecotourism label to attract more business while behaving in environmentally irresponsible ways. This book considers the important topic of quality control and accreditation in ecotourism, describing the mechanisms that can be implemented to ensure quality in all aspects of the industry, namely protected areas, businesses, products and tour guides.

"The book is a good starting point for anyone who wishes to get a comprehensive view of ecotourism challenges and who wants to understand the current implications as case studies of ecotourism certification." (Annals of Tourism Research) About the Author Alice Crabtree