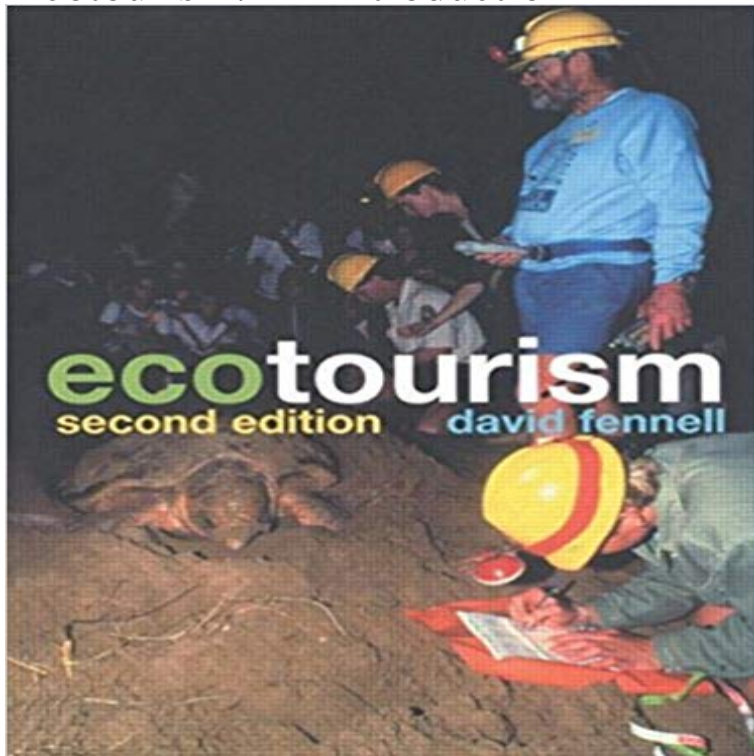


## Ecotourism: An Introduction



As arguably the world's largest and fastest growing industry, the potential environmental impacts of tourism are considerable. Devised by ecologists, ecotourism was therefore seen as a way to prevent this impending environmental destruction. Responding to increased interest and global competition, the tourism industry has quickly appropriated the term to describe a host of different experiences, markedly different from its origins. This revised and updated edition provides a broad introduction to this subject, including sections on: \* the relationship of ecotourism to the broader tourism literature \* economics, marketing and management of ecotourism \* ecotourism programme planning \* ecotourism and international development and the role of community development \* the role of ethics. Written by David Fennell, one of the leading authorities in the area, this updated second edition incorporates new material on eco-labelling, environmental management and guiding. A new chapter has been added on programme planning and coverage of environmental impacts and community-based management has been strengthened. New international case studies and examples have been added throughout, as well as annotated further reading, and the book also incorporates new developments stemming from the World Ecotourism meeting in Quebec.

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