

Ecotourism and Sustainable Tourism Practices

Module 3: Coastal and Marine Tourism
Duration: 1 Hour

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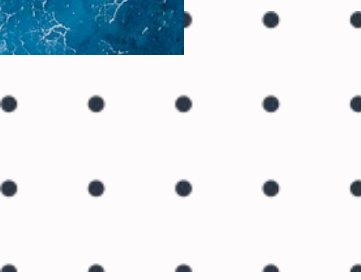
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Definition of ecotourism

- Ecotourism is a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well-being of the local community.
- Ecotourism increases awareness towards the conservation of biodiversity, natural environment and cultural assets both among locals and the visitors and requires special management processes to minimize the negative impact on the ecosystem.



According to the UN World Tourism Organization (UNWTO)

Sustainable Practices

- **Community-Based Tourism**

- The form of ecotourism where a community has the majority control over their residential area and is involved in Integration, operation. Most benefits remain for the community.

- **Guidelines for community-based ecotourism development by WWF International**

The framework guideline book for generating the readiness and development of ecotourism initiatives that are based in and benefit local communities, and prepare the community for external and internal factors, such as stakeholders and strategies.



- The implementation of community-based ecotourism to the local community requires an adequate understanding in order to function.
- The workshop within the community is essential to develop a strong structure to sustainably function the community-based ecotourism project, the efficiency of local people's oversight, and to endure the challenges that come with the tourists.
- The workshop must identify the areas of the local community that must be prepared and improved, along with addressing future issues that demand well-educated skills. (Environmental problems management and awareness of conservation)



Approach Sustainable Practices in Brazil

- Protect traditional fishing resources from the predatory commercial fishing project in Silves, a Lakeland area 300 km from Manaus, Brazil. With the increased awareness of the local community toward this project initiated in 1996, 20% of its revenue is allocated towards the management of the reserve.
- In extent, WWF in Brazil is working to achieve a certification system for eco-tourism to a global standard. In response, WWF is providing assistance in terms of guidelines, knowledge, and resources for the sustainable development of Brazil's waste management.



Image: Participatory mapping of the Lower Rio Preto Fishing Agreement with residents of Praia Nova community. Photo: Valdenor Magalhães.

Source: WWF International (2001)



Codes of conduct in Brazil

- Codes of conduct for visitors are one of the tools in the management of visitors, managing the impact of tourists by limiting the group size.
- The Marine National Park of Fernando de Noronha, Brazil: examples of Ecotourism with the capacity of managing an impact from tourists, with a selection of tourist approaches to minimize the impact, and concern about the extent of the number will lead to natural consequences.

➡ The preconditions of ecotourism must be achieved



Image: volcanic peak and coastline,
Brazilian Atlantic Islands – Fernando de
Noronha and Atol das Rocas Reserves

Certifications and Guidelines

- Certifications play a crucial role in identifying which Ecotourism follows the method of Sustainable tourism practices and informs consumers in decision-making for choosing environmentally friendly services. Such as accommodation and tourist activities.

Source: Honey (2009)

➔ Global Sustainable Tourism Council (GSTC)

An international organization establishes a standard criterion and training session for sustainable tourism in terms of accommodation.



Certifications and Guidelines

➔ Blue Flag

An eco-label is awarded for beaches with qualified standards of water quality, environmental management, safety, and accessibility.



➔ Green Fins

An international organization with a focus on preserving coral reefs by providing content training sessions in a range of sustainable diving and snorkeling industries.

Activity: Ecotourism Business Pitch

- Imagine launching a marine ecotourism business.
- Define location, activities, and sustainability principles.
- Present a short pitch to the class/forum.



Summary

- Ecotourism is a tourism activity that mainly involves experiencing nature-based tourism, which represents the richness of Flora and fauna and increased awareness of environmental issues, along with generating jobs and opportunities for the local community.
- Due to Ecotourism's aim to engage in nature-based tourism, in response local community must be prepared to encounter challenges from tourists and environmental impact.
- The well-readiness of the local community will create a reputation and earn a certification, which validates the credibility and capability of the local community to manage environmental impact and attract consumers who value the importance of the environment.



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THANK YOU

ASSOC. PROF. DR MAHADI MOHAMMAD

 +6012-472 2912

 mahadi@usm.my



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