

Abstract

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Ecotourism principles as a framework for sustainable development

Abstract: This paper explores the concept of ecotourism and its potential as a framework for sustainable development. It discusses the principles of ecotourism, such as environmental conservation, community involvement, and education, and how these principles can be applied to various tourism activities. The paper also examines the challenges and opportunities associated with ecotourism and provides recommendations for its implementation. The research is based on a review of literature and field observations. The findings suggest that ecotourism can be a viable and sustainable alternative to mass tourism, provided that it is managed responsibly and ethically. The paper concludes by emphasizing the need for a holistic approach to ecotourism that takes into account the economic, social, and environmental dimensions of sustainable development.