

Hospitality management – college



Introduction The tourism industry is quickly going one of the fastest growth and successful industries. with gross of recorded 693 million international tourist arrivals in 2001. reported by World Tourism Organization (WTO) . nevertheless its definition can not be agreed on. Youell (1998 ; pg. 9) presents a definition given by WTO in 1993 specifying tourism as “ activities of individuals going to and remaining in geographic points outside their usual environment for not more than one back-to-back twelve-month period for leisure and other intents. ” During the 19th century. there was a rush of mass tourism due to the promotion of all types of transit every bit good as the development of seaside resorts. Society had greater income and more time for leisure (Urry. 2002 ; pg 16) . Although tourism industry continued to turn. there was a displacement in the tourism behavior. WTO justifies this behavior saying that society had become more cognizant of the environment and developed the sudden involvement in different activities and changes affecting local civilization. Fennel describes alternate tourism as “ small scale” ; “ locally-oriented” . tourists became more cognizant of local communities and with the environment.

This theory is supported by WTO adding that consumers are now looking for “ special. high quality. unforgettable experiences in which they can be active participants” . Furthermore it is added that particular involvement tourism is an excess motive to tourist involvement in participating in more specific activities. Concentrating entirely on this subject. the writer is to compose a study on the evidences of particular involvement tourism. In order to accomplish this. the writer has chosen to analyse the milieu of ecotourism in Amazon. Brazil.

Therefore the study should offer the reader, provided with a justification, a sight full coverage based on one merely particular involvement touristry, foregrounding its history, size of market, market cleavage and illustrations of merchandises available for the chosen particular involvement touristry. A reappraisal of theoretical accounts of motive and touristry motive enabling a survey of different features of the participants in the chosen particular involvement touristry should be included on the 2nd subdivision the study.

The 3rd subdivision provides the reader an rating and profile of ecotourism placing cardinal organisations, bureaus, communities, and concernsinvolved in the development of ecotourism in Brazil.

Finally the last subdivision incorporates an appropriate decision and recommendation which should include attacks that could supply a greater chance for the development and publicity of the ecotourism in the Amazon.

Descriptive profile of the Particular Interest Tourism activity

The writer had a opportunity to see all options of research and carefully chosen to set about a research and compose a study refering ecotourism in the Amazon. This subject was chosen as this is a new construct of particular involvement touristry and is in changeless growing. Besides this gives the writer a opportunity to inform herself about ecotourism and its significance to the environment. As for the finish, Amazon was chosen because of its size, as it is the biggest tropical rain forest in the universe and biggest biodiversity. Ecotourism activities have had a important growing over the old ages due to " consumer concern about the environment" (WTO, 2002) . United Nations decided to do 2002 the International Year of Ecotourism.

concentrating their ground to “ bring together authorities. international bureaus. NGOs. touristy endeavors. representatives of local and autochthonal communities and place some in agreement rules and precedences for the hereafter development and direction of ecotourism” (Butcher. 2007. cited in CNEP/ WTO 2002a: 7) .

Although 2002 was awarded as the International Year of Ecotourism by the United Nations. there is a general uncertainness refering its history and significance. Fennel (1995. pg. 25) defines ecotourism associating to nature. saying it is “ a sustainable signifier of natural. resource-base touristy that focuses chiefly on sing and larning about nature” implying that such activity should happen in natural countries. lending to the saving of this. Opposing to this. WTO gives an alternate significance to ecotourism. besides based on the evidences of nature as “ form of touristy in which the chief motive of the tourers is the observation and grasp of nature” (WTO. 2002) Further to this. WTO views ecotourism as a signifier of touristy with 5 features: 1. Tourists’ motive should be nature-based affecting observation and grasp of nature every bit good as continuing it. 2. It should incorporate educational characteristics.

3. It should be organized by specialised circuit operators for little groups. 4. It should minimise the negative impacts of the environment. 5. It should back up the care of natural countries by bring forthing good income to local communities. administrations and governments responsible for the preservation of ecotourism countries.

In contrast to the above definitions, based on nature, the International Ecotourism Society (ITES) offers a more profound significance associating nature to local communities. "is responsible travel to natural countries that conserves the environment and improves the well being of local people" (ITES). It is agreed that both administrations have the same rules sing the care of ecotourism countries, where tourers should esteem the environment, supply fiscal benefits and authorization to local communities.

Although there is a general dissension on the exact significance of ecotourism, all research workers agree that involves the environment and local communities; nevertheless it appears that there is an uncertainty about its beginning. Research shows that ecotourism can be traced back to the late seventies, this supported by Fennel (1999, pg 18) who presents sensible statements from surveys showing the beginning of ecotourism. He describes how ecotourism emerged through tourers seeking for environmental going encompassing nature and wildlife.

In conformity with WTO (2002) ecotourism is a little niche market with a large potency for growing and economic promotion, one that if good managed can be used in preservation and saving of nature and of the environment. Following their research based on the most popular states for ecotourism, WTO has identified the market cleavage for ecotourists, which shows that:

- The bulk is aged between 30 and 50 old ages old
- Mostly adult females
- Preferred activities were wildlife screening, being in wilderness countries followed by seeing rare species.
- The top five

preferable finishes for ecotourists were United Kingdom, Europe, Africa, Asia and Latin America

Estimated as the biggest and richest ecosystems in the universe, the province of Amazon in Brazil comprises of nine states in South America all together, occupying about half of the whole state. The province of Amazon is about 5 million square kilometers, home to 200 mammal species, 950 bird species, 2,500 fish species and 300 reptiles' species. Being the Amazon the largest tropical rain forest in the universe. In addition, the Amazon River, which cuts right through the province, is the 2nd biggest river in the universe after the Nile. Boats and ships are the best manner of transit as the Amazon is covered in wood.

Amazon got its name after the Lusitanian adventurers started expeditions along the river for a lost metropolis known as 'Eldorado' in the hope of bringing out a metropolis made of gold. Before the British, Gallic and Spanish adventurers found it, Eldorado could never be found, but the name remained the same. Amazon is not merely the home ground of 1000s of species but besides place to autochthonal folks who live off the land merely like their ascendants did depending on the ecosystem for their nutrient, shelter and supports. Although ecotourism is a new construct, it is quickly going a fast turning economic factor in the Amazon as it attracts major tourists for its attractive forces.

On the other hand, it is besides in danger due to deforestation, logging and forest cleansing, which presents a menace to the Amazon (World Wide Web, amazon-rainforest. org) . As a signifier of particular involvement tourism, it

is of import to hold merchandises available for this. which represents the nature continuing its natural home ground. With this in head. there are many activities disposable for touristy as ecotourism is turning in the Amazon (World Wide Web. embratur. gov. Br) . With the growing of ecotourism in the Amazon. many ecological crossings activities are provided to tourers desiring contact with the largest biodiversity of the universe. The National Park of Pico da Neblina and the national Park of Jau are two of the most popular locations for crossings in the Amazon (World Wide Web. embratur. gov. Br) .

Another popular merchandise available to tourers is cave touristy otherwise known as espeleotourism. dwelling of researching the interior of caves and analyzing their formations. Within the Amazon. Mato Grosso is the most visited cave (World Wide Web. embratur. gov. Br) . Floatation is an extra signifier of ecotourism activity. consisting of light plunging with the usage of a snorkel and a mask leting the frogman to be enchanted by the beauty underneath the H2O.

Mato Grosso is the most popular and sought after location for this in the State of Amazon. Fauna observation is popular for those largely interested in wildlife. National Parks in the Amazon grants visitants with 1000s of different species. sing nature at its best. Bird observation has become moderately popular to legion tourers who travel specifically to Amazon for its biodiversity in hunt of all types of endangered species.

Considered as the most sophisticated metropolis on the planet and an of import location for ecological touristy. Manaus the capital of Amazon forest

is place to about 1. 5 million dwellers. The metropolis attracts tourers for its natural beauty. ecological Parkss and a diverse of over 15 attractive forces (World Wide Web. embratur. gov. Br) . These include: ? Paricatuba Waterfall located in the bank of Negro river formed by deposit and surrounded by flora. ? Love cascade situated at Guedes bayou and filled with cold and crystal clear H2O. ? Parque do Mindu . one of the last resorts lodging endangered species. ? Grove of the National Research Institute of Amazonia (INPA) ? Zoo of the Forest War Instruction Center (CIGS) which house 300 species of animate beings. among monkeys. panthers. ariranhas (Brazilian otters) . serpents. alligators. macaws. tapirs and land polo-necks. ? Tupe Beach whose lone entree is by riverboat

It is clear that tourists travel to Brazil for its natural beauty. particularly to Amazon which is rich in biodiversity. Ecobrasil has published statistics on international ecotourism to which shows that 39 % of tourers visit Brazil for its natural beauty. this being their chief motive for making so. while 7 % visit Amazon as their chief beginning for ecotourism (World Wide Web. ecobrasil. org. Br) . Ecobrasil has besides demonstrated consequences carried by Embratur Domestic market survey carried in 2005/2006 in which shows that 6 % of tourers view ecotourism as a motive for travel. corroborating that merely four million tourers are interested in ecotourism.

Profile of the grounds of the motive and satisfaction of SIT

Above the writer mentioned the statistics for tourers that visit Brazil and their motive for such. However some research workers have identified other motivations for motive which explain grounds to take a specific ecotourism

location. Maslow generated a hierarchy of demands based on what motivates persons when make up one's mind where to travel on vacations and what activities to prosecute. This hierarchy of demands is based on a series of degrees. get downing on the lowest degree and ending on the upper degree one time all degrees of accomplishment are satisfied.

The hierarchy of demands is displayed as a pyramid and at the lowest degree. this for physiological demands. where persons have the demands to fulfill their most basic demands such as feeding and vesture. Once this demand is achieved. Maslow identifies the persons desire to transport on accomplishing the staying demands until all degrees of the pyramid are satisfied (Mullins. 2007. p. 258) .

On the contrary to this position. Ryan (1997) has argued that the tourer behavior is behind the motive of the traveler taking to a certain type of vacations. concentrating on the societal motive instead than demands. He identifies how two tourers from different backgrounds can hold different attitudes to vacations but have similar motive for such saying " both sets of behaviors arise from the demand to be with others" . Ryan besides recognizes theoretical theoretical accounts of motive by sorting theories and their research workers. One of these the construct identified by Pearce who argued travel motive through the construct of travel calling ladder. this matching to " learning through tourer experience" (Ryan. 1997. p. 37) .

The travel calling ladder is characterised by different signifiers of motives. with relaxation at the underside of the ladder. followed by stimulation. relationship. self-pride and development and fulfillment. and it should be by

order of travel experience. the more experience they are. more involvement they start developing and their motive to go start to increase. This significance that a tourer on their first vacation is looking for relaxation nevertheless the more they travel. motive starts to alter as they become more concerned with learning about history and civilization. and in clip. the tourers will reach the upper degree of the ladder. seeking to acquire more involved in the state (Ryan. 1997) .

Other analyses have emerged with the anticipation of meeting tourists' motive for taking this type of particular involvement tourism. Thus Hall and Weiler (1992) have identified research workers who have studied motives for specific particular involvement tourism. Hall and Weiler (1992) have identified research made by Crompton in which he noted that tourers were in a cultural and educational travel motives. This can be said it is closely linked to what was subsequently interpreted by Read (1980) in which he admits what motivates tourers is the demand for genuineness and singularity every bit good as educational. With this he emerged with the thought of Real tourism. interpreting that going should be honoring. enriching. adventuresome and a learning experience for the tourer.

Hall and Weiler have created a tabular array placing tourers motives associated with the specific particular involvement tourism and they have concluded that tourers may hold assorted incentives related to the particular involvement activity. Therefore. it is said that the motives for the participants in ecotourism are apart from learning is to be in contact with the nature or autochthonal civilians.

A further statement into the motives of tourers has emerged. as Page and Dowling (2002) presented two sides of ecotourism: difficult and soft tourism. Difficult tourism refers when the participant are conservationist who take sustainability rather serious and is strictly involvement in the nature and being in contact with the wilderness. taking a drawn-out trip in about undisturbed location. while soft tourism refers to tourers in short term trip. hold small contact with nature and are non strongly committed conservationists.

However. motives are non the lone factors tourers take into history when make up one's mind on the particular involvement tourism. The type of merchandise and expertise by those involved advancing this specific particular involvement tourism. Hall and Weiler (2002) argue that experient professionals play an of import function on the tourists' choice of finish. Professionals such as Specialty Travel Index offer a battalion of travel chances worldwide([hypertext transfer protocol: //www. spectrav. com/index. shtml](http://www.spectrav.com/index.shtml)) . Evaluation of the development of a named SIT within an identified finish country

Butcher (2007) positions community engagement as an of import measure to the development of ecotourism. as determinations made referring ecotourism affects the community and their lives. Butcher adds that this enterprise is besides supported by World Wide Fund for nature (WWF) in which they province communities should hold a high degree of control on the development of ecotourism. Additionally communities should be intensely in all decision-making referring the growing of the landscape “ tourism should therefore regard and value local cognition and experience. maximize

benefits to communities. and recruit. train and use local people at all degrees (Butcher. p. 67) .

Ecotourism should be beneficent local communities. preservation of the environment and supply fiscal part to the care of a preservation undertaking. In add-on local communities' engagement in the development of ecotourism “ improves the tourer experience” (Page and Dowling. 2002) .

Alternative Travel Group (ATL) is an illustration of the above. in which they work efficaciously with local communities. Founded in 1979 is an administration based upon sustainability [hypertext transfer protocol: //www. atg-oxford. co. uk/index. php](http://www.atg-oxford.co.uk/index.php))

ATL collaborates with local communities. hearing and moving on what was suggested. This allows communities to show their concern about the preservation of their home ground ([hypertext transfer protocol: //www. atg-oxford. co. uk/index. php](http://www.atg-oxford.co.uk/index.php)) . Net incomes go towards building of substructures and preservation undertakings in the most necessitated countries. They incentive persons to show their thoughts and supplying they are sustainable to which they can put on. Hence they have assorted undertakings ongoing worldwide which benefit local communities and continue the environment ([hypertext transfer protocol: //www. atg-oxford. co. uk/index. php](http://www.atg-oxford.co.uk/index.php)) . It is non merely local communities that play a critical function in the devising and development of ecotourism. many administrations. bureaus and little concerns have an of import and changeless engagement in the successful and promoting of this turning signifier of particular involvement touristry.

World Wide Fund for nature (WWF) is the largest non-governmental administration in the universe. Based in over 52 offices and active in over 90 states. it has over five million protagonists worldwide. many voluntaries (Butcher. p. 42) . WWF has three chief missions that represent their work: safeguarding the natural universe. undertaking climate alteration and altering the manner occupants live. Consequently they have generated a plan designed to protect the environment. Amongst other undertakings. WWF is working in guaranteeing the ecosystem in the Amazon maintains its environmental and cultural part to local people (hypertext transfer protocol: [//www.wwf.org.uk/](http://www.wwf.org.uk/)) . WWF chief aims sing the Amazon as a whole are:

? Undertaking deforestation? Encouraging responsible agribusiness and production? Helping create protected forest? Ensuring free-flowing rivers and forest-friendly roads

Furthermore WWF has enlisted the aid of Sky Television in advancing the safeguarding of rain forest in Amazon. Both work with local communities offering them with economical aid to look after 1000000s of hectares of forest. battling illegal logging and forest deforestation (hypertext transfer protocol: [//www.wwf.org.uk/](http://www.wwf.org.uk/)) . Additionally WWF closely works with two UN organic structures. International Union for the Conservation of Nature (IUCN) and United Nations Environment Programme (UNEP) . WWF has written guidelines foregrounding a community-based ecotourism in which the administration straight works with communities in conserving and continuing the environment and supply advice on how to cover with issues environing their landscape.

One of their undertakings is based in Manaus, capital of Amazon, a community-based enterprise, the Silves Association for Environmental and Cultural Preservation, this aims at protecting the fishing lakes at this site. On top of this, WWF opened an ecolodge in the same part run by local people. 20 % of all net incomes go towards the direction of saving of the site.

In add-on, WWF has created a programme in Brazil entirely based on raising consciousness about signifiers of ecotourism that should be practiced based on its rules ([hypertext transfer protocol: //www. icrtourism. org/Publications/WWF1eng. pdf](http://www.icrtourism.org/Publications/WWF1eng.pdf)) .

The international ecotourism society (TIES) is a non-governmental administration funded in 1990 with the aims of helping the development of ecotourism, assisting communities, administrations to advance and pattern the rules of ecotourism. TIES have clear purposes referring ecotourism which consists of conveying together persons, establishments and touristy industries in the involvement of ecotourism, educating tourer and professionals on ecotourism and act uponing administrations on practising all rules sing ecotourism.

Working in partnership with other NGOs such as Planeterra and [yourtravelchoice. org](http://yourtravelchoice.org), all three administrations provide tourers with chances to acquire involved in ecotourism activities, assist local communities, work together in inform tourers on how to conserve the nature. Furthermore, they offer their ain input on eco-destinations, letting persons to acquire some relevant information on ecotourism and its issues ([World Wide Web. ecotourism. org](http://WorldWideWeb.ecotourism.org))

Although Planeterra is more involved with community, they still remain concerned with the environment. This non-governmental administration organises community based undertakings worldwide in order to assist local people live in a more environmental safe milieu ([hypertext transfer protocol: //www. planeterra. org/](http://www.planeterra.org/)) . The Brazilian Ecotourism and Adventure Travel Trade Association (ABETA) is an association that closely works on the development of ecotourism activities in Brazil. Their end is to advance the preservation and saving of Brazil's cultural and historical heritage

([hypertext transfer protocol: //www. brazilnature. travel/index. php](http://www.brazilnature.travel/index.php)) . ABETA promotes amongst escapade tourism, ecotourism activities such as bird observation, caving, campaign and wildlife. Therefore in partnership with the Tourism ministry, Brazilian tourism board (Embratur) and BBECO which is administered by ABETA, all have the same common aspiration: promote Brazil as one of the top finishes for ecotourism while maintaining it environmentally safe ([hypertext transfer protocol: //www. brazilnature. travel/index. php](http://www.brazilnature.travel/index.php)) .

Embratur, a Brazilian Tourism Board is an administration responsible for supplying policies in tourism related activities, including ecotourism activities such as boosting, undermine tourism, flotation, bird observation and zoology observation (World Wide Web, [embratur. gov. Br](http://embratur.gov.br)) Ecobrasil, a Brazilian ecotourism Association is a NGO founded in 1993 whose chiefly focal point is on ecotourism. Whilst incorporate a clear mission in which they want to advance Brazil as a “ reliable finish for ecotourism” . their vision is to “ forward ecotourism and sustainable tourism through edifice cognition

webs and take part in and/or develop undertakings that helped progress the cognition about good ecotourism patterns and planning in Brazil” .

Hence their aims is to make a web of informations entirely on ecotourism. committedness in understating the impact of touristry on the environment. acknowledge statistics on ecotourism and represent ecotourism on a world-wide degree ([www. ecobrasil. org. Br](http://www.ecobrasil.org.Br)) . Proecotur - Programa de Desenvolvimento do Ecoturismo na Amazonia Legal (programme of ecotourism development at the Legal Amazon) recognises that ecotourism has a immense potency to be converted into the biggest beginning of income on the Amazon. foretelling up to three million ecotourist yearly. Therefore they have generated new schemes to vouch that Amazon becomes the most popular province for ecotourism. They believe the creative activity of a sustainable environment does non necessitate greater investings. instead intelligent schemes for transit. With this to pull tourers they agree that there is a demand for betterment in the transit and betterment of the quality of services available to tourers plus there should be a creative activity of more sustainable merchandises ([hypertext transfer protocol: //www. faunabrasil. com. Br](http://www.faunabrasil.com.Br)) .

Decision

Although touristry is non a new construct. ecotourism is. This emerged with the persons turning concern with the environment. There is a general dissension when specifying ecotourism but many research workers and administrations agree that is a signifier of activity in which participants want to be in touch with the nature and with the environment and this should

follow rules set by administrations for the guardianship of the environment and besides profiting local communities.

Assorted research workers have attempted to clear up the motives for tourer pick of finishes and specials type of involvement. and with this it was concluded that none could hold a general understanding on these except that tourer could hold common attitude when choosing finishes. They could be educational and cultural ; nevertheless the thought of tourer desiring new. alone and untasted milieus gave off to the new construct of Real travel: rewarding. enriching. adventuresome and acquisition.

Ecotourism is a turning and comfortable signifier of particular involvement tourism and the activities incorporated for this are progressively generating income to those involved in advancing ecotourism and to local communities who should be involved in the decision-making referring the development of ecotourism.

The writer during the research into administrations involved in the publicity of ecotourism has come across the fact that most administrations are non-governmental administrations that depend on voluntaries. Besides the bulk of these administrations are interconnected holding common aims when it comes to ecotourism: advancing all ecotourism activities. safeguarding the environment and continuing the nature.

Recommendations

Although administrations are interlinked with one another. it appears that it is non plenty. as the market cleavage show. merely a certain type of persons

pattern ecotourism and ecotourism related activities. Brazil is popular with tourers for its beauty therefore NGOs, bureaus and concern should make more to advance ecotourism in Brazil, forte in Amazon, which is a immense country with a batch to offer to all types of tourers.

Hence all administrations should work together non merely in the safeguarding of the environment but advertise Brazil as the best state for ecotourism, heightening its beauty and grounds to see every bit good as advancing ecotourism activities in a manner that entreaties to all age groups and gender. Additionally NGOs, bureaus and concern should emphasize the demand to pattern the imposed ordinances in protected countries in order to continue the nature for tomorrow.

Another recommendation would be to look how other signifiers of particular involvement touristy could be utile in supplying assistance in the development of ecotourism. An illustration of this would be spiritual touristy. For this type of particular involvement touristy there is an on-line spiritual administration which incentives mediums to include religions in their life. They relate faith and religion with the environment believing that there are simple stairss that persons could make to assist animate the Earth continuing the environment. it besides emphasises the demand to care for nature. Therefore this enterprise could be adopted in order to entice tourers into caring and puting more in ecotourism.

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