

## SUSTAINABLE TOURISM AND ITS FORMS – A THEORETICAL APPROACH

**Băc Dorin-Paul**

*Department of Economics, Faculty of Economic Sciences, University of Oradea,  
Oradea, Romania  
dbac@uoradea.ro*

**Abstract:** *From the second half of the twentieth century, the importance of the tourism industry to the world economy continued to grow, reaching today impressive figures: receipts of almost \$ 1,000 billion and direct employment for over 70 million people (WTTC 2012), without taking into account the multiplier effect (according to the same statistics of WTTC, if considering the multiplier effect, the values are: \$ 5,990 billion in tourism receipts, and 253.5 million jobs). We can say that tourism: has a higher capacity to generate and distribute incomes compared to other sectors; has a high multiplier effect; determines a high level of consumption of varied products and services. In this context, voices began to emerge, which presented the problems and challenges generated by the tourism activity. Many regions are facing real problems generated by tourism entrepreneurs and tourists who visit the community. Therefore, at the end of the last century, there were authors who sought to define a new form of tourism, which eliminated the negative impacts and increased the positive ones. As a generic term they used alternative tourism, but because of the ambiguity of the term, they tried to find a more precise term, which would define the concept easier. Thus emerged: ecotourism, rural tourism, Pro Poor Tourism etc.. All these forms have been introduced under the umbrella concept of sustainable tourism. In the present paper we will take a theoretical approach, in order to present some forms of sustainable tourism. During our research we covered the ideas and concepts promoted by several authors and academics but also some international organizations with focus on tourism. We considered these forms of tourism, as they respect all the rules of sustainable tourism and some of them have great potential to grow in both developed and emerging countries. The forms of sustainable tourism we identified are: ecotourism, pro-poor tourism, volunteer tourism and slow tourism. In the second part of this paper we presented both the pros and the cons of each of the identified forms.*

**Keywords:** *sustainable tourism; ecotourism; slow tourism; pro poor tourism; volunteer tourism*

**JEL classification:** *L83; Q56;*

### 1. Introduction

Sustainable tourism has emerged in response to the increasingly negative impacts of the tourism industry in the destination-regions. So, sustainable tourism has emerged as a reactive concept, which seeks to eliminate the negative impacts (economic, social, cultural and environmental) that might outshine the benefits tourism brings to host- communities.

Since the early '90s, the concept of sustainable tourism began to be used more often in academic and, to a lesser extent among tourism entrepreneurs. Although

some early forms of the concept have been used earlier, the birth of sustainable tourism was the publishing of the first issue of the Journal of Sustainable Tourism in 1993 (Weaver 2006:10; Hunter 2002:3; Dodds and Butler 2009:43).

This new form of tourism involves small companies and entrepreneurs, with the stated purpose for community conservation and protection of local culture. One of the most important voices of the alternative tourism, David Weaver, thought that "the main difference between the old and new forms of tourism is the glide of the focus from the wellbeing of the tourist to the welfare of the community" (Weaver 1998:31).

At that time, the concept was highly debated and it was received with hostility by the tourism industry, dissatisfied to put any limits to growth. It was considered by many an "ivory tower" unrelated to the real market. Sustainable tourism was also considered "intellectually arrogant, expensive, elitist and useless" (Lane 2009:20). This attitude was not limited to the tourism industry. Governments and local authorities have not taken the concept seriously, the classical model of tourism bringing them significant benefits. Conventional mass tourism, generated jobs and wealth transfer from developed countries to developing ones. The mass - media did not pay very much attention to the concept of sustainable tourism, noting that it is much easier to denigrate than to explain it. There were academics and researchers who considered sustainable tourism "an impossible dream" (Lane 2009: 21). This was best explained by Wheeler: "on one hand we have the problems of mass tourism, which is growing steadily and uncontrolled. And what is our response? The development of small, slow and controlled. It is simply impossible! (Wheeler in Miller and Twining-Ward 2005:32)

There are many definitions of sustainable tourism and/or the sustainable development of tourism, and we believe that this multitude of opinions is just a sign of the lack of a global consensus.

Hunter (2002:4) believes that although the concept of sustainable tourism is derived from sustainable development, sometimes it is considered as an independent and distinct concept from other sectors of the economy.

Some authors (Hunter 2002:5, Swarbroke 1999:18) believe that "tourism development should provide economic benefits to all partners (stakeholders), provided they do not adversely affect the resources available for future generations." Weaver (2006:10) defines sustainable tourism as "a form of wise exploitation, so you can conserve it for the long-term."

According to another definition, sustainable tourism represents "all forms of tourism (conventional or alternative) that are compatible with and contribute to sustainable development" (Liu 2003:461). In the context of this definition, development does not necessarily imply growth, being essentially a process by which specific social and economic objectives are achieved. Achieving these goals may involve stabilization, increase, reduce, change or loss of product quality, existing firms or industries.

From the perspective of the World Tourism Organization, sustainable tourism is defined as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (<http://sdt.unwto.org/en/content/about-us-5>).

We can say that, although there is no uniform definition of sustainable tourism, there are some common points in each of the above: benefits for the entire community, protecting resources and the environment, reducing negative impacts etc. Thus, sustainable tourism should harmonize and balance three elements: economic,

social and environmental.

Initially, sustainable tourism focused mainly on protecting natural resources, the main reasons for this are the following: the high interest of environmental organizations, evidence of environmental degradation due to tourism, the dependence of tourist destinations on global environmental condition, the relative ease of counteract the physical impact of tourism on the environment, compared to the socio-cultural, which is much more difficult to annihilate, and the advertising that can benefit a destination by showing interest in environmental protection (Butler 2000:339).

After 2002, with the launch of World Tourism Organization's ST-EP (Sustainable Tourism – Eliminating Poverty) program, the attention was focused on social issues, especially considering the fact that this initiative was based more on the general development of the country and not just protecting natural tourism resources.

There are many authors who argue that sustainable tourism is a form of tourism which is in contrast to mass tourism, aimed at a relatively narrow niche of people interested in the negative impact that tourism can have. This is an extremely dangerous point of view. It should be clearer that sustainable tourism is defined as tourism based on the sustainable development principles and it has a fundamental objective: tourism as a whole must be sustainable. The term should reflect a condition of tourism and not just a form. Mass tourism, properly organized and controlled, can and must become sustainable.

In this context, we identified four independent forms of tourism, which respect all the principles of sustainable tourism: ecotourism, pro-poor tourism, volunteer tourism and slow tourism.

## **2. Research methodology**

The objective of our paper was to identify specific forms of tourism either sustainable or mass, which respect the principles mentioned in the introduction. Also, after identifying them, we presented the main pros and cons that these forms face.

There are many forms of tourism, identified by some authors as being sustainable or alternative. According to the place of destination we have: ecotourism, urban alternative tourism and nature based tourism. According to the type of accommodation we have: guesthouse tourism, farm-based tourism and backpacking. Our concern is that these forms of tourism are not very strict, and raise many concerns regarding the respect of the principles of sustainable tourism. This is the main reason our focus was on forms of tourism based more on motivation. This is why, the most important forms of tourism we have identified are: ecotourism, pro-poor tourism, volunteer tourism and slow tourism.

As we can notice, they have no limitations regarding the accommodations and/or the place of destination.

The tourists that choose these forms of tourism can use, for accommodation, a tent or a guesthouse, as their focus is on the activities involved.

At the same time, these forms of tourism can be practiced in both remote natural areas and in the middle of cities.

## **3. Findings**

Although the literature and the practice offer numerous examples of sustainable tourism packages, we have chosen four forms of tourism which represent the best examples of putting theory into practice. The four forms of tourism we identified are:

ecotourism, pro-poor tourism, volunteer tourism and slow tourism.

### 3.1. Ecotourism

Ceballos-Lascurain, the father of ecotourism, considered it a philosophical and multidimensional concept, a component of eco-development that requires planning based on strict rules. He suggested that the ecotourists have an enormous amount of information about the natural and cultural resources they visit, and were involved in the conservation and protection of resources. Also, Ceballos-Lascurain identified a number of differences between people who practice mass tourism and ecotourism in terms of natural resource usage. Both types of tourists are interested in natural resources, but mass tourism practitioners have a passive role in the relationship with nature, practicing activities such as water sports, jogging and cycling. Ecotourists, on the other hand, are attracted to natural resources and try not to abuse them, practicing photography, botanical studies and observing wildlife (Ceballos-Lascurain in Diamantis 1999:96). We conclude that, from the perspective of Ceballos-Lascurain, ecotourism is essentially passive and must be practiced in protected areas, thus having a positive impact on the environment.

Ziffer has a different perspective on ecotourism: "ecotourism is a form of tourism inspired primarily by the natural history of an area, including existing indigenous cultures. Ecotourists visit underdeveloped regions, in a spirit of appreciation, participation and sensitivity. Ecotourism uses without consuming natural resources and contributes directly through employment or money, and preserve the welfare of the local people (Ziffer in Diamantis 1999:98).

In turn, the International Ecotourism Society gives us a different definition of ecotourism: "responsible travel in natural areas of environment and enhance local welfare "(TIES 2006).

As you can see from the above definitions we can conclude that ecotourism is a form of tourism in the natural environment that oscillates between passive or active attitude of the tourists regarding conservation and nature protection.

Laarman and Durst (in Orams 2001:28) described in 1987 the hard and soft dimensions of ecotourism. The terms hard and soft cover how interested are the ecotourists in the natural resources of a destination and the physical effort they are willing to do. A hard ecotourist is willing, or even wants to benefit from reduced comfort and to travel longer in difficult conditions in the wild, in order to truly experience nature. By comparison, a soft ecotourist has a casual interest in natural resources and wants to experiment on a superficial level within a relatively short time span.

It is quite difficult to assess the ecotourism market, because of the confusion stemming from its definition. According to some authors (Diamantis 1999: 29), the segment of tourists visiting natural resources and wildlife generates between 20 and 40% of total tourism receipts. The most important ecotourism destinations in the world are: Alaska, Amazon, Antarctica, Blue Mountains (Australia), Borneo, Botswana, Costa Rica, the Dominican Republic (Caribbean Sea), the Galapagos Islands, Himalayas (Nepal and Bhutan). With regard to these destinations we can see some common features: are located in relatively remote areas with poor accessibility; are located in countries with a lower level of development; provide a high concentration of plant and wildlife species; are not traditional destinations for mass tourism.

Due to the increasing demand for ecotourism, classification criteria or eco-labels

began to appear for the accommodation units, different from the standard (number of stars). Although there are several classification systems worldwide, the International Ecotourism Society (TIES 2007:12) established some common components: voluntary registration facility; well-defined standards and criteria; • analysis and audit; grant and permission to use a logo; regular audit for certification renewal; continuous improvement; transparency; defining standards through participatory mechanisms.

In 2007, the World Ecotourism Conference was organized in Oslo, Norway. According to the Oslo Declaration on Ecotourism, international agencies, governments and all those involved in ecotourism planning must take into account the following courses of action (TIES 2007): 1. recognizing the important role that ecotourism plays in sustainable local development; 2. maximizing the potential of well managed ecotourism as an economic factor, central to natural conservation and cultural resources; 3. support the performance and activities of the ecotourism businesses through effective marketing and through education and training; 4. control of critical issues to strengthen its sustainability.

### **3.2. Pro-poor tourism**

This form of tourism has emerged in the UK, from the initiative of the Overseas Development Institute, and it considered that tourism can play a major role in eradicating poverty (Beeton 2006:200-201).

Pro-poor tourism (PPT) is defined as "a form of tourism that results in net benefits for the poor" (PPT 2004a). PPT is not a very well defined tourism product but rather an approach to management and tourism development. A key element is that, in many cases, the poor are the owners of the tourism resources: natural resources and cultural festivals and so on, and in the past, unfortunately, their role was ignored. By accepting this reality, governments, development agencies and tourism organizations can develop strategies to help communities (Beeton 2006:202).

Although the benefits mentioned above are important, Sofield et al. (in Beeton 2006:202) identified a number of issues that must be taken into account in the future: exposure to operational risk - poor communities lack the education and skills to prevent exploitation of the tourism industry; negative impact on traditional structures, leading to instability in the community (old vs. Youth, women vs. Males); negative impact on cultural elements due to mass production of souvenirs, modification and alteration of festivals and traditions for the entertainment of the tourist; materialism and individualism that could replace community-based organization; total or partial loss of access to natural resources (coastal, water, forests, etc.) which, for some communities, represents the main source of income.

From the above mentioned ideas, the UNWTO created the ST-EP Initiative created (Sustainable Tourism - Eliminating Poverty). The main implementation modalities of this program are: 1. Employment of the poor in tourism enterprises; 2. Providing the poor tourist firms goods and services; 3. Direct sales of goods and services to tourists, by the poor; 4. Establishment and administration by the poor of tourism agencies; 5. Differential taxation of income or profits that help the poor; 6. Support or donations from tourists and the tourism industry; 7. Investment in infrastructure stimulated by tourism, which will benefit the poor (<http://step.unwto.org/en/content/overview-st-ep-activities-0>).

Although it seems that many strategies are presented, they are focused locally, without involving changes at national or global level, where they might have a

stronger effect. As Scheyvens says, "for example, it is relatively simple (and good for public relations) to pump money into community tourism initiatives, but it is more difficult and controversial to support trade unions and workers' rights in tourism or to contest control that foreign companies and local elite have on the tourism sector" (2007:135).

### **3.3. Volunteer tourism**

Volunteer tourism is defined by Weaver (2002:45) as "a framework in which tourists are involved in voluntary work for social or environmental protection without receiving financial remuneration". Wearing believes that tourism is for people who "want, for whatever reason, to volunteer in an organized framework and to spend their holidays helping a community, restoring the natural environment and participate in research on society and the environment" (in Higgins-Desbiolles 2009:334).

In general, volunteer tourism is a chance for destination regions that will benefit from the help of volunteers, but also for tourists who will enjoy their work. A distinct feature of this form of tourism is related to the association with religious and environmental NGOs, located in the regions of origin of the tourists.

Another difference between mass tourism and volunteer tourism represents benefits. In the former, benefits are calculated as the number of tourists arriving or total receipts, which will be felt, to some extent, by the local population. Volunteer tourism generates direct benefits for local people: the construction or renovation of houses, medical or educational services (Weaver 2002:45-46). For this reason, sometimes, volunteer tourists are not perceived as tourists by the host community or themselves (McGehee and Andereck 2009:47).

Volunteer tourism focuses on two areas: improving the living conditions of the target community and the environment.

One of the most important organizations in volunteering is Habitat for Humanity, founded in 1976 by Linda and Millard Fuller. Habitat for Humanity is a Christian, non-profit organization, that aims to build homes and shelters in poorer regions of the world. Their projects are carried out on all continents, in 90 countries and 3,000 communities ([http://www.habitat.org/eurasia/learn\\_about\\_habitat/who\\_we\\_are.aspx](http://www.habitat.org/eurasia/learn_about_habitat/who_we_are.aspx)).

For environmental protection, "Conservation Volunteers" in Australia have listed what are the main benefits for tourists who decide to get involved in their projects: opportunity to make a real contribution to conservation in Australia, through effective programs; the opportunity to travel in regions with numerous natural, cultural and historical attractions, which are not on the main routes of Australia; opportunity to learn new practical techniques for conservation; social and cultural exchanges between participants from different cultural backgrounds; opportunity to learn about the visited regions, through active participation and conservation; transportation, accommodation, food and guide or project leader (Davies 2002:172).

In recent years, volunteer tourism took a new form: volunteer tourism for justice. It reflects "active partnerships in the fight against injustice of any kind and is based on the idea that partnerships need to overthrow situations of power imbalance present in many places in the world" (Higgins-Desbiolles 2009: 337). This global resistance movement crystallized due to numerous cases of social, economic or environmental injustice, caused by globalization and capitalism. Visible results of this type of tourism are demonstrations - some very violent - taking place at all international

meetings with economic issues: WTO conferences, World Economic Forum, G20 meetings etc.

Although it is difficult to criticize this form of tourism because of the extremely noble goals, there are authors who believe that some non-profit organizations involved in volunteer tourism behave like firms, are increasingly more interested in their public image, lobbying and bureaucracy at the expense of the initial target (Holmes et al., 2010: 257; Weaver 2002:47). There are even authors who raise questions about the motivations of the tourists. We cannot be sure whether such a motivation is fuelled by empathy and altruism or simply improving ones personal image and CV (Higgins-Desbiolles 2009:335; Coghlan and Fennel 2009:377-378).

### **3.4. Slow tourism**

Slow tourism stems from the slow food movement, which emerged in 1986 at the initiative of Carlo Petrini. He founded the organization Arcigola to protest against the opening of the first McDonald's in Rome (Myhrvold et al. 2011:23). The slow food movement emerged as an antithesis to fast food, representing an intersection of ecology, gastronomy, ethics and pleasure. The movement opposes the standardization of taste and culture, and unregulated corporate power in the food and agricultural industry. The movement promotes a return to cooking and to avoid the "curse" of the fast food restaurants, using local ingredients and information about the food we eat.

The principles and philosophy of slow food are easily adapted to tourism. The central idea of slow tourism is to get some quality experiences, reduced in number and to avoid holidays, where the emphasis is on quantity (Heitmann et al. 2011:117). As sustainable tourism and ecotourism, slow tourism was defined in several ways. From the perspective of Dickinson (2009:2) slow tourism represents "holidays involving shorter trips and longer stays, air transport is not used, but other forms of transport, which are more environmentally friendly, and become part of the tourist experience".

Heitmann et al. (2011:117-118) believes that slow tourism "is characterized by the joy of discovery, study and sharing, and the holiday slowdown will create opportunities to interact and establish links with local people and places at a deeper level."

Lumsdon and McGrath (2011:265) believe that essentially slow tourism means "driving a short distance and enriching experience, both on the road and the destination."

Slow tourism relies on deceleration at the expense of speed, so that the journey to the destination becomes a relaxing time, not a stressful interlude imposed between home and destination (Gardner 2009:10-11).

Slow tourism can be considered a return to the past, to pilgrimage and the Grand Tour, which largely respected the principles of this form of tourism (Dickinson et al. 2011:282).

Activities during the holidays are not much different from the other forms of tourism, but the key features - immersion and slowness - are central to the philosophy of slow, requiring more integration, research and spending more time in a particular environment, to form stronger memories. However, not all attractions have been designed to provide such experiences and many of them are forced to give a quick (fast) tour because of the popularity and pressure that a large amount of tourists generates (Heitmann 2011: 118-119).

From an economic perspective, slow tourism strategy is based on a slow growth by reducing capital flight, at the expense of rapid growth, based solely on the number of tourist arrivals. This will increase efficiency by increasing the quality. This focus on quality at the expense of quantity will increase the resilience to external shocks (Timms and Conway 2011:13).

Since slow tourism promotes the use of other means of transport, rather than air, we can ask some questions about the solutions for countries or regions at some distance from tourist generating markets (Caribbean, Maldives etc..).

Unfortunately, Bramwell and Lane (2011:419), the editors of the *Journal of Sustainable Tourism*, believe that there is very little evidence to show that policy makers should be interested in developing a new paradigm of tourism based on the de-growth or slow tourism.

## Conclusions

In the following years, sustainable tourism will face numerous challenges from the industry, governments, local authorities and even tourists. The forms of sustainable tourism we have presented in this paper are well established on the tourism market, maybe with the exception of slow tourism, which is still in a discovery period. The only task at hand remains the marketing and advertising of these forms of tourism, in order for a larger number of persons to become involved.

From our point of view, in order for sustainable tourism to become an umbrella for all forms of tourism, significant steps should be taken in the direction of education. Through education, information can reach individuals from a very early stage in their development, and can change their attitude to become more focused on what sustainable development in general and tourism in particular, really deal with. Education is one of the few fields that transcend governments, local authorities, academics and entrepreneurs, thus it can change the attitudes of exactly the people who might represent obstacles in the future development of sustainable tourism.

## References

- Beeton, S. (2006) *Community development through tourism*, Australia: Land Links; Bramwell, B. and Lane B. (2011) "Critical research on the governance of tourism and sustainability", *Journal of Sustainable Tourism*, vol.19 no.4-5, pp. 411-421; Butler, R. W. (2000) "Tourism and the environment: a geographical perspective", *Tourism Geographies*, vol.2, no.3, pp. 337-358; Coghlan, A. and Fennel, D. (2009) "Myth or substance: An examination of altruism as the basis of volunteer tourism", *Annals of Leisure Research*, vol.12, no.3-4, pp.377-402; Diamantis, D. (1999) "The Concept of Ecotourism: Evolution and Trends", *Current Issues in Tourism*, vol 2, no. 2, pp.93-122; Dickinson, J. (2009) "Slow Tourism Travel for a Lower Carbon Future", <http://www.bournemouth.ac.uk/icthr/PDFs/rgsnontech.pdf>; Dickinson, J., Lumsdon, L. and Robbins, D. (2011) "Slow travel: issues for tourism and climate change", *Journal of Sustainable Tourism*, vol 19, no.3, 281-300; Dodds, R., Butler, R. (2009) "Inaction More than Action Barriers to the Implementation of Sustainable Tourism Policies", Gossling, S., Hall, M., Weaver, D. (eds.) *Sustainable tourism future*, New York: Routledge; Gardner, N. (2009) "A manifesto for slow travel", *Hidden Europe* no.25, pp.10-14;



Heitmann, S., Robinson, P., and Povey, G. (2011) "Slow food, slow cities and slow tourism", in Robinson P., Heitmann, S. and Dieke, P.(eds.) *Research Themes for Tourism*, Wallingford: CABI;

Higgins – Desbiolles, F. (2009) "International Solidarity Movement: A case study in volunteer tourism for justice", *Annals of Leisure Research*, vol.12 no.3-4, pp. 333-349;

Holmes, K., Smith, K., Lockstone-Binney, L. and Baum, T. (2010) "Developing the Dimensions of Tourism Volunteering", *Leisure Sciences: An Interdisciplinary Journal*, vol.32, no.3, pp.255-269;

Hunter, C. (2002) "Aspects of the Sustainable Tourism Debate from a Natural Resources Perspective", in Harris R., Griffin, T. and Williams P. (eds) *Sustainable tourism – a global perspective*, Oxford: Butterworth-Heinemann;

Lane, B. (2009) "Thirty Years of Sustainable Tourism: Drivers, Progress, Problems—and the Future", Gossling, S., Hall, M., Weaver, D. (eds.) *Sustainable tourism future*, New York: Routledge;

Liu, Z. (2003) "Sustainable tourism development: a critique", *Journal of Sustainable Tourism*, vol.11, no.6, pp.459 – 475;

Lumsdon, L. and McGrath, P. (2011) "Developing a conceptual framework for slow travel: a grounded theory approach", *Journal of Sustainable Tourism*, vol.19, no.3, pp.265-279;

McGehee, N. and Andereck, K. (2009) "Volunteer tourism and the <<voluntoured>>: the case of Tijuana, Mexico", *Journal of Sustainable Tourism*, vol.17, no.1, pp.39-51;

Miller, G., Twining-Ward, L. (2005) *Monitoring for a sustainable tourism transition*, UK: CABI;

Myhrvold, N., Young, C. and Bilet, M. (2011) *Modernist Cuisine – vol. I*, China: The Cooking Lab, China;

Orams, M. (2001) "Types of Ecotourism", Weaver D.(ed) *Encyclopedia of Ecotourism*, Oxon:CABI;

PPT (2004) *Sheet no.1*, [www.propoortourism.org.uk/info\\_sheets/1%20info%20sheet.pdf](http://www.propoortourism.org.uk/info_sheets/1%20info%20sheet.pdf);

Schyvens, R. (2007) "Exploring the Tourism-Poverty Nexus", in Hall M. (ed) *Pro-poor tourism: who benefits?*, Clevedon: Channel View;

Swarbrooke, J. (1999) *Sustainable Tourism Management*, New York: CABI;

Timms, B. and Conway, D. (2011) "Slow Tourism at the Caribbean's Geographical Margins", *Tourism Geographies*, vol. 1, pp.1-23;

Weaver, D. (1998) "Introduction to Ecotourism", in Weaver D. (ed) *Ecotourism in the Less Developed World* Wallingford: CABI,;

Weaver, D. (2002) "Perspectives on Sustainable Tourism in the South Pacific", in Harris R., Griffin, T. and Williams P. (eds) *Sustainable tourism – a global perspective*, Oxford: Butterworth-Heinemann;

Weaver, D. (2006) *Sustainable Tourism: Theory and Practice*, Oxford: Butterworth-Heinemann;

TIES (2006) *A simple user's guide to certification for sustainable tourism and ecotourism*, <http://www.ecotourism.org/certification-and-standards>;

TIES (2007) *Oslo Statement on Ecotourism*, [www.ecotourismglobalconference.org/?page\\_id=179](http://www.ecotourismglobalconference.org/?page_id=179);

WTTC (2012) *Travel & tourism – economic impact 2012*, [www.wttc.org/site\\_media/uploads/downloads/world2012.pdf](http://www.wttc.org/site_media/uploads/downloads/world2012.pdf);