

Ecotourism

... a Chance for Development

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21.6.2022
Zăbala / Zabola



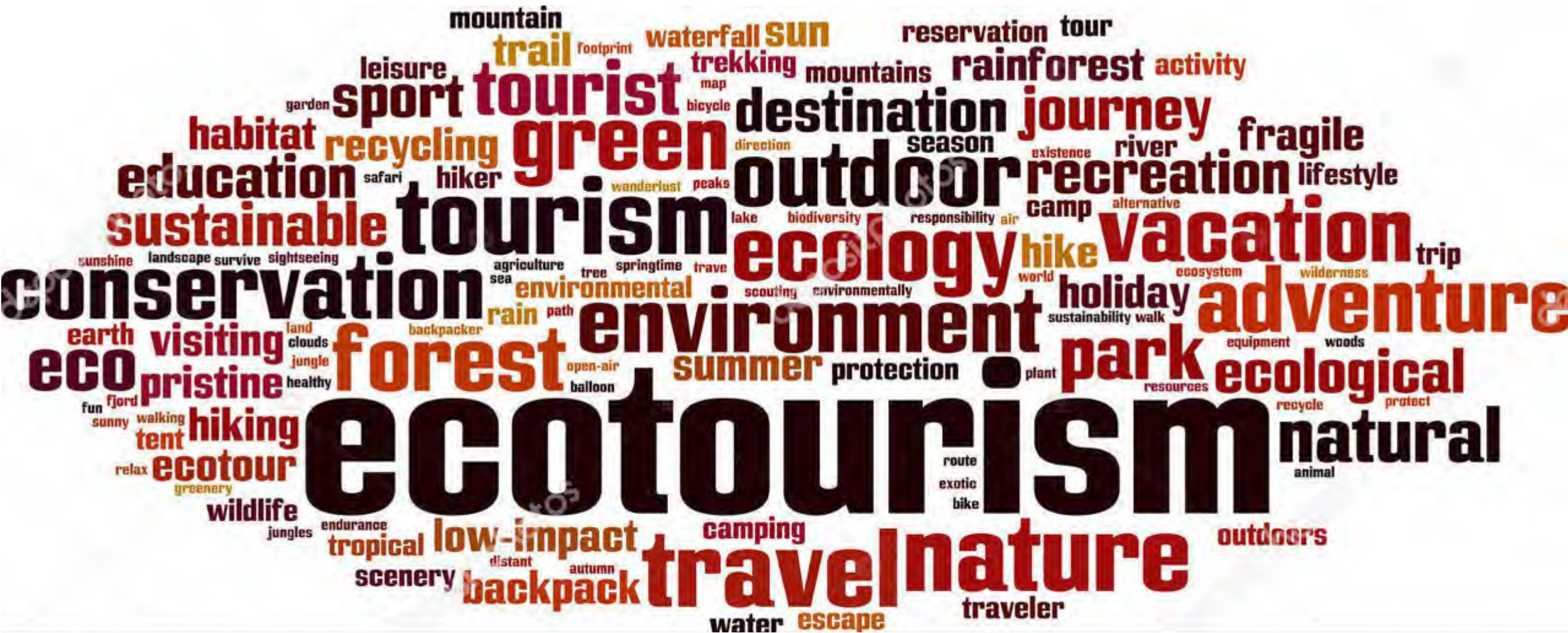
Fachhochschule Graubünden
University of Applied Sciences



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LOOK TO THE
SOCIETAL
SITUATION

WHAT DO PEOPLE ASSOCIATE WITH ECOTOURISM?





- Climate Change
- Globalisation 4.0
- New Pandemics
- ...

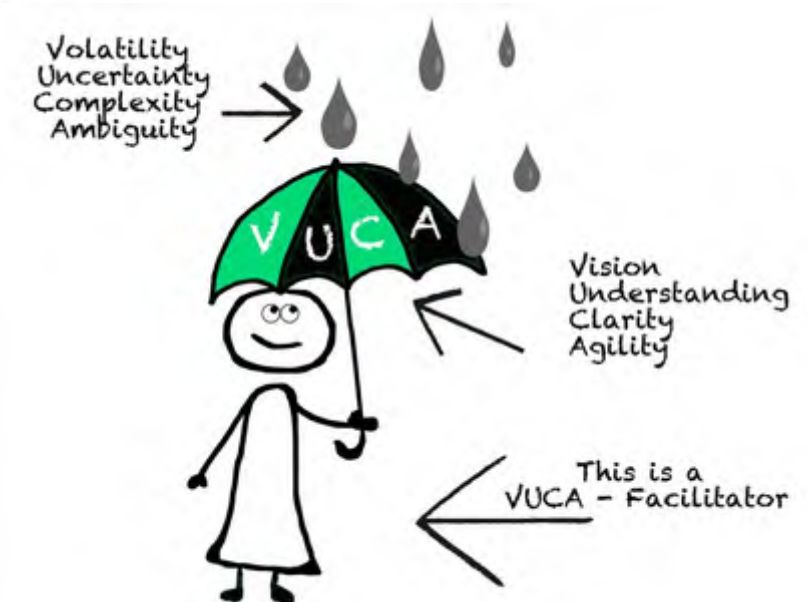
... lead to complex and demanding policies & strategies

- Sustainable Development Goals (SDGs)
- Climate Treaties
- EU Biodiversity Strategy
- ...

EASY TIMES ARE GONE ...

The VUCA-World:

- Volatility
- Uncertainty
- Complexity
- Ambiguity

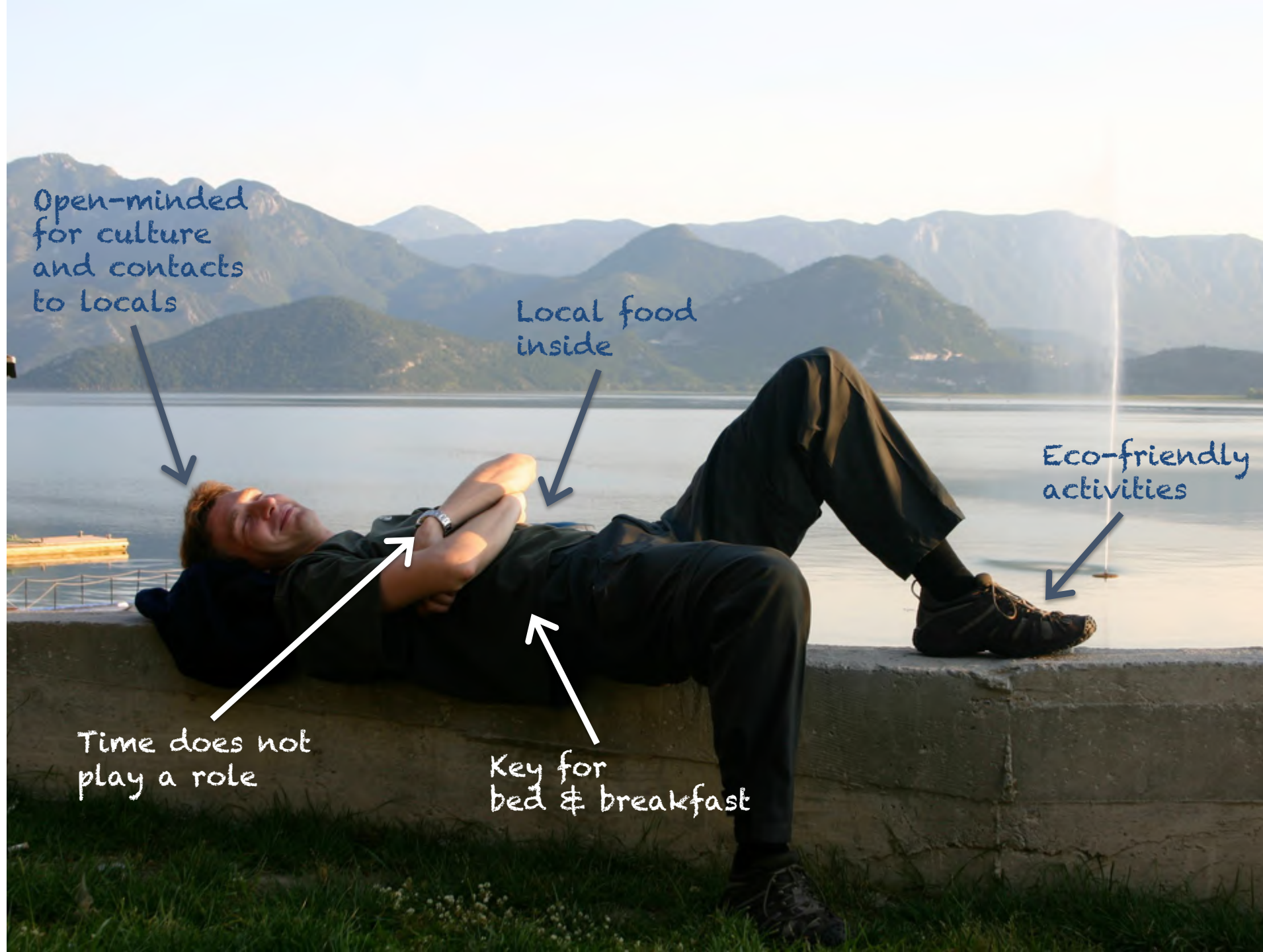
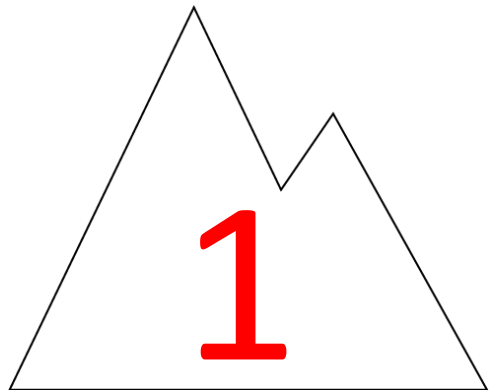
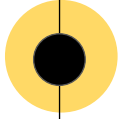




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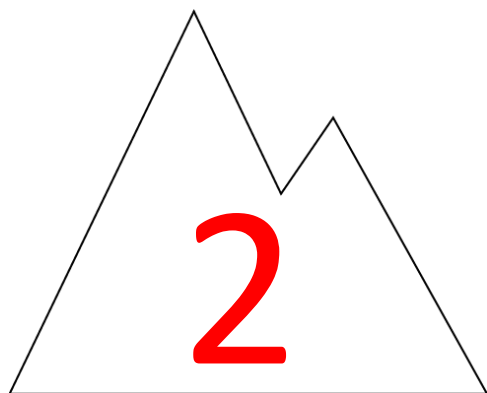
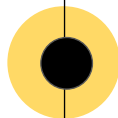
THESIS ABOUT
ECOTOURISM

Ecotourism is about sustainability



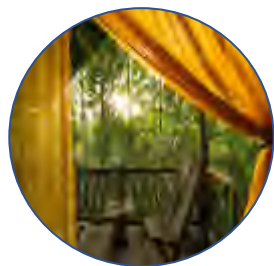
Ecotourism is about
sustainability

Ecotourism is
nature positive



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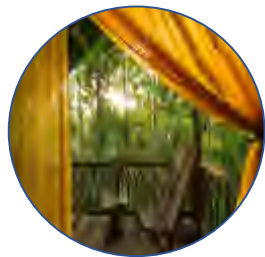
Lodging



Wood from our own
property

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Ecotourism is
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Lodging



Food from your own
garden

Ecotourism is about
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Ecotourism is
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**Nature
Conservation
Education**



**New jobs with fair
payment**



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Reforestation

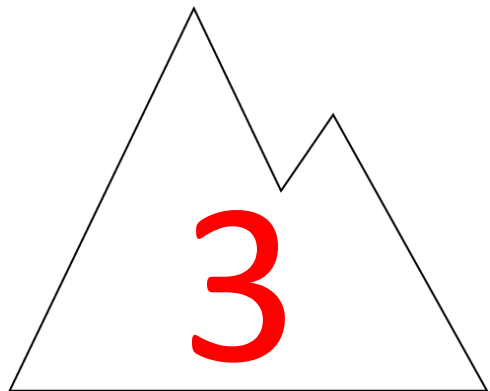
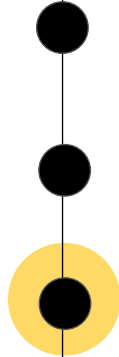


We have already
planted 8000 trees

Ecotourism is about
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Ecotourism is nature
positive

Ecotourism is about
nature & culture



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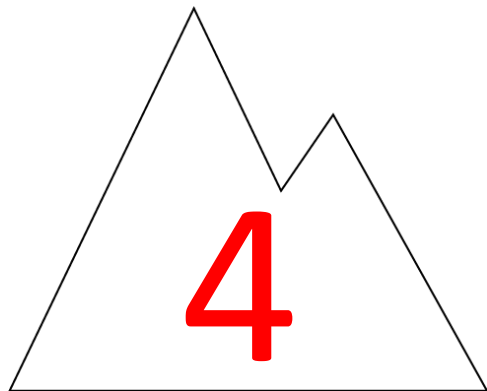
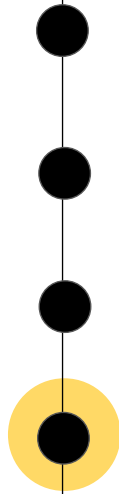


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Ecotourism is about nature & culture

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The pandemic is a chance for ecotourism



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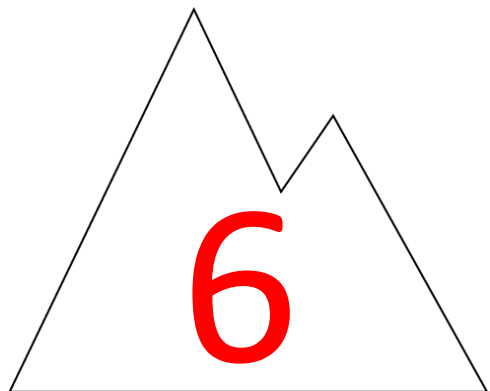
Ecotourism is nature positive

Ecotourism is about nature & culture

Ecotourism is about money

The pandemic is a chance for ecotourism

Ecotourism needs a comprehensive image, responsibility and honesty



Iluminación
Illumination
Erleuchtung



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Ecotourism is nature positive

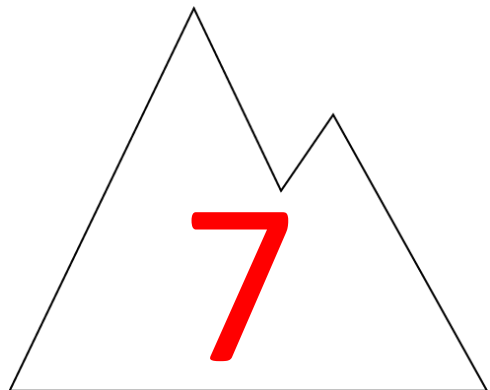
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The pandemic is a chance for ecotourism

Ecotourism needs a comprehensive image, responsibility and honesty

Ecotourism needs training



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Ecotourism needs strategies

A DMO is a place of active participation



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A DMO is a place of active participation

Modern destinations look beyond the rim of the touristic tea cup



Ecotourism is ...
simply great

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I should have
stayed in
Transylvania

Thanks a lot
for your attention!



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response & ability Ltd.

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