

TYPES OF ECOTOURISM AND THEIR CHARACTERISTICS

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The International Ecotourism Association defines «ecotourism» as tourism activities that have the dual responsibility of protecting the natural environment and maintaining the lives of local people. This definition emphasizes two contents: one is to emphasize that ecotourism provides tourists with a kind of tourism ecological product; the other is to emphasize that ecotourism should bear certain responsibilities for environmental protection and social development. It can be seen that compared with traditional mass tourism and natural tourism, the connotation of ecotourism emphasizes the protection of natural landscapes, which is green tourism and sustainable tourism. Ecotourism promotes ecological protection through tourism, and promotes tourism through ecological protection.

Keywords: ecotourism; nature; high quality; popularity.

ВИДЫ ЭКОТУРИЗМА И ИХ ХАРАКТЕРИСТИКИ

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Международная ассоциация экотуризма определяет «экотуризм» как туристическую деятельность, которая несет двойную ответственность за защиту окружающей среды и поддержание жизни местного населения. В этом определении подчеркивается два содержания: во-первых, экотуризм предоставляет туристам своего рода туристический экологический продукт; во-вторых, экотуризм должен нести определенную ответственность за охрану окружающей среды и социальное развитие. Видно, что по сравнению с традиционным массовым туризмом и природным туризмом коннотация экотуризма подчеркивает защиту природных ландшафтов, то есть зеленый туризм и устойчивый туризм. Экотуризм способствует защите окружающей среды посредством туризма и способствует развитию туризма посредством защиты окружающей среды.

Ключевые слова: экотуризм; природа; высокое качество; популярность.

Compared with traditional mass tourism, ecotourism is a kind of nature-oriented sightseeing tourism, and is considered to be an activity that takes into account both the purpose of nature protection and development. Scholar Hecht believes that ecotourism is a trip to a relatively undisturbed or unpolluted natural area, with a specific research theme, and to experience or appreciate the wild animals and plants in it, and to care about the cultural characteristics of the area. Ecotourism includes scientific, aesthetic, and philosophical aspects, but it does not mean that the tourist who engages in ecotourism becomes an expert in these aspects; the point is that one who engages in ecotourism is an opportunity to immerse himself in the natural environment and escape from daily work, the pressure of urban ecology, and then gradually subtly change into a person who cares about environmental protection and nature conservation. Cott believes that ecotourism is a development model, in the selected natural area, plans the tourism base and the biological resource part, and marks its connection with the social economy. On the other hand, compared with the large-scale planning of general tourism, ecotourism can be regarded as a kind of tourism with proper planning in advance and careful consideration of its benefits and impacts. It can also promote the integration of local culture and focus on planning. Focus on improving local knowledge, skills and lifestyles, promote the preservation of local traditional values, and introduce their culture to tourists through this channel. The International Society of Ecotourism believes that ecotourism is a kind of responsible travel, which has the dual mission of environmental protection and maintaining the welfare of local residents.

Based on the above, we can understand that ecotourism is a form of tourism, which is mainly based on local nature, history and traditional culture. Ecotourists interact with underdeveloped areas through spiritual appreciation, participation, and sensitivity. Tourists play a non-consumer role, integrating between wild animals and the natural environment. Conservation and residents contribute. Therefore, the concept of eco-tourism can not only be applied to protected areas, but other tourism methods based on natural resources should be injected with the concept of eco-tourism. Therefore, as a specific form of tourism with specific purposes, ecotourism is a way and tool to realize sustainable tourism, and it is the specific application and practice of sustainable tourism principles in natural areas and specific social and cultural areas.

Ecotourism shares many characteristics with sustainable tourism, including:

- Minimize the impact on the environment, do not damage the natural environment, and maintain ecological sustainability;
- Treat the local culture with the most respectful attitude, and give back to the place with the greatest economic profit; to give participating tourists the

greatest tourism satisfaction; usually occurs in relatively undisturbed natural or cultural areas;

- Tourists should become positive contributors to the protection and management of the natural environment;

- The goal is to establish a set of management system suitable for the local area.

Butler (1990) pointed out that ecotourism also has the following characteristics:

- small scale;

- are usually developed by local residents;

- watch, learn and enjoy nature and local culture in relatively unspoilt natural areas;

- for the purpose of protecting the environment and maintaining the welfare of local residents;

- has proper management.

The above summary is relatively general, and the author believes that the characteristics of ecotourism can be summarized as «five characteristics»:

1. *Naturalness*. It refers to the primitive nature of tourism ecological environment and cultural environment. It includes 3 aspects:

First, it refers to the tourist areas visited by tourists with unique natural and ecological scenery, relatively sparse population, and due to the low degree of industrialization, the relatively primitive state of the ecological environment is preserved;

Second, it refers to the unique historical and realistic culture in this region, and its life style and cultural model retain a purely natural and original system, which is psychologically and culturally attractive to tourists. Because the common psychological feature that makes tourists choose to travel to a certain place is to understand, observe and experience foreign cultures that are different from their native cultural patterns;

Third, it refers to the special tourism projects and routes designed on the basis of the above two contents, which should reflect the requirements of the relatively concentrated characteristics of the specific tourism ecological environment and the harmonious coexistence of natural and geographical conditions and human conditions. The projects and routes can make tourists Experience psychological feelings that have never been experienced in the past.

2. *Protective*. Compared with traditional tourism activities, the biggest feature of modern ecotourism is its protection. Compared with the tourism activities before the industrial revolution, tourism at that time was only an activity participated by a small number of people, and tourism did not cause damage to the tourist objects and their environment. Therefore, it was impossible to raise the issue of protection at that time.

Compared with the mass tourism activities after the industrial revolution, the traditional tourism with mass participation is due to the large number of participants and the fierce tourism boom, so that the tourism development and tourism management in the tourism industry are all emergency behaviors without the guidance of mature theories. Driven by the economic effect of tourism, the development and management are extensive, and the phenomenon of tourism activities affecting or even destroying the environment can be seen everywhere. Under the influence of the theory of sustainable development, people have to realize again that if the protection is not paid attention to, tourism will consume the last human natural and cultural heritage left over from the agricultural revolution and industrial revolution.

The protection of modern eco-tourism is reflected in all aspects of the tourism industry. For tourism development planners, protection is reflected in the development and design of tourism products that follow the laws of natural ecology and the harmony between man and nature; for tourism developers, Protection is reflected in fully understanding the economic value of tourism resources, incorporating the value of resources into cost accounting, and seeking sustainable investment benefits on the basis of scientific planning and development; for managers, protection is reflected in tourism within the capacity of resources and the environment Utilize, put an end to short-term economic behavior, and seek sustainable coordinated development of the three major benefits; for tourists, protect. Embodied in environmental awareness and one's own quality, cherishing the material and spiritual values endowed by nature to human beings, and protecting tourism resources and the environment has become a conscious behavior.

3. Participation. The participation of eco-tourism is mainly manifested in two aspects: on the one hand, eco-tourism can allow tourists to participate in the natural and cultural ecosystems in person, understand the mysteries of eco-tourism in actual experience, and thus love nature more and advocate elegant culture, which is also conducive to the protection of natural and cultural tourism resources. At the same time, through participation, tourists are ensured to obtain a unique experience and a full tourism experience; on the other hand, ecotourism is a kind of extensive participation of tourists, residents of tourist destinations, tourism operators, governments, social organizations and researchers. Travel Activity. Therefore, ecotourism also requires tourists, tourists, tourism operators and governments, social organizations and researchers to participate in tourism decision-making and management, so as to improve the scientific and democratic nature of tourism decision-making and management, which is beneficial to the local economy and society. development of.

4. *High quality and popularity.* In the early days of eco-tourism, most of the participants of eco-tourism were specific ethnic groups. Generally speaking, they were people with high educational background or cultural literacy. They were mostly attracted by the beauty and mystery of nature to appreciate the beauty of nature. Acquisition of natural ecological knowledge and human history knowledge. Their income is often considerable, although some natural explorers are not necessarily rich, but their discretionary income must be able to ensure that he is able to engage in expeditions. As described by relevant scholars, they have extensive knowledge, high culture and quality of life, have independent personalities, and like to seek new stimulation and satisfaction.

It should be noted that although ecotourism is often considered as a form of tourism aimed at special classes, the reality of ecotourism development in recent years shows that ecotourism is developing towards popularization and will become irresistible development trend. Now, tourists who participate in eco-tourism are not limited to the upper-class people with economic and social status, but more and more ordinary workers, employees, students, etc. have joined the team of eco-tourism. With the development of social economy and the improvement of public environmental awareness, eco-tourism to breathe fresh air in nature and cultivate self-cultivation will become the basic living needs of people, such as food, clothing and housing, and the team of eco-tourists will continue to expand. Due to the unique socio-economic background of modern eco-tourism, in the wave of green consumption, green tourism has become a fashion and a consumption boom in developed countries and regions. This trend will follow the development of social economy and the growth of tourism. It has developed rapidly and swept the world, becoming an unstoppable global tourism fashion. The concept of eco-tourism has been proposed for less than 20 years, and eco-tourism has developed rapidly in the world. China.

The first national eco-tourism seminar was held in 1995. In just three or four years, eco-tourism has been widely developed all over the country, which fully demonstrates that popularization will be another development feature of eco-tourism.

5. *Planning and professionalism.* Conventional and traditional mass tourism, even natural tourism, is firstly to satisfy the purpose of tourists' recreation and entertainment, so there is no specific requirement for the nature of tourists, and the scale of resource and environmental protection requirements is also looser than that of ecotourism. However, ecotourism is a special form of tourism activity different from traditional mass tourism, and it has certain requirements for tourists and tourism operators. Tourism operators generally carry out development and construction under the

guidance of scientific planning after the feasibility of the ecological environment has been demonstrated, and there are strict restrictions on the nature, number of tourists, and activity routes and arrangements of tourists. Tourists generally conduct purposeful visits under strict organization and management after preliminary investigation and understanding, in order to obtain knowledge of nature and explore the mysteries of natural ecology. Therefore, the planning of ecotourism is embodied in small scale, low density, strong dispersion and certain specialization. In order to satisfy tourists' spiritual enjoyment of returning to nature and to ensure the real protection of tourist objects, modern ecotourism should reflect professionalism in terms of tourism development management and tourism products. The professionalism of eco-tourism activities is firstly derived from the tourist needs of tourists. Tourists go to nature to return to the whole body and mind. The developed tourism products should enable tourists to integrate into nature in short-term tourism activities, enjoy nature, and feel the nature. Naturally, understanding nature, and thus consciously protecting nature, the development of such tourism products is difficult for people without professional knowledge. The management of eco-tourism activities also requires professional talents to engage in professional behaviors, otherwise, the protection of the unique tourism objects and the coordinated development of the three major benefits of eco-tourism will become empty talk.