

# REC 3033

## Commercial Recreation and Tourism

### Class Week 4

### Greenwashing

The deliberate misrepresentation of a product as environmentally responsible in order to sell a product.

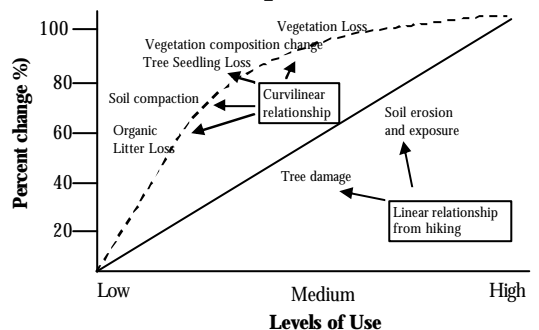
Common place in the market because:

- lack of effective accreditation schemes
- public lack of familiarity of ecotourism criteria
- absence of restrictions to govern the use of the "ecotourism" term

### Environmental Benefits and Costs of Ecotourism

Direct Benefits	Direct Costs
Incentives to protect natural environments	Impacts of permanent environmental restructuring and generation of waste residuals
Incentive to rehabilitate modified environments	Impacts of tourist activities (wildlife observation, hiking, introduction of exotic species)
Provide funds to manage and expand protected areas	
Ecotourists assist with habitat maintenance	
Ecotourists serve as environmental watchdogs	
Indirect Benefits	Indirect Costs
Exposure to ecotourism fosters environmentalism	Effects of induced environmental restructuring
Areas protected for ecotourism provide ecological services	Exposure to less benign forms of tourism "Trojan Horse"
	Problems associated with economic valuation of nature

### Relationship Between Visitation and and Resource Impact (Terrestrial)



## Economic Benefits and Costs of Ecotourism

Direct Benefits	Direct Costs
Generates revenue and employment	Start-up expenses (land, establishment of protected areas, superstructure, infrastructure)
Provides economic opportunities for peripheral regions	On-going expenses—maintenance
Indirect Benefits	Indirect Costs
High multiplier effect and indirect revenue and employment	Revenue uncertainties
Stimulation of mass tourism	Revenue leakage due to imports and non-local participation
Supports cultural and heritage (historical) tourism	Opportunity costs
Areas protected provide economic benefits	Damage to crops from wildlife

## Socio-Cultural Benefits and Costs of Ecotourism

Direct and Indirect Benefits	Direct Costs
Fosters community stability and well-being through economic benefits and local participation	Cultural and social intrusion Imposes an elite alien value system Erosion of local control (outside experts, immigration of job seekers)
Aesthetic and spiritual benefits and enjoyment for residents and tourists Accessible to broad spectrum of population	Local inequalities and internecine disputes
	Indirect Costs
	Potential for local resentment or antagonism Tourist opposition to aspects of local culture and lifestyle such as hunting or slash/burn agriculture

