



**SUSTAINABILITY IN TOURISM**  
*Making tourism count to communities, ecosystems and businesses*

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**Sustainability in ecotourism with special emphasis on wildlife conservation**

Ecotourism is carefully traveling to fragile, pristine and usually protected areas through low impact means and on a small scale. The purpose of Ecotourism is to educate the traveler, provide funds for conservation, economically benefit the local communities and encourage stronger relations between different cultures. However, due to a lack in international regulation, in many locations the wildlife is not being adequately protected. According to the International Ecotourism Society, ecotourism companies should include the following principles to protect the host country's wildlife and environment: minimize their impact, build awareness, provide positive experiences for both visitors and hosts, and provide direct financial benefits for conservation. When the principles of ecotourism are applied, then the local community benefits financially so that the conservation efforts of its wildlife and environment are funded for future protection. The principle "export" for 83 percent of developing countries is the tourism of its wildlife in their natural environment, which is the second most important source of income for the world's 40 poorest countries.