

A STUDY ON THE MEANING OF ECOTOURISM IN THE ENVIRONMENTAL PRESERVATION

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1. INTRODUCTION

Recently, "Ecotourism" is promising in the tourism industry. The consumers that have consciousness of more environment-friendly lifestyles are increasing, and they feel that Ecotourism is appropriate for their taste. Moreover, the administration also positively starts promotion and support of Ecotourism, and it is expected as environmental preservation in the region and as a means of regional activation. However, the concept of Ecotourism that people think of is various, and there is no clear mutual agreement to the definition of Ecotourism and Ecotour. It is a purpose of this master's thesis to consider that Ecotourism should be, and to clarify the meaning of Ecotourism against environmental preservation through the comparison with the current state.

2. METHODS

First of all, the problems that now Ecotourism has are revealed by surveying the term interpretation, historical progress, and the current state. In this paper, I suggest that the reconstruction of the concept of Ecotourism is necessary to solve this problem, and I constructed the new concept image of Ecotourism with the type of which the precondition was an environmental side. And the questionnaire survey how Ecotour customer and general consumers think about Ecotourism in the current state was executed. Moreover, I supposed a virtual site for the Ecotour, and I quantitatively analyzed the environmental side of Ecotourism by using the Choice-Based conjoint analysis.

3. RESULT AND DISCUSSION

From the consideration, the problems that Ecotourism has are caused by "separation of concept and practice", and it was classified into two points. One is the difference of knowledge of "eco", and the other is the confusion of Ecotourism and other travel forms. By inspecting the process of the reconstruction of Ecotourism, I redefined Ecotourism, which is essential to environmental side and additional to an economic side and a cultural side.

As the result of the questionnaire survey, most of people are interested in Ecotourism, and I guess that there are a lot of people who want to participate in the Ecotour. They almost value the non-daily experience, and they don't regard the environmental side of Ecotourism as the first choice. By the conjoint analysis for consumers' awareness of environment, I clarify that the consumer has the positive utility of the option that is closer to nature and they don't tend to have the utility of the option that leads to the contribution to environment.

4. CONCLUSION

From the result and discussion, consumers don't emphasize that Ecotourism positively contributing to the environment under the present situation. Ecotourism is still at a stage on the way for development, but it is possible that this recognition will be renewed in the near future. I suggest that we should precede the Ecotour that general consumers can join easily rather than that positively contributes to the environment. Therefore, in the current state, I conclude that the meaning of the environmental preservation in Ecotourism is the cornerstone to control the bad influence on the environment for the progress in the future and to make consumers participate in Ecotour that can contribute to the environment more positively. However, this meaning doesn't always give a positive effect on the environmental preservation, so it is desirable to contribute to the environmental preservation positively in the future.