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Evaluating ecotourism: The case of North Sulawesi, Indonesia

Sheryl Ross ... Geoffrey Wall

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Abstract

Ecotourism can contribute to both conservation and development and involves, as a minimum, positive synergistic relationships between tourism, biodiversity and local people, facilitated by appropriate management. This paper applies a framework for the development and evaluation of ecotourism to three protected areas in North Sulawesi. Due to its spectacular endemic biodiversity, the potential for providing quality nature experiences in North Sulawesi is high and tourism development is occurring rapidly. Site-level evaluations of ecotourism in three protected areas were performed to illustrate the application and the utility of the framework as a tool for evaluation and to assess the status of tourism in North Sulawesi. It is revealed that current relationships between people, resources and tourism in North Sulawesi have yet to provide the mutual benefits necessary for successful ecotourism. The approach and framework used to arrive at these conclusions have wide applicability for assessing the achievements of ecotourism at specific sites and for directing appropriate management strategies for ecotourism in protected areas.



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Keywords

Biodiversity; Conservation; Development; Ecotourism; Local involvement; Natural areas; Indonesia

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