

**Testing take-up of academic concepts in an influential commercial tourism
publication**

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Abstract

Many independent travellers read and rely on the *Lonely Planet*® destination guidebooks. In 2006 the company published two global selections which effectively define its perspectives on adventure, culture and ecotourism. By analysing the content of these volumes, we can test whether information reaching individual tourists is congruent with relevant theoretical constructs. Broadly, it is: but it is less precise, comprehensive or up-to-date than published research, and relies more on example than synthesis. In addition, it has a strong emphasis on social aspects, commonly described as community ecotourism. Opportunities such as this, to analyse the affects of academic tourism research on commercial tourism publishing, are relatively rare.

Keywords: adventure, code, destination, ecotourism, guidebooks, responsible

1. Introduction and Methods

A key feature of any science is the testing of models and hypotheses against observations. In the social sciences this generally involves observations of human behaviour. In tourism studies, it involves testing the actual behaviour of humans as tourists, against theoretical models for that behaviour. One of the more powerful measures to test any model is to use that model to predict the outcome of a disturbance or intervention in the system under study, and then to test those predictions against observed changes when that disturbance actually occurs. In the tourism industry, some such disturbances are generated externally, and some internally. External disturbances include, e.g.: fuel price rises; increased security risks from terrorist attack or armed conflict; increased health risk through disease epidemics; or increased access

opportunities through new infrastructure or technology. Internal disturbances include, e.g.: construction of new tourist accommodation or attractions; development of new activities; or new marketing campaigns, including the wide variety of ecolabelling, branding and certification schemes.

Academic research and writing about tourism may in itself be viewed as an intervention in the behaviour of humans as tourists and tour providers. Most academic analysis of the tourism industry is a one-way street: academics observe tourists and the tourism providers, but the latter pay little attention to such analyses, which in general necessarily lag behind the changes in human society and behaviour which they set out to study. This contrasts with many of the natural sciences, for example, where changes in human society and behaviour are driven in part by new technologies and policies, which in turn are derived from new scientific information obtained by academic analysis of the natural world.

Cases where the tourism industry may have changed specifically in response to academic analysis should therefore be of particular theoretical interest. In such cases, academic writings may be seen as an intervention in the tourism industry, whose results may then themselves be subject to academic scrutiny. One such case is described here.

There has been a considerable volume of academic writing on the topic of ecotourism, much of it devoted to defining the term (Weaver, 2001). There have also been a number of attempts to compare individual commercial tourism products which market themselves as ecotourism, against academic or government definitions, to see how well or poorly they comply (Buckley, 2003a). In theory, ecotourism certification schemes make the same comparison, but within a commercial rather than an academic

framework; and there are also academic analyses of the degree to which such ecocertification processes and ecocertified products comply with academic definitions of ecotourism (Font and Buckley, 2001; Font, 2002).

Recently, a new and different opportunity has become available to test the commercial uptake of academic theory in ecotourism. The very well-known tourism publisher *Lonely Planet*® has published two books which include both text descriptions, and product selections, illustrating *Lonely Planet's* commercial and related terms. By examining the content of these volumes we can test the degree to which an influential commercial tourism organisation has adopted academic views on a particular tourism topic. As noted earlier, such opportunities are relatively rare. This particular comparison is all the more interesting since the *Lonely Planet* books themselves make very little reference to academic publications.

Lonely Planet® guidebooks are relied upon routinely by independent travellers worldwide as a key to accommodation, transport and activities in particular destination regions. The guidebooks have moved increasingly upmarket in recent years, featuring luxury as well as backpacker options, and commercial tours as well as budget options. This may be part of the company's competitive publishing strategy. Alternatively, this may simply reflect the aging of its original customer base, who may now be cash-rich but time-poor rather than time-rich but cash-poor.

During 2006, *Lonely Planet* published a set of 82 case studies in ecotourism under the title of *Code Green* (Lorimer et al., 2006). Under the title *Blue List*, it also published a set of 26 top-10 lists under a wide variety of themes, including ecolodges and extreme

environments, nature and remote areas, adrenalin rushes and sustainable tourism, treks and wildlife watching.

From a methodological perspective, there are three types of relevant content in the two *Lonely Planet* volumes. Firstly, there are sections of text which express the views of *Lonely Planet* authors directly. These include, for example, the introductory pages and a number of text boxes in each book. Secondly, the selection of case studies and top-10 lists in themselves reveal *Lonely Planet* perspectives. And thirdly, at least in *Code Green*, each case study includes a list of credentials, effectively reasons why it was selected.

Here, therefore, all three of these components are analysed to determine whether *Lonely Planet*® defines ecotourism in the same way as academic researchers.

2. Results

2.1 *Criteria and Definitions*

Code Green claims to be about so-called responsible tourism rather than ecotourism as such. Responsible tourism is a rather vague term, at least potentially susceptible to the same shortcomings as the chemical industry's "Responsible Care" initiative, critiqued by Gunningham and Grabowsky (1998). The term does not appear to have been analysed in the research literature to the same extent as ecotourism, though it has been promoted by particular authors such as Chemish (1998), Sirakaya et al. (1999), Goodwin and Francis (2003) and Medina (2005). The definition used by Goodwin's International Centre for Responsible Tourism (2006) is that "responsible tourism: minimises negative economic, environmental, and social impacts; generates greater

economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; involves local people in decisions that affect their lives and life chances; makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity; provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; provides access for physically challenged people; and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence". This definition is thus highly congruent with accepted definitions of ecotourism (Buckley, 1994, 2003a; Weaver, 2001).

According to the concept put forward in *Code Green*, responsible travel "can be more-or-less defined as travel that takes into consideration ... 'triple bottom line' issues". *Code Green* is vague as to how such a triple bottom line should actually be assessed, but some of these technical issues have been considered by Buckley (2003b). In most formulations of this concept, however, the economic component of the triple bottom line refers to commercial viability. *Lonely Planet*, in contrast, seems to mean an economic contribution to host communities through local retention of revenue. This is an equally significant but conceptually distinct issue, often considered as part of the social rather than the economic bottom line (Buckley, 2003b).

The way *Code Green* expresses triple-bottom-line issues is as follows. "**Environment:** Travel that minimises negative environmental impacts and, where possible, makes positive contributions to the conservation of biodiversity, wilderness, natural and human heritage. Where travellers and locals learn and share information, leading to better appreciation and understanding. **Social/Cultural:** Travel that respects culture and

traditions and recognises the rights of all peoples to be involved in decisions that affect their lives and to determine their future. By involving and engaging local people, there is authentic interaction and greater understanding between travellers and hosts, which builds cultural pride and community confidence. **Economic:** Travel that has financial benefits for the host community and operates on the principles of fair trade. Monies spent by travellers remain in the community through the use of locally owned accommodation, staff and services; funding community initiatives, training or other in-kind support.”

This approach includes the minimal-impact and conservation-contribution components common to most ecotourism definitions (Buckley, 1994; Weaver, 2001). It also includes the community-contribution component included by some (Scheyvens, 1999; Wearing and McLean, 1997; Wearing and Neil, 1999; Wearing and McDonald, 2002; Jones, 2005; Kontogeorgopoulos, 2005). It says nothing, however, about guided interpretation, considered as critical by some commentators (Black and Ham, 2005). This omission might be due to the *Lonely Planet* emphasis on independent travel, except that many of the case studies cited are fully guided commercial tours.

2.2 *Text Boxes*

Code Green contains a number of text boxes covering issues, institutions and quandaries which independent travellers might face in their quest for responsibility. On the social side, for example, it describes the role of the International Porter Protection Group in the Himalayas, an organisation dedicated to the welfare of porters and climbing Sherpas and supported by a number of trekking and climbing tour operators. The extremely difficult issue of how best to respond to begging is also addressed. This

goes well beyond most academic analyses of ecotourism or sustainable tourism, with a few exceptions such as Mowforth and Munt (1998).

Three of these text boxes examine some of the environmental aspects of travel and tourism. One of these refers the reader to commercial organisations who will plant trees if you pay them, supposedly to offset carbon dioxide emissions associated with holiday travel. These schemes, however, may simply be a way for plantation owners to profit at the expense of guilt-ridden and gullible travellers. It is difficult to see that they make a serious contribution to conserving the natural environment. From an environmental perspective, a much more effective use of such funds would be to buy out logging leases or conduct political lobbying against the continuing logging of old-growth forest, especially in developing nations. This, however, would require representatives of the tourism industry to take a public stand against unsustainable practices in other sectors. To date, very few individual companies have been prepared to take this approach (Buckley 2003a). Whether or not such tree planting schemes are much actual use, however, they are widely touted as such and we can hardly expect *Lonely Planet* to make a critical analysis on its own account.

Code Green offers three tips for travellers to tell if holidays are “green or just greenwash”. The first is that operators who are serious about environmental and cultural issues ought to have a written policy, advertised openly or readily available on request. The third is that operators who make a contribution to conservation or culture are commonly proud to talk about it, at least if you ask them. And the second is that, in *Lonely Planet’s* view, operators ought to do all of the following, and be able to demonstrate it: recycle waste; avoid overcrowding; employ local guides; train guides in minimal-impact practices and interpretative skills; provide clients with educational

materials on environment and culture; limit group sizes; purchase goods and services locally and fairly; use family-owned and minimal-impact accommodation; leave a large proportion of revenue with the local community; and establish or assist in local conservation projects or charities.

These are good criteria for ecotourism, but not easy to use in practice. Some operators who have excellent credentials prefer not to boast about them, whereas others may make a conspicuous display of credentials which are largely fudged or faked. Again, however, these are difficulties faced by any ecotourism auditor, certification scheme or researcher (Font and Buckley, 2001; Buckley, 2003). The criteria put forward by *Lonely Planet* may be hard to apply in practice, but they do indeed match with those which might be used by academic ecotourism auditors.

For the independent wilderness hiker and camper, *Code Green* provides a list of minimal-impact practices, as summarised in Table 1. There are one or two additional instructions in the book's introduction and endnotes: for example, don't buy artefacts made from wild animals or plants; don't approach wildlife too closely; and leave extra packaging at home. These recommendations are considerably less detailed than minimal-impact guidelines provided by protected area management agencies, ecotourism associations or research organisations (Buckley, 2002). There are also a few points where the *Code Green* recommendations differ from standard practices. For example, most minimal-impact codes would suggest the use of a fuel stove rather than a campfire wherever possible. Similarly, whilst there was a short-lived fashion for burning toilet paper, this is no longer recommended except perhaps in alpine or polar environments: in dry areas it carries a fire risk, in wet areas the paper will rot anyway. In addition, these minimal-impact guidelines are restricted to hiking. For a book about

responsible tourism, this seems inadequate. Minimal-impact materials are now freely available for a wide range of different outdoor activities, not only for hiking and camping (Buckley, 2002). Given that the case studies in *Code Green* cover a considerable range of activities, and specifically include bicycling, boating and kayaking these educational materials could easily have been more extensive.

[INSERT TABLE 1 NEAR HERE]

2.3 *Products Featured*

The most reliable indication of the *Code Green* perspective on ecotourism or responsible tourism can be derived not from the editorial material such as text boxes, but from the particular products featured and the credentials listed for each. These are summarised in Table 2. The case studies presented range quite widely in both price and duration (Figures 1 and 2).

[INSERT FIG 1 NEAR HERE]

[INSERT FIG 2 NEAR HERE]

Of the 82 case studies described, five involve a private or community conservation reserve, either terrestrial or marine. Several contribute to public protected areas through fees, funds for rangers, or volunteering. Five encourage lobbying against environmental damage by other industry sectors. Eight benefit wildlife, eg through reintroductions or reduced poaching. Eight contribute to research. Twenty-one claim minimal-impact operations of some form, whether through rules, technologies, quotas or management. All of these represent contributions to the environmental bottom line.

In 11 of the case studies, the operators concerned hire local guides, and in 18 the tours contribute to local employment less directly. Eight contribute cash directly to local residents; four fund projects to benefit locals; and seven support schools or other educational efforts. All of these represent local economic contributions, which may be viewed as part of the social bottom line. Twelve of the case studies involve cultural interactions and/or interpretation, though these may provide social benefits mainly for the tourists rather than the locals.

The selection is very broad, with perhaps a little under 50% potentially qualifying as ecotourism under more stringent definitions. About 15% are volunteering opportunities, and a little over one third have a strong social focus. Monopoly guiding rights for particular local groups seem to be especially emphasised. This represents a particular viewpoint, not necessarily justified by demonstrable social, environmental or even economic benefits.

[INSERT TABLE 2 NEAR HERE]

2.4 Blue List

There are two main parts to the *Lonely Planet Blue List*. The first third consists of worldwide top-10 lists in various categories; and the remaining two thirds consists of country-by-country summaries, including lists of “what’s hot” for each. Both ecotourism and adventure products and destinations are featured, but not exclusively. Top-10 lists relevant to ecotourism and adventure travel are summarised in Table 3.

[INSERT TABLE 3 NEAR HERE]

Four of the top-10 lists are relevant to ecotourism: those for wildlife, natural attractions, sustainable travel and ecolodges. The top-10 list for wildlife watching includes Kenya, Malaysian Borneo, Madagascar, Belize, Botswana, Costa Rica, the US Everglades, Australia's Great Barrier Reef, Bolivia and the Galapagos Islands in Ecuador. All of these are mainstream wildlife tourism destinations.

Under spectacular natural attractions, the *Lonely Planet* picks include two deserts, a giant salt lake, a canyon, a coral reef, a mountain range, two lake districts and a waterfall (Table 3). Commercial nature tours are offered in, or to, all of these.

One of the most revealing of the top-10 lists is the selection for sustainable travel. The list includes two conservation volunteer programmes, a variety of hiking and wildlife-watching experiences, an ecolodge and a seakayak tour, Antarctic cruising, and a fly-in tour to an Australian Aboriginal rock art site (Table 3). Top of the list is an interpretive walk with San Bushmen in the Kalahari. As with all these lists, no reasons are given for these particular selections. Many of them have been described in the tourism research literature and would indeed comply with mainstream definitions of sustainability. The environmental costs of transport, however (Simmons and Becken, 2004; Gössling and Hultman, 2006), do not seem to have been a major consideration.

To pick the world's top 10 ecolodges would be a daunting task for any ecotourism researcher, but the *Blue List* makes a bold attempt nonetheless (Table 3). Some of them have been described in detail in the tourism research literature, others not. Price was clearly not a consideration, with some of the selections at the luxury end of the market.

Whilst the precise picks and ranks would certainly be open to debate, the list does seem to indicate that the *Lonely Planet* conception of an ecolodge is indeed congruent with that used in the research literature.

Five of the lists are relevant to adventure travel: treks, extreme environments, remote areas, adrenalin rushes and so-called tough-travel destinations. Some of the treks selected for the *Blue List* are relatively easy, others quite the reverse. Most are available as commercial adventure tours. Under the heading of extreme environments, *Lonely Planet* lists four deserts, four mountain ranges and two cities (Table 3). There are commercial tours to most of these, though the city destinations would not be marketed as adventure.

Remote is a relative term. All but two of the regions nominated by *Lonely Planet* (Table 3) are routinely accessible by scheduled transport; though access on the ground can be more demanding. Even so, it seems difficult to justify the listing of Perth, Australia, as remote under any but the most Eurocentric of definitions. Perhaps six of the areas listed are routinely included in commercial adventure tours.

The list of adrenalin rushes is wide-ranging. It includes passive terror, whether involuntary as for a taxi ride in Thailand, or voluntary as for a theme park ride in Las Vegas (Table 3). There are safe but perhaps potentially unnerving experiences such as parasailing and the Sydney Harbour Bridge climb. There are well-managed and heavily-commercialised but still potentially risky tours such as swimming with sharks or rafting the Zambezi. And there are highly active and participatory options such as rock climbing at Yosemite, or running with the bulls in Pamplona: an adrenalin-charged experience even for veterans of the event.

Ten countries are picked as particularly dangerous, whether for wars, terrorism, street crime, or kidnappings (*Blue List*, pp. 32-33). Despite such negative press, commercial tours do indeed visit Pakistan, Afghanistan, Algeria, Yemen and so on, though possibly not Dagestan.

The country-by-country component of the *Blue List* focuses mostly on modern culture and conveys rather little about *Lonely Planet* perceptions of ecotourism and adventure travel, or even cultural tourism in the ACE sense of Fennell (1999, p.53). Scenic splendours are mentioned for Argentina and Iceland; national parks for Chile and El Salvador; adventure activities for Ecuador and Ethiopia; wildlife watching in Botswana, Madagascar and Tanzania; diving in Belize and Oman; and trekking and hiking in Peru, Nepal, Tibet, the UK, Jordan and New Zealand. These do not seem to be representative selections either of the countries where particular activities are available, or the activities available in particular countries. Little, therefore, can be deduced from this section of the book.

3. Conclusions

Lonely Planet publications are written for retail sale to individual travellers, whether they make their own way or take commercial tours. They are not intended as analytical texts. Whether by example or exhortation, however, they do embody a particular philosophy of nature and adventure travel and associated cultural interaction. The top-10 picks in the *Blue List* are perhaps too brief and eclectic to make any reliable judgement as to how *Lonely Planet* defines adventure or ecotourism, but at least they do

not seem to be severely out of line with academic concepts. *Code Green* contains a great deal more information and some more definitive conclusions can be drawn.

Lonely Planet seems to make little use of analytical research literature, instead relying rather uncritically on readily-accessible websites which claim some kind of green-travel credentials. Some of these sources are reliable, others rather less so. Perhaps ironically, whilst generally urging independent travellers to do their homework thoroughly, *Lonely Planet* may not have done its own as well as it might. This applies also to its minimal-impact recommendations. In listing criteria for travellers to distinguish green from greenwash, *Lonely Planet* is more comprehensive but focuses strongly on social aspects such as local purchasing. There is perhaps some contradiction with its endorsement of, for example, a luxury resort in Dubai, which may well contribute to a private conservation reserve but is unlikely to source all its supplies in local communities.

The richest source of data, however, is the selection of the 82 studies themselves, and the justification given for each. Only about half of these would probably qualify as ecotourism under academic criteria.

Overall, it would appear that whilst the messages conveyed to individual travellers through these guidebooks are not contradictory to concepts and constructs in the research literature, the *Lonely Planet* approach is rather broader and less precise; and perhaps most importantly, it has a stronger emphasis on social rather than ecological aspects, what has been described elsewhere as community ecotourism. That is, ecotourism as presented to retail purchasers of the *Lonely Planet* guides is broadly, but by no means accurately, based on academic constructs of ecotourism.

The approach reported above represents only a single test using a single commercial entity, albeit an influential one. In addition, it tests only how well academic concepts of ecotourism are represented in a retail-level commercial tourism publication aimed at independent travellers, and not how well those travellers actually follow the principles set out in that publication. Despite these limitations, it provides a useful test of feedback links between commercial tourism and academic analysis. If tourism theories are to remain grounded in real-world tourism practices, such feedback links, and the opportunities to test them, are of critical significance.

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Table 1: Minimal-impact Hiking Practices Recommended by *Lonely Planet Code Green*.

“stay on existing trails even if muddy, don’t shortcut;
walk on rocks or hard soil rather than plants, especially at high altitudes and latitudes;
carry out rubbish, including cigarette butts and tampons;
pick up others’ rubbish;
don’t buy bottled water, boil or purify your own;
camp on sand or leaf litter, not alpine meadows;
don’t dig ditches;
camp at least 30 metres from any lake or stream;
bury human waste at least 15 cm deep and 100 metres from any trail or watercourse;
burn toilet paper;
carry water at least 50 m from the source for washing;
use only biodegradable soaps and shampoos;
don’t swim upstream from local water collection points;
light fires only in existing sites and where permitted;
burn only dead fallen timber and keep fires small;
don’t put batteries or plastic in fires;
extinguish, cover and disguise fires before leaving.

Table 2 Lonely Planet® Code Green Case Studies

Country	Place	Tour Operator	Main Credentials Claimed
Cameroon	Bamenda	Birding Africa	Pay for rangers, local artefacts
Dubai	Al Maha	Al Asha Resort	Private reserve, reintroductions, 5% of profits to conservation projects
Egypt	South Sinai	Mountain Tours	Jabaliya Bedouin guide monopoly
Ethiopia	Simien Mts	Peregrine Adv	World Heritage, gate fees, job equity
Senegal	Abene	Various local	Learning drums in <i>campements</i>
Jordan	Wadi Mujib	RSCN (parks)	Quotas, local guides, reintroductions
Kenya	Leroghi Mts	Sambuni Treks	Low-impact camps, funds to local schools
Madagascar	Ranomafana	Earthwatch	Sifaka research by volunteers
Mali	Dogon Country	Toguna Adv	Local guides, cultural interpretation
Morocco	Atlas Mts	Kasbah du Toubkal	Local jobs, community projects
Mozambique	Lake Nyasa	Nkwichi Lodge	Less poaching, burning; local jobs, US\$5 per bed night to Community Trust
Namibia	Damaraland	Wilderness Safaris	Community conservation area, increased wildlife populations, local jobs, 10% of room revenue to schools and stock compensation
Namibia	Kalahari	Tsumkwe Lodge	US\$12,000 pa to local villagers

Uganda	Burundi NP	Discovery Initiatives	Park funding, local jobs, US\$20 per person to projects
South Africa	Capetown	Various	Local tours, accommodation
South Africa	Pretoria	De Wildt Centre	Cheetah and other wildlife conservation
Tanzania	Chumbe Island	Chumbe Resort	Low impact, private marine reserve, education
Zambia	Zambezi	Exodus	Low-impact camps, local jobs
Bhutan	Paro	Yangphel	High visa fees to government
Borneo	Batang Ai NP	Borneo Adventure	Village tourism, education fund
East Timor	Atauro Island	Tua Koin	Recycling, solar power, water conservation
India	Uttaranchal	Kumaon	Village-to-village walk, local guides
India	Ladakh	World Expeditions	Minimal-impact camping, local guides
India	Pench Tiger Reserve	Discovery Initiatives	US\$68 per tour to tiger NGOs; meeting village elders
India	Varanasi	Yoga Schools	Interact with locals
Japan	Iriomote	Mayagusuku	Interpretation, alternative to large-scale beach resorts
Kyrgyzstan	Bishkek	CBT	Low impact horse trek, local accommodation
Mongolia	Arhangai	Ger-to-Ger	Small groups, aid-funded project, 65% of trip goes to local herders
Nepal	Mustang	CRTP	Temple restoration funded by tours

Nepal	Rolwaling	Peregrine Adv	Trekking toilets, microhydro power
Sri Lanka	Unawatuna	Local	Independent travel, local expenditure
Tajikistan	Pamir Mts	MSDSP	Aid-funded project, local yurts, crafts
Thailand	Bon Kingkaew	World Endeavours	Volunteering in orphanage
Thailand	Phuket	Gibbon Rehabilitation	Gibbon rehab centre inside park
Australia	Kimberley	Kooljaman	Indigenous equity, profits to Bardi people
Australia	Ingram I	Earthwatch	Volunteering for hawksbill turtle research
Australia	Lord Howe Is	Various local	World Heritage, quota, bicycles, recycling
Australia	Arnhem Land	Davidsons	Mt Borradaile Aboriginal rock art site
Australia	Ningaloo	Ningaloo Blue	Whalesharks, park rules
Australia	Sydney Harbour	Natural Wanders	Seakayak tour, yacht crewing
Australia	Red Centre	World Expeditions	Minimal-impact, hiking, composting toilets at park camps
Australia	Tasmania	Tarkine Trails	Lobby against logging
Australia	Uluru	Anangu Tours	Aboriginal interpretation, revenue
New Zealand	Kaikoura	Whale Watch Kaikoura	Maori owned, exclusive rights
New Zealand	Waipoua	Footprints Waipoua	Maori owned, exclusive rights

England	Coast-to-Coast	FIT cycling	Low-impact transport, local interactions
Finland	Oulanka NP	Metsahallitus	PAN Parks; trails, cabins
Greenland	Tasiilaq	Tuning Incoming	Local hunters as guides
Ireland	Lough Derg	CELT	Forestry education, NFP
Poland	Bialowieza	Various, local	European bison, licensed guides, local culture, lobby against logging
Romania	Carpathian Mts	Exodus, CLCP	Bear and wolf conservation
Romania	Danube Delta	Various, local	World Heritage, local expenditure
Russia	Lake Baikal	Earth Island Institute	Volunteer, trail construction, environmental monitoring
Switzerland	Alps	Naturetrek	Wildflower walks, family hotel
Canada	Arctic Guide	Frontiers Foundation	Volunteering, housing and schools
Canada	Vancouver I	Pacific NW	Orca seakayak, whalewatch rules, research
Canada	Saskatchewan	Two Worlds of Horse	Cattle ranching, Cree family
USA	Bluff, UT	Llama Pack	Llama tours, Anasazi ruins
USA	Grand Canyon	Xanterra	Winter mule rides, off-season visit
USA	Maine	J & E Riggin	Sailing windjammers, leave-no-trace policy
USA	Route 66	Car Rental	Small-town travel

USA	Various	Sierra Club	Volunteer trail maintenance
USA	Yellowstone NP	USNPS	Volunteer research on bears, bison, wolves
Fiji	Yasawa Is	Southern Sea Ventures	Seakayak, minimal impact, local accommodation, education fund, fees to villages
Micronesia	Nan Madol	Local Trips	Snorkelling, ruins, locals
Palau	Rock Islands	Various	Live-aboard dive charters
Tonga	Vava'u	Whaleswim Adventures	Permit system, quotas, research, lobby against whaling
Antarctica	Peninsula	IAATO members	Antarctic Treaty, MARPOL, 4-stroke outboards, research
Bahamas	Exuma Cay NP	Starfish	Marine reserve, conservation, low infrastructure, local operators
Bolivia	Madidi NP	Chalalan	Conservation of flora and fauna, supports 74 Indigenous families
Brazil	Pantanal	Earthwatch	Conservation Research Initiative with Conservation International; research on giant otters
Chile	Rio Futaleufu	Mountain Travel Sobek	Rafting, US\$10 per trip to lobby against dams
Chile	Torres del Paine NP	Blue Green Adventures	Horseriding tours, local wranglers, local supplies
Cuba	Havana	Homestays	<i>Casa particulares</i> , local accommodation
Ecuador	Galapagos Is	Lindblad Expeditions	Parks service naturalist guides, US\$40 per visitor to parks service

Ecuador	Amazon R	Kapawi Ecolodge	Revenue to local communities
Guatemala	Antigua	Various	Volunteer schoolteaching
Antilles	St Eustatius	Stenapa	Volunteering for parks service, diving
Peru	Tambopata	Biosphere Expeditions	Volunteer research, carbon offsets
Venezuela	St Elana de Uairen	Various	Volunteering in schools and conservation projects

Table 3 Lonely Planet® Blue List Top-Ten Lists

No	Wildlife	Remote	Tough	Extreme	Treks	Spectacular	Sustainable	Ecolodges	Adrenalin
1	Kenya	Death Valley, USA	Pakistan	Sahara, Mali	Everest Base, Nepal	Atacama, Chile	Tsumkwe, Kalahari	Alandaluz, Ecuador	Bull run, Spain
2	Borneo	Antarctica	Colombia	Atacama, Chile	Inca Trail, Peru	Lake District, England	Cruising Antarctica	Basata, Egypt	Shark swim, South Africa
3	Madagascar	Siberia, Russia	Afghanistan	Danakil, Ethiopia	GR20, France	Milford Sound, New Zealand	Seakayak, Fiji	Nikita's, Russia	Zambezi raft, Zimbabwe
4	Belize	Barrow, Alaska	Algeria	Outback, Australia	Pays Dogon, Mali	Plitvice Lakes, Croatia	Park Volunteer, USA	Daintree, Australia	Parasail, Mexico
5	Botswana	Cliffs of Moher,	Dagestan	Banff NP, Canada	Himalayas, India	Angel Falls, Venezuela	Carpathian Carnivores	Blumau, Austria	Rock climb, Yosemite USA

Ireland

6	Costa Rica	Jan Mayen Is, Norway	Haiti	Ladakh, India	Overland, Tasmania	Sossusvlei, Namibia	Mt Borrodaile, Australia	Chalalan, Bolivia	Dolphin swim, New Zealand
7	Everglades, USA	Amazon, Bolivia	Syria	Mexico City, Mexico	Routeburn, New Zealand	Grand Canyon, USA	Hiking, Bhutan	Treehouse, India	MiG-25 flight, Russia
8	Great Barrier Reef, Australia	Nunavut Canada	Nigeria	Andes, Ecuador	Narrows, Zion, USA	Rocky Mts, Canada	Chalalan, Bolivia	Chumbe, Tanzania	Theme-park ride, Las Vegas
9	Bolivia	Easter Is, Chile	Sierra Leone	Delhi, India	Haute Route, Switzerland	Salar de Uyuni, Bolivia	Gorillas, Uganda	Arenal, Costa Rica	Bridge climb, Sydney
10	Galapagos, Ecuador	Perth, Australia	Yemen	Alaska Range, USA	Baltoro–K2, Pakistan	Great Barrier Reef, Australia	Whales, New Zealand	Turtle Is, Fiji	Moto-taxi, Thailand

Figure Legends

Figure 1 Price distribution of *Code Green* selections

Figure 2 Distribution of tour length *Code Green* selections

Figure 1

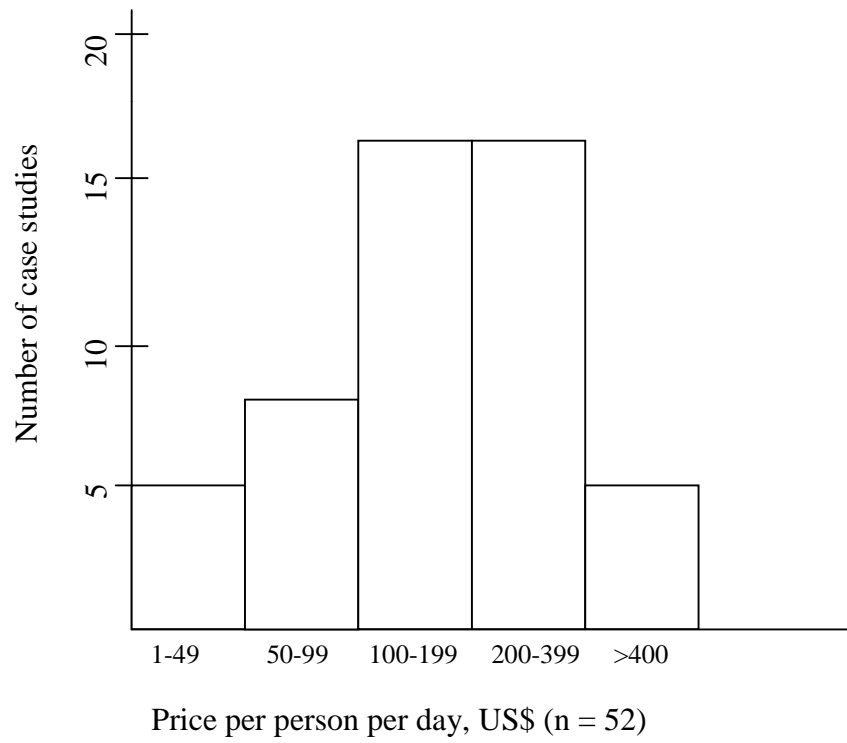
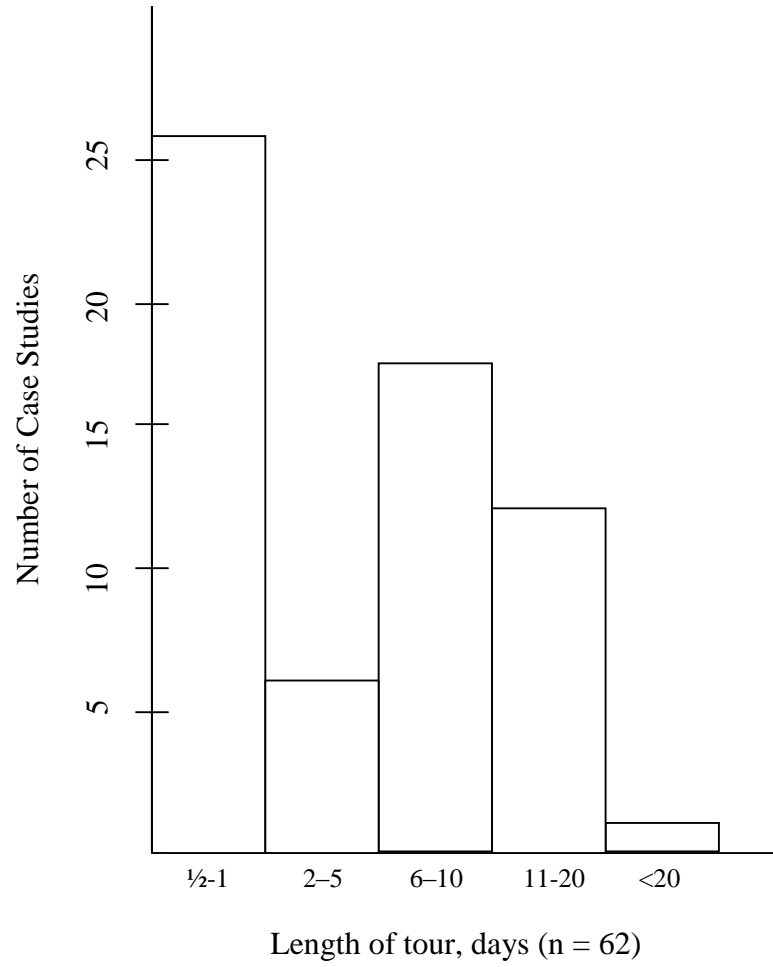


Figure 2



Therefore, for anyone who relies on tourists and tourism, understanding the consumer behavior is essential. The good news is that this behavior has been extensively studied. A recent TRAVELSAT report listed 5 Factors Influencing Tourist Destination and Tourism when it comes to tourists picking their travel destination. These are: Recommendations from friends & relatives. To browse Academia.edu and the wider internet faster and more securely, please take a few seconds to upgrade your browser. [Log In](#). [Sign Up](#). [Log In](#). [Sign Up](#). [more](#).

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