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Master 2 Management du Tourisme et des Relations Internationales

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To what extent can environmental issues play a role in the traveller's choice of a holiday destination?

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It has been decades since we could hear about sustainable tourism with such buzzwords as "ecotourism", "green tourism" and many others. Today the tourism sector is the world's biggest economic activity. Travel responsibly is gaining importance due to the now rampant awareness regarding environmental issues all over the World.

It is nowadays fashionable to sell something "green" and not only in the tourism sector. It has become a commercial argument and that is why we can wonder about the real commitments it involves. In a meantime, if "green" is a marketing purpose, does it mean anything to the consumer and does it influence their choices?

Taking care of the environment may be a fad these years, but it is a worldwide one. What does it mean in terms of actions? And as we know travelling is felt as something important to everyone and as everybody feels concerned by environmental issues, then why is ecotourism still marginal within the tourism sector?

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Introduction

"Sea Sand and Sun" is over. This "stupid tourism" is not fashionable any more. Mass tourism and luxury tourism have bored tourists, and nowadays they look for a more sensorial, cultural and human experience. The trend is now to travel in the respect of the environment and local people. More and more, the places attracting tourists these years are national parks, islands, breathtaking landscapes, or places where they can practise a sport related to nature. That is why it is sensible to try to develop this new way of travelling. Tour operators and travel guides understood that throughout the years, and now sustainable travel guides and products are flourishing all over the market. The urge of interest for worldwide citizens to care about the environment and local communities is not new, but it has lead to a new trend in the tourism sector.

In fact, for decades, tourism has been the driving force behind some governments' policies in order to generate their country's growth. Tourism developed itself most commonly as a mass tourism and promoted all inclusive "package" products. In this context the traveller has way too much become a consumer. Driving such a bargain on travels generated numerous negative effects. Among others is the fact that a little number of very powerful tour operators is imposing their own rules, prices and often even their own marketing standards on host countries and local suppliers as well as on their own clients.

In this monopolistic context, small local suppliers are under pressure and drive a stiff competition between themselves leading to a trivialization of their products. At the end, this competition lead to regrettable consequences as much for the suppliers themselves as for their social, ecological, economical and cultural environment. In the meantime, the local populations who would like to start making business in this new activity in order to create growth and development opportunities for themselves have difficulties to find commercial partners and space to create a tourism industry which could allow them to live within dignity.

Since the 1980s environmental issues and the idea of preserving the local communities and landscapes are gaining importance as several studies have underlined the fact that all the tourism activities were damaging the planet's resources. Indeed the phenomenon of more responsible kinds of tourism started at that time when the first impacts of mass tourism were arising in fragile areas and communities. Moreover, due to an unintended but efficient marketing more and more people are now willing to learn more about other cultures in order to live a "real" experience of its own. This is how sustainable travel under all its forms such as ecotourism, ethic tourism, green tourism and many others are thus becoming a growing stake in the tourism sector.

In this project, we are going to talk more about ecotourism as it is the form of responsible tourism which takes care more about environmental and ecological issues which are our subject. More than mastering the impacts of tourism on the environment, ecotourism is first of all a tool to protect it. It tries to give an economic worth to a piece of nature exposed to a non sustainable exploitation.

The concerns became so unavoidable in the travel sector, that they lead The International Ecotourism Society (TIES) to establish the first definition and principles of ecotourism in 1990 as a "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990)

Nowadays, some new aspects of tourism draw attention to researchers. For example the structure of holidays is now changing. Tourism patterns as well. Due to the growth of individualism and the evolution of the family standards in developed countries' societies people have changed their way of taking holidays. Unlike one month of holidays once a year before, today people are more likely to take several 4 or 5 days' trips spread over the year. Coming along with this trend, city breaks are more and more sought after, allowing the development of low cost airplane companies. As many studies have estimated that air traffic accounts for 10% of greenhouse gases worldwide, the idea to pay in order to offset the carbon emissions created because of the flight gained popularity in minds. This is good if you want to contribute in paying the price of the degradation of the environment, but what if you want to protect it? This example is one out of many starting to explain why and how sustainable tourism became more and more popular over the past years.

Today as the tourism sector reckons an annual growth of 6%, the stake of ecotourism grows by up to 30% (depending on the destination) each year. It counts this year for just over 6% of all travels. Why does such a huge and worldwide concern keep a marginal stake in such a thriving industry?

All these grounds let us to wonder what exactly "ecotourism" does, and the other kinds of sustainable travel mean. We will see the definitions and the misuse of the terms for commercial purposes. Then, in a second section, we will deal with the importance of the green concept nowadays; the growing worldwide consciousness in every field. To finish, in a third section we will discuss about the reasons and consequences of the paradox between the importance given by most people to a greener travel and the still marginal stake ecotourism occupies in the travel industry.

I. Environment and tourism

The tourism industry has known a real expansion around the World during the past 30 years. The industry generates economic growth and that is why has often been used as a tool to develop a country. This motivation gave birth to a tourism industry we all know today under the name of mass tourism implying huge energy consumption, greenhouse gas emissions, wastes, involvement in a soaring urbanisation in natural places, and sometimes causing problems within the society as with compulsory purchases, water problems, conflicts of interest or use…

A survey from the World Tourism Organisation (WTO) highlights that tourism generates 5% of annual carbon dioxide emissions, that is to say 1.3 billion tons of greenhouse effects gas. That is why professionals have the duty to try to change the situation and promote alternative forms of tourism. In 1995, only 565 million people travelled around the World, in 2006 they were 850 million, and thanks to the WTO, this number should double by 2020. How come not to feel concerned about the pollution it will generate and the impact it will have on the environment and the planet?

Nowadays, the ecological awareness surge, reinforced by the emergence of citizens' pro-ecotourism moves, more and more sensitive to the natural resources on Earth and to the disparity between people, leads political powers to think differently about the tourism industry and its development. It is from now on necessary to add social, environmental, and ethical dimensions to the economic aspect. Taking these three dimensions into account lead to what we called "sustainable development". Applied to the tourism industry, we now have the possibility to see the emergence of a "sustainable tourism". It can be declined into diverse forms as ecotourism, responsible tourism, jungle tourism, nature tourism, ethic tourism and many others. Each name has its proper definition and advocates different norms to give priority to one side of the industry more than another in order to promote the kind of tourism they want to develop. They can either try to take care about the local populations and improve their everyday life, or stress the environmental issue of tourism.

First coined in 1978 by Kenton Miller, "ecotourism" is born from all these wonderings about the environmental impact of tourism on the planet. Even if it has been favoured in many countries to develop the country wealth and growth, it has been proved that sometimes this industry can harm more the country than bring benefits for the host populations. For the people

who have travelled in the developing world, a dose of "traveller's guilt"[1] in inevitable. They can see the contrast between the poverty around them and their relative wealth as well as they can see that the tourism industry can be really destructive to nature and environment. Thanks to this willingness to protect the beauty of touristic places and reduce the negative effects of tourism, the idea of ecotourism has grown as an alternative.

A – Definitions

1. A growing new trend

Since the beginning of the tourism industry, the world has known a real trivialisation of tourism and especially mass tourism. As a matter of fact this evolution lead to damages in terms of pollution due to transportation means, and in terms of economic and cultural disruption between developing and developed countries. These damages increased the awareness of people and authorities regarding the subject around the world.

Later, in 1991, 'ecotourism' is described by the International Ecotourism Society (TIES) in the most succinct definition existing today. Thanks to them, it is a 'responsible travel to natural areas that conserves the environment and improves the well-being of local people'. Ecotourism is often claimed by many studies to be the most rapidly expanding sector within the tourism industry. But when its growth is measured, ecotourism is usually coupled with many other kinds of tourism such as nature, wildlife and adventure tourism. To be accurate in the studies, ecotourism should be viewed as distinct from these other categories.

Indeed, nature tourism involves travel to unspoiled places to experience and enjoy nature, involving moderate and safe forms of exercise such as hiking, biking, sailing and camping. Wildlife tourism involves travel to observe animals in their native habitats. Adventure tourism is like nature tourism but it requires physical skill to practise some activities such as rope climbing, deep-sea diving, bicycling or kayaking; all this involving a bit of risk taking. All these forms of tourism are solely focused on the recreational part of the travel, unlike ecotourism which is better defined by the benefits it can occur to both conservation and people in the host country. Those who implement and participate in these activities should follow some ecotourism principles such as minimizing the impact of the activity on the environment, building environmental and cultural awareness and respect, providing positive experiences for both visitors and hosts, providing financial benefits and empowerment for local people, and teaching about host countries' political,

[1] LORIMER, Kerry, *Code Green: Experiences of a life time*, Australia, Lonely Planet Publications Pty Ltd, May 2006. Introduction p.8.

environmental, and social climate in order to make them gain some more sensibility about this problem.

Partly due to the misuse of the ecotourism label, and partly due to the recognition that the principles of ecotourism could – and should – apply to all tourism, not just in natural areas, a new paradigm has emerged: sustainable tourism.

Sustainable tourism can be more-or-less defined as travel that takes into consideration the following 'triple bottom line' issues as it is explained in Mader's conceptualization of the industry[2]:

- Natural conservation: Travel that minimises negative environment 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.
- Community participation: Travel that respects culture and traditions and recognises the rights of all people 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 build cultural pride and community confidence.
- Economic sustainability: 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 their in-kind support.

When applied accordingly to the definition as above, sustainable tourism can be a powerful tool for conservation of biodiversity and for sustainable development. [3]

The problem with this "sustainable tourism" is that it embraces many other tourism forms, each being defined only by putting forward one two specific aspects. For example, responsible tourism is part of sustainable tourism, but stresses the point on the social and cultural pillar more than the economic and environmental ones. It underlines the importance of a cultural and social exchange and the learning and understanding of host communities. On the other hand, fair tourism is inspired by the commercial principles of fair trade and focuses on the fair income of local actors and the purchase of environmentally friendly products.

[2] MADER, R. (2002). *Sustainable development of ecotourism web conference*, 2002. Retrieved March 1, 04 from http://www.planeta.com/2002ecotourism.html
[3] LORIMER, Kerry, *Code Green: Experiences of a life time*, Australia, Lonely Planet Publications Pty Ltd, May 2006.

These differences between the various forms of sustainable tourism make ecotourism even more difficult to understand as many people mix them all and talk about sustainable tourism as a unique entity.

2. Ecotourism among other forms of sustainable tourism

Although ecotourism is a form of sustainable tourism and a niche market of nature tourism, it is important not to get confused with all these terms.

Many organisations or associations give a definition of ecotourism as opposed to mass tourism or the tourism industry. Sometimes it makes slight difference between all the existing kinds of responsible tourism, and sometimes it is just an amalgam with other definitions.

The problem with ecotourism is that there is no universally agreed-upon definition. Back in the 1980s and early 1990s when ecotourism really took off, everyone wanted a piece of the action and, without any regulatory control, a whole host of dodgy operators jumped on the bandwagon. At that time, anyone with a four-wheel drive taking tours in the great outdoors was using the 'eco' label. This is obviously the reason why the term lost a lot of its currency.

When looking for information about the subject and a possible official definition of the industry, people most of the time stick to TIES's definition of ecotourism. But making it as simple, understandable and succinct as possible, resulted in a blurred concept. The definition from TIES is the most used but others are very popular as well.

For example, "Ecotourism Australia" is one of the biggest associations in that field. Based in Sydney and mostly focused on Australia sites, they made up their own criteria and norms to promote their own labels regarding ECO Certification which is nowadays well reputed. The definition of ecotourism they adopted is: "*Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.*" [4] In 1998, even Costas Christ himself, one of the founders of The Ecotourism Society, announced in an interview that nobody was doing what they had defined only 7 years before. He said that companies were all achieving various aspects of the definition but no-one was implementing in their practices all that ecotourism meant.

The Australian Commission on National Ecotourism Strategy explains ecotourism as a "nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable".

[4] Ecotourism Australia – www.ecotourism.org.au

On the Internet, the website ecotourism.org says ecotourism is "*a travel with a purpose. When choosing destinations, accommodations, and tour operators, consider which ones work to protect the environment and benefit local cultures and communities.*"

It is possible to find many other definitions for the word "ecotourism" due to the numerous associations and NGO existing around the planet, each explaining with their own words. This mass of different explanations, each trying to make it as succinct as possible, makes it hard to understand and is not really easy to apply.

In 1999, Martha Honey's first book about the subject "Ecotourism and sustainable development" was published. Her definition is not as short as the others but her detailed approach made it become one of the most used definition of ecotourism for people involved a bit deeper in the field. Most serious studies on ecotourism including several Universities program now use her 7 points definition as the working one.

According to her, ecotourism should show greater ambitions than just filling a simple niche within nature travel and become a means to significantly transform the way tourism itself is carried out in order to "green" and not only "greenwash" the entire industry. For her, "*ecotourism is travel to fragile, pristine and usually protected areas that strives to be low impact and (usually) small scale. It helps educate the traveller; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.*"[5]

She based her definition on the definition from TIES but made it more possible to apply and specify after nearly 10 years of misuse. She describes the 7 characteristics of ecotourism later in her book:

1. *Involves travel to natural destinations* – Ecotourism usually involves natural and often remote areas. The destinations could be inhabited areas or not. They are most of the time under some kind of environmental protection at a national, international, communal, or private level.
2. *Minimizes impact* – Tourism causes damage. Ecotourism strives to minimize the negative effects of the tourism industry such as the building of hotels, trails and other infrastructures by using either recycled or plentyfully available local building materials, renewable sources of energy, recycling and safe disposal of waste and garbage, and environmentally and culturally sensitive architectural design. It also requires that the number of tourists in one group be lower than usual in order to reduce the damages the group can have on the

[5] HONEY, Martha, *Ecotourism and sustainable development: Who owns the paradise?*, Wahington DC, USA, Island Press, 1999. Chapter one: In search of the golden toad, p.25.

ecosystem. Ecotourism is usually defined as a nonextractive and/or non consumptive industry, but it can include some enterprises if they are sustainable industries based on renewable resources and including a community-run management.

3. *Builds environmental awareness* – The difference between tourism and ecotourism is the people involved. People going on an ecotrip as well as the host community as they are supposed to run the business. Travellers should be aware of the country's situation (politics, economics...), local people (habits, religion, customs…) and the environment they are going to visit. A tourist qhould also be taught a code of good conduct by the tour operator organizing the trip. Regarding the host population, they should be aware of the kind of tourism the country is implementing and be educated to know what is offered in order to have educated guides, who should themselves know a lot about natural and cultural history to guide the tourists deeper in the host community and not only to a place.
4. *Provides direct financial benefits for conservation* – Ecotourism helps raise funds for environmental protection, research, and education. This can be done through various mechanisms such as park entrance fees and many taxes as for example for the Tour Company, hotels, airlines, and airports. Voluntary contributions are a big stake of the money they can raise as well.
5. *Provides financial benefits and empowerment for local people* – It has been proved that ecotourism in a natural area can only work if the local community living in the surroundings are "happy people"[6]. The local community has to be involved with and receive income and other tangible benefits such as potable water, roads, health clinics and other improvements in their infrastructures from the conservation area and its tourist facilities. As all airlines or car rental companies and other relative businesses are usually owned by foreign companies, the financial benefits of these are not staying in the country. That is why all the accommodations, guide services, and other concessions should be run by or in partnership with communities surrounding the tourist's destination. For Martha Honey, it is even more important that if ecotourism is seen as a means to rural development, it must also help to shift economical and political control to local communities, villages, cooperatives, or entrepreneurs.
6. *Respects other local culture* – Many writers and politicians denounced the fact that mass tourism and interactions with foreigners from remote areas usually bring by-products along such as drugs, prostitution and black markets[7]. Ecotourism is not only "greener" but also less culturally intrusive and exploitative than conventional tourism. Indeed, it strives to be

[6] Daniel JANZEN, Costa Rican-based scientist.
[7] HORTON, Lynn, *Ecotourism in Costa Rica: A Sustainable Form of Green Capitalism?*, Paper presented at the annual meeting of the American Sociological Association, Hilton San Francisco & Renaissance Parc 55 Hotel, San Francisco, CA, Aug 14, 2004.
Publication Type: Conference Paper/Unpublished Manuscript

culturally respectful and have a minimal impact on both the natural environment and the host human population. Any kind of tourism involves an unequal relationship between the traveller and the host community because of the exchange of currency. To respect host community in that way and minimise this situation of domination, travellers should learn beforehand about customs, respecting dress codes and other social norms, and not intruding on the community unless they have been individually invited – or as part of the group tour.

7. *Supports human rights and democratic movements* – It is said that the tourism industry can be used as a tool for building international understanding and world peace. The problem is that it does not happen automatically. Most of the time tourism gives support to economies of repressive and undemocratic states as the principles of mass tourism pay limited attention to the political system within the host country and the industry simply struggles within it. Ecotourism should change this approach of tourism by educating travellers in order to make them respect, learn about and benefit both local environment and local communities. An ecotourist therefore needs to be sensitive to the host country's political environment and social climate and needs to consider the merits of international boycotts called for by people supporting democratic reforms, majority rule, and human rights. An ecotourist should also in this way talk about the political climate in the country he has just visited when he returns home to try to make other people understand better the local situation over there.

Martha Honey reckons it is not easy to implement the 7 points of this regulation for each ecotouristic site. It is highly doubtful that any operator may claim he has been able to meet all these criteria but her definition gives us the ideal management that should be run for ecotourism. This definition can also be seen as a basis to work from when it comes to judging whether what one particular operator does is ecotourism or not. Trying to meet as many of these criteria as possible is already a good place to start.

Indeed, managing tourism in a pristine area just becoming an ecotourism place is not easy. If a site is viewed by ecotourists as a place to be seen, it is obvious that this formerly rarely visited area will become popular and crowds of tourists will ruin the flora and fauna's habitat they came to see. If a place like this becomes a visited area, then it is important to build it as an ecotouristic site to protect it from the negative aspects of this popularity. To promote an ecotouristic site is not between shielding a rare, breathtaking place and shrinking its charm by promoting unregulated tourism; but it is between not doing anything at all, as this is how every single lovely site is ruined, and doing everything possible to try to preserve it through an active,

"all-together" sustainable ecotourism practice.[8] In order to spread this vision and implement ecotourism management on "must be seen" places, enforceable policies need to be produced.

The term "ecotourism" has evolved in the past 20 years after it had been first defined by The International Ecotourism Society in 1991. The rise of the environmental movement has intensified the importance of the problem, producing a bigger nature-based tourism industry focusing even more on the environmental bias and leading to what we now call ecotourism. Today, ecotourism is climbing a new step by focusing more on individual responsibility and not only on environmental health. The well-being of communities is now directly shaped by ecotourism when implemented and the term "eco" has extended to embrace the biophysical aspects along with the socio-cultural dimensions.

This evolution of the term and the fact that M. Honey's 7 points are hard to integrally implement make that more updated definitions have grown. While details differ, they basically tend to promote a basis of 3 criteria to meet.

In 2002, Mader proposed that ecotourism should provide for conservation measures, includes meaningful community participation, and be profitable and able to sustain itself. Besides, the definition of Sustainable Ecotourism is based on embracing all the segments of the tourist industry with courses of action and criteria that seek to reduce environmental impacts, predominantly the use of non-renewable resources, and to improve the contribution of tourism to sustainable development and environmental conservation.[9]

There are many diverse definitions about ecotourism because the principles and practices come 4 different sources: the circle of scientific, conservation, and NGOs; multilateral aid institutions; developing countries; and the travel industry and travelling public. Each of them has a different vision of the experience. The word quickly became a buzzword in all marketing and development policies. 20 years later, people deeply involved in the industry are still trying to find a clearer way to define it, none of them perfectly agreeing on each criterion. Each definition has its own detractors. We cannot talk about one unique definition of ecotourism but only about a blurred definition embracing the three main criteria most of the researchers agree on as seen previously. This "definition" leads us to wonder what it does involve to put ecotourism into practice.

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[8] STAMOU A.C. and PARASKEVOPOULOS S., Images of nature by tourism and environmental discourses in visitors' books: A critical discourse analysis of ecotourism. *Discourse & Society*, 2004, p.105-129.

[9] MADER, R. (2002). Sustainable development of ecotourism web conference, 2002. Retrieved March 1, 04 from http://www.planeta.com/2002ecotourism.html

3. What does ecotourism involve when put into practice?

It is well-known that "tourism is the world's number one employer, accounting for 10% of jobs globally", and that "worldwide, tourism generates annual revenues of nearly 3 trillion dollars and contributes nearly 11% of the global GNP (Gross National Product), making it the world's largest industry. Ecotourism has become the most rapidly growing and most dynamic sector of the tourism market."[10] In 2002, H. Srinivas announced ecotourism as a whole is regarded as the fastest emergent market segment in the tourism trade, and has an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, 11.4% of all consumers spending.[11]

It is however important to mention that there is a lack of statistical data in sustainable ecotourism. Conclusions of case studies and research projects are the only basis in this field when analyzing the impacts of one initiative or another. And if one implemented thing has proved its efficiency in the short term, it does not mean that is still going to be the case in the long run.[12]

Turning the theory of ecotourism into practice is not that easy. As we have seen earlier, the ideal definition of Martha Honey is almost impossible to realize. It is only possible to get closer to an ideal project of ecotourism according to the three main criteria usually quoted in every definition. It is thus possible to improve even more the practice of ecotourism in the numerous individual projects existing around the planet.

Tourism is the biggest industry in the world and nature tourism is the biggest stake of sustainable tourism nowadays. The real challenge of the ecotourism concept is to make its principles applicable to the whole nature tourism industry. To make the niche market of ecotourism gain the upper hand on the nature tourism itself would show the world politics' willingness to have a more sustainable source for its economy.

"How can the principles of ecotourism be used to restructure conventional nature tourism functions? At present, the opposite trend is dominant: the principles underlying ecotourism are being 'greenwashed' by superficial, feel-good rhetoric and minor cost-saving modifications that do not transform tourism into a tool that protects the environment, benefits local communities

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[10] HONEY, Martha, *Ecotourism and sustainable development: Who owns the paradise?*, Wahington DC, USA, Island Press, 1999, p.9 and 390.

[11] SRINIVAS, H. (2002). *Defining ecotourism*: Centre for Ecotourism. Retrieved February 16, 2004, from http://www.gdrc.org/uem/eco-tour/etour-define.html

[12] BREEN, Gerald-Mark and CIPRIANO, Victor, "Sustainable Ecotourism in Mexico: An Examination of Law, Policy, Development, and Impact" *Paper presented at the annual meeting of the NCA 93rd Annual Convention, TBA, Chicago, IL*, Nov 15, 2007 - Publication Type: Conference Paper/Unpublished Manuscript

and educates the tourist."[13] Already 10 years ago, Martha Honey advocated this point of view. But ecotourism was only beginning and she was trying to make it appear as a solution to the evolution of the tourism industry. Many detractors to the new form of tourism said it was already "dead and hopelessly diluted" because all the buzz and marketing around it. To this she replied that "amid the superficiality, hype, and marketing, [she] found some excellent examples in the field, lots of dedicated people, vibrant grass-roots movements and struggles, much creativity and experimentation, and some early models and standards. In [her] assessment, although ecotourism is indeed rare, often misdefined, and usually imperfect, it is still in its infancy, not on its deathbed. Whether ecotourism matures into adulthood in the twenty-first century, whether it gains permanence and becomes the predominant way in which we travel and interact with our physical and cultural environment depends on myriad factors. One step toward ensuring ecotourism's survival is helping to build a more discriminating and informed travelling public. Ecotourism travellers, practitioners, professionals, educators, and proponents need to understand both how the travel industry (including ecotourism) functions and what are the major problems and challenges confronting ecotourism."[14]

As we have seen, ecotourism is still in the focus of every government's policy more than ever ten years later. Three decades ago, the tourism industry was seen as kind of a panacea in order to develop a country or help a certain region within a country to gain more importance and try to improve the local economy. As a result, mass tourism was born and when reaching its maturity, the authorities started to notice its negative effects on the dedicated areas, and more globally, on the planet leading to this passion for ecotourism.

Honey herself assumes that the item number 5 in her definition – having "happy people" around the ecotouristic area – is the most difficult aspect to be carried out. Sometimes there is a conflict between a traveller's will to experience the authenticity of the trip and the locals' need to make money out of it. That is why much advice has been given through studies and books in order to pursue ecotourism as depicted in the above definition and benefit to the right entities. Implementing ecotourism in such a way as to meet everyone's expectations would imply a more sustainable future for the impoverished communities, because if young people realize that they can earn a living in their native area in protecting their native land, they will not try to go away in big cities to find a job later. Thus, traditions are more likely to be maintained across

[13] HONEY, Martha, *Ecotourism and sustainable development: Who owns the paradise?*, Wahington DC, USA, Island Press, 1999, p.25
[14] HONEY, Martha, *Ecotourism and sustainable development: Who owns the paradise?*, Wahington DC, USA, Island Press, 1999, p.25

generations and the locals will be able to choose their own evolution in accordance with their traditions.

With the biggest potential to reduce poverty, tourism appears as the most suitable industry to obtain such an economic result. All the responsible forms of tourism are trying to channel tourist funds into the host communities as directly as possible. Setting up ecotourism or other forms of sustainable tourism to aim to this goal can be made different ways. First, the "community-based" tourism which is usually small, grass-roots, locally owned operatives providing tours, accommodation and other services. Then, a partnership with a larger and more experienced operator or a NGO can be interesting for the community as they can bring business skills and financial support to the initiative. Finally, the foreign-based responsible tourism operator can be helpful as well if his tourism policy prescribes staying in locally-run accommodation, employing local guides and staff, sourcing supplies locally, and sometime even giving a donation to the community taken from the price each passenger's has paid for his tour.[15]

Setting up a business in an ecotouristic area and make it benefit to local communities is not that easy but necessary for those who work for it to be "happy people" and carry on the experiment. Later, when locals are ready and the community has evolved enough in terms of infrastructures, they can get rid of the foreign help from partnerships and foreign-based operators, and earn their living from community-based tourism structures.

Once the business set up, no matter the way it is run, marketing is the next step. Ecotourism and all kinds of green tourism are usually the choice of travellers coming from developed countries as they have more hindsight regarding all different forms of tourism, and especially mass tourism and its negative effects. Marketing is consequently usually made for these travellers in developed countries, even if the business is locally-run because it derives from the strategy of bigger foreign operators trying to sell them from overseas.

B – Practice of ecotourism and "Greenwashing"

Many experts say it is just a fad and tourists will not be interested in ecotourism for long, some others claim that it is the next step and that conventional tourism needed to evolve and regain interest in the eye of the traveller. Ecotourism was born decades ago, is still improving and attracts more and more "ecotourists" every year. Why such a keen interest in ecotourism in comparison with the existing tourism?

[15] LORIMER, Kerry, *Code Green: Experiences of a life time*, Australia, Lonely Planet Publications Pty Ltd, May 2006. "Responsible tourism: The big picture", p.210.

The green aspect of any consumer good is appealing today and many businesses are using this passion to set up new businesses and only look for the possibility to make money of it. In this case communication skills and marketing became tools for them to reach their goal. Using the fashionable effect of the term "green" in order to sell something which is not so can also turn to be a problem. Tourism is highly concerned with this problem of operators "greenwashing" their products or destinations to sell more. Consumers then need to be careful about this attempt to abuse them and make the difference between what is a true "green" product and what is not.

Even if definitely not allowed, greenwashing is widely spread because the trend for the consumer is to buy "green". This study will try to understand why ecology and environment have become that important nowadays?

1. Ecotourism versus tourism

Tourism has evolved with the consumer society in the 1960s, turning into what we now know as "mass tourism", and engendered many negative aspects on local populations, landscapes, environment… Ecotourism was born in an attempt to create a more sustainable way to travel rather than fully consume the Earth's resources, but is it actually effective? Is it possible to change habits and turn existing tourism in some place into a more sustainable form of tourism?

Ecotourists believe that they keep the sites pristine because they only take pictures and leave footprints, but even harmless sounding activities such as a nature hike can be ecologically destructive. In the example of ecotourism on the Osa Peninsula in Costa Rica, Lynn Horton wrote a paper to report the situation after a few years' implementation of ecotourism[16]. Launched in an attempt to develop tourism on the peninsula as it is a remote area providing a large range of the country's exceptional flora and fauna, ecotourism was seen as the best way to act in that way. After a few years, ecotourism has more than met the expectations of its supporters in the key area of environmental conservation; foreign-owned eco-lodges established on the peninsula are hardly committed to environmental conservation in their construction and management. On the contrary, some Costa Ricans express concern because they fear the same problem that occurs in other Costa Rican National Parks as for example Manuel Antonio. This park is small but popular enough to attract 250,000 visitors a year and today it is struggling with problems such as overcrowding, the proliferation of hotels, bars, and tourists concessions damaging plants and

[16] HORTON, Lynn, "Ecotourism in Costa Rica: A Sustainable Form of Green Capitalism?" Paper presented at the annual meeting of the American Sociological Association, Hilton San Francisco & Renaissance Parc 55 Hotel, San Francisco, CA, Aug 14, 2004

disturbing animals, and creating pollution. In this case, it is possible to conclude that the country's laws and policies have to be more developed to go along with the principles of ecotourism in order to help the implementation.

Besides, another aim for ecotourism is to make local communities gain empowerment. For that, strategies of alliances with national and international NGOs, media campaigns, and demonstrations are good means for local people to give weight to their claims and make the country hear them if anyone tries to introduce a non-ecological product or company in the area. To keep the example of the Osa peninsula, Costa Ricans managed to get rid of a wood chip plant project that way.

Speaking about daily concerns, even if ecotourism is intended for small groups, it still provides a heavier traffic, more tourists, and inevitably means a higher pressure on the environment of the local area. This implies for the host population to develop additional infrastructures and amenities. In an ecotouristic development of the area, the construction of water treatment plants, sanitation facilities, and lodges should be done in accordance with the three sustainable development principles in the economic, social and environmental fields. The conversion of natural land to such tourist infrastructures is most of the time implicated in deforestation and the environment suffers because local populations are unable to meet the infrastructure demands of ecotourism. If the area is a very remote and unspoiled area, the country needs to raise huge funds for the constructions instead of taking the cheapest and quickest construction opportunities. If they manage to develop their community to receive such tourists, ecotourism operations sometimes fail to just meet conservation ideals. In fact, one can notice that ecotourism is a highly consumer-centered activity, and environmental conservation is only a means to further economic growth for the host community or the operator organizing the trip. Ecotourism is not the ideal way to promote tourism as it is hard for a community to meet up with its standards, but nor is it a silver bullet as it offers great promises if well applied.

The Osa peninsula example and the above matters explain how ecotourism can have an important environmental impact and underpin local mobilization on environmental issues, but also shows the limits of it. Indeed, aside from significant economic benefits from ecotourism, it also has negative effects such as -for the worst - physical displacement of persons, gross violation of fundamental rights, and environmental hazards, which are finally more important than the medium-term economic benefits. It is obvious that in order to get the most efficient results from the principles of ecotourism, the country's authorities have to support the industry in terms of ideas and capital to invest.

All policy experts and governmental activists agree that mass tourism needs to become more sustainable, but "needs to include environmental and community concerns relevant to the indigenous populations and cultures"[17] as well. However, they do not recommend ecotourism as we practise today as it "needs much improvement" and for the moment "it is probably doing more harm than good." According to them, sustainable tourism is maybe a better alternative than ecotourism for the moment in places where mass tourism is run such as in Mexico for example.

Ecotourism created massive interest in the travel industry when it started gaining popularity. But today legal and policy issues are entering in the game and play a crucial role as this fad enabled the rise of numerous 'green ecotourism companies' that are not applying the standards of conservation ethics and policy, negligible impacts, and economic benefits for the tourist zones. No regulatory mechanism evaluates their environmental impact, that is why it is impossible to know how much these activities might have endangered the environment while claiming they were protecting it.

Many scientists are sceptical regarding the fact that ecotourism represents a "qualitatively different or better form of development."[18] Lynn Horton go even further and say that it is possible to range ecotourism from a "hard" form as depicted in Honey's definition, to "lite" or "soft" ecotourism, which is no more than the traditional "sun and sand" mass tourism incorporating trips to natural places. In that case, ecotourism appears as a marketing stratagem to hide a new mass tourism package. This example leads to wonder about the marketing practices for operators to sell something as "green" when it is not.

2. "Greenwashing"

Many companies and operators have been trying to sell their products and destinations as "ecotourism" even if they cannot exactly be called so, playing on the blurred part of the definition.

Indeed, a wide range of tourism activities have been labelled as ecotourism because it was organised only for small groups and usually taking place in a remote natural area. For example, leading a dog team across Greenland, or a Kayak down a river in Siberia or Patagonia,

[17] BREEN, Gerald-Mark and CIPRIANO, Victor, "Sustainable Ecotourism in Mexico: An Examination of Law, Policy, Development, and Impact" *Paper presented at the annual meeting of the NCA 93rd Annual Convention, TBA, Chicago, IL*, Nov 15, 2007 - Publication Type: Conference Paper/Unpublished Manuscript

[18] HORTON, Lynn. (quoting Cater and Lowman 1994; Duffy 2002;Mowforth and Munt 1998; Stonich 1998) "Ecotourism in Costa Rica: A Sustainable Form of Green Capitalism?" Paper presented at the annual meeting of the American Sociological Association, Hilton San Francisco & Renaissance Parc 55 Hotel, San Francisco, CA, Aug 14, 2004

the offered activities are “green” indeed and respect the environment. But when they use the term “ecotourism” in its narrowest use, they also include only the most rugged examples of adventure tourism in remote localities, in very small groups.

At the beginning, because of this lack of precision of the terms, many people started to think the whole ecotourism industry was only a marketing tool. A decade or two later, its definition and the communication skills have improved and people can from then on judge whether what they see is ecotourism or not.

Of course many operators are still trying to sell products as “green” even though they know they are not. They know that by advocating the green part of the product, they still can reach more people than if they do not. In many countries, the consumers are now protected by laws against deceitful communication and advertising, making them a little less vulnerable to this kind of misuse of the term. Many books have been published in the late 20 years in order to help the consumers to make their own idea about green marketing and try to help them to make the difference between a green product, and a product only marketed as green – a pratice also known as “greenwashing”.

A green product is as described before, any kind of green travel, nature tourism or adventure tourism or ecotourism. The activities take place in the nature, in the land, and are supposed to respect the environment and habitats. They can be of many forms such as kayaking, trekking, bike riding… But all these need to be in accordance with the land and not produce any destruction to the nature. Ecotourism is one of these “green products” thanks to this part of its activity supposed to conserve the environment.

A product only marketed as green which is in fact not at all taking care of the environment of the land visited during the activity is called “greenwashing”. Based on the definition and the three main criteria regarding ecotourism and any other form of sustainable tourism, many operators promoted destinations and activities as such. But in fact, they misuse the terms in order to promote a non-green “product”.

“Greenwashing” is a pejorative term derived from “whitewashing”. The term was first used by environmental activists to denounce the efforts made by all types of corporations to portray themselves as environmentally responsible or even in order to mask environmental wrongdoings. In other words, it is a deceptive use of green public relations or green marketing. Many strategies can be employed to reach this same effect on the consumer. “The main objective

of greenwashing is to give consumers and policy makers the impression that the company is taking necessary steps to manage its ecological footprint"[19] even if it is not the case.

The term appeared in the mid 1960s, when firms started flooding the newspapers and magazines with newly greened corporate images, thus undermining the public trust. Jerry Mander at that time already denounced it as "ecopornography" and said that the process of promoting any industry as environmentally friendly even if it was not is "destroying he word 'ecology' and perhaps all understanding of the concept."[20] Later, as pollution became more and more important in minds and trying to reduce it appeared in every mind and policy, greenwash only gained importance in the advertising scheme.

Greenwashing is just one more attempt of the marketing industry to sell something to the consumer. It would not be a real problem itself if it was only trying to create a marketing misunderstanding in order to sell a product. The problem with greenwashing is deeper as explained in www.businessetchics.ca by Whellams and MacDonald:

First, greenwashing is misleading and attempts to deceive us. Any environmental advertising can be dishonest, but every greenwashing advertising is dishonest by definition, and that is the problem.

Then, the practice of greenwashing by one company could result in consumer and regulator complacency. In a sector, if a company uses greenwashing to promote a product, then other companies from the same industry will follow the same promotion scheme and at the end it would result in a society where lying about environmental protection and conservation would be the norm. "The creation of this *illusion* of environmental sustainability could have dire social consequences as consumers will continue to use products and support companies that further environmental degradation and reduce the quality of living conditions for future generations."[21]

The third risk of greenwashing is to engender cynicism. Indeed, well-meaning companies committed to responsible behaviour with regard to the environment have every reason to be resentful and denounce greenwash because the latter generates consumer's scepticism regarding all the green information about a company. It would, in that case, mean that nobody would pay any attention to the green advertising and the whole marketing industry would suffer from the situation they had themselves set up.

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[19] WHELLAMS Melissa and MACDONALD Chris writing for the forthcoming *Encyclopedia of Business Ethics & Society* (Sage, 2007), extract from www.businessethics.ca/greenwashing/

[20] MANDER, Jerry, *Ecopornography: One Year and Nearly a Billion Dollars Later, Advertising Owns* Ecology, Communication and Arts Magazine, Vol. 14, No. 2, 1972, p.47.

[21] DAVIS, J., Ethics and Environmental Marketing. *Journal of Business Ethics*, 1992, 11:2, p. 81-87

According to a study made by TerraChoice Environmental Marketing in December 2007, 99% of the common consumer products randomly surveyed for the study committed at least one of what they called the "Six Sins of Greenwashing"[22]:

- Sin of the Hidden Trade-Off: e.g. "Energy-efficient" electronics that contain hazardous materials. 57% of all environmental claims committed this Sin.
- Sin of No Proof: e.g. Shampoos claiming to be "certified organic," but with no verifiable certification. 26% of environmental claims committed this Sin.
- Sin of Vagueness: e.g. Products claiming to be 100% natural when many naturally-occurring substances are hazardous, like arsenic and formaldehyde. Seen in 11% of environmental claims.
- Sin of Irrelevance: e.g. Products claiming to be CFC-free, even though CFCs were banned 20 years ago. This Sin was seen in 4% of environmental claims.
- Sin of Fibbing: e.g. Products falsely claiming to be certified by an internationally recognized environmental standard like EcoLogo, Energy Star or Green Seal. Found in 1% of environmental claims.
- Sin of Lesser of Two Evils: e.g. Organic cigarettes or "environmentally friendly" pesticides. This occurred in 1% of environmental claims.

Greenwashing can be from very little to huge extent. In some cases only one "sin" would be committed, in some others several at the same time would. The most common forms of greenwashing are pictured by a change in the name or label of a product, or by trying to give the feeling of nature protection with attempts such as putting the image of a forest on a bottle containing harmful chemicals.

This marketing infamy is usually used by environmentalists to describe the actions of energy companies, which are traditionally the largest polluters. In tourism, it is usually used for a nature or adventure activity that does not necessarily protect the piece of land used for the activity. The most known example is the big old polluting cruise ship used to take hundreds of tourists into the arctic sea to observe the ice-floe and/or polar bears. Everybody should know that this activity is highly polluting in terms of gas emissions because of the material used. The activity is also definitely not trying to preserve the environment as it participates to the global warming by polluting the waters. This is without talking about the polar bears and all the non-sustainable activities around them as for example if someone feed them. The problem is that this

[22] Environmental News Network (ENN) (Date consulted: 10-08-2009), The Six Sins of Greenwashing – Misleading Claims Found In Many Products, http://www.enn.com (full copy of the Six Sins of Greenwashing Report available on www.terrachoice.com)

activity can still be marketed as ecotourism in the way that it is not supposed to touch the bears nor step on the ice-pack. It can appear as a simple activity implying only discovery, watching, taking pictures and leaving no footprint. Nothing seems harmful for the environment. The whole problem with the concept of greenwashing is for the consumer to be able to determinate if the "green" marketed activity is really "green".

In tourism, greenwashing is a marketing tool to make a non-green activity or destination appear as such, but it is strongly criticized and denounced when brought to light. Governments should all include ecotourism in their development politics and act with the intention of regulating much more communication as it has a huge role to play in this consciousness. The green marketing, on the other hand, is good as it is appealing. Consumers have to be careful and check behind the labels that it is not simply conventional tourism with superficial changes. If the environment is truly respected in the area, then green marketing is only the way to show how much a destination or an activity can be in accordance with its conservation. However, we can wonder exactly how and why it is used to promote a destination.

II. The "Green" concept is gaining ground in every field

Today, almost every country in the world is engaged in ecotourism or at least sustainable tourism with high environmental concerns. Often used as a tool to help developing countries to have a durable healthy economy, it is in the core of many developed countries' strategies for nature conservation as well. In order to be effective, the green concept has to be undertaken by authorities and integrated into the country's politics.

From a scientific point of view, it has been proved that species have to be analysed with their surrounding ecosystems instead of being studied individually in isolation. Here again, the involvement of authorities is needed to incorporate ecotourism into the country's overall development strategy and create protected areas such as national parks for example.

Nowadays, the financial crisis may change some country's approach of tourism, ecotourism, and anything qualified as "green" in the future, but it is possible to explain the rise of this awareness for everyone, leading to the development of companies and organisations, and further, to laws and norms to regulate the activities. As a matter of fact, little by little, the green concept has become part of individuals' daily life as well.

A – Ecotourism: evolution of a new concept

In the 1960s, the world witnessed the beginning of a huge rise of travelling and tourism thanks to the change of social patterns as increased leisure time and means of transportation improvements. Both for convenience and economy matters, mass tourism became the norm. This "3S tourism" (Sun, Sea, and Sand) was pushed to its extreme and companies flourished, even on fragile areas endangering their viability because nature-based tourism rapidly turned to be the most demanded form of tourism.

At first, it was seen as a non-polluting industry helping to develop countries and open up regions to travellers. The problem arose shortly after, when host countries as well as tourists started to get disappointed with mass tourism. Governments implementing tourism as a leading sector to gain economic profit realized that these benefits were marginal compared to its high social and environmental costs due to human activities linked to industrialization. Indeed, a huge part of the benefits did not stay in the host country, and local communities mostly benefited only from low-paying jobs for services as maids, waiters, and drivers. Moreover, mass tourism usually brought overdevelopment and uneven development in the country, together with environmental pollution, and invasion by culturally insensitive and economically disruptive

foreigners. As a result of overcrowding fragile places not prepared to such a rapid industrialization, for example, tourists saw beaches being closed in New Jersey because of hospital waste, and in Haiti because of sewage.

This section is about the evolution of the environmental concern in politics at international, European and national level, and the rise of competent organizations.

1. International level

Travellers soon became keen on nature-based tourism and in an attempt to protect the environment, in almost every country, governments, conservation, and scientific organizations created national parks. They were modelled on the U.S. National Park System because it is the oldest, largest and best-maintained park system in the world, and it knew an increase by 20% of the number of annual visitors in the decade 1980-1990. "By 1989, about 4,500 sites, totalling about 4.79 million square kilometres, or 1.85 million square miles – 3.2% of the earth's surface – had been placed under some type of protection."[23] Later, scientists, conservationists, park officials, and environmental organizations felt concerned about the fact that local people were totally excluded from parks and tourism, which was of no benefit to them or the country. Authorities started to rethink the protectionist philosophy guiding park management and need to work with both local populations and parks at the same time. In 1980, as it was the point of view of many organizations, the IUCN (the International Union for the Conservation of Nature and Natural Resources, now known as the World Conservation Union) issued the "World Conservation Strategy" about this new management need.

In 1992, during the World Congress on National Parks and Protected Areas in Caracas, Venezuela, the IUCN asserted the idea and launched a small Ecotourism Consultancy Program to give advice, access to information to IUCN members in order to help in the planning of ecotourism developments. They were also allowed to develop case studies and tourism management guidelines for protected areas.

At the same time, in the late 1970s, due to the growth of the environmental movement and Third World debt, many international aids and lending multilateral institutions started to think tourism as a new tool for development and conservation strategies. In this context, the World Bank began to finance a lot of tourism-related projects, and became the major creditor in the industry. The World Bank's Tourism Projects Department encouraged a lot of countries to invest in conventional tourism as an economic development strategy. Failed tourism projects and

[23] Katrina BRANDON and Michael WELLS, "Planning for people and parks: design dilemmas", *World development* 20, no.4 (1992): 558

scandals about unsustainable tourism projects arose and the Department had to close down in 1977, leaving the World Bank working alone and on fewer and smaller projects than before. This failure at least enabled to spread the ideas of sustainable development and environmental protection.

In 1990, the World Bank, in conjunction with United Nations agencies (United Nations Envionment Programme (UNEP) and United Nations Development Program (UNDP)) set up the Global Environment Facility (GEF) which became a permanent mechanism in 1994. Its aims are to help the integration of environmental concerns into development projects and the implementation of the Global Environmental Conventions signed during the Earth Summit of Rio in 1992.

But since the beginning of the 1980s, there has been no wonder why the international agency the most involved in ecotourism projects is the U.S. Agency for International Development (USAID) because 2 out of its 4 original objectives are closely related to ecotourism: promoting national economic growth and conserving biodiversity. The agency promoted ecotourism even though it was under the name of “nature-based tourism” and noticed that free trade, foreign investment, expanded exports and the private sector are the main sources of growth in poor countries. In the late 1980s, to support the actions of World Wide Fund for Nature (WWF) they tried to help to improve the management as well as the recreational and educational use of the parks. In the 1990s, still focused on this aspect, USAID started multidimensional transnational programs with an emphasis on working with the private sector and channelling funds through American NGOs.

Ecotourism has gained importance in several countries’ politics and development strategies, but the biggest support came from tourism associations and since the late 1980s it has always been the case. Among many others, the most important is the World Tourism Organization (WTO), which is based in Madrid and was created by the United Nations. It was made up for governments and private enterprises, and acts as an information centre for the promotion and management of tourism development, and compiles industry statistics, data, and market trends.

From developing countries’ point of view, as a development tool, ecotourism appeared as a better alternative to traditional economic activities than conventional tourism. The minimized negative effects of tourism, low-impact constructions, and the possibility of more profitable benefits were appealing to these countries, and by 1990, many non-industrialized countries were

investing millions of dollars to promote themselves as 'ecotouristic destinations' as per their development strategy.

Not only in the tourism sector, "green" becomes important in every field and environment conservation is now part of our daily life. Products and companies themselves are today marketing themselves by the ecological commitment they show. The customer tend to be more and more appealed by these products and, thus, the green parties in politics gained votes in the past decades as well. Held on the 5th and 6th June 2009, the latest elections for the European Parliament showed this trend with an increase of 12 seats in their favour (Appendix 2). The green parties have improved their results in politics all over the world lately as a result of the growing environmental concern in individual minds, leading to "greener" national policies. In the end governments have been showing more commitment in the field of environmental conservation for every kind of industry in the country. In France for example, this surge for green parties in politics has launched environmentally friendly laws designed for every type of industry in the country. The 'Grenelle Environnement', an agreement on environmental matters, is a set of laws that integrates a hundred articles and aims to struggle against the global warming, to protect biodiversity, and to challenge the energy transition. Thanks to a poll from the Boston Consulting Group from June 2009, these laws should help to reduce the emissions of greenhouse effect gas by 24% in France by 2020. Today, these laws lead many other actions to be undertaken at a national level in order to improve the environmental situation.

2. Important dates and papers

In 1980, long after the first observations, thanks to the WTO, a conference was held in Manila to denounce all the perversions of tourism and the diverse impacts it has on host countries. The conference lead to 'The Manila Declaration on World Tourism' (Appendix 3). It stated that "tourism does more harm than good to people and to societies in the Third World." It also lead to the creation of The Ecumenical Coalition on Third World Tourism; the first attempt to stop the negative impacts of mass tourism on people, their environment, and any other form of exploitation.

On June 14th 1992 were signed two of the most important agreements on ecotourism during the United Nations Conference on Environment and Development – known as the 1992 Earth Summit. The first is the 'Rio Declaration on Environment and Development' which consists in 27 principles intended to guide future sustainable development around the world. It does not deal directly with ecotourism, but tends to raise concerns about the situation of poor communities and spoiled natural areas (Appendix 4). The second document is the 'Agenda 21'

voted by 178 governments. It is divided into 4 main sections dealing with the changes in the social and economic dimensions; conservation and management of resources for development; strengthening the role of major groups (such as women, NGOs, local authorities, business and workers); and the different possible means of implementation for the actions proposed.

Perpetuating the logic of the 'Manila Declaration on World Tourism', the 'Rio Declaration on Environment and Development' and 'Agenda 21', the still growing importance of Ecotourism, led the WTO to write the first 'Global Code of ethics for tourism' (Appendix 5) that was signed on December 21st, 2001. The objective was to give an international consciousness of the problem but without implementing any restrictive measures. The organization became then the first global organism to "promote responsible and sustainable tourism for everyone."[24]

The WTO went further and declared 2002 as the 'International Year of Ecotourism' during which the UN Commission on Sustainable Development called on international agencies, governments and the private sector to undertake supportive activities. UNEP and the WTO worked together to propose activities that need to be developed around the world; to review successful case studies of ecotourism in order to understand and give advice; and to organize the first World Ecotourism Summit in Quebec, Canada, on 19-22 May 2002.[25] This summit was the largest ever worldwide gathering of many competent people in the tourism sector from all kinds, and as Olivier Hillel, UNEP Tourism Program Coordinator for France said, "it signaled the world that ecotourism, in practice, can contribute to poverty alleviation and environmental protection."[26]

Lately, on September 27th 2008, to celebrate the World Tourism Day, WTO Secretary-General Francisco Frangialli asked a group to work on the theme "tourism engage in the climate change challenge" at Lima, Perou, in order to write an "ecotouristic charter".

The next step is the Third Conference on Responsible Tourism, which will be held in Belmopan, Belize, from the 19th to the 23rd October 2009.

3. Local implementation of the Agenda 21

The 'Agenda 21' signed in Rio in 1992 is the most important document even signed in that field because it is an "agenda". It only presents objectives and possible manners to put them into practice but let the people free to act as they think is better. Moreover, this document implies its decline and the zoning of actions to be undertaken by the authorities and organisms in each

[24] Tourmag.com (Consulted Date : 07-06-2009), Dossier « Ethique, Durable, Responsable ou solidaire... comment s'y retrouver ? », www.tourmag.com
[25] UNEP, "The International Year of Ecotourism", *UNEP Industry and Environment*, Volume 24, July-December 2001, p.9
[26] Planeta.com: Global journal of practical ecotourism (Consulted date: 12-08-09), Reflections on the world ecotourism summit, www.planeta.com

region or country concerned. The example of the introduction of sustainable tourism in France is instructive on its mechanism.

Since 1997, indeed, the European Commission has been trying to put forward the advantages of a balanced and sustainable development of tourism through information, education, quality and sustainability, in order to enable a bigger contribution from the tourism industry towards growth and employment. This is how a group studying on this project came with the idea to write an 'Agenda 21 for European Tourism'. The main principles of this document are as follows:

- Adaptation of the sustainable development concept to the tourism sector
- Strengthening of the EU role in the respect of the subsidiarity principle
- An implementation of the Agenda 21 adapted for each member-state
- Contracting instead of constraining
- Make tourism contributing to sustainability[27]

The first action done to work on the announced objectives was the creation of a European network called "tourism site", and gathering pilot areas in sustainable tourism on local, national, regional and European levels. The promotion of this network helped other non-sustainable destinations to act and change their tourism sector's habits.

The writing and implementation of the European Agenda 21 for tourism is directly linked with the application of the Agenda 21 from Rio signed in 1992. Both constructions are exactly the same in terms of directions to follow, hints for authorities to implement it, and with only advice and a free choice on the means to apply if only they reach the goals. Many European documents are implemented that way; each member state takes one by one the objectives and put them in its own development strategy and politics.

This is how, for example, in France, the 'Federation of French Regional Natural Parks'[28], due to environmental concern, wrote the 'European Charter on Sustainable Tourism in protected areas'[29] in 1998. The document aims at enhancing closer relations between people working in the tourism industry and managers of protected areas, as well as at bringing sustainable development and environmental concern into the public's mind. Moreover it is now 20 years since the French government, through the Ministry of Ecology and Sustainable Development and local authorities, started implementing a national policy which led to the creation of a network gathering 32 main natural sites in France in 2000. Each local authority in charge of one of those

[27] French Tourism Ministry (Consulted Date: 19-06-2009), Tourisme durable 07, www.tourisme.gouv.fr
[28] Fédération des Parcs Naturels Régionaux de France
[29] Charte européenne du tourisme durable dans les espaces protégés

sites was asked to conduct a project of development and promotion for the area they had to rule. The network also helps them to exchange about their respective experience in that field.

B – Accreditations and regulations

The International Ecotourism Society (TIES) and many of its industry partners "promote sustainable tourism certification as one of the most effective ways to mainstream sustainability in tourism."[30] But because there is no global definition of ecotourism, each organization creates its own certification with its own criteria in relation with its own country's situation. As a result, there is no global law or label in the sector, but only major ones distinguishing themselves from the others thanks to the legitimacy of the certifying organization. Because some places are certified with an eco-label and the neighbour is certified from another program, customers get confused and labels lose their meaning. Moreover, most of the certification programs existing today only regulate one kind of service as accommodations, cruises, tours, attractions… But almost none of them try to gather different parts of the tourism sector under one unique label.

1. A global eco-label?

It is a long time since International organizations thought about developing a program that could be used worldwide and that everyone would rely on, but they had to wait for ecotourism and the necessity to act on a global level to be recognized by the authorities. Meanwhile, eco-labels developed but most are only locally implemented or, for the best ones, extended to a national level.

In 1992, Europe created the first multinational label – symbolized by the EU eco-label "Flower" – for ecologically sustainable products concerning today 23 different categories of products and services gathering household appliances, clothes, gardening products and tourism accommodations respecting the environment from the fabrication until the end of the product life. This accreditation was not created for the tourism sector and only accommodations can be labelled by this program. Even if it is a multilateral attempt, it is still an incomplete success.

In 2008, TIES, Rainforest Alliance, and the United Nations through the UNEP and WTO, helped by several other NGOs started working together on a project for the construction of a

[30] THE INTERNATIONAL ECOTOURISM SOCIETY (TIES) (Consulted Date: 20-05-2009), Your travel choice makes a difference, www.ecotourism.org

global norm in ecotourism. They first evaluated all the existing local certifications in every field in order to establish global norms to be implemented in terms of social, economical and environmental impacts. They are still working on it because it is a huge task due to the numerous certification programs created all over the world in the past decades. Besides, the project needs to analyze and assure the credibility of each ecological label, and make sure it does not favour any particular aspect of environmental conservation to the cost of another one. This is most often the case when a region has a particular objective to pursue in a particularly delicate place such, for example, as sewage disposal in a fragile maritime area. It is only then that the project will issue the base criteria for global norms.

For the moment, most effective certification programs are implemented at national level as 'Nature's Best' accreditation program in Sweden from the Swedish Ecotourism Society, or the Ecotourism Association of Australia with its 'ECO certification Program' in Australia. The latter sets a very good example to professionals working in this field as the system is a world first, including all different kinds of activities. A few months ago, the organization even started exporting an extension of the program implemented in the origin country.

2. The example of the 'ECO Certification Program'

The 'International Eco-certification Program' is the name under which the organization's accreditation program is known. All over the world, ecotourists have heard about this name and what it means. The organization itself describes its logo as a way to "assure travellers that certified products are backed by a strong, well managed commitment to sustainable practices and provide high quality nature-based tourism experiences."[31]

The first edition of the accreditation was launched in 1996, and since, every 3 years or so a new version of the program is launched with more advanced criteria that companies have to meet in order to stay labelled. It is today seen as the best program as it gathers every kind of service under the same name and proposes 3 different levels of ECO Certification. The first is called "Nature Tourism" and made for nature-based tourism activities that leave minimal impact on the environment. The second, "Ecotourism", is made for activities which take place in a natural area and offer possibilities to learn about the environment with operators that act for the three key areas of sustainable development. The "Advanced Ecotourism" label is reserved for the most advanced Australian sites applying the "Ecotourism" label scheme that use more innovative products (Details on accreditations in Appendix 6).

[31] Ecotourism Association of Australia (Consulted date: 20-05-2009), ECO Certification Program , http://www.ecotourism.org.au

To register to this program and be labelled, a company has to fill a form concerning the product that requires accreditation and wait for Ecotourism Australia to verify the information given in terms of ecologically sustainable practices. A fee calculated annually on the turnover of the company has also to be paid in order to help the organization to continue its research and cover running costs. Once the product gets the label, the company is allowed to put the accreditation program logo in the marketing material and Ecotourism Australia lists the newcomer's products in its eco search pages website. Useful information and help to ensure green sustainable practices are also given by the organization.

But this accreditation is not life-lasting; the product can easily be removed from the program and the company loses all its advantages. The 'ECO Certification Program' is renowned thanks to its worldwide credibility and needs to maintain it. This is ensured through an assessment process including referees; an update of the criteria every two or three years in order to be always accurate with the world's best practice; feedback from certified operators through mystery shoppers; and audits of operators, including an on-site audit within the 12 months after the date of first certification.

Thanks to "its consultive approach to the development of standards, its independence, and the high degree of dedication to the programme shown by the individuals involved in its development and management,"[32] the 'ECO Certification Program' is the most developed label for environmental conservation concerns today, and that is also the reason why the worldwide organizations setting International norms stay close to this example in terms of implementation scheme.

3. Think global, act local

Accreditation programs are part of the "green" tourism industry, but not the norm. Due to this lack of worldwide renowned label, customers get lost in the flood of different logos and become critical towards them because some are only marketing tricks. Nationwide, companies in the tourism sector are gathering in associations because this form of regulation is more recognized by customers. Associations are, indeed, more open because they work on a discussion basis and are closer to tourists and suppliers.

These companies form an informal group and do not work on the same basis as the organizations as above. These ones create the label on criteria they have defined all by themselves and, then, find members which respect their norms. The associations are created by a

[32] Meaghan Newson, "Encouraging and rewarding best practice: Australia's Nature and Ecotourism Accreditation Programme (NEAP)", *UNEP Industry and Environment*, Volume 24, July-December 2001, p.27

gathering of companies which share common objectives such as for example environment conservation and/or to favour working with local people. The unity they create does not have more in common than ideals and they work all together to produce an evaluation grid with norms they think should be implemented everywhere. Some members do not meet all the requirements at first but have to make efforts at their own pace and tend to improve the situation. Moreover, all member companies are normal companies and have a direct contact with the client, as well as with the service suppliers. Companies thus have a better understanding of tourists' and suppliers' requirements and expectations, and this is a first advantage to help them to choose the criteria they will later implement within the association. The second advantage is that clients feel more concerned about the criteria applied.

Associations are well spread in developed countries where the laws make the organization easy to be set up. They maintain the credibility of their pursued objectives by an auto-regulation between members themselves and reports given by the customers who are the first concerned.

Even if the objective is to manage to create a global move and have every kind of company and service supplier from the tourism sector all together under this one and only eco-label, it is normal and better for each country to work on the project at a national level first. Indeed, the task is huge for a global accreditation program and it started only a couple of years ago, but even if customers get lost between all the different labels, it is better for the companies to show some commitment. Thus, national initiatives are important and some projects can be interesting efforts stressing specific points that need to be taken into account for the global process.

For example in France, the 'National Union for Tourism Association' (Union National des Associations de Tourisme – UNAT), the biggest association in the tourism sector which gathers 530 companies, organised a grid with few criteria to meet for companies to show their environmental or sustainable commitments. In 2004, 16 companies were "certified" to meet this basis of criteria and a sub-category within the organisation was created: the 'Association pour le Tourisme Equitable et Solidaire (ATES) was born in order to be clearly represented to the public and make available means work in a more sustainable way. Since then, other companies have expressed the will to join the association, and the ATES is proud of its differences from the others: it gets together associations but not only, such as very small tour operators, NGOs, or people acting in the promotion of the sector; it is also proud of the involvement of the 'Fair-Trade Platform', meaning that tourism plays an active role in international trade.

The ATES has small-scale members, some presenting only one destination or two, usually with a direct contact with the client. It is important for the organisation that customers have a certain amount of information concerning the destination they are going to travel, and clients are confident with this special link that shows them that the company is not a huge one selling anything to anyone.

But today sustainable forms of tourism are more sought after and many companies play on this buzz word only to promote their products. The first associations or operators set up in the 1980s about ecotourism were involved in this field thanks to a personal and true connection they had with nature and its conservation. This willingness to promote ecotourism has nowadays changed. Henry Rosemberg, founder of the ecotouristic travel agency Ecotours and member of the ATES, noticed a change in the motivation of young companies joining the association. Apparently, among the newcomers, many of them would be less implicated in the environmental and ecotouristic side of the business, but much more interested in the profits this environmental fad is generating in the tourism industry.[33]

The problem for these national organizations is that even if the original impulse comes from the government, they are more than one organization come from it. In France only, there is another gathering of this kind called the association 'Agir pour un Tourisme Responsible' (ATR) which means 'act for a responsible tourism'. Both ATES and ATR are associations and their objectives are mostly common in terms of responsible tourism and ideals. The difference is that ATR is a group of more lucrative companies, claiming that making money out of a business does not mean that they do not have any commitment. Moreover, ATR is proud to gather only companies in their totality, not products from a company which does not meet with the requirements. Some say the two associations are complementary as one pursues ideals, and the other one tries to get benefits from these ideals. They complement each other but they do not share exactly the same ideas, that is why they stay as two different entities and once more, the customer cannot really see the differences between two national accreditations.

C – Everyday life is turning into "green"

People now have more time for themselves and travels. Besides, globally, the society promotes the benefits of travel and to see the world. Travelling is marketed as something everyone should have experienced in his life, and not only to go to one specific place as the world is very diverse and all the places have to be seen to understand the world in which they

[33] Tourmag.com (Consulted Date : 07-06-2009), Dossier « Ethique, Durable, Responsable ou solidaire... comment s'y retrouver ? », www.tourmag.com

live. Ten years ago, the major travel industry organizations have set up programs, developed definitions and guidelines, and held several of conferences on ecotourism, and many of the leading corporate players have tried to "green" their operations. In the United States alone, there are huge amounts of magazines, consultants, public relations firms, and university programmes specialized in ecotourism.

But this is not only in the tourism sector, "green" is indeed everywhere today; in every consumer goods as well as in the management of companies, in politics, and in individual minds. 'Lifestyles Of Health And Sustainability' (LOHAS) edited a poll last year about the market of products and experiences in order to rate how the sector is appealing to consumers. It was reported that such products bring in US$209 billion every year.[34]

1. Why is "green" appealing?

If greenwashing is definitely something companies should not do to try to promote a product or, in the tourism field, a destination or activity, the nature part of the touristic product still appeals to the consumer. Our society nowadays makes the "green" in each form of tourism attract the consumer because they are more and more concerned by such problems as the global warming and gas emission for example. They want more and more to have and enjoy activities more peaceful for the environment, and help in the conservation of natural areas around the world. It explains why the prefix "eco" is widely used, and even more in the tourism industry.

Indeed, environmental issues are gaining importance in the media and in the minds of consumers. Over the past decades, people's purchasing decisions are more likely to be based on how green they perceive the product.[35] That is the reason why companies try to focus their marketing on the green aspects of the product they want to sell.

In a study about the perceived information manipulation in print advertisement done by Rienzo and Lapinski in 2008[36], it has been shown that green advertising appeals to people who feel concerned about the environment. Relying on other studies, they announced that in America 87% of consumers are concerned about the environment and 75% consider themselves as "environmentalists". Therefore, it is in the interest of every company to convince their consumers that the company produces "green products". It would work the same for a touristic destination. Promoting the area or activity as green is of course going to attract the same type of consumers when looking for a holiday destination to choose.

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[34] Centre des medias : le site médiatique officiel des nouvelles sur le tourisme au Canada (Consulted Date : 15-07-2009), « Contrôle vert », http://centredesmedias.canada.travel

[35] PHILIPPS, L. E., Green attitudes. *American Demographics, 21*, 1999, p.46-47.

[36] RIENZO, Marie and LAPINSKI, Maria, "Greenwashing: Perceived Information Manipulation in Print Advertisements", Paper presented at the annual meeting of the International Communication Association, TBA, Montreal, Quebec, Canada, May 22, 2008

The goals pursued by ecotourism, unlike conventional mass tourism, are appealing to the consumer as it aims to improve the situation regarding social, economical and environmental denunciations that have arisen over the past decades. Procuring the sensation of helping other people and act so as to improve the global social and environmental situation, ecotourism is in line with the general trend of global equity and environmental conservation.

Moreover, it has been proven that ecotourism can easily be associated with the post-fordist economic model in the United States as it generates profits through market segmentation and diversity. This kind of products is more sought after by middle classes as they are usually attracted by this non-mass form of consumption emphasizing self-realization[37]. Indeed, Travellers are looking for unspoiled places, usually remote and away from any form of civilisation. That is why "tourism is the only industry that uses 'unspoiled' as a point of sale."[38] In addition to that fact they most of the time look for a disconnection from their daily-life when going on holidays, they like to have the feeling that they are the first tourists to visit the places they go, and that they are doing something new and unique compared to the rest of the world.

2. "Green" becomes the norm

The need for environmental protection grows in every mind. Individuals buy more and more environmentally friendly cleaning products for the house, energy saving household appliances, and any other device that can help to reduce water or electricity consumption. The number of "green" products has soared in the past few years and supermarkets now offer a wide range of such products. If there are two identical products sold at the same price, but one is preserving the environment whereas the other is not, the "green" one will definitely be bought first. Even if it is not for real commitment to planet concerns, the consumer has a better image of the product. If the difference is not too big, green consumer goods can even be a little bit more expensive than the others, the consumer will buy it anyway.

The same people go to work everyday and bring these ideas with them to their working place. That is why it is now common to find different bins in office buildings for waste separation for recycling purposes, energy-safe light bulbs, messages to shut down computers at the end of the day to save electricity… Such initiatives are undertaken by individual workers, but also by managers in the company. When ecological concerns come to corporate managers and

[37] MOWFORTH, Martin, and MUNT, Ian, *Tourism and Sustainability: New Tourism in the Third World*. London: Routledge, 1998

[38] BREEN, Gerald-Mark and CIPRIANO, Victor, "Sustainable Ecotourism in Mexico: An Examination of Law, Policy, Development, and Impact" *Paper presented at the annual meeting of the NCA 93rd Annual Convention, TBA, Chicago, IL*, Nov 15, 2007

when they integrate them in the company's strategy, such actions are obviously more important and their results even more. Even if it is not true and the company has a real commitment to environment preservation, some efforts can be assessed, as money savings, as for example any attempt to reduce the electricity bill. The best example is business tourism: travelling by plane, train, or car, 2 or 3 times a week to go visit a client or attend a conference is common in certain firms. The trend nowadays is to reduce these expenses and increase the number of videoconferences. It is much more environmentally friendly for the planet, but also cheaper for the company, and in a time of financial crisis as this past year, "green" seems to be the best option.

Some countries such as Germany or in Northern Europe Norway or Sweden, are very well known for this commitment to environmental preservation in people's daily life. The impulse of most of "green" everyday practices and devices in Europe comes from these countries. They also take great care of their forests and landscapes through the laws and practices they have implemented. And as it is rooted in their lives from the beginning, Scandinavian people are used to this system, and try to cling to it when travelling. For example, when exporting themselves into another country, they tend to buy green products more than others. Even the means of transportation they use to go on holidays are usually less harmful for the environment as many of them travel with their car or motor caravan, and they like to stay in campgrounds. Of course it is only a general trend which has been crossing the European borders over the past few years, but these people are known for having more sustainable ways of travelling than other European countries.

Apart from the products bought for home and the attempts of companies to enhance more sustainable ways to work, another big change in everyday life is about how to occupy people's leisure time. Ecotourism and other forms of tourism preserving the environment are more and more sought after for holidays, but some other people are even more interested in real "action". During leisure time, week-ends, or holidays, a growing trend in volunteering for nature conservation associations or working on onsite projects abroad in order to help other communities to develop sustainable ways of living has emerged.

Moreover, many new jobs have been created lately in the environment protection field, increasing the number of people around the world who are employed in the sector. It constitutes now an important stake of all occupations as it integrates many different fields such as tourism and any other nature-related activities of course, but also marketing, the food industry, manufactures… A lot of existing companies are developing the management of a new

department, while some others are setting up on the purpose to operate separately under a concession contract.

As a conclusion, ecotourism was born in an attempt to create a new order in the tourism industry and resolve many of the negative aspects appearing after decades of evolution of conventional tourism. Environmental issues became more and more obvious all over the world, leading consumers to prefer “green” products and ecotouristic travels. Every industry tried to make things in a greener way and companies marketed themselves on that point, leading to excesses and greenwashing. It has been proved that “green” is mostly favoured for any type of consumer goods, and even if individuals know that the concept can be used as a marketing tool to fool consumers, they still prefer what is labelled as environmentally friendly. To what extent does this marketing affect the consumers’ choice of a travel destination?

III. Controversy about green marketing and ecotourism

Environmental issues are seen as a worldwide problem and the concept of preserving the planet is ubiquitous and favoured in every field. It integrates as well government strategies and companies development as individual purchases for home or to go on holidays.

But this trend in the tourism industry is not as recent as people think, as in the early 1990s, studies from the US consumers found that 40% of US travellers wanted "life-enhancing" travel, compared with 20% who were "seeking the sun."[39] The marketing industry was the first to see the growth potential of "green" market and played a huge role in this evolution. This section will discuss about its impact on consumers' behaviours. Moreover it is easy to find articles stating that everyone feels concerned by environmental issues, buy green products, and claims that ecotourism is the best way to travel and play a role in environmental preservation. But, in that case, why do figures show that the concept is still marginal today? What are the obstacles to this greener tourism industry?

A – "Green" marketing and its impact

The conservation of the environment is not only a growing trend, it affects all the fields of our society and people are changing their minds and ways of travelling in this way. In terms of tourism, ecotourism and responsible travels have become products today. And as any other product, its sells come under the control of communications and marketing strategies.

Marketing a product or place as "green" when it really is green is good for the sells. For that reason greenwashing became important as "non-green" companies wanted a piece of the attention as well. Today, the consumers know that they have to be careful not to be fooled by a marketing stratagem, but why is green marketing still good for the sells? Does green marketing still have an impact on the consumer's point of view?

1. Green marketing principles

Companies have now all understood the "green effect" and market their products with an emphasis on what is sustainable, environmentally friendly, or at least they try to convince consumers that they are not harmful on the ecological side of the thing. Marketing uses our

[39] BRANDON, Katrina, *Ecotourism and Conservation*, Washington DC, The World Bank, 1996.

societies today's fancy in order to sell. What is the efficient marketing strategy to make it appealing to the consumer?

In 2006, Jacquelyn Ottman, Edwin Stafford, and Cathy Hartman wrote an article analyzing different examples of green marketing for diverse kinds of consumer goods, and published their advice to make an efficient green marketing[40]. In this article, they described what is called the "marketing myopia" as a tunnel vision from the company focused on "managing products" (products features, functions, and efficient production) instead of "meeting consumers' needs" (adapting consumer expectations and anticipation of future desires).

To avoid this common pitfall of green marketing myopia, it is important that marketers "fulfil consumer needs and interests beyond what is good for the environment." In other words, an efficient green marketing must satisfy and manage two different objectives ideally: improved environmental quality and customer satisfaction. Any misjudgement can lead to the dysfunction of the message and the failure of the product. The problem can also occur when green products do not provide credible and substantive environmental benefits. To avoid the situation, it is important for the company to follow the principles of "the 3 Cs: consumer value positioning, calibration of consumer knowledge, and credibility of product claims."

Green marketing is usually successful when they manage to "appeal to mainstream consumers or lucrative market niches". Moreover, the product most of the time commands price premiums when offering 'non-green' value such as convenience and performance. Indeed, it has been proved that consumers tend to buy the 'environmental product' against the other one if they both display the same desirable non-green values. Energy efficiency and green construction have become mainstream; people buy green, but not only for environmental reasons. This aspect of the consumers' purchase is a paradox as they want green and buy for non-green reasons. It can be explained by green marketing myopia: companies focus on the greenness of products and forget to consider the society's real desires and expectations.

Consumer values are therefore important to know and use while marketing green products. There are at least five "desirable benefits commonly associated with green products: efficiency and cost effectiveness; health and safety; performance; symbolism and status; and convenience." If the product cannot be marketed on any of these values, marketers should imperatively use segment-centrered marketing as for example talking about money savings to cost-conscious consumers.

[40] OTTMAN Jacquelyn, STAFFORD Edwin, HARTMAN Cathy, "Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products", Environment, Volume 48, Number 5, June 2006, p.22-36.

After determining the values and displays of the green product, choosing which kind of slogan to use is the next step for an efficient marketing. According to the analyze, popular culture experts say “green marketing must appear grass-roots driven and humorous without sounding preachy.” The slogan is made to sell the product, but green marketers must not forget either to use compelling and educational messages connecting the product and to desired consumer value. The study shows that the environmental benefit is not the most important part in the message; the marketing can be efficient even without mentioning it. Providing a desired personal value on the other hand is much more appealing and can even increase consumer acceptance of green products.

Of course, such advice is useless if the company or product has no credibility in terms of green features. When consumers want to buy a green product, they do not necessarily have the expertise or opportunity to verify all what is said in the advertisement, leading to misperceptions and scepticism. Marketers should think about this when eco-certifications are mentioned in the commercial message and think twice about the labels and what they exactly mean for environmentalists, industry experts, and government regulators beforehand. The marketing message could be informative about it as well, for people to know what they are buying.

The Internet and the word-of-mouth are uncontrollable factors, creating an unavoidable “buzz” not always good for the company but which helps consumers to get information about products, eco-certifications, and the real actions towards the environment done by the company.

To finish, it is obvious even if companies are striving to protect or enhance natural environment, no consumer product with a zero impact on the environment does exist. The marketing discipline agrees on the fact that green products should be treated like innovations and the products must be positioned on a consumer value that the targeted consumers are looking for.

Concerning the tourism industry, specific green marketing is not always possible to apply as above. Indeed, many accommodations or services are the fact of the owner or the service provider, and is advertised only on a local level. Marketing can obviously follow this advice anyway, but it will imply a market study beforehand and this costs usually a lot of money or time. That is why it is usually the fact of bigger operators only.

The principles of green marketing seem easy to be understood. Marketers have to be careful when choosing the values and features they are going to sell, and people tend to favour a green product to another one. But what is really the impact of green marketing on the consumer?

2. Impact of green marketing on the consumer

Green marketing follows certain marketing principles, creating the possibility to have an efficient advertising or not. One can think that this is nothing else than one more stratagem to prove the need of marketing in every field. Do companies really need green marketing? What does it change if it is not well conducted? In tourism, does it change the traveller's vision of a country or region? Does it really make a destination more attractive?

Sociologists have identified a shift in tourism patterns in the past decades. Today, leisure time has gained importance for everyone and people are more precious about it; they know exactly what they want to do while on holiday and the experience they want to get from it. Travellers are less driven by a destination in itself and feel more concerned with the experience they are going to have. Indeed, the demand in quality experience has increased recently and tourism strategic bodies have recognised the need to adapt marketing strategy in that way.

For example, a survey by the English Tourism Council on the UK tourist market showed that "over 80% of holidaymakers would choose a green tourism accredited business over an equivalent without an award. 68% stated they would do so even if the accredited business had higher prices."[41] A survey from the Devon County Council confirmed these results and went further by saying that 72% of interviewed people would be influenced by a green tourism award, and 74% declared that it was important to stay in accommodation with an environmental award.

In addition, the Travelodge Green Holiday Survey done in 2008 found that 76% of British people have already started changing their way of travelling for more sustainable and eco-friendly ways, and 22% intended to start offsetting their carbon emissions on their next holidays. People's thoughts have evolved into thinking about the environmental impact of their holidays and how to minimize it.

In May 2008, another study, this one conducted by Rienzo and Lapinski, and presented during a conference called "Greening of products"[42] in Canada, enlightened on the direct efficiency of green marketing on the consumers (full study and results: Appendix 1). The study uses Information Manipulation Theory (IMT) as a framework for understanding people's evaluations of green advertisements. The 138 participants were given either a greened or a non-greened advertisement paired with information describing the company as having either high or

[41] GREEN TOURISM ADVICE (Consulted Date: 15-06-2009), Publication from South Hams District Council, www.greentourismadvice.co.uk

[42] RIENZO, Marie and LAPINSKI, Maria, "Greenwashing: Perceived Information Manipulation in Print Advertisements", Paper presented at the annual meeting of the International Communication Association, TBA, Montreal, Quebec, Canada, May 22, 2008

low corporate environmental concern or a control condition with no information. They had to rate the advertisements for adherence to the IMT maxims and for general honesty.

The Information Manipulation Theory developed by McCornack in 1992, was based on the work of Grice regarding the theory of conversational implicature, published in 1989. The theory is "a framework for the ways in which people create deceptive messages by describing the manner in which information can be manipulated." IMT takes the 4 reciprocated and assumed maxims of conversation:

- Quantity (amount of information provided)
- Quality (expectations about the truth of the statements written)
- Relation (how much the participant will contribute to the conversation)
- Manner (expectations given by the way information is given)

The message can be perceived as deceptive when one or more of these 4 "cooperative principles" is secretly violated.

The study found that messages involving manipulation of the maxims are seen as more deceptive than the others. Even if they are linked to each other, it is possible to manipulate only one maxim at a time, creating deception only from one particular aspect; and touching the "quality" maxim is the most deceitful because it is the closest to what people commonly consider a lie. And omission is the most spread form of lie in advertisements.

The study of Rienzo and Lapinski applied this theory to green advertisements to understand the consumers' reactions towards it. Participants also had to rate the advertisements for adherence to the IMT maxims and for general honesty. Attitudes towards the advertisement and the company were also assessed. They proposed six hypotheses that they presented before the experimentation; each of them turned to be proved by the results they found:

1. Violation of "quality" in green advertisement is more deceitful than any other maxim manipulation. If consumers can detect it, it will influence their attitudes toward the advertisement and the company. The more adherence the consumer has to the maxims, the more positive his attitude will be toward the advertisement and the company.
2. The perceived adherences to the 4 maxims are positively and significantly related to attitudes toward the advertisement.
3. The perceived adherences to the 4 maxims are positively associated to attitudes toward the company. Moreover, research has shown that there is a link between the corporate environmental image the consumer has for a specific company and deceptiveness of the advertisement.
4. Green advertisements from a company with low environmental concern are more deceptive that green advertisements from a company with high environmental concern. If the

advertisement is non-green, level of corporate environmental concern will not impact the perception of honesty in the message.

5. Green advertisements from a company with low environmental concern are more negatively evaluated than green advertisements from a company with high environmental concern. If the advertisement is non-green, level of corporate environmental concern will not impact the attitude toward the advertisement. Green advertisements from a company with low corporate environmental concern were evaluated the most negatively, green advertisements in the control condition were seen as less negative, green advertisements from a company with high corporate environmental concern were rated as the most positive.

6. A low environmental concern company using green advertisements is more negatively evaluated than a high environmental concern company using green advertisements. If the advertisement is non-green, the attitude of the consumer towards a high environmental concern company is more positive than towards a low concern company.

As a conclusion, it is possible to say that different variables affect the consumption of green products such as the relation to non-green and/or altruistic values, environmental concern, the knowledge of the person buying the product, the scepticism developed by the consumer towards environmental claims, and the intention to buy something green.[43] The only uncertain data when marketers are promoting a green product or destination is the personal beliefs and information the future customer has. Indeed, scepticism towards green claims hinder the effectiveness of green advertisement, and all the "buzz" from the internet and even more from the word-of-mouth around a destination or service only increases this unknown dimension.

B – Why is ecotourism still marginal?

For travellers, ecotourism has become a new way to contribute to the planet preservation and tends to become a real criterion in the choice of a holiday destination. That is why a new kind of travel guide has become very important in the past couple of years: the sustainable tourism guide book. It usually presents a quick definition of sustainable tourism in its introduction, then relates all the sustainable destinations in the world and ends with some recommendations like a charter of good conduct for the future traveller. They mostly aim at

[43] MOSTAFA, Mohamed M**., "**Shades of green: A psychographic segmentation of the green consumer in Kuwait using self-organizing maps Source", *Expert Systems with Applications: An International Journal*, Volume 36, issue 8, October 2008, p.11030-11038

shattering the myths linked to ecotourism such as "ecotourism needs a sacrifice in quality and luxury in accommodations", "ecotourism is expensive", "ecotourism is only for backpackers"…

Myths need to be busted for the tourism sector to see an evolution in ecotourism figures, but the industry also has to fight against other obstacles that hinder the possible future of ecotourism growth.

1. Ecotourism myths to shatter

In almost everyone's mind, the word "ecotourism" is linked to the adjective "expensive". In 2008, a French study run by TNS-SOFRES published in its results that 42% of French people think ecotourism offers the same quality of service but at a higher price.[44] Of course it can be more expensive if the travel agent who sells the services increases the company's margin on it because it is marketed as ecotourism, knowing that it is possible to make money by using the ecotourism fad. But if travellers look closer to the products by themselves or with a smaller and more committed company, they will see that services can be the same price as everywhere else. And if the price is really higher, maybe it can be explained by a better communication including more information regarding the costs, the services provided, the labels promoted in the advertisement, and by giving explanations about the effects the trip will have on both environment and host populations. This opinion can however be attributed to the lack of information that the customers claim. Indeed, 78% of the people in this same TNS-SOFRES poll said that they are not enough aware of what is going on concerning the subject.

Another linkage in the customer's brain connects "ecotourism" to "basic conditions". TNS-SOFRES announced that 44% of French people think that ecotourism means a trip with rudimentary comfort; involving the related idea that ecotourism is only for backpackers.

Ecotourism may, indeed, be a self-sufficiency hike in a very remote area in the middle of the jungle, but not only. All accommodation types are represented in the ecotourism sector, even luxury hotels if they sufficiently use the resources, have an environmentally friendly management, help local populations to be integrated in the business... as defined earlier. Many trips even take place in developed countries and are organized to discover the local wildlife, or to spend time in such places as rural eco-cottages or organic farms. This myth is thus another wrong picture of the activity. Regarding the "backpackers" idea, it is obvious that after what was said above, it is not true either; some trips even have options for family holidays.

[44] Goodplanet.info: understand the environmental issues and their news (Consulted Date: 25-07-2009), Leave only footprints, take only memories, http://www.goodplanet.info

Everyone can be an ecotourist, of course, but it is still possible to analyze the population of customers who would take such holidays. The different categories of consumers depicted in marketing principles are not accurate any more when green products are involved. Indeed, 20 years ago or so, the worldwide society saw the emergence of a new category of people who buy eco-friendly products and which gain importance every year. For example, a survey from the CNRS[45] announced that these people counted for 17% of the French population in 2006, and that this number should increase rapidly. Any nature-based tourism form should be the priority for these people when they pick a holiday destination as they want to know exactly what the outcomes of their travel are. They take great care of every aspect of the trip such as means of transportation, onsite activities, accommodation commitments for environmental preservation… And they want to meet the local populations in villages out of the beaten tracks to fully understand their lifestyles and needs, in order to help them in their development with time or money. They look for quality services in accordance with their ideals, and that is why they are very sensitive to the values and cultural identities of their holiday destination.[46]As the concerns for environmental issues appeal everyone nowadays, ecotourism gathers all that they are interested in; the activity is not an objective but a means to discover and exchange with the whole region and the local people.

Besides, in a research from the International Labour Organisation, it is stated that in 2008 "34% of American ecotourists [were] in the 18-24 age bracket and 24% [were] over 55."[47] Eco-travellers who go to remote unspoiled areas are usually people from developed countries as they have more money to travel the world, but as ecotourism is everywhere, everyone can be one of them. In general they are, however, young workers more than any other age category because they do not have a family to take care of and they are free to spend their time and money in travels.

2. The flight paradox

There is a major controversy concerning ecotourism. Not even that can it disturb local communities and make their cultures evolve to a standardized one, but the environmental impact of the flight. Ecotourism is everywhere and in every country under accommodations or activities, but in remote areas in developing countries as well. The trip can be in total accordance with the

[45] CNRS is for Centre National de la Recherche Scientifique (French Agency for Scientific Research)
[46] French Tourism Ministry (Consulted Date: 19-06-2009), Tourisme durable 07, www.tourisme.gouv.fr
[47] Goodplanet.info: understand the environmental issues and their news (Consulted Date: 25-07-2009), Leave only footprints, take only memories, http://www.goodplanet.info

ecotourism principles once on-site, the problem remain the means of transportation to actually get over there.

In recent years, low-cost airlines have flourished all over the world and the flight market has evolved a lot. If they were specialized in short haul services, it is nowadays possible to find cheap flights on long distance flights as well. This trivialization of air travel has been a boon for developing countries that could launch strategies of development thanks to the tourism sector, but it finally leads to the worst consequences ever in terms of environmental issues.

According to the intergovernmental Panel on Climate Change, "lights for commercial purposes only account for 3.5% of the total human impact on climate change."[48] A long-haul flight – one way – from France to Asia has the same impact in terms of CO^2 emission than the use of a car everyday for a year.

To avoid such deterioration to the environment, the better solution is to stay home or close for holidays, but it does not sound very exotic. Travelling by train or car is still far more interesting to limit the impact of travel when going somewhere.

The paradox between all these means of transportation concerns the price. Trains and cars are obviously slower than a plane if the distance is about a thousand kilometres. But further than that – and the society is promoting far away travels – travelling by air is usually faster, and now, even cheaper! So why continue to travel with slow means of transportations? Besides, the more time you spend in transports, the less time you have to spend in the holiday destination.

In order to get the impression to act for the environment, today it is very trendy to "offset your carbon emissions." According to the 2008 poll from the French Ecotourism Association[49], "65% of French travellers are willing to offset their carbon dioxide emissions." The cost of the flight can be calculated[50] and, against a certain amount of money given to a specific organization as a contribution to their cause, they would make you go "carbon neutral" by planting trees for example.

Obviously, tree planting will not erase the impact of planes on the planet, so it is important to think twice before taking one. However, it does not mean that to go "carbon neutral" is meaningless. It is every little help that would act in environment conservation, and thus, this can be part of an environmentally friendly travel. It has already been said that a perfect ecotourism under every aspect was a utopia; this is just the most obvious example. People cannot travel really "without leaving any trace," but every little help is good anyway.

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[48] LORIMER, Kerry, *Code Green: Experiences of a life time*, Australia, Lonely Planet Publications Pty Ltd, May 2006. p.128
[49] French Ecotourism Association, www.voyagespourlaplanete.com
[50] For example with www.climatecare.org

3. Future of ecotourism

Ecotourism seems to be well integrated in minds as surveys of every kind have been announcing an annual growth rate of 20% in the world for already a decade. But this huge percentage does not mean that such tourism is very common. In 2003 in France for example, it represented only about 1% of the travel market.[51] In 2008 a poll from the French Ecotourism Association announced that 5% of French travellers are today actively looking for responsible holidays when they travel and 70% say that they are interested in the concept.[52] The growth of ecotourism practices is supposed to continue evolving at this pace in the future, and in the end it would be significant.

But this past year 2008 has known a worldwide financial crisis and its effects only started to impact the travel industry for the summer season of 2009. No figures have been published yet, but all tourism sectors were down this past semester, and it is easy to understand that ecotourism is affected as well. The future cannot be told but possible scenario and solutions can be sorted out.

The crisis is a financial one, so companies based on profit making get in trouble. It can be the opportunity to restore some of the values people tend to forget: sustainable tourism may appear more often in the agenda and money-driven resorts may have to revise their management and priorities.[53]

Others go even further and think that "with ecotourism as well, we need to move away from discredited neoliberal recipes, dependencies on aid and other agencies, nefarious mushups like corporate social responsibility, triple bottom lines and carbon offsetting."[54] Antonis Petropoulos, director of Ecoclub, explained in this sentence that ecotourism needs to be improved on the social, progressive, solidarity, and direct-democratic aspects of its definition in order to gain even more legitimacy and tear big chains down.

The solutions to apply are obviously limited but necessary on the short run as ecotourism is partly about helping the most vulnerable people to take part in the experience. The thing is that this kind of crisis affects such people more than others who have the possibility to protect themselves from the worst consequences. That is why it is in the responsibility of ecotourism companies to compensate for the short-term effects and take part in the constitution of a social order helping vulnerable people to meet their needs. On the long term, the resilience and

[51] idem
[52] French Ecotourism Association, www.voyagespourlaplanete.com
[53] Ecoclub : the international ecotourism club (Consulted Date: 19-06-2009), May 2009 - Interview with Pascal Languillon Director & Founder of the French Ecotourism Association, www.ecoclub.com
[54] Ecoclub : the international ecotourism club (Consulted Date: 19-06-2009), Ecotourism in the time of crisis, www.ecoclub.com

necessity of a small-scale, sustainable, and family or community owned tourism will appear as solutions to survive the crisis.

A rampant trend needs to be pointed out as a potential factor that would play a role in the future evolution of ecotourism: the structure of holidays is evolving. But for the moment it is difficult to say what is going to be its effect. People take more trips over the year but each for only 4 or 5 days. If these vacationers follow the trend of "city escapes" due to the development of low-cost airline companies, they might take a plane and the environmental impact of the trip will be high. On the contrary, if these vacationers need more natural areas, they might favour ecotouristic activities such as to stay for a few days in a "house in a tree" to experience something new and really get away from their daily life.

The myth that ecotourism means expensive holidays can also have a negative impact on the sector with today's circumstances as consumers more than ever want to save money.

Ecotourism future is difficult to discuss today. It will continue its growth for sure as "green" is gaining importance from day to day, but it may be at a lesser rate, keeping it still marginal for years. And maybe the "green" appeal added to the destruction of big chains will help ecotourism to make a difference among the other forms of tourism.

4. Recommendations

On a product-scale, it is proven that ecotourism functions the same way as any other tourism product and needs a wide range of products, different destinations, different activities… But more than anything, the product range needs to be renewed sometimes to stick to the new market trends and appeal new customers.

Concerning the promotion of these products, many companies want to believe in the internet phenomenon and stopped to publish their brochure. They rely on the word-of-mouth and word-of-mouse thanks to faithful clients and communication through the press. They may be right as the core customer for ecotouristic products is the same population as people buying most on the internet.

On an organizational point of view, recommendations for the future are stronger and much more difficult to apply. Sustainable forms of tourism are supposed to help environmental conservation and be better ways for local populations to develop themselves than conventional mass tourism, but some aspects need to be clarified as perverse effects are possible as well. Ecotourism can be as destructive as helpful to tend to its defined goals. Indeed, projects can fail

due to a lack of organization or commitment to conservation goals which means usually that the government which implement ecotourism does not have a sufficiently efficient policy in order to run or finance the activity. Others are working project, but regulation is inadequate or simply authorities do not want to stop the flow of tourists coming the place and finally create a form of mass ecotourism that is obviously harmful for the environment. Norms and laws are needed for the sector to know less abusive situations, but also to put a priority on environmental conservation over short-term profits for the country as "it is the basis for long-term economic stability."[55]

From the economic point of view, the country that organizes such a project should never rely its development only on the tourism industry because it can be affected by many uncertain factors such as seasonality, political and financial trends, or even natural disasters. For these reasons the country should better keep another industry as second source of revenues.

Government support is the key factor to success because it is the only entity that can provide financial resources to "start up business initiatives, to provide organization and coordination of ecotourism efforts, to give small communities access to knowledge about sustainable development, and to prevent abuses."[56] Country's authorities should take sustainable tourism forms into account in their organization. Indeed, a 'Department of ecotourism' could be useful to coordinate and advise the other departments regarding the different projects. Many countries do not even have a 'Tourism department' even if the industry is in every development strategy. It does not need to be big or employ many people, but it needs people working on the subject all year round. The more specific tasks such as market research and marketing support could be delegated to small companies, NGOs, or consultants on a contractual basis.[57]

[55] ProQuest (Consulted Date: 19-06-2009), Ecotourism: the Promise and Perils of Environmentally-Oriented Travel, www.csa.com
[56] ProQuest (Consulted Date: 19-06-2009), Ecotourism: the Promise and Perils of Environmentally-Oriented Travel, www.csa.com
[57] STRADAS, Wolfgang, "Ecotourism in development cooperation", *UNEP Industry and Environment*, Volume 24, July-December 2001, p.12-15

Conclusion

Tourism is in many countries the leading sector of their governmental development strategies. The industry needs a clean environment to attract travellers, and that is why many developing countries implementing nature-based activities turned it into ecotourism in the past decades to conserve natural resources and support sustainable economic progress. It appears today as the fastest booming sector of tourism worldwide but it struggles with a misunderstanding in its definition: ecotourism should not be used as a synonym of sustainable tourism, nor of nature tourism. It is a niche market from both concepts, but is a full fledged form of tourism.

Environment concerns have become rampant enough in the 1980s for politics to get involved and raise awareness over the world. They have been especially well integrated in the tourism industry as the environment is a key factor of its development. Nowadays, every field acts in an attempt to preserve the ecological system as much as possible as well as individual people; “green” products flourish everywhere and many companies promote themselves through this thriving business.

Marketing is an important part of the business as it gives the impulsion to buy to the consumer. “Green” is appealing, and consumer goods are more attractive if it is written on them that they are environmentally friendly – if only there is a real commitment. This rule applies for the tourism sector as well, and that is why “green marketing” has developed that much to promote holiday destinations. But to make ecotourism even more sought after by travellers, marketing is not the solution: there is a real need to improve the system running it.

Almost every nation around the world is facing this same problem: tourism is the biggest industry generating growth for a country, but apart from directions to follow through charters or agendas for the most evolved countries, they are no special law implemented in order to promote eco-friendly tourism activities. A bigger involvement from governments is required to gain efficiency in the management of the tourism industry – and even more for ecotourism – to avoid conflicts of interests regarding the use of the land.

To continue in the same idea, today, politics talk a lot about the climate change and its effects on the planet. It will, of course, impact on the projects and on the ways to manage the tourism industry. Authorities have already started talking about this unavoidable change during Earth Summits, but what are their plans to integrate the necessary solutions in existing tourism management? The countdown to the next United Nation Climate Change Conference which will be held in Copenhagen from December 7th to 18th 2009 has already started.

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APPENDIX 1: Green Marketing Study by M. Rienzo and M. Lapinsky

From www.allacademics.com

Greenwashing: Perceived Information Manipulation in Print Advertisements

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Method

Overview and Design

The study involved a 2 x 3 independent groups factorial design with two levels of advertisements (green/non-greened) and three levels of company information (green/nongreened/ no information control); the control condition was included to examine perceptions of green advertisements without information about the nature of the corporation whose products were portrayed in the message.

Participants

Participants included 138 undergraduates enrolled in undergraduate communication courses at a large Midwestern University. Participation was voluntary and students received extra credit for their involvement. Participants were recruited using the
Department of Communication's participant pool and introductory classes in the College of Communication Arts and Sciences. The age of the participants ranged from 18 to 27, (M = 20.42, SD = 1.37). Most were Caucasian (80.4%), African Americans, Hispanics, and Asians comprised 3.6%, 1.4%. and 8.0% of the sample respectively, with 2.9% of the participants classifying their ethnicity as "other". Sixty-five percent of the participants were male.

Messages

Automobile advertisements were sampled from the top ten magazines read by fulltime college students as identified by the Simmons Market Research Bureau. Only magazines read by both men and women were used for the purposes of this study. In descending order the top magazines read by both male and female college students are as follows: *People, Time, National Geographic, Rolling Stone, Reader's Digest, Entertainment Weekly, Newsweek, TV guide, US weekly and Fitness* (Simmons, 2003).
Advertisements were selected via searching recent issues of these magazines.
From these advertisements, one green advertisement was chosen as the stimulus material. This advertisement had both picture and message content, and the content was manipulated in the green advertisement to create the non-greened advertisement. An advertisement for a moderately priced automobile was chosen as the stimulus material because it is a product members of the sample might purchase. For both advertisements, a fictitious name (Maren) was created for the car company. The green advertisement was kept intact but edited to remove all evidence of the automobile brand. To create the non-green advertisement, the greened message from the green advertisement was removed to produce an identical, but non-greened advertisement.

Procedures
Two pilot tests were conducted. The first pilot test was done to assess scale reliability and establish the extent to which the baseline information about the company was seen as indicating

high or low corporate environmental concern. The first pilot test did not yield a clean test of the manipulation of baseline information because the advertisement was included. Thus, a second pilot test was conducted where participants were only given baseline information to determine if the baseline inductions portrayed a company that was perceived as high or low on corporate environmental concern.

Next, the final study was conducted. After completing informed consent procedures, participants were randomly assigned to one of the five experimental conditions and given baseline information about a fictitious company with either high or low corporate environmental concern. The no baseline information condition served as the control. The baseline information is based on information from real companies known for greenwashing as identified by Green Life, an environmental organization that advocates against greenwashing (Johnson, 2004). This information is presented in Appendix A and Appendix B. Participants were given one of the advertisements and asked to rate its deceptiveness along the IMT maxims and a general measure of honesty. Afterwards participants rated the advertisements, their attitude toward the advertisement, and their attitude toward the company.

APPENDIX A
BASELINE INFORMATION: NON-GREENED

The Maren Automotive Company has advocated its environmentally responsible behavior by emphasizing its hybrid SUV and other alternative fuel vehicles. In recent years Maren has tried to position itself as an environmentally progressive company whose automobiles will be the way of the future.

Despite some outward signs of environmental consciousness, Maren business practices reflect a different attitude. In 2006, the Environmental Protection Agency (EPA) found Maren, for the ninth year in a row, had the worst fleet wide fuel economy of all of the automakers. Maren is also the worst polluter of all the car companies. In 2006, Maren vehicles contributed 32.9% of domestic greenhouse gas emissions and 41% of smog emissions.

Maren's hybrid sales only account for one percent of the company's annual sales and though the company plans to expand its hybrids these benefits will be offset by new non-hybrid trucks and SUVs. A study done by the U.S department of Transportation (USDOT) found their buses only increased fuel efficiency by 10 to 20% instead of the claimed 70%. Claims of the benefits of the hybrid engines were also invalidated by the USDOT study; gas mileage on these vehicles is only slightly better than their conventional counterparts.

APPENDIX B
BASELINE INFORMATION: GREENED

The Maren Automotive Company has advocated its environmentally responsible behavior by emphasizing its hybrid SUV and other alternative fuel vehicles. In recent years Maren has tried to position itself as an environmentally progressive company whose automobiles will be the way of the future through a series of advertisements.

Maren business practices reflect their commitment to environmental responsibility. In 2006, the Environmental Protection Agency found Maren, for the ninth year in a row, had the best fleet wide fuel economy of all of the automakers. Maren also pollutes the least of all the car companies. In 2006, Maren vehicles contributed 32.9% less domestic greenhouse gas emissions than their competitors and 41% less smog emissions.

Maren's hybrid sales only account for 30 percent of the company's annual sales and the company plans to expand its hybrids for 2008. A study done by the U.S. Department of Transportation (USDOT) found their buses increased fuel efficiency by 68-70%. Claims of the benefits of the hybrid engines were also validated by the USDOT study; gas mileage on these vehicles is 30 percent better than their conventional

counterparts.

Measurement

Perceptions of message honesty, adherence to the maxims of quantity, quality, manner, and relevance were measured using a series of four-item semantic differential scales with a seven-point response format (7=most honest) developed by McCornack et al. (1992). McCornack et al. (1992) provide support for the reliability, validity, and dimensionality of the scales. Example items on this scale include "Uninformative/Informative" and "False/True."

Attitude toward the advertisement and attitude toward the company was measured using modified items used in previous studies (Davis, 1994; McCroskey, 1966; McCroskey & Richmond, 1989; McCroskey & Richmond, 1996). Attitude was assessed using a six-item semantic differential scale with a five-point response format. Higher scores represent more positive attitudes. Example items on this scale include "Bad/Good" and "Negative/Positive."

An induction check was designed to assess the extent to which the baseline information was perceived as portraying a company with high versus low concern for the environment. This was measured using modified items described by Dietz, Fitzgerald and Shwom (2005). Participants responded to six Likert-type items with a five-point response scale with five indicating greater concern for the environment. Example items on this scale include "Maren is interested in protecting the environment" and "Maren's corporate philosophy involves respecting the earth's resources."

An induction check was designed to assess the extent to which the advertisements were perceived as being green versus non-greened. Participants responded to five Likert-type items with a five-point response scale with five indicating greater concern for the environment. Example items on this scale include "This advertisement promotes the environmental benefits of this product" and "The environmental characteristics of the product are clearly stated in this advertisement."

Results

Pilot Studies

The first pilot test included 82 participants recruited from the departmental participant pool and from introductory classes at a large Midwestern university. The age of the participants ranged from 18 to 23. The mean age of the participants was 19.73 (*Standard Deviation* = 1.10) years. Most were Caucasian (85.4%), African-Americans, Hispanics, and Asians comprised 3.7%, 2.4%, and 3.7% of the sample respectively, with 1.2% of the participant classifying their race as other. The majority of the participants were female (62.2%). All multiple-item measures were screened for positive contribution to scale reliability and item-total correlation; overall scale reliability was assessed. The scale means, standard deviations, and alphas across conditions are presented in Table 1.

Table 1

Means, standard deviations, and alphas for all scales for first pilot test

Scale	Mean	SD	S
EC	3.12	0.98	0.93
Quantity	3.93	1.25	0.84
Quality	4.02	1.51	0.93
Relevance	4.77	1.30	0.87
Manner	4.14	1.46	0.91
Honesty	3.93	1.00	0.90
Att ad	3.30	0.93	0.89
Att com	3.19	1.12	0.96
Att product	2.93	1.24	0.94

An induction check was performed to determine if participants viewed the baseline information as exhibiting high versus low corporate environmental concern. The data indicated that the company with high corporate environmental concern baseline information (M = 3.75, SD = .75) was perceived as demonstrating more concern for the environment than the company with low corporate environmental concern baseline information (M = 2.49, SD = .74), $F(1, 80) = 63.03$, $p = .001$, $\eta^2 = 0.44$. There was also a small buy statistically significant interaction between baseline information and advertisement $F(1, 80) = 4.16$, $p = .05$, $\eta^2 = 0.03$. There was no main effect for green advertisement on perceptions of corporate environmental concern.

An induction check was also performed for greenness of the advertisement, which contained content about the environmental attributes of the advertised product. The green advertisement (M = 3.28, SD = .83) was perceived as more green than the non-greened advertisement (M = 2.83, SD = 1.11), $F(1, 80) = 4.70$, $p = 0.03$, $\eta^2 = 0.06$. There was a significant main effect for baseline information on perceived greenness $F(1, 80) = 7.50$, $p = 0.01$, $\eta^2 = 0.08$, the baseline information showing a company with low environmental concern resulted in lower ratings of the greenness of the advertisement (M = 2.79, SD = 1.05) and the high environmental concern baseline resulted in higher evaluations of greenness (M = 3.35, SD = .85). There was not a significant interaction between the baseline information and the advertisement on perceived greenness $F(1,80) = 0.06$, p = *ns*, $\eta^2 = 0.01$. Because participants in the first pilot responded to induction check questions about environmental concern after viewing both the baseline information and the advertisement, a second pilot test was conducted to determine the effects of baseline information on perceived environmental concern.

A second pilot test was performed to ensure participants perceived the baseline information as differing on environmental concern. The test included 25 participants recruited from an introductory class. Despite the small sample size, the data showed support for the induction such that the company with high corporate environmental concern baseline information (M = 3.73, SD = .88) was perceived as more concerned for the environment than the company with low corporate environmental concern baseline information (M = 2.19, SD = .53). This difference was statistically significant $t(23) = 5.43$, $p = .001$, $r = .75$. Participants also had a more favorable attitude toward the company with high corporate environmental concern baseline information (M = 3.72, SD = .77) than the company with low corporate environmental concern baseline information (M = 2.45, SD = .71). This difference was statistically significant $t(23) = 4.30$, $p = .001$ $r = 0.66$.

Final Study

All multiple-item measures were screened for positive contribution of items to scale reliability, item-total correlations, overall scale reliability, and the extent to which the distributions approximated normality. The scale means, standard deviations, and alphas are presented in Table 2.

Table 2

Final study means, standard deviations, and alphas for all scales across conditions including environmental concern (EC), attitude toward the advertisement (Attad), attitude toward the company (Attcom) and attitude toward the product (attprod).

Scale	Mean	SD	S
EC	3.06	1.10	0.96
Quantity	4.02	1.26	0.84
Quality	4.22	1.38	0.90
Relevance	4.86	1.28	0.86
Manner	4.12	1.63	0.93
Honesty	4.10	0.95	0.93
Attad	3.30	0.93	0.89
Attcom	3.19	1.12	0.96
Attprod	2.93	1.24	0.94

Table 3

Final study correlation table for violations of the maxims, honesty ratings, attitude toward the ad, and attitude toward the company

	Condition						
Maxims	Quantity	Quality	Relevance	Manner	Honesty	Ad	Company
Quantity	1.00						
Quality	0.56*	1.00					
Relevance	0.67*	0.66*	1.00				
Manner	0.73*	0.56*	0.59*	1.00			
Honesty	0.52*	0.85*	0.64*	0.54*	1.00		
Ad	0.65*	0.72*	0.72*	0.63*	0.67*	1.00	
Company	0.55*	0.69*	0.59*	0.53*	0.65*	0.73*	1.00

Note: * indicates significance at $p = .001$, one-tailed test

The results in Table 3 reveal that the data are consistent with hypotheses one through three.
_ The first hypothesis predicted perceived violations of quality would be rated as more deceptive than other violations. The data indicated that all of the maxims were positively and significantly related to honesty. A t-test to test for the differences between correlations revealed the correlation

between honesty and quality was significantly different from the correlation between honesty and relevance, the correlation closest in magnitude $t(135) = 10.47$, $p = .001$.

_ The second hypothesis predicted that attitudes toward the advertisement would be positively associated with perceived adherence to quality, quantity, manner, and relevance. The data were consistent with this prediction. All of the maxims were positively and significantly related to attitude towards the advertisement.

_ The third hypothesis predicted attitudes toward the company would be positively associated with perceived adherence the IMT maxims. All of the maxims were positively and significantly related to attitude towards the company.

_ The remaining hypotheses tested the relationship between the experimental manipulations and dependent variables. First, the induction checks tested in the pilots were examined with the larger data set. In order to assess the extent to which the green advertisement was perceived as promoting the environmental benefits of the product, the mean scores on this scale were examined with a particular focus on the control condition. A two-way ANOVA indicated a main effect for the advertisement on ratings of greenness such that across baseline conditions the green advertisement ($M = 3.62$, $SD = .83$) was seen as greener than the non-green advertisement ($M = 2.24$, $SD = 1.21$), $F(1, 136) = 75.47$, $p = .001$, partial $\eta^2 = 0.36$, $\eta^2 = 0.31$. An examination of the control condition means indicates the green advertisement was seen as exhibiting more green characteristics ($M = 3.59$, $SD = 0.71$) than the non-green ($M = 1.67$, $SD = 0.81$) and the confidence intervals for these means do not overlap; this effect is repeated in each condition. The means, standard deviations, and confidence intervals around each mean are presented in Table 4.

Table 4

Means, standard deviations and 95% confidence intervals for ratings of "greenness" of the advertisement, corporate environmental concern, honesty ratings, attitude toward the advertisement, and attitude toward the company for the greened and non-greened advertisements in the high, low, and control environmental concern conditions

		Baseline Information								
		High EC			Low EC			Control		
Measure	Type of Ad	Mean	SD	95% CI	Mean	SD	95% CI	Mean	SD	95% CI
Greeness of Ad	Green	3.72	0.17	3.38 to 4.07	3.52	0.18	3.16 to 3.89	3.59	0.26	3.07 to 4.10
	Non-green	3.03	0.18	2.68 to 3.38	1.72	0.18	1.36 to 2.08	1.68	0.25	1.18 to 2.17
Corporate Environmental Concern	Green	3.86	0.15	3.57 to 4.15	2.24	0.16	1.93 to 2.55	3.80	0.22	3.37 to 4.24
	Non-green	3.76	0.15	3.46 to 4.05	2.17	0.15	1.87 to 2.48	2.51	0.21	2.09 to 2.93
Honesty	Green	4.48	0.15	4.18 to 5.78	3.42	0.16	3.10 to 3.74	4.46	0.23	4.01 to 5.92
	Non-green	4.64	0.16	4.33 to 4.95	3.78	0.16	3.47 to 4.10	3.67	0.22	3.24 to 4.12
Attitude toward Ad	Green	3.93	0.14	3.67 to 4.21	2.50	0.15	2.21 to 2.80	3.60	0.21	3.19 to 4.01
	Non-green	3.81	0.14	3.53 to 4.10	2.93	0.15	2.64 to 3.21	2.81	0.20	2.42 to 3.21
Attitude toward the Company	Green	4.11	0.13	3.85 to 4.37	2.10	0.14	1.82 to 2.38	3.74	0.20	3.34 to 4.13
	Non-green	4.02	0.14	3.75 to 4.29	2.25	0.14	1.98 to 2.52	2.93	0.91	2.56 to 3.31

The presence of baseline information (particularly that which showed the fictional company as being environmentally friendly) also had an influence on participant's ratings of the "greenness" of the product. There was a main effect for baseline information on ratings of greenness of the advertisement $F(2, 136) = 10.84$, $p = .001$, partial $\eta^2 = 0.14$, $\eta^2 = 0.09$. Participants in the high environmental concern condition rated the advertisement as greener ($M = 3.39$, $SD = 1.09$) than people in the control ($M = 2.59$, $SD = 1.23$) and low environmental concern conditions ($M = 2.60$, $SD = 1.27$). The analysis also indicated a significant interaction between baseline information and advertisement $F(2, 136) = 6.25$, $p = .003$, partial $\eta^2 = 0.09$, $\eta^2 = 0.05$. Measures of effect size indicate that the effect was strongest for the advertisement manipulation.

(The analysis revealed that approximately 5% of participants had previously seen the advertisement used in the study. A cross tab indicated that participants who reported having seen the advertisement before were distributed across conditions. Three participants reported having seen the advertisement in the green advertisement condition and four participants in the non-greened advertisement condition, $X2(1, N = 138) = 0.15$, $p = 0.70$.
None of the participants in the control condition, two participants in high environmental concern condition, and five participants in the low environmental concern condition reported having seen the advertisements $X2(2, N = 138) = 3.58$, $p = 0.15$.)

As a check of the extent to which the baseline information portrayed the fictitious company as having high versus low environmental concern, the means for corporate environmental concern were examined via a 2-way ANOVA. An examination of these means indicates the company with high environmental concern baseline information ($M = 3.81$, $SD = 0.69$) was seen as exhibiting more environmental concern than the company with low environmental concern baseline information ($M = 2.20$, $SD = 0.93$) and the control condition ($M = 3.14$, $SD = 0.95$), $F(2, 136) = 56.53$ $p = .001$, partial $\eta^2 = .46$, $\eta^2 = 0.43$. There was a significant main effect for advertisement $F(1, 136) = 11.60$, $p = .001$, partial $\eta^2 = 0.08$, $\eta^2 = 0.01$ such that participants who saw the green advertisement ($M = 3.23$, $SD = 1.14$) rated the company as having greater environmental concern than those who saw the non-green advertisement ($M = 2.88$, $SD = 1.05$). There was a significant interaction effect $F(2, 136) = 6.29$, $p = .002$, partial $\eta^2 = .09$, $\eta^2 = 0.01$ on ratings of corporate environmental concern. Thus, the data shows there are crossover effects of the manipulations but that they are small relative to the effect size for the baseline info on perceptions of environmental concern. The means, standard deviations, and confidence intervals around each mean are presented in Table 5.

_ Hypothesis four predicted an interaction between green advertisements and corporate environmental concern on ratings of the honesty of the advertisement such that green advertisements from a company with low corporate environmental concern will be evaluated as more deceptive than green advertisements from a company with high corporate environmental concern. As shown in Table 6, the data were consistent with this hypothesis. There was a significant interaction between baseline information and advertisement $F(2, 136) = 4.47$, $p = .013$, partial $\eta^2 = 0.06$, $\eta^2 = 0.05$. Green advertisements from a company with low corporate environmental concern were perceived as least honest, green advertisements in the control condition were seen as moderately honest, and green and non-greened advertisements from a company with high corporate environmental concern were seen as the most honest. There was a significant main effect for baseline information such that high environmental concern baseline information ($M = 4.59$, $SD = 0.76$) was seen as more honest than low environmental concern baseline information ($M = 3.61$, $SD = 1.00$) and the control condition ($M = 4.06$, $SD = 0.69$), $F(2, 136) = 18.37$, $p = .001$ partial $\eta^2 = 0.22$, $\eta^2 = 0.21$. There was not a significant main effect for the green advertisement ($M = 4.08$, $SD = 1.01$) the non-greened advertisement ($M = 4.11$, $SD = 0.88$) and the on perceptions of honesty $F(1, 136) = 0.33$ $p = ns$, partial $\eta^2 = 0.02$, $\eta^2 = 0.01$.

_ Hypothesis five predicted an interaction between green advertisements and corporate environmental concern on attitude toward the advertisement such that a green advertisement from a company with low corporate environmental concern would be evaluated more negatively than a green advertisement from a company with high corporate environmental concern. Table 7 reveals the data was consistent with this prediction. There was a significant interaction between baseline information and advertisement $F(2, 136)= 5.92$ $p = .003$ partial $\eta^2 = 0.08$, $\eta^2 = 0.06$. Green advertisements from a company with low corporate environmental concern were evaluated the most negatively, green advertisements in the control condition were seen as less negative, green advertisements from a company with high corporate environmental concern were rated as the most positive. There was a significant main effect for baseline information such that high environmental concern baseline information ($M = 3.87$, $SD = 0.67$) was evaluated more positively than the low environmental concern baseline information ($M = 2.72$, $SD = 0.80$) and

the control condition (*M* = 3.19, *SD* = 0.72), *F*(1,136) = 32.81, *p* = .001, partial η^2 = 0.33, η^2 = 0.31. There was no significant main effect for green advertisements (M = 3.33, SD = 1.06) and non-greened advertisements [*M* = 3.26, *SD* = 0.80, *F*(1, 136) = 1.42, *p* = *ns*, partial η^2 = 0.01, η^2 = 0.01] on attitudes toward the advertisement.

_ Hypothesis six predicted an interaction between green advertisements and corporate environmental concern for attitude towards the company such that a company with low environmental concern that uses green advertisements would be evaluated more negatively than a company that uses green advertisements and has high environmental concern. Table 8 shows the data were consistent with this prediction. There was a significant interaction effect between baseline information and advertisement *F*(2, 136) = 4.05 *p* = .02, partial η^2 = 0.06, η^2 = 0.02. The company with low environmental concern that used green advertisements was evaluated most negatively, next was the control condition, and the company with high environmental concern that used green advertisements was rated most positively. There was a significant main effect for baseline information such that high environmental concern baseline information (*M* = 4.07, *SD* = 0.65) resulted in more positive evaluations of the company than the low environmental concern baseline information (*M* = 2.18, *SD* = 0.83) and the control condition (*M* = 3.32, *SD* = 0.70), Φ(1,136) = 97.12 π παρτιαλ η^2 = 0.60, η^2 = 0.58. There was not a significant main effect for green advertisements (*M* = 3.28, *SD* = 1.23) and non-greened advertisements (*M* = 3.11, *SD* = 0.10), *F*(1, 136) = 3.72 *p* = *ns*, partial η^2 = 0.03, η^2 = 0.01 on attitudes toward the company.

APPENDIX 2: Results of the 2009 European elections for the Parliament

From www.wikipedia.org

Groupe / Pays	PPE	S&D	ADLE	Verts-ALE	ECR	GUE/NGL	ELD	Non-inscrits	Partici-pation
Allemagne	**34** (-6) (CDU) **8** (-1) (CSU)	**23** (=) (SPD)	**12** (+5) (FDP)	**14** (+1) (B90 / Die Grünen)		**8** (+1) (DL)			**43,3%**
Autriche	**6** (=) (ÖVP)	**4** (-3) (SPÖ)		**2** (=) (Grünen)				**3** (+1) (*HPM*) **2** (+1) (FPÖ)	**45,97%**
Belgique	**3** (=) (CD&V) **1** (=) (CDH) **1** (=) (CSP)	**3** (-1) (PS) **2** (-1) (SP.A)	**3** (=) (Open VLD) **2** (-1) (MR)	**2** (+1) (Ecolo) **1** (=) (Groen!) **1** (=) (N-VA)	**1** (LDD)			**2** (-1) (VB)	**91%**
Bulgarie	**5** (=) (GERB) **1** (+1) (SDS-DSB)	**4** (-2) (BSP)	**3** (=) (DPS) **2** (-2) (NDSV)					**2** (+1) (Ataka)	**37,49%**
Chypre	**2** (=) (DISY)	**1** (+1) (EDEK) **1** (=) (DIKO)				**2** (=) (AKEL)			**59,4%**
Danemark	**1** (=) (C)	**4** (-1) (A)	**3** (=) (V)	**2** (+1) (SF)		**1** (=) (N)	**2** (+1) (O)		**62,5%**
Espagne	**23** (-1) (PP)	**21** (-4) (PSOE)	**1** (EAJ-PNV) **1** (CDC)	**1** (ICV) **1** (ERC)		**1** (=) (IU)		**1** (UPyD)	**45,81%**
Estonie	**1** (IRL)	**1** (SDE)	**2** (KE) **1** (ER)	**1** (*Indrek Tarand*)					**43,2%**
Finlande	**3** (Kok.) **1** (KD)	**2** (SDP)	**3** (Kesk.) **1** (SFP)	**2** (Vihr.)			**1** (PS)		**40,3%**
France	**24** (+8) (UMP[13]) **3** (+2) (NC) **2** (+2) (LGM)	**14** (-17) (PS)	**6** (-3) (MoDem)	**14** (+8) (EE)		**4** (+2) (FdG) **1** (=) (AOM)	**1** (-2) (Libertas)	**3** (-4) (FN)	**40,65%**
Grèce	**8** (-3) (ND)	**8** (+3) (PASOK)		**1** (+1) (OP)		**2** (-1) (KKE) **1** (=) (SYRIZA)	**2** (+1) (LA.O.S.)		**60%**
Hongrie	**14** (+1) (FiDeSz)	**4** (-5) (MSzP)	0 (-2) (SZDSZ)		**1** (=) (MDF)			**3** (+3) (Jobbik)	**36,28%**
Irlande	**4** (-1) (FG)	**3** (+2) (Lab.)	**3** (-1) (FF)[15] **1** (=) (*Harkin*)			**1** (+1) (SP) 0 (-1) (SF)			**n-c%**
Italie	**29** (+11)[16] (PdL) **5** (=) (UdC) **1** (=) (SVP)	**21** (+21) (Pd)[17] (détails) 0 (-2) (NPSI[18])	**7** (+5[19]) (IdV) 0 (-2) (lista Bonino)	0 (-2)[20] (V)		0 (-7) (Liste anticapitaliste)	9 (LN)	0 (-1) Flamme tricolore 0 (-1) Alternative sociale	**n-c%**
Lettonie	**1** (-2) (JL) **2** (PS)	**1** (+1) (SC)	**1** (LPP/LC)	**1** (PCTVL)	**1** (-1) (TB/LNKK)	**1** (+1) (SC)			**52,94 %**
Lituanie	**4** (+2) (TS)	**3** (+1)	**1** (LRLS)		**1** (LLRA)			**2** (TT)	**20,54%**

		(LSDP)	**1** (DP)						
Luxembourg	**3** (CSV)	**1** (POSL)	**1** (DP)	**1** (Déi Gréng)					**91%**
Malte	**2** (=) (PN)	**3** (=) +**1** obs.[22] (PL)							**78,81%**
Pays-Bas	**5** (-2) (CDA)	**3** (-4) (PvdA)	**3** (-1) (VVD) **3** (+2) (D66)	**3** (+1) (GL)	**1** (CU)	**2** (=) (SP)	**1** (SGP)	**4** (+4) (PVV)	**36,5%**
Pologne	**25** (PO) **3** (PSL)	**7** (SLD)			**15** (PiS[25])				**28,4%**
Portugal	**8** (PSD) **2** (CDS-PP)	**7** (PS)				**2** (=) (CDU) **3** (+2) (BE)			**36,48%**
République tchèque	**2** (-12) (KDU-ČSL)	**7** (+5) (ČSSD)			**9** (+8) (ODS)[26]	**4** (-2) (KSČM)			**25%**
Roumanie	**10** (PD-L) **3** (UDMR) **1** (*E. Băsescu*)	**11** (alliance PSD-PC)	**5** (-1) (PNL)					**3** (PRM)	**27,21%**
Royaume-Uni, y compris Gibraltar		**13** (Lab)	**11** (Lib Dem)	**2** (GPEW) **2** (SNP) **1** (Plaid Cymru)	**25** (Con)[27] **1** (UUP)	**1** (SF)	**13** (UKIP)	**2** (BNP) **1** (DUP)	**40,64%**
Slovaquie	**2** (SDKÚ) **2** (SMK) **2** (KDH)	**5** (+2) (Smer)	**1** (-2) (ĽS - HZD)				**1** (+1) (SNS)		**19,64%**
Slovénie	**2** (+1) (SDS) **1** (=) (NSi)	**2** (+1) (ZLSD)	**1** (-2) (LDS) **1** (+1) (Zares)						**27,37%**
Suède	**4** (M) **1** (KD)	**5** (S)	**3** (FP) **1** (C)	**2** (MP) **1** (PP)		**1** (-1) (V)			**45,53%**
Total	**265** (+21)	**184** (-35)	**84** (-4)	**55** (+12)	**55**	**35** (-6)	**32**	**26** (-3)	**43,55%**

N.B. Les variations de la ligne « Total » sont calculées à partir d'un nombre de députés sortants ajusté (nombre total inchangé).

APPENDIX 3: Manila Declaration on World Tourism

From www.un.org

United Nations **A/RES/36/41**

GENERAL ASSEMBLY

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19 November 1981

ORIGINAL: ENGLISH

A/RES/36/41
19 November 1981
64th plenary meeting

World Tourism Organization

The General Assembly,

Recalling its resolutions 32/157 of 19 December 1977 and 33/122 of 19 December 1978, concerning the World Tourism Organization,

Recalling also its resolution 34/134 of 14 December 1979, concerning the convening of the World Tourism Conference in September and October 1980 at Manila by the World Tourism Organization,

Recalling further its resolution 35/56 of 5 December 1980, by which it proclaimed the Third United Nations Development Decade and adopted the International Development Strategy for the Third United Nations Decade,

Taking note of paragraph (c) of Economic and Social Council decision 109 (LIX) of 23 July 1975, in which the Council designated the World Tourism Organization to participate, on a continuing basis, in the work of the Council,

Noting with satisfaction the report on the World Tourism Conference prepared by the Secretary-General of the World Tourism Organization in conformity with General Assembly resolution 34/134,

Noting with appreciation the statement made by the Minister of Tourism of the Philippines and President of the World Tourism Conference on the results of the Conference, as embodied in the Manila Declaration on World Tourism adopted by the Conference,

Recognizing the new dimension and role of tourism as a positive instrument towards the improvement of the quality of life for all peoples, as well as a vital force for peace and international understanding,

1. Welcomes the Manila Declaration on World Tourism, which provides guidelines for the harmonious, balanced and equitable development of national and international tourism;

2. Urges States to give due attention to the principles of the Manila Declaration while formulating and implementing, as appropriate, their tourism policies, plans and programmes, in accordance with their national priorities and within the framework of the programme of work of the World Tourism Organization;

3. Requests the World Tourism Organization to continue its efforts towards the future development and promotion of tourism, especially in the developing countries, bearing in mind the implementation of the principles and guidelines
contained in the Manila Declaration;

4. Requests international, intergovernmental and non-governmental organizations directly or indirectly interested in tourism to extend their assistance, in consultation and co-operation with the World Tourism Organization, towards the implementation of the Manila Declaration;

5. Decides that the World Tourism Organization may participate, on a continuing basis, in the work of the General Assembly in areas of concern to that Organization;

6. Requests the Secretary-General of the World Tourism Organization to submit
to the General Assembly at its thirty-eighth session, through the Economic and
Social Council, a report on the progress made in the implementation of the Manila Declaration.

APPENDIX 4: Global Code of Ethics for Tourism

From www.world-tourism.org

ARTICLE 1 - Tourism's contribution to mutual understanding and respect between peoples and societies

ARTICLE 2 - Tourism as a vehicle for individual and collective fulfilment

ARTICLE 3 - Tourism, a factor of sustainable development

ARTICLE 4 - Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement

ARTICLE 5 - Tourism, a beneficial activity for host countries and communities

ARTICLE 6 - Obligations of stakeholders in tourism development

ARTICLE 7 - Right to tourism

ARTICLE 8 - Liberty of tourist movements

ARTICLE 9 - Rights of the workers and entrepreneurs in the tourism industry

ARTICLE 10 - Implementation of the principles of the Global Code of Ethics for Tourism

APPENDIX 5: The 'International ECO Certification Programme' from the Ecotourism Australia Association

NEWSON, Meaghan, "Encouraging and rewarding best practice: Australia's Nature and Ecotourism Accreditation Programme (NEAP)", *UNEP Industry and Environment*, Volume 24, July-December 2001, p.27

How are the NEAP criteria applied?

As mentioned above, NEAP was developed to apply to products (tours, attractions, accommodation) in two industry sectors: nature tourism and ecotourism. Under the programme, nature tourism and ecotourism are defined as follows (NEAP, 2000):

_ *Nature tourism* is ecologically sustainable tourism with a primary focus on experiencing natural areas.

_ *Ecotourism* is ecologically sustainable tourism, with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.

Using these definitions as a basis, NEAP has developed a range of principles of eligibility for accreditation.

The key "filter" for distinguishing ecotourism products from nature tourism is interpretation.

Products must meet 100% of applicable core criteria to be eligible for nature tourism or ecotourism accreditation. A product meeting 100% of ecotourism core criteria as well as an additional 80% or more of bonus criteria (including further compulsory core criteria relating to interpretation) is eligible for advanced ecotourism accreditation. Provision is also made for discretionary bonus points, to be awarded for examples of innovative best practice.

Table 1
Principles of eligibility for NEAP accreditation

Nature tourism or ecotourism products	Nature tourism	Ecotourism	Advanced ecotourism
Focuses on directly and personally experiencing nature	✓	✓	✓
Provides opportunities to experience nature in ways that lead to greater understanding, appreciation and enjoyment	Optional	Mandatory but not necessarily core to experience	Core element of experience
Represents best practice for environmentally sustainable tourism	✓	✓	✓
Positively contributes to the conservation of natural areas		✓	✓
Provides constructive ongoing contributions to local communities		✓	✓
Is sensitive to and involves different cultures, especially indigenous cultures		✓	✓
Consistently meets customer expectations	✓	✓	✓
Is marketed accurately and leads to realistic expectations	✓	✓	✓

Source: NEAP, 2000.