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DEVELOP STRATEGIES IN ECOTOURISM

– Case Study of Corsica (France)

BACHELOR'S THESIS | ABSTRACT

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In a context where tourism is a sector in full expansion and where the preservation of the environment is at the heart of the concerns, it is necessary to develop ecological and sustainable tourism.

The purpose of this thesis was to conduct a study to evaluate strategies for ecotourism. Current measures and principles of ecotourism was discussed as well as their impacts and sustainability. The case study of Corsica was presented in order to analyze more concretely the strategies implemented for ecotourism.

Moreover research method was used for the purpose of collecting data in order to find suggestions for improvement and development of ecotourism. Thus, quantitative method was used. A questionnaire was conducted in order to know the opinion of tourists on ecotourism. This survey has been made to assess ecotourism among tourists and to see what aspects of ecotourism could be developed.

Based on the findings of this research, suggestions have been proposed for sustainable development of ecotourism. Tourist organizations, tour operators, tourist offices and association for ecotourism could use this study in order to develop their offers. The main findings have shown that ecotourism was not promoted enough. Thus some aspects of ecotourism should be more developed to attract tourists.

KEYWORDS:

Ecology, Ecotourism, Environment, Strategy, Sustainable development, Tourism

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LIST OF ABBREVIATIONS (OR) SYMBOLS

AT	Alternative tourism
ATC	Agence du Tourisme Corse (Corsican Tourism Office)
OEC	Office de l'Environnement de la Corse (Office of the Environment of Corsica)
TIES	The International Ecotourism Society
UNWTO	United Nations World Tourism Organization

1 INTRODUCTION

For a few years, tourism is one of the fastest growing sectors in the world. (UNWTO, 2018). But its rapid development has led to the phenomenon of mass tourism and, despite its benefits, tourism has many negative impacts. This is why, in an effort to raise awareness of the environment, ecotourism is an important area for research in the tourism industry. Ecotourism is a new concept that comes from the words "ecology" and "tourism". The goal of ecotourism is travel in an ECOlogical way. But it have to also make a positive impact on ECOonomy of a given destination. (greenglobaltravel).

For some years, sustainable development is at the heart of many conversations. However, it is difficult to define clearly this concept, because it involves different disciplines, and has to reconcile several economic, social and environmental issues, resulting in a large number of interpretations. (Tardif, 2003). According to the Brundtland report (1987), "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It consist of two key concepts:

- The concept of 'needs', in particular, the essential needs of the world's poor, to which overriding priority should be given; and
- The idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs."

Since, this concept has gained some momentum but fail to win unanimous support. "One thing is absolutely certain: in no single country, and even less in the whole world, does the contemporary evolution of human civilization have a sustainable character. Thus, the idea of sustainable development is a challenge, an urgent call for exploration into ways in which it may be accomplished" (Moldan, 1996; 72). Among the concepts that make it possible to evolve towards the sustainable development of our societies, there is one that is now attracting attention: ecotourism.

Since the early 1970s, tourism is the industry which know the strongest growth in the world. (Boo, 1990). With the emergence of new environmental and social concerns, tourism sector is increasingly confronted with the question of its compatibility with the development of local communities and the protection of the environment. Following on from this, the concept of ecotourism was born.

Ecotourism is defined as, “responsible travel to natural areas that conserves the environment and improves the well-being of local people”. (The International Ecotourism Society (TIES), 1990). However, according to the literature, the definition differs (Tardif, 2003). According to Honey (1999), ecotourism is a travel in fragile and intact natural areas – usually protected areas – with a very limited negative effect, mostly for small groups, promoting visitor education, generating conservation funds, directly supporting the economic development of the host communities and taking charge of development by local communities and promoting respect for different cultures and human rights. But ecotourism is also defined as follows: it is a form of tourism that consists of visiting relatively untouched or little disrupted natural areas, with the aim of studying and admiring the landscape and the wild plants and animals that it shelters, as well as any cultural event (past and present), observable in these zones (Ceballos-Lascurain (1987), cited in Boo (1990)). Ecotourism is the preservation and development of the natural environment by means of sustainable development; in the natural middle adjoin the environmental, educational, social, cultural and economic dimensions. (Gagnon, 2010). More recently, TIES (2015) redefined ecotourism as, “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education”. This definition involves an educational dimension.

Although the definition of ecotourism tends to differ slightly from one author to another, a common characteristic always comes up: nature. All these authors share the idea that ecotourism is a responsible nature-oriented tourism, focused primarily on intact or relatively undisturbed natural areas. So the primary goal of ecotourism is to protect the environment. However ecotourism is not sustainable tourism but acts in favour of sustainable development.

1.1 Personal Motivations

I have several motivations for writing this thesis. Firstly, my personal motivation is my interest in tourism field. I completed an internship in tourism and desire to find employment in this sector upon graduation. Since my earliest childhood, I go on vacation and like to discover new places and natural areas. However, because of mass tourism, holidays can be disturbed. That is why, I want to promote ecotourism in order to maintain the pleasure of holidays. Secondly, I think that ecology is an important current subject which have to be developed to understand its concerns. Thirdly, I want to identify the

importance of ecotourism in a world where the sustainable development is at the centre of all issues. Finally, the thesis helps to understand how local communities, government and companies x, specialised in ecotourism, implement practices to attract customers in protected areas. I want to raise awareness among people about ecology through tourism.

1.2 Thesis Objectives

Ecotourism is a growing sector which presents big opportunities for the tourism industry. The thesis purpose is to analyse the effectiveness and impacts of ecotourism in order to develop ecotourism sector with the case study of Corsica. The goal is to examine current state of ecotourism field, and evaluate current level sustainability. Based on findings, suggest strategies for development/improvements. The topic will be explored with the following questions and objectives:

- What are the current state of ecotourism field, and its current level of sustainability?
- What are the ecotourism strategies and measures implemented in order to attract tourists, especially in Corsica?
- Suggest improving strategies and make recommendations to help to ensure the ecotourism in a sustainable context.

The main goal of this thesis is to study the impacts of tourism in Corsica in order to better develop ecotourism and thus determine development strategies for ecotourism. The challenges and opportunities offered by ecotourism will be analysed as well as ecotourism strategies and measures implemented in order to develop this sector. The objective is promote ecotourism as a good alternative to mass tourism in order to discover protected areas.

1.3 Structure

First of all, the thesis focuses on the ecotourism concept and its development in a perspective of sustainability. The first part will offer a review of relevant literature on the subject. The concept of tourism and ecotourism will be developed. The researcher will describe the emergence of ecotourism, establish its principles and a framework for its development, as well as its effectiveness and impacts, both positive and negative. The

second part will focus on the case study: Corsica. The researcher will present the island and the practices which are already applied in a context of ecotourism. The research methodology used in the study will be described in the third part, that is to say the quantitative method. Moreover, the validity and the reability of the research will be explained in this part. Then, the results will be presented and discussed in the fourth part and suggestions for the development of ecotourism will be offered.

2 LITERATURE REVIEW

2.1 Context of Ecotourism

Tourism became a mass phenomenon from the 1970s. (Boo, 1990). According to Fennell's book, *Ecotourism: An Introduction* (2003), tourism can be defined as "the industry [which] is one that gets people from their home to somewhere else (and back), and which provides lodging and food for them while they are away". In this way, tourism is a interrelated system that includes tourists and the associated services that are provided and utilised (facilities, attractions, transportation and accommodation) to aid in their movement. Therefore, a tourist is a person visiting a location, other than in which he/she has his/her usual place of residence, for the pleasure of travelling, out of curiosity, with the main purpose of participating in paid activities in the places visited. The duration of stay is at least one night, but not more than one year for international tourists and six months for persons travelling in their own countries. (Rai, 2011).

In this context, tourism relies economically, socioculturally, and environmentally criterias (Lück and Kirstges, 2003) around different categories as cultural (e.g., museums), natural (e.g., parks), events (e.g., festivals), recreation (e.g., hiking) and entertainment (e.g., them parks). (Goeldner et al, (2000) cited in Fennell, 2003). Tourism as a sector has been booming in recent years and besides it is an important contributor to economies and employment. (Black and Crabtree, 2007). In 2017, international tourist arrivals reached 1,323 billion and by 2030, UNWTO forecasts international tourist arrivals to reach 1.8 billion (UNWTO, 2018). However, the fast development of the tourism had major negative impacts on the environment and on the well-being of host communities. Indeed, the too fast growth of tourism since 1970s, first lauded, tends to be denounced.

Consequently, this development led to mass tourism and had harmful impacts on environment and socio-cultural environment. (Black and Crabtree, 2007). Mass tourism has been pointed out because it dominates tourism within a region owing to its non-local orientation. Moreover, the symbol of this tourism's domination of a region is often the hotel or mega-resort, which are built using non-local products and are owned by metropolitan interests. The main goal of mass tourism is to attract as many people as possible, and often over seasonal periods of time leading to overcrowding at these times and disturbing local people. (Fennell, 2003).

In this way, alternative tourism (AT) forms have emerged in order to act for a positive effect. With this in mind, rural tourism, fair tourism and solidarity tourism, responsible tourism, social tourism, participatory tourism, sustainable tourism and ecotourism were developed. It is this last form of tourism that will be analyzed and developed throughout this thesis. However, ecotourism also implies other forms of alternative tourism and, therefore, it is intimately linked with wildlife tourism, nature tourism and adventure tourism. (Fennell, 2003, Gale and Hill, 2009). The figure below describes the relationship between these different forms of tourism.

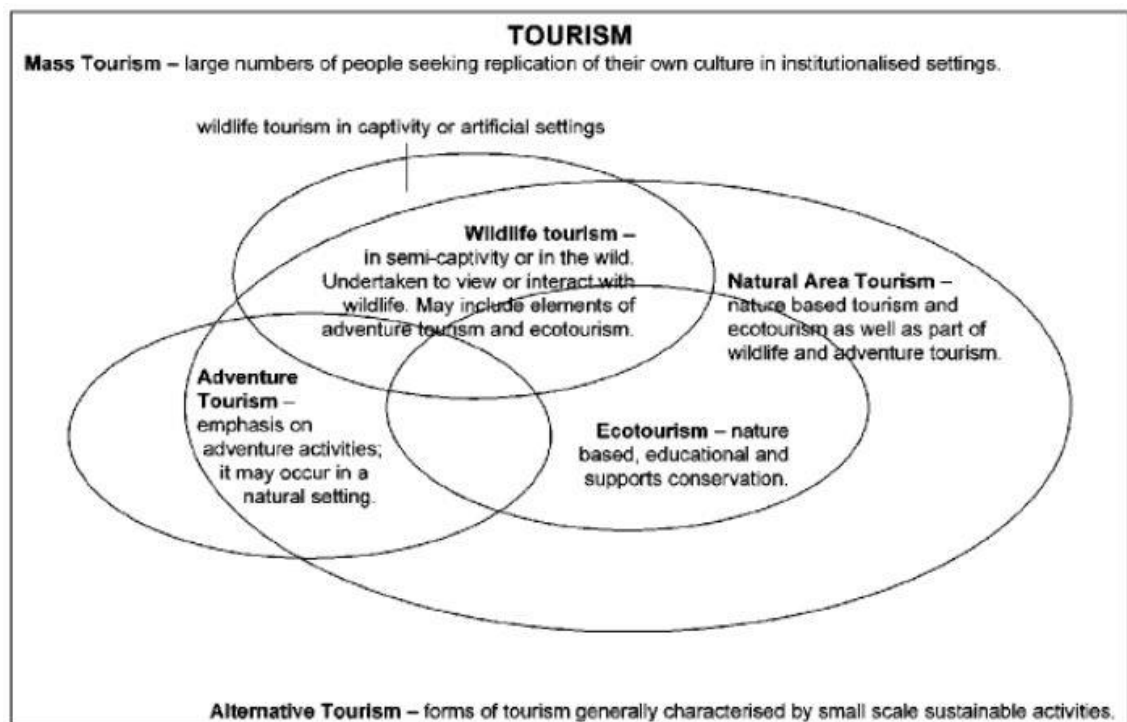


Figure 1. Relationship of ecotourism to other forms of tourism (Gale, T. & Hill, J. 2009. *Ecotourism and Environmental Sustainability: Principles and Practice*. Routledge.)

2.2 Concept and Principles of Ecotourism

Due to the development of mass tourism, and following an environmental movement in the 1970s, ecotourism developed. It is in this context, as well as the growing interest of people for the environment and outdoor travel, added to the dissatisfaction with the growth of mass tourism, that ecotourism has imposed its place in the world of tourism. (Tardif, 2003). Thus, measures in favour of the environment, and Planet, have been taken, but not only, also to protect local population, and even the local economy, with an educative dimension. Therefore, there are three common concepts within ecotourism:

natural-based, educational and sustainable. (Black and Crabtree, 2007, Tardif, 2003 and Weaver, 2001). And they include economic and socio-cultural criterias. The following figure designs the definition of ecotourism.

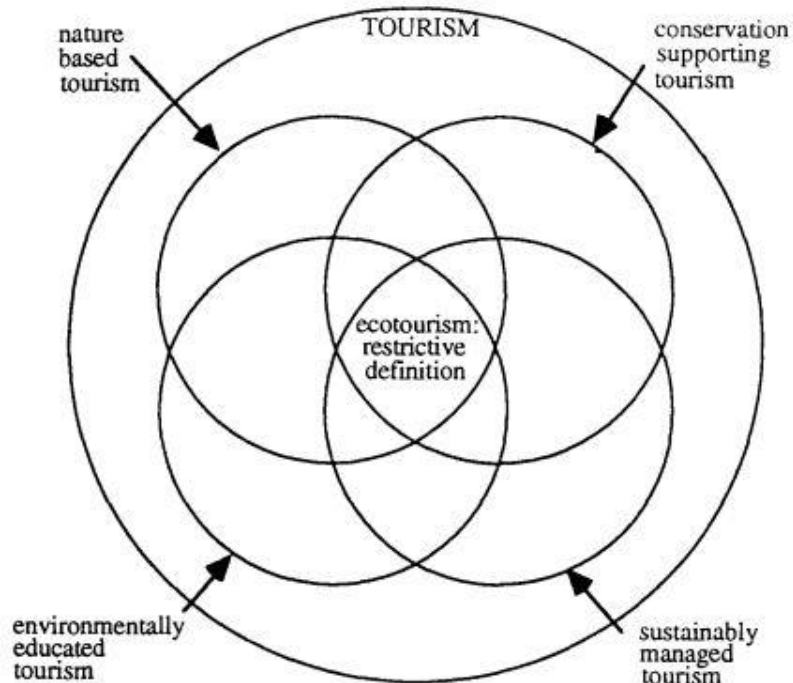


Figure 2. An ecotourism framework (Buckley, R. 1994. *A Framework For Ecotourism*, Research Notes and Reports, p.662.)

First, ecotourism is closely linked to natural environment. According to Valentine (cited in Tardif (2003) and Weaver (2001)), three main dimensions are associated with nature-based tourism: experience, style and location. The experience is associated with dependence on nature, intensity of interaction, social context and duration. The style is defined by the necessary infrastructure, the size and composition of the group or the duration of the visit. The place varies in terms of accessibility, fragility or nature (e.g. private and public management and access).

Secondly, ecotourism has an educational dimension. There are three main elements highlighted: learning, education and interpretation. (Tardif, 2003 and Weaver, 2001). Learning is a natural process that occurs throughout our lives, most of the time by chance. Education involves a conscious, planned, sequential and systematic process based on defined goals and using specific learning. Concerning interpretation, it is an educational activity that aims to understand the world and the relationships between its different elements through the use of original objects, practical experience and the use

of illustrated material, rather than simply communicating factual information. The educating experience can be done through discussions between local population and other tourists. Learning, education and interpretation are key elements and defining features of ecotourism experiences. (Weaver, 2001).

Thirdly, the sustainability is an important point for ecotourism. However, nature-based tourism does not have to confuse with sustainable tourism. Ecotourism use some principles of sustainable development but it is not a sustainable tourism. (Black and Crabtree, 2007). Ecotourism highlights two mains sustainability principles. First, ecotourism acts in a conservation perspective and secondly, it supports local economies. (Weaver; 2001). Nevertheless, it should also use resources sustainably, implement environmental policies, respect needs and rights of local people, protect and support the cultural and historical heritage. (Weaver, 2001). Thus, ecotourism emphasises nature based experience but used also some principles of sustainability. (Black and Crabtree, 2007).

The figure below brings together the different features of ecotourism that have been stated previously. In order to implement a sustainable ecotourism, actors have to develop green efforts in tourism destinations with, for instance, the development of ecological accommodation or activities related to nature. Moreover, they have to educate travelers about the environment and the fauna and flora as well as establish protected areas to conserve biodiversity. It is also necessary to involve the public, that is to say local communities and tourists, in order to finally achieve a sustainable ecotourism.



Figure 3. Principles/ Characteristics/ Criteria/ Concepts of Ecotourism (Articles Junction Blog by © Patil, S. and Patil, M. 2017.)

Ecotourism defines itself also by some principles, which could be adopted in order to develop an ecotourist destination (TIES, 2018):

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

2.3 Challenges and Opportunities

Ecotourism, or nature-based tourism, is a growing segment of the global tourism industry that is making significant positive contributions to the environmental, social, cultural and economic well-being of destinations and local communities around the world. (TIES). Nowadays, ecotourism is not important, but critical. Indeed, it is a real concern. (Whelan, 2013). A lot of challenges and opportunities present themselves to ecotourism to gain more the tourism market. Obviously, this type of tourism focuses on the ecological and environmental aspects, but not only. Also, it has to take into account the socio-cultural and economic concerns. Thus, ecotourism acts must contribute on local economics, environment and socio-culture. (Tardif, 2003). "Ecotourism has been espoused widely as a tool for commercial profit, community development and environmental conservation." (WTO, 2002, cited in Buckley, 2004).

Concerning the environment protection, ecotourism take into account parameters of ecological concerns. Consequently, it generates a realization of the necessity to preserve ecosystems. Tourism, especially mass tourism, is often detected as responsible of the deterioration of the environment. But ecotourism is a form of tourism that aims to protect natural resources and significantly reduce the greenhouse gas emission. This concept raises awareness among people to defence, protection and preservation of ecosystems and biodiversity.

This form of tourism has to integrate local population in its operation. Ecotourism is a meeting between local population, tourists and natural and cultural resources. Indeed, mass tourism has invaded some destinations, disturbing local people in their daily lives. Thus, it is important to take into account the well-being of local population. However, ecotourism has to be careful not to be too intrusive in local communities. (Fennell, 2003).

Finally, ecotourism acts for economic development. One of the opportunity for ecotourism is stimulate local economic linkages through local ownership of tourism assets, management of tourism businesses, employment, alternative livelihoods, and entrepreneurship in the tourism supply chain (e.g. guiding, craft, food and beverages, transport etc.). It creates employment and stimulates local and regional economies. (Weaver, 2001 and Fennell, 2003).

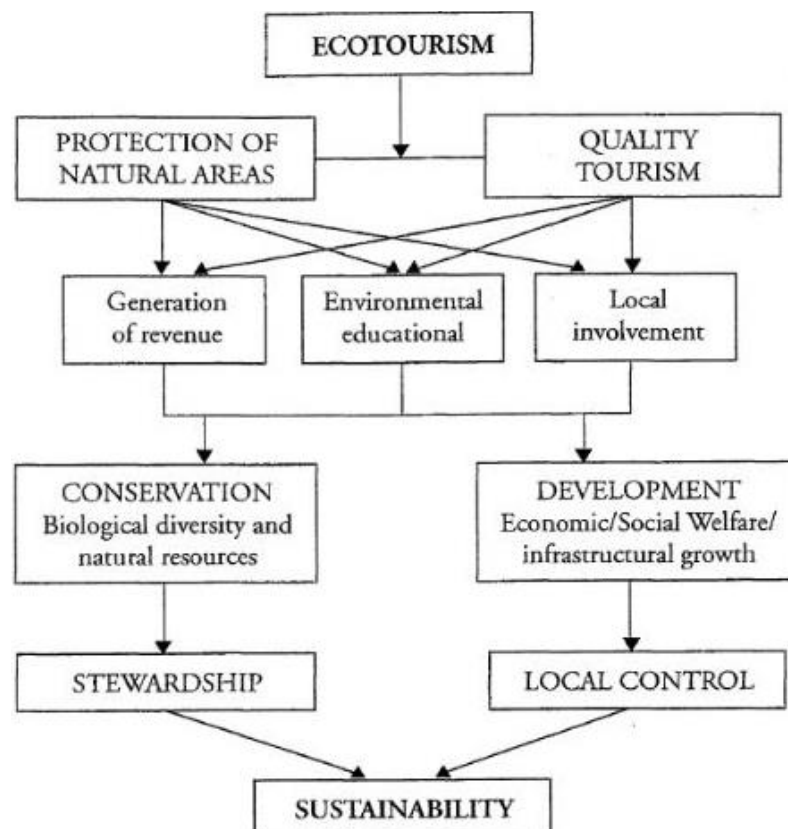


Figure 4. Ecotourism management and assessment framework (Ross and Wall, 1999)

The figure 4 identifies the key elements for the success and the sustainability of ecotourism and explains the relationships between the different factors. Thus, the purpose of ecotourism is to protect the natural environment and provide the best quality of tourist experience through the environmental education, involvement of local

population and revenue generation while contributing to conservation of natural resources, ecosystems and biodiversity, and socio-economic development in order to strive for sustainability.

2.4 Major Effectiveness and Impacts

2.4.1 Positive Impacts

Ecotourism is influenced by environmental impacts. (Buckley, 2004). First, concerning the benefits, ecotourism stimulates the protection and conservation of the environment and natural resources, like plants, animals and water, with the creation of protected areas, national parks or reserves. Moreover, it encourages restoration and conservation of modified habitats and it enables the active participation of ecotourists in habitat enhancement (donations, policing, maintenance, repopulating endangered species, reforestation, etc.). (Swanston, 2018). The presence of ecotourism promotes increased commitment to a healthy environment and protected areas through ecotourism generate various environmental benefits. Besides, accommodations, like hotels, and activities infrastructures have to adopted principles and practices in line with ecotourism. In addition, the authorization of motorized vehicles is controled for ecotourism. (Weaver, 2001). Finally, ecotourism enables to reduce the greenhouse gas emission. (Conserve Energy Future).

Then, ecotourism has impacts on the economy. Indeed, there is benefits like, direct and indirect income from ecotourists, creation of jobs in communities living and working near natural areas, strong potential for links with other sectors of the local and regional economy and stimulation of the peripheral economy. Due to ecotourism development, there is inflation with rising prices for goods, services and land. (Weaver, 2001). Ecotourism enables ecotourists to frequent cultural and heritage sites, and has economic benefits of sustainable use of protected areas (pharmaceutical industry, research) and natural phenomena (e.g. flood control). (Tardif, 2003).

Finally, ecotourism provides the following benefits to the socio-cultural environment. First, nature-oriented tourism promotes environmental awareness among ecotourists and the local population as well as benefits of natural phenomena. (Tardif, 2003). Travelers gain knowledge of ecosystems, biology and geology of specific natural places,

which in turn informs their conservation efforts. (Swanston, 2018). Moreover, one of the principles of ecotourism is to think to the well-being of local communities. Thus, ecotourism integrates local populations in its activities and create employment with the creation of tour operators, sites, organizations or associations. Ecotourism enables the meeting between local communities and travelers. Besides, it increases demand for accommodation houses and food and beverage outlets and thereby improves viability for new and established hotels, motels, guest houses and farm stays. It provides also additional revenue to local retail businesses and other services (e.g. car hire, cottage industries, souvenir shops, tourist attractions). It increases the local products market, thus sustaining traditional customs and practices. (Weaver, 2001).

2.4.2 Negative Impacts

Although one of ecotourism's main goals is to protect the environment, it can also have a harmful effect. There is a danger that the carrying capacity of the environment is accidentally exceeded due to the rapid growth rate, the difficulties in identifying, measuring and controlling effects over a long period, and the belief that all tourism is a carrier of disturbances. (Buckley, 2004 and Weaver, 2001). Thus, there is a paradox because the purpose of ecotourism is to educate ecotourists and conserve natural habitats, but, for some species, the increased presence of humans can negatively impact their natural behaviors. (Swanston, 2018). Besides, as a destination's popularity grows, resources sometimes become overtaxed, and natural attractions suffer from overuse. Tourists can disturb wildlife, resulting in changes to animals' feeding and mating habits. Moreover, a lot of ecotourist destinations are in isolated areas, requiring extensive air and vehicle travel that creates carbon footprints. (Woods, 2018).

One must not forget the negative impacts on the animals. According to Taşpınar (2018), the animals are commoditized in the context of ecological tourism. They are used for amusement in tourism destinations and in an ecological goal, they are in natural life parks, safari parks and aqua parks. The animals are disturbed by humans in their habitat. Thus, administrations have to implement measures for animals rights.

Although ecotourism is benefit to the local community, often, international corporations and developers from outside the area flock to popular destinations. They build hotels and stores and take money away from the local economy. (Woods, 2018). In addition, there is start-up costs (land acquisition, establishment of protected areas, superstructures,

infrastructure), permanent expenses (infrastructure maintenance, promotion, salaries), costs for preservation of the environment and natural resources. (Tardif, 2003 and Weaver, 2001).

Finally, the socio-cultural environment suffers negative impacts. Indeed, there is a risk of intrusions into local cultures and, perhaps, isolated cultures. The establishment of parks, the building of hotels and tourist activities can lead to the displacement of indigenous groups and local people from their homelands. (Swanston, 2018). Moreover, the local population may feel invaded and tourists may oppose to certain aspects of local culture (eg hunting, shifting cultivation on slash and burn). (Tardif, 2003).

2.5 Limitations and Sustainability of Ecotourism

Ecotourism is a perfect way to discover and protect wildlife, fauna and flora, as well as animals in their native habitats but this concept has some limits for nature, animals and local communities.

According to Aulio (2017), the increased number of visitors can disturb the nature and changed behaviors of animals and reckless travelers can pollute the nature with waste. Protected areas and natural reserves are considered as habitats established to wildlife conservation. However, in the long term, the impact of travelers could jeopardize the survival of the animal species they come to admire. If tourists are imprudent, then these sites will not be sustainable. In addition, many parks exceed the maximum number of visitors they are allowed to receive each day. What disturbs the animals in their habitat. The problem does not come from tourists but from companies that bring people in. They must rehabilitate their strategy and limit access to the parks.

Therefore, it is essential to inform travelers about the behaviors to adopt in order to reach and maintain sustainability in tourism destinations. Information about the characteristics and the conditions at the destination can be supply by tours operators and site managers. However, a lot of people travel by themselves and they can not be informed by these organizations. They have also to take a moment before a planned wildlife excursion to inform themselves. Thus, if the visitors know the living conditions and requirements of wild animals, the travelers can adjust their excursions according to the environment. (Aulio, 2017).

Moreover, in order to reach a sustainable ecotourism, it is vital to meet the needs and wants of the local community in terms of improved living standards and quality of life. It needs to take into account the satisfaction of the demands of tourists and the tourism industry, in order to continue to attract them. It is important to know the hopes and motives of visitors in order to manage the sites' infrastructure and the subject matter of organized nature excursions. Finally, for a sustainable ecotourism, it is necessary to preserve the environmental resource base for tourism, including natural, built and cultural components. (Lück, 2003).

3 CASE STUDY: CORSICA

3.1 Corsica Presentation

Corsica is a medium island located in the Mediterranean Sea and one of the eighteen regions of France. It is situated 170 km southeast of the French mainland and 90 km west of the Italian Peninsula, with the nearest land mass being the Italian island of Sardinia to the immediate south. (Toute la Corse, 2018). Corsica has the status of French region and was a single department until it was split in 1975 into two departments: Haute-Corse (Upper Corsica) and Corse-du-Sud (Southern Corsica), with its regional capital in Ajaccio, the prefecture city of Corse-du-Sud. Bastia, the prefecture city of Haute-Corse, is the second largest settlement in Corsica. (GeoGuide Corse, 2018). The two departments, and the region of Corsica, merged again into a single territorial collectivity in 2018. As a territorial collectivity, Corsica enjoys a greater degree of autonomy than other French regions. Corsica is the fourth island in the Mediterranean with an area of 8,680 km² and 1,000 km of coastline. (Routard, 2019). In 2016, the population was of 330 500 inhabitants. (INSEE, 2018). The main economic activity is tourism, which contributes 24% of regional GDP. (Routard, 2019). 40% of Corsican residences are secondary residences. (soclimpact). Corsica has around 3 millions of tourists per year. The touristic frequentation is of 72% from May to September with 73% of French tourists and 27% of foreign. (ATC, 2018).



Figure 5. Map of Corsica (Lonely Planet. 2019.)

3.2 Ecotourism in Corsica

Corsica has a wide biodiversity, which must be protected, hence the development of ecotourism on the island. However, it is an insular territory. Therefore, the ecotourism strategy has to be adapted. (Dehoorne, Furt and Tafani, 2011). The figure 6 illustrates a model of ecotourism for the island. Due to its insular character, Corsica must take into account the limited resources of the island, which have to satisfy both locals and tourists. Thus, the figure shows that the eco-tourism product is the result of the activation of the natural and cultural resources of the host territory. Then, the activation of resources is the result of the meeting between the local population (which supports the supply) and the tourist population (which supports the demand). However, the model is no longer valid when the carrying capacity of resources, acceptability thresholds of tourist visits by local populations and satisfaction of tourists are exceeded. These thresholds, which come under the play of territorial actors (local/ tourists/ governance), determine the regulation and the sustainability of ecotourism.

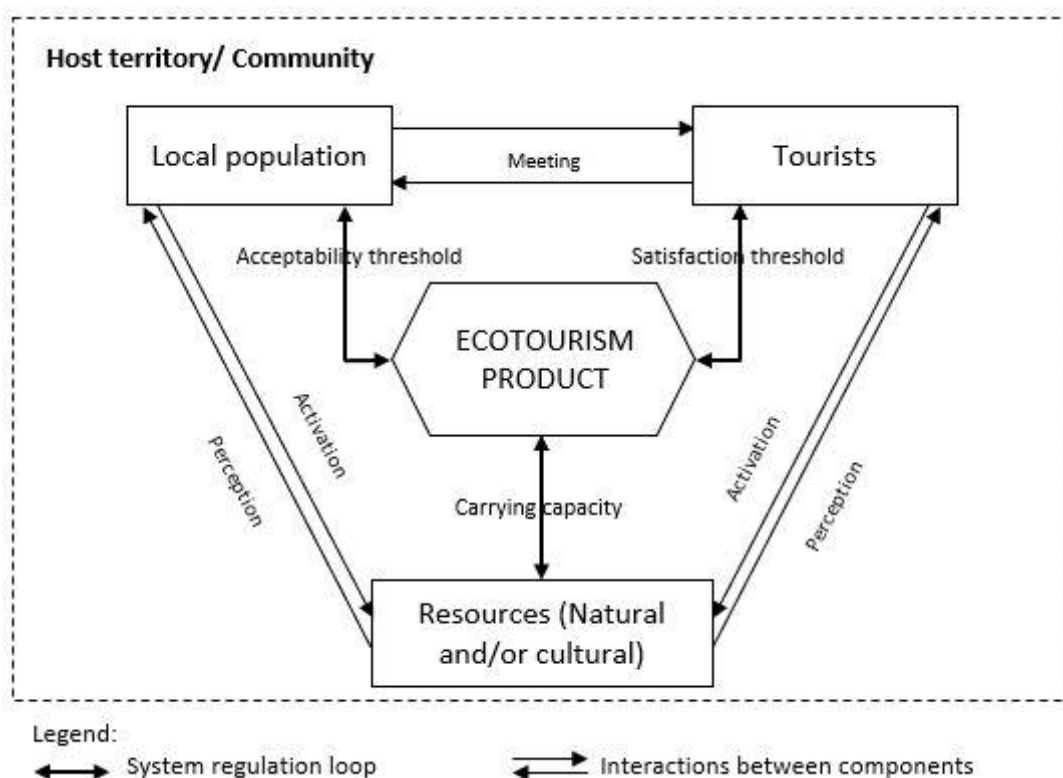


Figure 6. Conceptual model of ecotourism in island tourist territories (Adapted from Dehoorne, Furt and Tafani, 2011)

The study of ecotourism strategy in Corsica aims to analyse how ecotourism is developed and through which activities.

3.2.1 Protected Areas and Ecotourism Activities

Corsica, nicknamed “l’Ile de Beauté” in French (the Island of Beauty), is an island full of beautiful natural landscapes, consisted mainly of forests (46% of the island), mountainous landscapes and beaches. In addition, the island has a rich fauna and a rare and diversified flora that must be preserved. (INSEE, 2018).

According to Buckley (2004), “any long-term strategy for sustainability is hence to maintain representative areas of the world’s various ecosystems in a reasonably intact and functional state.” It is through the creation of protected areas, such as World Heritage Areas, biosphere reserves, national parks and other conservation areas, that ecotourism can be established.

In order to protect this natural heritage, preserve its environment and contribute to local development, Corsica has decided to engage in sustainable ecotourism development. Corsica region has implemented some principles of ecotourism creating protected areas, natural reserves, marine reserves and parks. Moreover, Corsica offers a lot of activities, such as biking, hiking, canoeing, kayaking. (Visit-Corsica, 2019).

First, there is the Regional Natural Park of Corsica. Created in 1972, it covers more than a third of the island territory with an area of 365 000 ha and associates 145 municipalities of the two departments. (PNR Corsica, 2018). It is an essentially rural, village and mountain park that includes a part of the seafront with the Gulf of Porto and the Scandola Nature Reserve, a UNESCO World Heritage Site. The Park stands out as an actor and privileged partner in the preservation and enhancement of the island's natural, landscape and cultural heritage by engaging in major European programs. It gathers and protects a large number of animal and plant species. In addition, it is involved in the protection of sensitive sites and is involved in cultural heritage in the renovation of small built heritage and in the collection and transmission of traditional know-how. The regional park of Corsica is involved in the reception, the information and the sensitization with the setting up of infrastructures of reception proposing stays nature with teaching character, the animation in school environment and the opening of information houses distributed throughout its territory. (Corsicatours, 2018).

Corsica also has seven nature reserves on sites with outstanding biological values: the Biguglia lake, Scandola (a UNESCO World Heritage site), the Cerbicale and Finocchiarola islands, the mouths of Bonifacio (including the islands Lavezzi) and Tre Padule de Suartone and massif of Monte Ritonu. They cover an overall area of 87 000 hectares. These reserves contribute to the preservation of nature and they highlight the economic development of Corsica. (Insee Dossier Corse, 2018 and Visit Corsica, 2018).

The Marine Nature Park of Cap Corse and Agriate created by decree on July 15, 2016, covers more than 683,000 hectares and is the largest marine natural park in France. According to the French Biodiversity Agency, its main goal is to improve the knowledge of coastal and marine areas around Cape Corsica and Agriate in their natural and cultural components, by inventorying, collecting and deepening scientific knowledge, local knowledge and participatory research. The park also aims to sensitize, empower and support the various publics so that their practices meet the challenges of sustainable development and preservation of marine biodiversity. Finally, the park aims to preserve, even restore, the integrity of marine and coastal ecosystems, particularly that of rare or emblematic habitats and species of the park. (Agence Française pour la Biodiversité, 2018).

The island has nearly 1,500 km of hiking trails. The Grande Randonnée 20 trail (GR20) is a long-distance hiking trail, crossing Corsica from north to south for more than 200 km, often exceeding 2,000 m. It takes fifteen days to go from one end to the other. In addition to the GR 20 reserved for the elite hikers, many hiking trails have been opened by the nature park, such as the Mare e Monti and the Da mare a mare trails. (Tangka.com, 2019).

3.2.2 Eco-accomodation

According to an article on visit-corsica, the first hotels and residences are committed to an innovative approach in terms of sustainable and responsible tourism. It is about reducing the environmental impact and reducing the cost of running tourist establishments, with the RISPETTU Corsica program. The project, supported by the UMIH Corsica (Union of the Trades of the Hotel Industry), aims to reduce the greenhouse gas emissions of the hotel industry and the consumption of water, energy, lighten the weight of waste, consuming local and organic. Through this program Corsica commits to

preserve on the long-term the natural heritage so much appreciated by visitors. Besides, travelers will be informed about the environmental impacts of hotels through a label.

In addition, the island offers eco-accommodation in a concern for the preservation of the environment. According to the article of Chauvet, published in *Corse matin*, in 2018, five accommodations, including two holiday villages, two hotels and one camping, received the European Ecolabel, which guarantees the rational management of natural resources.

3.2.3 Actors and Promotion of Ecotourism

In order to promote ecotourism in Corsica, many tourism offices, tour operators, associations and organizations have developed.

The ATC, which is the Corsican Tourism Office, wants to develop sustainable tourism in Corsica. For this, the ATC defined a responsible tourism strategy. It wishes to implement and support projects for heritage enhancement, spatial planning, respect for nature, playful look and popularization in terms of the environment. (TourMaG, 2018).

The OEC (Office of the Environnement of Corsica) deals with the environment and sustainable development, ensuring the protection, animation, and promotion of the heritage of Corsica. It acts for the preservation and management of land and marine spaces as well as plant and animal species. It fights against pollutions and nuisances and it is involved in environmental awareness and education. (OEC, 2019).

Ecotourisme Corse Orientale is a member of ecotourism network. With its website, it presents the ecological accommodation of the island, the environmentally responsible activities, the craftspersons and the local products. It aims to highlight the territory, its natural, cultural and historical heritage and its know-how. (ecotourisme-corseorientale.corsica, 2019).

3.3 Limitations

Ecotourism in Corsica is developing, with the aim of protecting the environment and its natural resources, through environmental education and local involvement. However some problems persist.

Firstly, tourists are gathered a lot on the coasts. They should disperse a little more and venture into the island. In addition, the island character of Corsica means that it has limited resources. Therefore, these natural or cultural resources must be taken into account and not be inferior to the number of tourists. (Dehoorne, Furt and Tafani, 2011).

Moreover, the island is sometimes faced with tourists overcrowding, which threatens biodiversity. Mass tourism endangers the survival of the animal species that travelers come to admire and consequently it jeopardizes the sustainability of ecotourism. For this reason, some associations for the protection of nature want certain areas of nature reserves to be closed to tourists to save the fauna and flora. (20minutes, 2019).

4 RESEARCH METHODOLOGY

4.1 Research Methods

The purpose of this thesis is to define suggestions to develop and improve ecotourism industry in a sustainable context. To collect data, the author used both primary and secondary data.

To beginning the study, the researcher collected the secondary data from previous research and literature review. The author familiarized oneself with the subject. Researches and literature review helped identify a framework with the key factors of ecotourism for its sustainability. Moreover, the researcher gathered data for the case study of Corsica.

Deductive approach is a research where when the premises are true, the conclusion must also be true. Data collection is used to evaluate propositions or hypotheses related to an existing theory. (Saunders et al. 2016)

Inductive approach is reasoning where known premises are used to generate untested conclusions. Also the premises support the conclusion. Data collection is used to explore a phenomenon, identify themes and patterns and create a conceptual framework. (Saunders et al. 2016)

To achieve research objectives, the researcher used the quantitative method to gather data. The author planned to conduct a questionnaire with closed questions, with multiple choice, to collect data about the feel of travelers and their point of view about the attractiveness on ecotourist destinations. Thus the researcher could develop ecotourism strategies in Corsica.

Finally, with data collection methods, the researcher will be able to draft findings in order to develop ecotourism sector.

4.2 Data Collection

4.2.1 Quantitative Method

First, to collect data, the researcher planned to use the quantitative method to collect primary data. This method is mostly based on numbers, thus examines relationships between variables and the theory. It is an approach that emphasizes objective measurements and generalizes across groups of people or explains a phenomenon. (Saunders et al. 2016) Quantitative data are easier and faster to collect. Findings of quantitative method are easy to compare and analyse. However, it is important to select the most appropriate tables, graphs and statistics to present the findings. (Saunders et al. 2016).

A survey was conducted to identify the motivations of people for tourism as well as analyse their experiences concerning tourism and ecotourism. Through this questionnaire, the researcher wanted to assess the potential of ecotourism development to travelers. The results helped evaluate the sustainability of ecotourism.

The questionnaire consisted of about twenty closed questions including rating questions, ranking questions, category questions and an open ended question to leave a further comment on. The questions had for purpose to evaluate ecotourism and how it could be developed. Thus some questions required a rating of 1 to 5 to assess ecotourism among respondents. Other questions offered several choices in order to respondents could choose the best answer for them. The complete survey in English as well as links in French and English can be found in the appendix.

4.2.2 Sampling Technique

The survey targeted everyone, of all ages and all categories in order to collect as much perspective as possible. It aimed to be at best representative of the population and not to have too limited a sample. The questionnaire was online and created from Google Forms. It was completely anonymous. It was shared on the researcher's social networks, such as Facebook, as well as on the social networks of the author's entourage, Facebook and Twitter, and also by emails. The survey was also shared on pages devoted to ecotourism on Facebook and Twitter. Thus the respondents were diverse, ranging from

people who travel often to people who do not travel often. Moreover, the answers were shared between people who knew the principle of ecotourism well and others who knew it less well or not at all. By sharing the questionnaire by various means, emails, social networks and pages dedicated to ecotourism, it allowed to collect data from different people to have a wider sampling.

4.2.3 Validity and Reliability

Validity and reliability are central to judgements about the quality of research. Reliability refers to consistency and replication. If the researcher is able to replicate an earlier research design and achieve the same findings, then that research would be seen as being reliable. Validity refers to the appropriateness of the measures used, accuracy of the analysis of the results and generalisability of the findings. (Saunders et al. 2016) In this thesis, validity is ensured by inspecting if there are any possible causalities within the respondents answers. The questions of the questionnaire were drafted carefully and with extra thought on keeping the survey questions wording neutral and non bias. The survey provides more consistent and reliable answers, which are data statistically comparable. (Saunders et al. 2016) But due to the sharing of the questionnaire on social networks, the answers came from a sample mostly young. With a bigger sample population, maybe more answers from people a little older, the research could be more valid and reliable. By taking more time the researcher could have collected more results too, which would have allowed a generalization of the findings.

5 DATA ANALYSIS AND FINDINGS

5.1 Survey

5.1.1 Information about Respondents

The survey gathered 92 answers, 72.8% were female and 27.2% were male. The majority of respondents was young, 84.8% were under 25 years old. Only 7.6% were between 26 and 45 years old and 7.6% again were over 46 years old. As far as the status is concerned, 64.1% were single, 28.3% were in a relationship and 7.6% were married. About the situation, 66.3% were student, 21.7% were employed, 6.5% were unemployed, 4.3% were part time employed or student and 1.1% were retired person. Thus most respondents were young and were students or workers.

5.1.2 Tourism and Respondents

First questions were about the relationship that people have with tourism in general.

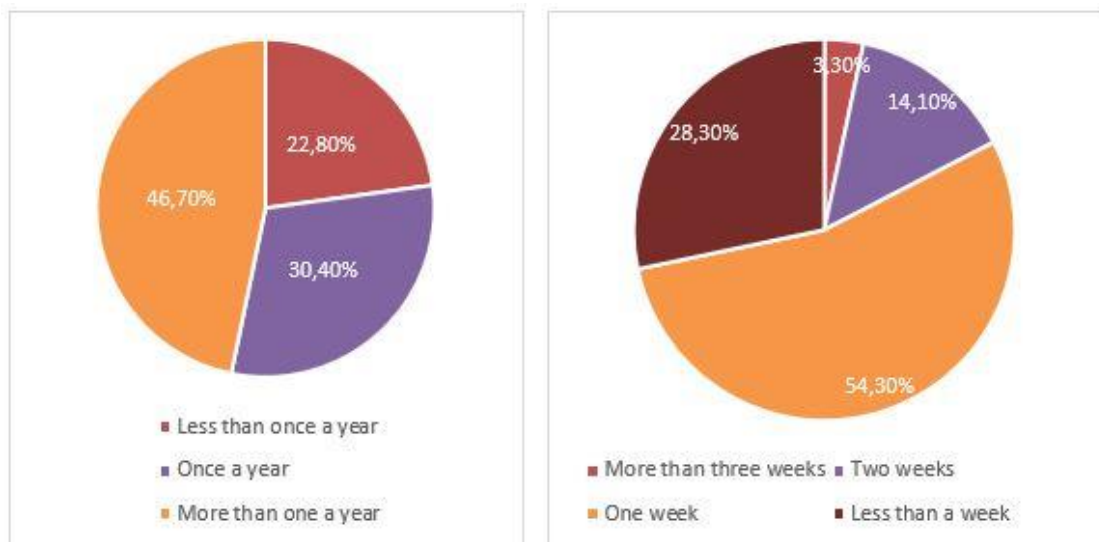


Figure 7. Graphics – Time spent of tourism

46.7% of respondents travel more than once a year, 30.4% do tourism only once a year, and 22.8% do not even travel once a year but rather every two years or more. 54.3% of

people go on vacation one week, 28.3% go less than a week, 14.1% two weeks and 3.3% more than three weeks. Then, the question was whether people set a distance limit to go on vacation. 44.6% answered not at all, 16.3% answered rarely, 23.9% said sometimes, 12% answered often and 3.3% answered all the time. These results show that people, and more specifically young people, are traveling more and more and traveling and farther away from home to discover new destination but the majority does not leave more than a week.

Then comes a question about how people travel. 15.2% travel alone, 80.4% with family, 54.3% with friends and 20.7% with their boyfriend or girlfriend. Concerning, the means of transport, when they arrived at the destination, 72.8% of people favour walking, 68.5% take the car, 34.8% the bus, 20.7% the bike, 7.6% the train, tram or metro, 2.3% the motorcycle and 1.1% the taxi. According to these results, the majority of tourists walk to move in their destination, that is a good element for the development of ecotourism. However, they still take drive a lot. But, tourists tend to try to take more public transportation. In order to reduce the use of transports, ecological transport means like biking and walking must to be highlighted

Then, the question was about the preferred destinations of travelers.

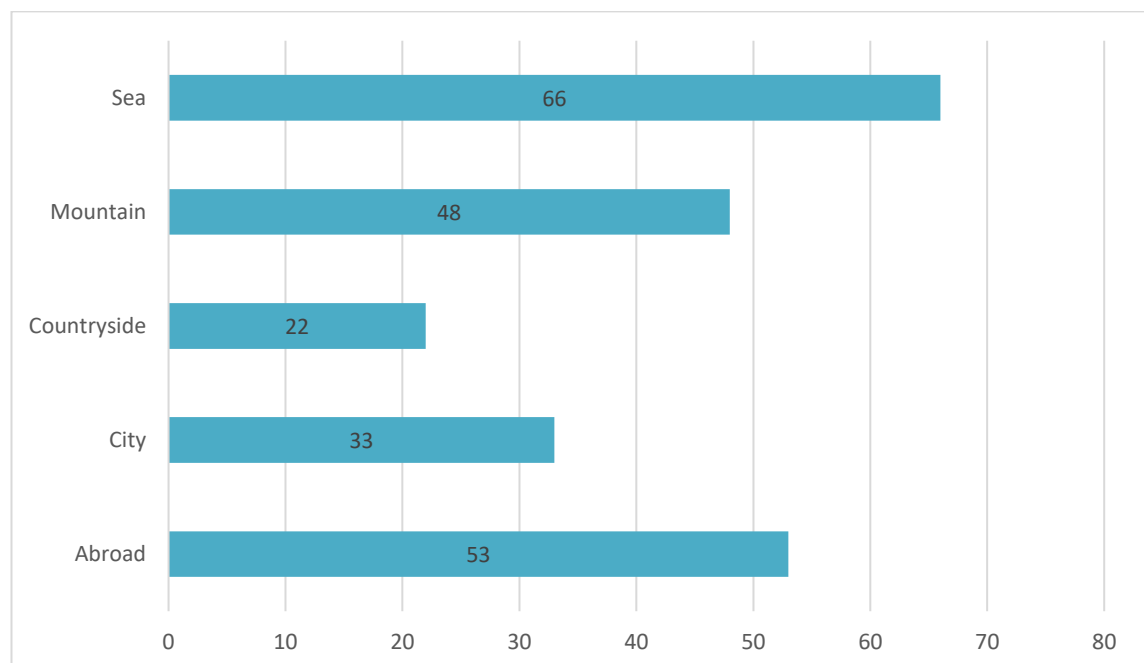


Figure 8. Graphic – The favorite destinations

According to the graphic, the preferred destination is the sea with 66 positive answers out of 92, that is for 71.7% of people. Then it is abroad with 57.6% of responses, and finally the mountain for 52.2% of tourists. Thus, it could be interesting to develop ecotourism in destinations near the sea or the mountain. Therefore, Corsica is for instance a perfect destination to develop ecotourism with its insular character and its mountains.

Afterwards, a question about the motivations of people to travel was asked in order to evaluate which categories could be developed for ecotourism. First, 71.7% of people said they strongly agreed with sightseeing to see beautiful landscapes and 25% answered they agreed. To discover the fauna and flora, the people interviewed were more divided, with 31.5% of responses for strongly agree, 25% for agree and 29.3% for neither agree nor disagree. Like the previous category, people were quite divided on tourism for beaches and the sea. 29.3% said they strongly agreed, 17.4% agreed, 25% said neither agree nor disagree and 20.7% disagree. Then, only 10.9% of people engage in sports activities during their holidays, compared to 26.1% who said they strongly disagreed with being motivated by sports activities and 25% disagreed. Participating in excursions and hikes is not really the main motivation for tourists, with 22.8% strongly agree, 23.9% agree and 23.9% neither agree nor disagree. Concerning the local food, 40.2% of people said they were strongly motivated for it and 30.4% agreed. Then, 46.7% of people confirmed being strongly motivated to visit cultural places and 30.4% agreed. To meet and talk with local population, people are quite divided. 30.4% said they neither agreed nor disagreed with the fact that it was a reason for tourism. But 28.3% of people still answered they strongly agreed. As far as local handicraft activities is concerned, 37% are for neither agree nor disagree, it is not the main motivation for tourism.

Finally, taking into consideration the results obtained, people like to go sightseeing to see landscapes, eat local food, see natural and cultural resources. These main motivations are basic elements for ecotourism. Thus, ecotourism has a strong potential for development. The sector can offer more activities around these categories and attract more people.

5.1.3 Ecotourism and Respondents

Afterwards, questions were more about the ecotourism principle.

The goal of the first question was to know if people familiarized with this principle. On a scale of 1 to 5, respondents were asked to rate their familiarity with ecotourism.

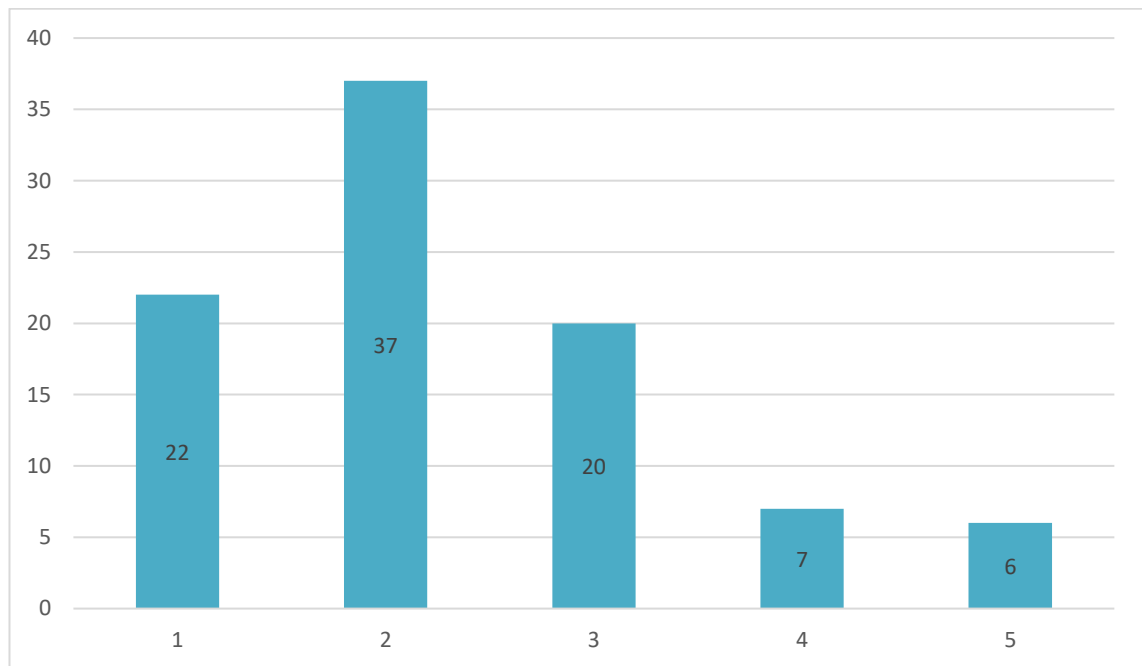


Figure 9. Graphic – Familiarization with ecotourism

23.9% of people, i.e. 22 out of 92, answered they did not know ecotourism at all. Most of people, 40.2%, answered that they had heard of it before. 21.7% said they know this concept. Finally, 7.6% feel well aware of ecotourism and only 6,5% of respondents are very familiar with this concept. Considering these results, people are not yet familiar enough with ecotourism, especially young people. It is not promoted enough. Travelers have sometimes heard about it but they do not really know what it is and they do not what ecotourism has to offer them.

Then, the question was about the practice of ecotourism. 66.3% said that they had never practiced it, 29.3% answered that they had sometimes practiced it by choosing ecological accomodation or by practicing ecotourism activities for example. Finally, 4.3% have often practiced it, but no one has declared to practice ecotourism every time he/she goes on vacation. Thus, according to the results obtained, ecotourism is a form of tourism that is

still relatively infrequent. This question is directly related to the previous question. Since people do not really know ecotourism, they do not practice it.

For the question about the behavior of people concerning the environment, only 3.3% answered that their behavior is excellent. For 15.2% it is very good, for 64.1% it is good, for 16.3% it is bad and 1.1% have a very bad behavior. Based on these results, most of people are aware of the importance of environmental preservation and have a responsible behavior towards it.

Then a question about the donation for associations to develop ecotourism was asked. The large majority of people, 85.9%, said they never made a donation. 8.7%, answered that it sometimes arrived to them, 3.3% said they did it often, and 2.2% made very regular donations. Since ecotourism is not very well known, not many people are investing in its development.

In order to develop activities around ecotourism, several questions were asked to analyse which activities people could be participate for ecotourism. Firstly, to visit protected areas, 38% answered they could absolutely participate it. 27.2% said that they agreed and 23.9% answered neither agreed nor disagreed. The second question was about the participation of tourists in excursions or hikes in wild environments. Most of people, 54.3% answered they strongly agreed to do that and 23.9% said they agreed. 43.5% said they were absolutely ready to participate in activities to learn about the natural environment and 27.2% answered they agreed. In an ecotourism context, 50% of people said they strongly agreed to admire the fauna and flora and 25% said they agreed. For the final point, which is to interact with local population, 39.1% answered they strongly agreed, 23.9% said they agreed, and 21.7% said they neither agreed nor disagreed.

In view of these responses, the researcher can say that ecotourism can be developed. Tourists are interested in the preservation of environment, its discovery and want to learn about nature. Most of people could participate to ecotourism activities, especially visiting protected areas, admiring the fauna and flora, participating excursions and learning about the environment.

The final question was about people's feelings, which for them are the most important aspects of ecotourism.

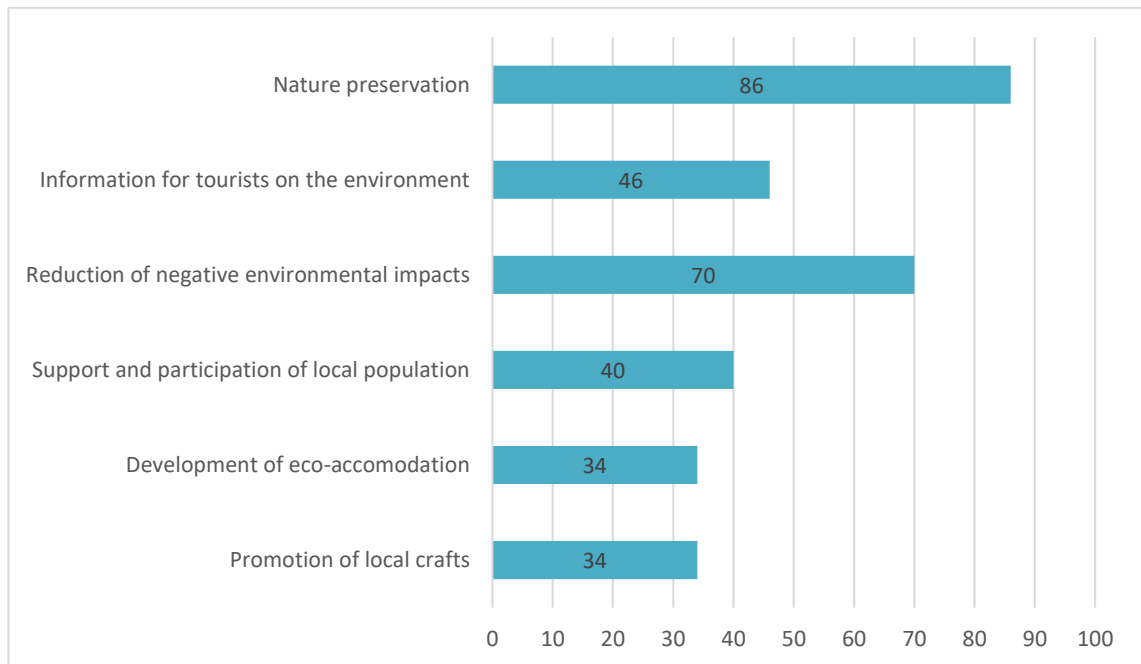


Figure 10. Graphic – The most important elements of ecotourism

The above graphic shows that the nature preservation is the most important aspect of ecotourism for 86 people out of 92, being 93,5% of tourists. In the second place comes the fact that ecotourism helps reduce negative environmental impacts for 76,1% of people. The third element that attracts the attention of travelers is that ecotourism allows them to be informed about the environment and wildlife with 50% of positive answers. From these results, it can be said that tourists want to do ecotourism in order to protect the nature, reduce the negative impacts on the environment, and especially to be informed and participate in activities allowing them to better know the environment around them.

5.2 Suggestions

To conclude this chapter, the researcher can suggest some improvements for the development and sustainability of ecotourism.

According to the results of the survey, people like tourism but a great majority do not know the different forms of tourism, and in this case ecotourism. However, almost all

respondents answered they were in favour of ecotourism. Most people are interested in protecting the environment and developing preservation solutions. The respondents said to agree to do more educational and responsible tourism for nature. However, before doing the questionnaire many people did not know the principle of ecotourism. Indeed, travelers are not enough inform about ecotourism. Therefore, it is necessary to offer more advertising around this concept.

Considering the findings of the questionnaire, ecotourism should be more promoted. Tourist organizations, tour operators, tourist offices, association for ecotourism, should develop their offers and do more promotion with more advertisements. It is important to show that ecotourism is a responsible and educational form of tourism, which propose a lot of activities such as hiking, walking, biking, swimming in protected parks, watching the fauna and flora, participating in activities around local and artisanal products.

Moreover, it would be necessary to offer more ecotourist travel organizations, in order to increase environmental awareness. It would also show that ecotourism is accessible to all in financial terms since it is not necessarily more expensive than other forms of tourism.

It is important and necessary to raise awareness among tourists about their impact on the environment. People often think about ecology and say to be for an ecological lifestyle when they are at home. But abroad, as when they do tourism, they will do not feel concerned and they do not have a responsible behavior from an environmental point of view. For example, they seem to forget that even if they visit protected areas, the fauna and the flora must not disturbed. It is important to think about the rights of the animals too. Therefore ecotourism should be more integrated with culture and education to be sustainable.

Ecotourism must also be accessible without the use of polluting means of transport. Therefore, it is necessary to create more ecological tracks in the tourist destinations, only accessible with ecological vehicles, bicycles or on foot.

In order to improve ecotourism, more ecological programs and labels should be developed for the participation of communities, for the creation of eco-accomodation, the development of different ecological activities in accordance with nature, and the development activities in relationship with local products and local crafts.

Ecotourism is a form of tourism that allows traveller to not always find the same activities already seen everywhere. It highlights the culture, knowledge, traditions and customs of each country, region, population. To develop ecotourism and especially implement sustainable ecotourism, local communities must be fully integrated into the process through activities, accomodations and preservation of resources.

Ecotourism development strategy should focus on promotion. Many activities are already in place but people do not necessarily know everything they can do with ecotourism.

6 CONCLUSION

All along this thesis, the aim was to explain what is ecotourism and how this sector could be improved.

The main research objective was to look into the current state of ecotourism field, and evaluate current level sustainability, in order to suggest strategies for the development of ecotourism.

The research questions and purposes for this thesis were:

- What are the current state of ecotourism field, and its current level of sustainability?
- What are the ecotourism strategies and measures implemented in order to attract tourists, especially in Corsica?
- Suggest improving strategies and make recommendations to help to ensure the ecotourism in a sustainable context.

With the secondary data, the literature review, I analysed the concept and the strategy of ecotourism. In order to develop sustainable ecotourism in a destination, several key elements must be taken into account, namely the factors of sustainable development, which are economic, social and environmental, as well as ecotourism characteristics, which are environmental conservation, local involvement, generation of income, and educational dimension. Thus, faced with mass tourism, harmful to the environment, ecotourism is presented as the perfect solution with a lot of benefits to combine pleasure of sightseeing and nature conservation in view of sustainable development. Nature-oriented tourism is responsible tourism that involves local communities, generates local revenues and protects nature, including the creation of parks. However, it is an uncommon tourism tends to grow and needs strategies to develop.

Afterwards, I studied the tourism strategy in Corsica, and more precisely the ecotourism acts. Corsica developed some projects in favor of ecotourism. Local communities participate it, as well as local organizations that are involved in financing these projects. However, due to its insular character, Corsica has to take into account different factors to develop ecotourism. Mainly, the overcrowding of tourists that can exhaust the resources of the island faster. Ecotourism in Corsica can be more develop but it is limited

because of the island character. The island must to develop its conservation efforts around the ecology.

Due to the data collection, development strategies can be suggested. Based on the findings of the questionnaire Corsica should develop ecotourism projects. It can develop nature reserves, ecotourism activities, ecological accomodation and more ecotourism programs involved local population. The strategy is to diversify the proposals around ecotourism. Thus according to the results of the survey, the main problem is that people are not familiar enough with ecotourism. However, for most of them, when they learn to know ecotourism, many of them would be ready to participate. Tourists like to discover and take part in local activities and they are really concerned about the preservation of ecosystems and their wealth. They are aware of the need for ecotourism. Therefore, it is necessary to promote ecotourism through more advertisements and creation of organizations specialized in ecotourism.

However, even though ecotourism is developed and promoted, through protected areas and diverse activities, it can be difficult to manage it. Indeed, manage the tourists stay the main problem. If ecotourism is developed, then there will be more tourists. As a result, this can lead to tourist overcrowding. Therefore, it would be wise to create more protected areas and limit the tourists inside to preserve the fauna and flora in a sustainable context.

Thus the suggestions made in this thesis can be proposed to tourism professionals who could be inspired to develop their ecotourism strategies and activities.

Concerning possible future research, it would be a relevant idea to collect data by conducting a qualitative study, such as an interview, with tourism professionals to learn more about the ecotourism sector and to suggest development strategies based on their perspective and knowledge of the ecotourism sector.

To conclude this study, ecotourism is a form of tourism that has potential and can be developed for the purpose of being more sustainable.

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Surveys

Survey in English:

https://docs.google.com/forms/d/e/1FAIpQLSeqL1U9_4_HWkBkkmOPgfglMBRgtR5yKnk1-LUFvm8oA_NwCw/viewform?fbzx=-7371298991105539466

The development of ecotourism

Hello,

I am Cassandre, I am an exchange student in Finland, and currently I write a thesis about the development and the sustainability of ecotourism.

Ecotourism is a form of educational and responsible tourism, focused on the discovery of nature. It aims to preserve the environment while taking into account the well-being of local communities.

This short questionnaire focuses on your relationship to tourism and ecotourism. It is completely anonymous and will only take you 5 minutes of your time.

Do not hesitate to share!

Thank you very much for your participation!

Cassandre

Your gender: *

- Female
- Male
- Prefer not to say

How old are you? *

- 0 - 25 years old
- 26 - 45 years old
- 46 - 65 years old
- Over 66 years old

What is your status? *

- Single
- Married
- Separated
- In a relationship
- Other: _____

What is your situation? *

- Worker
- Student
- Unemployed
- Part time employed or student
- Retired person
- Other: _____

How often do you do tourism? *

- Less than once a year
- Once a year
- More than once a year

Average length of your stay? *

- Less than one week
- One week
- Two weeks
- More than three weeks

Which destinations do you prefer to go on vacation? (Several possible answers) *

- Sea
- Mountain
- Countryside
- City
- Abroad
- Other: _____

Do you set a distance limit to go on vacation? *

- Never
- Sometimes
- Often
- Always

How do you travel? (Several possible answers) *

- Alone
- With family
- With friends
- In couple
- Other: _____

Which means of transport do you prefer when you are at your destination? (Several possible answers) *

- Car
- Bike
- Walk
- Bus
- Other: _____

What are your main motivations for tourism?

Seeing beautiful landscapes *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Discovering the fauna and the flora *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Beaches *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Sport activities *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Participating in excursions, hikes *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Local food *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Visiting cultural places *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Meeting and talking with local population *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Local handicraft activities *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Ecotourism is a responsible and educational travel to natural areas that aims to preserve the environment and take into account the well-being of the local communities.

How familiar are you with this phenomenon? *

- 1 2 3 4 5
- I do not know this concept at all I know very well this concept

How have you practiced ecotourism? *

- Never
- Sometimes
- Often
- Always

How do you behave from an environmental point of view? *

- Very bad
- Bad
- Good
- Very good
- Excellent

Do you donate to associations that help finance the development of local ecotourism? *

- Never
- Sometimes
- Often
- Always

What activities could you take part in ecotourism?

Visiting protected areas *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Participating in wilderness excursions *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Get to know the natural environment *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Contemplating the fauna and the flora *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Interacting with local people *

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

In your opinion, what are the most important aspects of ecotourism? *

- The preservation of nature
- Information for tourists about environment and wildlife
- Reducing harmful environmental impacts
- Support and participation of local communities
- The development of ecological accommodation
- Promotion of local crafts

Any suggestions to develop ecotourism?

Your answer

Survey in French:

https://docs.google.com/forms/d/e/1FAIpQLSfxflcagbb0bvfXSqwVIMiskP7eEHq0G50pX2onYTRH7fglbw/viewform?usp=sf_link