QUALITY ASSURANCE AND CERTIFICATION IN ECOTOURISM
Ecotourism Book Series

General Editor: David B. Weaver, Professor of Tourism Management, George Mason University, Virginia, USA.

Ecotourism, or nature-based tourism that is managed to be learning-oriented as well as environmentally and socioculturally sustainable, has emerged in the past 20 years as one of the most important sectors within the global tourism industry. The purpose of this Series is to provide diverse stakeholders (e.g. academics, graduate and senior undergraduate students, practitioners, protected area managers, government and non-governmental organizations) with state-of-the-art and scientifically sound strategic knowledge about all facets of ecotourism, including external environments that influence its development. Contributions adopt a holistic, critical and interdisciplinary approach that combines relevant theory and practice while placing case studies from specific destinations into an international context. The Series supports the development and diffusion of financially viable ecotourism that fulfils the objective of environmental, sociocultural and economic sustainability at both the local and global scale.

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QUALITY ASSURANCE AND CERTIFICATION IN ECOTOURISM

Edited by

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