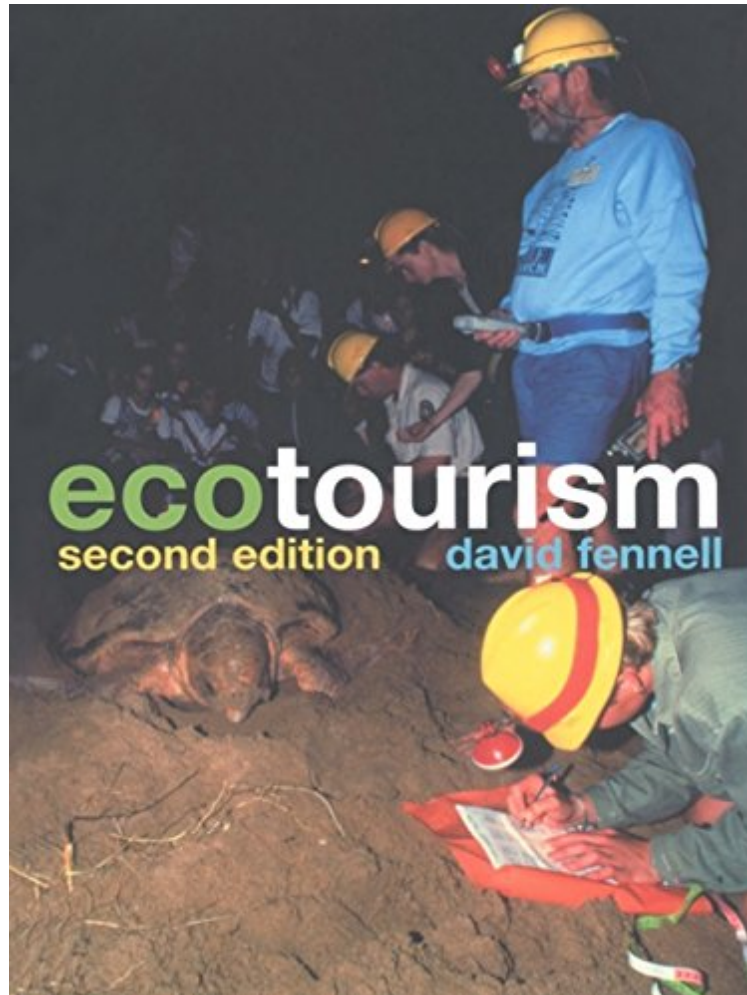


## Ecotourism: An Introduction

*David A. Fennell*

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Using a wealth of international case studies and photos, *Ecotourism: An Introduction* provides an accessible and comprehensive introduction to the key foundations, concepts and issues related to Ecotourism, the fastest growing segment of the global tourism industry. Among the topics covered are: \* the foundations of ecotourism \* tourism and ecotourism policy \* the economics, marketing and management of ecotourism \* the social and ecological impacts of tourism \* ecotourism and development \* the role of ethics in ecotourism The book includes case studies from Scotland, Austria, the USA, Canada, Mexico and Australia.

About the Author David Fennell teaches and researches mainly in the areas of ecotourism and tourism ethics at Brock University, St Catharines, Ontario, Canada. He is the founding Editor-in-Chief of the *Journal of Ecotourism*, and is an active member on editorial boards of many academic journals.