

ECOTOURISM STUDY: MOST TRAVELERS FOCUS ON THE ACCOMMODATION



Ecotourism is growing in popularity. According to a recent report by Booking.com, 42% of tourists consider themselves as being eco-responsible. However, most of them don't know what it means.

At a time of major issues to save the planet and to minimize the impact on the everyday environment, for many people holidays are a perfect time to pay attention to the Earth. Especially as a growing number of destinations become overcrowded like the Thai island [Koh Tachai which was closed to the public for an indefinite period](#).

The most logical reaction is to opt for ecotourism. Most travelers (56%) consider their holidays eco-friendly if they stay in some green accommodation facility. 22% of travelers consider their vacation eco-friendly if they take place in a natural park, and for 16% this means to go camping. For 12% of the respondents, "green" also means staying in indigenous community.

Holidays consist of other parameters as well, such as purchases. In this case, eco-conscious tourists opt for handmade or local products (35% of respondents).

According to the data compiled by Booking.com, 26% of accommodation owners claimed to have implemented ecotourism measures. **Almost 65% of international travelers admitted they did not stay in any eco-friendly facility.**

Ecotourism is sustainable for the environment and minimizes the negative impacts of the activity of travelers and maximizes the positive impact.

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<http://www.tourism-review.com/ecotourism-study-shows-that-tourists-want-to-be-eco-responsible-news5025>