

# Towards Ecotourism 2.0

A year since the World Ecotourism Summit in Oslo, five years since the United Nations International Year of Ecotourism in 2002, and 25 years since Hector Ceballos coined the term, Ecotourism, like good red wine, has mellowed and matured. But we should not let it turn sour. It is time to open the bottle, drink it and make space for a new generation, Ecotourism 2.0

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