



¹*Cyprus Science University, Master Student of Tourism Management, Kyrenia, TRNC,*
naomi34jomah@gmail.com

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This article examines ecotourism and how it benefits local business. Ecotourism is a form of tourism that places an emphasis on protecting local communities' economic well-being while also preserving their natural and cultural resources. As a method for preserving biodiversity, community-based ecotourism (CBET) has gained appeal. It is based on the belief that biodiversity must generate economic benefits, especially for locals. It is crucial for the growth and promotion of ecotourism. One of the tourism industries with the quickest growth is ecotourism. It has received much attention in underdeveloped nations and regions with weak economies worldwide. I have learnt that there have been several initiatives and plans for sustainable development that incorporate an ecotourism component. However, ecotourism can have a variety of positive and negative economic, cultural, and environmental repercussions on a location. In its ideal form, ecotourism provides guests with a top-notch encounter with nature, raises funds and lends support to conservation initiatives, has little adverse impact on the environment, and fosters the economic prosperity of the host communities.

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INTRODUCTION

According to the World Tourism Organization, international tourism is forecasted to expand at an annual pace of 4% through the year 2010, making it the economic sector with the quickest rate of growth (World Tourism Organization 1996). Despite difficulties in quantification, ecotourism is predicted to be the fastest-growing sector of the tourism business (Buckley 1994; Deardon and Harron 1993; Ecotourism Society 1998; Wild 1994). According to estimates from 157-236 million by Filion, Foley, and Jacquemot, 1988 saw a global influx of tourists from all over the world. (1994). Ecotourism is defined as "a form of tourism that combines environmental awareness with cultural understanding and preservation of natural and cultural resources in order to benefit local communities while also presenting visitors with a unique and enjoyable travel experience," according to the World Tourism Organization (Ceballos-Lascurain, 1996). Estimating the local cash flows from ecotourism development allows for the examination of spending patterns, income distribution, and implications on local development. The positive effects of ecotourism on economies are a common topic of research. Growth in ecotourism is often analyzed in terms of the money made, the number of jobs created, the number of new businesses that can open, etc. The upstream and downstream consequences of an increase in ecotourism are often weighed to ascertain the financial benefits of this trend. Economic analysis could be used to determine the value of ecotourism to the local economy. To determine the contribution of tourism and ecotourism to regional sales, tax revenues, income, and employment, economists often study the flow of money associated with these activities. The economic benefits of tourism and ecotourism can be calculated in many ways. Economic based models, input-output models, and multipliers are among the most important tools, along with visitor spending surveys, secondary data analysis of government economic statistics, and input-output models (Stynes, 1997)

The primary objective of this research is to determine the extent to which local businesses can benefit from ecotourism, particularly in areas where ecotourism is being pursued by residents as a means of securing both income and economic security. It goes into greater detail regarding community-based ecotourism, the numerous frameworks, as well as how the market and goods are being supplied at the appropriate prices.

LITERATURE REVIEW

Studies analysing the effects of ecotourism have typically focused on monetary gains. Ecotourism economic effect study aims to define the connections between visitors, ecotourism firms, and local economies. When assessing the repercussions of ecotourism development on the local economy, it is widespread practice to use measures of revenue or profit to assess the contributions of ecotourism businesses and the new jobs they generate. The proponents of this view argue that ecotourism can have positive effects on both the environment and the local community. Ecotourism enterprises, especially in developing countries, have seen a boom in recent years due to rising demand from more affluent consumers for "remote," "natural," and "strange" destinations. Wilderness areas and the lands of indigenous peoples in the West are open to the tourist trade. This should raise red flags because eco-travellers often seek out isolated, poor regions that are prone to ethnic conflict and environmental devastation (Cater, 1993). In certain cases, ecotourism and cultural tourism can be unethical due of their overuse as marketing

gimmicks (Thomlinson & Getz, 1996). Some worry that for-profit enterprises can weaken rather than strengthen communities when ecotourism is their primary motivation.

Community-based ecotourism

Some authors argue that the term "community-based ecotourism ventures" should be used to describe initiatives that are not only environmentally responsible but also aim to give locals a substantial amount of control over the activities being undertaken and a substantial portion of the benefits that result from them. To this end, Ceballos-Lascurain (1996) and Liu (1994).

The government keeping most of the tourism revenue also differs from privately run ecotourism initiatives (Akama, 1996). Although the adage "wildlife pays so wildlife stays" (Ziffer, 1989, p. 2) is applicable in East Africa, it has historically "paid" more for governments, foreign tourism corporations, and local business owners than it has for local communities. The need to prioritize both resource preservation and community well-being is inherent in any community-based ecotourism strategy. It is widespread practice, for instance, to compensate locals in various African regions for their loss of resources because of the establishment of wildlife parks. They consider how much ecotourism brings into local economies, but they do not think about how that money might be divided up or how ecotourism might affect local society and culture. Ecotourism can be good for the economy, but it also has the potential to harm social and cultural institutions and reduce the quality of life for locals (Wilkinson & Pratiwi, 1995). Consequently, community-based ecotourism programs need to place equal emphasis on the positive social impacts of tourism as they do on its environmental and financial advantages.

Marketing in the Sphere of Ecological Tourism

As it relates to ecotourism, marketing includes activities like product development, promotion, pricing strategy formulation, and sales (Cizrelioğulları et al., 2019). The term "marketing" is used to describe a set of activities undertaken to expand demand for eco-tourism products and services. The term "tourist marketing" refers to a management and organizational framework specifically designed for the travel industry. It seeks to create and supply new ecological and eco-efficient types of tourism activities, services, and excursions, with the hopes of sustaining sales and improving profits through a more environmentally conscious approach to the provision of services and the study of market dynamics in the tourism industry. Key goals of ecological tourism marketing include increasing consumer demand for eco-sustainable leisure activities, establishing fair prices, providing market segmentation, creating an appealing selection of eco-tourism services and excursions, and making compelling advertisements. To attract nature-loving tourists, eco-tourism promotes the use of a special substance designed specifically to keep them from harming the environment. The duty of marketing professionals to safeguard the natural world is usually emphasized more in the context of ecotourism. Marketing with an emphasis on nature is meant to convey a message of being environmentally conscious and managing natural resources with care. The potential environmental impact that businesses catering to tourists and eco-conscious tour operators may have must be considered and, if not eliminated, at least greatly reduced. When people talk about being "environmentally friendly," they mean something like this. Managers of eco-friendly hotels are responsible for the safety of their guests.

Empowerment framework

Akama has said that there needs to be a different approach to ecotourism that gives local people and the local community the power to decide what kinds of tourist facilities and wildlife conservation programs they want built in their own communities, as well as how the costs and benefits of tourism are to be split among the different local groups. This is so that local people can get the most out of ecotourism in their areas and have some control over it (Akama, 1996, p. 573). Empowerment is used in the paradigm on four levels: psychological, social, political, and economic. The levels are based on what Friedmann has written (Friedmann, 1992).

Economic empowerment

Long-term economic advantages accrue to the neighbourhood, local businesses, and the community due to ecotourism. Numerous households in the community typically divide their wages. The earnings are improving in several ways (e.g., improved water systems, houses made of more permanent materials, sustainability).

Psychological empowerment

Because their culture, natural resources, and traditional wisdom are recognized and unique outside of their community, many individuals of the community have higher self-esteem today (Cizrelioğulları & Babayiğit, 2017; Cizrelioğulları et al., 2018). As people's confidence increases, they seek out opportunities for higher education and training. Having access to labor and money elevates the status of traditionally low-status groups in society, such as women and young people.

Social empowerment

Environmental stability in an area can be preserved or enhanced through ecotourism. People of many backgrounds and types can come together to create a stronger sense of community when they work toward the common goal of creating an ecotourism business. Earnings are reinvested into the community through initiatives like new school construction and infrastructure improvements.

Political empowerment

Concerns and issues concerning the ecotourism project can be spoken and answered by locals through the community's representative democracy, which serves to effectively represent the needs and interests of all community groups. Community organizations (such as those representing women, youth, and the socially disadvantaged) are consulted and given opportunities to have a voice in decision-making bodies like the Wildlife Park Board as the ecotourism initiative is developed and implemented.

Ecotourism and benefit to local businesses

Ecotourism is a type of responsible tourism that takes into account both cultural norms and environmental concerns. The local community will benefit economically and socially, negative environmental impacts will be mitigated, and the region's unique ecosystem and culture will be protected. The benefits of ecotourism for humans include It has been suggested that local communities could benefit economically by producing handicrafts to sell to tourists. Respect for nature, familiarity with local cultures, and an appreciation for the natural world are all fostered by ecotourism.

DISCUSSION

According to an author, it was suggested that ecotourism is a confusing term, a term that has been hotly debated and interpreted in numerous ways. Indeed, there remains little consensus over its specific meaning. Nevertheless, many have assigned ecotourism immense potential, suggesting that it can provide high quality tourism experiences, while stimulating socioeconomic development, promoting environmental awareness, and generating funds for resource management and conservation activities. The promise of broad-based benefits has prompted many developing regions to adopt ecotourism as a sustainable development strategy for balancing economic and conservation objectives. Although there are success stories, the reality is that ecotourism's impact has been highly variable. Fortunately, two decades of experience has resulted in the promulgation of a variety of planning and management strategies that may help to promote the development of symbiotic tourism-resource/park-community relationships and, as a result, the generation of benefits at an ecotourism destination.

Local businesses are direct beneficiary of ecotourism in the rural areas. Community dwellers can empower themselves economically, Psychologically, Socially and Politically. Ecotourism is helpful for preserving biodiversity. keeps the wellbeing of the community intact. combines an interpreting or educational experience. requires that tourists and the travel and tourism industry behave responsibly. Interactions between tourists and poor communities may yield several real and practical benefits. These can include a better knowledge of one another's cultural, environmental, and economic concerns and values, as well as benefits that both parties will receive from increasing sustainable regional expenditure.

Ecotourism provide positive experiences for both visitors and hosts. Provide direct financial benefits for conservation. Generate financial benefits for both local people and private industry. Therefore, the advantages of ecotourism include

- sustainable rural development based on environmental protection
- the creation of jobs
- education and awareness about endangered animals and climate change
- the improvement of life quality for locals
- understanding of and sensitivity towards other cultures

CONCLUSION

The bottom line is that the local economy depends on both large- and small-scale attractions. Promote and preserve the ecosystem through ecotourism. Ecotourism has the potential to increase the local communities' independence. Furthermore, it helps them become more powerful politically by giving them more negotiating power and giving them the ability to shape local growth. Finance for local infrastructure is also provided by tourism-related revenue.

Local business owners are empowered by ecotourism. It enables them to support their family and promote their culture through art, cuisine, and other means. Therefore, ecotourism has a huge positive impact on local businesses.

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