Ecotourism in Yakushima: Perception of the People Involved in Tourism Business
Many travel and tourism businesses have found it convenient to use the term “ecotourism” in their literature, and governments have used the term extensively to promote their destinations, all without trying to implement any of the most basic principles explained in this document. This problem of “greenwashing” has undermined the legitimacy of the term ecotourism. Some greenwashing, though certainly not all, is the result of a lack of understanding of the underlying principles of ecotourism. Many people often ask why ecotourism should be viewed differently from other forms of sustainable tourism. In essence, ecotourism must be planned and managed to successfully offer its key social and environmental objectives.

1. Definition of ecotourism. Ecotourism involves responsible traveling to fragile, pristine and mostly protected areas. This takes place for different purposes, from educating the traveler, fostering respect for different cultures to directly benefiting the economic and political empowerment of local communities. Eco tourism is defined as tourism that sends people to relatively untouched parts of the world and that is sensitive to the impact to nature caused by humans. Eco tourism is an attempt to allow tourism that does not damage nature or traditional culture. The Masai people in Kenya have been moved out of their traditional lands because of the demarcation of National Parks for eco tourism. They are settled on land next to the reserves.