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**Title: Ecotourism contemporary type of tourism**

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**Abstarct:** Tourism at the end of the previous century has become part of the world's largest economy, and eco-tourism one of the fastest growing sectors. Ecotourism is based on the controlled use of natural and cultural elements of the environment. This trend, known as ecotourism, promotes socially responsible travel and environmental sustainability. Aims to provide a better understanding of the interrelationships between tourism and the environment and to contribute to achieving a symbiotic relationship. Ecotourism is used simply to identify the form of tourism where the motivation of visitors and vendors argument depends on the observation of nature. This sector of the market is called "nature tourism". True ecotourism requires an active approach in order to mitigate the negative repercussions and favors positive impacts of nature tourism. Ecotourism is a new kind of tourism, modern, with a great perspective and is an important branch in the hospitality industry. He creates and quickly developed as an alternative to mass tourism. Is based on the responsible use of nature and used as an instrument for achieving sustainable development. Always take care to guide and accommodation to small groups of tourists to natural areas with integrated educational programs and close cooperation with the local population.

**Keywords:** ecotourism, contemporary type, eco food, eco villages, attracting tourists.

## **Introduction**

Eco-tourism is a modern form of alternative tourism. It derives from the fundamental need of man to return to nature, in circumstances where under the rush of urbanization and industrialization comes to suppression of "pure nature".<sup>1</sup>

"Ecotourism is environmentally responsible journey and visitation to relatively untouched natural areas, in order to enjoy and admire of the nature (and any accompanying cultural features of the past and the present) and to promote conservation, with little negative impact on visitors and providing socio - economic benefits for the local population which is actively involved in the eco-touristic business."<sup>2</sup>

"Ecotourism is defined as "natural tourism tourists exercise by visiting the destination, combining one of the three main reasons (education, recreation and adventure)." <sup>3</sup>

### **1. Ecotourism modern form of tourism**

Environmentally sustainable tourism which primarily promotes visiting natural beauties where the environmental protection is respected and encouraged and local specificities. Ecotourism is a new form of tourism, modern, with great prospects and is an important branch in the hospitality industry. It happens quick and grows as an alternative into the mass tourism. It is based on responsible use of nature and it is used as a tool for achieving sustainable development. It always takes care to guide and accommodate small groups of tourists to natural areas which have educational programs and close collaboration with the local population.<sup>4</sup>

Ecotourism:

- includes the observance not only of nature but also of indigenous cultures prevailing in natural areas, as an integral part of the visitor's experience;

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<sup>1</sup> <http://www.cosmoinnovate.com.mk>, Алтернативен туризам

<sup>2</sup> Weaver D.B., (2001), CAB International, The Encyclopedia of Ecotourism, pp. 5-6

<sup>3</sup> (Laarman and Durst 1987, 5), Razvojne tendencije ekoturizam Srbije, 486

<sup>4</sup> Мурати М., (2011), <http://daily.mk>

- contains educational and interpreting form that is a part of the tourist offer;
- is generally but not exclusively organized for small groups by small local specialized companies;
- limits the negative repercussions on the natural and socio-cultural environment;
- Supports the protection of natural areas generating economic benefits for those who manage them;
- Provides an alternative to local communities in terms of income and employment;
- Increases awareness of locals and visitors in favor of environmental protection.

## **2. Potential profit by ecotourism**

It needs an excellent understanding in the relationship between the local communities and the protection of the environment and how this relationship can be improved through their involvement in ecotourism. In most eco-touristic projects, one of the major goals consists improving the conservation of landscape and biodiversity. In this context, the community of ecotourism should be respected and considered only as a tool that allows that goal achievement.

Its role could be:

- supply lasting means of subsistence for local communities;
- encourage the municipalities to engage in a more direct way to protect nature;
- generating goodwill towards measures for environmental protection as protected areas, and to derive more benefits locally.

Whatever is an important sector in the market of ecotourism, often run by tour operators, requires rich experience of wildlife and facilities for serious comfortable accommodation and efficient organization.

The most important requirements are:

- Attention to details, ensuring that what is offered, regardless of its level, is correct.
- The quality and accuracy of information and promotion, reaffirmation and ensuring that expectations match reality
- The authenticity and atmosphere. Eco-tourists are sensitive to real and traditional values and experiences and they don't want to be created for them.

Several aspects regarding certain elements of the offer are:

- Quality of fauna, flora and landscapes from the unique vantage point of the character, attractiveness and abundance.
- The connection between the cultural and natural experiences. Lots of tourist are seeking a blend of these two aspects.
- Accommodation: hygiene is most important, but other aspects such as sanitary, general functional character, privacy and decor and atmosphere in general can play a major role. There are different requirements in terms of investment and sophistication between rooming-houses and fields for camping.
- The services for guides and translation: it often requires a good balance between the local stories and scientific facts. This may require the involvement of different individuals, and also offers the residents an opportunity to be trained as guides and interpreters.
- Local products and handicrafts: although the visitors require authentication, it is important to maintain control of all traditional and cultural items. You can produce sales quality items that reflect the traditions and creativity of the place.
- The general experience of life in a village, including the folklore here: this may arise as experience appreciated by visitors. It can stimulate the maintenance of local culture and transfer of local knowledge
- Participation: some visitors appreciate the opportunity to be able to participate in certain activities.

### 3. Eco food



Macedonia has some authentic natural resources in strategic areas that can be used for effective future competitiveness of its industry.

The introduction of new environmental technologies, products and services that reduce the overall negative impact on the environment is the key challenge for the future.

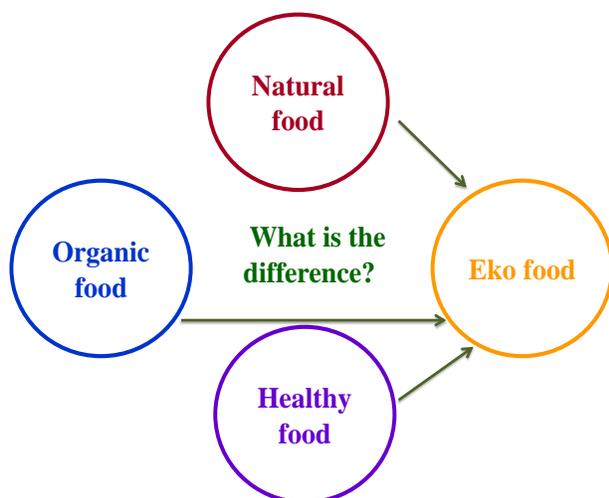
Eco food is food that is produced naturally, food that has no contact with any chemical. Apart from pure manufacturing eco food and transport it is regulated in such a way that it doesn't consist chemicals which in the lowest cases the patient can contaminate food.

Benefits of eco food:

- Healthy food;
- Food that doesn't contains additives;
- Food that is produced without pesticides;
- Food that doesn't contain genetically modified ingredients;
- Food that doesn't contain antibiotics;
- Care for animals and nature
- Ultimate taste.

Today the industry is increasingly oriented towards making environmentally friendly products that do not pollute the environment, recycle what is sometimes mistakenly called "waste", giving you new energy sources. Although the awareness of people is changing so rapidly, that each year a surprising new invention and latest technology, which should help us in creating more friendly attitude towards nature. Experts say that in Macedonia there is still a battle for environmental labeling of eco products, and that it needs eco - certification of products with environmental origin.

### **3.1 Eco food, a trend or necessity ?**



Eco, bio or non-allergic food, as it is also called organic food, respects the natural balance and is a food that has a high level of quality and preserved natural features. Due to the high nutritional value it supports human physical and spiritual abilities.

Clean air, soil and unpolluted mountain water in abundance make the country eco country as a major prerequisite for environmentally sound food. In Macedonia, most of the territories can be called environmental, mostly mountain regions where there is no industry. Opportunities for ecological production are here, but not used enough.

- Increased interest in food production;
- Prerequisites for leading country in the region in producing healthy food;
- Potential to produce globally competitive products and environmental services.

Macedonia has all the prerequisites for the production of environmentally health food produced in a way that does not use pesticides of first and second class, and completely avoids the use of artificial fertilizers.

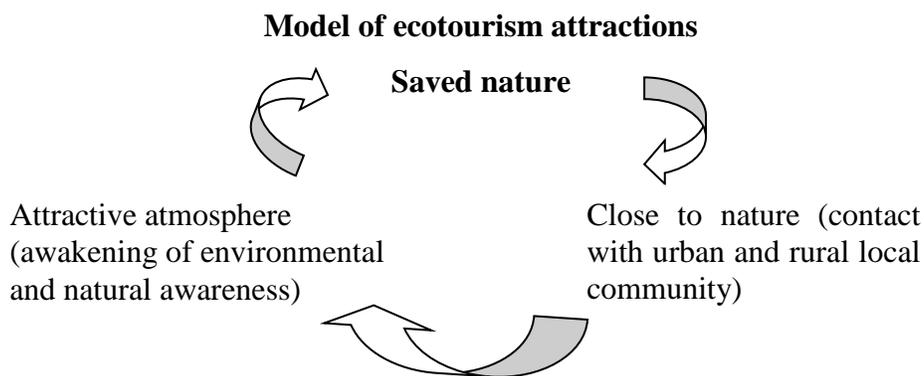
#### 4. Eco villages

Eco Village is an urban or rural community of people who seek to establish a sustainable lifestyle. Eco villages are the latest and the most potential intentional communities

- Eco villages - a concept and model of sustainable development of an area.
- Eco Villages - micro locations with an exceptional amount of historic, archeological and tourist point of view. They are mountain settlements that occupy enough space for the development of rural and eco-tourism that would produce naturally clean or biological eco-food. Eco villages or settlements whose population will be educated to organize the production of many eco products, will be organized eco-tourism and cooperatives, then organized eco-fairs that

welcomes various tourists who'd learn about the lifestyle, tradition, culture, and beside all this they have stayed in clean environment.<sup>5</sup>

Eco villages appear as existing neighborhoods with lower and higher potential for their rehabilitation and development of this modern type of tourism, ecotourism. Created as "intentional" communities eco villages are filled with various impacts of environmental, social and spiritual relationships. Any eco village seeks to develop a model of sustainability, and if so identifies the essence of the existence of eco villages; we can safely conclude that we have a concept and model of sustainable development of an area.



The abandoned and forgotten villages which are concentrated in the most beautiful natural areas needs to be revitalized and revived in the path of the modern man to avail the benefits of them and develop the model of the eco village, where with all rights will develop the eco-tourism . Macedonian model of ecotourism attractions of a high predisposition to become a leading force in the development of eco-villages at all.

## Conclusion

Ecotourism provides significant economic benefits to many countries, regions and communities. To improve the tourism offer in terms of eco-tourism, is needed a good education of the population not just those who live in rural areas know how we can improve their lives through eco-tourism but also educating people in institutions for developing ecotourism. The attention to a detail addressed in a number of aspects of the development and operation of eco-

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<sup>5</sup> Додовски М. (2008): Еко село, предизвик и модел за одржлив развој. Зборник на трудови од ИИИ Конгрес на еколозите на Македонија со меѓународно учество, 06-09.10.2007, Струга. Посебни изданија на Македонското еколошко друштво, Кн. 8, Скопје

touristic projects can improve their implementation. In order to restrict the flow of capital, all efforts should be undertaken using local products and services in favoring the employment of the population. This may require taking measures to identify local sources. Producers can be helped by establishing local groups and networks and assistance in terms of contacts, marketing and pricing.

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