

# MARKETING OF ECO TOURISM: PROSPECTS AND CHALLENGES

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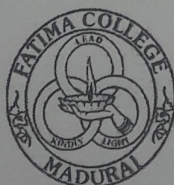
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# **PROMOTING ECOTOURISM THROUGH MODERN TECHNOLOGIES**

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## **INTRODUCTION**

Ecotourism is one type of tourism which provides opportunity to connect the nature's lover with the natural environment. The life of the human beings in the past was much associated with nature, but as days pass on, it was slowly started to keep away oneself from the environment. Due to the impact of modernization, urbanization and globalization the life style of the people of today is totally changed by separating them from the nature. The trend has changed and the life has become monotonous, to overcome this, man started to deviate his mind and returned back to the same place where he started. While returning, there arises the concept "Ecotourism".

According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990). To connect with nature, first the people should be aware of the ecotourist spots. To trace the tourist places, the advancement in modern technologies helps one to find a better place to enjoy, relax and have fun.

## **DIFFERENT MODERN TECHNOLOGIES USED TO PROMOTE ECOTOURISM**

### **SOCIAL MEDIA**

- Internet-Search engines- websites and web pages.
- Face book, Twitter, What's App
- Blog
- News group





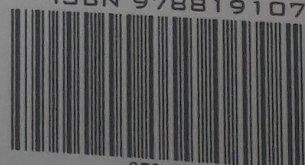
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