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SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION IN THE CONTEXT OF ECOTOURISM PROMOTION IN RUSSIA

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ABSTRACT

The article aims at identifying problems caused by the mutual influence of the tourism industry in the context of ecotourism, sustainable development, and preservation of the environment. Based on the use of focus group methods and an online survey of experts, it was determined that the most common environmental problem of ecotourism facilities is the anthropogenic effect of the tourism industry, which is expressed in the negative impact of both constructed tourist facilities and the actions of tourists themselves. The authors have defined the main types of negative impacts of tourism on the environment and ways to prevent and eliminate its negative effects on the environment. The authors of the article have concluded that environmental protection is an integral part of current tourism policy. Without an eco-friendly natural environment, the tourism industry loses its attractiveness, and the entire tourism infrastructure reduces efficiency. Greening the activities of all participants in developing and implementing tourism products is the key to promoting ecotourism.

Keywords: ecotourism, environmental problems, anthropogenic effect, improving land management, environmental land design, quality of life.