An in-depth study of ecotourism: An European Perspective

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ABSTRACT

This research analyses one service that has gone through metamorphosis in recent years: Tourism. Indeed, a new tourism has been born: eco tourism, or green tourism. This sector of activity is an important part in economic success of all countries. That’s why this service had to evolve its offers to a new way of live. The respect of the planet is one the main issues in the world.

This study highlights the following research question: “In what way European tourism is evolving in ecotourism that is concerned with an ethical aspect?”

To answer this research question, the focus of this study is on one country: Ireland. To be involved in Ireland’s ecotourism, a case study from Greenbox was used.

To fully achieve the researcher’s main objectives, Failte Ireland was a main contributor of information and literature.

Having study these two organisations in depth, the researcher concludes with interesting findings. It is noted that customers are satisfied by Ireland’s commitment in the respect of the planet through its ecotourism. Furthermore Ireland has to be more and more innovative to propose eco activities. The primary research carried out in this study also highlights new trends in tourism. Indeed, ecotourism enables companies’ to propose new activities in order to attract new customer.
CHAPTER 1

INTRODUCTION
“Surely we have the wit and will to develop economically without despoiling the very environment we depend upon.” Tony Blair, 2001.

From year to year, the economic development was more and more important in the world. Every country found a solution to be more powerful, and to generate more money. However, this success was at the expense of some elements. The item that suffers most from this economic development is the environment.

Every sector of activity favoured the money to environment, in this way; the Earth suffers from the human presence. To produce a product or a service, to sell them, or to consume them, every step of this mechanism has a bad impact on the planet.

One of the most successful sectors of activity for the majority of countries is tourism. In fact, every country opens their territory to the consumption of their products. Through this service of tourism, there is lots of consumption and they earn lots of money. However, this is one of the worse sectors of activity about respect of environment. In a transport point of view, there is lots of contamination of environment. Furthermore, tourists spoil landscape. Finally, traditional tourism is not about enjoying a landscape; it’s about consuming it.

The ecotourism is trying to change these aspects. Ecotourism proposes travel and others activities that minimize the impact on the environment. Indeed, this new definition of tourism proposes activities that enable tourists to change their behaviour in relation with the nature. Ecotourism can be defined as a “ responsible travel to natural areas that conserves the environment and improves the well-being of local people.” (TIES, 1990). Moreover, ecotourism is a very new and modern notion of tourism. These kinds of travel are new on the market. That young story is the beginning of our research study.

The research study is divided in six chapters.

In our chapter two, we will outline theory and authors who present the subject.
First, we will see traditional tourism’s destination to understand where there are failures. In fact, even if tourism is a sector that knew an important growth recent
years, there are inequalities in destinations. The flow of people is going in one way: from rich and develop to poor countries. To reduce these inequalities, the answer can be ecotourism in develop countries to create news flows.

About ecotourism, we will learn that there is a model at the basis of ecotourism: Jafari’s platform model. He is describing in this model the sustainable tourism. As a new model, there are relevant steps that we need to know in order to understand, why, when, and where ecotourism appeared. His conclusion is to speak about an “alternative tourism”. This is a good way to present the transition between traditional and eco tourism.

In this chapter, we will learn also how companies are changing their way to organise them. We will see what are “Green meeting” and in what they would be an answer to evolve more and more companies to propose respectful activities to their tourists.

Finally, we will focus our research on one specific area to be more effective in our references. Our choice is Europe. In fact, this is a new area in a developed economic context, and Europe has to prove its capabilities to the rest of the world. To achieve this aim, we will analyse one country organisation: Ireland. To succeed in this research, we will analyse a company very powerful on the ecotourism: Greenbox.

In chapter three, we will present our methodology and objectives. This chapter introduce our method to achieve our objectives.

To present how we organize our research study, this chapter will be conduct by stages.

First, we will present our research problem. To understand what we have to achieve, it’s important to identify the problem. This step presents the necessary point to understand professional and customer’s changes in relation to ecotourism.

After having identified the problem, we will ask question to highlight the issue. The researcher highlights the following research question: In what way the European tourism is evolving in ecotourism that is concerned with an ethical aspect? This is our issue. Moreover, to answer to it, we need to ask operational questions to propose an answer very well structured.

Then, we will present our objectives with a list of what we want to understand.
Finally, we will explain our methodology. In our research study, qualitative and quantitative research method collections will be used. We will explain why we use both, and we will develop for each of them our choice of population, sample, and organisation (time, localisation).

In chapter four, we will explain our data analysis and findings. We will present results of our methods.

This chapter has two steps. First, we will highlight our qualitative results. We have made two interviews, as we explained in the previous chapter, and we will present thanks to them four conclusions about:

- Ireland specificities in ecotourism
- Ireland’s way to adapt its offers to the demand of ecotourism,
- Ireland propositions to its new behaviour
- Businesses’ propositions to its new behaviour

The second step of this chapter is about results of our quantitative research. Our questionnaire enables the researcher to highlight main topics in this theme. To propose adapted offers to ecotourism, we wanted to know keys destinations issues for customers. Then, we wanted to find key area of satisfaction after an ecotourism travel. Also, we will explain why Ireland is a clean and environmentally destination, and finally, why Ireland can be recommended as a green destination.

In our chapter five, we will draw a conclusion of our research study in a first time. Then, we will discuss about these conclusions to argue in what we are agree and what future plans we have for ecotourism.

In our final chapter, we will draw recommendations in order to highlight in what we are proud of our research, but also to present in what this research could be better. In fact, due to our limited time, some projects we had could not be established. We will present them in order to help the future person who will do a research on this topic.
CHAPTER 2

LITERATURE REVIEW
To better understand the impact of ethic’s perspective in tourism, we need to define why people started to think about an ethic way to do tourism. Theories related to green, responsible and ethical tourism will be presented.

2.1 TOURISM DEFINITION

Nowadays, the tourism sector represents an important part of the economy. Weaver (2005) defined tourism as the period when “people staying one or more nights in another country”. In fact, this sector is very strong and keeps going to be important because there is a growth since lots of years. According to Weaver (2005), the global tourism industry is growing since post-World War II.

2.2 TOURISM’S GROWTH

There are various factors that explain the growth of tourism. Weaver and Lawton (2006) highlight five factors to justify this growth.

The first one is the economic factor. In fact, when people have more money, they have more possibilities to travel. Therefore, the growth of household income in recent years, as shown in Figure 1, enables to assign a higher share of expenditure. Analysis by Weaver and Lawton (2006) illustrates this concept through the example of Australia. Since the Word War II, household incomes are “four times higher”.

![FIGURE 1: Growth of household income 1941-2001](image)

The second factor is about the social aspect. Weaver and Lawton (2006) argue that people has more and more leisure time. Viard (2002) researches concluded that in France for instance, there is “The Coronation of 35 hours”. This theory shows us that there are transformations and changes in population’s way of life, and this idea begins with more and more leisure. Changing attitudes are beneficial to increased travel.

The third aspect is about demography. In fact, Weaver and Lawton (2006) found that the reduction of family size, and the increase of the population are good points to increase travels. In fact, even if there is less person in a family, there are more people who travel. Families being less numerous, they can do more trips.

Finally, these authors, Weaver and Lawton, (2006) agree that only one technological factor is the more important: modern transportation. In fact, airplane development can be highly noticed in the past few years.

**2.3 TOURISM DESTINATIONS**

The increase of this sector began with the increase of travel in More Developed Countries (MDC). According to Weaver (2005), travels were very important in some type of country “accounted for more than 70 % of all international tourism traffic.”

However, MDC are not the only types of travel. First of all, we saw destinations “from more developed to less developed countries.” Weaver (2005) stated that is “by the early 2005, 25% of international tourist traffic consisted of travellers from MDC visiting Less Developed Countries.” Lawton concurs with Weaver (2006) and adds that phenomenon can explain “the emergence of the pleasure periphery”, where we can see two main areas: Mediterranean basin and Caribbean Basin, as shown in Figure 2.
According to Weaver (2005) the other type of travel is “between and within the less developed countries.” This tourist traffic represents 5% of international tourism.

Jamieson, Ph.D, Dean School of Travel Industry Management University of Hawaii (2007), defines tourism as the main part of the economy in poor countries. He said, “In most of the poorest countries of the world, tourism is the only really viable form of economy. It’s a low-skill industry that creates opportunities for women and young people where there were none.”

2.4 TOURISM ETHIC

Tourism improves the respect of the planet in its activities. To answer to this new concern, this sector of activity did a “creation of the destination image”, as Wheeler (1995) says about Lee Valley Regional Park, Enfield, UK. In this review, Wheeler highlights the fact that this new perspective of tourism can be so attractive for news customers.
However, Wheeler (1995) explains that this is not an image with “stereotypes about Tarzan and pulsating African drums”. In fact, tourism ethic is about the discovery of particular area to be more attractive, and in a same time, enable tourist to have the best behaviour in this type of environment. Wheeler (1995) shows a “responsible behaviour on the part of the tourist”. To create this kind of behaviour, Wheeler (1995) highlights the importance for a company to have a good marketing.

2.5 SUSTAINABLE TOURISM: THE BEGINNING

People want more and more companies to be involved in protecting the planet. That’s why we saw the birth of an ethical aspect in tourism. Ray and Anderson (2000) explain that “50 millions customers in US place value to on social responsibility, nature, peace {…}”

A popular study in the fields sustainable tourism is one produced by Weaver (2005) in which he described Safari’s’ (2006) platform model as the beginning of sustainable tourism. In this model, we can see four steps that allow us to understand the emergence and the development of sustainable tourism.

The first step is about “Advocacy” in 1960s. It’s about the “pro-tourism perspective”, able thanks to the new peace in the world and the new middle class.

Then Weaver (2005) explains the “cautionary” step. His conclusions are strong: “tourism development {…} culminates in unacceptably high environmental {…} costs for residents.” It’s about negative impacts of the increase of the tourism on local population.

The third one is “Adaptancy”. It’s the identification on of the “potential negative impacts of tourism”. Analysis by Weaver (2006) is from the conclusion of the previous step, without giving any solutions.

Finally, Weaver (2005) states that there is a last step that enables to do a link with sustainable tourism: it’s about knowledge base. This concept has two origins. First of all, he says that in 2001, tourism growth, as we explained, gave to the sector a main place on the economy market. Moreover, it’s difficult to change the way to do tourism while we witness a mass tourism. Therefore, we have to think about an “alternative tourism”. Secondly, we realize that tourism has both “positive and
negative impacts”. The first three steps are too basic to highlight this notion, but “knowledge base” does it.

2.6 SUSTAINABLE DEVELOPMENT

Lawrence Berkeley National Laboratory’s ELSI Project’s research (2000) concluded that sustainable development “includes questions about how human decisions affect the Earth’s environment”. Weaver (2005) concurs with this idea and adds that each word of that concept takes into account two different ways: first of all, there is “development” ’s notion to refer to the growth of the sector, and secondly, there is “sustainable” ‘s notion, to refer to environmentalists who want to respect the planet, even if the growth has to be smaller.

2.7 SUSTAINABLE TOURISM

The research findings of Pender and Sharpley (1987) concerning the management of tourism (2006) give to us a definition of sustainable tourism from sustainable development. According to them, sustainable tourism represents “the contribution of the tourism to sustainable development”. In other words, Weaver (2005) concurs with Pender and Sharpley adding and citing WCED (1987), that it’s “the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Those definitions contain aims, and to achieve them, we can see a specific management of tourism that propose a tourism environment. Pender and Sharpley (2006) argue that in this type of tourism, environment constitutes the core of the product. Therefore, activities are linked with attractive, or different environment to seduce consumer, and they have to be healthy in order to respect the planet.

In many companies, we can see that there in a new way to give importance to that concept. It’s called “Green Meetings”, as shown in Figure 3. This concept, set out by K.Miller & Associates (2008) is a reorganization of professional meeting. Indeed, the difference with traditional meeting is the introduction of “environmental consciousness”.


Moreover, GračAn, Sander and Rudančić-Lugaric (2010) state that the organization of Green Meetings is framed according to each steps of the event, which are: before, during and after the event.

**FIGURE 3: “Green Meeting” Implementation**

![Diagram showing phases of Green Meeting](source)

Source: Daniela GračAn, Iris Sander, Andreja Rudančić-Lugaric, 2010

On the website specialized in this new area of meeting, we can see that people want to train companies to have a good behaviour. Moreover, members of this non profit professional meeting want also “spearheading research, policy and standards” (GMIC Inspiring Sustainability, 2011).


Weaver and Lawton, (2006, p.338) highlight also a concept: it’s the “paradigm shift”. They warn that it will be difficult to improve an ethical aspect in the tourism industry. In fact, like KUHN said in 1962, “{…} the prevailing paradigm is faced with contradictions and anomalies {…}” (Kuhn, 1962, cited in Tourism Management, Weaver & Lawton, 2006, p. 338).
2.8 SUSTAINABLE TOURISM IN EUROPE

2.8.1 European Charter

Sustainable tourism results in different ways in the World. We will see what happens in Europe. Julian Guy highlights in his website that this area has the will to prove its commitment in this notion to people. In order to prove it, Europe created a European Charter. In this Charter, Europe demonstrates its greeting to preserve natural area. Moreover, preserve them it’s not about prohibit their access. Thanks to this charter, those areas are protected within prevent their access.

Furthermore, we can see that lots of countries in Europe have organization tourism activities around this notion of sustainable tourism. We can see that this new concept of tourism is all around Europe.

2.8.2 Example of environmentally friendly activities proposed in several countries

In Europe, there are many propositions about new tourism respectful of the planet.

For instance, Julian Guy shows us in his website a way to do eco tourism in Germany. It’s about the discovery first quality handicraft & culture. This kind of tourism creates activities to develop the participation of tourist in the development of natural product of cosmetics. This activity takes place in the Frankenwald Nature Park.

In France, the European Charter has an impact in the Cevennes area. A new ecotourism was born with lots of engagements and ethic. For instance, Julien Guy exposes in his website an “environmental friendly uses of natural resources: water, fossil energies, recycling…”

Finally, in Spain, there are efforts in volcanic zone “de la Garrotxa”. In this area, there is “a promotion of a sustainable tourism”, as Julian Guy says in his website. There is a creation of activities respectful of the planet, and “training among professional in the tourism sector”.

2.9 SUSTAINABLE: THE CASE OF IRELAND

Ireland belongs to this new movement of green tourism. We can see that the country develops concrete action to demonstrate to the population its implication in the respect of the planet. For instance, the country has the “Blue Flag Beaches”, which is an eco label to 3200 beaches in the world.

Furthermore, in Ireland, there is an organisation that is doing the promotion of ecotourism in the country. Indeed, Greenbox tries to improve this new type of tourism in the country proposing only activities respectful of the planet. This organisation was created to integrate this new type of tourism in Ireland because, in one hand, this sector is underdeveloped, and on the other hand, there are many possibilities to improve companies’ efficiency. This organisation proposes a business plan to reach the target and to improve companies’ profitability.

2.10 ECOTOURISM & THE PROMOTION OF THIS NEW TYPE OF TOURISM

In Ireland, there are some difficulties for many companies to propose activities adapted to news needs of customers. Therefore, many private and public businesses, which promote this new type of ecotourism, need to be helped to find good ideas. Therefore, there is a handbook, created by Greenbox, to guide companies in the development of this business.

For instance, sustainability energy Ireland, which is a company which gives advice about “on energy efficient measures for home and business”, is inspired by the handbook of Greenbox, where there is a training about renewable energy development.

There is a second example, Local Enterprise Agencies, which is a company that “supports small business and community enterprises”. The handbook of Greenbox enables this company to be more efficient on this sector of activity.
2.11 SUSTAINABLE TOURISM IN IRELAND: CASE STUDY

ECOTOURISM & THE BOARD OF IRELAND: GREENBOX

In Ireland, as previously mentioned, there is an organisation, Greenbox, which enables companies to be more efficient in their sustainable activities. To achieve this aim, Greenbox proposes training and advice. To do that, there are many agencies that need to be guided.

Greenbox’s actions are large. On one hand, this board does the promotion of important region in Ireland: Belfast, Galway, Cork, and Shannon. Moreover, in this promotion, this board highlights the importance of an ecotourism to have low impact on the environment, and in the same time, to enjoy your travel.

On the other hand, Greenbox has created a handbook to enable companies to have the good strategy to reach this aim of sustainable tourism.

This research will analyse the organization of this board to establish the promotion of new tourist behaviour. This company has to have an impact on other company that promote ecotourism.

2.12 CONCLUSION

Our Literature Review highlights an important point in our subject. Ecotourism is the future of traditional tourism. The last one will be disappear because it’s a transition between both. Ecotourism is the future, not a declination. This transition started a few years ago; moreover, it’s so difficult to have an impact on customer’s behaviour because it takes time.

To understand this new trend, we need now to understand reorganization of companies on this new market. Then, to include customers in this new vision of tourism, we need to analyse new tourist behaviour.
CHAPTER 3: METHODOLOGY AND OBJECTIVES
In this chapter, the researcher presents research objectives of this project, and defines the methodology used to achieve such objectives.

3.1 Research Problem

“Given the evolution of traditional tourism in ethical tourism in Ireland in recent years, it is necessary to understand professional changes, and customer’s behaviour with this new way of being a tourist.”

3.2 Research questions

To organise our enquiry, we will pose “operational questions” in relation to our research question. In this way, we will be able to draft the structure of our chapter.

Our research question is about evolution of traditional tourism. This study highlights the following research question: “In what way European tourism is evolving in ecotourism that is concerned with an ethical aspect?”

To answer this question, we designed a case study on Greenbox. In this way, we identified the company’ implications on the market. What role does Greenbox have in ecotourism in Ireland? And how and why the board reached the market and others companies?

To determine if Greenbox was evolving on an interesting market, we identify other company that is working with Greenbox, to measure if this trend is so important for this board than it is for others companies. What role does the ecotourism play in tourism in Ireland? And how and why some companies are organized around this new concept of tourism?

Moreover, we wanted to discover changes in tourist behaviour. How do consumers feel about this new tourism approach?

3.3 Research objectives

We need to prove several aspects of this new tourism in order to answer our research questions. Objectives include:
- To demonstrate implications of companies in this new trend of tourism.
- To determine how companies are organizing their offer to positioning their proposition on the market.
- To identify one company in particular to do a case study. In our research, Greenbox will be our case study.
- To understand thanks to our case study on Greenbox what motivation of company has to develop this new way to propose activities on tourism sector. Greenbox is the big board about this subject, therefore, it’s important to identify precisely its implication on the market.
- To analyse the interaction between this board and other companies which are working with Greenbox. Failte Ireland enables us, in this way, to understand Greenbox influence. Moreover, this analyse will enable us to identify the implication of companies in a particular tourism: business tourism in this case.
- To identify customer’s opinion compared with its new way to be a tourist.
- To propose what it’s possible to do for Failte Ireland to improve its effectiveness nearby its customers.

Our objectives will have an impact on our motivation that can be defined by three words: investigate, diagnose, and evaluate.

3.4 Methodology: Research Design

First, we want to find out how GreenBox helps companies on the market, in interviewing a manager of the board.

Then, we interviewed the CEO of Failte Ireland, Shaun Quinn, to emphasize the idea that ecotourism is nowadays important, for particular tourist or for business tourism.

Failte Ireland is one of “twenty agencies and support bodies that provide financial, training, mentoring and other supports to ecotourism business in Ireland.” This company “provides strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. We work with the
tourism industry in areas including business support, or enterprise development …”, as the company is defining itself on the website, in 2009.

We analysed Failte Ireland because this company is working with Greenbox. In this way, we can maintain a link between our driver interviews. We choose this company thanks to Greenbox’s Handbook. In fact, there is lots of grant agency where companies are listed, with explications of their offers.

Finally, we find out customer’s vision of this new type of tourism. This trend will have an impact on their way to be a tourist; it’s interesting to see how they live this change. To be consistent with our previous analysis, we conducted a research about customers of Failte Ireland, to maintain a logical link between our surveys. In this part, a questionnaire was carried out to understand if this kind of tourism satisfies the need of consumers. We have to convince Failte Ireland to distribute these questionnaires.

3.4.1 The Research Method Selection: Qualitative and quantitative.

The researcher collected primary data. This was carried out by interviews, and one questionnaire that we managed during one month.

This data was used to achieve our objectives. First, an interview for our case study on Greenbox was carried out. We interviewed Greenbox Manager, Mary Mulvey. This qualitative research enabled us to answer our inductive objective.

Then, we did other interview with Failte Ireland Manager, Shaun Quinn. This is a company that is working with Greenbox, we needed to analyse the link between our case study and its partners to understand this way to act on this new market.

Finally, we distributed a questionnaire to determine in what way customers are living this change of the way to be a tourist. We wanted to do this research nearby Failte Ireland’s customers to maintain a link between all our respondents, but it was difficult to publish our questionnaire on its website, because they did already surveys. That’s why the researcher changed his mind and decided to distribute the questionnaire to travel agencies’ customers, one in France, and the other in Germany.
On one hand, it’s important to find out what Greenbox is thinking about this new type of tourism in order to position our research in the field of study and contextualise its value.

On the other hand, it’s important to find out what Failte Ireland is proposing to have a good position on the market, in order to define what companies are doing in general to answer to customers needs.

Finally, it’s important to find out how customers are living those changes of being a tourist to determine if those changes are being a positive or negative impact on consumers.

To organise our methodology, we made a pluralistic research. In fact, we started by a qualitative research, and then, we did a quantitative research.

3.4.1.1 Qualitative Research

According to Domegan & Fleming, 2003, “qualitative research can be defined as the collection of data which is open to interpretation, for instance on attitudes & opinions, and which might not be validated statistically.”

In order to answer our induction objectives, we conducted qualitative research. We had to do this research first, to analysis professional mind. Then, we conducted quantitative research to find out if customers react to professional organization.

To create our case study, we did qualitative research to identify the mind of professional about this new market. Our case study is about Greenbox, therefore, we didn’t need statistic answers because we wanted to discover professional impressions. That’s why our choice of tools to make this qualitative research is in-depth interviews, and not focus group.

We didn’t need to do a focus group because in our case, our qualitative research was about the professional side, not on the side of the customer. Our first research was not about understanding customer language and needs; moreover, we
wanted to understand how professional side is doing to integrate a new way to be a tourist in customers mind.

In this part, we analysed professional feelings and the way they are living this new trend on the tourism market. Our analysis was conducted in this way: first, analysis of professional; this is our qualitative research through in-depth interviews. Then, examination of consumer’s mind to be able to see if professional proposition are efficient and correspond to customer’s needs, this was our quantitative research.

The best way to analyse professional reaction on this market was in-depth Interviews. In fact, in this part of professional analyse, we have in our dissertation a case study on Greenbox. Therefore, we conducted personal interviews with one manager of the board of Greenbox, Mary Mulvey, to highlight what motivations professionals have to improve activities and offers on this sector. Also, we carried out an interview with the CEO of Failte Ireland, Shaun Quinn, to analyse the impact of Greenbox’s decision on its partners.

Our aim was to discuss with the interviewee guideline topics; moreover, our guideline was the only one thing that we knew. In fact, in order to have a passive role, which is the most important point of this kind of interview, we discussed without anticipating any questions in particular. Our main goal was to get him to express freely his thoughts on the subject.

We conducted this interview by email. Therefore, if it was not a face-to-face interview, we created an email interview. In this case, we created a virtual discussion. In fact, in order to interact with the interviewee, we send questions first. Then, once we received his responses, we asked explanation about some responses. In this way, we were sure to understand what he was telling us. This interaction enabled us to identify properly the meaning of his words.
3.4.1.2 Quantitative Research

According to Domegan & Fleming, 2003, “quantitative research details the percentage or proportion of a characteristic present. It relies heavily on maths, statistics and probability theory.”

This research enabled us to answer our deductive objectives. We did this kind of research because we wanted to quantify people who are agreeing with our first conclusions of qualitative research. In this way, we can conclude if companies have the impact they want on customer’s behaviour.

To conduct quantitative research, there are four main survey methods: personal questionnaires, telephone questionnaires, postal questionnaires, and electronic questionnaires.

For the purpose of this research, questionnaires were used to customers of Failte Ireland, because we interviewed the CEO, in this way, he distributed our questionnaires to its customers. This was the first researcher’s decision, moreover, as we mentioned, it was difficult. That’s why we decided to distribute the questionnaire to customers of other companies, such as travel agencies in France and in Germany.

We used the last survey method we mentioned: electronic questionnaires because it was the most effective way.

Besides, electronic questionnaires enabled us to give lots of questionnaire to have more credibility in our responses because, the more answers we have, and the more representativeness of a general thought we will have.

To distribute questionnaires, we wanted to use two channels:
- Failte Ireland gave questionnaire to customers and retrieved them to send us the answers. Here, we changed and we used travel agencies’ customers.
- We used also the website of this company to put questionnaires online. In this way, customers who deal with this company and its activities could
answer to the questionnaire. Failte Ireland couldn’t help us to do this, moreover, the company allow us to use their own surveys on the website.

Questionnaires (see appendix n°1) have been designed online. We started with general questions to end by customers focused questions. Customers had to think that they are very important for the study, and they have to feel essential.

At the beginning, an evaluation of the implications of Failte Ireland as a company distributed within ecotourism. We wanted to know if the activities they proposed let customers thinking that the company is heavily involved.

Then, we evaluated the attractiveness of the proposed activities. Giving emphasis on the importance of keeping the customer’s judgement the most essential source.

From there, we started to be interested by their behaviour. On one hand, we asked questions about their implication in the concept of ecotourism. On the other hand, we asked them to evaluate and to describe the impact of their behaviour.

Finally, we asked them to conclude about ecotourism:
- Does this new tourism involve changes on their behaviour?
- Does the activity they did influence their mind?
- Do you recommend Ireland as a green destination?

3.4.2 The Research Approach: Inductive and deductive.

3.4.2.1 Induction objectives: Building Theory

The Literature Review of this research enabled us to have a global vision of the concept of ecotourism. Moreover, ecotourism is still difficult to understand. Authors mentioned in this research have given us a close understanding of why this concept is happening.

Therefore, we can’t frame an objective because, in reality, we have insufficient understanding of the topic. That’s why, to find a solution to this issue, we wanted to build a theory from our case study. Greenbox enabled us to explore the
meanings of unknown events. In fact, understand the creation of this board, its aim, and its way to reach the market through companies was a good way to identify the most important aspect of ecotourism. Managers in this board have a way forward, and this will be our theory.

However, to identify this theory, we needed to create a methodology that enabled us to delimit the culture of this organization, and its interpretation of this trend.

### 3.4.2.2 Deductive objectives: Testing Theory.

This analyse has an objective that we will test after. In our case, our objective is about ecotourism in tourist behaviour. This new trend of tourism is changing the organisation tourist’s holidays. Therefore, we wanted to analyse the impact of they way to do. Changes in tourism sector have an impact on tourist behaviour? Does the evolution in an ecotourism change tourist behaviour? Do they like this change?

In this case, we have a theory that guides our objectives. This theory is a positive answer to the first questions. Obviously, tourists change their way to live and to act in holidays with this new vision of tourism. There are lots of activities that are about ecotourism; therefore, tourists have to fit themselves to these sorts of activities.

To test this theory, we did questionnaire in our quantitative research to assess they way to think. Therefore, this test enabled us to confirm our theory, or to suggest modifications.

We did this test to answer our first question, but also to have an answer about tourist feelings in relation to ecotourism. Only a poll carried out among our sample enabled us to surround tourist vision.

### 3.5 CONCLUSION

The methodology and objectives enabled us to assess two things. First, we wanted to demonstrate Greenbox implications and Greenbox impact on this market. Then, we wanted to analyse customer’s thought about this new way to be a tourist.

From this research, data collected will be analysing to present results of this survey and interview.
CHAPTER 4

DATA ANALYSIS
4.1 DESCRIPTION OF OUR POPULATION AND OUR SAMPLE

According to Saunders.M, Lewis. P & Thornill A., the population is the total set of people, shops, items of interest. In this research study, qualitative and quantitative research method collections have been utilised. The sample is different for each collection method.

4.1.1 Qualitative

To complete the qualitative research, two interviews were held. The first one was with Mary Mulvey, CEO of Greenbox that is our case study. With this interview, we were expecting to understand the implications of Greenbox in the respect of the environment, and in this new ecotourism.

The second interview was with Shaun Quinn, the CEO of Failte Ireland. We wanted to understand Failte’s implication in this new way to be a tourist.

The interviews were sent by mail on Monday 16th May 2011. We received the answers of Greenbox on the Friday 3rd June 2011, and Failte Ireland answered on the Saturday 4th June 2011.

4.1.2 Quantitative

The sample population is customers from two travel agencies who buy tours. In this way, selling the destination, the agency can distribute our questionnaire at the end of the tour. This is a good way to have the best rate of responses.

The two travel agencies in question are: one from France, and one from Germany.

The French agency is called FRAM. We found this agency in 1 Rue Lapeyrouse, Toulouse. This agency distributed 68 questionnaires to its customers; and there are no possibilities of no return because the company gave it at the end of the trip, before customers leave.

The German agency is called InBerlinReisen, in Schöneberg. This agency distributed 29 questionnaires to its customers.
This survey can be interesting for them too because with the result, they can adjust their offer to reach better what customers want. Therefore, our proposition is to ask to these agencies to help us for our research project, but in the same time, this survey would help us to be more efficient on the market with their offer.

Our sample is a part of the population we described. It’s about people who are looking for tour in a green destination. They want to try this new type of tourism respectful of the planet. To make the description of our sample, we have to develop four aspects: an element, a unit, a time dimension, and a geographic boundary.

Our element is people between 18 and 60 years old.

Our unit is people who like travelling, and try news things like eco tourism and new activities around this vision of tourism.

Our time dimension is one month, may 2011.

Our geographic boundary is France and Germany.

At the beginning, we wanted to put this questionnaire on Failte ireland’s website. Moreover, Failte Ireland couldn’t help us because they have already a tab about “Survey and research” on its website. That’s why they enable us to use it, but not put our own survey.

4.2 RESPONSE RATE AND ERROR

Our questionnaire response rate is 100%. In fact, our way to distribute them was by travel agencies. In this way, their customers have to answer before to leave the tour.

About response error, there are no unanswered questions because organizers are here to help respondents to understand.
4.3 QUALITATIVE

4.3.1 Analysis

4.3.1.1 Ireland’s area specificity

Ireland is a good eco destination thanks to its various landscapes. This is an important resource because all parts of the country can be used to propose ecotourism. According to Mary Mulvey, CEO of Greenbox, (See appendix n°2) “We can find attractive cities and regions for ecotourism from the north to the south, and from the east to the west of Ireland.” That’s why this company is called Greenbox, because of all the possible destinations in the country. The various landscapes are strength for corporation as Greenbox. In fact, in Ireland, it’s possible to take as much of the sea from the mountains. According to Mary Mulvey (See appendix n°2), it’s important “ to take advantage of every aspect of its nature”. Shaun Quinn, CEO of Failte Ireland (See appendix n°3), insists on this aspect too. The CEO is proud of the diversity of the nature and this is an asset to its corporation. According to Shaun Quinn, it’s important to push this aspect on the front of the market because “This diversity is a strength that corporation as us has to highlight.”

4.3.1.2 Ireland’s adaptation to ecotourist’s demand

The respect of the planet is an important notion in people’s ways of life. Therefore, this notion has to be important even during holidays. This is a new step in the ecology development: Ecotourism. This involves change in behaviour of tourist. They become eco tourists! According to Mary Mulvey (See appendix n°2), “People become aware of the importance to be respectful of the planet”. People realize and understand why it’s important.

Therefore, it’s important to adapt activities in tourism to this transition. This is what corporation such as Greenbox are proposing.

This adaptability is essential to survive to this change. According to Shaun Quinn (See appendix n°3), corporation and companies have to evolve in their proposition “by facilitating the development of a competitive and profitable tourism industry.”
4.3.1.3 Ireland’s adaptation to this new behaviour

To respond to this new demand, companies or corporation such as Greenbox have to take advantage to nature specificity. In Ireland, it’s easier than anywhere because of the diversity of the landscape. In fact, as Mary Mulvey (See appendix n°2) said “...there is everything to have the most diversifies landscape: the sea, and the mountains”. In this idea, every kind of customer can find something special to him in order to enjoy eco-holidays in Ireland. It’s the authentic and typical aspects that offer these opportunities. The important part for companies is now to promote ecotourism with these new opportunities.

According to Shaun Quinn (See appendix n°3), Ireland can become the most famous country for ecotourism thanks to “festivals and participative events.”

4.3.1.4 Business’s implications

This is not a worldwide issue. Moreover, it’s important to have different levels of action to succeed in this new sector.

The first one is a national level. Ireland has lots of resources, and they have recognized and rewarded by the country itself. In fact, Mary Mulvey explains in our interview (See appendix n°2) that Greenbox won a “Quality Labelling System for Ecotourism”. This reward increases its credibility in the world.

The second level is the international level. It’s most of all about Europe. In fact, Europe has to defend its way to act and to change minds about this notion of ecotourism. This is an important engagement in lots of treaty; therefore, the area wants to motivate every country to become effective on this issue. For instance, Mary Mulvey (See appendix n°2) explains that there is a European Union Flower, “a reward to country and area that propose accommodation respectful of the planet.” Europe wants to convince its members to be effective.

Shaun Quinn highlights other ways for Europe to motivate its members, it’s about the EDEN reward, European Destinations of Excellence. Ireland has a very good positioning because, according to Shaun Quinn (See appendix n°3), “Since 2007, European rewards Ireland for its eco activities propose to its customers.”
Both levels, national and international, are important because, as Shaun Quinn highlights in our interview (See appendix n°3), “this is teamwork, at a local, national and regional level”.

As teamwork, there is the development of partnership in this new sector. It’s the case between Greenbox and Failte Ireland, in order to be more powerful on the market, and to have lots of credibility. That’s why they have to consider the ecotourism in the same way. To have the same vision of it, they created a handbook together which define ecotourism. And according to Mary Mulvey (See appendix n°2), this is a “Responsible travel to natural areas that conserves the environment and sustains the well-being of local people.” She took this definition from a famous website, from which they gave the definition in the handbook. The International Ecotourism Society also inspired them. As Shaun Quinn explains in our interview (See appendix n°3), it’s about value, and this is an important notion, “ In fact, this notion is about value, and respect of the planet and of the future of the human. That’s why I agree with this definition, which insist on these principles.”

4.3.2 Boundaries

For our two interviews, it was difficult to have an answer. In fact, it’s very difficult to contact CEO.

Furthermore, we are not sure that it is actually these persons who answered our interview. It might be a spokesman because; there is people, in big structure, who deal with this kind of communication.

Finally, all information they gave to us are not exclusive because it’s possible to find them on Internet. That’s why we thought that they had answers pre prepare. They don’t have time for this kind of demand.
4.4 QUANTITATIVE

With this survey (see appendix n°1), we want to understand the attitude of visitors in Ireland and this new way to be a tourist. To analyse it, we need to understand their comprehension about environment, and why this aspect of the nature is important in this country.

To achieve this aim, we organize our questionnaire in order to identify their vision of ecotourism, of Ireland tourism, and of Ireland ecotourism.

4.4.1 Key destinations issues

From year to year, we can see that advantages recognize to Ireland as a tourism country have change. In fact, according to a survey from Failte Ireland (2010) (See Figure3), holidaymaker’s perception of tourism in Ireland is spontaneously friendly people. In fact, this is an important aspect that enables the entire world to describe Ireland. FIGURE n°4 illustrates this idea that Irish people are recognized as the most important advantage with 41% of interviewee agree.

**FIGURE 4: IRELAND’S ADVANTAGES VIS-À-VIS OTHER DESTINATIONS**

Source: on the website of Failte Ireland, “Research and statistics, Survey and report” tabs.
Therefore, we can note an evolution in this spontaneously aspect. In fact, in our survey (See Figure 5), it’s all natural aspect that is very important. In fact, our population and our sample agree with the fact that Ireland is a country, which improve every year its way to respect the planet, and to share this vision of respect of the environment. In this way, we can see that 62 % of the population describe Ireland as an unspoiled environment. It’s the first aspect they found spontaneously.

In term of nature and ecology, this is a good score (54%) that is a proof that this aspect is considered in the part of tourism. This is reinforcing previous score of unspoiled environment.

In a social and cultural aspect, even if scores are less important than nature, they are important because as Failte Ireland survey highlights, these are aspects important from years ago. (44% for culture and 25% for Irish people)

Therefore, we can conclude that they are still important, but nature and ecological aspect is more and more important with years.

FIGURE 5: IRELAND’S ADVANTAGES SPONTANEOUSLY IDENTIFIED
4.4.2 Top destination issues and their importance when choosing Ireland as a destination

To highlight what issues are persuading holidaymakers to choose Ireland as a destination, we put four main aspects in our survey (See Figure 6): range of natural attraction, friendly people, unspoiled environment, and beautiful scenery.

![FIGURE 6: THE TOP DESTINATION ISSUES IN IRELAND](image)

There are three main aspects very important to consider in this survey. The first one is about beautiful scenery. (62%) Holidaymakers are impressed by scenery that is very typical in tour, they discover lots of things of the nature that they didn’t imagine before, and they are very happy.

Moreover, they have this opinion of scenery because they keep a good image about an unspoiled environment. In fact, 59% of interviewee agrees with the fact that the nature is very clean and green. This aspect is linked with the previous one because if people found a disgusting environment, they never keep in mind a good image of scenery.

Finally, there is one other aspect linked with the other two. In fact, the range of natural attraction had a good score (56%) because of all the proposition of companies on this market. In fact, even if, as we said, they found good scenery
thanks to a clean, green and unspoiled environment, they never keep in mind a good image of the nature. The fact that they can enjoy of all these aspects thanks to activities come them nearer to this nature.

These four aspects are very important to distinguish Ireland from others holiday destination. In fact, according to Failte Ireland’s survey (2010), “will remain imperative in discriminating Ireland from other similar destinations.”

4.4.3 Keys area of satisfaction

4.4.3.1 Most important factors

To evaluate this aspect, we did two steps in our questionnaire. The first one is about important factors considering Ireland as holidays (See Figure 7). In this question, we put five possibilities: Friendly/hospitable people, beautiful scenery, nature and unspoiled environment, good range of natural attraction, and history/culture.

**FIGURE 7: IMPORTANT FACTORS TO CONSIDER IRELAND AS A DESTINATION**
Three aspects were favourites. The first one is beautiful scenery (62%). People are overjoyed to see Ireland’s scenery. In fact, this is very typical, and you can have access to two natural aspects: sea and mountains. They can have every day a different vision of the country, and this diversity is very seducing for tourist.

The second one is nature and unspoiled environment. (61%). In an objective of ecotourism, these answers were expected. In fact, in order to have a link with a wish of ecotourism, the first aspect that customer were waiting for was an unspoiled environment. It’s the beginning of all their expectations. And if this one satisfies them, others will be perfect.

In our questionnaire, that was the case because thanks to this score, people are satisfied too by good range of natural attraction. (60%) If people over enjoyed environment and scenery, it’s important to enable us to share with the nature. Proposing new activities is very important for various reasons. Fist of all, this is a new segment on the market for Irish companies. In fact, ecotourism is a new way to organize tourism, and it’s important to be flexible and to conform to this. Secondly, the two first items, scenery and unspoiled environment, have to continue to be exploit, and for that, the best way it’s to propose activities around this aspect to enable them to live.

**4.4.3.2 Highest satisfaction during your holidays**

This second step in our questionnaire is the satisfaction of previous element after holidays, after trying them.

**FIGURE 8: THE HIGHEST SATISFACTION TO YOUR HOLIDAYS**
Thanks to question after trying these elements, we had the same results (See Figure 8). In fact, beautiful scenery (64%) satisfied tourist, as nature and unspoiled environment (59%) and good range of natural attraction (57%). This survey enables us to say that Ireland is a satisfying country for its ecotourism activities.

In this way, tourists are mostly satisfied by their ecotravel (See Figure 9). Concerning beautiful scenery, 73% are satisfied against 26%. About nature and unspoiled environment, 72% are satisfied against 27%. Finally, 63% of tourists are satisfied by good range of natural attraction against 37%.

**FIGURE 9: SATISFACTION OR DISSATISFACTION BY IRELAND IN THESE DESTINATIONS ISSUES**

To conclude, most important factors for a tourist to visit a country with a tour win highest satisfaction at their return are beautiful scenery and nature and unspoiled environment. This situation enables the factor to win more satisfied people than unsatisfied.
4.4.4 Ireland as a clean and environmentally destination

Ireland is a country that has a good image about its environment (See Figure 10). In fact, 48% of interviewees agree a lot and 41% agree a little with this point. These people should have a good experience with activities, and with visiting beautiful scenery.

FIGURE 10: IRELAND AS A CLEAN AND ENVIRONMENTALLY GREEN DESTINATION

These people had tried activities and had visited beautiful parts of Ireland. Moreover, visiting Ireland with this new notion of ecotourism, they are participating and they are living the change and mutation of tourism. This mutation is possible thanks to a new notion of the respect of the planet, and the evolution is just at its beginning. Therefore, we wanted to know if tourists think that the country is well engaged to continue in this transformation (See Figure 11). 68% agree strongly in this idea, and 28% agree slightly, which means that people believe in this aspect to evolve the country in an ecotourism rank.
In addition to rating their believes in evolution of Ireland on this aspect, holidaymakers were also asked to indicate their vision of Ireland respect of urban and rural aspect. In this question, we wanted to analyse how they perceived the implication of Ireland in the respect of the planet.

About litter in the street, (See Figure 12) people agree a lot with more of the majority (59%) to say that Irish cities are clean and litter-free. It’s important to have a good result here to enable tourist to feel relaxed in a good environment. In fact, if these people are themselves respectful of the planet, they have to feel in the good place to answer to its way to think and to its way to act.
Therefore, to assess the implication of Ireland in the respect of the planet, even if cities are clean and litter-free, the country has to be well provided in litter (See Figure 13). To judge about it, we asked to our interviewees and most of them agree a lot in this idea (47%).

**FIGURE 13: THE STREETS IN IRISH CITIE ARE WELL-PROVIDED WITH THEIR LITTER BINS**

About the rural aspect, we wanted to assess Ireland position to respect their beautiful scenery. About it, we asked to our interviewee how they found river and lakes (See Figure 14). In fact, when you want to travel a little in Ireland to discover the country, there are lots of lakes and rivers in mountains. That’s why it was very important to know feelings of tourist for this aspect of the nature. Moreover, this question had less agreeing people than previous. In fact, the majority of the population didn’t say anything about it (28%). There is the same rate of people who agreed a lot about clean and unpolluted rivers and lakes.
In conclusion, the urban aspect has a good image of clean and green respect of the environment. Urban life has better result than rural. Moreover, rural has good results too. It's less important, but still good because the number of disagree people is low (15%)

This conclusion enables us to answer to one question: Is Ireland a clean and environmentally green destination? (See Figure 15). The big majority of people are agreeing with it, 91% agree a lot and a little. This result means that Ireland is becoming one of the most ecological destinations in Europe. This country will have years after year a big place on this market.
4.4.5 Would Ireland is recommended as a green destination?

In order to assess if the travel that our interviewees has made was successful, we asked to them if they would recommend Ireland as a green destination (See Figure 16)

The rate of people who recommend Ireland as a green destination is very good (50%). This rate means that people are satisfied by their travel. The country has lots of aspects to satisfy a green demand. This eco tourism is not available for all countries, but Ireland has good resources. In fact, in an urban or a rural environment, we can see that the nature has integrated a good rate about clean and green aspects. This is the destination of the future for a green travel.

FIGURE 16: RECOMMENDATION OF IRELAND AS A GREEN DESTINATION

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CHAPTER 5

CONCLUSION & RECOMMENDATION


5.1 INTRODUCTION

In chapter one, it was stated that it is important to give more important to a sustainable aspect in our way of life. In fact, this is an important issue that we can find in all aspects of the society, especially in tourism sector. The researcher decided to investigate companies and countries organisation to answer to its new need not the market. To be able to measure the implication of Ireland and organisation in Ireland in ecotourism, the researcher formulated the aim and objectives of this study.

Chapter two dealt with the literature review. It focused on the definition of ecotourism, but first on definition of tourism and the conception of the leisure by the population.

Chapter three focused on research methodology and objectives. This was done through questionnaire and interviews.

Chapter four included the analysis and interpretation of qualitative and quantitative methods data. The importance that customers give to ecotourism and sustainable development were analysed using frequency tables. To analyse our qualitative research, we bring together themes discussed by the interviewees.

The purpose of this final chapter is to summarize the findings of this study and to propose recommendations to increases companies and countries implication in ecotourism, because this is the future of this sector. This discussion will be presented following the format of the objectives of the study as identified in chapter three.

The aim of the study was to identify companies’ change in their offers because tourism is changing. In order to be coherent with news issues in the
world, this sector has to change. This study succeeds in achieving this aim as two organisations was analysed in one country in order to answer to customer’s need that were highlight in our research study.

5.2 CONCLUSION

We have a very small sample size for our questionnaire because we depended of travel agencies to distribute them, the conclusions must been seen as inconclusive. However, this can be seen as a positive outcome for the study because we indicate needs for further research.

Furthermore, for questionnaires, responses were directed toward the subjects of sustainable development and respect for the planet. Our study was not as board as Failte Ireland’s one, therefore, it was difficult to compare the two studies.

On the other hand, it was difficultly to ask the cooperation of CEO for our interviews. Three weeks have passed before to have a response. Furthermore, answers are formal, and there is no excusable information, we are thinking that answers were prepared to answer to this kind of interviews.

Despite these problems, we can answer to our objectives. The following is a summary of conclusions we can say about each objective. Objectives are linked to ecotourism and sustainable development issue, and the conclusions of this project are in the following areas:

**IMPLICATION OD COMPANIES IN THIS NEW TREND OF TOURISM** - Lots of activities, such as special travel tour with the theme of ecotourism, was created these recent years. There is lots of services that are increasing their implication in sustainable development in order to increase the credibility of these tour, such as sustainable accommodation.
COMPANIES ORGANISATION AND PROPOSITIONS ON THIS NEW MARKET – Companies and organisations found a urge support from European Union obtaining some accreditations, such as European Flower for Greenbox. These accreditations are increasing their credibility in this new engagement of sustainable development.

GREENBOX’S CASE STUDY AND COMPANIES MOTIVATIONS– This big board is responsible of an important part in Ireland’s ecotourism. This case study was a way to assess its implication in this issue. Furthermore, we wanted to identify its influence on this market. We obtained proofs that Greenbox is really implicated in this issue, realising for example, an Handbook to highlight big issue in ecotourism. This study highlighted the fact that companies want to adapt their offer to a new demand.

INTERACTION BETWEEN GREENBOX AND FAILTE IRELAND – Partnership in this area are important. In fact, in our case, the partnership between Greenbox and Failte Ireland is very important because he brings so much credibility to the other one. Failte Ireland is giving credibility to Greenbox because this is a governmental organisation. Grenbox, on its side, demonstrates a real implication of Failte Ireland on the practice. The evidence that these two organisations are working hand to hand is the creation of their handbook.

CUSTOMER’S OPINION TO BE AN “ECOTOURIST” - Customers are more and more concerned by this theme. In one year, results of surveys are different. In fact, if we compare Failte Ireland with our survey, environment is more and more important for them, even if surveys are different. Ireland is a country that has good assessments even is some efforts must be done.
5.3 RECOMMENDATION

One of the objective of this research study is to make recommendation that would contribute to the improvement of our results, and of the issue.

5.3.1 The improvement of our results

About our findings, we can propose other way to introduce our research study in companies such as Greenbox or Failte Ireland. In fact, to obtain a depth-interview with CEO of these kinds of companies, we propose to enter in them. In fact, it will be interesting to me a member of these organisations to see how the organisation is working. Furthermore, be a member of these organisations would increase our own credibility to our questionnaire. In fact, with this statute of member of a big organisation, and of a researcher, people will take seriously our survey.

On the other hand, our time was limited to realize this research study, otherwise, we recommend to contact the minister which wanted to create Failte Ireland in order to understand government’s satisfaction..

Finally, to enable our questionnaire to be more representative, we recommend distributing this questionnaire for a long period, such as six months, and in more countries. The period of the distribution can be interesting too. In fact, customer’s behaviour changes with the moment of the year. For the summer, they want to enjoy the sun for the majority of them, therefore, it could be interesting to know if, even with this wish, they are able to change they way to do in order to respect the planet. For the winter, it could be interesting to assess the organisation of mountain’s area in order to assess their implication in the respect of the planet. These areas are more concerned because this issue can have a bad impact. In fact, they are endangered. At the end of this study, it could be interesting to compare customer’s behaviour depending of the period of the year, and of the area.
5.3.2 The improvement of ecotourism.

Our findings are interesting on one point: Ireland seems to be a good ecotourism destination. In order to keep this good position, we recommend to this country and to its companies to propose single activity that customers can’t find anywhere else. To open this niche, we recommend to use all characteristic of the country, such as, mountains and lakes, or cliff, that are a good representation of the country.

To have a very appropriate proposition, it could be interesting to ask to customers their participation in the creation of new activity. Their opinion is very important.
APPENDICES

APPENDIX N°1: QUESTIONNAIRE

Green Tourism in Ireland

Q1 What are Ireland’s advantages that you can identified spontaneously?

- Irish People
- Scenery
- Culture
- Drink/pubs
- Unspoiled environment
- Nature and ecology

Q2 What is the top destination issues in Ireland?

- Range of natural attraction
- Friendly people
- Unspoiled environment
- Beautiful scenery

Q4 What factors are important in considering Ireland for holidays?

- Friendly/hospitality people
- Beautiful scenery
- Nature and unspoiled environment
- Good range of natural attraction
- History and culture

Q3 What earned the highest satisfaction during your holidays?

- Friendly/hospitable people
- Beautiful scenery
- Nature and unspoiled environment
- Good range of natural attraction
- History and culture
Q5 Are you satisfied or dissatisfied of Ireland on these destination issues?

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<tr>
<td></td>
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<td>❓</td>
</tr>
<tr>
<td>Good range of natural attraction</td>
<td>❓</td>
<td>❓</td>
</tr>
</tbody>
</table>

Q6 Is Ireland a clean and environmentally green destination?

- Agree a lot
- Agree a little
- Neither
- Disagree a little
- Disagree a lot

Q7 Is Ireland continuing to perform quite well in the opinion of our visitors as a clean and environmentally green destination?

- Agree strongly
- Agree slightly
- Disagree
Q8 What is your perception of the urban and rural environment about litter and pollution?

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</tr>
<tr>
<td>The streets in Irish cities are well-provided with litter bins</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Irish streets are cleaner than the streets in my own country</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Ireland's rivers and lakes are clean and unpolluted</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

Q9 Is Ireland a clean and environmentally green destination?

- ✗ Agree a lot
- ✗ Agree a little
- ✗ Neither
- ✗ Disagree a little
- ✗ Disagree a lot

Q10 What is the level of interest in Natural Ireland?

- ✗ Very interesting
- ✗ Interesting
- ✗ Neither
- ✗ Not interesting
- ✗ Not at all interesting
Q11 Would Ireland to be recommended for a green destination?

- Yes, definitively
- Yes with reservation
- No
- Don't know

Q12 Gender

- Male
- Female

Q13 Age

- 18-25
- 26-35
- 36-45
- 45-60
- 60+

Q14 Nationality
APPENDIX N°2: GREENBOX’S INTERVIEW

Q1: Can you introduce yourself? Who are you, what is your job, what you’re your previous jobs, what was your education?

I’m Mary Muvley, CEO of Greenbox Consultancy and Ecotourism Ireland. I’m graduated from the University College Cork, Saint Patrick’s college in Maynooth, and from the Institute of technology in Sligo.

Before to work for Greenbox, I was project manager for Irish Peatland Conservation Council. I worked also as a Project Officer for Failte Ireland. And finally, when I started to work, I was operations manager for the Royal Hospital Kilmainhaim/IMMA.

Nowadays, I’m the CEO of Greenbox, and I have to manage this company in order to have a good position on the market of ecotourism and to have a good influence on all companies in Ireland.

Q2: Can you introduce Greenbox?

Greenbox is a company that want to create a tourism business from a eco vision. To reach this aim, Greenbox highlights the best aspect of each region in Ireland in order to create a unique aspect of this part of the country. In this way, tourist is curious to discover it and Greenbox improve tourism thanks to an eco vision: this is ecotourism.

Q3: Why “Greenbox”?

The name of “Greenbox” refers to the country and to its part that create a part respectful of the planet. IN the Greenbox, we can find attractive cities and region for ecotourism from the north to the south, and from the east to the west of Ireland.
Q4: Where can we find Greenbox in Ireland?

In the idea of the “Greenbox”, we are present in a large area: Counties Fermanagh, Leitrim, West Cavan, North Sligo, South Donegal, North West Monaghan.

Cities concerns by Greenbox are: Derry, Belfast, Sligo, Ireland West Airport, Galway, Dublin, Shannon, Cork.

Q5: Is that it is not too difficult to cover the whole country?

Be present in the whole country is our strength. In fact, this is a value to cover all-important areas in the country in order to promote every part. We want to transform Ireland in the first destination of ecotourism. To reach this aim, we have to be present everywhere, and to take advantage of every aspect of its nature, which is already very rich.

Q6: Why this company was created? What was its motivation?

This company was created to promote an ecotourism. This is an advantage for Ireland to have the possibility to offer this type of tourism. It’s rare and it will become, years after year, one of the most popular tourism. Nowadays, a sustainable idea is born because of lots of problem created by human on the nature. People become aware of the importance to be respectful of the planet, and Greenbox is here to help us, not only is their life of every day, but also during their holidays.

Q7: What are now its aims and motivations?

Now, Greenbox wants to tip Ireland to the top of destination in ecotourism. In order to reach this main aim, Greenbox take advantage of all aspect of Ireland. In fact, this is a small country, but there is everything to have the most diversifies landscape: the sea, and the mountains.
This diversity is our motivation. We know that Ireland can be the beginning of a new way to be a tourist. We need to create this new way to act as a tourist.

Our motivation is also the preservation of this beautiful and diversifies landscape. In fact, in Ireland, it’s important to preserve the country from too much modernity. There is in Irish culture a pride about the culture, the tradition, and the unique aspect of Ireland. We want to protect it, and we want to promote the discovery of the unique aspect. That why we want to evolve this kind of tourism, because be an ecotourist is to discover a unique way to be respect of tradition.

Q8: What is Greenbox culture?

Greenbox promote a green aspect, therefore, it’s important for us to be green as well. How are we green?

First, Greenbox has the European Eco-Label for tourist accommodation services and campsite service (The EU Flower). This is a reward to country and area that propose accommodation respectful of the planet. This is an important point to convince our customers that what our offer is competitive on a natural aspect, and this is give us an added quality to our offer.

Also, Greenbox has a Quality Labelling System for Ecotourism in the Greenbox. Responsible tourism Ltd is a cross border organisation in the Northwest of Ireland created to stimulate ecotourism. This organisation was created to improve this type of ecotourism, in order to reinforce the image of Greenbox, and to increase the ecotourism in the region. This organisation helps tourist to give directions of Ireland for their next holidays.

Furthermore, this label assures that Greenbox is respectful of the planet itself, this is a proof that what we are promoting, we are doing.

Finally, this is a good way to promote nature conservation and local culture values.
Q9: Are you present on other scale, European scale maybe? And what is this link?

As I said before, Europe is giving us its trust giving us the EU Flower. This is an area issue. It’s not only Ireland that can have an impact on the respect of environment. This should be an area issue, that’s why Europe is giving a support. This support is important to promote Ireland, but also the entire area. This enables Ireland to be a part of Europe that have more impact on the population when you have a support of an institution.

Q10: Is that European partnership?

We can say that it is an European partnership, yes. You know, Sustainable development, and ecology is a main issue for Europe. This is our future, and this area has to improve the importance of this aspect to protect its area. Europe is supporting countries that propose new things in this theme in this idea. We want to be the best about these propositions because our country has the best resources ever.

The best proof bout this partnership is the eco label with the EU flower that Europe gave us. As we explain on our website, “ it’s a consequence of the EU strategy of sustainable development which has become a paramount objective of UE since the Amsterdam Treaty in 1997. “ Europe is engaged, and to reach this engagement, this area needs the participation of each members, each countries. That’s why Europe is a partner. This institution has obligation respect of lots of Treaty, and Europe can’t succeed without us.

This is an important issue for Europe since the Rio Earth Summit in 1992.

Q11: How Greenbox is defining ecotourism?

Ecotourism has lots of definitions. It’s difficult to find one to resume the main ideas. We can use one of one good website I found, [www.discoverireland.ie](http://www.discoverireland.ie):
“Responsible travel to natural areas that conserves the environment and sustains the well-being of local people.”

In this quotation, we can see that a notion of tourism is define because it’s about travel. This is not just any trip, because it takes into account natural aspect. And this interest for the nature has two aims. First, tourist have to enjoy the nature in order to enjoy what the Earth gives us, but tourist have to protect it and to be respectful of what the travel is proposing to them. In this way, this a good abstract of what is ecotourism, enjoy the natural aspect and protect it in order to let this nature intact. This idea means to respect the local people that mean that nature is about tradition. In protecting the nature of a country, you are protecting an entire culture.

Our definition, in our website, is “travel which is small scale, low impact, culturally sensitive, community orientated, primarily nature based, educational and capable of broadening peoples minds and enlivening their souls but providing a unique experience, firmly grounded in sustainable principals and practices.” We want to present in our definition what is concern by ecotourism, from culture to the education of tourist. And we want to highlight why this new tourism can be very interesting. In fact, it is proposing a unique experience, and tourists are always looking for something unique.

Q12: There is lots of financial partnership with Greenbox, why are you running with these partnerships?

This is not exactly partnership. Actually, this is a grant. Grant is a financial assistance given to a business. Eco tourism is a new type of tourism in the market, and as everything new, it’s difficult to improve its presence on the market. To increase its powerful on the market, this new sector of activity needs money. It’s very expensive to develop a new sector of activity. This grant aids can be very helpful for example marketing materials, or feasibility studies.
We have lots of grant agencies because each of them has specificity, and they can share their knowledge on a subject. That why we have 20 agencies and support bodies that provide financial, training, mentoring, and others supports.

**Q13: These partnerships are they only financial support?**

As I said, it’s not only financial support, because, grant can have others aspect. Indeed, financial support are important because the sector is new and we need money to improve its importance on the market, we have to be efficient on others aspects.

For example, to increase a good behaviour on the professional aspect, Fas is a partnership that enables us to give training and employment programmes.

As I said, we have financial, training, mentoring and others supports.

**Q14: Speaking about your partnership, your have a partnership with Failte Ireland, what is the nature of this partnership?**

Failte Ireland is a big support for us. I know very well this organisation because I worked for them before. As we present in our handbook, Failte Ireland “provides strategic support to develop and sustain Ireland as a competitive tourist destination.” This is an image support. In fact, Failte Ireland is highly promoting sustainable tourism and it’s important to prove that organisation as Failte Ireland, which is very involved, support our activity.

About funding, there is a grant aid under the Tourism Capital Investment Programme for project costing €5 million. This is about buildings, equipment, marketing or product development. And about the Product Development Programme, Failte Ireland is funding of 50 % of projects.

Finally, there is a training support. Relevant tourism business development courses are delivered to tourism providers. Finally, there is a website check to involve IT in this new sector in order to increases skills in this area.
Q15: What was your motivation?

This collaboration gives us more credibility on the market because Failte Ireland is a big institution about this subject. It’s important to have this support because, except the financial and training support, there is a support on the image. Failte Ireland is giving us good point to have credibility on the market.

Thank you.
APPENDIX N°3: FAILTE IRELAND’S INTERVIEW

Q1: Can you introduce yourself? Who are you, what is your job, what you’re your previous jobs, what was your education?

I’m Shaun Quinn, CEO of Failte Ireland. I’m graduated from royal and Prior in Rapaoe, Co Donegal, and from the UCD for an MBA. I joined the meat board before skipping over to become chief of marketing in Board Bia. I was appointed chief executive of training body Cert in 1998 prior to its amalgamation with Board Failte. I have been running the enlarged state tourism body since 2003.

Q2: Can you introduce Failte Ireland?

Failte Ireland is the biggest board in Ireland, which provides strategic and practical support to develop and sustain Ireland in as a high quality tourist destination.

Failte Ireland was created in November 2001 at the request of government who wanted promote the development of sustainable tourist facilities. The creation of Failte Ireland was signed into law on 13, April 2003.

Q3: What is Failte Ireland organisation?

Our team is divided in five regions. Failte Ireland is a corporate resource for tourism businesses.

The Failte Ireland Authority has a chairperson, Mr Redmond O’Donoghue, and 12 members, appointed by the minister of Arts, Sports and Tourism, for terms up to five years.
Finally, Failte Ireland is working hand to hand with two others organisations. The first one is Tourism Ireland, promoting Ireland as a holiday destination, and the Northern Ireland Tourism Board, about the development of tourism in this area.

Q4: Where can we find Failte Ireland in Ireland?

Failte Ireland has board in seven cities to promote seven special areas of Ireland. This is Dublin, Cork, Galway, Mullingar, Sligo, Waterford, and Northern Ireland, which enable the corporation to defend all aspect of the nature in Ireland. This diversity is a strength that corporation as us has to highlight.

Q5: Why this company was created? What was its motivation?

Failte Ireland has a mission: “To increase the contribution of tourism to the economy by facilitating the development of a competitive and profitable tourism industry.” The government wanted to reach this aim.

Therefore, Failte Ireland has, since its creation, a key role to support and help the industry of tourism to deal with the transformation in ecotourism. Our aim is to sustain the level of activity in this sector.

To reach this aim, this is teamwork, at a local, national and regional level. Everyone is working together towards a common goal.

Furthermore, to help and support industry in this sector, we need to have various partnerships to be on the market and to understand how they are working. In this way, we can help them to adjust their offer to this new tourism.

Q6: What are Failte Ireland objectives?

Failte Ireland has various objectives.
First of all, we want to support tourism sector in this country, improving industry capabilities and transforming their offer in order to propose something new for a new tourism.

Our second objectives are to develop Ireland destinations. We want that Ireland become one of the most famous destinations for ecotourism. To reach this aim, we have the support of festivals and participative events.

Then, we want to invest in attractive activities and opportunities to catch the attention of tourists. This kind of investment is linked with other objective: improve innovation in this sector. In fact, ecotourism is new, in this way, we have to propose new things, and to achieve it, we have to be innovative, and to industry to be innovative.

Q7: Are you linked with Europe?

Since 2007, European rewards Ireland for its eco activities propose to its customers. In fact, Ireland received the EDEN, European Destinations of Excellence. Europe rewards the best country in its members because this area is involved since lots of treaty in a sustainable development issue. Europe wants to be the best area in this sector. In fact, this is the heart of tourism. If tourism has to evolve into ecotourism to keep one of the most profitable sectors, Europe wants to motivate its members to do this change. Ireland is since 2007 the best country in these changes.

In 2007, Clonakilty and District Ireland’s first EDEN with the West Cork gem singled out as a beautiful and diverse emerging rural destination.

In 2008, Carlingford and the Cooley Peninsula won the EDEN under the theme of intangible heritage.

In 2009, Sheep’s Head Way won the EDEN, a looped walk on the wild Atlantic coast, with beautiful cliffs, holy wells, forts, castles and caves, and a landscape so unspoiled it is often inaccessible by road.

Finally, in 2010, Loop Head Peninsula won the EDEN. The award was won under the theme of aquatic tourism.
Q8: How Failte Ireland is defining ecotourism?

In the handbook we created with Greenbox, a board that wants to improve ecotourism like us; we explain that it’s very difficult to give a unique and simple definition to this difficult notion.

I will use the same definition we gave in this handbook, because I think it’s the most representative of the truth. The more important point in this definition is that ecotourism has principles. In fact, this notion is about value, and respect of the planet and of the future of the human. That’s why I agree with this definition, which insist on these principles. These principles should enable corporation like us to offer sustainable travel in Ireland. There are six principles:

• “Minimise impact”
• “Build environment and cultural awareness and respect”
• “Provide positive experience for both visitors and hosts”
• “Provide direct financial benefits for conservation”
• “Provide financial benefits and empowerment for local people”
• “Raise sensivity to host countries’ political environmental and social climate”

The International Ecotourism Society inspired us. As I said, this is a national, and European issue, that’s why we need teamwork. And this society helped us to explain what is ecotourism and why principles are important.

Q9: You have a partnership with Greenbox, why this partnership?

This partnership is the illustration as the one with The International Ecotourism Society. This is teamwork; therefore, we are working with all institutions, corporations, or companies that can help us to reach the aim that the government gave us at our creation. Greenbox is an important board in Ireland, which propose
good ideas to promote, support and help companies in the market to be efficient. Thanks Greenbox, we can have a global vision of our country, because Greenbox is implanted in the whole country.

Furthermore, we give an important image to Greenbox in order to give us credibility. And it’s the same for us. Be in partnership with Greenbox improve our credibility on the market, and working together, as we did with the handbook, is important to prove that Ireland is unified to be the best on the market of ecotourism. This is give trust to our customers, future customers, and it’s this organisation which give trust to Europe. In fact, the area can see in this way that all Ireland is linked to propose the best offer on the ecotourism market.

Thank you.
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