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## **UNDERSTANDING TOURISTS' PERCEPTION OF ECOTOURISM: A SURVEY BASED ANALYSIS**

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Ecotourism has emerged as a prominent trend in the travel industry, reflecting the growing global concern for sustainable and responsible travel practices. The concept of ecotourism revolves around immersing travelers in natural environments while promoting conservation, community engagement, and cultural awareness. To gain deeper insights into how tourists perceive and engage with ecotourism, we conducted a comprehensive survey to explore their perspectives, preferences, and expectations. This article presents the results of our survey and discusses the implications for the ecotourism sector.

The findings from this survey shed light on how tourists perceive ecotourism and what factors influence their preferences and choices. These insights are valuable for stakeholders in the travel industry, including tour operators, destination managers, and policymakers, as they strive to create meaningful ecotourism experiences that align with tourists' expectations and contribute to sustainable practices.

**Key words:** ecotourism, tourism, management, tourist

**JEL classification:** M21, O44, Q26, Q57

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