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## **ECOLOGICAL EDUCATION FOR SUSTAINABLE TOURISM IN ROMANIA’S NORTH-EAST REGION**

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### **Abstract**

The paper tackles the issue of ecological tourism in Romania’s North-East Region. This region offers some opportunities such as low costs for tourist operators and highly qualified local hosting personnel that can make it attractive. The concept of sustainable development is presented and its features are discussed in the context of tourism. Ecological education is presented as a collateral effect that naturally derives from developing a sustainable tourism, especially in Romania’s North-East Region, that is characterized by a low level of awareness in terms of sustainability. The paper is focused on how sustainable tourism and ecological education of inhabitants, tour operators and travelers can contribute to the development of an emerging region such as Romania’s North-East Region.

*Key words:* Sustainable development, ecological education, sustainable tourism

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