Tourism as a branch of economy acquired considerable popularity in almost all parts of the world. Increasing the number of visitors and expanding of tourism infrastructure quite often lead to the emergence ecological problems. Therefore appeared the need to change practical and managerial approaches to the organization of tourism by developing environmentally-oriented types of tourism (ecological, green, rural).

Unfortunately today there is no clearly defined concept of "ecological tourism", so basing on scientific studies of national and foreign scientists, we have proposed their own definition of this concept, such as:

"Ecological tourism" - is active (or passive - receiving only environmental information and knowledge) the type of tourist activities aimed at environmental protection, ecological and sustainable using of natural resources, recovery previously modified (damaged) natural systems and ecosystems during which the tourists forming environmental consciousness and culture, increased the level of environmental knowledge and skills to practical application, and actively carried out saving facilities of natural resource values and the territories specific areas.

Ecotourism can play an important role for sustainable development of territories, which consist in: - preserving and restored sensitive and ecologically unstable natural territories that represent tourist interest; - removing of potential and existing sources of environmental impacts in the process of tourism activities; - agreed planning of tourism activities with other economic activities; - implementation in tourism industry the energy- and resource saving technologies; - minimization pressures on the environment through the equal distribution of tourists and creation of alternative zones of rest.