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POPULARIZATION OF ECOTOURISM IN SOCOTRA THROUGH AN ASSESSMENT OF THE ENVIRONMENTAL, ECONOMIC AND POLITICAL SITUATION

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Abstract. Socotra Island is one of those found in the Arabian Sea under the jurisdiction of Yemen. It has an extraordinary ecological value, of which over 30 % of its plants are endemic. Although, in 2008 UNESCO has listed the island as a World Heritage Site, in this eye, little is done to turn it into an eco-friendly destination because of fragile infrastructure, political instability, and lack of global awareness. This research focuses on the potential of promoting Socotra as an ecotourism destination under the aspect of sustainability. The study uses qualitative approach and SWOT analysis to analyze the environmental, economic, and political situation in Socotra. It also discusses successful models of ecotourism in Costa Rica, Madagascar, and the Galápagos Islands for identification of the relevant strategies. The findings portray the main strengths of Socotra: distinct biodiversity, cultural heritage, and seclusion from a wave of mass tourism. However, the barriers include the bad transport access, low governance, and absence of trained personnel. Among other opportunities are the global demand of eco-friendly travel and international conservation partners as well. Some of the threats are degradation of the environment and Yemen's wide-scale conflict. The research suggests focused strategies on marketing, which conform to the ecology of Socotra. Some of these are digital promotion, low scale eco-lodging, and community engagement programs. A major recommendation is to control tourist capacity to conserve natural habitats and earn sustainable income from the locals. The study provides some real-life guidance for NGOs, policymakers, and future planners of tourism who can make a connection between protecting biodiversity and responsible economic activities, namely carefully controlled ecotourism.

Keywords: Socotra Island, ecotourism, biodiversity, sustainable tourism, environmental conservation, marketing strategy, SWOT analysis

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ПОПУЛЯРИЗАЦИЯ ЭКОТУРИЗМА НА СОКОТРЕ ЧЕРЕЗ ОЦЕНКУ ЭКОЛОГИЧЕСКОЙ, ЭКОНОМИЧЕСКОЙ И ПОЛИТИЧЕСКОЙ СИТУАЦИИ

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Аннотация. Остров Сокотра, расположенный в Аравийском море и находящийся под юрисдикцией Йемена, обладает исключительной экологической ценностью – более 30 % его растений являются эндемиками. Несмотря на то, что ЮНЕСКО признала его объектом всемирного наследия в 2008 году, инфраструктура, политическая нестабильность и недостаточная глобальная осведомлённость препятствуют развитию экотуризма. В исследовании используется качественный подход и SWOT-анализ для оценки экологической, экономической и политической ситуации на Сокотре. Также рассмотрены успешные модели экотуризма в Коста-Рике, Мадагаскаре и на Галапагосских островах. Выводы показывают основные сильные стороны Сокотры: уникальное биоразнообразие, культурное наследие и удалённость от массового туризма. Основные барьеры – ограниченный транспорт, слабое управление и нехватка кадров. Возможности включают мировой интерес к устойчивому туризму и международное сотрудничество. Исследование предлагает маркетинговые стратегии, ориентированные на экологическую устойчивость, такие как цифровое продвижение, маломасштабные эко-гостиницы и вовлечение местного населения.

Ключевые слова: остров Сокотра, экотуризм, биоразнообразие, устойчивый туризм, охрана окружающей среды, маркетинговая стратегия, SWOT-анализ

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INTRODUCTION

Ecotourism is one of the most dynamic sectors of global tourism and it is focused on sustainability, protection of the environment, and development of a local community [2, 3]. Under this context, Socotra Island comes out as a unique and an underdeveloped one. Located in the Arabian Sea and under the administration of Yemen, Socotra has great ecological value whereby almost 40 percent of its plants are endemic [10]. The island has managed to remain out of mass tourism and hence the biodiversity and cultural properties have been preserved. Notwithstanding being a UNESCO world's heritage, Socotra has little infrastructure, political instability and poor destination branding. These are some of the aspects that limit its ability to attract eco-conscious tourists and investors [1]. Nevertheless, the increasing desire of the international world for nature-based and remote destinations is a strategic opening for Socotra to be known as a sustainable ecotourism site. This research has an objective of determining whether there is a feasibility of the development of ecotourism in Socotra from the perspective of marketing. It assesses the island strengths and weaknesses upon using the SWOT analysis and compress the interna-

tional best practices from Costa Rica, Madagascar and the Galápagos Islands. Throughout the paper the author tries to answer three major questions:

- What are the competitive ecotourism resources of Socotra?
- What obstacles prevent its development?
- What are some of the strategies that can see Socotra's propagation around the world without negatively impacting its delicate system?

The findings are trying to help policymakers and NGOs along with the tourism stakeholders develop an ecotourism model that will be a balance between conserving the environment and creating a sustainable economy.

METHODOLOGY

Ecotourism, as defined by the International Ecotourism Society (TIES), refers to responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and promotes education and awareness (TIES, 2008). Unlike traditional forms of mass tourism, which often prioritize profit and high-volume visitation, ecotourism focuses on minimizing environmental impact, respecting local cultures, and fostering long-term community

involvement in tourism management and benefit-sharing [3].

The benefits of ecotourism are well documented in academic literature.

Environmentally, it can contribute to the conservation of sensitive ecosystems and endangered species by generating income for protected areas and promoting awareness [2]. Socioeconomically, ecotourism offers alternative livelihood opportunities to rural and indigenous communities through employment in guiding, hospitality, and the production of traditional crafts. Educationally, it plays a role in promoting environmental consciousness among both visitors and hosts, helping to build a shared sense of responsibility for ecological protection [11].

Nonetheless, significant challenges exist. One of the most pressing is the phenomenon of “greenwashing,” where destinations brand themselves as eco-friendly without implementing credible sustainability practices [11]. This undermines genuine efforts and can lead to tourist disillusionment. Another issue is the risk of over-tourism, even in eco-labeled destinations, where poor regulation can result in biodiversity loss, trail erosion, and wildlife disturbance [2]. Moreover, without inclusive governance, local communities may be excluded from decision-making processes or receive disproportionately small economic benefits [3].

The literature emphasizes that sustainable tourism outcomes are not achieved by limiting tourist numbers alone. Rather, it requires the implementation of comprehensive frameworks that address waste and energy management, cultural preservation, environmental zoning, and equitable economic distribution. As highlighted by the

UNWTO in its 2017 report, ecotourism must be institutionalized through national and local strategies that include proper regulations, monitoring systems, and performance incentives to ensure that both environmental and community goals are met [9].

Several countries have successfully developed ecotourism models that can offer valuable insights for Socotra. Among them, Costa Rica, Bali, and Tanzania present diverse examples of how ecological tourism can be implemented, each with its strengths and limitations [2, 11].

Costa Rica is widely regarded as one of the leading examples of ecotourism success. The country has designated over 25 % of its territory as protected land, much of which is accessible to tourists through well-managed national parks and reserves. Government investment in conservation, strong environmental education programs, and eco-certification systems such as the CST (Certification for Sustainable Tourism) have reinforced its image as a green destination. Ecotourism is central to Costa Rica's national branding and economic policy, with millions of annual visitors contributing to both GDP and conservation funding [7, 9].

In contrast, Bali's experience is more mixed. Although initially marketed as an eco-friendly destination, the island has suffered from overdevelopment in coastal and urban areas. Unregulated resort construction, traffic congestion, and pollution have eroded much of its ecological and cultural authenticity. However, some inland areas, such as Ubud, still preserve eco-based models that combine spiritual retreats, permaculture farming, and artisanal heritage. Bali's example underscores the importance of proper zoning, community engagement, and controlled development to prevent ecological and cultural erosion [3, 9].

Tanzania offers a distinct approach rooted in wildlife-based ecotourism. National parks like the Serengeti and Mount Kilimanjaro are globally recognized and generate substantial revenue through photographic safaris and trekking. The country's ecotourism model emphasizes community involvement through revenue-sharing schemes, training for local guides, and partnerships with NGOs in habitat protection. By implementing these strategies, the support operates as a basis for both anti-poaching efforts and indigenous land rights protection [11, 2001; WWF ,2020]. Tanzania shows that sustainable profit-making schemes exist

for natural heritage while upholding its protective measures. All these models hold essential elements which match Socotra's needs including legal and regulatory frameworks together with community involvement as well as governance transparency and connections to international sustainability platforms. The success of ecotourism initiatives depends on both natural resources and institutional capabilities in addition to government policy dedication [4,7].

RESULTS

Recognition has been given internationally to Socotra because of its distinctive ecological features but the island experiences minimal tourism development. Sitting as a UNESCO World Heritage Site since 2008 the island safeguards greater than 825 plant species among which more than one-third show only endemic existence whereas rare birds along with reptiles and marine fauna live there [5, 7, 10]. The island stands apart as one of the few unchanged natural settings in the world because it hosts diverse species and maintains its cultural traditions and stands far from other landmasses.

Different academic research along with reports show that threats exist which endanger the future of the island. According to UNESCO's recent checks (2022) the island faces multiple threats due to unmanaged human construction alongside excessive animal grazing coupled with the arrival of foreign species. According to Miller and Morris (2004) Socotra faces extinction risks to its endemic species because sustainable land-use planning and conservation interventions are needed to prevent such losses.

WWF's 2020 report highlights the island's vulnerability as both a terrestrial and marine ecosystem, emphasizing the urgent need for governance reform [10]. Similarly, Scholte and De Geest (2010) conducted the island's first comprehensive climate analysis and concluded that its mild and stable climate makes it highly suitable for ecotourism, provided that careful management is implemented [1], in one of the few studies specifically on tourism potential in Socotra, noted the absence of basic infrastructure, formal marketing strategies, and local capacity in tourism services. He recommended a phased development approach centered on community participation and NGO facilitation.

Currently, Socotra faces three major challenges that constrain ecotourism development. First, infrastructure remains underdeveloped, with limited roads, unreliable electricity, scarce accommodation, and almost no healthcare facilities [1, 10]. Second, governance is weak due to the broader political situation in Yemen and the lack of a localized ecotourism strategy [10]. Third, very little information about Socotra gets out to the international community thus making it hard to recognize in global travel platforms and promotional efforts along with the lack of cohesive branding and marketing initiatives. The existing challenges do not block access to numerous available opportunities. The rise in global interest has begun to target unordinary tours that produce minimal environmental impact specifically from consumers who care about nature conservation. Scientific groups express keen interest in studying the island along with established global environmental organizations which already operate there [10]. The residents of the area exhibit both tourist and awareness support for ecological preservation practices of their local territory [1]. Various grassroots initiatives from the community now start to implement basic eco-lodging alongside small-scale guided walking tours and birdwatching circuit activities. The current initiatives in Socotra are scattered because they receive insufficient financial backing and operate without national strategic vision nor official backing. The realization of Socotra's huge ecotourism potential requires successful solutions for problems related to governing systems and infrastructure development alongside properly planned strategies. International case studies and specific intervention programs will create a path to make Socotra develop sustainable inclusive tourism for its future.

This research uses Qualitative exploratory method to assess the viability of setting up a sustainable ecotourism in

the Socotra Island. As a result of political restrictions and access to the area, the study only uses secondary sources of data sources [3, 9].

The research of the literature was exhaustive and included the major issues in ecotourism theory, environmental economics, and sustainable destination management [2, 7]:

Information from international organizations including the United Nations World Tourism Organization [10], the World Wildlife Fund [12], and UNESCO was fundamental in providing data about global ecotourism practices, legislative framework, and destination-level policy at destination-level [10, 12].

The study also takes the form of comparative case study. The potential of Socotra was assessed compared to three comparator ecotourism destinations. Costa Rica, Galápagos Islands and Madagascar. These were chosen based on their isolation in terms of physical geography, as well as rich ecology, and different extents of the tourism of sustainable nature [6, 11]. The comparative framework enabled identifying the transferable strategies and marketing tools applicable to vulnerable island ecosystems.

SWOT analysis is the key analytical means exploited that is utilized to assess internal and external factors determining the viability of Socotra tourism. This covers environmental settings, availability of infrastructure, socio-political setup, and economic tenacity [1, 12].

Collection of primary data was not possible since access to the field was not possible, and this is the primary methodological challenge. However, the Clause of Including diverse examples of high-quality secondary sources as well as Comparative best practices allowed Integration and the Development of realist, evidence-based recommendation.

DISCUSSION

SWOT analysis gives an overall picture of Socotra's strengths, weaknesses, opportunities and threats on the development of the project as a sustainable ecotourism site [1, 10].

Strengths:

1. Biodiversity: More than 825 plant species, 308 bird species, 253 varieties of coral reefs of high endemism [5, 7].
2. UNESCO World Heritage Status: Furthers international recognition and credibility [10].
3. Undisturbed Natural Landscape: Low level of commercial tourism and protected ecological zones.
4. Cultural Heritage: Unusual Socotra language and customs provide cultural immersion.
5. Year-Round Climate: Positive conditions of temperature increase the accessibility of the island in both warm and cold seasons (De Geest, 2010).

Weaknesses:

1. Underdeveloped Infrastructure: Poor road networks, poor healthcare and unreliable electricity and absence of digital services [12].
2. Transportation Barriers: Expensive, non-scheduled air transport, as well as low-capacity maritime transport [1].
3. Human Capital Shortages: Lack of local expertise on tourism and hospitality.
4. Absence of Regulation: Absence of environmental zoning acts, lack of procedure in monitoring carrying capacities, or eco-certification requirements [12].

Opportunities:

1. Global Demand for Eco-Travel: Increasing interest of the remote and meaningful travelling (UNWTO, 2017).
2. Scientific and Academic Interest: Possibilities for the research tourism in the area of biodiversity and climate change [5, 7].
3. International NGO Support: Established collaboration with WWF and other institutions provide funding and technical assistance.
4. Digital Marketing Channels: Cost-friendly options for worldwide outreach on social media, virtual tours, and content creators.
5. Eco-Certification Potential: Chance to implement a national system that will encourage authenticity and sustain-

ability [7].

Threats:

1. Political Instability: Yemen's wider conflict impacts upon safety, investment and long-term planning [9].
2. Environmental Degradation Risks: Uncontrolled tourism can cause loss of habitat as well as invasive species introduction [12].
3. Climate Change: Increasing sea levels and changes in temperature bring challenges on ecosystems [8].
4. Economic Vulnerability: Reliance on tourism makes the island vulnerable to shocks of the global markets and natural disasters [2].
5. Foreign Exploitation: Threat of non-sustainable investment due to the pursuit of short-term profit motive [3].

SWOT analysis points out that Socotra has something special in its ecotourism potential; and it needs to be employed with cautious regulatory planning, infrastructure development, and community-based development.

Before developing a marketing plan for Socotra, it is crucial to determine the exact group of people the destination aims to reach. Socotra demands tourists to undergo properly selected responsible marketing due to its difference from typical tourist areas. The prime target group for Socotra consists of travelers who value environmental sustainability together with those who practice nature photography and academic researchers and field study organizations [3, 9]. Kotler et al. (2016) explain that these target segments exhibit environmental intelligence and choose to fund genuine adventure together with cultural genuine experiences. The strategic selection of target audiences allows Socotra to earn economic value without subjecting its sensitive environment to excessive pressure [11].

The promotion of Socotra Island should focus on its exclusive position together with its singular features along with its untouched state. Socotra should avoid advertising itself as an average tropical beach destination. The promotion of Socotra needs to emphasize its role as an untouched sanctuary for nature since biodiversity exists without commercial interference [10, 12]. Socotra serves as the start and final frontier of untouched natural preserves through its branding statement. The marketing success of this message depends on visual representation. The promotional content should prioritize exhibition of endemic trees and pristine beaches and coral reefs and mountain trails and authentic community life through high-quality video and image presentations [7]. The main idea must facilitate connections between visitors' encounters with nature protection initiatives while showing respect for local cultures [3, 13].

Due to restricted infrastructure together with funding constraints Socotra needs to utilize efficient digital strategies to reach its goals. A professional website which serves as an information institution for visitors should be established first through development and multilingual support. The platform should contain all information about logistics services while also presenting rules for sustainable tourism and listings of tours and hotels [9]. Active social media management through Instagram alongside YouTube and Facebook platforms will provide supportive functions for this objective. The global promotion of Socotra depends on teaming up with international eco-travel content creators and influencers [6, 7].

The visibility of Socotra as an ecotourism destination increases through its involvement in specialized travel exhibitions combined with its article publication in ecotourism industry publications [11]. The promotional content must display Socotra as an experience of joining local conservation practices while practicing ethical tourism according to [3, 12].

The experience in Socotra must reflect the principles of authenticity, simplicity, and ecological sensitivity. The tourism offer should revolve around guided walks in protected areas, birdwatching, educational workshops on biodiversity, snorkeling in coral reefs, and cultural immersion programs featuring the Soqotri language, food,

and traditions [5, 10]. Accommodation ptions should favor small-scale, eco-certified guesthouses and homestays managed by local residents [7, 12]. All activities must adhere to a strict environmental code. Visitor numbers should be limited per season, and all travelers should receive a digital environmental briefing prior to arrival [9]. Waste management, wildlife interaction guidelines, and trail restrictions must be clearly defined and enforced to ensure long-term sustainability [6].

Marketing efforts cannot succeed without robust partnerships. Locally, village councils, cooperatives, and youth organizations must be engaged in planning and service delivery [1]. Internationally, partnerships with organizations like WWF, BirdLife International, and UNESCO can offer funding, training, and technical support [10, 12]. Universities and research institutes can facilitate scientific tourism and raise the island's academic profile [5]. Cooperation agreements should ensure fair profit sharing, capacity building, and alignment with environmental standards [7, 9]. Through coordinated local and global collaboration, Socotra can gain credibility as a responsible ecotourism destination [3].

Awareness of the Socotra island's carrying capacity is critical to prevent the negative consequences of its over-tourism and guarantee a long-term destiny of the ecological integrity of the destination. Using the fact that the island's ecosystems are fragile, and the economy isn't well-developed with the conservation goals, a conservative and science-based estimate is required.

According to the current available data on infrastructure and environment, Socotra will be able to comfortably handle 3000-5000 visitors a year. This estimate considers:

1. Accommodation capacity: There are around 10–15 small scaled eco lodges and homestays in the island which come with 5–10 rooms. Considering the average rate of occupancy of 60–70 % and the average stay of 5 days, the total annual capacity remains quite limited.

2. Transport limitations: Socotra is served by a few charter aircraft weekly and seasonal vessel connection. This is automatic and spells out the inflow and pressure of local resources.

3. Environmental sensitivity: Biodiversity hotspots, endemic flora and vulnerable habitats need stringent zoning and restrictions to human passage, especially at the breeding season and in cases of an ecological recovery.

4. Water and energy resources: There are underdeveloped local water supply and renewable energy systems which can only cater for low number of visitors without harming the environment.

To control this capacity, a permit-based system with seasonal quotas and compulsory environmental orientation should be implemented. Monitoring tools need to be installed to modify thresholds with the development of infrastructure, its improvement, and increased data on conservation.

By imposing clear boundaries, Socotra would be capable of building a high-value low- volume model of tourism, which will correspond to its identity of a premium ecotourism destination.

CONCLUSION

The ecological diversity along with cultural one-of-a-kind characteristics and remote location makes Socotra Island a highly suitable spot for worldwide sustainable ecotourism evolution. The natural environment on Socotra stays preserved because of minimal tourist activity and its World Heritage Site admission provides worldwide accreditation of its wildlife value. The island stays outside international tourism routes because it suffers from operational shortcomings in development planning and infrastructure creation together with branding and international collaborative efforts. The research establishes that Socotra possesses major ecological tourism possibilities which are actively developing. The proposed plan opposes both swift growth and widespread attraction of visitors. The strategy advocates for building ecologically sound and community-led tourism development through established

phases that focus on sustainability. The core elements of this strategy derive from global benchmarking methods and learned insights from studied cases coupled with proceeding through locally vacuumed ideas. The touristic development receives guidance through environmental boundaries in addition to cultural values and inclusive economic advantages above commercial demands. The study proposes a marketing approach to draw select high-income tourists who practice eco-tourism and include scientists doing research with a mission to foster conservation partnerships. These types of visitors demonstrate increased potential to maintain Socotra's environmental boundaries while helping strengthen Socotra's financial situation and knowledge distribution. Socotra should build a stable brand identity linked to exclusivity and authenticity and conservation to develop its premium status as an ecotourism destination. The exclusive status of Socotra serves to shield it from the negative effects of enormous visitor traffic that has harmed numerous other delicate sites worldwide. A successful implementation strategy begins and ends with involvement from local communities. The development of Socotra tourism needs local people to take leadership roles while directing activities as travel guides but also acting as custodians for both land and cultural heritage and as home hosts and art creators. Specific investments in training and environmental education along with entrepreneurship opportunities will make local inhabitants the true drivers who shape the island's development process. The necessary infrastructure needs to preserve the environment by being both sensitive to the area's context and energy- efficient and low-impact in its operations. The implementation of regulatory policies should control land usage while controlling the number of visitors and creating performance accountability processes. A council for local ecotourism must have transparent governance to sustain a path of direction while promoting trust among stakeholders. Partnering with international entities constitutes an essential element which guides this strategic plan. The funding and training support combined with access to world networks comes from UNWTO along with UNESCO as well as WWF. Socotra will attract more attention through its presence in international ecotourism directories and scientific exchanges as well as certification systems which help standardize its development process. To become a global model of ecotourism Socotra needs to strike a perfect equilibrium between protecting its natural resources and marketing itself effectively. Developing tourism requires protecting what makes Socotra special as an essential objective. Socotra will prove how tourism used properly can protect nature while safeguarding culture and drive sustainable economic development through strategic planning and international backing and local initiative engagement. Such an ambitious yet capable plan to protect the exceptional places on Earth is critically needed because untouched places are becoming scarcer.

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