Strategies for Sustainable Tourism and Ecotourism Development Training Course

09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #SUS1192_253190

Course Introduction / Overview:

This training course is designed to equip tourism professionals with the knowledge and skills needed to develop and manage sustainable tourism and ecotourism initiatives. The global tourism industry is evolving, with a growing demand for experiences that are both memorable and responsible. This program, offered by BIG BEN Training Center, provides a strategic framework for creating tourism models that benefit local communities, protect natural environments, and provide authentic cultural experiences. We will explore how to balance economic viability with environmental conservation and social equity. The curriculum is informed by the academic work of authors like Martha Honey, whose book Ecotourism and Sustainable Development: Who's the Winner? provides a deep look into the principles and practices of responsible travel. The course goes beyond marketing to provide a deep understanding of how to implement sustainability at every level of a tourism operation, from site planning and product development to stakeholder engagement and impact assessment. We prepare participants to be change agents, able to transform the tourism industry into a force for good.

Target Audience / This training course is suitable for:

- Tourism and hospitality professionals.
- Hotel and resort managers.
- Tour operators and travel agents.
- Urban and regional planners.
- Community development specialists.
- Government officials in tourism departments.
- Environmental consultants.
- Government agencies and equivalents.

Target Sectors and Industries:

- Tourism and hospitality.
- Aviation and transportation.
- Urban and regional development.
- Ecotourism and adventure travel.
- Hospitality and leisure.
- Cultural heritage management.
- Government and public administration agencies.
- Real estate.

Target Organizations Departments:

- Marketing and brand management.
- Operations.
- Strategic planning.
- Corporate social responsibility (CSR).
- Community relations.
- Product development.
- Sales.
- Sustainability.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a sustainable tourism strategy.
- Identify the principles of ecotourism and apply them.
- Measure the environmental and social impact of tourism operations.
- Engage and partner with local communities.
- Create a marketing plan for sustainable tourism experience.
- Manage cultural heritage and natural resources responsibly.
- Navigate regulatory frameworks for tourism.
- Build a profitable and ethical tourism business.

Course Methodology:

This training course uses a project-based and case-study driven methodology. The program is built on real-world examples of successful sustainable tourism initiatives from around the globe. Participants will work in teams to design a sustainable tourism plan for a specific destination, applying the tools and frameworks learned in the course. We will use interactive workshops to practice skills like stakeholder engagement and impact assessment. The curriculum is designed to be a collaborative experience where participants can share their unique challenges and innovative solutions. Our trainers, with extensive experience in the field, will provide direct feedback and guidance throughout the course. BIG BEN Training Center is committed to providing a dynamic and engaging learning environment, ensuring that participants leave with the skills and confidence to lead effective sustainable tourism initiatives.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Tourism

- Defining sustainable tourism and ecotourism.
- The environmental, social, and economic impacts of tourism.
- Key principles and best practices.
- The role of international organizations and certifications.
- The market for responsible travel.
- Case studies of sustainable tourism.
- The role of technology.

Unit Two: Planning and Development

- Site assessment and carrying capacity.
- Developing a sustainable tourism master plan.
- Infrastructure and resource management.
- Green building and sustainable design.
- Protecting biodiversity and natural habitats.
- The role of local communities in planning.
- Creating authentic cultural experiences.

Unit Three: Operations and Management

- Sustainable supply chain management.
- Energy and water efficiency in hotels and resorts.
- Waste management and recycling.
- Staff training and employee engagement.
- Risk management and emergency planning.
- Ethical labor practices.
- Ensuring a positive visitor experience.

Unit Four: Marketing and Community Engagement

- Developing a marketing plan for sustainable tourism.
- Communicating your sustainability story authentically.
- Avoiding greenwashing in tourism.
- Building partnerships with local businesses.
- Community benefit sharing.
- Stakeholder engagement and conflict resolution.
- The role of social media.

Unit Five: Impact Measurement and the Future

- Measuring environmental and social impact.
- Using metrics and key performance indicators.
- Reporting and transparency.
- Future trends in sustainable tourism.
- Innovations in technology.
- Building a resilient and ethical tourism business.
- Personal leadership in driving change.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a tourism business balance its need for profitability with the imperative to protect the natural and cultural assets it relies on?

What unique qualities does this course offer compared to other courses?

This training course is unique because it provides a dedicated, strategic focus on the intersection of tourism and sustainability. While many programs cover general business principles, our curriculum is designed to empower tourism professionals with the specific skills needed to create and manage tourism models that are truly sustainable. The program is a hands-on experience, with exercises that directly simulate the challenges and decisions involved in developing a responsible tourism operation. We go beyond theoretical concepts to provide a clear, actionable roadmap for balancing economic success with environmental and social integrity. This course is for professionals who want to lead the industry toward a more responsible and meaningful future.