Eco-tourism Planning and Sustainable Operations and Development Training Course

16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #TOU3614_268922

Course Introduction / Overview:

Ecotourism is a rapidly expanding sector of the travel industry, built on the core principles of environmental conservation and community well-being. It represents a paradigm shift from conventional tourism, emphasizing ethical travel and responsible engagement with natural environments and local cultures. This is the central premise of the Eco-tourism Planning and Sustainable Operations and Development Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals who want to master the complexities of designing, managing, and operating ecotourism initiatives that are both profitable and sustainable. Drawing on influential academic works such as "Ecotourism" by David A. Fennell, a leading figure in the field, the course explores critical areas including the foundational principles of ecotourism, environmental impact assessment, and community-based tourism development. Participants will learn how to plan sustainable operations, implement best practices in visitor management, and develop effective marketing strategies that attract the conscious traveler. The curriculum addresses the critical challenge of balancing commercial viability with the imperative of conservation and ethical responsibility. By focusing on both the theoretical framework and practical application, BIG BEN Training Center ensures participants are equipped to lead sustainable and impactful ecotourism ventures that benefit both the environment and local communities.

Target Audience / This training course is suitable for:

- Business Ecotourism, owners and managers.
- Tourism and hospitality professionals.
- Park rangers and protected area managers.
- Community development officers.
- Environmental consultants.
- Tour guides and travel planners.

Target Sectors and Industries:

- Ecotourism and adventure travel.
- Protected areas and national parks.
- Government tourism authorities.
- Community-based organizations.
- Sustainable hospitality.
- Conservation and environmental agencies.

Target Organizations Departments:

- Ecotourism Operations.
- Sustainability and Environmental Management.
- Business Development.
- Community Relations.
- Visitor Services.
- Marketing and Communications.

Course Offerings:

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

- Develop a sustainable ecotourism business plan.
- Implement effective visitor management and impact mitigation strategies.
- Master financial planning for eco-friendly operations.
- Engage and partner with local communities for mutual benefit.
- Design and market authentic, educational ecotourism experiences.
- Ensure compliance with international ecotourism standards and certifications.
- Assess and monitor the environmental and social impacts of tourism activities.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of successful and unsuccessful ecotourism ventures to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex situations such as managing visitor behavior, negotiating with local communities, and responding to environmental incidents. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as site planning, community engagement, and sustainable operations, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated ecotourism strategies in a way that is both effective and responsible.

Course Agenda (Course Units):

Unit One: Foundations of Ecotourism

- Defining ecotourism and its core principles.
- History and evolution of ecotourism.
- The role of ecotourism in conservation and development.
- Understanding the ecotourist profile and motivations.
- Global and local ecotourism trends.
- Legal and ethical frameworks for responsible travel.
- Differentiating ecotourism from mass tourism.

Unit Two: Planning for Sustainability

- Developing a sustainable ecotourism business plan.
- Site selection and environmental impact assessment.
- Carrying capacity and visitor management.
- Designing eco-friendly infrastructure.
- Sustainable supply chain and resource management.
- Green certifications and standards.
- Risk management and emergency preparedness.

Unit Three: Community-Based Ecotourism

- Principles of community engagement and participation.
- Building equitable partnerships with local communities.
- Economic benefit sharing and micro-enterprise development.
- Cultural sensitivity and respect for indigenous knowledge.
- Conflict resolution and stakeholder management.
- Case studies in successful community-based models.
- Empowering communities to lead ecotourism initiatives.

Unit Four: Ecotourism Operations and Marketing

- Creating authentic and interpretive visitor experiences.
- Marketing to the conscious consumer.
- The role of tour guides and environmental education.
- Sustainable marketing strategies.
- Revenue management and pricing for sustainability.
- The best operational practices: waste, water, and energy.
- Using technology to enhance the ecotourist experience.

Unit Five: Future of Ecotourism

- Measuring and monitoring ecotourism impacts.
- Adapting to climate change and environmental changes.
- Innovations in ecotourism technology.
- The role of social media in promoting responsible travel.
- Challenges and opportunities for ecotourism.
- The future of ecotourism in a post-pandemic world.
- Final project: Presenting a sustainable development plan.

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:

Given the growing demand for ecotourism, how can we ensure that the pursuit of commercial success does not compromise the very environmental and cultural resources that make these destinations so appealing?

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

This course provides a distinct and specialized focus on the practical planning and operational aspects of ecotourism, bridging the gap between theoretical principles and real-world implementation. Unlike many general sustainable tourism programs, this training course is tailored to address the unique challenges of creating and managing a business that must simultaneously protect the environment and support local communities. The curriculum is distinguished by its emphasis on actionable strategies for visitor management, community collaboration, and financial sustainability. It goes beyond a simple discussion of eco-friendly practices to provide a comprehensive framework for strategic development and impact assessment. By combining academic insights with practical, industry-specific case studies, BIG BEN Training Center ensures that participants are equipped to not only operate a business but to lead a movement toward a more responsible and regenerative model of tourism.