

Learning Opportunity

Designing market-viable ecotourism products

Barcelona, 7th October 2008 14.00-18.00

This learning opportunity will give conservation specialists practical information on key elements of the tourism market. The aim is to support the development of commercially successful ecotourism products. Practical knowledge of what makes or breaks a tourism business combined with insights into how the industry works will help conservationists make informed decisions for ecotourism development.

Themes

The ecotourism potential of a site – by Julian Matthews, Discovery Initiatives

The tourism industry is demand driven; hence it is not immediately obvious which products, services or locations will succeed in the industry. As founder and director of nature travel company Discovery Initiatives, Julian Matthews, has travelled around the globe to design and develop pioneering ecotourism tours and ventures and will use his expertise in this field to guide this session.

Safety in ecotourism products – by Chris Thompson, Federation of Tour Operators (FTO)

Safety is not something that can be advertised as a benefit when providing a tourism product. It is an essential condition expected by consumers that can be costly to a business when things go wrong. With almost 20 years in tourism and as the Head of Responsible Tourism for FTO, Chris Thompson has considerable experience in customer care and knowledge of Health & Safety methodology as it applies to the travel industry.

Tourism marketing – by Ronald Sanabria, Rainforest Alliance

Tapping into the right channels for marketing a tourism product is one of the key elements in a viable tourism venture. As the director of Sustainable Tourism for the Rainforest Alliance and having worked in the field of quality assurance and certification, Ronald Sanabria has extensive experience in sustainable tourism development and marketing.

Criteria for participation

- You are an NGO involved in conservation.
- You are involved in or are considering getting involved in tourism development.

In order for you to gain maximum outcomes from attending this learning opportunity, please bring with you a short description of your tourism product idea in writing (maximum 100 words).

What will you gain from this learning opportunity?

- Match your sustainability desire with tourism realities.
- Contact with experts from the industry.
- Connection to NGOs active in tourism and conservation.

How to register

You can only apply for the learning opportunity after you have registered for the congress. Please visit www.iucn.org/congress/2008. Once you have completed the registration process, you will find a link to apply for this learning opportunity on your Congress Registration Status page.

For more information on this learning opportunity

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World
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Register & contact

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