Ecotourism Services



Scope of Engagement

Toolbox

Scope of Recommendations

Site / Location

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Ecosystem

Technical Survey

Site Assessment

Eco/Responsible Tourism Assessment

Eco/Responsible Tourism Support

Tourism Conservation Modelling What assets exist? How are they used? What is the potential and needs?

Tourism Assets Inventory (Realised & Potential)

Recognising Assets

Realising Assets

Sustaining Assets

Tourism Demand (Realised & Potential)

Product Mapping
(Stakeholders, Risks
Management)

Needs Assessment (Training / Capacity)

Technical Surveys (Trails, Products, Risks)

SWOT

Getting it right - IdGuides Standards What capacity building & standards are needed for competitive ecotourism?

Business Modelling (Customer Value/Delivery)

Product Development (Unique Product/Service)

Management (Standards, Operation, Training)

Marketing (Targeting, Channels, Alliances)

C/B

Destination Stewardship What governance arrangements are needed for long term sustainability?

Institutions (Community, Landscape, National) Conservation Finance (Revenue-sharing, Tax, Charge, Investments) Technical (Product / Training)

Outline Programming

Detailed Programming (Log Frame / Budget)

Implementation (Service Delivery)

Implementation (Full programme)

Monitoring (Standards)

Evaluation (Impact, Outcomes)

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