

Business Planning for Environmental Enterprises Manual and Workshop

- **Objective:** Strengthen business planning and practice within environmental enterprise development projects. Participants learn: enterprise development planning for conservation; methodologies for introducing local community entrepreneurs to marketing and financial analysis and planning; and business performance monitoring and evaluation.
- **Target Audience:** Practitioners working with rural communities on enterprise development projects as part biodiversity conservation strategy i.e. project coordinators, managers, and consultants; community extensionist and other development specialist; parks and protected area managers; community leaders and entrepreneurs; government officers and representatives.
- **Logistics:** Manuals are available in English and Spanish. Business planning workshops can be organized in [CI priority areas](#). Workshops are 3 to 4 days long and can be conducted in English or Spanish. Please email ecotour@conservation.org for more information or to request a copy of the manual.

Community Ecotourism Education and Awareness Programme

- **Objective:** Communicate elementary and intermediate ecotourism and conservation concepts to communities with little or no previous experience in ecotourism. Generate discussion and awareness within communities concerning the risks and benefits of ecotourism; develop the capacity to make informed decisions regarding ecotourism; and, understand the community's willingness to become involved in ecotourism.
- **Target Audience:** Practitioners and community stakeholders i.e. community leaders, general entrepreneurs, local development associations and organizations, interest groups, local/regional tourism industry representatives, and government representatives (regional, local tourist offices.)
- **Logistics:** Community Ecotourism Education and Awareness workshops can be organized in [CI priority areas](#). Workshops are 2 to 3 days long and can be conducted in English or Spanish. Please email ecotour@conservation.org for more information.

Ecotourism Product Development and Marketing Workshop

- **Objective:** Facilitate planning processes for the development and launch of ecotourism products. Through a highly interactive workshop and series of practical exercises, participants are introduced to the principles of ecotourism, the international ecotourism industry, and learn how to develop differentiated and competitive ecotourism products together with pricing, distribution and promotion strategies for the successful launch of their product.
- **Target Audience:** Practitioners and destination stakeholders i.e. community leaders; general entrepreneurs local development associations and organizations; interest groups, local/regional tourism industry representatives; and government representatives (i.e. regional, local tourist offices).
- **Logistics:** Ecotourism Product Development and Marketing workshop can be organized in [CI priority areas](#). Workshops are 2 to 3 days long and can be conducted in English or Spanish. Please email ecotour@conservation.org for more information.

Tourism Assessment Process Manual

- **Objective:** Enable field practitioners to perform a rapid assessment and analysis of tourism potential in a destination. Approaches used aim to optimize tourism development in an effort to protect natural and socio-cultural resources and improve the welfare of local people, while enhancing monetary gains and market access. These cover: tourism attractions and resources, market demand and competitiveness, stakeholder involvement and analysis, biodiversity and socio-economic, cultural and natural resource use considerations.
- **Target Audience:** Organizations and practitioners who are planning to develop ecotourism destination(s). Targeted participants are assumed to have basic knowledge of ecotourism and its principles, experience in conducting primary and secondary research, and the capabilities of working with a range of stakeholders on a coordinated effort.
- **Logistics:** The manual is available in English. Courses can be delivered through the George Washington University and CI's [Ecotourism Learning](#) program in several languages. Please email ecotour@conservation.org or go to [GWU Tourism](#) for more information or to request a copy of the manual.