



crews

Where you belong

TRAINING

Ecotourism

LEARNING OBJECTIVES

- Understand the principles and issues of ecotourism
- Design a coherent and eco-responsible tourism offer
- Implement a communication strategy aligned with sustainable development
- Enhance the attractiveness and uniqueness of a destination or ecotourism project

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Tourism professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,540 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Understanding ecotourism and its challenges
 - Definition and scope of ecotourism
 - Evolving expectations of environmentally conscious travellers
 - Regulatory frameworks, certifications and labels (ATR, Green Key...)
- Building an ecotourism offer
 - Identifying local natural, cultural and human resources
 - Co-creating with local stakeholders
 - Designing responsible and immersive experiences
- Communicating a sustainable approach authentically
 - Editorial strategy aligned with ecotourism values
 - Creating narratives (storytelling) around tangible commitments
 - Choosing the right channels, visuals, tone and proof-based storytelling
- Integrating digital tools for ecotourism
 - Reasoned use of social media, newsletters, website
 - Measuring the impact of communication actions
 - Eco-design of digital content
- Strategic and operational workshop
 - Case studies of existing projects
 - Diagnostics of a participant's project or structure
 - Development of a realistic and eco-responsible action plan

Crews Education



CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to structure and promote an ecotourism offer aligned with sustainable development values, while enhancing the attractiveness of their territory or organisation.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

- By phone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com