MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Event , Travel and Tourism Management

Ecotourism Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2758	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The **Ecotourism Management Course** offered by **Magna Skills** is designed to equip tourism professionals, government officials, conservation practitioners, and private sector stakeholders with the knowledge and practical skills required to develop, manage, and promote sustainable tourism initiatives that protect natural environments while benefiting local communities.

This course explores the principles of ecotourism, sustainable destination management, biodiversity conservation, and community-based tourism development. Participants will gain practical insights into balancing tourism growth with environmental protection, developing responsible tourism policies, and creating tourism experiences that support conservation and local economic development.

Through real-world case studies from Africa and globally, interactive discussions, and practical planning exercises, the course empowers participants to design and manage ecotourism projects that contribute to sustainable development, climate resilience, and responsible tourism practices.

Course Outcomes

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

1.

1. **Understand the principles and importance of ecotourism** in sustainable development and environmental conservation.
2. **Develop strategies for sustainable tourism management** that balance economic growth with environmental protection.
3. **Promote community-based tourism initiatives** that empower local communities and create inclusive economic opportunities.
4. **Design and implement ecotourism policies and projects** that support biodiversity conservation and responsible tourism.
5. **Apply global best practices in ecotourism planning and marketing** to enhance tourism competitiveness and sustainability.

Course Outline / Curriculum

1. Introduction to Ecotourism

- Definition, principles, and evolution of ecotourism globally
- Differences between ecotourism, sustainable tourism, and nature-based tourism

2. Ecotourism and Sustainable Development

- Role of ecotourism in environmental protection and conservation
- Contribution of ecotourism to economic development and poverty reduction

3. Ecotourism Planning and Policy Development

- Developing national and regional ecotourism policies
- Integrating sustainability principles into tourism planning

4. Biodiversity Conservation and Tourism

- Protecting wildlife and natural ecosystems through tourism initiatives
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- Managing tourism impacts on sensitive ecosystems

5. Community-Based Ecotourism

- Engaging local communities in tourism development and decision-making
- Creating livelihood opportunities through ecotourism enterprises

6. Ecotourism Destination Management

- Managing ecotourism sites and protected areas effectively
- Visitor management and carrying capacity strategies

7. Sustainable Tourism Infrastructure

- Developing eco-friendly accommodation and tourism facilities
- Implementing green technologies and sustainable resource management

8. Marketing and Promotion of Ecotourism

- Branding and positioning ecotourism destinations globally
- Digital marketing strategies for sustainable tourism products

9. Monitoring and Evaluating Ecotourism Projects

- Measuring environmental, social, and economic impacts of tourism
- Developing monitoring frameworks and sustainability indicators

10. Best Practices and Case Studies in Ecotourism

- Successful ecotourism models from Africa and around the world
- Lessons learned and strategies for scaling sustainable tourism initiatives

Target Audience

Ecotourism

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairob
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Ecotourism Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____