

# ECO-TOURISM

## Background/Overview

All members of the co-ordinator team support each other in running the volunteer programme; making sure our volunteers have a grounded experience is paramount. This includes thorough training and induction as to our methods, ethos and goals, and the provision of a platform and inspiration to follow their own individual contribution.

Additionally, each co-ordinator will have their own area of specific responsibility.

## Key Areas of Work

Eco tourism is a broad umbrella embracing many types of tourism including:

- Volunteer tourism
- Education tourism
- Cultural tourism
- Activity tourism
- Sports tourism
- Food tourism

The common denominator is the aim to create wealth through tourism within local communities in a thoroughly respectful way whilst enhancing the customer experience.

## Key Co-ordinator Roles

Supporting eco-tourism providers:

*Tenerife & Globally (Vietnam; Sri Lanka; Thailand)*

- Developing eco-tourism product with local providers
- Developing web content and presence for local providers
- Advising on social media
- Carrying out market analysis
- Developing marketing strategy
- Implementing marketing and sales strategies
- Building photographic and film portfolios

Website content and Support

Supporting and building a number of different websites;

- True Fair Eco Tourism
- Whales and Dolphins of Tenerife
- AkuBaku (*helping develop the global activity booking website, (to be launched Autumn 2018)*)
- Earth Ambassadors (*helping develop earth ambassador website (to be launched Autumn 2018)*)

Marketing & sales

- Product and Campaign development and implementation
- Organising promotional events in Europe and further afield to include managing volunteer cover where necessary