



The Florida Gulf Coast University Small Business Development Center
in partnership with Lee County Parks and Recreation
and the Society for Ethical Ecotourism in SW Florida



Presents

How to Run a Successful Ecotourism Business

This one-day seminar including lunch, will be presented by a team of local and state tourism and business experts, and will provide a comprehensive analysis of the Ecotourism Industry. These representatives will also present a number of business tools and successful ecotourism practices to assist local operators with the development and growth of their successful ecotourism business model.

Additionally, participants will learn of marketing opportunities through FLAUSA, effective interpretation techniques, and evaluation of programs and procedures to incorporate up-to-date knowledge and practices for sustainable ecotourism businesses.

October 08, 2003

From 8:00 am to 5:00 pm

Location: FGCU-Small Business Development Center

Cost: \$25 includes lunch - per business (1 representative per organization) limited space!

According to the World Tourism Organization (WTO) ecotourism and all nature-related forms of tourism represent the fastest growing and most successful segment in the tourism industry. It accounts for approximately 20% of the total international travel. Analysis of travel motivations to different worldwide destinations reveal that 40-60% of all international tourists are nature tourists and that 20-40% are wildlife-related tourists. Tourists around the world do not want to sun bathe at the beach all day. They are looking for active, learning experiences! SWFL has outstanding natural resources and a number of great nature-based attractions.

Member of the



For more information contact:
Alberto Chavez, Business Analyst
FGCU-Small Business Development Center. 12751 Westlinks Drive. Fort Myers, Florida 33913
Tel: 239-225-4220
Fax: 239-225-4221

Ecotourism is nature-based travel defined by The International Ecotourism Society as “responsible travel to natural areas, which conserves the environment and sustains the well-being of local people.”

