



# EXERCISES

## Module 3 : Design Ecotourism

### Exercise 1 - Scenario (1 hour)

Make a list of your stakeholders, if you want to start a travel agency offering wildlife observation tours in Nepal ?

(research should be about 20 minutes with after 40 minutes of sharing)

### Exercise 2 - Word cloud (15 minutes)

Students should submit words they associate with “what comes to mind when you think about impact from tourism activity ?”

Participants can submit words or short phrases that will be displayed as a cloud, highlighting the most common responses.

### Exercise 3 - Promotion of ecotourism package (30 minutes)

Students have to create advertising campaigns showing in the sustainability aspects of the ecotourism package

### Exercise 4 - A collaborative board (1 hour)

A collaborative board where students can post examples of sustainable ecotourism trips from their country or from around the world.

Followed by discussion after.

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