

# PROJECT ECO TOURISM

*Brought to You by Chamber of Eco Commerce*



As part of CEC's effort to spur economic development, CEC has launched Hospitality and Tourism committee to develop a unique portfolio of Eco Offerings, entitled 'EcoInstinct.com'. This portfolio will serve Tourism development needs of CEC Hubs worldwide. The portfolio is designed cater to the specific needs of savvy business and leisure travelers. All products and services will be made available to travelers through regional Eco Commerce Hubs and Eco Tourism experts.

Every community has its own little 'uniqueness' that they really need to capitalize on. CEC global will focus on getting the word out about unique eco offerings and destinations, things that people can do and learn while traveling. Some of the types of themes will include Eco Commerce Forums, Wilderness Adventures, Culture, Volunteering, Personal Growth, Sports, Fishing, Hunting, Hiking, Golf, Spa, Equestrian, Diving, Cruising, Sailing, Skiing, Food, Wine, Farm, Agritourism, Ranch, Arts, Crafts, and Eco Chic Hotels, Resorts, Cruiselines, and Spas.

CEC will host Eco Tourism Forums. We will work with local authorities, business leaders and investors. We encourage all partners to work with peers in neighboring communities, especially in rural areas. Every project is unique and made possible by private and public support, benefiting local economy and small to large businesses.

Many economic development and tourism authorities have been cut back over the last years. Therefore, CEC will help serve many economic development needs of our partners. These partners are the 'eyes, ears, and experts' of communities we serve.

The Tourism and Hospitality committee will look at community assets, do studies on what is it that these communities have that's going to create unique eco offerings that travelers want, and what is needed to bring new businesses and travelers in that can create new profits and jobs. The committee will look at real assets, and has somebody else outside the community come in and look at specific niche opportunities, and produce a report of what type of businesses are going to match the needs or can be developed to meet the specific requirements of eco chic traveler. The priority target market will include individual and group traveler, with key focus on corporate meetings and incentives, couples, and families.

The CEC will host Eco Commerce meetings to learn more about specific needs of economic development agencies, travelers, communities, and investors. CEC will focus on developing new partner projects that can lead to new offerings, business models, and jobs that could be done by local residents.

**The CEC suggests that Tourism will be an important component of future rural economic development.** The CEC Tourism Committee has a plan ready to help regional Hubs build and grow their Tourism and Hospitality business.

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## **About Eco Tourism**

Ecotourism depends on natural resources such as forests, mountains, rivers and lakes. Most ecotourism activities take place on public lands or waterways, but are supported by a network of locally owned businesses.

CEC will contact and interview individuals as interviewees requesting them to donate their time and share their experiences with us. The many businesses offering or supporting ecotourism activities, and the participation of interviewees in the project will reveal the importance of nature-based tourism to people living in the area.

The project will focus on determining existing and potential regional Eco Tourism activities, and identifying a set of key personal, environmental, economic and social factors needed for successful Eco Tourism operations, including barriers to their success. The study area is a specific Eco Commerce region, with results having potential applicability to neighboring states and countries.

In-depth interviews will be chosen as the primary method for collecting data because we want to gain a deeper understanding of the nature-based tourism industry and the factors affecting the success of individual nature-based tourism businesses. Interviewing people with knowledge and expertise on the subject provides an important knowledge base which will contribute to improving the promotion and management of nature-based tourism across the fast growing international network of Eco Commerce Hubs. A list of potential key informants will be compiled, including individuals from state, county, and country government agencies, tour operators and private landowners with Eco Tourism-related businesses.

An interview instrument will be designed to obtain the information base for each study. The instrument will provide for a guided interview format that allows specific topics to be addressed in any order, at different lengths and in varied depth by each interviewee. This has the advantage of letting interviewees freely give their insights on nature-based tourism and the factors affecting its success.

First, set of key informant interviews will be conducted. The set of personal, economic, environmental and social factors involved in running a successful ecotourism operation will be identified using content analysis of transcripts from the key informant interview transcripts. The wealth of information provided by key informants will be translated into business profiles, which will be disseminated through research and extension publications. Private landowners and local entrepreneurs interested in additional sources of income will be able to use these guidelines to start (or run) businesses that support Eco Tourism activities.

Results will help guide the decisions of county, state, and country government agencies, and other organizations interested in promoting Eco Tourism through regional Eco Commerce Hubs.

For more information, please contact your local Eco Commerce Hub leader, or contact CEC: [info@ChamberofEcoCommerce.com](mailto:info@ChamberofEcoCommerce.com) or visit:

## **Tourism**

<http://www.chamberofecocommerce.com/partnerprojects/tourism.html>

## **Is your Community Ready for Eco Tourism and Eco Commerce?**

[http://www.chamberofecocommerce.com/images/Is\\_Your\\_Community\\_Ready\\_for\\_Eco\\_Commerce\\_.pdf](http://www.chamberofecocommerce.com/images/Is_Your_Community_Ready_for_Eco_Commerce_.pdf)

## **Eco Commerce Forums**

<http://www.chamberofecocommerce.com/cecglobalecoecommercesummit.html>

## **Eco Commerce Hub**

<http://www.ecocommercehub.com/ecocommercehub/cechub.html>

## **News**

<http://www.chamberofecocommerce.com/newsandevents.html>