



Ecotourism Training Programme 2011

Galway Rural Development Company (GRD) intends to run further training in ecotourism during 2011. This will assist tourism businesses in East Galway to be more environmentally aware in their operations and to develop an ecotourism network and ecotourism accredited products in their area. The programme will be delivered by Greenbox Consultancy.

Incorporating **group training, one-to-one mentoring and networking** the programme will include areas such as: Ecotourism Business Planning, Marketing Strategy, Environmental Policy for your Business and Developing Ecotourism Packages.

Through the programme participants can progress towards achieving the new **Ecotourism Ireland Certification** for their business. This has been developed by Greenbox and is recognised by Failte Ireland.

This training is aimed at **new and existing tourism businesses** that want to explore and develop the relationship between their tourism business and the local nature/environment and to achieve a National Certification/Standard for their operation

Applicants must operate or be planning to establish a tourism business in the **GRD operational area of East Galway** (excludes the Gaeltacht). The programme can cater for a maximum of 20 participants and a nominal fee will apply.

Those interested **must be available to undertake a one-to-one meeting with the course tutor** as part of a comprehensive **Training Needs Analysis**. These meetings will take place on **the 11th and 16th February** in The Meadow Court Hotel, Loughrea.

For further information and to express interest in participating please contact:

Patricia Kelly,
Galway Rural Development
Tel: 091-844335
Email: patriciakelly@grd.ie

Mary Mulvey,
Greenbox Consultancy
Tel: 087-6841531
Email: Mary@greenbox.ie