



grassroots  
young entrepreneurs in eco-health tourism

## Minimising Community & Local Economy Impact Culture and Heritage

Includes Digital Tools!



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# Culture and Heritage Ideas



## Idea 1

### Cultural Immersion Experiences

Create hands-on workshops that teach visitors about your business, local customs, crafts, or traditional cooking. Better still, if you don't know the craft, get visitors to visit other craft experts where they can learn to weave baskets, make pottery, or cook local dishes, support the local artisans, keep local traditions alive, and give visitors another reason to visit your business. These workshops also create extra income for you, local artists and other small businesses.

## Idea 2

### Community Cultural Tours

Encourage physical activity in your community in an eco-conscious way that promotes health and well-being while preserving the local natural environment. For example, invite your community to outdoor fitness classes that suit the whole community, like eco-yoga or low-impact hiking. Use tools like Meetup and Eventbrite. Promote your event with Instagram. Design event collateral, create fitness resources or eco-friendly workout guides, and edit videos with Canva to upload to YouTube.

## Tools Make It Easier!

### Clio Muse

**Clio Muse** is a self-guided audio tour platform that enables GRASSROOTS entrepreneurs to create customised eco-health tours showcasing local landmarks, culture, and heritage. By integrating geolocation and historical content, the platform enhances visitor experiences while promoting eco-tourism in communities. Entrepreneurs can preserve environments, generate income and boost the local economy by attracting tourists who support local businesses and conservation efforts. <https://cliomusetours.com/>

# Culture and Heritage Tools Make it Easier!



## Mural

**Mural** is a digital collaboration tool that allows creative teams to brainstorm, design, and plan projects visually in real-time. It can help GRASSROOTS entrepreneurs organise and manage community-based eco-health projects in real-time. Perfect for initiatives such as eco-tourism, street art, sports, wellbeing, culture, and heritage. Mural offers features like sticky notes, templates, and flexible workspaces, making brainstorming, visualising, and tracking project progress easy. Entrepreneurs can collaborate seamlessly with community partners, driving engagement and raising awareness about eco-health initiatives, stimulating economic development, and building stronger community ties. <https://www.mural.co/>

## AirTable

**AirTable** helps GRASSROOTS entrepreneurs streamline community-driven initiatives with customisable workflows and an intuitive interface. It centralises local businesses, artisans, workshops, and tour itineraries, supporting sustainable eco-health events. By tracking connections and operations, AirTable enables local economic growth and strengthens the impact of eco-tourism projects. [www.airtable.com](http://www.airtable.com)





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## Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our **Community & Local Economy Tools** [here](#)

Don't Forget to Connect with Us...



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