



grassroots  
young entrepreneurs in eco-health tourism

## Minimising Community & Local Economy Impact Eco-tourism Ideas

Includes Digital Tools!



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# Eco-tourism Ideas



## Idea 1

### Community-Focused Eco Tours

Offer guided eco-tours of your local area, showing off nature spots, wildlife, and hidden gems that most people don't know about. By having local guides lead the tours, you create jobs, educate visitors about the environment, and give them a reason to support the local economy. You can also include visits to community gardens or nature restoration projects. This is a great way to use what exists in your community rather than investing and starting from scratch.

## Idea 2

### Local Eco-Friendly Lodging

Instead of staying or suggesting big hotel chains, work with small, locally owned eco-lodges or hostels that focus on sustainability. You can organise trips where visitors stay at places that use solar power, conserve water, and recycle. This supports local businesses while promoting green tourism. You will be remembered for your green principles and sound recommendations.

## Idea 3

### Digital Skills Workshops for Youth

Create workshops where local young people can learn practical digital skills like web design, coding, or social media marketing. You can invite local tech experts to teach classes that help youth build valuable skills for the future. Not only does this boost personal growth, but it also encourages entrepreneurship in the local digital space.

## Idea 4

### Digital Storytelling for Local Causes

Run a program that teaches people how to create digital content (videos, blogs, social media posts) that tells the stories of local eco-health-aligned businesses or community projects. This can increase online visibility for local eco-health initiatives and promote eco-friendly or socially responsible visitors and investors. Don't forget to include your business and add a 'proudly created by [your name]' as the campaign tagline, leading to free and region-wide advertising.

# Eco-tourism Tools Make it Easier!



## Idea 5

### Develop Interactive Eco-Tourism Wellness Tour

Design eco-tourism projects that engage locals protect the environment and drive sustainable economic benefits to the community.

For example, launch an interactive eco-tour on Actionbound that emphasises conservation and wellness, list related local experiences on Airbnb, use Google My Business to improve local visibility, and fundraise on Patreon to support ongoing efforts.

<b>Actionbound</b>	Create immersive eco-tourism experiences using <b>Actionbound's</b> digital tour features, where participants explore local sites with educational checkpoints highlighting conservation, wellness, and heritage. This tool promotes local tourism and environmental education. <a href="https://en.actionbound.com/">https://en.actionbound.com/</a>
<b>LinkedIn Learning</b>	Host community workshops or online courses to educate locals about eco-friendly business practices, green entrepreneurship, and sustainable tourism. <b>LinkedIn Learning</b> provides a professional setting for knowledge-sharing and skills development. <a href="https://learning.linkedin.com/">https://learning.linkedin.com/</a>
<b>Google My Business</b>	Set up listings for eco-tourism experiences and local businesses involved in the project, improving visibility and engagement with tourists and locals. <b>Google My Business</b> is a crucial tool for enhancing local economic opportunities. <a href="https://www.google.com/intl/en_ie/business">https://www.google.com/intl/en_ie/business</a>
<b>Airbnb Experiences</b>	Expand reach by listing unique eco-tourism activities, such as guided nature walks, wellness retreats, or cultural workshops. <b>Airbnb Experiences</b> makes it easy for tourists to find and book local, eco-friendly activities. <a href="http://www.airbnb.ie">www.airbnb.ie</a>
<b>Patreon</b>	Develop a page to fund eco-tourism initiatives, offering exclusive perks like virtual tours, monthly conservation updates, or online workshops. This model builds sustainable financial support for community-driven tourism efforts. <a href="https://www.patreon.com">https://www.patreon.com</a>
<b>Zoom</b>	<b>Zoom</b> is essential for virtual workshops on digital skills, storytelling, or environmental education. It's affordable, easy to use, and widely accessible, making it a good fit for in-person and virtual community engagement. <a href="https://www.zoom.com/">https://www.zoom.com/</a>



# Eco-tourism Tools Make it Easier!



<p><b>Komoot</b></p>	<p>This app provides route mapping with GPS navigation, which is ideal for designing eco-tours that explore local trails and natural spots. <b>Komoot</b> can help track routes, ensure visitor safety, and highlight eco-friendly stops like local eco-lodges or organic cafes. <a href="https://www.komoot.com/">https://www.komoot.com/</a></p>
<p><b>Canva</b></p>	<p>For storytelling and digital content creation, <b>Canva</b> allows you to create professional-looking graphics and videos. It is ideal for digital storytelling campaigns, workshops, or creating engaging social media content that promotes local causes. <a href="https://www.canva.com/">https://www.canva.com/</a></p>
<p><b>Google My Maps</b></p>	<p>Custom maps are ideal for creating community-focused eco-tours, highlighting local nature spots, community gardens, and conservation areas. <b>My Maps</b> allows you to design interactive tours that showcase local attractions while educating visitors about the environment and culture. <a href="https://www.google.com/maps/">https://www.google.com/maps/</a></p>
<p><b>Eventbrite</b></p>	<p><b>Eventbrite</b> is a platform designed to organise, manage, and promote events. Eventbrite simplifies event coordination with tools for creating event pages, managing registrations, and processing payments. Ideal for organising online or offline community or customer events and activities such as eco-tours, clean-up days, and educational workshops. <a href="http://www.eventbrite.ie">www.eventbrite.ie</a></p>
<p><b>Meetup</b></p>	<p><b>Meetup</b> is a platform designed to help entrepreneurs efficiently organise and easily promote events, workshops and meetings. It offers seamless RSVP management, event planning tools, and participant engagement features, making connecting with an audience and creating impactful events simple. Meetup is invaluable for reaching communities and businesses passionate about sustainability, conservation, and eco-tourism. Entrepreneurs can promote eco-health initiatives, promote positive environmental impact, and build long-lasting networks and relationships with local communities. <a href="https://www.meetup.com/">https://www.meetup.com/</a></p>



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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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