

## SUSTAINABLE TOURISM: DAY 10 EDUCATION & OUTREACH

*Management Capacity Building Training - Eastern Tropical Pacific Seascape*

TIME	CONTENT	HANDOUTS
8:30-8:45	<u>Review of Previous Day</u>	
8:45-9:15	<u>Educating Local Communities</u> <ul style="list-style-type: none"> <li>• Engaging the community</li> <li>• Identifying the audience</li> <li>• Educational activities for schoolchildren</li> <li>• Materials and media for education</li> <li>• Capacity-building in the local community</li> </ul>	10.1 – Environmental Education at Rodrigues, Mauritius
9:15-9:45	<ul style="list-style-type: none"> <li>• <u>Exercise: Defining target groups and messages for ETPS sites</u></li> </ul> <p><u>Objectives:</u> Learn the importance of educating local communities, identifying your audience, and different means of education.</p>	10.2 – Training & capacity-building in Ecuador
9:45-10:45	<u>Educating Visitors</u> <ul style="list-style-type: none"> <li>• Developing primary interpretive themes</li> <li>• Visitor Centers</li> <li>• Brochures, leaflets &amp; field guides</li> <li>• <u>Exercise: Compare brochures &amp; guides</u></li> <li>• Self-guided nature trails</li> <li>• <u>Exercise: Evaluate trails at your MPA</u></li> <li>• Botanical gardens, aquaria, zoos &amp; wildlife rehabilitation centers</li> </ul>	10.3 – Examples of primary interpretive themes  10.4 – Excellence in Environmental Education Materials  10.5 – Education Evaluation
<b>10:45-11:00</b>	<b>Morning Break</b>	
11:00-12:00	<u>Guides and Guide Training</u> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• <u>Case study:</u> Volunteer and Naturalist Guides in National Marine Sanctuary System</li> <li>• <u>Case study:</u> Galapagos National Park</li> <li>• Roles of guides</li> <li>• Key considerations for a successful naturalist guide system <ul style="list-style-type: none"> <li>○ Control and licensing</li> <li>○ Mutual benefits</li> <li>○ Training</li> <li>○ Work availability</li> </ul> </li> </ul>	10.6 – National Marine Sanctuary Program Team Ocean Volunteers
12:00-1:00	<ul style="list-style-type: none"> <li>○ Local vs. non-local guides</li> <li>○ Language skills</li> </ul> <p><u>Exercise: Design a visitor center or guide training program</u></p>	10.7 – Naturalist guides in Galapagos National Park
<b>1:00-2:00</b>	<b>Lunch</b>	

<b>3:00-5:00</b>	<b><i>FIELD TRIP</i></b> <b><i>with "Each One Teach One" Exercise</i></b>	10.8 – Each One teach One
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