



*Center for Professional Development*

**Sustainable Marine Tourism:  
Talking the Talk and Walking the Walk**

Tourism is now the largest industry on earth, comprising about 10 percent of global GNP and employing more than 10 percent of the global workforce. While all segments of tourism are experiencing growth, none is growing as fast as what has become known as “experiential nature-based tourism,” or more recently, “geotourism.” This is also a major component of the tourist experience and industry here in Southwest Florida, and significant attention is now being paid to this market segment (as evidenced by the establishment of a local organization, Society for Ethical Ecotourism of Southwest Florida). However, few professional development options exist to orient entry-level employees and new businesses in how to take advantage of opportunities in this growing field. This program seeks to fill that void.

This course is for those interested in seeking employment in some customer-contact capacity for a nature-based tourism business and nature-based tourism business operators who are interested in learning more about current trends, practices and opportunities within their field.

**Objectives:**

1. Define sustainable development in the context of tourism and discuss implications of the “triple bottom line” concept.
2. Provide an overview of current business trends and consumer demographics/psychographics within the nature-based tourism market.
3. Explain the background and implications of the Butler’s Tourism Area Life Cycle (TALC) hypothesis.
4. Explain the role of environmental interpretation to the successful nature-based tourism business.

5. Explain the functional ecology of the primary marine ecosystems of Southwest Florida in the context of nature-based tourism.
6. Explain methods and techniques tour guides can use to instill appreciation and respect among guests for the natural environment.
7. Describe simple techniques and considerations that tour operators can use to lessen their environmental footprint.

**Outline:**

- Cooking Your Meal or Burning Your House Down: Tourism and Travel Overview
- Understanding the Green Market
- LOHAS and the Green Consumer Trends, Perceptions and Expectations
- Sustainability, Society and the Leisure Industry
- A Land Defined by Sea: Understanding Marine Ecosystems of Southwest Florida
- The Role of Stewardship: Environmental Interpretation Techniques
- The Guest Experience: How to Instill Environmentally Responsible Attitudes and Practices
- Best Management Practices: Going Green Without Going Broke

**Dates:** Wednesdays, September 17, 24, October 1, 8

**Time:** 6pm – 8pm

**Cost:** \$295

**Location:** Edison College, Fort Myers Campus, room to be announced

**Instructor:** Dr Alex F Brylske, Adjunct Professor of Marine Science has worked with numerous companies and organizations around the world developing and conducting programs dedicated to marine conservation by integrating ecosystem management, sustainable tourism practice, and community partnerships. He has trained hundred of tourism industry professionals, and was the 2001 recipient of NOAA's Walter B. Jones Memorial Excellence Award for Ocean and Coastal Resource Management for his contribution to sustainable marine tourism."

**Seats are limited, so register today!**

**Advance registration and payment is required**

**For registration form and information, call 239-489-9235, email [celee@edison.edu](mailto:celee@edison.edu)**

**OR download from [www.edison.edu/lee/ce](http://www.edison.edu/lee/ce)**