

Interactive and practical activity

Activity Title	Building a Sustainable Tourism Business Model Canvas
Total duration	1.5 hours (90 minutes)
Material needed	<p>Blank Business Model Canvas templates (printed or on large flipchart paper)</p> <p>Sticky notes (multiple colors)</p> <p>Markers, pens</p> <p>Reference sheets with definitions of key BMC elements and sustainability criteria</p> <p>(Optional) Digital collaboration tool (e.g., Miro, Jamboard) if conducted online</p>
Learning objectives	<p>Identify and integrate sustainability principles into the key components of a tourism business model.</p> <p>Apply critical thinking to address environmental, social, and economic factors in planning an ecotourism venture.</p> <p>Collaborate to develop a holistic, sustainability-focused business model.</p>

Description

Preparation (10 minutes)

Divide participants into groups of four or five. Hand out a Business Model Canvas template and sticky notes to each group. Provide a brief overview of Canvas and explain that their task is to design an ecotourism venture set in a sensitive coastal environment, aiming to protect marine life, respect local communities, and attract eco-conscious visitors.

Main activity (60 minutes)

Each group fills in their Canvas section by section. They start with their Value Proposition, focusing on eco-friendly accommodations, nature-based excursions, or activities that support local traditions. As they proceed to Key Partners, Key Activities, and Key Resources, they think about alliances with environmental NGOs, artisans, or sustainability advisors, and consider the equipment or training needed to minimize environmental impact.

They then define Customer Segments and Channels to reach conscious travelers, planning marketing strategies that highlight green credentials. Finally, they address their Cost Structure and Revenue Streams, looking for ways to reduce energy and water consumption, invest in renewables, and generate income through complementary services such as workshops or guided nature tours.

The facilitator circulates, posing questions and encouraging groups to refine their ideas. As participants progress, they ensure each decision reflects sustainability principles, from supply chain transparency to equitable community participation.

Completion (20 minutes)

Groups briefly present their canvases to the class, explaining how sustainability considerations shaped their choices. A short discussion follows, allowing participants to reflect on differences between the approaches, share insights, and consider new ideas sparked by their peers.

Assessment

Observation: The facilitator observes group dynamics, creativity, and the depth of integration of sustainability principles.

Peer review: After presentations, each group provides constructive feedback to one another, noting strengths and areas for improvement.

Self-assessment: Participants reflect on their learning experience, identifying which parts of the BMC they feel most confident about and which areas they'd like to explore further