

Interactive and practical activity

Activity Title	Design your ecotourism campaign!
Total duration	1 hour (self-paced)
Material needed	Canva Google Slides Social media simulators
Learning objectives	<p>Identify and choose a core ecotourism focus (Protecting Natural Resources, Supporting Local Communities, or Low-Impact Travel Experiences) to anchor your campaign.</p> <p>Outline your target audience, key messaging, and creative elements (slogan, visuals, social media caption) that align with sustainable tourism principles.</p> <p>Apply tools like Canva, Google Slides, and social media simulators to design and present engaging multimedia content and refine your work through peer feedback and self-assessment.</p>
Description	<p>1. CHOOSE A THEME</p> <ul style="list-style-type: none"> • Protecting natural resources • Supporting local communities • Low-impact travel experiences <p>2. BRAINSTORM YOUR STRATEGY: Use Miro, or Padlet, to outline key elements.</p> <ul style="list-style-type: none"> • Who? Define your target audience (families, solo travelers, eco-conscious adventurers). • What? Identify the ecotourism activities or services you'll promote. • Why? Highlight the environmental and cultural benefits of your campaign.

3. DEVELOP KEY CAMPAIGN ELEMENTS

- **Create a slogan:** *Explore nature, preserve the future.*
- **Design visual content:** Choose one or more formats: Instagram post or story, digital poster or flyer, short video teaser.
- **Write a social media caption**

A compelling hook: "Ready to embark on a journey that protects the planet?"

Your campaign message

A clear call-to-action: "Join us in sustainable adventures. Book now!"

4. SHARE & REFLECT: Upload your work to the LMS discussion forum or collaborative platform.

- **LMS Discussion Forum (Moodle, Blackboard, Canvas, etc.)**

Example post: Excited to share my campaign on 'Protecting Natural Resources!' My slogan is 'Travel Light, Leave No Trace.' I created a digital flyer highlighting eco-friendly travel tips and a short Instagram story to encourage responsible tourism. Would love your feedback—how can I make the messaging even more engaging?

- **Collaborative Padlet wall**

(Upload visuals, slogans, and captions for peer review. Engage with classmates by commenting on their campaigns.)

Example reflection question: What is one thing you learned from a classmate's campaign that you would apply to your own?

- **Virtual Workshop presentations (Zoom, Google Meet, etc.)**

Share your screen and present your campaign. Get live feedback from peers and instructors.

Example reflection prompt: "After presenting, what did you learn from the discussion? Did the feedback change your perspective on your campaign's impact?"

- **Social media simulation or private group (Facebook, LinkedIn, Slack)**

Post your campaign as if launching it to the public. Respond to mock audience questions or comments.

Example engagement strategy: If a user commented, 'Why should I choose an eco-friendly tour over a regular one?', how would you respond?

Assessment

The assessment will be conducted as a Group reflection and self-assessment. The following questions may help:

- Is the message engaging?
- Does it align with sustainable tourism principles?
- What improvements could enhance its effectiveness?



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