



EcoTour Online Platform

STI CAPACITY BUILDING PROGRAMME TO PROMOTE BCG MODEL



Explore, Conserve, Thrive

GLOBAL ECOTOURISM

PRECEDENCE
RESEARCH

ECOTOURISM MARKET SIZE, 2022 TO 2032 (USD BILLION)



Source: www.precedenceresearch.com

USD 195.9
billion in 2022

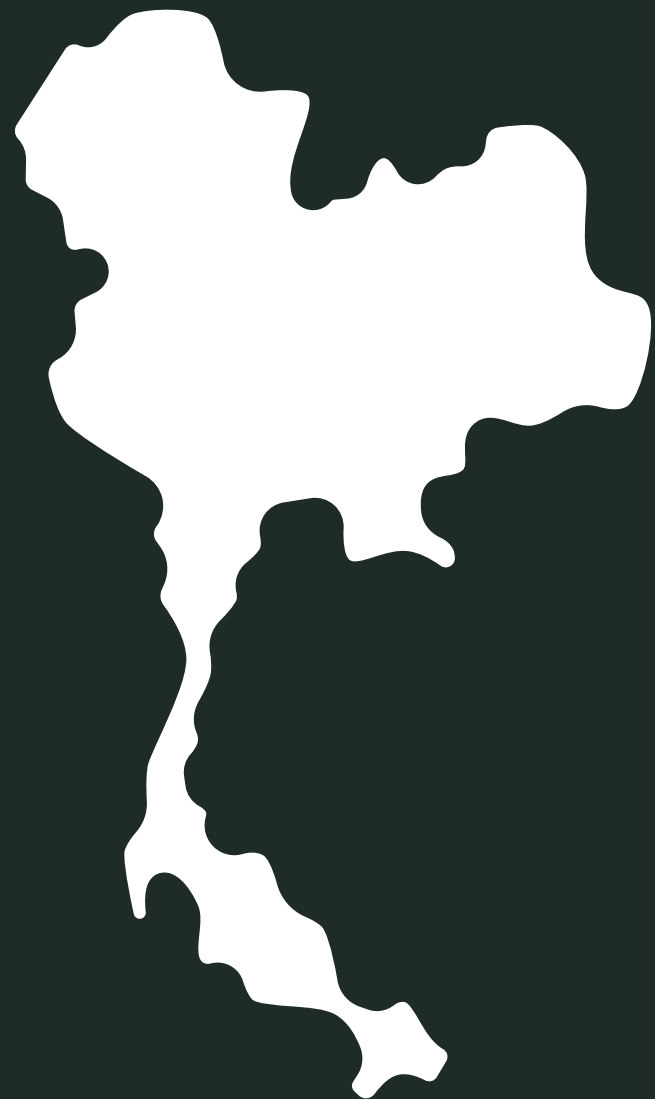
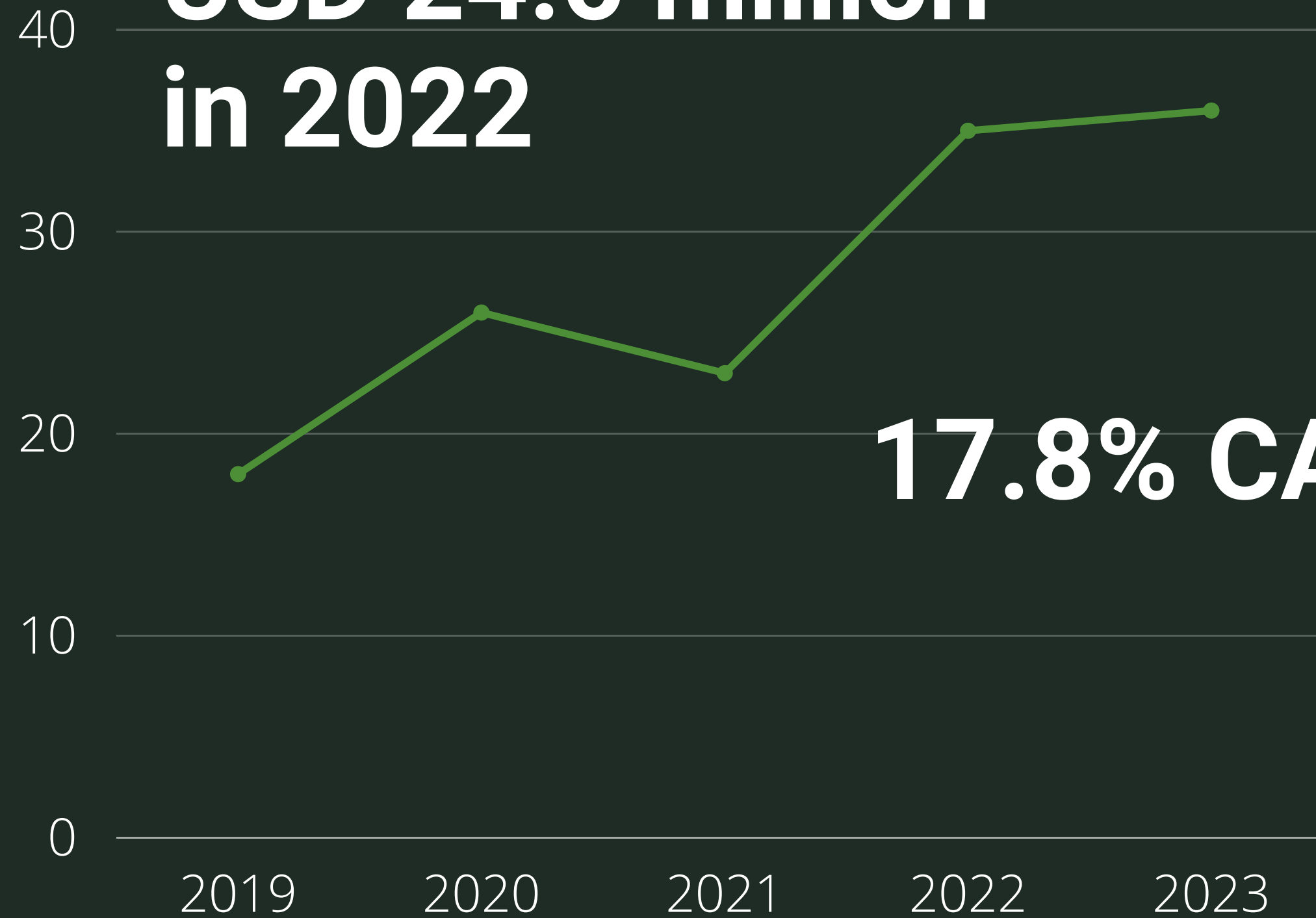
USD 656.19
billion by 2032

THAILAND ECOTOURISM



**USD 24.6 million
in 2022**

17.8% CAGR





Challenges

Lack of manpower



Limited technical skill set



Lack of inclusive business strategy



Inadequate inclusivity



Insufficient revenue to sustain the business



Lack of awareness about competitors



Insufficient support from stakeholders



How may we be able to help provide a sustainable business to small ecotourism enterprises?



EcoTour Online Platform

Destination

Database

A comprehensive database of carefully curated ecotourism destinations

Interactive

Learning Hub

Engaging multimedia content that educates travelers

Local Guide

Network

A network of certified local guides



Customizable Itineraries

Users can create personalized ecotourism itineraries

Community

Engagement

An interactive forum to share current activities, stories, tips, and insights

Carbon Foot

Print Calculator

Provide baseline measurement of carbon emission

How do we do it?

Analyzing User

Preferences

Tabulating of eco-sensitive areas where tourism will have an impact on the social, cultural and natural environment.

Production of data with different dimensions

Gender, age, disabilities and other demographic data will be gathered.



Target Customers

Academe,
NGO's,
corporate,
public
institutions



Eco-tourists

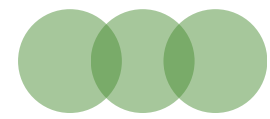


Local eco-
tourism
providers



REVENUE GENERATION MODEL





PARTNERS AND STAKEHOLDERS



IMPACT

01. Revenue and job creation

02. Environmental Conservation

03. Inclusive community

04. Education

05. Market Growth

06. Data creating Sustainable Ecotourism

07. BCG Model awareness and implementation

08. Providing sustainable business to Small Enterprise



Our Mission

To generate greater economic benefits for local people and enhance the well-being of host communities.

To involve and engage young generation in the process.

To establish a meaningful connection between small scale entrepreneur with the tourists .



ECOTOUR



Explore, Conserve, Thrive



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