



Advanced Community-Based Tourism Development Training Course

15 – 19 November 2026
Johannesburg

Advanced Community-Based Tourism Development Training Course

Ref: 1554_214758 **Date:** 15 – 19 November 2026 **Location:** Johannesburg **Fees:** 4500 Euro

Overview

Advanced Community-Based Tourism Development Training Course is a one-week course for tourism development teams, destination managers, community organizations, and public-sector professionals who leave with a Community Tourism Development File. Participants connect participatory assessment, locally owned tourism products, local tourism enterprises, community benefit models, tourism partnership governance, market access, and impact monitoring. Agile Leaders Training Center presents community-based tourism development through applied enterprise and destination tools.

Who Should Attend

- Tourism development teams responsible for local opportunity assessment and delivery
- Destination teams responsible for community participation and product portfolios
- Community organizations responsible for ownership, representation, and benefit decisions
- Local enterprise teams responsible for tourism products and market readiness
- Public-sector teams responsible for enabling partnerships and local development
- Hospitality and attraction partners responsible for routes to market

The course assumes participants support tourism development or community enterprise decisions and leaves general community-relations campaigns and tourism operations training outside scope.

Departments and Industries

The course supports departments and industries that develop community-owned visitor products, enterprises, partnerships, and local benefits.

- Destination management and tourism development
- Community and rural development organizations
- Cultural heritage and visitor attractions
- Hospitality, tours, and experience distribution
- Local enterprise and cooperative development
- Public administration and development finance

Learning Objectives

By the end of this course, participants will be able to:



- Analyze community assets, needs, rights, and tourism opportunities
- Build locally owned tourism product and enterprise concepts
- Evaluate feasibility, market access, and partner responsibilities
- Apply governance and community benefit decision tools
- Use agreements to define ownership, roles, and safeguards
- Design impact indicators and adaptive action plans

Course Agenda

Day 1: Community Tourism Context

- Community Asset and Tourism Opportunity Map
- Participatory Needs and Aspiration Assessment
- Community Rights and Stakeholder Influence Matrix
- Tourism Value-Chain and Local-Leakage Map
- Development Opportunity and Safeguard Register

Day 2: Products and Enterprises

- Community Tourism Product Portfolio Canvas
- Visitor Segment and Experience Value Profile
- Local Enterprise Operating Model
- Product Feasibility and Resource Assessment
- Market Access and Distribution Route Map

Day 3: Governance and Benefits

- Community Representation and Decision Charter
- Ownership and Accountability Matrix
- Community Benefit-Sharing Model
- Partnership Agreement Terms Sheet
- Grievance and Conflict-Resolution Pathway

Day 4: Delivery and Impact

- Enterprise Readiness and Capacity-Gap Assessment
- Local Supplier and Partner Development Plan
- Product Quality and Visitor-Safeguard Checklist
- Community Tourism Impact Scorecard
- Monitoring, Feedback, and Adaptive-Action Dashboard



Day 5: Community Tourism Development Practice

- Suggested Exercise: Asset and Opportunity Prioritization
- Suggested Exercise: Product and Enterprise Feasibility Review
- Suggested Exercise: Governance and Benefit Decision Test
- Suggested Exercise: Market and Impact Readiness Review
- Capstone Exercise: Community Tourism Development File

Practical Exercises

The course uses suggested activities drawn from rural destinations, cultural attractions, local enterprises, hospitality partners, and community organizations.

- Suggested activity: convert community assets, aspirations, rights, and visitor demand into a prioritized opportunity map.
- Suggested activity: test a local tourism product against enterprise resources, market routes, partner roles, and safeguards.
- Suggested activity: compare ownership, representation, benefit-sharing, and grievance options for a destination partnership.
- Suggested activity: assemble product, enterprise, governance, market, and impact tools into a development file.

FAQs

Who is community-based tourism development training designed for, and what does it assume?

Community-based tourism development training suits destination, community, enterprise, heritage, hospitality, and public-sector teams that already support local development or tourism decisions.

How does community-based tourism development differ from general community engagement training?

Community-based tourism development focuses on locally owned products, enterprises, governance, benefits, market access, and tourism impacts; general engagement training focuses on relationships, consultation, and communication across broader subjects.

How are community-based tourism products selected?

Community-based tourism products are selected by comparing community aspirations, assets, rights, visitor demand, operating resources, partner capacity, market routes, safeguards, and expected local benefits.

How can community tourism benefits be shared?

Community tourism benefits can be shared through agreed ownership, employment, procurement, enterprise revenue, community funds, access arrangements, and transparent allocation rules supported by records and review.

How is community-based tourism development monitored?

Community-based tourism development is monitored through enterprise, market, employment, local-purchase, participation, benefit, safeguard, visitor, and community-feedback indicators linked to owners and response actions.

Conclusion

Participants take back a Community Tourism Development File containing assessment, product, enterprise, governance, partnership, benefit, market, and impact tools. The file connects community ownership with feasible tourism decisions and accountable delivery. It helps teams prioritize opportunities, define roles, retain local value, monitor effects, and adapt development actions.