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COURSE BROCHURE

Community Tourism Enterprise Development and Revenue Sharing Training Course

26 – 30 April 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Community Tourism Enterprise Development and Revenue Sharing Training Course

Ref: 800_30357 **Date:** 26 – 30 April 2027 **Location:** Casablanca **Fees:** 4900 GBP

Community Tourism Enterprise Development and Revenue Sharing is a 1-week training course for rural development officers, NGO project staff and members of village tourism cooperatives, and each participant builds a community tourism enterprise plan. Travellers seeking authentic village stays create income for rural households only when enterprises are well designed and fairly owned. Jupiter Prime Training approaches community tourism enterprise development as practical rural livelihood work.

Why Community Tourism Enterprise Matters Now

Three forces are reshaping village tourism. Travellers increasingly book farm stays, craft visits and guided heritage walks directly online, opening markets that once needed large operators. Funders and development agencies expect village projects to show sound ownership, transparent accounts and lasting income after grants end. Young people leaving villages for cities also make new livelihoods urgent. Cooperatives that price products sensibly, govern openly and share revenue fairly keep members engaged and attract partners; poorly run ventures collapse into disputes and leave unused guesthouses behind.

Who Gains Most from Community Tourism Enterprise

- Officers who identify rural livelihood projects and support village groups
- NGO staff who design and fund community tourism initiatives
- Cooperative members who host guests, guide walks or sell crafts
- Treasurers and committee members who keep cooperative accounts
- Partnership staff who link villages with tour operators and booking channels

Village cooperatives gain most when committee members attend alongside the development officer or NGO adviser who supports them.

Community Tourism Enterprise Capabilities

Participants practise turning village heritage, landscapes and skills into priced, bookable experiences owned and run by residents.

- Assess village tourism assets with an inventory and attractiveness scoring — product investment choices
- Design homestay, guided walk and craft experience products with clear standards — guest satisfaction
- Build cooperative bylaws, committee roles and member meeting routines — transparent ownership
- Calculate product costs, prices and a revenue sharing formula — household income and community funds
- Specify market access routes through operators, online channels and fairs — booking volume

- Test the enterprise plan against risks, seasonality and funding gaps — donors and partners

Key Community Tourism Enterprise Terms

- Community-Based Tourism — tourism owned and managed by residents, with income and decisions retained largely within the village.
- Tourism Asset Inventory — a structured list of natural, cultural and human resources a village could offer visitors.
- Homestay — accommodation in a resident household where guests share meals and daily life with the hosts.
- Tourism Cooperative — a member-owned body that runs shared tourism services and decides collectively on income use.
- Revenue Sharing Formula — an agreed rule dividing income between providers, cooperative running costs and a community fund.
- Community Fund — a pooled share of tourism income spent on village priorities such as water, schools or heritage repair.

Community Tourism Enterprise Day by Day

Day 1: Village Assets and Market Demand

- Community-Based Tourism Models — Comparing Cooperative, Family and Joint Venture Ownership
- Tourism Asset Inventory — Recording Landscapes, Heritage, Crafts and Food Traditions
- Attractiveness and Readiness Scoring — Choosing Which Assets to Develop First
- Visitor Segment Profiles — Matching Village Offers to Traveller Interests
- Carrying Limits for Villages — Protecting Daily Life and Fragile Sites

Day 2: Homestay, Guiding and Experience Products

- Homestay Standards Checklist — Setting Room, Hygiene and Meal Expectations
- Local Guide Route Design — Building Interpretive Walks and Storytelling Stops
- Craft and Food Experience Design — Turning Skills into Paid Activities
- Product Packaging and Itineraries — Combining Stays, Walks and Meals
- Guest Safety and First Response Basics — Preparing Hosts for Incidents

Day 3: Cooperative Structures and Revenue Sharing

- Cooperative Bylaws and Committee Roles — Defining Membership and Voting Rules
- Product Costing and Pricing — Covering Inputs, Labour and Contribution Margins
- Revenue Sharing Formula — Splitting Income Between Providers, Cooperative and Fund
- Simple Cooperative Bookkeeping — Recording Bookings, Payments and Payouts
- Community Fund Rules — Deciding Spending Priorities with Members

Day 4: Market Access and Partnerships

- Tour Operator Partnerships — Negotiating Commissions, Allocations and Quality Terms
- Online Booking Channels — Listing Homestays and Experiences for Direct Sales
- Village Storytelling and Photography — Creating Honest Promotional Content
- Guest Reviews and Feedback Loops — Improving Products Season by Season
- Grant and Donor Proposal Structure — Funding Start-Up Equipment and Training

Day 5: Practising the Community Tourism Enterprise Plan

- Village Enterprise Case Studies — Comparing a Mountain Homestay Network and a Fishing Village Cooperative
- Asset Scoring Exercise — Applying the Inventory to a Chosen Village
- Pricing and Revenue Sharing Simulation — Testing Formulas with Member Roles
- Partner Pitch Rehearsal — Presenting Products to an Operator Panel
- Community Tourism Enterprise Plan Assembly — Final Plan for a Chosen Village

Applying Community Tourism Enterprise After the Course

- Lead a tourism asset inventory walk with cooperative members in one village and score the results together
- Draft a revenue sharing formula and community fund rule for discussion at the next member meeting

Community Tourism Enterprise Questions FAQ

What is community tourism enterprise development and why does it matter now?

Community tourism enterprise development is building resident-owned tourism businesses such as homestays, guided walks and craft experiences. It matters now because travellers book village stays directly, funders expect lasting income and rural households need new livelihoods.

Which roles gain most from community tourism enterprise training?

Rural development officers, NGO project staff and village tourism cooperative members gain most. Treasurers and partnership staff also benefit, whether the setting is a mountain village, an oasis farm community or a fishing settlement.

How does community tourism enterprise development differ from resident engagement training?

Community tourism enterprise development focuses on starting and running village-owned businesses. Rather than consulting residents about outside projects, you practise asset scoring, product design, cooperative bylaws, pricing and revenue sharing.

What do you bring back from community tourism enterprise training?

You bring back a community tourism enterprise plan for a real village. It sets out the chosen assets, products, cooperative structure, prices, revenue sharing formula, market channels and funding needs.

Community Tourism Enterprise: The Way Forward

The community tourism enterprise plan first informs which village products to launch and how income will be divided. Cooperative committees, development officers and NGO advisers use it to brief members, approach operators and seek start-up funding. After its first season, guest feedback and payout records are worth revisiting to adjust prices and the community fund share.