Training Course on Marine Tourism

Professional Development Training Course Outline

Category	Blue economy	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Marine Tourism is a rapidly expanding sector within the global tourism industry, integrating environmental sustainability, ocean conservation, and economic development. This course equips professionals with in-depth knowledge and actionable skills in coastal management, marine ecotourism, cruise operations, diving tourism, and sustainable marine business models. It is designed to help organizations and individuals tap into the high-growth marine tourism economy while preserving fragile marine ecosystems.

Through expert-led modules, participants will explore topics such as marine biodiversity, sustainable practices, blue economy opportunities, and regulatory frameworks. Whether you're a tourism entrepreneur, policy maker, or coastal developer, this training provides the tools and strategies to transform marine resources into sustainable tourism assets, boost destination competitiveness, and foster community engagement.

Programme Curriculum

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strategies to transform marine resources into sustainable tourism assets, boost destination competitiveness, and foster community engagement.

Course Duration

5 days

Course Objectives

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

1. Understand the scope and trends of **marine and coastal tourism**.
2. Identify **sustainable practices in marine tourism** operations.
3. Develop tourism strategies aligned with **blue economy principles**.
4. Implement **marine conservation strategies** in tourism ventures.
5. Analyze the impact of **climate change on marine destinations**.
6. Explore **cruise tourism management** and stakeholder collaboration.
7. Promote **marine ecotourism** and community-driven development.
8. Design **marine adventure experiences** (diving, snorkeling, surfing).
9. Apply **maritime regulations and safety protocols** effectively.
10. Integrate **digital tools in marine destination marketing**.
11. Conduct **environmental impact assessments** for tourism projects.
12. Leverage **marine tourism for job creation** and local empowerment.
13. Monitor and evaluate **marine tourism project performance**.

Organizational Benefits

- Boosts brand positioning through **eco-friendly marine tourism practices**.
- Expands business in the **blue economy and sustainable travel sectors**.
- Enhances compliance with **marine conservation and maritime safety standards**.
- Empowers staff with **cutting-edge knowledge of marine tourism trends**.
- Fosters innovation in **product development for coastal destinations**.
- Builds capacity for **sustainable infrastructure planning** in marine zones.
- Supports stakeholder collaboration for **resilient tourism development**.
- Drives international appeal through **certified sustainability practices**.

Target Participants

1. Tourism entrepreneurs & travel agents
2. Coastal & marine resource managers
3. Government & tourism ministry officials
4. Cruise & diving tour operators
5. Environmental conservation NGOs
6. Hospitality industry professionals
7. Policy makers in blue economy
8. Marine park rangers and guides

Course Outline

Module 1: Introduction to Marine Tourism

- Definition, scope, and market trends
- Coastal and oceanic tourism zones
- Role of tourism in the blue economy

- Overview of marine attractions
- Emerging destinations and opportunities

Module 2: Sustainable Marine Tourism Practices

- Principles of sustainability in marine contexts
- Carrying capacity and visitor management
- Green certification and eco-labels
- Case studies: Best global practices
- Tools for sustainable development

Module 3: Marine Conservation & Biodiversity

- Understanding marine ecosystems
- Marine protected areas and tourism
- Community-based conservation models
- Impact of tourism on marine life
- Conservation-linked tourism incentives

Module 4: Cruise and Nautical Tourism

- Global cruise industry overview
- Port development and logistics
- Cruise guest experiences and trends
- Environmental challenges in cruising
- Collaboration with port authorities

Module 5: Marine Adventure & Ecotourism

- Diving, snorkeling, kayaking, and sailing
- Risk management in marine sports
- Safety protocols and equipment
- Guides training and certification
- Marketing marine adventure products

Module 6: Marine Tourism Marketing & Innovation

- Digital storytelling and branding
- Use of social media and AR/VR tools
- Targeting eco-conscious travelers
- Creating signature marine experiences
- Influencer and affiliate marketing

Module 7: Legal & Regulatory Frameworks

- Maritime safety and tourism laws
- Local and international regulations
- Licensing and compliance procedures
- Ethical considerations and community rights
- Insurance and risk mitigation

Module 8: Monitoring, Evaluation & Impact

- Setting KPIs for marine tourism projects

- Tools for project tracking and audits
- Social, economic, and environmental indicators
- Feedback loops and adaptive planning
- Success stories and lessons learned

Training Methodology

- Interactive lectures and expert presentations
- Group discussions and real-time case analysis
- Virtual field visits to marine destinations
- Hands-on activities and scenario-based learning
- Action planning and strategy simulation workshops

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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