



# Rewilding Training Tourism

*Rewilding Training Tourism is a training programme focused on developing and upskilling the entrepreneurial, guiding and hospitality segment of Europe's nature tourism sector. Set up by Rewilding Europe, it aims to professionalise and scale up nature-based tourism in Europe. The Rewilding Training Tourism programme comprises three separate stages, with each of these including an assessment and a "Rewilding certificate" for participants. It is designed for guides, hospitality and tourism entrepreneurs, and other tourism professionals in and outside rewilding areas. Providing comprehensive rewilding and tourism training, it incorporates Rewilding Europe's best practices.*

## Rewilding Training Tourism Stages 2022



### STAGE 1 ONLINE TRAINING AND SELECTION

A series of five webinar training presentations for all candidates, including an introduction to nature-based tourism, rewilding, hospitality, engaging nature and local partnerships across diverse landscapes, and nature-based economies.



### STAGE 2 NATURE-BASED TOURISM IN-FIELD TRAINING

A five day in-field training programme for a maximum of 8 participants, focused on nature based tourism, enterprise, interpretive guiding and hospitality expertise. Bringing tourism professionals together to learn and train in different environments across rewilding areas.



### STAGE 3 REWILDING ENTERPRISE AND FURTHER TRAINING FOR ENTREPRENEURS

The 3<sup>rd</sup> stage of this comprehensive training programme embodies the latest knowledge, experience and expertise on nature based economies and entrepreneurship. You will develop a broad range of skills in rewilding enterprise, nature based tourism and sustainable business development.





*"The training process was very personalized and structured. Content and flexibility were really strong and with well-balanced ingredients"*

**JOÃO SALGUEIRO**

# Rewilding Training Tourism

## STAGE 1

Dates and prices for Stage 1: June 2022 and November 2022

### Webinar dates and times June & July series

1. Wednesday 15 June 2022 from 10.00 till 12.00 CEST
2. Wednesday 22 June 2022 from 10.00 till 12.00 CEST
3. Wednesday 29 June 2022 from 10.00 till 12.00 CEST
4. Wednesday 6 July 2022 from 10.00 till 12.00 CEST
5. Wednesday 13 July 2022 from 10.00 till 12.00 CEST

### Price

- Stage 1 of the programme costs €235,- per person (ex VAT). This includes five webinars, homework, assessments and examinations.
- Those who pass will receive a Rewilding Training Tourism certificate and can elect to move on to Stage 2 Field Training.
- The Stage 1 Webinars will be presented by Simon Collier and several rewilding specialists from Rewilding Europe.

### Benefits for you and your business

- Receive comprehensive rewilding training – incorporating rewilding best practices;
- Build broad spectrum skills in nature based tourism, enterprise, guiding, hospitality and service, with a rewilding mindset and rewilding principles;
- Partake in a world-first hospitality, service and guiding training facility for nature-based tourism related to rewilding in Europe;
- Add value to your business with official certification from Rewilding Europe;
- Enjoy a unique opportunity to learn from partners and experts from other European areas.

### Application Process

- You must (aspire to) work in nature-based tourism, be a (potential) partner of Rewilding Europe, or be a part of the European Rewilding Network;
- Submit a short motivational email outlining why this training would be beneficial to yourself, your profession and/or your business.

More information via email at [training@rewildingeurope.com](mailto:training@rewildingeurope.com)

[Apply for the June & July webinars](#)

[Apply for the November webinars](#)



*"Overall I would rate the training week with a 9! I loved the program, the diversity, the intensity, the location and the team."*

**CHRISTIAAN  
UITTENBOSCH**

# Rewilding Training Tourism

## STAGE 2

The second stage of this comprehensive training programme, which has been co-developed by Rewilding Europe and Nature Tourism Development, embodies the latest knowledge, experience and expertise. It incorporates rewilding best practice for guides, hospitality and service entrepreneurs, local rewilding enterprise partners and field officers, and other local partners in rewilding areas. Participants will develop a broad range of skills in guiding, hospitality and service, underpinned by the latest rewilding principles.

The second stage will be split in two different disciplines to choose from in 2022:

- 1) Focused on nature based tourism & enterprise (NBTE)
- 2) Focused on interpretive guiding & hospitality (GH)

Based in three different Rewilding/ European Rewilding network areas in 2022, we will work together with the local Rewilding teams and nature-based tourism businesses to bring you the best possible local knowledge and experience. Your trainer will be Simon Collier of Nature Tourism Development.

*"This training programme will enhance your perspective on the significant outreach potential of rewilding as a new conservation movement. It will also equip you with the skills and knowledge necessary to deliver meaningful and memorable experiences to guests and visitors."*

*The training will show how an inclusive, sustainable approach to nature-based tourism is beneficial to both people and nature.*

*We are incorporating hospitality and guide training techniques and practices which have been tried and tested in more than ten countries.*

*I am both excited and highly motivated to be leading this program – the first of its kind in Europe."*

**SIMON COLLIER**

OWNER OF NATURE TOURISM DEVELOPMENT AND  
CO-CREATOR OF THE REWILDLING TRAINING TOURISM PROGRAMME



## Programme overview

Participants will benefit from a range of activities and exercises carried out against the backdrop of beautiful and developing rewilding areas.

### Areas covered include:

- first-hand rewilding examples and engagements
- international guide and hospitality training
- field experiences, wildlife watching and animal tracking
- delivering unique and memorable guest experiences
- hospitality & service scenarios
- community engagement and development
- storytelling and transformations in nature
- nature-based tourism and rewilding

Field training is limited to a maximum of eight participants, ensuring personalised attention and development.

	Morning	Afternoon	Evening
<b>Monday</b>	Arrival of participants and transport to accommodation. Welcome, meet everyone and team lunch.	Afternoon experiences in the field.	Dinner and overnight.
<b>Tuesday</b>	Nature based classroom.	Scenario training.	Dinner and overnight.
<b>Wednesday</b>	Sessions on community development and engagement.	Nature based classrooms.	Dinner, enterprise discussions and overnight.
<b>Thursday</b>	Nature based tourism and enterprise sessions.	Hospitality & service scenarios.	Surprise evening programme.
<b>Friday</b>	Final session and closing lessons. Participant feedback and assessments. Closing of the programme & training.		

## Dates and prices for Stage 2 in 2022

We offer three Stage 2 training dates in 2022 (depending on final programming):

### Focused on Nature based tourism and enterprise

1. NBTE: 6–10 June 2022 – Central Apennines, Italy: €2395 pp (ex VAT)
2. NBTE: 10–14 October 2022 – Greater Côa Valley, Portugal: €2395 pp (ex VAT)

### Focused on Interpretive Guiding and Hospitality

3. GH: 11–16 September 2022 – Southern Carpathians, Romania: €2395 pp (ex VAT)

The five-day field trainings, limited to 8 participants, include all domestic transportation during the programme, training and assessments, accommodation, and all meals from Monday afternoon till Friday morning.

Those who pass this stage will receive a Rewilding Training Tourism certificate and will be eligible to move on to Stage 3 Field Training.

*"I loved the atmosphere you have created, positive vibes from 5 am to 11 pm. Wonderful scenery and nature, like-minded people."*  
**PETRA DRAŠKOVIĆ**  
**PELC**

## Benefits for you and your business

- Receive comprehensive rewilding training incorporating rewilding best practices.
- Develop a wide range of skills in guiding, hospitality and service, underpinned by rewilding principles.
- Partake in a world-first hospitality, service and guiding training programme for nature-based tourism related to rewilding in Europe.
- Add value to your business with official certification from Rewilding Europe, obtained after successfully completing the different stages of the programme.
- Enjoy a unique opportunity to learn from partners and experts from other European areas.

## Application Process

### Requirements

- You must have completed Stage 1 (Webinar Series) of the Rewilding Training Tourism programme successfully.
- You must be working or aspire to work in nature-based tourism.
- Please submit a short motivational email outlining why this training would be beneficial to yourself and/or your business.

Applications via email to [aukje.vangerven@rewildingeurope.com](mailto:aukje.vangerven@rewildingeurope.com)

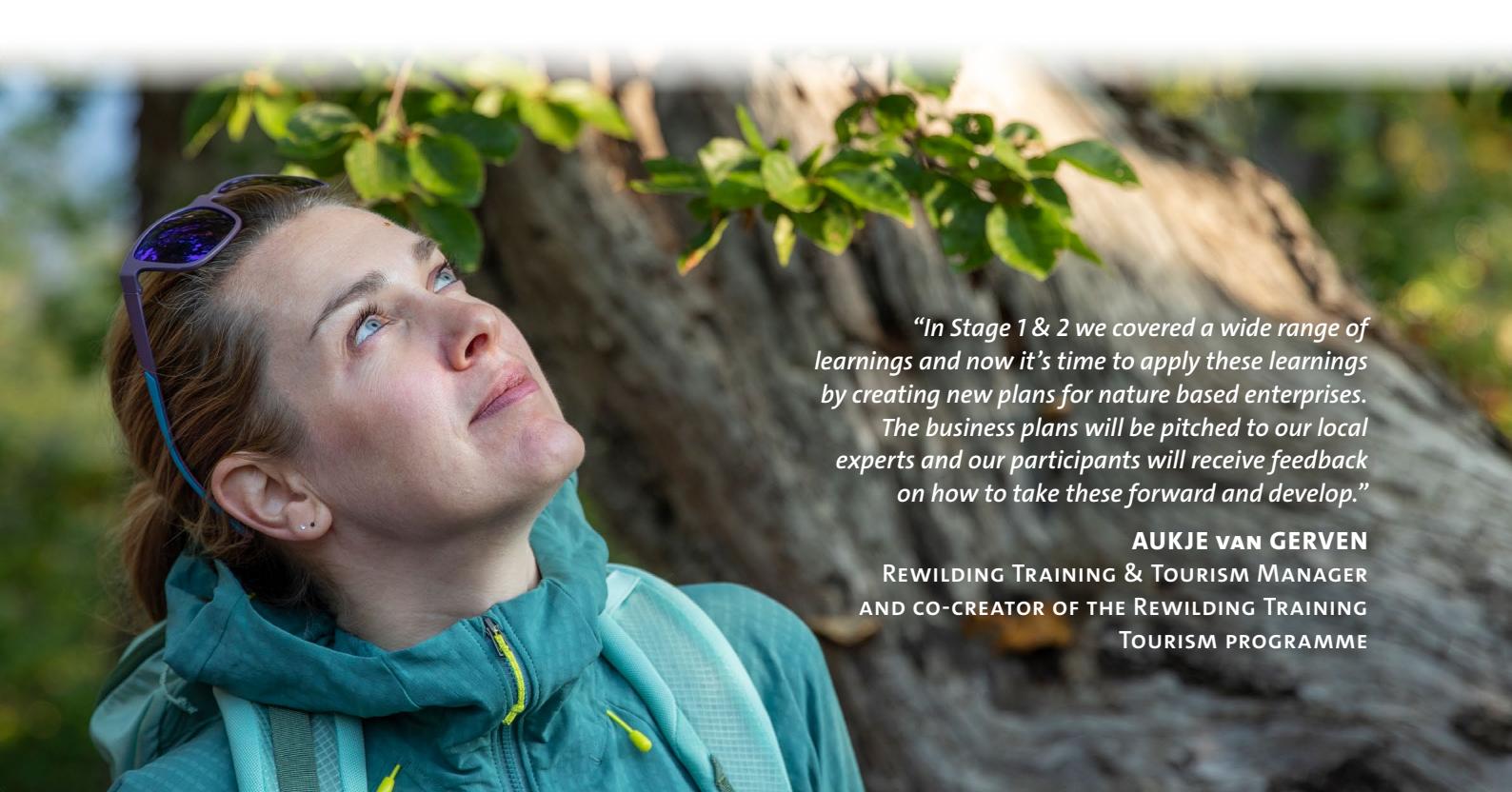


# Rewilding Training Tourism

## STAGE 3

*The third stage of this comprehensive training programme, which has been co-developed by Rewilding Europe and Nature Tourism Development, embodies the latest knowledge, experience and expertise on nature based economies and entrepreneurship. Participants will develop a broad range of skills in rewilding enterprise, nature based tourism and sustainable business development, underpinned by the latest rewilding principles.*

*Based in the Central Apennines of Italy, we will work together with the Rewilding Apennines team and eco-tourism business Wildlife Adventures to bring you the best possible local knowledge and experience. Your trainer will be Simon Collier of Nature Tourism Development.*

A close-up photograph of a woman with blonde hair, wearing sunglasses and a teal jacket. She is looking upwards towards a tree branch with green leaves. The background is blurred, showing more of the natural environment.

*"In Stage 1 & 2 we covered a wide range of learnings and now it's time to apply these learnings by creating new plans for nature based enterprises.*

*The business plans will be pitched to our local experts and our participants will receive feedback on how to take these forward and develop."*

**AUKJE VAN GERVEN**  
REWILDING TRAINING & TOURISM MANAGER  
AND CO-CREATOR OF THE REWILDING TRAINING  
TOURISM PROGRAMME

## Programme overview

Stage 3 field training is an intensive, six-day training programme based in the Central Apennine mountains of Italy. Participants will benefit from a range of activities and exercises carried out against the backdrop of a beautiful and developing rewilding area.

Stage 3 will see participants dive deeper into the learnings from Stage 1 & 2 and apply these to a live scenario where they will co-create a new nature-based business concept. The business concept will include impact on people, nature and rewilding and equip participants with the skills to develop new business for different areas in the future.

### Areas covered include:

- enterprise sessions with local stakeholders;
- strategy sessions with experts from Rewilding Europe;
- business plan development, including financing, community engagement and development; nature-based entrepreneurship in tourism and rewilding;
- high level hosting experiences;
- rewilding implementation, communications and operations.

Field training is limited to a maximum of eight participants, ensuring personalised attention and development.

## Itinerary

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
<p><i>Afternoon:</i> arrival of participants and transport to accommodation.</p> <p><i>Evening:</i> meet and greets and high-level outline of the programme, followed by dinner and overnight at the hotel.</p>	<p><i>Morning:</i> Work sessions with local experts.</p> <p><i>Afternoon:</i> Outdoor classroom during our hike to a mountain refuge for a 2-night stay.</p> <p><i>Evening:</i> Dinner and overnight at the refuge, followed by a session around the fire.</p>	<p><i>All day:</i> Nature based classroom and work sessions in the mountains.</p> <p><i>Overnight:</i> at the refuge.</p>	<p><i>Morning:</i> Wrap up and hike back to the hotel in Pescasseroli, followed by lunch.</p> <p><i>Afternoon/ Evening:</i> Programme around local stakeholders, gastronomy and wine.</p> <p><i>Overnight:</i> at the hotel.</p>	<p><i>Morning:</i> Last work sessions &amp; preparations.</p> <p><i>Afternoon:</i> Final presentations to the local stakeholders and feedback.</p> <p><i>Evening:</i> Dinner and overnight at the hotel.</p>	<p><i>Morning:</i> Interviews with all participants, goodbye's and departure.</p>



*"The course provided an excellent framework for my creative process, deepening my understanding and widening my vision by exploring different options and perspectives in a very practical way. I have a very clear vision of what I want to do now."*

**PIM VAN DEN HEUVEL**

*"This week has really helped me with my business development. It kind of fast forwarded processes that otherwise take much longer and it also helped to avoid mistakes or problems I'd have otherwise ran into."*

**HANNA RASPER**





## Dates and prices for Stage 3 in 2023

Stage 3 will take place from **29 January till 3 February 2023** in the Central Apennines, Italy.

The price for this six-day programme is €2590 per person (ex tourism VAT). The cost of this Stage 3 field training includes all domestic transportation during the programme, all working and masterclass training sessions, accommodation, and all meals from Sunday evening to Friday morning. It excludes international travel to and from Rome.

Those who pass this stage will receive a Rewilding Training Tourism Stage 3 certificate and everlasting fame :)

Benefits for you and your business

- Receive comprehensive rewilding training incorporating rewilding best practices.
  - Develop a wide range of skills in nature based entrepreneurship, underpinned by rewilding principles.
  - Partake in a world-first business training programme for nature-based tourism related to rewilding in Europe.
  - Add value to your business with official certification from Rewilding Europe, obtained after successfully completing the different stages of the programme.
  - Enjoy a unique opportunity to learn from partners and experts from other European areas.



## Application Process

## Requirements

- You must have completed Stage 1 and Stage 2 of the Rewilding Training Tourism programme successfully.
  - You must be working or aspire to work in nature-based tourism.
  - Please submit a short motivational email outlining why this training would be beneficial to yourself and/or your business.