

THE FUTURE OF ADVENTURE TOURISM

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Preview

- AS TO THE PARTICIPANTS

- Older adventure tourists
- Young
- Family
- Women
- Singles

- AS TO ACTIVITIES AND PRODUCTS

- Extreme adventure

- Activities and technology

- Prestigious adventure

- Adventure without physical danger

- Also increase in the future

- Research on adventure tourism

- **Case studies**

AS TO THE PARTICIPANTS

Older adventure tourists

- We can predict that there will be an increase in the number of older baby boomers who refuse to grow old and will seek a more adventurous holiday.
- This large market will be relatively wealthy and, as it approaches retirement, it will have time to travel also
- **Self-fulfillment** rather than fleeing will be a major motivator for older adventure tourists.
- Many of these consumers will seek to maintain their physical activity levels.
- Millington (2001) Many adventure tourism companies report that at least **one third** of those participating in adventure activities are 50, 60 and 70 years old.
- Mintel (2000a): Many avoid doing "pair granny" activities.

Young

- Increase of 20-30% mobility for studies. The journey as part of the studies
- Increase in the autonomy of adolescents as consumers.
- The personalised lifestyle will also affect families, and there will be fewer joint family activities, as children grow up.
- Young people are becoming more sophisticated and experienced consumers
- Familiarity with the internet gives them access to the information they need to make their choices.

Family

- There are opportunities to increase family participation in adventure-focused tourism, as people are slow to make a family
- Until they start to have a family they are already familiar with certain forms of tourism, something that does not change once the children are born.
- US Travel Industry Association (1997):
 - "Over 55% of people involved in adventure activities, who travelled the past 5 years had children, and at least one third of them took them on their travels."
- Huge potential market for adventure tourism for families, which is still untapped.
- Free time is a valuable commodity for adults in the midst of family life cycle.
 - Survey: Parents of 0-15-year-olds set family vacations at the top of the list of recreational priorities, higher than fitness, television, food outlet and gardening (by far) (Intel, 2000b).

Women

- The development of service sectors and information and flexible labour practices has increased the percentage of women in the workforce.
- This trend will continue and the needs of economically independent women will affect the tourist services.
- Existence of opportunities for adventure service providers to develop less 'men's' products and to appeal to a broader range of women.

Singles

- The number of singles also seems to increase, and it is expected that the tourism industry will respond by creating products that help them socialise.
- “Activities Abroad” Brochure, 2002:
 - «The group trips are the biggest part of our trips and individuals will find themselves among friends in one of these holidays. In response to the requests of our customers we provide also some weeks exclusively for families, single-parent families and single women»

Changes in motivation in the future

- Unlikely to change.
- **1. Escape**
 - From the stresses of urban living, employment and information overload, and from the materialist culture of our consumer society.
- **2. Self-actualization**
 - Baby boomers will undergo some psychological transformations as they approach middle age:
 - the emergence of introspection, which can lead to a re-regulation of goals and new challenges, and people's desire to seek Self-fulfillment through challenging pursuits.
 - This reinforces the likelihood that older people will become an important part of the adventure tourism market
- **3. Excitation and tension**
 - The desire of consumers for new and innovative experiences seems insatiable. Time pressure requires full and intense experiences.
 - Things that are "different" and with a high coefficient of "vitalization" are considered as an antidote to what the TV and the Internet offer.
- **4. Ambitions**
 - People feel that they are making the holidays that represent them and value.
 - **The adventure is related to heroism, individuality, independence, dexterity and other important qualities.**

As to activities and products

New products will be developed and specialize based on changing markets and technological developments.

Extreme adventure

- «Ask any parties in extreme sports and they will tell you that the sport is more of a simple sport-it is a state of mind and lifestyle. It is challenging, adventure and extruding the boundaries... It is a response and sharing of enthusiasm for the sport with a group of like-minded and concerns the fun, the challenge and the enthusiasm» .(Mintel, 2001a: 1).
- Prediction: The "extreme" activities will continue to grow in the spirit of "harder, faster, deeper».
- As adventure activities will become more popular, people will push the limits of performance. E.g. skiing speed.
- Many of these activities, which today are made primarily from business, attract and amateurs

Holiday activity and multiple activities

- Multi activity holidays, providing customers with adventure holiday options, today is a growing market and is expected to continue to grow
- It's a great way for beginners to learn what activities they desire, but also for groups with mixed preferences.

As for the benefits from participation in adventure

- **Participation in adventure for the purpose of sponsoring and making money available to good ends**
- **Participation for the purpose of soliciting voluntary environmental project, humanitarian or other interest.**

Activities and technology

- Already visible the adventure - tourism relationship.
- Materials and designs in ski, snowboard, etc
- Space tourism (Advanced launchers)

Prestigious adventure

- Millington (2001): innovative products.
 - E.g. space travel
 - Luxury Safari.
- Incentives of participants?
 - The prestige, the admiration of others, the envy of others....
- Due to the projected increase in the number of very rich

Adventure without physical danger

- *Projected dramatic increase due to supply and demand.*
- *The demand will be triggered:*
 - From the search for **new experiences**, those who have had enough of the products of conventional tourism
 - Due to limited free time people will **consciously** seek out such experiences.
 - Due to increased discomfort with the **materialistic lifestyle** consumer societies will lead to increased search for meaning, fullness and self-fulfilling.
 - Because of the desire to **learn new things** during the holidays

Also increase in the future (for more experienced travelers)

- **Fiction tourism:**
 - Fictional, non-authentic worlds: virtual reality experiences, travel in artificial environments ("biospheres", "underwater worlds", themed hotels with sexual fantasies.)
- **Betting tourism.**
 - e.g. new forms of Casino.
- **Short Tourism Getaways**
 - To manage stress (e.g. hotels offer stress reduction techniques, or peaceful destinations).
- **Tourism for spiritual elevation**
 - As was done in the past with interest in Hinduism and Buddhism, in the future there will be interest in shamanism, Islam, etc..

Also increase in the future

- **Visits to places that are considered hazardous**
 - Disreputable city areas, areas with terrorism, war, extreme climate, diseases, etc..
 - CHERNOBYL?
- **Search for intellectual adventure**
 - Student exchanges, travel for learning a foreign language, or exotic cooking, etc.
- **Non-conventional tourists (Backpackers)**
 - Travelers looking for the extraordinary and uncommon. Mostly young, but not only. More and more young people from Asia

Also increase in the future (for less experienced)

- **For the inexperienced or originating from countries without a tradition of daring excursions:**
 - Timesharing
 - Travel to distant locations
- **Special populations**
 - People with disabilities, as infrastructure improves worldwide
 - Travel children without parents
 - Retired

Research on adventure tourism

- 1. More research on spiritual tourism
- 2. Also in emotional adventure tourism (e.g. hedonistic tourism)
- 3. Urban adventure tourism (dangerous cities, “red lights”, etc)
- 4. Cross-cultural differences in perceptions about the adventure. Particularly because of globalization..
- 5. Effects on tourism and adventure tourism destinations..
- 6. Perceptions, attitudes, motives (effects preferences)
- 7. Ideal space for entrepreneurship development (particularly small)
- 8. Perceptions as to the age of adventure, culture, gender, personality, experience..
- 9. Influence of the media, the Internet, etc..

Research on adventure tourism

- **Difficult to implement as:**
- The concept of ' adventure tourism ' is very limited (adventure in natural environment)
- Lack of international organizations (the area has scattered bodies)
- Quick changes are occurring and the surveys are expensive.
- Governments have not accepted the contribution of adventure tourism in their economy.
- But research is required for the proper management of developing this area, which can be dangerous.

Case studies

1: Family Adventure Tourism

- *“Active Family Vacations”*
- Small Business adventure holiday company for families.
 - “An idea becomes a business”.
- Founded during free time of owners. Success was not sure, but, according to the owners, if it continued to attract interest, their employment may become full-time.
 - Owners are a married couple, with a lot of experience in adventure tourism and activities.
- Their children help in business.

1: Family Adventure Tourism

- From their website:
- “We ensure: 1. Fun activities in a unique environment, 2. The whole family is having a pleasant time. That is what we want to ensure. All you need to have is your enthusiasm.
- We offer you what we always wanted but we could never find:
 - 1. Holiday planning from start to finish. Includes accommodation, car rental, equipment rental, and closure of activities.
 - 2. Locations away from crowded tourist destinations,
- 3. Schedules or individual tours to match your pace,
- 4. Holidays that you could enjoy at your leisure,
- 5. Ensuring that the provider is established, qualified and experienced in meeting the needs of families
- Holidays with us mean that you will enjoy your family and activities without the stress and pressure time pressure needed to arrange the smallest detail”

1: Family Adventure Tourism

- A typical example of a small independent company dominating the field of adventure tourism.
- Based on the founders ' experiences..
- It attempts to give its own stigma and **not imitate** what other similar companies do, which give different programs for adults and children.
 - It offers joint activities for parents wishing to share time and activities with their children during their holidays.
 - **Personalize programs by providing a guide and program, away from other tourists.**
- The main problem is to provide a program with activities that will be **attractive to all family members.**
- They faced it with:
 - Activities attractive to the whole family, but not dangerous (e.g. rafting)
 - They provided additional services to make the experience more enjoyable. E.g. trailer for bicycles
 - Experienced drivers who could teach and drive
- Destinations mainly in USA, Canada, Europe.
- Duration of about 5 days
- Affluent parents, little time available

1: Family Adventure Tourism

- Prices between \$2500-8000 with full board for a family of four.
- The main advantage: holidays that suit the needs of the family. «Dreamy Vacation for family».
- UK location. Customers mainly from USA
- Rely on the internet.
- Company that could not operate, 15 years earlier.

Exhibit 1 Activities at Active Family Vacations.

Adventure training	Dog sledding	Iceberg viewing	Rodeo tours
African heritage	Dolphin research/swim	Ice fishing	Safari/game viewing
Air safari	Dude ranch	Island cottage rental	Sailing schools
Backpacking	Elephant ride	Jeep safari	Scuba/snorkelling
Ballooning	Equestrian riding lessons	Jungle expeditions	Sea kayaking
Barge/canal cruising	Equestrian tours	Jungle lodge	Skiing/cross country/touring
Biblical tours	Expeditions	Kite flying	Skiing/downhill
Bicycle touring	Family heritage trips	Kon-Tiki rafting	Snowboarding
Bird watching	Farm stay	Lighthouse tours	Snowmobiling
Brown/black bear watching	Festival tours	Llama packing	Showshoeing
Bullfighting	Fishing	Mine tours	Spa/hot springs tour
Camel safaris	Fly fishing trips	Mountain bicycle tours	Spelunking
Camping	Fly-in hiking	Mountaineering	Surfing
Canoeing/kayaking	Foliage tours	Multi-sport family trips	Children's sports camps
Canyoning	Garden tours	National Parks tours	Trekking
Castles/palaces tours	Genealogy tours	Native Americans tours	Volcano tours
Cattle drive	Ghost town tours	Natural history	Walking tours
Cave art tours	Glacier tours	Nature reserve	Water-skiing
Caving	Goat packing	Nature trips	Whale watching
Christian tours	Gorilla viewing	Northern Lights viewing	White-water rafting
Christmas tours	Great walks and hikes	Outdoor skills school	Wild horse watching
Church tours	Heli-mountain biking	Penguin viewing	Wilderness courses
Collectors tours	Heli-rafting	Polar bear watching	Wildflower viewing
Conservation	Heli-skiing	Polar expeditions	Wildlife viewing
Country house tours	Heli-trekking	Rafting	Windjamming
Country inns	Hiking	Rainforest tours	Windsurfing
Covered wagons	Historic houses	Ranching/guest ranching	Wine tasting
Cowboy skills	History tours	Reindeer safari	Winter sports
Cultural expeditions	Horse carriage tours	River rafting	Yachting
Cycle touring	Horseriding/packing/trekking	Rock climbing	Yoga/meditation
Desert expeditions	Hot air ballooning		Zoology
Dhow sailing	Ice climbing		
Disabled tours			

1: Family Adventure Tourism

- Important **research was preceded** for the foundation of the company.
- Todd Heskett: The **director** of the company confirms that an analysis of the **gap between self-organized family vacations, adventure package providers and major holiday corporations** convinced him that family adventure holidays were a viable Business opportunity
- «. . . Families who wanted adventure and time together had limited choices **if they wanted an intimate, non-threatening and relaxed family atmosphere**. Our company is built on this analysis. The market analysis also showed a lack of competition in offering real family vacations. Raising families with double income, resulting in time constraints for parents, and the growing desire and demand for adventure of this type have also helped us to believe that the market is ripe for our product.»
- **For the future: focus on quality customer search and not on quantity. Certification of services. Aware that the market is constantly changing. Therefore, continuous adaptation of the products provided is required.**

Case study 2: Walk on the wild side – Travel to the most dangerous places in the world

- A small but growing number of people seem to enjoy travelling to places that are considered dangerous for some reason.
- Trips to dangerous places (DP) for some has become an obsession. There are tourist guides only for them.
- Eg. 1997 “Fielding World-Wide” published the 2nd edition of The Word's Most Dangerous Places guide (Pelton et al., 1997), which helps its readers to:
 - Survive in the most dangerous places in the world
 - Find hidden or restricted areas, including war zones.
 - Explore the dark sides of cities
 - Find adventures for "hard-core customers».

Case study 3: Clubbing and party tourism

- Party and clubbing's tourism has increased considerably in recent years and is becoming more and more evolved.
- An increasing number of businesses are targeting this market and developing products to satisfy these tourists.
- The market is for young people under 30 y.
 - Origin mainly from the UK, Germany, Denmark, Finland and the Netherlands. Also from US students after their exams.
- A pioneer is the UK Club 18 – 30.
 - Main criticism the (advertised) Sex orientation.

3: Clubbing and party tourism

- E.g. commercial for Corfu (Kavos):
 - «There are no children, so we can do what we want, when we want, with whomever we want»
- The price of the trip is usually low. Saving money for drinks..
- They raise many reactions, especially in local populations.

Case study 4: Personal adventure and Holiday memorial card.

- Sheelagh, from Dubai, writes to Lillian in Merseyside:
 - "Our wedding yesterday went flawlessly, nothing went wrong»
- Alan writes to his people,
 - "we had 2 days trekking with a camel in the desert near the border with Pakistan, even though Mumbai was hot, smelly and dirty»
- From Crete, Julie writes to her friends in 1996 that,
 - "This place is full of talent, I'm with new companion every night. I'm exhausted»
- Barbara and Stewart, write from Minorca to their friends in Exeter that
 - "we have found a wine distillery, so our evenings are perfect»
- Louisa visiting Bangkok and doing shopping writes to her friends at Exeter
 - "I've ordered a job form and a suit and I'll pick them up tonight»

NOVA SCOTIA

A Guide to Starting and Operating an Adventure Tourism Business in Nova Scotia

Prepared by:

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5.4 Developing a Strategic Plan for the Business

You should document the previously mentioned planning activities in a written summary. By matching the products and packages with the markets you are targeting, you will have the basis for your business plan. Further adding a timetable to the product-market mix will give you a framework for identifying the various things you will have to do to develop the products and take them to market.

An example might be a multi-product, multi-staged strategic plan such as the following:

- Year 1 - Introduce a half-day guided cycle tour from Lunenburg to Blue Rocks, with a lunch included and a 1 day tour that includes cycling and sea kayaking. Market the product to visitors already in the South Shore area, through accommodations, local visitor information centres, the Nova Scotia Travel Guide and South Shore Travel Guide.
- Year 2 - Expand the product to include a two-day tour, with accommodations in inns/B&Bs, also marketed primarily to existing markets. Start to develop a multi-day program and build relationships with the travel trade in planning the marketing of this program.
- Year 3 - Deliver two to three destination products, 5 – 7 day cycling and kayaking trips, with one product including a hiking component. Market this product through the travel trade as well as direct to consumers through your own website and special interest publications.

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EXHIBIT 3
ASSESSMENT OF THE COMPETITION

Competitor's Name, Business Description, Years in Operation	Products, Key Features & Prices	Product Strengths (describe)	Product Weaknesses (describe)	Reputation (Hi, Med, Low)	Quality of Operation (Hi, Med, Low)	Quality of Marketing	Competitive Ranking (HML)
MY PROJECT							

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EXHIBIT 9

ADVANTAGES AND DISADVANTAGES OF DIFFERENT TYPES OF ADVERTISING

TYPE	ADVANTAGES	DISADVANTAGES
PRINT MEDIA		
Newspapers	<ul style="list-style-type: none"> reaches more people than other print media considered to be a good source of info. on travel facilities and services can be placed at short notice relatively low cost wide selection of editorial, so messages can sometimes go in special sections printed daily or weekly - can hit the market with frequency provides an opportunity to be creative offers an opportunity to use coupons 	<ul style="list-style-type: none"> large readership, but only a small number of readers will have an interest in any one product has a short lifespan - often read in a hurry quality of reproduction is poor pages are large, so small ads get lost
Magazines	<ul style="list-style-type: none"> more selective readership than newspapers much longer lifespan than newspapers higher reproduction quality than newspapers 	<ul style="list-style-type: none"> long lead times and inflexible closing dates. You have to plan far in advance low market penetration rates - therefore higher costs circulation seldom tailored to geographic markets
Guides e.g. travel guides, directories, etc.	<ul style="list-style-type: none"> highly targeted - may have a low number of readers but they are interested in the subject listings are sometimes free 	<ul style="list-style-type: none"> normally long lead times space may be limited

EXHIBIT 9 continued

ADVANTAGES AND DISADVANTAGES OF DIFFERENT TYPES OF ADVERTISING

TYPE	ADVANTAGES	DISADVANTAGES
INTERNET MARKETING		
Website	<ul style="list-style-type: none"> Extensive reach Affordable Customizable for different audiences Can be kept current day to day Can assist in building a database of prospects Can be linked to a booking engine 	<ul style="list-style-type: none"> Having people finding it on the Internet is challenge
Database e-marketing	<ul style="list-style-type: none"> Better quality of prospects, resulting in higher conversion rate Very affordable Very customizable Easy response 	<ul style="list-style-type: none"> Now requires the permission of the prospect

EXHIBIT 9 continued

ADVANTAGES AND DISADVANTAGES OF DIFFERENT TYPES OF ADVERTISING

TYPE	ADVANTAGES	DISADVANTAGES
DIRECT MAIL		
A good mailing list is key - you can buy one, build your own from current and past customers, use phone directories, association lists, etc.	<ul style="list-style-type: none"> highly targeted - if you have refined lists, then you can be sure only potential customers receive your mailing extremely flexible you can reach people at home or at the office you can personalize your message you can measure effectiveness and organize on short notice 	<ul style="list-style-type: none"> relatively costly postal service can be unreliable usually a low response rate - frequently only 1% - 2%
OUTDOOR ADVERTISING		
Includes effective signage, mall poster displays, transit advertising.	<ul style="list-style-type: none"> geographic flexibility message is there 24 hours per day particularly effective in reinforcing other types of advertising and in attracting pass-through or transient customers can provide directions to your business as well relatively long life-span 	<ul style="list-style-type: none"> availability of outdoor locations is limited cannot be targeted to any segments other than geographic ones can communicate only a limited amount of information works best for firms with well-established reputations

Ethics and guidelines

Canada's Code of Ethics & Guidelines for Sustainable Tourism

The Canadian Tourism Industry Vision

Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

The Canadian Tourism Industry Mission

Canada's tourism industry will deliver world-class cultural and leisure experiences year round, while preserving and sharing Canada's clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.

The Tourism Industry Association of Canada and Parks Canada Definition of Sustainable Tourism

Sustainable tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

Ethics

The Canadian tourism industry is guided by the values of *respect*, *integrity* and *empathy* in designing, delivering and marketing sustainable tourism products, facilities and services.

Ends

A sustainable tourism industry that:

- Promotes sensitive appreciation and enjoyment of Canada's natural and cultural heritage, contemporary landscapes, cultures and communities.
- Balances economic objectives with safeguarding and enhancing the ecological, cultural and social integrity of Canada's heritage.
- Shares responsibility by being a full participant and contributor to the economic, environmental and cultural sustainability of the destinations and assets it utilizes.

Benefits

The tourism industry recognizes that fostering sustainable tourism practices addresses its *triple bottom line* of economic, environmental and social performance.

Travellers benefit from:

- Access to high-quality products and services that support positive experiences and respect socio-cultural and environmental sustainability;
- Access to opportunities that support a variety of service interests, recreational interests, skill sets and income levels; and
- Opportunities, now and in the future, to experience natural, cultural and social environments that have retained their integrity.

Tourism providers benefit from:

- Lower costs through more efficient use of resources and the reduction of waste;
- Sound planning and management of new and existing tourism opportunities, which leads to increased business certainty over the long term; and
- Canada's improved global competitive position through heightened recognition as a world leader in the implementation of sustainable tourism practices.

Host communities benefit from:

- Positive contributions to their natural, social and cultural environments and economic well-being;
- Respect for their rights and values; and
- Full participation in the decisions which affect the development of their community as a tourism destination.

Guidelines

We regard Sustainable Tourism as a guiding concept for the sound management of Canada's tourism experiences. We will honour the following guidelines in balancing economic objectives with respect for the natural, cultural and social environments in which we work.

To this end, we will:

1. Protect Natural and Cultural Heritage Resources

Support and contribute to the protection, enhancement and restoration of the integrity of natural and cultural heritage resources and places; encourage the establishment of parks, sites and reserves; support legislation to ensure protection of historic places and resources; condemn wilful destruction of heritage resources; and work to enhance public awareness and involvement in the protection of heritage.

2. Promote Appreciation and Enjoyment

Enrich travel experiences, understanding and enjoyment by providing accurate information, engaging presentations and opportunities to connect with Canada's natural and cultural heritage; and foster support for the protection and sensitive use of heritage resources and places.

3. Respect and Involve Host Communities

Respect the rights and values of host and local communities, property owners and Aboriginal peoples; educate communities about the importance of tourism and provide them with a meaningful role in planning and decision-making for the design, development and delivery of tourism programs and services; and optimize the long-term economic, social, cultural and environmental benefits to the community.

4. Influence Expectations and Use

Influence traveller expectations through marketing, trip-planning materials and tourism activities which foster responsible use and enjoyment of our nature, culture and communities; and support leading-edge services and facilities that respect heritage resources and places while achieving economic goals.

5. Minimize Impacts

Limit the negative impacts of tourism on the natural and cultural environment through the responsible use of resources, effective waste management and minimizing of pollution; limit activities, services and facilities to levels that do not threaten the integrity of heritage resources or systems while continuing to support economic goals and traveller access; and seek innovative solutions to mitigate or avoid undesirable environmental, social and cultural impacts.

6. Raise Awareness

Conduct research to expand the knowledge base upon which sound sustainable tourism decisions depend; share the knowledge through education programs, staff training and scholarships; and recognize excellence and best practices through awards and accreditation programs.

7. Work Together

Advance sustainable tourism by working with governments, communities, stakeholders, travellers and other industries to agree upon common goals, contribute to co-ordinated and co-operative actions, exchange information, technologies and solutions, and develop shared plans.

8. Contribute Globally

Show leadership in sustainable tourism by honouring international commitments; participate in international policy development and initiatives; contribute to the building of capability on a world scale; and share best practices and technologies with other countries.

Do you want to start a business in adventure tourism?

EXHIBIT III-1

SUGGESTED TABLE OF CONTENTS FOR A BUSINESS PLAN, SUITABLE FOR A PRESENTATION FOR FINANCING

Executive Summary:

- Very brief description of the business, the concept proposed, and the capital budget
- An outline of proposed financing
- Summary of revenue and cash flow projections

Background:

- Industry/general tourism trends
- History of the company, date of commencement
- Form of business (partnership, etc.)
- Names of the principals, their involvement, and investment

Business Concept:

- The development concept
- Its unique selling propositions and competitive advantages
- The product mix/product features
- Target markets
- Location and site description
- Proposed assets and capital budget
- Purchase price
- Project phasing

Proposed Financing:

- Equity
- Debt
- Working capital
- Security available

Management:

- Organizational structure
- Biographies of principals and key management

EXHIBIT III-1 cont'd

SUGGESTED TABLE OF CONTENTS FOR A BUSINESS PLAN, SUITABLE FOR A PRESENTATION FOR FINANCING

Markets and Projected Demand:

- Summary of results of market research and analysis
- Comparable information
- Competitive analysis
- Market trends
- Demand projections

Marketing:

- Pre-opening activities/opening promotions
- Summary of the consumer marketing plan
- Summary of the travel trade and group marketing plan
- Marketing partnerships
- Pricing
- Planned market tracking and research

Operations Plan:

- Staffing and training plan
- Business systems
- Other operational issues

Three to Five Year Operating Projections:

- Revenues
- Operating Costs
- Profits
- Debt service
- Asset additions
- Net cash flow

Initial Balance Sheet:

- Assets
- Liabilities
- Equity



World Tourism Organization

UNWTO

Global Report on Adventure Tourism

AM Reports: Volume nine

Affiliate Members Report published by UNWTO and the
Adventure Travel Trade Association



ADVENTURE TRAVEL
TRADE ASSOCIATION

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ACTIVITY	TYPE
Archeological expedition	Soft
Attending local festival/fairs	Other
Backpacking	Soft
Birdwatching	Soft
Camping	Soft
Canoering	Soft
Caving	Hard
Climbing (mountain/rock/ice)	Hard
Cruise	Other
Cultural activities	Other
Eco-tourism	Soft
Educational programs	Soft
Environmentally sustainable activities	Soft
Fishing/fly-fishing	Soft
Getting to know the locals	Other
Hiking	Soft
Horseback riding	Soft
Hunting	Soft
Kayaking/sea/whitewater	Soft
Learning a new language	Other
Orienteering	Soft
Rafting	Soft
Research expeditions	Soft
Safaris	Soft
Sailing	Soft
Scuba Diving	Soft
Snorkeling	Soft
Skiing/snowboarding	Soft
Surfing	Soft
Trekking	Hard
Walking tours	Other
Visiting friends/family	Other
Visiting historical sites	Other
Volunteer Tourism	Soft

"Tourism can only prosper if it engages local populations by contributing to social values such as participation, education and local governance"

Taleb Rifai, UNWTO Secretary General, World Tourism Day 2014

"The challenge is for the tourism sector to use its best efforts to reduce the negative impacts of tourism, while safeguarding and/or enhancing local environments, biodiversity, and culture. "

Adventure tour operators can play a key role in contributing to a sustainable vision for the sector through their selection of service providers, vendors, the activities they promote, and the facilities they choose to utilize."

'Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them'.

Article 5.1, Global Code of Ethics for Tourism



4 The Potential Benefits of Adventure Tourism to Local Economies, Communities and the Environment



Sector Challenges, Opportunities and Initiatives

"Stakeholders must work cooperatively and strive to provide authentic and meaningful experiences to tourists that satisfy commercial objectives while also maintaining the integrity of the cultures, sites, land, and wildlife."

Recommendations & Opportunities for the Future

1	ESTABLISH A POLICY AND PROCEDURES against sexual exploitation of children	4	PROVIDE INFORMATION TO TRAVELERS on children's rights, the prevention of sexual exploitation of children and how to report suspected cases
2	TRAIN EMPLOYEES in children's rights, the prevention of sexual exploitation and how to report suspected cases	5	SUPPORT, COLLABORATE & ENGAGE STAKEHOLDERS in the prevention of sexual exploitation of children
3	INCLUDE A CLAUSE IN CONTRACTS throughout the value chain stating a common reputation and zero tolerance policy of sexual exploitation of children	6	REPORT ANNUALLY on your implementation of The Code

Review

- AS TO THE PARTICIPANTS

- Older adventure tourists
- Young
- Family
- Women
- Singles

- AS TO ACTIVITIES AND PRODUCTS

- Extreme adventure

- Activities and technology

- Prestigious adventure

- Adventure without physical danger

- Also increase in the future

- Research on adventure tourism

- **Case studies**

**THANK YOU
FOR YOUR ATTENTION!**