

## What is adventure tourism and why is it more sustainable?

## Link to the article:

https://www.enicbcmed.eu/medusa-whats-adventure-tourism-and-why-it-more-sustainable

This article, developed within the framework of the MEDUSA project, explores how adventure tourism can be a more sustainable way to travel. It defines adventure tourism as one that combines at least two of the following three elements: physical activity, connection with nature, and immersive cultural experience.

It highlights that this type of tourism is usually carried out in rural or remote areas, which contributes to local economic development and the diversification of economic activities. Moreover, since it relies on natural and cultural resources, it also promotes their conservation and appreciation.

The article also notes that adventure tourism tends to be **less seasonal**, which helps distribute tourist flows more evenly throughout the year. Likewise, it emphasizes the importance of **local community involvement** in the management and operation of tourism activities, ensuring that **economic benefits remain in the region**.

In conclusion, when properly managed, adventure tourism can be an effective tool to promote sustainable development, while preserving the environment and strengthening local communities.





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people.

If you want to know make about the adventure tourism industry and opportunities to develop it under MEX.VA project, then keep an eye to our activity and do not miss out.

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