

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**.

