

Prospects for nature-based tourism: identifying trends with commercial potential

Link to the article :

<https://www.tandfonline.com/doi/full/10.1080/14724049.2023.2178444>

This academic article explores **emerging trends in nature-based tourism**, using expert interviews and global case studies. It aims to show how this segment can support both **sustainable economic development** and **biodiversity conservation**.

Demand for nature experiences has increased, especially after COVID-19, due to growing interest in open spaces, fewer crowds, and environmental awareness. This shift has led to the rise of **lesser-known destinations**, which presents new opportunities but also requires careful planning.

Key trends include the **digitalization of tourism experiences** (e.g., apps, augmented reality), **community-based tourism**, and the use of **sustainability indicators** in planning. Eco-certifications are also gaining influence in travelers' decision-making.

However, the article warns that **uncontrolled growth** in nature tourism could result in **environmental damage, community conflicts, and infrastructure strain**. To address these risks, the authors recommend **strong local governance, visitor limits, and diversifying activities** to reduce pressure.

In summary, the article concludes that **nature-based tourism**, when well-managed, offers a valuable path to align **tourism growth with sustainability goals**, benefiting both people and the planet.