



# AMERICAN INDIAN TOURISM CONFERENCE

## BUILDING REMOTE, SUSTAINABLE, ADVENTURE TOURISM

Christina Beckmann  
September 19, 2018



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TRADE ASSOCIATION



# ABOUT CHRISTINA BECKMANN

- From Alaska
- Currently based in San Francisco and spend time in Santa Fe
- Background in management consulting: business strategy, market research and business process design
- Working on adventure tourism as a means of economic development since 2004
- Currently focused on adventure tourism impacts: human, economic, environmental



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# AGENDA

- 1. Overview of global adventure industry and benefits of working with the adventure travel trade**
- 1. Snapshot of the adventure traveler: experience seekers**
- 1. Examples of tribal communities who have had success with adventure travel**



# ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA)

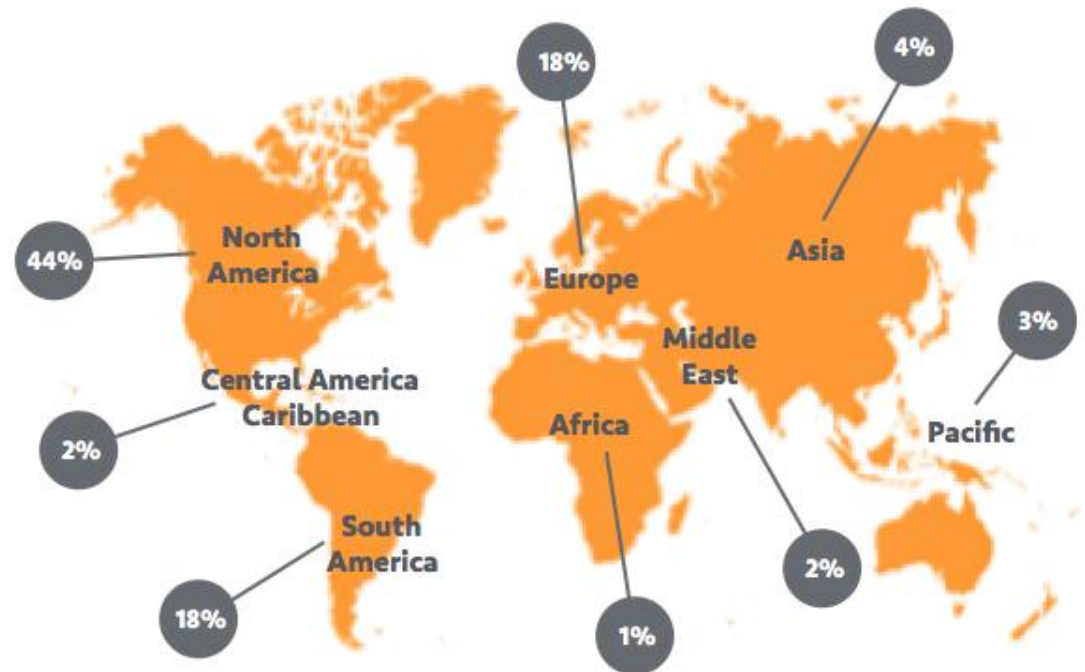
Established in 1990, the Adventure Travel Trade Association serves over 1400 members in 100+ countries worldwide.

Members include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism.

## WHO OUR MEMBERS ARE



## WHERE ARE OUR MEMBERS



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TOYO UNIVERSITY | SEPTEMBER 2018



# ATTA & ATTA 360 WHAT WE DO

A circular graphic with a red border and two curved arrows forming a loop. The background image shows two people in winter gear standing on a rocky shore, looking out at a body of water under a sunset sky.

**EVENTS**

A circular graphic with a red border and two curved arrows forming a loop. The background image shows a woman with blonde hair, wearing a blue and white striped shirt, writing in a notebook with a pen.

**EDUCATION**

**Through our  
association and  
services we  
support  
destinations and  
tour operators in  
building tourism  
wisely.**

A circular graphic with a red border and two curved arrows forming a loop. The background image shows a close-up of a line graph with multiple data series plotted on a grid.

**RESEARCH**

A circular graphic with a red border and two curved arrows forming a loop. The background image shows a group of six people in winter clothing standing in a snowy, mountainous landscape. They are holding a white sign that has the ATTA logo and the text "360" on it.

**TRADE  
CONNECTIONS**

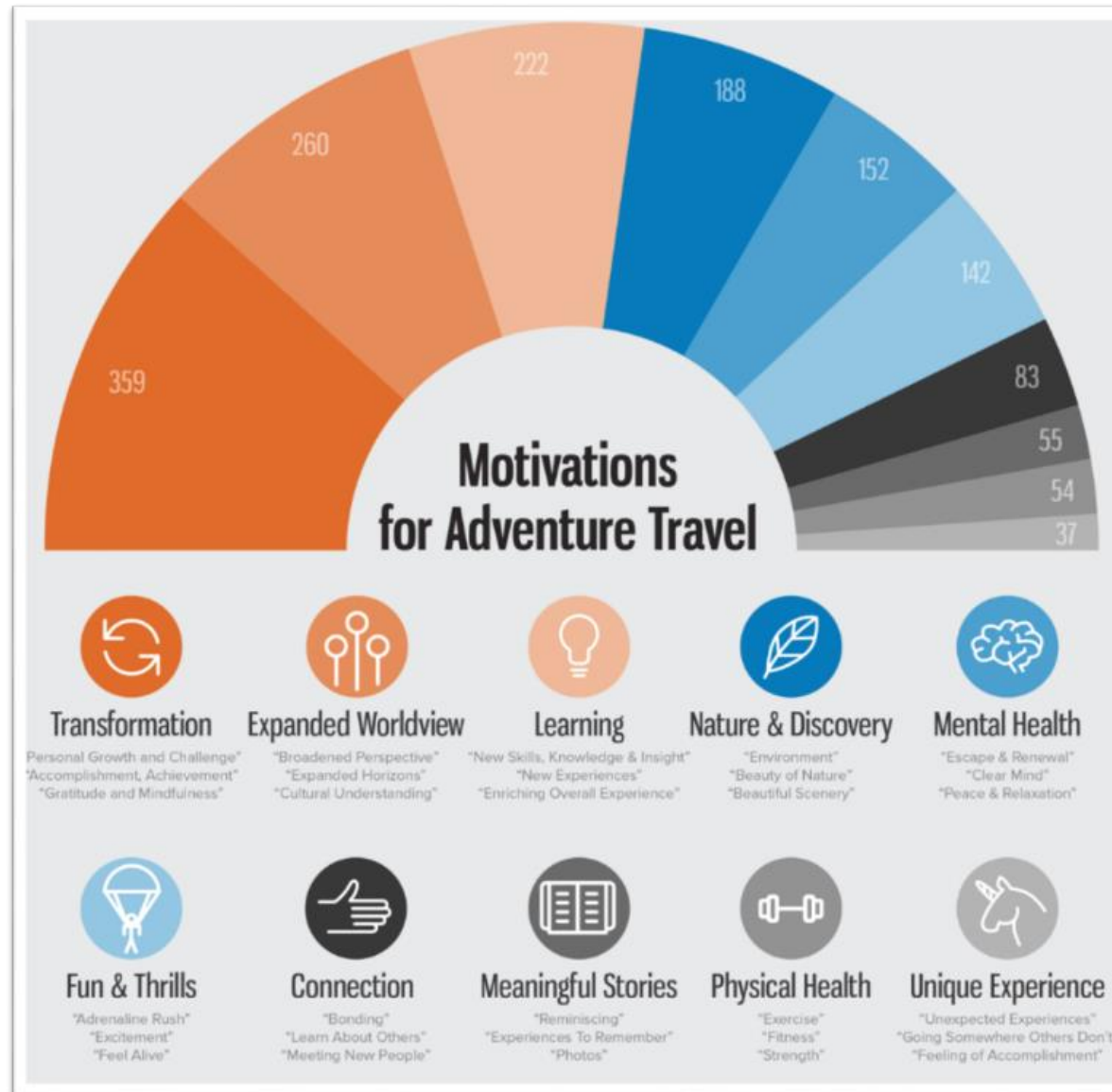
# SNAPSHOT OF ADVENTURE TRAVELERS: EXPERIENCE SEEKERS



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# TRANSFORMATIONAL TRAVEL

## THE SEARCH FOR MEANING



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# APPLYING TRAVELER MOTIVATIONS IN PRODUCT DESIGN



**Share your  
experience**

**Tell your story**



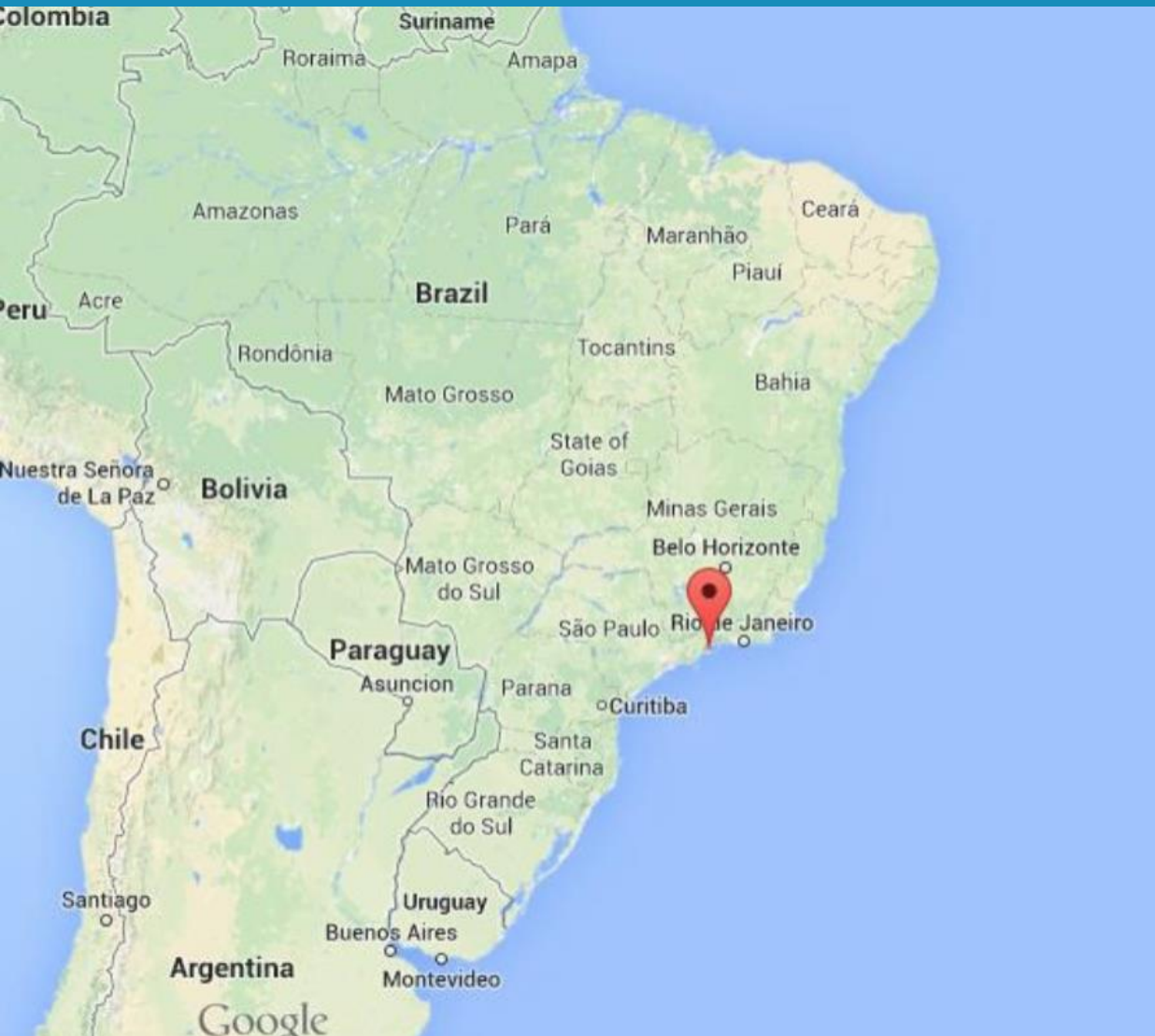


# COMMUNITIES THAT HAVE HAD SUCCESS IN ADVENTURE TRAVEL



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# QUILOMBO DO CAMPINHO COMMUNITY: PARATY RIO STATE, BRAZIL



- Eastern coast of Brazil close to Rio de Janeiro
- Originated in 1800s
- Post-slavery until 1970s this was a subsistence community
- Rio Santos Highway re-introduced them to wider civilization
- Regular battle to maintain their claim to the land



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# QUILOMBO DO CAMPINHO: HOW TOURISM DEVELOPED



Community members established an association

Networked now with other communities

Gov't supported start-up:

- infrastructure
- organization

Results:

- Sales of handicrafts are strong
- Successful restaurant
- Tourism revenues applied to schools and housing

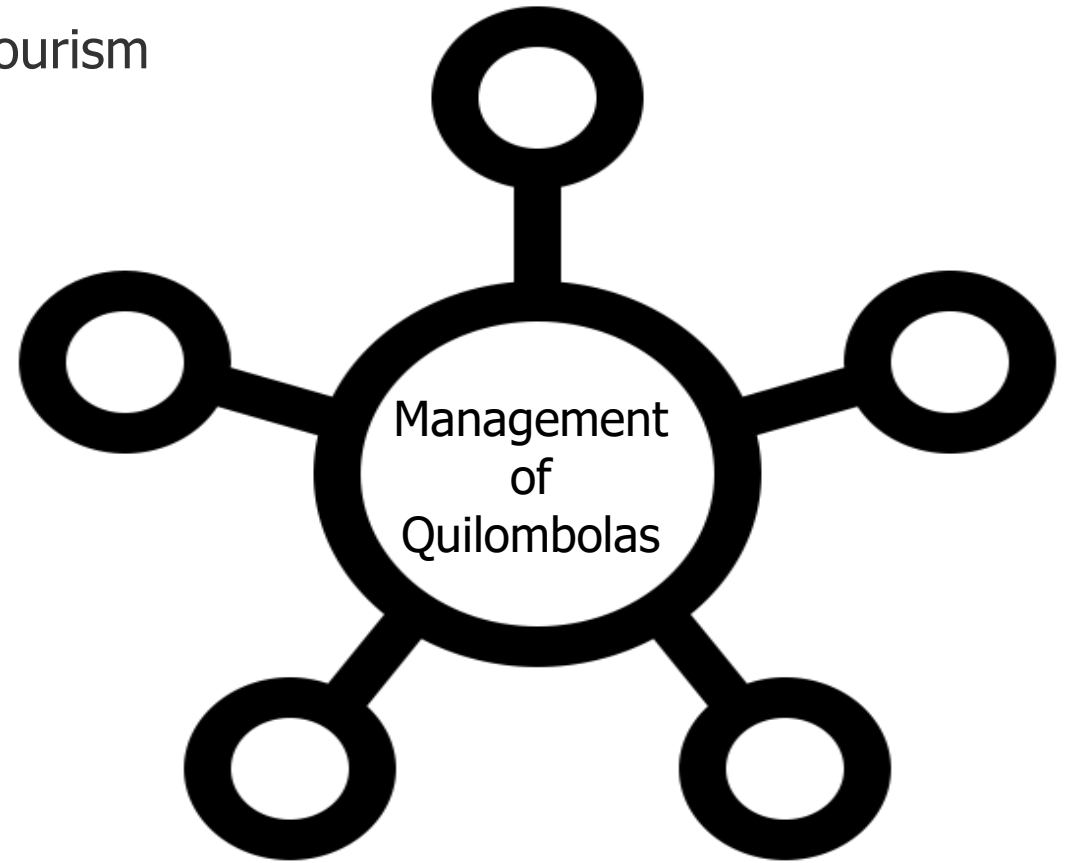


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# QUILOMBO DO CAMPINHO: HOW THEY DEVELOPED, *continued*

Developed Community-Based Ethnic Tourism  
Roadmap to coordinate activities and  
development

- Crafts
- Seedling nursery
- Traditional orchards
- Jongo (traditional dance)
- Restaurant
- Basketwork shops





# QUILOMBO DO CAMPINHO: KEY CHALLENGES

"From 2001 onwards, we can already see a consolidation. Ten years ago, tourism was not believed here. Today this is a reality.

It is common to receive crowded buses and vans with students from colleges in Rio de Janeiro and São Paulo.

There is a lot of curiosity around our culture and, at the same time, there is still much ignorance."



# QHAPAQ ÑAN ROAD: PERU

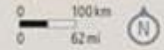


Expedition route:

- Ingapirca - Aypate
- Aypate - Huamachuco
- Huamachuco - Pumpu (Ondores)
- Pumpu (Ondores) - Vilcashuamán
- Vilcashuamán - Cusco

- Qhapaq Ñan
- Inca administrative center
- Country boundary
- Departmental boundary
- Country capital
- Departmental capital

Elaborado por Kinross.ge



Source: International Council on Monuments and Sites



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# QHAPAQ ■ AN: HOW IT EVOLVED

**Private sector  
+**

**Communities  
Key factors:**

- Quality of the Inca Highway
- Local community interest
- Access and infrastructure for guests



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# QHAPAQ AN: HOW IT EVOLVED

## Impact of the awareness campaign

## Impacto de la campaña de sensibilización

**2,800**

kilometers walked  
kilómetros recorridos

**130**

days walked  
días caminados

**100,000**

locals who witnessed  
the expedition in passing  
lugareños que presenciaron  
la expedición de paso

**1,000,000**

engagements with the expedition  
on facebook  
de vistas de la expedición  
en Facebook

**500**

population centers  
centros poblados

**10,000**

locals we engaged with  
in conversation  
personas con las que  
conversamos



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# QHAPAQ ÑAN: ECONOMIC BENEFITS



## Economic impact projection for 5 day commercial trip:

- Trip price: \$3500 per person
- 2x a month, 2 – 4 people
- 80% of this spent with local partners and in the villages themselves



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# QHAPAQ AN: COMMUNITY ENGAGEMENT Aguaymiro



## Key factors:

- Understand what the community wants
- Managing expectations and understanding of 'tourism'
- Consistent engagement is a significant challenge



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# QHAPAQ AN: COMMUNITY ENGAGEMENT Aguaymiro



## Employment policies

- Local people fulfill key staff roles with SA Expeditions
- Provide credibility for tourism in early stages with local partners
  - act as ambassadors
- Education flows two ways





# QHAPAQ ■ AN – KEY CHALLENGES

- **Field encroachment**
- **Engaging DMO support for promotion**
- **Engaging industry**



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# UM QUAIS, JORDAN



- Far northwest of Jordan
- Golan Heights, Mt Hermon and Sea of Galilee



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# BEIT AL BARAKA – WHAT IT IS

**Bed and breakfast guest house = hub of community development**



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# BEIT AL BARAKA – HOW IT EVOLVED

- Two years in development
- Public and private sector funding
- Extensive community outreach and engagement



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# BEIT AL BARAKA – HOW IT EVOLVED



- Relationship building
- Door to door outreach to engage the community and gain support
- Established of 5 distinct activity-based businesses
  - cooking classes
  - basket weaving
  - beekeeping
  - biking
  - mobile campsite



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# BEIT AL BARAKA – HOW IT EVOLVED

- 900 hours of training
- Baraka provides connection to trade + marketing to travelers



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# BEIT AL BARAKA – RESULTS



- Contributes income to 70 local people
- 1500 guests in 2017 getting to know Um Quais, with at least 1 night stay



# BEIT AL BARAKA – RESULTS

## Galsoum's Kitchen:

- 800 guests since 2016
- Cooking classes
- Home meals for guests

## Benefits to Galsoum's family:

- Purchased a car
- Purchased a cell phone
- Paying for her daughter's college fees
- Family made first vacation to Aljoun, a local tourist destination in N. Jordan



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# BEIT AL BARAKA – KEY CHALLENGES

- Establishing Trust
- “Finding the middle ground between respecting local culture and working with tourists”
- Socializing the concept for local people with no exposure to tourism



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# SUMMARY

## Three different examples:

- Community first example: Brazil's Quilombo
- Activity product first example: SA Adventures + Peru's Qhapaq Nan Trail Asset + Aguaymiro community
- Accommodations product first example: Baraka Destinations + Jordan's Um Quais community

## Common themes:

- Realistic expectations around time to development are needed
- Have a focal point for community engagement on tourism such as an association or other champion, could be private sector





# THANK YOU!

FOR MORE INFORMATION

Christina Beckmann: [christina@adventure.travel](mailto:christina@adventure.travel); 415-494-1025



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