BUILDING REMOTE, SUSTAINABLE, ADVENTURE TOURISM

Christina Beckmann
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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
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
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.
Through our association and services we support destinations and tour operators in building tourism wisely.
SNAPSHOT OF ADVENTURE TRAVELERS: EXPERIENCE SEEKERS
TRANSFORMATIONAL TRAVEL
THE SEARCH FOR MEANING

Motivations for Adventure Travel

- Transformation
  - Personal Growth and Challenge
  - Accomplishment, Achievement
  - Gratitude and Mindfulness

- Expanded Worldview
  - Broadened Perspective
  - Expanded Horizons
  - Cultural Understanding

- Learning
  - New Skills, Knowledge & Insight
  - New Experiences
  - Enriching Overall Experience

- Nature & Discovery
  - Environment
  - Beauty of Nature
  - Beautiful Scenery

- Mental Health
  - Escape & Renewal
  - Clear Mind
  - Peace & Relaxation

- Fun & Thrills
  - Adrenaline Rush
  - Excitement
  - Feel Alive

- Connection
  - Bonding
  - Learn About Others
  - Meeting New People

- Meaningful Stories
  - Reminiscing
  - Experiences To Remember
  - Photos

- Physical Health
  - Exercise
  - Fitness
  - Strength

- Unique Experience
  - Unexpected Experiences
  - Going Somewhere Others Don't
  - Feeling of Accomplishment
APPLYING TRAVELER MOTIVATIONS IN PRODUCT DESIGN

Tell your story

Share your experience
COMMUNITIES THAT HAVE HAD SUCCESS IN ADVENTURE TRAVEL
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 reintroduced them to wider civilization
- Regular battle to maintain their claim to the land
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
Developed Community-Based Ethnic Tourism Roadmap to coordinate activities and development

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

Management of Quilombolas
“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.”
Private sector + Communities

Key factors:
- Quality of the Inca Highway
- Local community interest
- Access and infrastructure for guests
Impact of the awareness campaign

2,800 kilometers walked
130 days walked
100,000 locals who witnessed the expedition in passing
1,000,000 engagements with the expedition on Facebook
500 population centers
10,000 locals we engaged with in conversation

QHAPAQ MAN: HOW IT EVOLVED
**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**
QHAPAQ ÑAN: COMMUNITY ENGAGEMENT Aguaymiro

Key factors:
- Understand what the community wants
- Managing expectations and understanding of ‘tourism’
- Consistent engagement is a significant challenge
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
UM QUAIS, JORDAN

- Far northwest of Jordan
- Golan Heights, Mt Hermon and Sea of Galilee
BEIT AL BARAKA – WHAT IT IS

Bed and breakfast guest house = hub of community development
BEIT AL BARAKA – HOW IT EVOLVED

- Two years in development
- Public and private sector funding
- Extensive community outreach and engagement
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
BEIT AL BARAKA – HOW IT EVOLVED

- 900 hours of training
- Baraka provides connection to trade + marketing to travelers
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
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
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
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; 415-494-1025