

Adventure

IS OUT THERE

CON'S
ANDARD
MAP OF
WORLD
R'S PROJECTION
BACON, F.R.G.S.

CLIMATE ZONES		
Arctic	Temperate	Tropical
Arctic	Temperate	Tropical
Arctic	Temperate	Tropical



Global Adventure Travel Trends

With its fast global acceptance, adventure tourism is evolving into a mainstream travel option. This session examines the latest **adventure travel innovations** while touching upon **responsible management** approaches to **maintain the sustainability** of the **natural resources** which are the bread and butter of this tourism sector.



Where do I come from?



Who am I?





**Scottish Highlands,
September 2015**



**Guilin China,
October 2015**



**South Island, New Zealand
November 2015**



**Legazpi, Albay, Philippines
November 2015**



ADVENTURE

ATACAMA DESERT EXPLORATION

Hiking and mountain biking across barren salt flats, visiting rims of huge volcanoes and horseback rides through the desert or up the dunes of Death Valley.



SELF-GUIDED WALKING TOUR, JULIAN ALPS

Slovenia

Walking from Friuli, Italy, to Lake Bled, Slovenia, across the Julian Alps on a 14-night self-guided tour



AROUND BURMA BY BIKE

Exploring Burma on a 14-day supported cycle tour



CITIZEN SCIENCE EXPEDITION, PERUVIAN AMAZON

Joining a team of citizen scientists studying cats, primates and other flagship species on a seven-day expedition in the Amazon rainforest



FINNISH WILDERNESS WEEK

Immersing in the silent snow-covered forests of Oulanka and Riisitunturi National Parks in Arctic Finland on a seven-night stay at Basecamp Oulanka, a self-sustained complex of wooden cabins in Arctic Finland. Dogsledding, snowshoeing, snowmobile safaris, ice-climbing, downhill skiing, and learning wilderness skills like fire-making and igloo building



VOLCANIC WONDERS OF ICELAND

Witnessing one of nature's most spectacular events, a live volcanic eruption at Bardarbunga in the Icelandic highlands. Viewing from the air and the land.



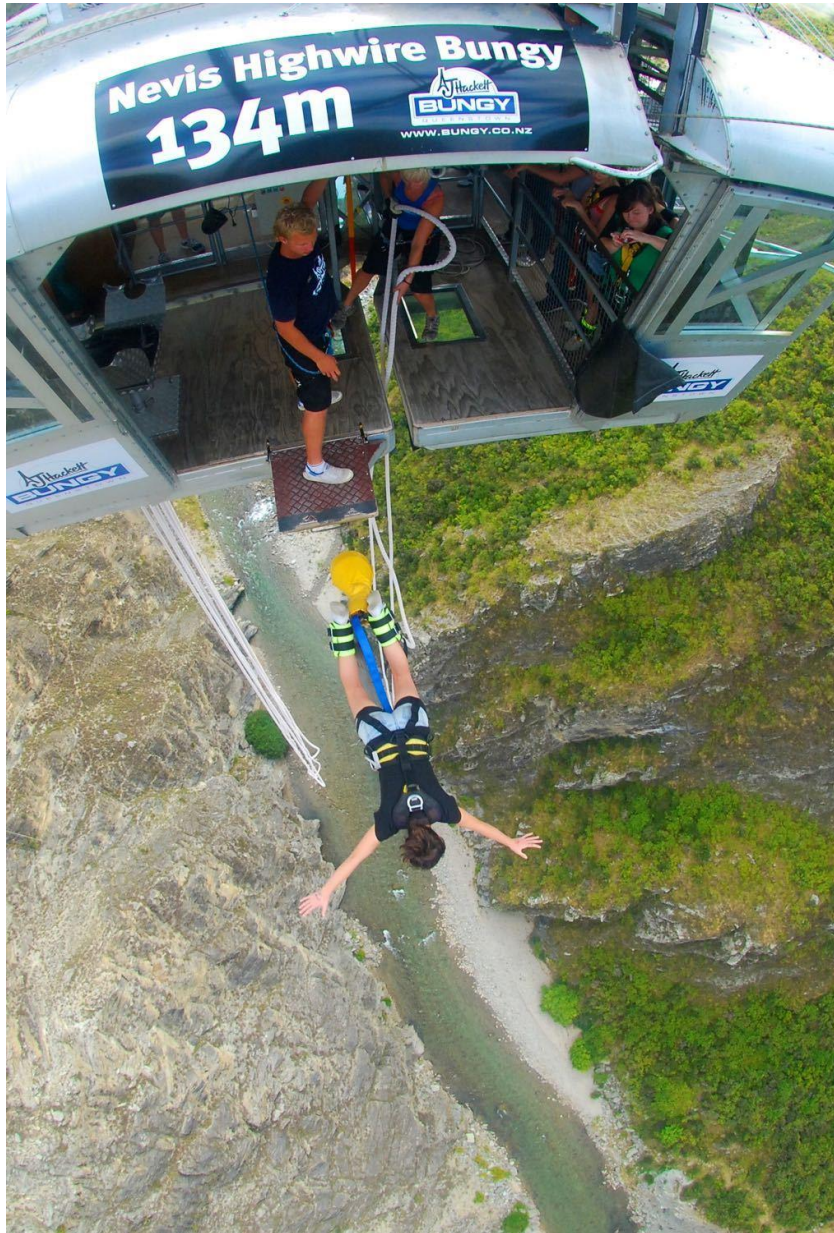
A famous activity innovation – origins in New Zealand

The screenshot displays the website for AJ Hackett Bungy New Zealand. At the top, there is a navigation menu with links for **ACTIVITIES**, **SAFETY**, **PHOTOS & VIDEOS**, **GROUPS**, **CORPORATE**, and **ABOUT US**. Below this are three main buttons: **BOOK NOW!**, **HOT DEALS/COMBOS**, and **GIFT VOUCHERS**. A **CONTACT US** button is also present, with the phone number **CALL 0800 BUNGY JUMP (0800 286 4958)**. The website features a map of New Zealand with several locations highlighted: **QUEENSTOWN**, **KAWARAU**, **THE LEDGE**, **THE NEVIS**, **AUCKLAND**, and **AUCKLAND BRIDGE**. A search bar is located on the right side of the navigation area.

The main content area is titled **QUEENSTOWN ACTIVITIES - THE NEVIS**. The text reads: "If you're hungry for the most daring of adrenalin fuelled **Queenstown activities** then the Nevis is for you. As if the spectacular **Nevis Bungy** wasn't enough, dangling on a high wire cable 134 metres over the valley floor, the site is also home to the **World's Biggest Swing**, which will propel you through the gorge in a 300 metre arc." Below this, it says: "When you're ready to tackle the most extreme **Queenstown activities** on offer, and visit an adventure playground like no other, the Nevis will be waiting for you..."

A large photograph shows a person jumping from a high platform over a valley. To the right of the main content is a Facebook widget for **AJ Hackett Bungy**, which has **33,771 likes** and a **Like Page** button. Below the widget, it says "Be the first of your friends to li" and shows a row of profile pictures.

How do they manage sustainability issues?
What type of terrain do they operate in?



The next innovation

http://www.bungy.co.nz/the-nevis/the-nevis-swing

Nevis Swing – The World's ...

File Edit View Favorites Tools Help

Google Scholar RefME Free Reference Ge... Freedom Home - Business School L... Moodle - Edinburgh Napi... myNapier Home Outlook Web App Home Edinburgh Napier ... Google Calendar Google

ACTIVITIES SAFETY PHOTOS & VIDEOS GROUPS CORPORATE ABOUT US

UK DE FR ES BR


AJ Hackett
BUNGY
NEW ZEALAND

BOOK NOW! **HOT DEALS/COMBOS** **GIFT VOUCHERS**

CONTACT US
CALL 0800 BUNGY JUMP
(0800 286 4958)

QUEENSTOWN **KAWARAU** THE LEDGE THE NEVIS AUCKLAND AUCKLAND BRIDGE

search...



NEVIS SWING
WORLD'S BRIGHTEST SWING


Adult \$195.00 (NZD)
Tandem \$175.00pp (NZD)

Book Nevis Swing Now

Order Gift Vouchers Online

Location Map

Crew Insights



8:34 p.m.
25/11/2015



The World's Biggest Swing

- 300 metre Arc
- 75m freefall
- 120m rope length
- 160m above the river
- Swing options: Forwards, Backwards, Tandem, truck'n trailer, 69, back2back, Honeymoon & much more.





It's all about great ideas and excellent engineering





**So that's some
innovation....**

sus.tain'abil'i.ty:

n., the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs.



I'll tell you a story.....



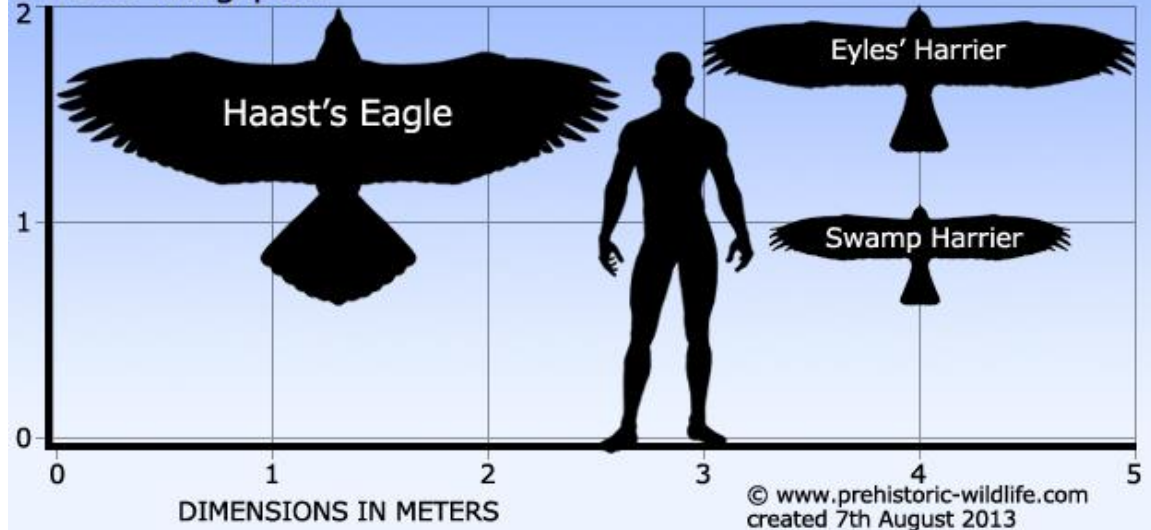
NEW ZEALAND

Gigantism - Evolution

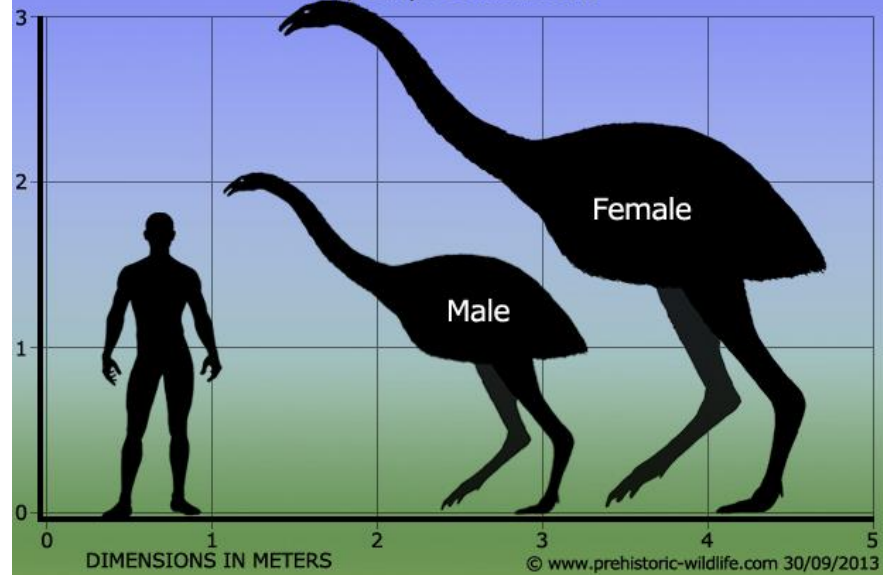


Perspective

Haast's Eagle and the Eyles' Harrier compared with a 1.8 meter tall person and the modern day Swamp Harrier. Note, the Haast's Eagle is sometimes considered to have been larger with a 3 meter wingspan.



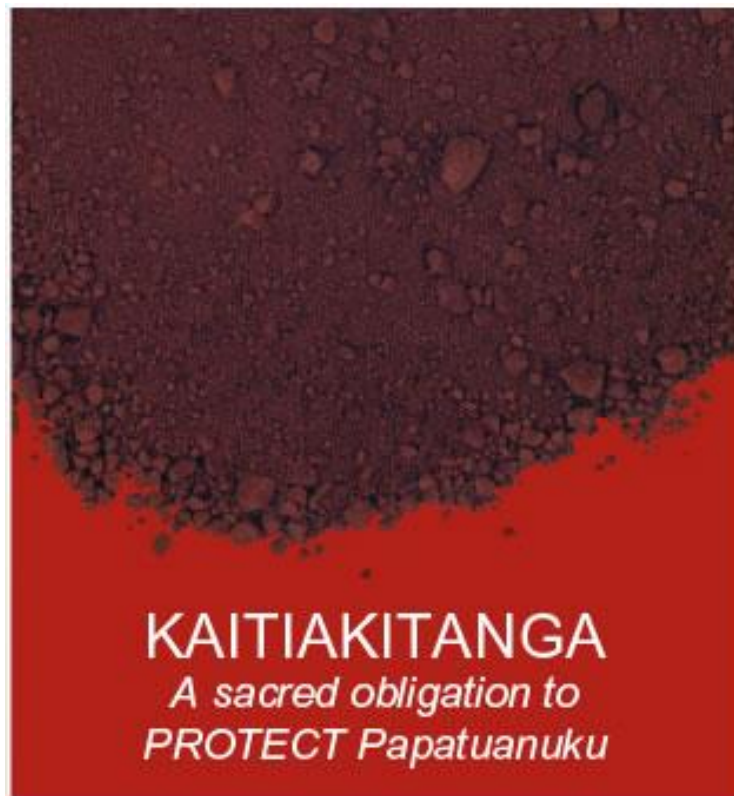
Large male and female *Dinornis* compared to a 1.8 meter tall person. *Note, these reconstructions are intended to give a more natural posture as opposed to stretching them out to their maximum potential heights like in very early reconstructions



Reality



THE WORD IN MAORI FOR HOSPITALITY,
KINDNESS, CARING & SHARING IS
MANAAKITANGA



In Māori tradition, Papatūānuku is the land.

She is a mother earth figure who gives birth to all things, including people. Trees, birds and people are born from the land, which then nourishes them.



Meet the Kakapo, a flightless Parrot



7 billion people on Earth
Fewer than 150 Kakapo



Time is Critical

A small town in New Zealand, Kaikoura







 NATIONAL
GEOGRAPHIC

Photograph by Brian Skerry

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Sustainability requires effort towards education

- Children, our future
 - Communities
 - Industry
 - Politicians & policy makers
-
- Embed this thinking into culture
 - Multi generational planning

Create Champions

Create change-makers



Governance and the Adventure Tourism sector



The future, the children

Air New Zealand partnership with Department of Conservation

