

SUSTAINABILITY & THE FUTURE OF OUR DESTINATIONS

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The
OUTDOOR
Journal & Voyage

ADVENTURE TRAVEL

One of the world's fastest growing industries: worth \$683 billion in 2018*

"the greatest voluntary transfer of wealth from rich to poor countries"

*Adventure Travel Trade Association (ATTA) 2018 Trends Report. Not including domestic and Asian outbound travel. The International Finance Corporation (IFC) estimates \$745 Billion.



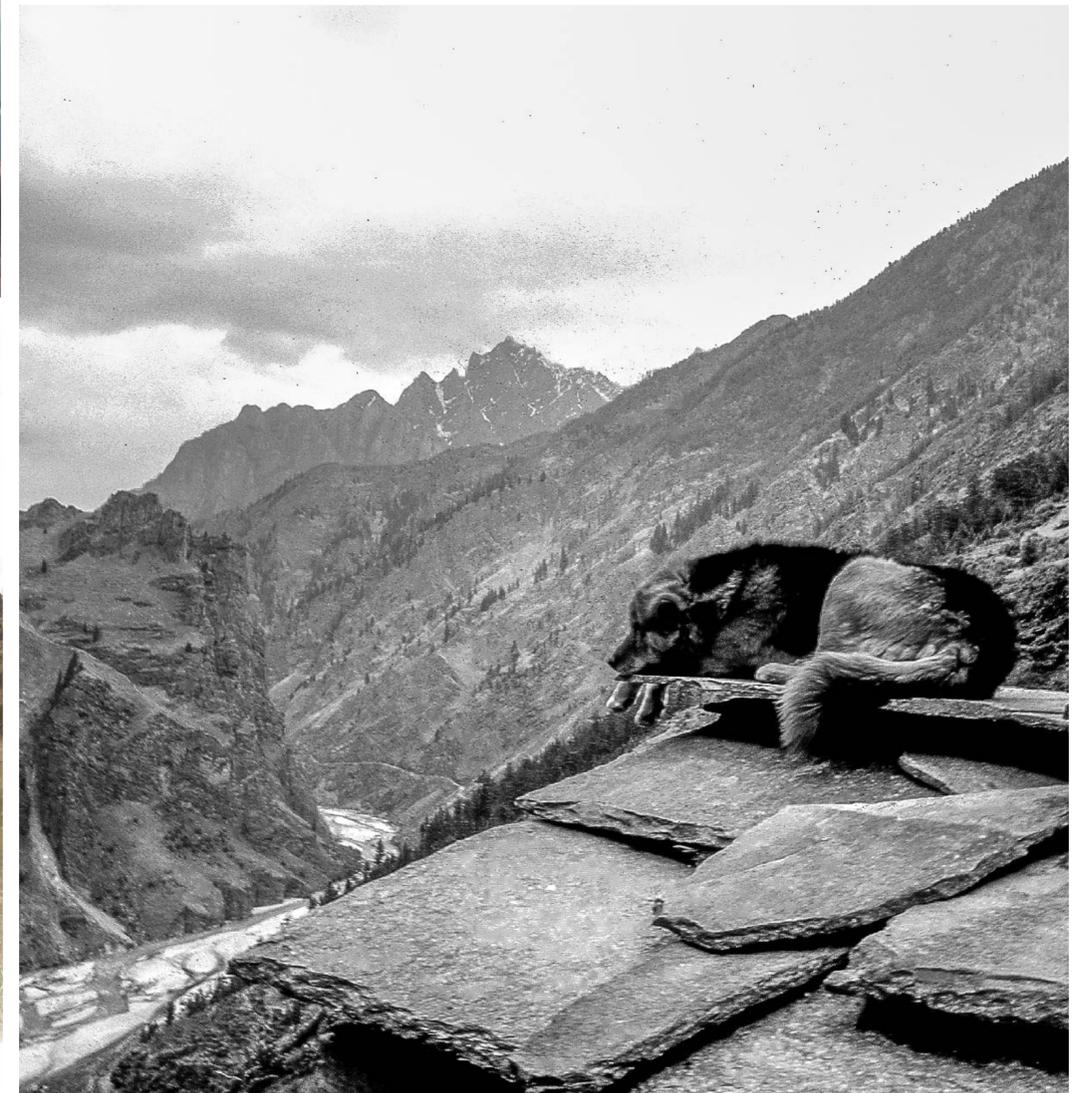
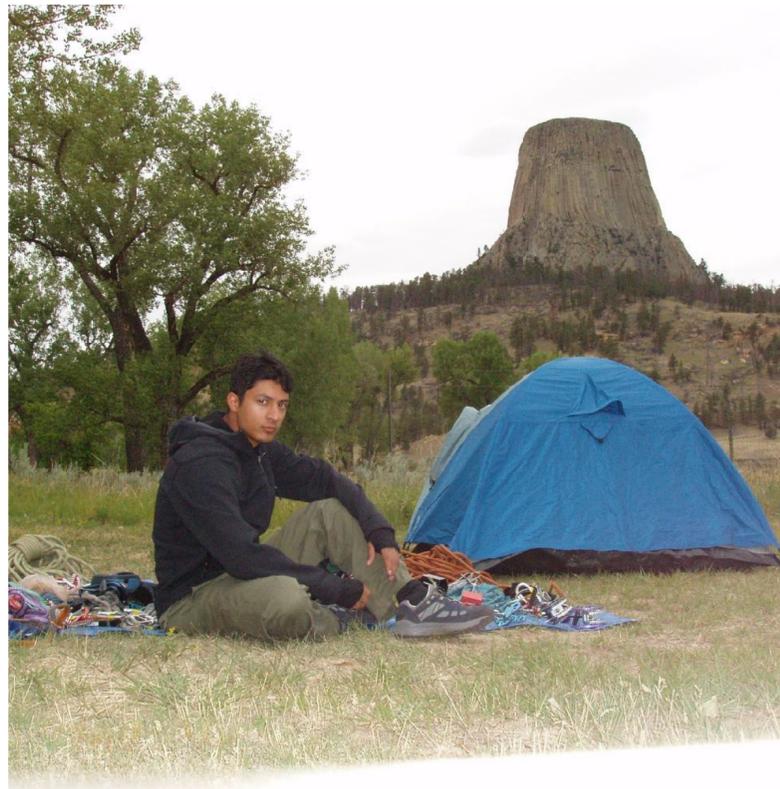


**BUT WHY
DO I DO THIS?**

MY JOURNEY

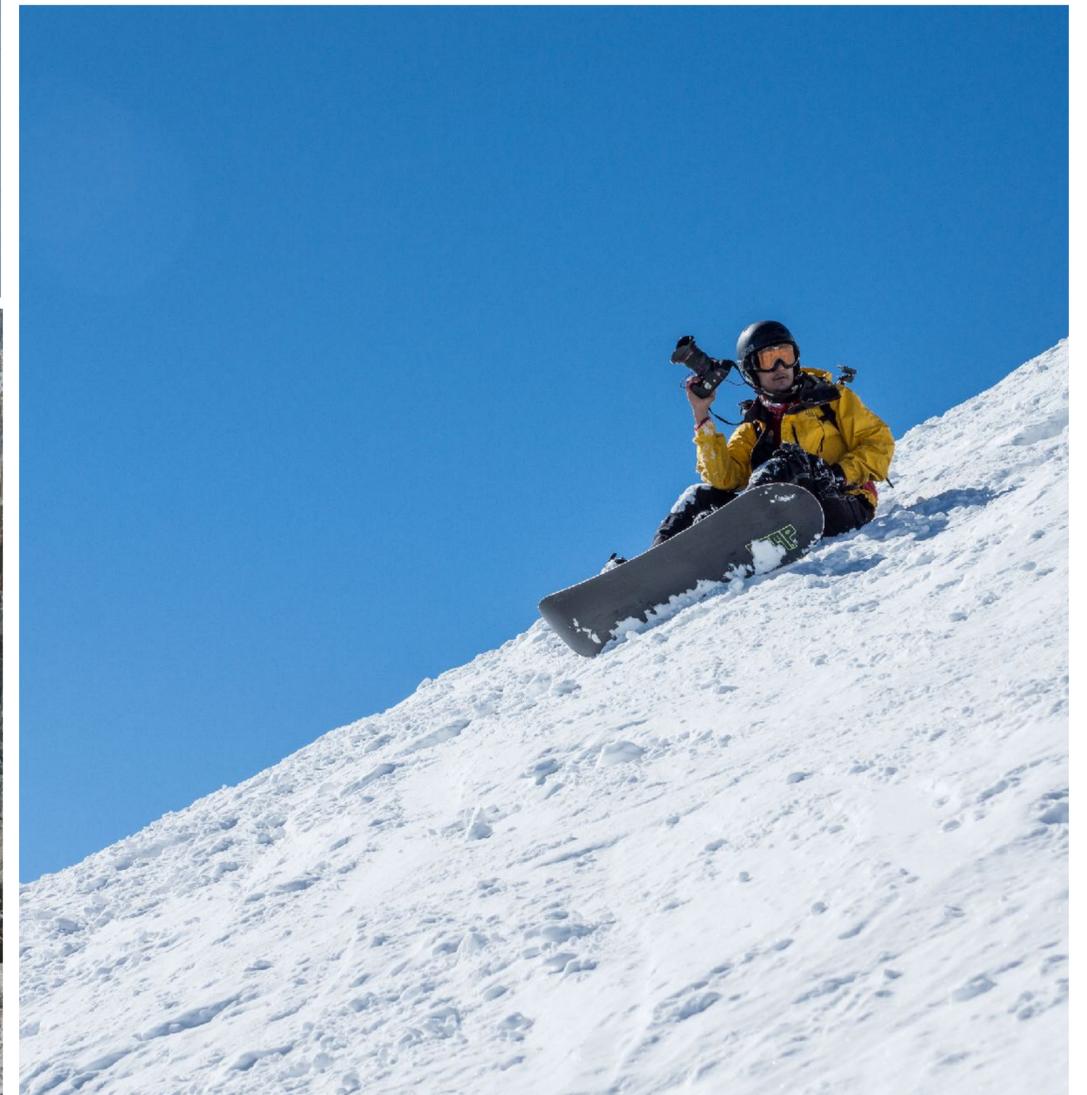
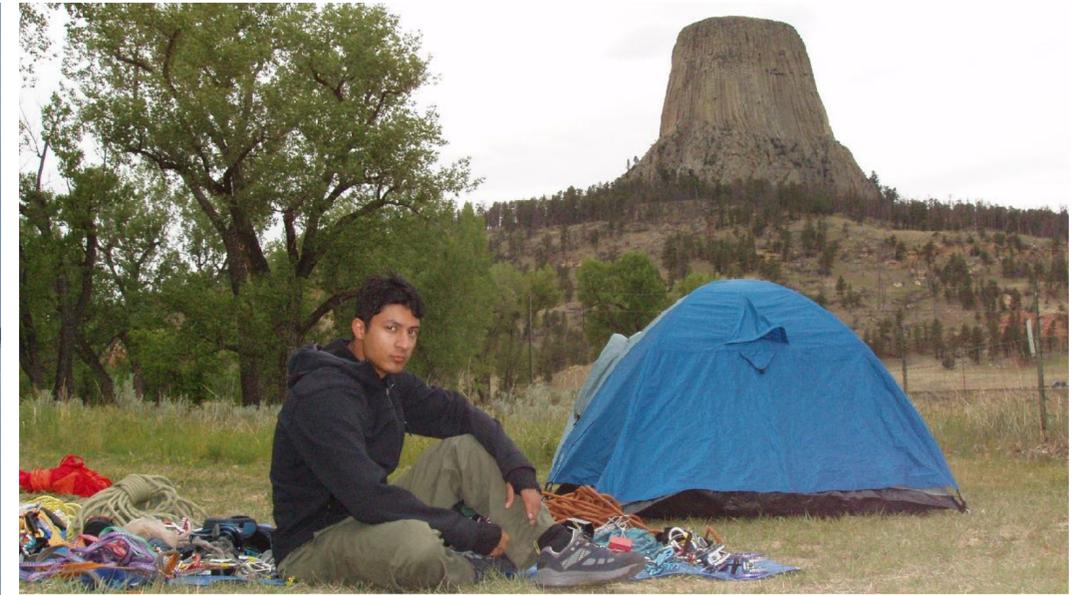
From
Nepal - Assam - Arunachal -
Uttarakhand...

North America - France &
The Alps, and always, the
Himalaya.



“We’re all
searching for the
Lost Edens of
our childhood”

– J.B. MacKinnon,
*The Once and Future World: Nature
As It Was, As It Is, As It Could Be*



"Adventure is a lifestyle"

Mike Horn,

Swiss / South African explorer,
adventurer, author & TV personality.



A RETURN TO ECOCENTRISM?

- Three philosophies: Anthropocentrism, Ecocentrism, Technocentrism
- India, deeply ecocentric; yet in modern times, uses anthropocentric policies.
- Return to roots: return to ecocentrism.

www.outdoorjournal.com



BLOG Jun 08, 2016

Human Lives Are Not More Important Than Animal Lives

Captain Paul Watson, environmental activist and founder of Sea Shepherd Conservation Society explains interdependence of species and why a biocentric approach is what the world needs.

WRITTEN BY

Paul Watson



A commentary by Captain Paul Watson

Is a human life worth more than a gorilla, a whale or any other species?

PURPOSE-DRIVEN ORGANIZATIONS

- Purpose
- Beliefs
- Character
- Greatest (Business) Challenge
- Impact Goals



OUR PURPOSE

"To be the leading and most trusted partner that educates, inspires and enables all peoples to experience, enjoy and protect wilderness"*

* "Peoples" meaning more than any one distinct ethnic group or nationality. We speak to all peoples of the world.

IMPACT GOALS: AN EXAMPLE

PROBLEM

1. Massive Global Destruction of Wilderness Areas
2. 'Bad Actors' see more economic gain than 'Good Actors' in developing regions.

IMPACT

1. Aid Money Flow to Developing Regions; sustainable adventure tourism as alternative development.
2. Promote Good Actors, Discourage Bad Actors via an objective, scalable, technology-enabled platform.

“The condition of man is already close to satiety and arrogance, and there is danger of destruction of everything in existence.”

–Kalyana to Onesicritus, 327 BC

POST-SUSTAINABILITY

- "Deep Adaptation Agenda" - *Prof. Jem Bendell*
- Resilience
- Relinquishment
- Restoration

RESTORATION

- Rewilding projects around the world
- Working with local communities
- Examples in Europe: 'Rewilding Europe' - network, funding and policy
- Examples in India: Snow Leopard Conservancy - grassroots community solution

STARTUPS, TECHNOLOGY & FINANCE

- Disruptive Vs. Incremental Change
- Startups: Conserve With Us, online platform helping companies and environmental nonprofits work together.
- Startup Accelerators: Booking Cares / Booster Program
- Impact Investors, Adaptation Finance, Public and Private Funds



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“What's the use of a fine house if you haven't got
a tolerable planet to put it on?”

–Henry David Thoreau

अतुल्य भारत
Incredible India



PATA ADVENTURE TRAVEL AND RESPONSIBLE TOURISM CONFERENCE AND MART 2019



February 13-15 | Ganga Resort GMVN, Rishikesh, Uttarakhand, India

'Rejuvenate Your Soul Through Travel'

QUESTIONS?