

ITB Berlin 2006

**Experience Adventure –
Sustainable travel products from developing countries**

Organized by:

FH Eberswalde (University of Applied Sciences)
in cooperation with Latin America World

March 8, 12:00-17:00 hrs.
Hall 4.1, Central stage

Sustainable tourism put into practice is the opening theme at this year's Experience Adventure show at the ITB. A variety of travel products from three continents will be presented which are not only exciting, but environmentally friendly and respectful of local cultures as well. A panel of development experts and tour operators will discuss what challenges have to be met in order to create such products and what their impacts are.

Adventure travel is a fascinating and growing niche market. Developing countries in particular offer what is needed for this type of nature-based tourism: pristine wilderness areas, breathtaking sceneries, rare animals and plants. Meeting the people who live in these landscapes is yet another kind of adventure. Getting to know the traditional lifestyles of rural communities in developing countries can be a unique and rewarding experience. On the other hand, intrepid travellers often venture into environments which are extremely fragile, both ecologically and culturally. Therefore, great care is needed to avoid negative impacts on people and the environment.

Development organizations such as the German *Gesellschaft für technische Zusammenarbeit* (GTZ), the German Development Service (DED) and the Netherlands Development Organization (SNV), often in cooperation with private tour operators (such as *Studiosus* and *forum anders reisen*), have been increasingly engaged in helping to create and support ecotourism and community-based tourism projects around the world. However, in order to be viable, such projects have to be economically sustainable as well. That has not always been the case, but with growing experience in this field, things are getting better. To demonstrate this, five successful organizations from Vietnam, Laos, Rwanda, Tanzania and the Dominican Republic will present their exciting travel products at Experience Adventure. Finally, the Rainforest Alliance from Costa Rica will propose ways how sustainability in adventure tourism can be measured and certified.

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