

A person wearing a red helmet, white shirt, blue pants, and white gloves is rappelling down a red rope. They are positioned over a body of water, with a wooden platform visible in the lower right corner. The background is a dense green forest.

Adventure Tourism

October 2025

What do we know about the adventure sector so far?

- Outward Bound –Pioneers of adventure programmes since the 1940's.
 - Local education authorities (LEA) provision – post 1960's – response to personal and social development needs of school aged children
 - Around the same time - emergence of other funding sources – charitable sector emerging from scouts and guides, YMCA, youth organisations – linked to youth work and alternative provisions – P&S Development
 - Private companies recognizing the value in adventure 'holidays' or activity camps in the 80's and 90's, just as cheap air travel becomes available – now an international market.
 - Increased popularity in schools looking for centres = competitive market for school residentials for private and charitable sector in the 90's, pre-regulation (AALA)
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Adventure travel and tourism

- Second half of 20th Century – people becoming increasingly time poor but cash rich
 - Travel and escapism – antithesis to 'normal' life.
 - Outdoor spaces once the every day for the working class increasingly a space for the middle and upper classes for 'rejuvenation' and hedonistic pleasure
 - Travel cheap and the concept of adventure attractive and easy to advertise through increasing media. Selling Risk!
 - European economy starts moving from a service economy to an experience economy (e.g food and drink sector)
 - Dichotomy of 'Adventure Tourism', adventure being unpredictable and involving risk, yet provided in a formulaic and predictable, safe fashion.
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A promotional image for Kernow Coasteering. The background is a bright blue sky with a rocky coastline on the right. Two people are visible: one is rappelling down a rock face, and another is standing on the edge. The text 'KERNOW COASTEERING' is prominently displayed in the center-left, with 'LIFE ON THE EDGE' in smaller text below it. A white seagull is flying near the text.

KERNOW COASTEERING

LIFE ON THE EDGE

Man Made Adventure



Approx 60 climbing walls

Over 20 High Ropes Courses

5 artificial ski slopes

1 artificial white water
centre



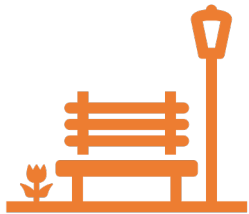
1 artificial surf wave now
closed



Is there any
reason for
'real' risk
anymore?



Emerging Trend: Is recreation the new education?



Outdoor Recreation – do we need to be there at all?

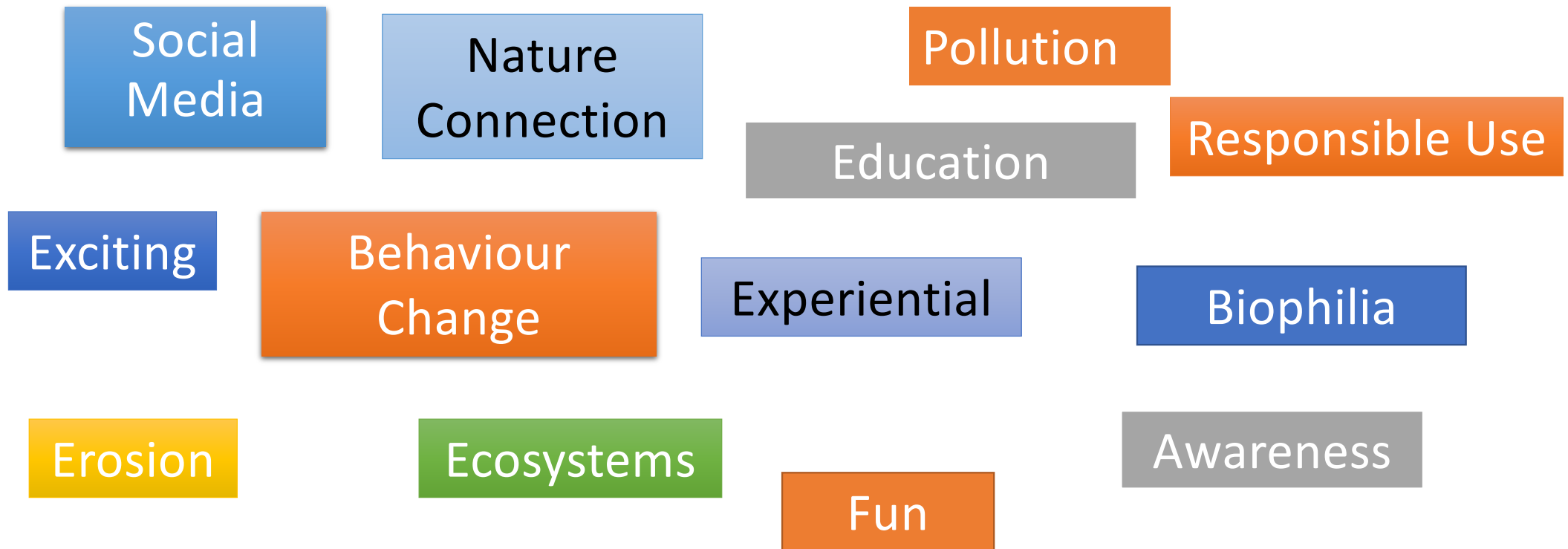


Who regulates equipment hire/sale?



SUP incidents – call for safety notices in shop

How does OA fit with sustainability











Climate Change – Key Facts

- **Global Impacts:** Climate change is a global phenomenon with widespread effects, impacting economies, agriculture, water resources, and human societies around the world.
- **Human Health Risks:** Climate change poses risks to human health through heat-related illnesses, the spread of infectious diseases, and increased frequency of extreme weather events.
- **Melting Ice and Glaciers:** The Arctic, Antarctic, and many glaciers worldwide are experiencing accelerated melting, contributing to rising sea levels and altering ecosystems.
- **Impacts on Ecosystems:** Climate change affects ecosystems and biodiversity, leading to shifts in the distribution of species, disruptions in ecosystems, and threats to various plant and animal species.
- According to the UK Government's [UK Climate Change Risk Assessment 2017](#), sea levels in the UK are rising by approximately 3mm a year.

Environment versus Adventure!

- Travel/micro adventures
- Care for natural environment needs inspiration?
- Peoples attitudes – can we change them in reality
- Does adventure commodify the natural world?





TYF Adventure – Case study for next week

TYF are committed to using the power of play and learning through authentic adventure to reconnect people to each other, our environment, and the importance of personal wellbeing.