

# NATURE TOURISM - A BOOMING NICHE



According to research, nature tourism emerged thanks to the growing concern of institutions and a portion of the society, for protecting the environment.

Nature tourism has been given many meanings. However, experts define the segment as alternative tourism, **keeping a close relationship with nature while traveling and committing visitors to enjoy, respect and, above all, participate in the protection of natural resources.**

Having said that, nature tourism can be divided into the following types:

## Ecotourism

In this type of tourism, travelers seek to reach areas that have been little altered by man. The main objective is to appreciate nature and promote its conservation.

## Rural tourism

In rural tourism, tourists decide to be part of a rural community to learn about its social and cultural expressions, customs and food. In short, their daily life.

## Adventure tourism

This type of tourism includes getaways associated with nature activities such as climbing, mountaineering, and trekking, among others. The purpose is to enter into harmony with the environment without forgetting respect for the natural heritage.

## Blue tourism

This model of nature tourism is oriented to natural marine areas with extensive biodiversity and that allows activities such as scuba diving or whale, dolphin, coral, etc. sightings.

## Ornithological tourism

Ornithological tourism bases its itinerary on visiting protected areas, which are intended for bird watching.

## Fishing tourism

Finally, this type of nature tourism is ideal for fishing enthusiasts looking to travel to locations with different species of fish.

## The Importance of Nature Tourism

It is clear that the main objective of nature tourism is to develop conservation and environmental protection plans. This is why Nature Tourism is especially important as it represents a very valuable economic resource, not only for the natural areas but also for the different communities that inhabit that particular geographic space.

Likewise, nature tourism is a means to provide spaces of enormous value in terms of flora and fauna, tools for education and research, economic profitability for the inhabitants, growth opportunities for the host communities, new jobs, and more services and infrastructure.

### **What Are Nature Tourists Looking for?**

In order to know what nature tourists want, it is important to know the profile of the tourists who like nature tourism. Below is a brief description of each of them.

Adventurous visitor

This is the typical traveler who seeks to challenge nature through risky activities and sports.

Casual visitor

This type of visitor is concerned with carrying out a specific activity in the natural space, rather than getting to know it.

Camper

This tourist visits the area for a relatively long period of time to rest, relax or have a deeper contact with nature.

Passing visitor

Their purpose is to contemplate a landscape or something specific to the site. Therefore, their stay is very short.

### **Destinations**

**Nature is vast and can provide us with many different things and activities.** Some of the activities that you can do if you like to practice natural tourism, especially those related to adventure tourism, are:

**Mountain biking:** Bike tours in forests with steep trails and descents at speed.

**Rafting:** Descent in a raft through a river.

**Hiking:** Walks along ravines, roads and trails.

**Zip Line:** Moving from the top of a hill to another by hanging from a cable.

**Paragliding:** Gliding from a mountain or aircraft using a parachute.

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