

ALTERNATIVE TOURISM - DISCOVER MORE ABOUT YOUR DESTINATION



Alternative tourism offers an option to attract adventurers who seek to go beyond traditional travel, that is, to captivate that tourist who is inclined to have direct contact with nature, who is looking for a cultural exchange that leads to strengthening ties of friendship and that individual who is willing to learn and collaborate with initiatives related to the reduction of the negative impact that

humans cause to the environment.

To delve into the main characteristics of alternative tourism, we will rely on the different types of alternative tourism that exist **and that currently constitute the latest trends in tourism.**

Cultural Tourism

This term refers to the trips that are undertaken with the intention of interacting with other cultures and getting closer to their customs, folklore, religion, and traditions. Being one more in the 'family' is the goal of travelers fond of cultural tourism.

Agrotourism

The purpose of agrotourism is for tourists to connect with the countryside and everything that surrounds it. For this reason, their activities are focused on taking walks around a farm or the like and even doing small tasks on the land such as cultivating crops.

Rural Tourism

This relates to that kind of tourism that takes place in rural areas seeking to delve into the culture and identity of the host population, to achieve a positive exchange between the community and visitors.

Ecotourism

It has become a whole movement aimed at conserving the environment and worrying about the well-being of the local population. Basically, it is about making respectful visits to natural areas to enjoy, study and appreciate them. Ecotourism is one of the best examples of alternative tourism.

Adventure Trip

Adventure tourism is closely linked to sports tourism since adrenaline and challenges are the protagonists of both types of alternative tourism. All its recreational activities encourage the traveler to succeed in this challenge that has been imposed by nature.

The Importance of Alternative Tourism?

The great importance of alternative tourism is the respect for the environment and everything that makes it up. Its purpose is to promote and disseminate entertainment that can be developed within a community, either from the participation and connection of tourists with nature or the local

population and its cultural expressions, always under the slogan of safeguarding cultural, historical, and natural heritage.

Alternative tourism has been presented as an opportunity to allow tourists to take into consideration the economic, social, and environmental aspects of their destination. Their trips are no longer just focused on individual fun, but also on contributing to the care of natural resources.

Unlike mass tourism, alternative tourism reflects a more participatory model in which there is a cultural evolution of the human being at a social and individual level.

Alternative tourism is practised by small groups of tourists and its reason for being has to do with the enjoyment and rational use of nature. Natural areas, usually located within local communities, are part of the main destinations that are usually frequented in this type of tourism.

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