



Together for sustainable tourism

AUTHENTICITY IN TOURISM

A variety of experiences ensure that a destination becomes attractive and pleasing to travelers. Not only do they generate income and invest in the improvement of touristic resources, they also make it possible to publicize the natural and cultural heritage. Authenticity in tourism services can be seen through exciting and unique activities based on the environment and local traditions. Depending on your region and its peculiarities, we are going to give you examples of activities you can provide. We divided them into three categories.

THE TRAVELER'S EXPECTATIONS

-  Know the route to locations of interest and their code of conduct.
-  Gain new knowledge through guided tours or accessible information.
-  Can interact with local people during the activities provided.
-  Receive satisfactory services to have a pleasant and safe stay that stands out from others.
-  Experience unique and extraordinary adventures that make it possible for you to discover beautiful places and authentic cultures.

NATURAL ACTIVITIES



The traveller takes interest in exoticism, things he cannot find at home. He is trying to disconnect himself from the world to reconnect to the Earth. Activities developed must respect the environment and encourage its conservation and protection.

Viewing activities

-  Rowing boat tour on lakes, rivers...
-  Surveying flora, such as endemic flora, medicinal plants...
-  Visiting National parks, nature reserves, hiking trails...
-  Wildlife viewing, such as birds, primates, reptiles, insects...

Interaction activities

-  Planting of trees.
-  Agriculture or permaculture classes.



SPORTING ACTIVITIES



An environmentally and friendly sporting activity that is also considerate of the local population, should preferably be non-motorized. In addition, it is very important to consider the safety of customers.

Land-based activities

- 🏠 Mountaineering.
- 🏠 Skiing, skating.
- 🏠 Yoga, meditation.
- 🏠 Horseback riding, biking.
- 🏠 Team sports (volleyball, Soccer...).
- 🏠 "Bungee", paragliding, skydiving.
- 🏠 Walking (hiking, trekking, walks in the open air...).

Water activities

- 🏠 Navigation.
- 🏠 Swimming, beaches.
- 🏠 Surfing, kitesurfing, paddleboard.
- 🏠 Kayaking, rafting, abseiling.
- 🏠 Scuba diving and snorkeling.

CULTURAL ACTIVITIES



Opportunities for sharing and interacting with members of the local community are of a marked interest to travelers. They enable a better understanding and thus, greater respect for the community. They also promote the inclusion of women and young people and are a source of pride.

Interaction activities

- 🏠 Mazes, Treasure hunting.
- 🏠 Handicraft workshops (weaving, ceramics, gastronomy...).
- 🏠 Participating in daily tasks (agriculture, fisheries, community projects...).

Learning activities

- 🏠 Visiting heritage sites.
- 🏠 Visiting museums, libraries.
- 🏠 Visits to churches, temples and other religious places.
- 🏠 Agritourism track (coffee/cocoa routes, visiting farms...).
- 🏠 Visiting a local cooperative (with guide/partner who understands how it operates).



Socializing activities

- 🏠 Visiting the community and community center
- 🏠 Celebrations and events (carnivals and activities on public holidays...).
- 🏠 Presentation of local history, legends, traditions, knowledge...
- 🏠 Musical entertainment (dance workshop, traditional music display, karaoke...).

Do you want more ideas on offering responsible and sustainable activities? Visit www.villagemonde.com/amiwasi and you'll find training videos and documents to improve your practices.

START TODAY TO CHANGE THE WORLD, ONE STEP AT A TIME!

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