

# Adventure Tourism

## Introduction

Adventure tourism is an outdoor leisure activity that generally takes place in an unusual, exotic, remote or wilderness setting, sometimes involving some form of unconventional means of transportation and tending to be associated with low or high levels of physical activity. As the name suggests it entails an element of risk and can range from 'getting wet' to 'getting high' to 'getting faster'.

An Adventure Tourism business provider can arrange a single adventure or a combination of adventure pursuits for paying tourists.

When considering an Adventure Business it is probably more cost effective to concentrate on the aspects that you are good at and have a specialised interest in.

Unlike other tourism businesses an Adventure Tourism enterprise will rely heavily on the specialist interest, experience and skills. Therefore, the specialist understanding required for adventure activities, is a critical area of experience for a would-be adventure tourism entrepreneur.

## Products and Services

There are many types of 'niche' products and services that fall within the Adventure Tourism category from :

### Getting wet:

- Surfing
- Canoeing, touring, rental and expedition services
- Kite surfing
- Wakeboarding
- Scateboarding
- White-water rafting
- Caving
- Water-skiing
- Diving
- Windsurfing
- Kayaking

### Getting High:

- Flying
- Gliding
- Paragliding
- Ballooning
- Rock climbing
- High rope
- Micro lighting
- Zorbing

### Getting faster:

- Archery
- Karting
- Mountain biking and expeditions
- Paintballing
- Land boarding
- Rallying



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*This is one of a series of fact sheets on potential income generating activities.*

*All fact sheets are available in the Advisory Section of the Teagasc Website  
[www.teagasc.ie](http://www.teagasc.ie)*

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Teagasc Fact Sheets present a brief overview of a topic. Further detailed advice should always be sought from relevant sources.

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## Requirements

### 1. Protection:

Some adventure activities (for example quad bike racing) are, by their nature, dangerous and can cause injury, and even loss of life, to persons and damage to property. Any enterprise providing access to such activities must protect themselves against claims for loss or damage caused to persons who partake in the activities provided by the enterprise. While insurance costs may be high, return on investment may still be attractive. Health and safety requirements must be adhered to.

### 2. Training:

The first line of protection is to ensure that owners and staff are properly trained and equipped to provide supervision and guidance to participants in the activities, ensuring that equipment is in excellent condition at all times. Ensure that all participants are properly trained in the use of equipment and in the rules of the activity that they plan to engage in. The rules should be designed to make the activity as safe as possible.

### 3. Legal Requirements:

Before launching any adventure activity, find out what specific legal requirements pertaining to the sport or activity being pursued, must be complied with. This can be obtained from the relevant sport or activity coordinating body also check with your solicitor.

### 4. Insurance:

Consult a reputable insurer or broker on the exposure to risk and, in particular, ensure that adequate public liability is in place. Before hosting groups of visitors or planning a public event, check with an insurance agent about adequacy of liability coverage. Be guided by the insurer in how to structure ones business and ensure to minimize exposure to risk to the maximum extent.

### 5. Land use zoning:

Become familiar with all laws applicable to locating an office; licensing and registration; road transportation permits; public driving permits; regulations and by-laws. Consult with the local council and also a solicitor.

### 6. Grants:

There are several different avenues that may help with funding. LEADER gives capital grants for the development of tourism activities and facilities. They also give marketing grants, which can help promote an adventure tourist venture. Contact your local LEADER company for more information.

## Planning and Marketing your Adventure Tourism Enterprise

In depth market research should be carried out and a detailed business plan prepared before proceeding with such a venture. Your Local Regional Tourist Authority and Failte Ireland are only too willing to help you make the connection with the market place. Effective marketing is a key element in any business enterprise and is an ongoing process. Marketing can be as simple as word-of-mouth referral, or involve an intensive media campaign. Your marketing style and message must be directed to your identified audience. If providing quad bike racing activities for example, you could emphasise the experience of all weather cross-country driving fun. Network with other tourism and adventure providers such as clay pigeon shooting, rifle target shooting and archery to provide interesting packages for the tourist.

### Useful web-sites for more information

[www.sac.ac.uk](http://www.sac.ac.uk)

[www.headwater.com](http://www.headwater.com)

[www.itsadventuresouthwest.co.uk](http://www.itsadventuresouthwest.co.uk)

[www.failte-ireland.ie](http://www.failte-ireland.ie)

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