MERCURY

Adventure Tourism and Recreation Management

4 – 8 January 2027
Zanzibar (Tanzania)



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Ref: 15715_1065959 **Date:** 4 – 8 January 2027 **Location:** Zanzibar (Tanzania) **Fees:** 5300 Euro

Introduction:

Adventure tourism and recreation is an exciting field that blends the thrill of exploration with strategic planning to deliver unforgettable experiences. This Adventure Tourism and Recreation Management course introduces you to the dynamic world of adventure tourism management, covering key aspects such as adventure tourism definition, risk management in adventure tourism, and sustainable practices.

The Adventure Tourism and Recreation Management course will engage participants with adventure tourism in-depth and learn how to design and manage adventure travel experiences that cater to diverse interests. Ensure environmental and cultural stewardship while understanding how to effectively plan, promote, and manage adventure tourism businesses through practical case studies and industry insights.

This Adventure Tourism and Recreation Management course will prepare participants to lead this vibrant and rapidly evolving sector. They will integrate these topics with current adventure tourism facts and training methodologies and be equipped with a thorough understanding and practical skill set that will enable them to excel in adventure tourism and recreation management.

Targeted Groups:

- Adventure Tour Operators.
- Recreation Managers.
- Outdoor Activity Guides.
- Travel Planners.
- Environmental Conservationists.
- Tourism Marketing Specialists.
- Event Coordinators.
- Hospitality Professionals.
- Safety and Risk Management Experts.
- Community Development Planners.

Course Objectives:

At the end of this Adventure Tourism and Recreation Management course, participants will be able to:

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- Develop skills in designing and managing adventure tourism experiences.
- Understand and implement safety protocols and risk management strategies.
- Promote sustainable practices in adventure tourism and recreation.
- Learn techniques for effective marketing and customer engagement.
- Explore strategies for operational efficiency and logistics in adventure activities.
- Gain insights into regulatory compliance and industry standards.
- Enhance abilities in crisis management and emergency response.
- Assess and mitigate the environmental impacts of adventure tourism.
- Improve customer satisfaction through exceptional service delivery.
- Analyze case studies to apply theoretical knowledge in real-world scenarios.

Targeted Competencies:

By the end of this Adventure Tourism and Recreation Management training, participants competencies will:

- Risk Assessment and Management.
- Adventure Activity Planning.
- Safety Protocols and Procedures.
- Sustainable Tourism Practices.
- Customer Experience Enhancement.
- Strategic Marketing and Promotion.
- Environmental Impact Mitigation.
- Operational Management and Logistics.
- Regulatory Compliance.
- Crisis Management and Response.

Course Content:

Unit 1: The Essence of Adventure Tourism:

- Define adventure tourism and its key components.
- Explore various types of adventure activities and their appeal.
- Understand the market trends and growth in adventure tourism, including adventure tourism trends.
- Analyze the profile of adventure tourists and their expectations.
- Examine case studies of successful adventure tourism destinations to understand adventure tourism better.

Unit 2: Navigating Risk in Adventure Tourism:

- Learn risk assessment techniques for adventure activities.
- Develop safety plans and emergency response strategies.
- Implement safety protocols for different types of adventures.
- Train staff in first aid and emergency procedures.
- Review legal and insurance requirements for adventure tourism.

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Unit 3: Championing Sustainability in Adventure Tourism:

- Understand the principles of sustainable tourism.
- Implement strategies to minimize environmental impact.
- Promote conservation and responsible tourism practices.
- Engage local communities in sustainable tourism efforts.
- Evaluate the effectiveness of sustainability initiatives.

Unit 4: Marketing Adventures and Elevating Customer Experiences:

- Develop marketing strategies tailored to the unique needs of the adventure tourism business.
- Utilize digital marketing and social media effectively.
- Create compelling adventure tourism ideas for packages and promotions.
- Enhance customer service and experience management.
- Analyze customer feedback to improve offerings.

Unit 5: Strategic Operations and Logistics in Adventure Tourism:

- Planned and managed logistics for adventure tourism operations.
- Coordinate with vendors, guides, and other stakeholders.
- Manage resources and equipment for adventure activities.
- Implement efficient booking and reservation systems.
- Monitor and evaluate operational performance and efficiency.