



European Union
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The Use of Natural and Cultural Heritage for Adventure Tourism



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Portugal

Natural tourism in Portugal:

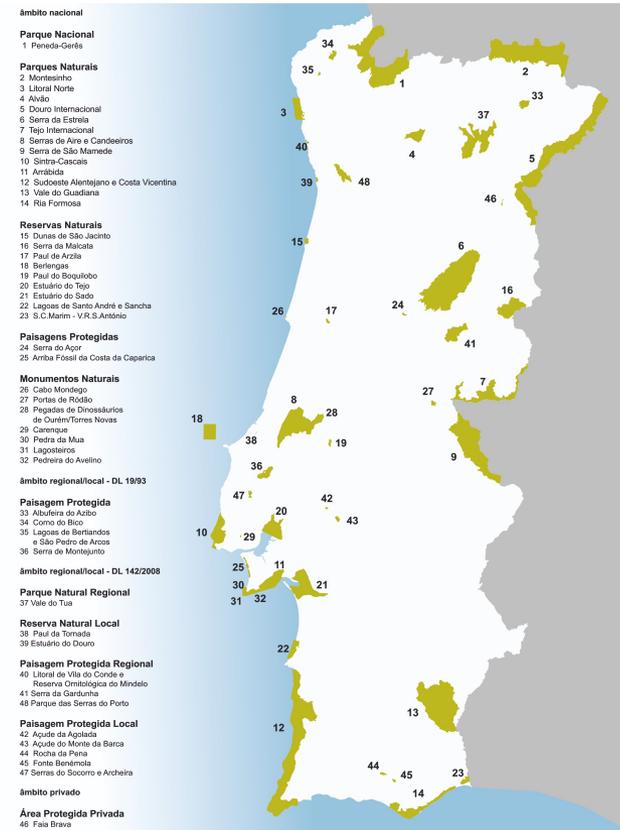
In Portugal, the **National Protected Areas Network (RNAP)** includes inland terrestrial and aquatic areas as well as marine areas where biodiversity or other natural occurrences have, due to their rarity, scientific, ecological, social or scenic value.

We highlight the following **types of protected areas**:

- National Park;
- Natural Park;
- Natural Reserve;
- Protected Landscape; and
- Natural Monument.

The **Natural Park of Serra de São Mamede** covers a total area of **56.000 hectares**, presenting a great geological diversity, being the vegetation cover marked mainly by oak, chestnut, cork and holm oak.

São Mamede **Peak**, with **1027 meters**, is the highest point.



Adventure tourism in Alto Alentejo region:

Along Serra de São Mamede, it is developed, totally or partially, adventure activities in spaces classified as Protected Areas or integrated in Natura 2000 Network, thus testifying its importance in terms of natural heritage, biodiversity and geodiversity.



Adventure activities:

- Sports and water sports activities;
- Biking;
- Ballooning;
- Trails;
- Rails;
- Orienteering internships.





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Bulgaria

Adventure tourism in Bulgaria:

Bulgaria has a variety of resources and appropriate natural and climatic conditions, providing potential for sustainable development and strategic positioning of our country as an attractive destination on the international tourism market in terms of services related to adventure tourism. This is one of the fastest growing sectors in the tourism industry in our country.

According to the Adventure Tourism Development Index, Bulgaria is ranked third among developing countries with the greatest potential for adventure tourism development.

There are specialized agencies and clubs for adventure tourism such as "Adventure Gusto", "Adventure BG" , etc.

Despite the various opportunities for adventure tourism, the virtual map of tourist sites and landmarks developed by the Official Tourism Portal of Bulgaria does not show any destination for adventure tourism in Bulgaria. Only a few caves are marked on it.



Adventure tourism in Bulgaria:

Bulgaria is rich with destinations for extreme adventures and includes activities such as water and river canoeing, rafting, yachting, underwater safari and underwater archeology, adventure, mountain and road cycling, horseback riding, survival programs, ballooning, mountain climbing, mountain hikes of varying difficulty, incl. hiking with skis, snowshoes or dog sleds, altitude tourism over 6000 m, snowboarding.

The lack of a state policy for the development of adventure tourism in Bulgaria is a major problem. Its promotion is carried out only at the company level and is missing as an accent in the national tourist offer. At the moment it is still poorly represented and is offered as individual tourism or in the form of specialized tourist packages for small groups of Bulgarian and foreign tourists.

The latest study of the adventure tourism market shows that 57% of adventure tourists in Bulgaria are men and 43% - women with an average age of 36 years



If you are looking for new adventures, if the sports occupy an important part of your daily life, if your vacation is related to movement, conquering high peaks and new territories, apparently you will find Bulgaria extremely attractive!



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Slovenia

The Use of Natural and Cultural Heritage for Adventure Tourism in Zasavje

Trbovlje Chimney

- repurposing of the chimney of the recently closed thermopower plant for adventure tourism

Miners' hiking trail

- newly established hiking trail that leads through areas, rich with cultural & natural heritage



The Use of Natural and Cultural Heritage for Adventure Tourism in Zasavje

Tourism in the coalmine tunnel

- Cultural events
- Vilenica
- Hi electronic music event
- Labour Film Festival
- Sports event Jamatlon
- Escape Mine – escape room



Mountain bike trail Cilenca

- in Zagorje ob Savi





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Spain

Situation of the Active tourism in Teruel

This type of tourism is living a sweet moment in the province, since in the last years, we have been motivating the implementation and improvement of a vast offer of activities to be developed in nature. However, as it has been said before, due to the pandemic, they have increased largely with an affluence of visitors to certain points in the province, ready to search rural destinations which are less crowded and ready to carry out such activities in nature.

Teruel is a province which offers tranquility in nature and adventure. As an example, we can focus on Albarracin Adventure, a park among trees with zip-lining and numerous activities to enjoy in real nature. The park, located in the outskirts of the village of Torres de Albarracin, received a large number of visitors last summer, especially families and groups of friends looking for a bit of adventure.

Examples

Since 2019, one of the main tourist adventure attractions in the province, has been Fuentespalda zip lining, with almost 2 km long and 200m high, which is proud to be the longest in Europe. Moreover, it is the only one in the world which is prepared for disabled people. The first year of its working has been interrupted by the unexpected events related to coronavirus, which made them close their facilities 6 months after opening.

Last March, 6,000 jumps had already taken place there. Despite Covid, this was also one of the claims for the high demand of tourists along the year talking about the area of Matarraña, where it is located, in order to experience the attraction personally.

Also, in the BTT centres located in the province, the affluence of users was higher during last summer; so, it is proved by the demanding quantity of rented bikes according to the data given for example by the county of Maestrazgo.



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Ireland

Adventure Tourism – Sperrin Mountains

Located in North West Northern Ireland along the border with the Republic of Ireland the Sperrins are the largest and least explored mountain range in Northern Ireland.

The Sperrins encompasses a largely mountainous area of 1181km² of great geological complexity with an abundance of natural heritage resources, such as lakes, rivers, valleys and forests. Project partners in RAMSAT are working to develop new tourism opportunities in this region.



Adventure Tourism – Sperrin Mountains

Currently we have opportunities for hiking, outdoor pursuits/tree trekking, canoeing, cycling, pony trekking & angling activity packages representing a strong product mix.

Tourism providers need more investment in infrastructure and support from policy makers to focus on adventure tourism to complement other ongoing tourism marketing initiatives.





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Romania



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SWOT ANALYSE
on Adventure
tourism

Best practice on
adventure tourism

ECO
DESTINATION
CERTIFICATION

CHANGE IN
POLICY
INSTRUMENT –
OPERATIONAL
PROGRAMME
POR





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Thank you!

Questions welcome



Project smedia