

Survival Tourism, a Fashionable Adventure

Wilderness survival internship and workshop is a rising trend with a lot of opportunities. But first of all, what is it? One of the definitions, and the one which interest us today, of survivalism is: “practicing of outdoor survival skills as a sport or hobby.” Which means going out into the nature with the strict minimum for multiple days. Gathering or even hunting your own food. Manage your food and water supply. Build a shelter to protect yourself from the weather. Those activities will lead yourself to acquire different skills like doing a fire, creating a shelter, food, energy and team management.

Those are the motivation of the 8000 survival fans who attended the first European summit of survivalism in Paris in 2018. But how did all this start? Well we all heard about those famous TV shows like Man VS Wild which features very famous people like Roger Federer. Those “influencer” who participated at those shows had quite an impact on the viewers. The other reason which is stated by the Observatoire Valaisan du Tourisme is that people want to change their philosophy about life, find another way to live which would be more based on sustainability and self-sufficiency. They also would like to return to a more minimalistic life and reconnect to nature, leave the horrible and noisy megacities.

The Observatoire Valaisan du Tourisme states that this new trend is for the moment a niche for the tourism industry and linked principally to other outdoor activities. However, this niche can have multiple benefits for the tourism in the region du Valais in Switzerland. It would promote the 4-season tourism which would bring more guests during the low or mid-season. If done correctly and not corrupted by the greed of money, it could also be a sustainable activity and make people aware about problematics like global warming and recycling.

So, are you convinced to leave your comfortable feather mattress for one made out of leaves or sticks? Are you ready to eat only as much as you'll be able to gather?