

## Thoughts about adventure, travel, tourism, experience and consumption

I feel some internal conflicts about these things. For example personally I feel like flying should be something special, and this would also be more sustainable. On the other hand flying is currently becoming more and more commonplace, also economically very attractive. How to balance this?

A part of this is adventure. When travel becomes a consumption, it loses its adventurous side.

Travelling is also good for the world; people get different perspectives, can become more tolerant and expand their minds. However, this applies mostly just to genuine travel, not really to tourism. Mass tourism especially can get destructive, rather than constructive. Here we also see the opposition between experience and consumption.

Capitalism seems to have a tendency to favour quantity over quality. We see it in the products we use: cheap and disposable. We don't pass down the things we use for generations anymore. Could the same be said for non-material things such as travel? We travel more and more, but as it becomes more accessible and more common, it loses a part of its deeper meaning: genuine adventure, exploration and connection.

Working hard for something makes it really rewarding once you achieve it. But how hard do you work to get to the other side of the world (or even the other side of your continent) if you can just buy a flight ticket? I suppose it depends. For some this can be a once-in-a-lifetime experience, something they had to save up the money for for a long time, dream about and live up to. There was a whole process prior to boarding the flight. However, for more and more people it is becoming increasingly easy to fly wherever. There is something beautiful in the fact that more and more people get to see and experience the world, but the danger is that one loses appreciation or understanding of the miracle that is the exponential reduction of travel time and costs and in turn the exponentially increased accessibility of it over the last decades.

We live in a big world, and we should not lose appreciation of real distances and diversity in between.

*Jippe Witteveen, February 1, 2026*