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Presentation Abstracts

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The Development of Adventure Tourism in the Harz Mountains, Germany: Sven Gross

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Keywords: Harz mountains, Importance-Performance-Analysis, Adventures activities, Face-to-face-survey

Introduction

Nature-based activities are very important for tourists in one of the most popular German low mountain ranges, with a total of 86% of the Germans knowing the Harz mountains as a touristic area (IMT, 2012). An increase of adventure tourism products can be noticed in the Harz mountains. For example, over the past ten years downhill trails for mountain bikers, Europe's longest zipline, "wall running", Bagjumping, snow tubing, various summer toboggan slopes, and tightrope courses were established. However, there has been no research into this sector in the Harz region. Therefore the objective of this paper is to present information about the experience with adventure activities, awareness and use of adventure tourism products, customer satisfaction and the adventure specific issues in the Harz mountains. In addition, the importance of social media will be highlighted. Overall, information about this tourism segment for investors and decision makers in the Harz mountains will be generated, recommendations for the further development of their offerings will be provided, and the potential for further offerings will be derived.

Method

This study employed a face-to-face questionnaire of overnight tourists and day visitors at ten survey sites. During the period from April to November 2014, a total of 568 questionnaires were distributed. The data were analyzed using IBM SPSS by means of univariate and bivariate statistics. To investigate the customer satisfaction, an Importance-Performance-Analysis (IPA) was employed.

Findings/discussion

About three-quarters of the respondents had already used diverse adventure offerings before, ranging from an Amazon tour to zorbing, and from Africa to Zell am See. Results show that almost a quarter of the activities were undertaken prior to 2010, and that the majority of the respondents (75.5%) have first used an adventure offering within the last five years. At the top of the previously used adventure activities are rock climbing and summer tobogganing. Other adventure activities included water-based activities (e.g. rafting, jet skiing, canoeing/kayaking, diving/snorkeling) and air adventures (e.g. skydiving, paragliding). Overall, friendliness of the staff (both in terms of pre-contact by phone, and on site) and the overall impression of the attraction ranked highest. The satisfaction with the website, the range of available culinary options, signage, value for money, and social media was lower than the mean satisfaction. In terms of the importance, social media, the range of culinary options and the friendliness of the staff on the phone fell below the grand mean. The willingness to share their experience with others in social media or provide online reviews was relatively strong (60%), particularly among younger respondents, with Facebook being the primary outlet for these.

Conclusion

Despite previous research suggesting that the Harz is visited mostly by older guests (average age is 52 years), through adventure offerings new target groups are addressed, increasing the attractiveness for young and middle-aged adults.

The results of this study indicate that water-based sports, bungee jumping/sky swinging, mountain biking and flying adventures may be potential business opportunities in the Harz, because there has already been frequent demand for such activities at other destinations.

Overall, the respondents showed relatively high satisfaction rates with the adventure offerings in the Harz. However, the results also show that there is room for improvement, especially when it comes to the culinary offerings and signage.

Online reviews are an important and trusted source of information, especially for young audiences. New customers can be generated and information can be conveyed through reviews from previous customers who were (hopefully) satisfied and left positive feedback. Thus, the providers in the Harz should put more energy into the creation and maintenance of such channels.

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Out of the Mills and Into the Hills. The Social, Cultural and Political Impact of Outdoor Activities in Sheffield: Jim Cherrington

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In recent years there has been a growing body of literature which focuses on the economic impact of outdoor environments (see Mackintosh and Comley, 2010; Gratton, 2013). Central to these commentaries has been an analysis of the financial rewards that can be accrued through participation in outdoor activities, and the long term benefits that such participation may have on tourism, trade, employment and local/regional promotion. Through this 'outcome' approach (Pigram, 2004) to sport and leisure provision, natural environments are subject to technical/managerial analysis, and the 'use-value' of outdoor spaces is quantified for the benefit of relevant stakeholders. Policy makers, administrators and managers are charged with identifying positive outcomes and delivering opportunities that can help to accommodate these experiences in the most efficient and cost-effective way possible (Pigram and Jenkins, 2006). However, by focussing on quantitative and economic variables, such analyses significantly (and at times deliberately) under-play the subjective, embodied and sensory nature of outdoor adventure. This, one might argue, is a significant problem for policy makers, as it is only by understanding these pleasurable, sensory experiences that we can foster, understand, and therefore promote sustained participation in outdoor activities (Allen-Collinson and Leledaki, 2014). Furthermore, in generalising about users of these spaces we risk ignoring the social, cultural and political conditions which underpin, at times restrict the access of particular user-groups (see Borden, 2001; Thorpe, 2005; Wheaton, 2013), which is especially problematic given the predominately white, middle class, male composition of many lifestyle sports (Wheaton, 2010).

In this presentation, we seek to explore the importance of outdoor activities to residents in the city of Sheffield. In so doing, we shall move beyond economic narratives towards a more holistic analysis of outdoor recreation, in particular lifestyle sports, that considers the complex interplay between sports, landscapes, people and places (Palmer, 2010). Utilising data from an online survey with over 2000 participants, we shall elucidate three key findings: (1) that participation in outdoor activities carry spiritual/life affirming qualities (2) that such feelings are accentuated by the participant's relationship with nature (3) that both

feelings of spirituality and a positive relationship with nature can contribute to a physical and mental wellbeing that extends beyond the activity itself. This evidence will contribute to the argument of needing to assess the 'value' of outdoor recreation using a methodology which takes into account a broader range of social indicators beyond those which are more easily monetised (Marques et al., 2015). Having outlined these findings, we will then consider the policy implications that emerge from this discussion in relation to physical activity and health promotion in Sheffield. More specifically, we identify the potential contributions that outdoor recreation could make to the 'Move More Plan' (2013), a city wide initiative which aims to improve the health of its residents through regular physical activity, as well as the practical challenges that may arise in implementing these recommendations.

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Walking on the Wild Side – Creating a Sense of Belonging through Outdoor Experiences: Carola May

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Key words: Skills-based outdoor experiences, Dynamic spaces, Postmodernity, Individual and collective identity, Anti-structural communities

The spread of digital technology, all-encompassing acceleration and the emphasis on economic efficiency in contemporary society have led to counter-reactions. One of these is the search for intense, authentic and genuine experiences in the encounter with nature. Nature friendly outdoor activities (or *friluftsliv*-experiences according to Faarlund 2007 and Gelter 2007), that focus on the interaction with the forces and rhythms of nature are perceived to be of intrinsic value and as a challenge to the patterns of thoughts and lifestyles

imposed by modernity. They infuse a sense of adventure (cf. Simmel 1998, 33) into a life characterised by everyday routine. In contrast to the structured, demystified and controlled conditions of contemporary urban life, the outdoors represents a relatively untouched space with an inherent dynamic beyond human control. Natural environments are perceived as “islands of deceleration” (Rosa 2008), offering anti-structural spaces (Turner 2005) that are not defined by socio-economic forces. They are constructed as spaces allowing the individual to define itself through skillful interaction with the unpredictable forces of nature.

Acting outdoors, individuals have to decode the spatial signs and elements in a reliable way as well as adapt their practices to the dynamic of constantly changing surroundings (Lefebvre 2000; Tuan 2008). Adventurous outdoor activities therefore demand particular spatial knowledge, the ability to improvise as well as practical skills. Natural environments, such as oceans, mountains or caves, impose particular demands on individuals acting within these contexts. Survival depends on practical experience as well as social skills and cultural codes shared by the participants. Yachtsmen rely on a shared understanding of seamanship, while mountaineers rely on the rope party as a means to safely interact with nature (May 2012). In highly dynamic spaces, authority is derived from competence and the ability to contribute to the group as a whole. The members of a yacht crew or a rope party construct their relationships on the basis of personal qualities rather than preconceived roles. Problems solved collectively create an intense feeling of togetherness. The members of such a group communicate directly and openly and their actions are an expression of their personal competence (Tönnies 1991). However, as Maffesoli (1996, 19) pointed out, the willingness to leave everyday self-centredness behind and act empathically increases when the group involved in the collective management of a task is small.

Outdoor experiences can be a vehicle for (re-)connecting the individual with the collective. Regaining some control over situations perceived as beyond human control through collective action creates a powerful sense of “we”. It strengthens social values and creates a feeling of belonging to a self-chosen, anti-structural community that can temporarily supercede the instrumental rationality of postmodern society. Outdoor actors share many moments of identification based on the shared experience of nature and the sense of achievement provided by their skills-based activities. Sharing the joy of outdoor experiences depends on shared knowledge, team spirit, confidence, awareness and intrinsic motivation (Csikszentmihalyi 2000). The meanings that outdoor actors attach to the ocean, the mountains or other “untouched” spaces and the shared joy of experiencing them is essential to the construction of the outdoor community.

The paper will focus on the identity and community building aspects of skills-based outdoor experiences. It will discuss whether these experiences can be interpreted as some kind of “glue” or “anchor” (re-)connecting individuals in a postmodern world perceived as rational and fragmented (Brown 2013; Taylor 1995). Can anti-structural communities constructed in the process of skills-based outdoor activities stabilize identities in times of liquid modernity (Baumann 2007) and create a sense of belonging in an individualized world? Can these communities develop a culture of sustainability geared towards protecting the dynamic natural spaces on which they depend?

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Adventure Motorcycling - The Emergence of an Adventure Sporting Subculture: Matt Healey

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“A Machine is like a desert. Either it fascinates or appals you”
Willfrid Noyce – The Springs of Adventure 1958

The emerging concept of “Adventure Motorcycling” (AM) is an area of adventurous pursuits that (at the time of my writing) had yet to be explored from a ‘Practitioner’ perspective. I wanted to reflect on the idea that ‘AM’ is an authentic activity, congruent with the values of ‘traditional’ outdoor adventure activities.

The following abstract is my attempt to draw a fresh perspective on how we define the concept of ‘Adventure’ in our modern society.

The utility of the motorcycle and its role in building capitalist economy is well established in the fields of sociology and anthropology. Society seems to embody the motorcycle with particular values and so I wanted to view ‘Adventure’ from the lofty perch of a Suzuki DRZ 400cc Adventure Motorcycle and reflect on how adventure is used and consumed.

Because of the books and films made by iconic motorcycling travellers such as Ted Simon, Austin Vince and others and the recent commoditisation of the “Adventure Motorcyclist” has given rise to an emerging sporting subculture. That being said, the rich culture and history of the motorcycle mirror that which informs our construction of the mountaineer, sailor and explorer. Since the publication of “*Zen and the Art of Motorcycle Maintenance – An Inquiry into Values*” (Pirsig R.M. 1974) there has been a link between the motorcycle experience and its relationship to values, philosophy and spirituality.

Martin Heidegger, in recognition of the fact that motorcyclists (in the same way as other adventure sport consumers) ride, not seeking death but with a celebration of their own mortality called this experience “*an impassioned freedom towards death*” (Heidegger, M. 1974)

This relationship between *authenticity* and *adventure* is where I found myself as I considered why I was doing what I do on a motorcycle. This is why I suggest the motorcycle has a role

in the nature of authentic adventure, as an enabler of the experience in the same way as a surf board, but more so, as a metaphor for the experience itself.

The motorcycle is part of an extension of 'the self', but also 'other' in the values of the appreciator of wild nature however the mechanical accessibility of the motorcycle gives a sense of interacting directly with technology.

Although it must be acknowledged Adventure Motorcycling has a traditional aspect of its own, with much to teach participants about social history, economics, utility of technology, democracy and social ethics. (The first people to motorcycle the length of Africa were Theresa Wallach and Florence Blenkiron, in 1934)

Far more people ride motorcycles than canoe, climb, or involve themselves in other adventure sports. The 'Adventure motorcyclist' is nevertheless a problematic area, balancing as it does the opportunity for the rider to experience adventure in a way that epitomises all that can be distasteful about modern overconsumption.

The rationale for pursuing this study into reflecting on the motorcycle adventurer was motivated by the opportunity to find a new viewpoint from which to explore adventure and what it means to a postmodern society. I wanted to challenge a particular school of thought, and draw into the light an acceptance that adventure can be provided in ways that are not necessarily bounded by neo-traditional methods or a denial of technology through romantic nostalgia.

I suggest that the historical and social impact of motorcycling as a shaper of modern society mitigates the critical view that the motorcycle, as a tool for adventure is 'Other'.

'I'm a Red River Local': Lifestyle Mobilities, Rock Climbing, and Community Hospitalities: Jillian Rickly

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Introduction

This research delves into both the dynamics of the rock climbing community as well as its impacts on one popular destination, the Red River Gorge in Kentucky, USA. The rock climbing community has a number of subcultures, from leisure to lifestyle to professional dedications along with varying style preferences and regional associations. While the impacts (economically and ecologically) of rock climbers, generally, are evident in this area of Appalachian Kentucky, of interest here is the role of lifestyle climbers more specifically. Not professionals and not earning an income from their climbing, these individuals, nevertheless, give up sedentary residences in order to travel and climb full-time. Living out a vehicle, a van most commonly, lifestyle climbers take up temporary work or maintain internet-based employment as they travel circuits of climbing destinations. Thus, lifestyle climbers are a type of lifestyle mobility that also identifies with a larger sport community. This paper moves between the scales of the larger rock climbing community and this subculture to examine the ways that, despite their mobility, lifestyle climbers have lasting economic, political, and ecological impacts on this location. Further, it investigates the inter-community dynamics that result from this distinct lifestyle dedication, as lifestyle climbers develop "local" identities and employ territorialization practices against other subcultural groups.

Method

Based primarily on ethnographic fieldwork in one of the world's top rock climbing destinations, this research engages a number of qualitative methods (interviews, surveys, observation) to interrogate this form of lifestyle mobility. However, this research also extends

to other scales of social life, including online communications in rock climbing forums and representations in climbing media (film, magazines, and festivals).

Findings/Discussion

Lifestyle climbers travel a variety of individually inspired climbing circuits; yet, many sport climbers find their way to The Red at some point during its peak season – September through November. Because this time of year brings so many climbers, a number of locally owned businesses both depend and thrive on this community. Returning to The Red year after year, and mooring for weeks to months, lifestyle climbers develop strong senses of place and community. They frequently participate in festivals, trail days, and everyday rituals of climbing, thus solidifying, in their minds, a “local” identity and therefore a right to land access and a political voice. This identity as “local” climbers is also employed in intra-community politics as lifestyle climbers use both avoidance tactics and territorialization practices to distinguish themselves both symbolically and spatially from leisure climbers.

Conclusion

From the outside rock climbers appear as a rather large yet cohesive sport community, but many overlapping and contested rifts divide it. This research not only explores these rifts but investigates the way they are made manifest symbolically and spatially in the one of the most popular climbing destinations. The growing popularity of The Red among climbers means more will continue to visit suggesting such conflicts will escalate before being resolved. A sense of identity, belonging, and ownership to this place will continue to be a powerful tool in such contests, and interestingly, it is among those who are continually mobile that some of these associations are most strongly expressed. Finally, this research has practical implications, then, for other destinations at which these lifestyle climbers (and other mobile sports cultures) moor, in terms of economic impacts, resource use, and socio-cultural interaction, as well as maintaining a political, albeit mobile, voice.

The Influence of Tourists’ Socio-Demographic and Behavioural Variables on Adventure Activity Preferences in South African National Parks: Peet van der Merwe

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Keywords: Adventure, Adventure tourism, Adventure travel, Adventure motives, Soft adventure activities, Hard adventure activities, South African National Parks

South African National Parks are one of South Africa’s key tourism destinations. Tourism in national parks is a key income generator and therefore plays an important role in the financial sustainability of national parks. The area of tourism that generates the most income is accommodation. Currently, South African National Parks are operating at a 70-80% occupancy level leaving little room for improvement and to generate more income from accommodation.

Current estimations from SANParks are that by 2022 operational cost would have exceeded tourism profits due to the constant increase in conservation costs and land management costs. A feasible solution to this problem was identified in the development of new adventure activities. Most adventure offerings in the parks consist of soft adventure activities, such as safaris, game drives, camping and trail walking, to name but a few. Therefore, the primary

objective of this paper is to determine the influence of tourists' socio-demographic and behavioural variables on their adventure preferences in South African National Parks.

A literature analysis of adventure tourism and the impact of socio-demographics on tourist travel behaviour was conducted, which provided the background for the empirical study. A quantitative research approach was followed by means of an electronic questionnaire that was posted on the South African National Parks website. Respondents had access to the questionnaire during the months of April and May 2014, from which 387 usable questionnaires were obtained. Data was analysed using descriptive and exploratory statistics to arrive at the empirical results. Statistical analyses conducted include factor analysis, ANOVAs and *t*-tests.

Respondents were offered the opportunity to identify the level of importance between a list of soft and hard adventure activities for national parks, as well as motives for participating in adventure activities. Two factor analyses were conducted on these lists, from which eight factors were identified for the soft adventure activities (water-based, interpretive, wildlife interaction, heritage, consumptive, trail/trekking, self-executing and team-based) and three factors for the hard adventure activities (adrenaline rush, wilderness training and survival courses, and adventure sports).

The results consisted of three sections, namely the profile of visitors, factor analyses on adventure activities (soft and hard), and explorative research regarding the impact of tourists' socio-demographics on adventure activity preferences. The most important soft adventure factor with the highest mean value was interpretive (safari/game viewing, night drives, bird watching, stargazing, guided walks and hot air ballooning). For hard adventure, the most important factor was wilderness training and survival courses. Statistically significant differences were found for the socio-demographic variables gender, age, home language, marital status, and province of residence, which affect tourists' adventure activity preferences. Behavioural variables with statistically significant differences regarding tourists' adventure activity preferences were Wild Card members or not, whether they participate in adventure or not and whether they feel that there are sufficient adventure activities in parks. In conclusion, this study will contribute to the implementation of adventure activities for South African National Parks based on the socio-demographic and behavioural variables influencing tourist's adventure preferences. The results in this study will assist South African National Parks to combat future increases in operational costs.

Cold-water Surfing and Tourism on the Causeway Coast:

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Keywords: Surf Tourism, Surfing, Cold-water, Destination, Motivation

Introduction

Surfing has been enjoyed on the Causeway Coast of Northern Ireland for almost 50 years (Tonnta, 2010), so much so, that the visual imagery of surfing is used as a promotional tool by the Northern Ireland Tourist Board (now Tourism Northern Ireland). It is included within many tourism development strategies, at both a regional and local level (Causeway Coast and Glens Tourism Partnership, 2012; Northern Ireland Tourist Board, 2012a). However, little or no empirical evidence for the development of surfing in a cold-water destination is available.

The purpose of the research was to evaluate Northern Ireland's surf product and determine if it could appeal to surfers, rather than the 'Family Fun' and 'Young and Lively' markets

currently targeted. This research has clear implications for the further development of the surf tourism product in Northern Ireland and for other cold-water destinations.

Method

An on-line questionnaire was conducted amongst 330 surfers, globally, in order to establish a demographic profile, a surf profile, a surf travel profile and to confirm the facilities surfers require. Semi-structured interviews with key stakeholders from the Northern Ireland surf and tourism industry considered the current product offering.

Findings and Discussion

This research confirmed previous findings (Dolnicar and Fluker, 2003; Barbieri and Sotomayor, 2013) that surfers are for the most part, older (26-45) male professionals with a high level of education. They are dedicated to surfing, and will travel around the world for the primary purpose of surfing waves. They prefer to go to surf destinations recommended by friends, but will also search the internet to investigate destinations.

The most important deciding factors when choosing a surf destination are the waves themselves, the quality of the natural environment, followed by when the surf season takes place. All these factors take precedence over everything else a destination has to offer, including the local weather, and any other types of activities that may be available. Research carried out with key stakeholders confirmed that the 'Surfing Appeal' (Barbieri and Sotomayor, 2013) of Northern Ireland is good, however, the consistency of the Causeway Coast waves may be an issue.

Conclusion

This research has provided initial data regarding the surf product and key consumer decision factors for surf tourists. However, there is a need for further research regarding the motivation and influencing power of non-surfing friends and partners who accompany surfers on trips. Additionally, in order to address concerns about wave consistency and quality on the Causeway Coast, further research is required. Such wave pattern research would have to be conducted over a number of surf seasons and correlated with weather patterns plus input from experienced locals. This would determine quality and condition, the number of days on which surfable waves are produced and allow for comparison with other similar, popular cold-water surf destinations.

Regarding the adventure tourism product in Northern Ireland and surf tourism in particular, minor changes could produce results. Understanding surf tourists' needs in a cold-water destination is a necessary pre-requisite for delivering a quality cold-water surfing product. Co-operation between surf product providers and other tourism product providers is required. Surf providers could consider sharing their expert knowledge of the Causeway Coast with surf tourists, as the majority of surfers will not be using local Surf Schools, for example through the use of a dedicated guide. Some crossover with other soft adventure tourism activities, such as sea-fishing or coasteering, may be beneficial. Finally, changes to public facilities, such as opening hours, are required to ensure availability during the surf season.

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Exploring Factors Influencing Outcomes of a five-week Youth Expedition in the Himalayas using the Sail Training Programme Self-Assessment Toolkit: Tim Stott

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Key words: Expedition, Learning, Himalayas, British Exploring Society, Sail Training Programme Self-Assessment Toolkit

There is now a growing body of evidence to link youth expeditions and gap years with a range of outcome benefits for participants but to date, there have been relatively few insights into what exactly brings about these reported outcomes. The Sail Training International Programme Self-Assessment Toolkit (2011) provides a tested instrument which could be used to gain further insights into the factors which influence outcomes for participants on a Himalayan youth expedition. A modified version of the Sail Training Voyage Toolkit was used to evaluate outcomes of a five-week youth expedition in the Himalayas. Data generated from 22 modified Sail Training Voyage Feedback Forms completed at the end of the expedition were complimented by data from 16 interviews conducted during weeks one, three and five of the expedition.

Five themes emerged from data analysis: In Learning and Achievement participants had got to practice and learn a new skill, learned something new about trekking and mountaineering, learned something new about living in wild areas and felt more confident now about what they can do. In Positive Behaviours, participants reported that they were able to make a contribution and lead some part of the expedition, successfully carry out their duties on the expedition (washing up, cooking, fetching water etc), and know what they do has an effect on others. In Connections and Relationships they had met some other people who they would try and keep in contact with and now understand themselves better, knew what they are good at and what they still need to learn. In Productivity they volunteered for different jobs on the expedition and learned how to do them and learned how to help other people when they needed it. In Self-sufficiency they learned that they can rely on themselves, have a better understanding of the risks associated with wilderness expeditions and be more comfortable with taking those risks, they thought they could make a positive contribution to a team and know what they can do to be physically healthy.

Key factors identified by the participants which had influenced what they had learned, what had influenced their positive behaviour etc., were (1) Other Young Explorers, (2) being involved in making decisions and having choices, (3) having time to learn at their own pace (for learning); time to get comfortable with people (positive in the group); being able to talk with other people (to make connections); (4) fire leaders, and (5) wild camping. Data from the 16 interviews provided further evidence for these outcomes, but in addition having a physical challenge (ie. climbing peaks) and some cultural interaction with local villages and in Leh, were highly valued aspects of the expedition.

Many of the outcomes identified from this expedition may be readily transferable to higher education or employment. Participants felt that they were made more aware of risks and became more confident about safety issues and taking risks as a result of the expedition. These are important skills that have the potential to be transferred to future expeditions or to work situations. Findings from this study may be worthy of consideration by personal development and training organisations.

Mapping the Field: Urban Exploration in Liquid Modernity: Kevin Bingham

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This paper explores and develops the concept of 'urban exploration' or 'urbex' which has recently emerged as a popular term used to describe the physical exploration of man-made structures, particularly those that are abandoned or hidden from the public eye, by groups of like-minded explorers. It suggests that while recent studies have attempted to understand urbex as a form recreational trespass, what some describe as 'place hacking', many of these have been unsuccessful in considering the relationship between urbex and the wider societal condition in which it takes place. It is argued that urbex should be viewed not simply as a bounded category of leisure practice and experience (Rojek, 1995) but in relation to wider cultural changes in society. The implications of this analytic shift are explored in the first part of the paper through four major thematic issues manifest in the extant literature, namely: the aesthetics of decay; psychogeography; community; and the implications of reimagining or reappropriating the lived urban environment.

Using some perceptive ideas from Zygmunt Bauman and Michel Foucault, the second part of the paper maps out a new approach to understanding urban exploration in contemporary society. Drawing on Bauman's metaphor of liquidity it is argued that that urbex is characterised, not by fixity, but its ephemerality, reflexivity and the ability of urbexers to transcend by moving from one group to the next. In this regard is it also argued that that urbex is best understood as episodic and that as such the sense of community that urbexers share must be understood through a special kind of freedom, whereby to be free means disassociating themselves from the firm social ties associated with common understandings of community. Further, and drawing on Foucault's ideas relating to heterotopias, it is argued that in the current *zeitgeist*, whereby most leisure invariably follows the market, and finds its purist expression in consumerism, urban adventure becomes an important milieu where urbexers seek a sense of deviance on 'the edge' of things in order to combat the fear of a more monotonous and dreary consumer existence.

Adventure Tourism Education for All Spanish Schoolchildren. A Challenge for the Future: Darío Pérez-Brunicardi

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Key words: Adventure tourism, Outdoor education, School, Spain

Sarvisé (December, 2014), Head of Adventure Tourism in the Spanish Tourism Institute (Tourispain), argued in III Adventure Tourism International Conference that: Spain (...) is the first country in Europe to protect natural territory and third in the world after the US and Russia, but reports show us that this fact is little known in Spain and even less beyond our borders.

Furthermore, adventure tourism has become an important part of the Spanish tourism industry, a worldwide leading tourist destination. However, outdoor education is relegated to isolated and occasional experiences in the Spanish education system. This situation represents an exciting challenge to bring into being a shared project in schools and universities with the aim to bring young people closer to nature and to make them more aware of the need for sustainable development (Higgins, 2012).

Many participants at the International Conference about Teaching Physical Education and Outdoor Activities (2014) agreed on the need to generate a network to develop Outdoor Physical Education in Spain. That's why we are working to create the Spanish Outdoor Education Working Group (SOEWG), backed by the National Environmental Education Centre (CENEAM, Ministry of Environment) and a dozen Spanish universities. Its propose is to develop outdoor education in the Spanish educational system, normalising outdoor education at Primary and Secondary Schools, and achieving sustainable development in Spain, a country with great ecological value and a fragile environment.

This paper should be the starting point which guides the first steps of SOEWG towards adventure tourism education in schools; following the Scottish Curriculum for Excellence (Learning and Teaching Scotland, 2010) where outdoor learning is key "to delivering the Scottish Government's overarching strategic objectives towards creating a more successful country" (p.5).

Method

This work identifies the current situation of outdoor education in the Spanish Education system through SWOT analysis. It analyses the school curriculum, teacher education and training, outdoor education and adventure education trends in Spain, connecting them with the Spanish natural environment and adventure tourism trends.

Findings

Strengths:

- Many Spanish Primary and Secondary School teachers introduce outdoor education in their educational programmes.
- Wide interest and cohesion between university teacher trainers.

Weaknesses:

- Sometimes outdoor activities are disconnected from the educational programme, seeming like occasional leisure activities.
- Poor presence of outdoor education in national and regional curricula.
- Few universities have outdoor education as an obligatory subject for Primary or Secondary School Teacher training.
- Poor economic support for outdoor activities at school.
- Poor collaboration between school teachers from different locations.
- National and international outdoor education conferences are very sporadic.

Opportunities:

- Good weather in Spain most of the year.
- 27.21% of Spanish territory is protected (EUROPARC-España, 2014).
- Wide network of adventure tourism companies in Spain.

Threats:

- Adventure tourism companies are generally geared towards exciting activities and economic outcomes, not towards sustainable activities and an educational approach.
- Adventure tourism practitioners are more trained in sport leading or guiding than educating young people.

Conclusion

A holistic and interdisciplinary approach involving groups of teachers, lecturers and other education practitioners and leaders of all levels, is needed in order to draw up a strategic national policy. SOEWG must link with national and regional authorities, schools and the community in order to develop a coherent and viable outdoor education syllabus at school to achieve future aware adventure tourists.

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The Supply and Management of Bike Park Infrastructure for Mountain Biking: Nigel Halpern

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Keywords: Mountain biking, Bike parks, Inventory, Management challenges

Introduction

Mountain biking is the activity of riding bikes off-road. People have done this for centuries. However, it is not until the late 1970's when the first companies started to manufacture bikes specifically designed for off-road use. The range of bikes, components and gear available has developed rapidly during the last few decades allowing riders to practice traditional forms of trail and cross-country riding but also more gravity-orientated disciplines such as all-mountain, downhill, four-cross, freeride, and dirt jumping.

To support growing demand for gravity-orientated disciplines, bike parks were developed from the mid-2000's, especially in North America and more recently in Europe and other world regions. The parks often make use of unused ski resort infrastructure outside of the ski season, and are therefore able to offer uplift to riders and a network of natural but also purpose built trails, jumps, and obstacles. Accommodation, bike rental and other resort services may also be available. More recently, urban and indoor bike parks have been developed.

Despite the apparent growth of the industry, many parks are struggling due to challenges associated with volume of demand and target marketing; land access, user conflict and environmental issues; liability; and the costs associated with operating lifts and constructing and maintaining trails. Raising sufficient investment, especially for new parks but also for those seeking to expand, is also a challenge.

The aim of this study is to develop an inventory of bike parks worldwide and to investigate the challenges faced by them.

Method

Various sources are used to develop an inventory of bike parks worldwide. Sources include bike park websites, online directories, and mountain bike associations. The inventory classifies bike parks by world region and country; type of park; uplift options; vertical descent; the number, type and level of trails; and ticket prices. A survey of bike parks investigates the management challenges faced by them. This is supported by a case study on bike parks in Norway.

Findings/discussion

This research is ongoing. At the time of submitting this abstract, an inventory of almost 250 bike parks has been developed. Over half of the parks are located in 20 different countries in Europe. A third are located in North America. Remaining bike parks are located in countries in Asia-Pacific, South America, and Africa. The USA has the highest concentration of bike parks with a quarter of those in the inventory. Two-thirds of bike parks in the inventory are defined as gravity parks that are developed around existing infrastructure such as a ski resort. A fifth are trail centres that offer dedicated mountain bike trail networks, with or without uplift options. Remaining bike parks are offered in urban or indoor locations that typically focus on the provision of technical trails and jumps.

The survey will be conducted during the northern hemisphere's summer season – to coincide with the open season for many of the parks in the inventory. The case study will also be developed during the summer.

Conclusion

The findings will contribute to the knowledge and understanding of bike park supply and the management challenges faced by them. In particular, the findings will provide a baseline inventory from which changes over time can be measured, and future studies can be developed. The findings will also help to inform future management decisions and to identify examples of best practice.

The Protean Self Reconsidered: Older Adult Climbers and the (Re-) Invention of Identity: Mark Hickman

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Keywords. Active ageing, Positive identity, Rock climbing

Introduction

The aim of this study was to discover how older adult rock climbers use their sport to (re-) invent a positive identity after retiring from the labour force. A purposive sample of climbers from the north of England (n=12) aged between 65-74 years (av= 73.3) completed interview-questionnaires followed by targeted semi-structured interviews, the data from which was then subjected to manual data handling. Internal and external checking was used to ensure authenticity and trustworthiness of process prior to identifying a number of themes that illustrate how new identities are forged, and outdated stereotypes based on decline and morbidity rejected.

Research into how older adults perceive adventure sport is limited, and overly negative discourses about older adults continue to surface in the literature. Dionigi (2008) cautions

against conceptualizing old age as a problem to be 'fixed' or managed, as this can perpetuate ageism. A number of authors refer to the importance of remaining physically and psychologically active as we age (McGue & Christensen, 2001; Aked, Marks & Gordon, 2008; Buettner, 2008). This research paper will suggest that changing notions of *climbing* can be instrumental in the formation of an older adult's identity.

Method

A purposive sample of rock climbers from the north of England (n=12) was recruited with an average age of 73.3 years. This was aligned with Brennan's (2008) categorization of adults being 'young-old' between the ages of 65-74, 'old-old' between 75-84, and 'oldest-old' from 85 onwards. The small sample size was chosen to generate in-depth insight rather than generalizations that might project a false perception of the phenomenon under investigation (Hektner, Schmidt & Csikszentmihalyi, 2007). Insider *opportunistic roles* (Anderson, 2006) were adopted by the investigators to ensure a closer relationship between being researchers and the subject matter and increased the likelihood that participants would provide the data necessary for success (Adler & Adler, 1987). An initial layer of data was established through interview-questionnaires that was then used as a platform for targeted interviews in specific areas. Two 'critical friends' were recruited to the research process to ensure greater criticality through this collaborative enterprise (Cowan, 2014) and this process, if not the outcomes, could be generalized (Yin, 2014). Interpretative Phenomenological Analysis was used to remain 'close' to the data (Larkin, Watts & Clifton, 2006).

Findings/discussion

Three themes have been chosen for presentation: (1) the body as a site for exploring, affirming and rejecting images of ageing; (2) maintaining employment skills to scaffold a sense of contribution to the climbing community; (3) generativity and the legacy of challenging stereotypes. The first shows how climbing allows for 'new terrain' to be explored and expressly utilised in a positive way by older adults to reject images of ageing as a period of decline and morbidity; the second highlights how skills gained through working life can act as a device to enable other contributions to be made to the climbing community, so enhancing concepts of self-worth; the third offers a perspective of how climbing can be used to create a meaningful, 'generative' and 'agentic' narrative that supports (a) well-being in retirement, (b) continues to reject outdated stereotypes, and (c) recalibrates the concept of ageing for those who follow (McAdams, St.Aubin & Logan, 1993; Ackerman, Zuroff & Moskowitz, 2000).

Conclusion

Janesick (2010) shows how qualitative enquiry is useful for representing the experiences of those who exist at the periphery of society, as older adults often do. This research work contributes to notions of climbing as constantly shifting and reinterpreted, and that this phenomena is central to the reconsideration of identity beyond retirement by some older adults.

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Leadership and Communication Put to a Test - Key Competences of Trainers in the Outdoors: Manuel Sand

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Keywords: Outdoor trainer, Competences, Leadership, Communication

Introduction

Undeniably an outdoor trainer needs a certain set of competences that help him to do his job properly. According to Heyse and Erpenback (2009) competences are “individual requirements to adapt behavior in certain situations under changing terms (...)”. There are advice books and guidelines for outdoor trainers teaching them how to communicate with and lead groups outdoors (e.g. Anderson & Absolon, 2011; Graham, 1997; Harvey, 1999; Priest, & Gass, 2005). Most of the literature is based on personal experiences or taken from leadership skills of famous expedition leaders such as Ernest Shackleton (Perkins, 2012). There are few studies that tackle the topic from a scientific point of view (Ringer, 1994; Shooter, Sibthorp & Paisley, 2009; Sugermann, 1999).

The expertise of an outdoor trainer is essential for the outcome of trainings, participants' safety, satisfaction with an adventure tourism trip to name just a few (Buckley, 2010). Buckley (2010) looks into the importance of communicational competences of outdoor trainers. Hayashi and Ewert (2006) extract important leadership skills of outdoor trainers. Yet there is no systematic research to deduce important competences of outdoor trainers. Therefore an interdisciplinary research team is currently trying to determine important skills for outdoor trainers in Germany.

Method

Qualitative and structured interviews will be conducted with 10 male outdoor trainers, aged between 30 and 45, who went through extensive qualification and training. All trainers have extensive experience in leading outdoor trainings (minimum 5 years) and are responsible for recruitment of trainers within their institutions. The study will focus on leadership skills and communicational skills of outdoor trainers. First the participants will be asked open questions regarding essential skills of their trade in general and about competences that are essential

for a successful training. The competence atlas by Heyse and Erpenbeck (2009) will be used in the second part of the interview to determine essential competences with a view to communicational and leadership skills, as well as the competences that the trainers consider as their personal strength.

The interviews will be transcribed and analysed regarding Mayring's qualitative content analysis (Mayring, 2004). The research team will bring out the most important competences regarding communication and leadership of outdoor trainers. These will be presented to a panel of experts at the conference for key competences in Germany in the summer of 2015. The experts will rate the extracted competences using their expertise and experience and thereby finalise the research project.

Findings/ Discussion

The study is being conducted at the moment; first results will be presented in early September. The researchers expect to find important competences of outdoor trainers. This will not only help us to understand the set of skills an outdoor trainer should possess, it will also be important for training and educational purposes. Maybe it will also provide information about the qualification of trainers for certain fields of adventure and help adventure companies to appoint their trainers more adequately.

The results might help us also to understand the correlation between training success and competences of trainers.

Conclusion

The study explained above is being carried out at the moment and we are excited to be able to present our results at this year's adventure conference. We hope to provide new insights into leadership and communicational competences of outdoor trainers that will help us to understand better how to train and educate guides and what the necessary skills for successful adventure offers in the outdoors are.

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Creating a Typology of Day Cycle Tourists: The Challenges Faced by the Peak District National Park in Using Digital Media to Communicate with Emerging Cycle User Groups: Ian Gregson

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This study will develop a new typology of day cycle tourists to gain a better understanding of their behaviours and motivations; enabling an investigation of digital media promotional techniques to cyclist groups within this typology. The Peak District National Park (PDNP) will be used as a case study.

Research objectives

1. To investigate the behaviours and motivations of the various cycle groups
2. To formulate a comprehensive typology for day cycle tourists
3. To evaluate digital media promotional techniques which may be used to successfully communicate with the groups

The renaissance of cycling as a mass participation activity in the UK is currently exceeding expectations, with almost two million people now cycling at least once a week, and membership of British Cycling surpassing 100,000. Occasional, regular and frequent cyclists contribute £801 million, £717 million and £958 million respectively to the UK economy, London School of Economics (2011).

The Peak District National Park Authority (PDNPA) realise the importance of cycling as an enjoyable pastime for many individuals, families and groups. In addition to the increase in usage of roads, trails and bridleways, the Authority understands that cycling can potentially deliver much wider national and local benefits (legal, health and recreation) in areas from personal health to community well-being.

As the PDNPA seeks to implement the new Wider Peak District Cycle Strategy it faces significant challenges the dominant one being a further budget cut of £577,000 as part of a four-year savings plan. In total, the authority's grant has fallen from £7.85m in 2011-12 to approximately £6m in 2014-15.

Keeling, (1999) defines cycle tourism as 'recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit', and then further identifies three main types of cycle tourism: cycling holidays, holiday cycling and cycling day visits.

Labelling or categorising cyclists is not a new phenomenon, however much of the research has focussed on approach and appearance, Hill (2004), skill levels, Wilkinson et al. (1994), and attitude towards cycling in infrastructure Geller (2012). Other studies of cycle tourism have produced typologies including VisitScotland (2005), which attempted to understand more fully the characteristics and motivations of cycle tourists and identified key differences between 'leisure' and 'specialist' cyclists based primarily on their level of involvement in cycling, with the identification of 11 different groups, but does not cover the full range of cycle tourism activity as they are solely concerned with holidays. Such studies do not involve day visit activity, which forms a high proportion of the visitors to the PDNP, and is an important area of sports tourism in its own right.

Data collection

Focus groups will be conducted to examine cycling activities, motivations, and travel behaviour. This detailed qualitative information will provide information to help formulate the typology.

Semi-structured interviews will be conducted with key stakeholders in the PDNP, so that an understanding can be gained of the meanings and importance associated with increases in cycling participation. Different forms of digital media will be examined for efficiency and effectiveness of communication and interaction.

The specific academic output from the research will form part of a broader study concerned with cycle tourism and, more generally, sports tourist typologies. Cyclists constitute an important group of sports tourists, in terms of their overall travel patterns and related behaviour and motivations. In particular, the research will aim to locate cyclists on the 'sports tourism participation model', Weed and Bull (2004), and will examine their overall travel patterns and related behaviour and motivations. The practitioner results of this research will therefore be of use to the PDNPA as it seeks to engage with, and inform, existing and potential users of the benefits, whilst at the same time using more efficient and less expensive promotional techniques.

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Importance of Brands for Mountain Bike Destinations: Andrej Zigon

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Keywords: Mountain biking, Tourist destination, Destination brand, Branding, Brand identity model

Mountain biking has become a major sport and recreational pursuit worldwide and one of the fastest growing segments in adventure tourism, providing significant benefits for the destinations and communities that implement such offer. As the number of destinations offering widespread trail systems and bike parks consequently rapidly increases, the development of strong destination brands has never been more important. With an increasing number of trails and trail standardization, the positioning of successful mountain bike destinations will largely depend on emotional and self-expressive benefits. This is where brands come in handy as one of the most efficient marketing tools which enable the creation of emotional connections with visitors and the target market. The process of destination brand creation and management requires destinations to follow certain models and strategies, however in case of mountain biking destinations also the good insight and understanding of a mountain biking community is needed. Due to the lack of data

concerning the understanding of mountain biking destination brands, a qualitative research among twenty-four representatives of the leading mountain biking destinations and experts in mountain biking tourism has been carried out. The research revealed that mountain biking destinations lack in branding knowledge. This article enlightens the understanding of mountain biking destination brands and proposes guidelines and suggestions which will enable them to take advantage of branding to the full extent.

Microadventures and Liminality: An Accessible Alternative to Long-term Adventure Travel: Jasmine M. Goodnow

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Key words: Liminality, Adventure, Microadventure, Insight, Self-discovery, Journey

Introduction

“It is not necessarily at home that we encounter our true selves. The furniture insists that we cannot change because it does not; the domestic setting keeps us tethered to the person we are in ordinary life, who may not be who we essentially are” (de Botton, 2002, p. 56). Thus some heed the call to travel; the outward journey is a metaphorical inward journey. Adventure travel is often a quest for insight (Bloom & Goodnow, 2014; Campbell, 1968; Dispenza, 2002; Goodnow & Ruddell, 2009; McAvoy & Dustin, 1989). Insight is defined as “gaining a personal understanding into one’s authentic self, how to live a life of meaning, fulfillment, contentment, and spirituality” (Bloom & Goodnow, 2014).

It is the liminal qualities of travel that is most important for insight attainment. Liminality, *limen*, means “a threshold” (Russell, 2005). Liminality is the *space and time between*, a transition, and “a time and place of withdrawal from normal modes of social action” (Turner, 1966 p. 167). Travel’s liminal qualities facilitate cognitive space to seek one’s authentic self and live free from the constraints and expectations of ordinary life at home. Liminality is characterized by feeling away—physically, cognitively, and psychologically (Bloom & Goodnow, 2014).

Countless travel books, blogs, websites, and magazines tout the heroic quests of travelers. Yet few people actually heed the call and set out for an adventure, because they lack the time, resources, or freedom from obligations necessary for long-term adventure travel. Is questing for self-discovery and insight through the construction of liminality a privilege only for the few, or is there another way for the masses to reap the benefits of adventure travel?

Microadventure is described as “adventure that is close to home, cheap, simple, and short” (<http://www.alastairhumphreys.com/microadventures-3/year-microadventure/>). It has the same spirit of a big adventure but is an adventure experience condensed into a weekend or an overnight excursion. Microadventure is suggested as a panacea for those who want to live life to the fullest, yet may not be able to depart on an epic journey to far off lands or exotic cultures (Daniel, 2015). Humphreys (2014) suggests that special experiences can occur during short adventures such as climbing a new hill, jumping in a river, or sleeping away from home.

Due to the short-term nature and proximity to home, microadventures may not be a viable alternative to adventure travel as liminality and insight may not be achieved. The purpose of this research is to determine if microadventures are able to facilitate liminality and insight.

Methods

Data is currently being collected utilizing the 17-item Travel Insight and Liminality Scale (Bloom & Goodnow, 2014). The instrument includes liminality (6 items) and insight (11

items), trip length, and distance traveled, as well as items addressing travel motivations, trip characteristics, and demographics. The survey respondents are microadventurers, long-term domestic travelers, and international travelers to the Pacific Northwest of the United States, Costa Rica, New Zealand, and Australia with a proposed N= 400. Levels of liminality and insight will be compared and analyzed for different types of travelers. Additional travelers (domestic microadventure and long-term international) within Iceland and Croatia may also be included in this study.

Discussion

Long-term adventure travel is only a privilege for the few, thus it is important to explore alternative avenues for insight through the construction of liminality that are accessible to the average person. Microadventures are accessible as they require only a short amount of time and little to no money or skill.

Microadventures also fall within the sustainable tourism paradigm. Microadventures by definition are close to home so they create local economic stimulus and limit economic leakage. Microadventures also exclude plane travel, a significant factor of environmental impact and global climate change. This presentation will explore how microadventures may be an alternative to long-term adventure travel that is both accessible and sustainable where people may construct liminality and gain insight through short term adventure.

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The Sign Language of Road Trips: Guides to Authentic Cultural Learning and Understanding?: Tove I. Dahl

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Introduction

Adventure typically involves novelty, risk or uncertainty. Serendipity – pleasant, unplanned or unexpected discoveries – is another form of adventure. For both, interest is an important emotion that motivates us to seek novel or uncertain experiences through a drive to explore and discover (Hidi & Renninger, 2006). Can the arousal of interest contribute to openness to

serendipity – particularly interest for experiencing new places, cultures and local people – as they are, where we are (i.e., place-based serendipity)? Reaching the site of a planned adventure often involves traveling in a motorized vehicle through landscapes. If we can deliberately arouse more motorist interest in exploring the local cultures, people and/or natural settings around them, then perhaps we can increase serendipitous, place-based discoveries, adding an important dimension to already planned adventures. First, though, we first need to capture motorist attention and inspire them to stop and engage. Therein lies a challenge. Vehicles have evolved into complex machines that facilitate insular experiences that can be technologically-guided, climate controlled, media-rich and social. As a result, movement from one destination to another can occur without any significant awareness of, attention to or interaction with the countryside through which people whiz. How can we penetrate that vehicular bubble? Signs along our motorways are the first and primary mechanisms available for priming such inspiration. In this two-part study, then, we first documented what kinds of signs characterize the open road of several vast, open roads in Canada, The US and, for an intercontinental comparison, the roads of Northern Norway. We are now testing the impact a subset of those signs have on people's interest, and how that is related to their openness to serendipitous stops and engagement with people or activity in the local area

Method

We documented the content and frequency of signs in stretches of 10 miles at approximately 100 mile intervals in the High North of Canada, The US and Norway. These were then categorized by type, intended audience and what can we expect them to create of awareness of the place, cultures and people of the areas they stand in for the motorists who pass by them. In the summer of 2015, using a snowball sample and internet-based questionnaire, we are testing how a subset of those observed signs appear to influence people's interest in where they are, and their desire to stop to engage in unplanned ways in the local area or culture.

Findings/Discussion

Analyses indicate that the signs documented in all places were, not surprisingly, primarily intended for drivers (not passengers). The number of signs related to the nature of the place or people of the region were also surprisingly few. Rather, the information is overwhelmingly limited to orienting people and reporting the nature of the terrain and road conditions in which they drive. Of the signs observed that might draw motorist attention to place-based serendipity, we are in the process of investigating how they might do that and will report that at the conference. What we learn will help us better understand what impact signs – particularly those in large open spaces – may (or may not) have on adventurer awareness of and interest in the environments they whiz through on their way to something else. Openness to serendipity could facilitate greater adventure in its own right and expand adventurers' overall experiential wealth. Our approach to understanding that starts by working to understand the sign language of the road, how it influences interest and how they, together, guide people to the adventures of place-based serendipity.

What makes adventures interesting, and why should it matter?:

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Keywords: Curiosity, Interest, Enjoyment, Situational vs. Personal Interest, Future Intentions

Introduction

Adventure is about embarking on or being open to the unknown, and interest is the heart of what drives us to explore and discover such opportunities. In that way, interest is important for our adventure spirit.

There is more than one kind of interest, though (Dahl, Entner, Johansen & Vittersø, 2013), and the feeling of interest may change cognitively and emotionally with experience. Two ends of that interest spectrum are *situational* and *individual* interest. *Situational interest* is an emotional response coupled with curiosity and focused attention that gets sparked by someone or something in the moment (Hidi, 1990; Silvia 2006). *Individual interest*, on the other hand, is our relatively enduring tendency to reengage with a particular object of interest over time (Renninger, 2000). Both facilitate engagement, both can lead to learning, and both can inspire us to seek out the object of interest again in the future – more with help from others when situationally-inspired, and more on our own when self-inspired.

It is common for the tourism industry to cater to people based on their already established individual interests. Adventure tourism, though can complement the feeding of existing interests with the activation of new destination- or activity-inspired interests. Yet how can we evoke interest where it does not already exist? Curiosity and enjoyment may be important keys, though in order to assert that, we have to understand if and how that may be the case. Though we often associate enjoyment with interest, the two differ in important ways (Izard, 2007): Interest tends to follow novelty and complexity and is associated with involvement and desires to learn, while enjoyment tends to follow the simple and familiar and is associated with feelings of contentment and self-confidence. Sometimes, the two overlap, making them harder to distinguish. Silvia (2006) clarifies, though, that after seeking out and learning new things with interest, the sense of mastery may be rewarded with the feeling of pleasure and blur the distinction. Meanwhile, high trait curiosity – a state that may look like interest but that is not as object dependent -- might make us more open to experiencing interest and subsequent pleasure from novel or complex situations (Kashdan, Rose & Fincham, 2004).

We tested these relationships and their impact on future intentions in an adventure tourism context.

Method

A total of 105 international winter tourists in Northern Norway who participated in dogsledding, watching the northern lights, a snowmobile safari, nature tours or city tours participated in a questionnaire study. They reported their initial trait curiosity, individual interest in the excursion content, their feelings of enjoyment and interest during and at the end of the trip, appraisals of the activity's novelty and complexity, their perceived coping potential for the activity, and their future intentions ("do it again" or "send a friend"). Open-ended questions at the end were also used to determine what they thought might make the excursion even more interesting or enjoyable.

Findings/Discussion

Trait curiosity mattered less than the quality of the excursions themselves in terms of participant interest in the activity by the end, whereas trait curiosity was a significant predictor of enjoyment and for "sending a friend". Novelty and coping potential, on the other hand, were significant predictors of activity interest, whereas only coping potential predicted enjoyment. Finally, those with greater individual interest prior to the excursion reported greater levels of activity interest than those with less and were more likely to do it again.

All this plus the qualitative responses will be discussed in terms of their relevance for interest theory and the practical relevance of these findings for the adventure tourism industry.

Climber Profile and Perspective on Risk Communication in the Japan Alps: A Case Study of the Yari-Hodaka Range: Akihiro Kobayashi

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Keywords: Risk management, Risk communication, Japan Alps, Climber profile, Climber perspective

Introduction

Recreational mountain climbing is well-established in Japan, which has some of the highest participation rates in the world. However, there has been a recent increase in climbing-related incidents and deaths in the mountains. According to the National Police Agency, the number of national incidents increased by 64% and fatalities by 20% from 2004 to 2013. 47% of all incidents involved climbers aged ≥ 60 years. In order to investigate these trends, and offer implications for improving risk management, this paper utilized a questionnaire survey to examine climbers' profile and their perspective on risk communication in the Yari-Hodaka range, one of Japan's pre-eminent Alpine destinations.

Method

The case study site is the southern gateway to the Chubu Sangaku, an IUCN Category II national park better known as the Japan Alps. Kamikochi is located in mountainous Nagano Prefecture, which accounted for over 1/3 of incidents in the whole country in 2013 according to police reports, that also show a three-fold increase in the number of climbing-related incidents in Nagano from 1998-2013. One of the most incident-prone sites is the Yari-Hodaka range which borders the Kamikochi valley and accounted for 27% (n=74) of all incidents in 2014. It was selected as the target site for a mail-back survey distributed in August 2014 to climbers descending at Myojin, located sufficiently far from the trailhead to eliminate day hikers and tourists. 238 of 601 questionnaires were returned – a response rate of 40%. Survey findings were triangulated via the use of official police search and rescue records, accompanied by follow-up interviews with the prefectural police.

Findings/discussion

The demographic profile revealed respondents to be mostly male (74%) climbers aged ≥ 50 (61%). 57% were residents of the Kanto plain (the greater Tokyo metropolitan area). 54% were experienced climbers who had made at least three previous trips in the Japan Alps. 77% displayed backcountry itineraries necessitating a stay of at least 2 nights in the mountains, and 93% were self-guided.

The most frequent source of information prior to departure was the internet (80%), followed by mountaineering magazines and guidebooks (71%). 97% had checked the route before departure, along with equipment, weather and course time (93% each), but only 38% looked at incident trends along their route.

When asked about sources of insufficient information, the most frequent response was incident trends along their route (30%). The respondents also displayed a need for prior information not only about the weather (95%) and trail conditions (85%) but also for information about mobile phone reception (49%) and incident-prone sites (38%). 64% of respondents had previous experience of a mishap in the mountains, mostly attributed to trips and slips (30%), or a loss of concentration (23%). In terms of useful risk-avoidance information, 58% sought weather warnings and 50% a route map graded according to the degree of difficulty and physical strength required.

When considered in combination with the high median age and the widespread use of magazines and websites, such results could offer a pointers for a targeted risk

communication strategy in the form of a graded map displaying risky, incident-prone locations, along with mobile phone reception and emergency call procedures. The map could be distributed together with mountaineering magazines, or at trailheads and on-line.

Conclusion

This paper investigated a recent increase in climbing-related incidents in Japan via the case study of Kamikochi in the Japan Alps. Results provide insight into the risk communication perspective of elderly climbers, which has implications for improving risk management.

Examining the Impact of Youth Hostel Association Residential Programmes: Liz King

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Keywords: Psycho-social development, Impact, Adventurous activities, Outdoor learning

Introduction

Existing evaluation literature suggests that outdoor learning (OL) and outdoor adventurous activities (OAA) can have a positive impact across the affective, psycho-social, educational and behavioural domains (The Outward Bound Trust, 2011, 2014). To date, the Youth Hostel Association's (YHA) residential OL and OAA programmes have not undergone a rigorous evaluation. Like many other UK charities, YHA are looking to assess the impact of their charitable work, particularly considering their investments in young people, their vision and charitable objectives. Developing an understanding of the impact of their programmes will provide an insight into the perceived benefits of a YHA experience from an individual and group perspective which could inform evidence based changes to YHA residential programmes. The aim of this study was to identify the perceived psycho-social impact of residential YHA OL and OAA programmes for young people and evaluate the magnitude of change according to gender, length of stay and leadership of activities (YHA led programmes or independently led by participating group).

Method

Participants were 191 school or youth group YHA residential children, aged 9-22 years (mean \pm SD; 13 years, \pm 2.25). Groups stayed for two nights (79%) or four nights (21%), and included activity programmes led by YHA (36%) and independently by the group (64%) to allow for comparisons. On hostel arrival and departure, participants completed self-report measures, comprising the Family Affluence Scale II (Currie et al., 2004), Balanced Measure of Psychological Needs Scale (Sheldon & Hilpert, 2012), The Stirling Children's Wellbeing Scale (Liddle & Carter, 2010) or The Warwick Edinburgh Mental Wellbeing Scale (dependant on age of participant; Tennant et al., 2007). Two way ANOVA's with repeated measures on one factor were carried out to analyse for differences by gender, length of stay and activity lead of the programme.

Findings/ Discussion

Between arrival and departure, participants from Key Stage 3 (age 11+) showed statistically significant increases in feelings of wellbeing ($p < 0.005$, mean \pm SD; 1.40 ± 5.48 , 3% increase). There was no significant change in wellbeing score for Key Stage 2 participants. There was also evidence that a four night residential programme can cumulatively impact upon perceived feelings of connectedness with others, with a statistically significant increase in relatedness (1.53 ± 3.10 ; 71% increase). There were no significant differences by Gender or activity leadership for any measures. Findings from this initial study suggest that YHA residential OL and OAA programmes can have a significant, perceived, positive impact.

Conclusion

These preliminary findings support the potential positive, short-term benefits of residential YHA OAA and OL programmes for young people, facilitating the development of perceived positive affect and connectedness with others. Results from this initial study provide encouraging psycho-social impact data for the YHA, which supports the immediate perception of benefit in engaging with OL and OAA for some groups of young people. Further research is required to test the generalizability of these findings and to repeat the assessments during the follow up after the course.

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Adventure travel: Influence of Online Content and Videos in the Tourist Decision Making Process: Dag S. Roland

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Keywords: Outdoor media production, New platforms, Adventure tourism, Nature guide, Social media, Storytelling, Mediating adventure tourism experiences

Norway is one of the most popular destinations in the world for adventure travelers. Beautiful nature and natural phenomena combined with activities like walking, fishing, cycling and ski touring is what makes Norway a top destination for adventure experiences, according to Adventure Tourism Development Index. Over half of the Norwegian tourists and over 70

percent of foreign tourists visiting Norway are defined as active tourists, according to Innovation Norway.

Sharing activities and travel experiences on the Internet and through social media has become an increasingly popular trend. Immersive personal experiences seem to get traction in the marketing of destinations and adventure travel tourism, but different destinations and travel operators exploit this arena at different scales and in different ways.

In this paper we will take a closer look at two different destinations for adventure travel in Norway; Steigen in the north and Hjørundfjorden and the Sunnmøre Alps in the northwest. These two destinations have been chosen due to similar tourists offerings and outdoor opportunities. First, we will examine how these destinations are represented on the Internet and social media, through a selection of search terms, webpages, online video services and social media, with emphasis on visual expressions like video. We will then conduct a survey among a selection of

adventure tourists in the two destinations. The survey will investigate the tourists' decision-making process ahead of the trip, focusing on online travel research and social media interaction.

By looking at how Internet and social media are used by the respondents in these two destinations, how is online content, and especially video perceived? What is the balance between user-generated and professionally produced content? What if anything triggered the tourist to make a decision to travel? Is it possible to see trends in the use of online content?

The Adventure 'Within'. Meanings and Experiences of Hiking

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Keywords: Hiking, Meaning of Adventure, Slow Adventure, Narratives, Experiences, Motivations

Common conceptions of adventure conjure up particular images of danger, thrill-seeking and risk and arguably, adventure tourism experiences are often marketed at individuals with this in mind. Hiking - or slow adventure – on the surface seems to challenge elements of this definition. The notion of solo hikers seeking a remote 'wilderness' experience devoid of creature comforts, however, does seem to reflect an experience which can clearly be identified as an adventure. However, what constitutes an adventure and how (or whom) defines it? This presentation seeks to explore the meaning of adventure to individuals through analysing hiker's personal stories. Drawing upon findings from two unrelated studies which explored individual's motivations and experiences of hiking, this paper challenges the common view of adventure and argues that the adventure happens within. Both studies stem from a qualitative perspective, employing elements of auto-ethnography and interviews with hikers, yet were conducted within very different contexts. Study one (1st author) was carried out in remote areas in Northern Scandinavia with individual solo-hikers. These generally young hikers followed the spirit of 'Into the wild' - seeking solitude and a lower level of comfort and security (own organisation, sleeping in tents, carrying backpack). Study two (2nd author) was based on research with people who had taken part in a 'charity challenge' ten day 'adventure trek' in Nepal with the aim of raising money for charity. These events tend to have a relatively high level of safety, security and comfort and are very much a carefully organised (by operators) and guided experience. Participants in this study tended to come

from a range of backgrounds, and for many, this trip was quite out of the ordinary compared to their usual leisure experiences.

What this presentation contributes to the adventure tourism knowledge is that although the context of these studies examines fundamentally different types of 'adventure', where the participants are unlikely to have much a desire to take part in the other, there are many similarities in the data with regards to the individual experiences of the hikers. Revisiting the data gathered in the respective studies allowed the researchers to re-analyse the data as a whole and frame the understanding of adventure in a new light. We explore what makes an experience an adventure and what motivates people to engage in such activities. What is most interesting about the combined findings is how there is clear evidence that the way the actual adventure is experienced is very similar despite the fundamentally different nature of the adventures. The narratives from the participants demonstrate the same enthusiasm and commitment to the activity. Individuals commonly described their experience as 'life changing', 'physically challenging', 'intense' and 'awe-inspiring'. Therefore, it is concluded that individuals define their personal 'level' of adventure, and the experience of adventure is something which happens within the individual – one person's adventure can be another person's nightmare. We argue that this study has important implications for both adventure tourism studies and the adventure industry.

Climbing K2: Effective Coping Tools For Extreme Mountaineering

Related Stressors: Karen Weekes

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Keywords: Coping, Stressors, K2, Mountaineering, Extreme sport, Ultra-endurance

Psychologically based evidence within the corpus reveals that effective coping mechanisms, conducive to *elite ultra-endurance* athletes performance, is limited. Furthermore, although research has categorised sports related stressors (Fletcher & Sarkar, 2012), exploration of stressors in relation to ultra-endurance athletes is minimal (e.g. Leon et al., 2011). The current study was one of three components of a PhD exploring the stressors and effective coping mechanisms of elite ultra-endurance athletes, specifically mountaineers ($N=10$) and ultra-distance runners ($N=8$).

A coping framework was developed from the information gleaned from the gathered data, and tested for accuracy using a case study methodology. A mixed methods approach was implemented for the K2 study. A qualitative research approach, guided by grounded theory, was employed to contextualize the complexities of this group of elite ultra-endurance athletes coping methods. Semi-structured interviews were conducted with an international cohort of ten K2 mountaineers, thereby achieving an in-depth insight into the personal experiences of the participants.

The mountaineers also completed the Athletic Skills and Coping Inventory for Sport questionnaire (ASCI-28; Smith et al., 1995). Results found that stressors emerged from personal (e.g., fear) and organisational (e.g., social support) sources, supporting past literature (e.g., Fletcher & Sarkar, 2012). To manage the stressors encountered, the mountaineers reported using a wide range of coping skills, concurring with previous research (e.g., Kjærgaard et al., 2014), which fluctuated dependant on the situation. This flexible coping approach is found within other ultra-endurance disciplines, for example polar

explorers (Atlis et al., 2004), indicating that flexible coping is an appropriate choice for ultra-endurance athletes. Specifically, coping emerged from emotion (e.g., self-talk), approach (e.g., imagery), problem (e.g., goal setting) and appraisal (e.g., self-deception) based approaches.

Stressors were linked to specific, effective coping mechanisms, and the benefits of contemporary coping mechanisms, such as mindfulness and meditation, were illuminated. The value of the novel coping framework for endurance athletes was verified, and provides performers and sports psychologists with a comprehensive framework for managing and guiding ultra-endurance based athletes. Recommendations for future research includes further exploration into mindfulness as an effective coping mechanism for endurance athletes. Practical recommendations for practitioners working with ultra-endurance athletes, specifically within extreme environs were summarised.

Mental Health Emergencies Involving Adolescents on Expeditions: Experiences of an Expedition Leader: Douglas Briton

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Key words: Expedition, Mental health, Mental well-being, Emergency

NOTE: This is not a paper about using adventurous activities in a therapeutic way to help people who have poor mental health. This is a paper about mental health emergencies that may arise when doing adventure tourism, regardless of the client group.

NOTE: this is a personal account of my professional practice and is not an “academic” analysis of the topic.

This paper uses the concepts of mental health and mental well-being. In this paper mental health is regarded as the presence or absence of a diagnosed mental illness, for example depression. Mental well-being is the ability to cope with the normal stresses of life, to work productively and fruitfully, and to make a contribution to your community. Therefore a person can have poor mental health and good mental well-being, for example they have a diagnosis of depression but the disease is well managed. Equally, someone can have good mental health but poor mental well-being, for example a person may not be able to function normally in the shock of a sudden bereavement. This is important from a first aid perspective: as expedition first aiders we are not making a diagnosis, but we are recognising and responding to symptoms. This is what we would do for threats to physical well-being, for example cold and hypothermia.

The bulk of this paper is a series of stories of emergencies where poor mental well-being plays a significant part, and also includes some emergencies where the importance of the casualty's mental well-being is more ambiguous. These emergencies all happened on school expeditions led by the author. These expeditions were mostly in countries with a poorly developed mental health infrastructure, and sometimes in remote areas within these countries. The accounts also try to relate what it was like to be in a position of responsibility in these situations.

From my limited experience, certain themes recur.

Some people with a diagnosed mental illness made a full disclosure of their illness before the expedition. These people generally had good mental well-being on the expedition.

Many mental well-being emergencies were centred on people where important information about their mental health had been deliberately withheld or even suppressed.

The most common mental health emergency was the sudden need to withdraw from the group, whether that be suddenly running off in floods of tears or quietly slipping away. Such behaviour can be safe at home but extremely hazardous on an expedition.

The most serious mental health emergency I have experienced on expedition is attempted suicide.

On expedition it is very difficult to be on your own. For some people, this was a very supportive context and helped improve their mental well-being. For others, constantly being around people gradually corroded their mental well-being.

Sometimes the symptoms of mental illness in a person first become apparent on expedition. Some students disclosed matters to me that they had never disclosed to anyone else, not even when they had professional counsellors. I suspect the position of expedition leader makes it easier for students to disclose matters that are personal or embarrassing. The expedition leader is an authority figure. The expedition leader is almost an anonymous stranger: the student hardly met me before the expedition and is unlikely to meet me again, so my perception of the student carries less long-term impact for them than the opinion of a counsellor, a teacher or a parent. The expedition leader is transgressive: we often break taboos by talking about people's bowel movements and their urine output.

Adventures in Unknown Places without Maps: Implications for Outdoor Education, Experiential Education and Environmental Awareness: Nigel Dykes and Jamie McPhie

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Keywords: Topographical maps, Topological mapping, Sense of place, Being lost, Intra-actions, Adventure, Embodied experiences

Introduction

Adventures often start with reference to maps. They are perceived as pivotal to finding ways to and through places. We investigate how maps influence adventure and the exploration of places. Some academics suggest that maps reduce an embodied engagement with place. Different *kinds* of maps may produce different perceptions and conceptions of the environment. Travellers with no maps, navigate using land marks, major features and places of interest. Their engagement by definition is with the places they traverse. By contrast, the map focuses travellers on the features that are (supposedly) represented on the map. In part, the important points for navigation are determined by the features of the map and not the ground. Although we experience places using a map, it is driven by a two dimensional visual aerial perspective not a multi-dimensional sensory experience. We suggest that the map privileges a homogenized and stasitized perspective that has a tendency to abstract us from our experience of places.

This study carried out over four years explores the experiences of second year undergraduate students during a field course in the Picos de Europa, northern Spain. These students were all trained to use maps prior to the course and were experienced in traversing mountainous terrain.

Method

Pairs of students were transported to starting points and asked to return to their base camp with no prior knowledge of this task or place. Half of the pairs were given maps and the other half were not given maps. Their routes back were all different and were around 8 km. They

had many options and may have become temporarily “lost”. Immediately on return, students were asked to create a (re)presentation of their journey. They completed this without talking to their partner or other students. Student (re)presentations were discussed by interview and focus group. We explore how the experience was influenced by the presence or absence of a map.

Findings / discussion

Students who used maps tended to draw their journey as aerial (re)presentations, a topographical map. Interestingly, students with maps reported getting ‘lost’, defining this concept by reference to the map. It was reported as a negative experience. Students tended to focus on a series of static points that they needed to find as they traversed the landscape. Their focus was, in part, the next point, rather than their more fully embodied engagement with place. This may be as a result of students’ perceptions of the task, learnt behaviours or possibly due to the embodied engagements with the maps.

Students without maps (re)presented their embodied sensory experiences from a foveal and peripheral perspective. They identified key features of the landscape and memorable places. Experiences were recalled as narratives, contextualised by intra-actions within (of) the environment rather than route descriptions. They had many questions about their experiences and the places they traversed. They focused on relationships rather than spatial representations, they created topological maps.

Students without maps also emphasized experiences such as freedom, excitement, being scared and having an adventure. However, they were less confident about their intra-actions with people as they assumed they were trespassing or going to be in trouble. There was no map to justify their route. These students tended to avoid contact with people.

Conclusion

This paper has implications around the use of maps in outdoor education. It explores the concept of ‘being lost’ with the notions of adventure and exploration. These experiences suggest if you want to learn about the place, environment or even yourself, reducing or not using a map might be an appropriate strategy. However there might be other implications regarding intra-actions with people.

Worries in the Wild West: The Realities of Tourism Entrepreneurship in Rural Ireland: Sophie Price

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Key words: Adventure tourism, Rural development, Tourism entrepreneurship

The positive impacts of adventure tourism have led to an increasing recognition among governments of the value of its contribution to the health of regional and national economies. The development of the adventure tourism product in Ireland is largely dependent on the work of tourism entrepreneurs. However, enterprise in the tourism industry requires a certain climate in order to prosper and there are a number of dynamic constraints which impact upon operators within the sector. This research replicates a study carried out nine years ago, just as Ireland’s economic boom was coming to a standstill. It illustrates the changing environment for enterprise as a result of the major economic upheaval caused by the recession. The methodology included a series of unstructured interviews and detailed questionnaires to achieve a practical understanding of the real barriers experienced by entrepreneurs in the sector. The dynamics of the internal and external factors that shape tourism enterprise development are explored. The western region of Ireland provides the

geographical scope of this study, exhibiting a largely rural context which offers a unique opportunity to investigate firms in the rural tourism sector. The research clearly demonstrates the existence of two categories of constraints: internal (the skills, experience, training and motivations of the entrepreneur and the size and operational aspects of marketing and human resources of the enterprise) and external (access/infrastructure, cost of operation, support, complementary tourism product, demand and seasonality and location). Constraints on the development of rural tourism enterprise are complex and interdependent however a better understanding of these issues is essential to the successful future development of the industry.

Adventure Tourism Planning and Developing in the Area of Merapi Volcano National Park Yogyakarta Indonesia: Pitaya

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Merapi Volcano National Park is one of tourism landmark of Yogyakarta Special Region, Indonesia. For many years the national park become one of main tourism attraction for local tourist because it was so easy to acces the area and the admission fee to enter the national park is considered very cheap. The problem began when the mass tourism is grow up so fast and endangered the environment, threat the biodiversity existence and reduce the capability as water reservoir. So it's time to change the mass tourism to special interest one. After the Merapi Volcano eruption in 2010, an idea to develop special interest tourism in this area become a big issue to many people, include the local community. Special interest tourism in the form of adventure activities now operated by local community. But, because of their limited knowledge about adventure tourism, all programs and activities facing many problems, from lack of management skills to the poor promotion strategy. Whereas the local people is the traditional guardian for the balance of safe environment and biodiversity conservation. For the most Javanese people who lived in Yogyakarta, specially nearby the area of Merapi Volcano National Park, the volcano itself is not considered just a merely volcano, but also the sacred site where the spirit of ancestors lived and ruled the magical kingdom on the top of Merapi volcano and has influence to the daily life among local communities till the present day. In this case how to plan and develop adventure tourism in this area become significant.

This research aims are : 1). To know how far the potentials of adventure tourism in the area of Merapi Volcano National Park, 2). To identify the adventure activities in the area of Merapi Volcano National Park, 3). To design the packaging of adventure tourism in the area of Merapi Volcano National Park, 4). Formulated the adventure tourism promotion strategy.

The research using both quantitave and qualitative analyzes method that described in to five steps ; 1). Inventarization of the potentials tourism attraction, 2). Identification of the potentials tourism attraction, 3) SWOT analyze, 4). Adventure activities & tour packaging design, 5). Promotion Strategy

And the result of the research show us that 1). Merapi Volcano National park has plenty tourism attraction, 2). The potentials tourism attraction could be identify in to physical and non physical potentials tourism attraction, 3) Four strategies can be develop to manage and run the adventure tourism activities along with sinergy of all stakeholders, 4). Mountaineering, bush walking, trail running and orienteering are the most possible adventure activities to manage in the area of national park. The design of adventure tourism package is based by its challenge, location, time duration and number of tourist. 5). The best formula for adventure tourism promotion strategy is combine action from the program of the government and also the stakeholders using electronic media promotion.

A Research Adventure: Autoethnography and Ethnography in an Expedition Setting: Suzanne Kennedy

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Keywords: Autoethnography, Ethnography, Existentialism, Adventure, Expedition

Introduction

This paper examines researcher positionality from the perspective of the complete member researcher and the interplay of autoethnography and ethnography in an adventure expedition setting. The potential of existential authenticity as a complementary theoretical framework in the analysis of the emerging data is also explored.

Methods

During a sea-kayaking expedition in Croatia in June 2014, expedition members were interviewed individually and participated in an in-depth focus group discussion on their subjective experiences of adventure within the expedition setting. The researcher also recorded a self-reflexive narrative of the lived expedition experience. Observations, field notes and journals were recorded. Using Heidegger's (1996) theory of existential authenticity as a conceptual framework and environmental triangulation to help capture the nuances of expedition life, themes arising from the ethnographic data were identified, categorised and member checked by the expedition participants. Extracts from the auto-ethnographic data served the dual purpose of evoking the lived adventure experience for the reader as well as a modus for the author's self-reflexion and emerging insights as a researcher in the expedition setting.

Findings / Discussion

The expedition environment appears to inspire the existential self through the deeply personal experiences encountered within it, but effectively capturing and translating this in research terms is challenging. However the interplay between autoethnography and ethnography enables an enriching and complimentary interpretation of subjective nuances from the field, but denaturing the very essence of the experience is a risk.

Conclusion

In observing the expedition setting, the shift from complete member absorption in autoethnographical terms, to complete detachment in ethnographical terms, is achievable. Despite the difficulties of capturing fleeting moments of the existential self, through their shared epistemology, both autoethnography and ethnography can offer compelling insights into the expedition setting and the cultural interactions of those who engage in it.

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Exploring Issues of Outdoor Recreation and Opportunities for Access: in Relation to Cultural Severance of Black and Minority Ethnic (BME) Communities in Sheffield: Maxwell A. Ayamba

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Introduction

Ayamba & Rotherham (2010) explored issues of the relationships between ethnic minorities, migrant communities and their environments. This paper addresses issues of the perceptions and preferences of Black & Minority Ethnic (BME) people concerning outdoor recreation in and around the case study area of Sheffield including the Peak District National Park. A series of focus groups undertaken in Sheffield helps improve understanding of ethnic minority perceptions, interests/preferences in relation to outdoor recreation. This raises awareness of how National Parks across Britain can better respond to need/demand for opportunities to participate in outdoor recreation. The paper considers perceptions of diverse ethnic minority groups with focus group interviews designed to ascertain perceptions about what recreational activities, services and facilities were appropriate and culturally sensitive. The backdrop to the work is the concept of 'cultural severance' as defined by Rotherham (2008, 2013), and considered in the context of migrant communities in Britain by Ayamba & Rotherham (2014).

Methodology

A series of focus group interviews were conducted to understand their interests, participation/constraints in relation to outdoor recreation. This was done through the use of snowball sampling relying heavily on existing contacts within BME community groups/organisations. Respondents in the focus group interviews though from a diversity of ethnic backgrounds are regarded 'visibly' as Black British and ethnic minorities by skin colour, Alibhai-Brown (2001). Interviews followed semi-structured focus group protocol, employed to obtain as much information from participants. The focus group methodology allowed more open/honest discussion, as Madriz (2000) noted, it allows participants to freely express ideas.

Findings/discussion

Participants described their outdoor recreational experiences/interests, including types of activities they currently or previously participated in. Further questions helped to understand settings in which activities took place and, with whom they participated.

A theme that emerged throughout the focus group meeting with Asian/Middle Eastern participants is recreating with family, and children. They wanted to experience outdoor recreation in the company of their children especially girls, for cultural/religious reasons. They do not wish to send them to participate in outdoor recreational activities with boys and people they have no family ties. Participants agreed they would enjoy outdoor pursuits but constrained by the types of outdoor recreational activities and lack of public facilities such as toilets/prayer rooms. There were suggestions of employing diverse staff and some gender only pursuits.

African/Caribbean participants tend to express interest in outdoor 'carnivals' although they did also associate tranquillity and peace of the outdoor environment to spirituality, healing and self-renewal. Participants felt it is a time to enjoy and reconnect with nature, family and friends as well as meet new people and, found this therapeutic. However they feel many

recreational areas may not be willing to cater interests such as carnivals or festivals. More people will participate in outdoor recreation if they were designed to accommodate other preferences with diverse staff working in outdoor recreational centres.

Conclusions

Although the participants saw value in outdoor recreation, National Parks Authorities do not presently cater for the preferences and interests of migrant communities who also face economic hardships. In the light of current austerity measures, support and provision has declined dramatically in recent years (as predicted by Rotherham, 2010 and Rotherham, 2015).

Safety is a recurrent theme, as some participants perceive outdoor recreational environments as a danger, particularly to children. It was also apparent from some participants that interest in outdoor recreational activities such as rock climbing, mountaineering, cycling, hiking, walking, canoeing, water skiing/rafting etc. are not activities of choice. The lack of visible representation such as outdoor BME instructors in Britain reinforces this notion. There are also significant gender-related barriers to outdoor activities and mixed-gender pursuits which are worthy of further exploration.

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Training in Adventure Tourism Activities in Spain vs ELESAs European Project: Lázaro Mediavilla Saldaña

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Keywords: Training, Adventure, Technicians, Adventure tourism, Outdoor activities

Introduction

Since the activities of adventure sports in the 80s in Spain were introduced, these activities are developed with very different purposes, most notably, education, sports and tourism (Funollet 1992 & Mediavilla, 2013). From the tourist area the appearance of the first regulations that structured both companies adventure as the activities (Nasarre 2012) from 1992 to the last adjustment was in 2013, has sought to address, with varying success and depth, regulation of the various figures who organize, plan, design and implement these activities (graduates in physics / science education graduates of physical activity and sport, physical education graduates in technical, physical and sports activities of animation, technical sports superior technician driving sport activities in the natural technical means, etc.) in providing a service related to adventure tourism conducted with customers who want to develop this type of activity

In the 90s, studies were repeated later, assessed the quality of the services of such companies in the adventure tourism industry as insufficient (Econsumer, 1995 & 2005) to provide a quality service. In turn, the rate of growth of the practice of outdoor activities since 1995 had grown to 2005 going to stagnate in 2010 (Ferrando, 1995; Ferrando, 2000 & Ferrando & Llopis, 2010).

It is common knowledge that there are different elements and parameters that influence the quality of service provided (Mediavilla, 2010 & 2012). But once covered the legal basic needs, we enter into the evaluation of service delivery where one of the first key pieces of the services is responsible and/or coach at the helm of the organization and activity, where 75% of the satisfaction of a service depends on these people (Valls, 2003). Therefore, it is crucial the training they receive and their orientation towards the provision of services (technical skills, social skills, knowledge of the environment, animation, language, etc.) in the adventure tourism sub-sector.

Method:

Check bibliographically what the regional laws, regulating the service of adventure, indicate as to those responsible for these activities by checking it with the powers conferred on them brings in training who are recognized in their various professional qualifications. Compares the data with what the European project considers ELESAs must possess an official at the forefront of the activities of adventure tourism subsector to provide this service throughout Europe (Directive 2013/55).

Discussion

There is a dispute between the skills, the law says that orders of business in different regions of Spain, which needs the business sector, and the skills that the training offered to managers and technicians of adventure tourism activities.

Conclusions:

The quality of service of the adventure activities depends on the preparation of the person or technician in charge of this type of entity and who carries out the activities directly with customers requiring this service.

The training offered in the country does not cover the needs of the requested services in outdoor activities or adventure, as it requires greater specificity in the content and longer.

There is no specific training for adventure tourism developed in the country that is consistent throughout Europe.

Guided Risk Taking – Adventure-Based Activity to Enrich the Lives, Learning and Educational Outcomes for Students by Creating Opportunities for Deeper Thinking: Nick Chater

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I hold the belief that for people to learn, make positive personal changes and to ultimately feel a sense of purpose and wellbeing, they need to be able to positively challenge themselves and take measured risks.

As a Senior lecturer and Adventure Tourism tutor I have observed that the mental challenges students face are often much more overpowering than the physical challenges arising from the outdoor activities. Frequently, the biggest challenge and personal risk the students face is applying themselves to the theory component in the classroom. Many have already put themselves in a box which says 'you are a failure'. When they make the connection between theory and practice and are successful at both, they see themselves in a completely different light. The walls of the box begin to break down and they feel and act with confidence in the knowledge they can succeed.

Through my experiences in the outdoors I realised that adventure-based activity can be used to enrich the lives, learning and educational outcomes for students. Teaching students to apply theoretical ideas within a practical context and challenging the mind as well as the body is something I have come to realise is very significant for our students.

After realising that adventure tourism programmes are not just about meeting industry practical guiding needs, I have changed the programmes so they include the acquisition of skills students will find helpful no matter what they do in the future. This has had a significant effect on the commitment and the success students now experience.

In the design process I have shifted the programmes from being teacher centred to student focused. In practice this meant designing programmes which scaffold students' learning from known to the unknown, building from simple to complex learning situations so that students feel comfortable and confident to take ownership of their learning.

The opportunity for students to make mistakes, experience what worked and what did not and then reflect on the changes they might take in the future is a major part of assessment.

The values and beliefs I share with Māori culture have hugely influenced my teaching practice. Those that have had particular influence are:

Mana, the main aim has been to develop and deliver programmes that uphold and lift student's mana through positive education experiences.

Whānaungatanga which is at the heart of my teaching. Creating positive relationships through shared experiences and working together provides us all with a sense of belonging and is a key focus for me as a kaiako. It serves to strengthen each member of the group and defines what I do and believe.

Kaitiakitanga in practice within our programmes means we care about the environment where our outdoor adventures take place and are always cognisant of the need to take care and protect Māori beliefs and spiritual values. In teaching I use Te Reo whenever this is likely to add to the positive experience of our students.

Manaakitanga means that along with my students I create an environment where there is respect, kindness, generosity and hospitality.

In 2014 100% of students who completed the Diploma of Adventure Tourism programme were successful but more importantly the feedback from students acknowledges the value this assessment process has had on their lives.

This presentation aims to uncover some of the reasons for this and to consider examples of teaching practice which have succeeded in turning this situation around.

From a Passion for Adventure to the Realities of Mountain Guiding in Chamonix: Claire Holland

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Key words: Adventure, Lifestyle, Mobility, Migration, Tourism, Work

The interfaces between migration, tourism, work and leisure have become fluid, flexible and ambiguous. Globalisation, the search for individualism, opening up of markets internationally, the expansion of low cost travel, flexibility in working lives and increased global wealth; have acted as openings to the growth of the phenomenon of lifestyle migration and a new world of work (Giddens 1991; Stone and Stubbs 2007). The nature of tourism employment is continually evolving with traditional perspectives of low class, low skilled lines of work changing with an increasing trend towards skilled workers purposefully entering the sector as a lifestyle choice (Baum 2007; Burrell 2009; Veijola 2009). This view is being led in part by the mobilities literature (see Duncan et al. 2013; O'Reilly, 2003; Duncan, Scott and Baum, 2013) with a belief that lifestyle led mobility patterns, contribute to and illustrate the breakdown of the conventional divides of separation between work and leisure with individuals using mobility to negotiate modern day lives in which individualism and self-fulfilment play a central role in the search for a better life (Duncan et al. 2013). Individuals with a passion for adventure are integrating their 'play' into work choices by becoming mountaineering guides, blurring traditional boundaries between work and private 'space' and raising questions as to the impact of the disintegration of boundaries on lifestyle satisfaction (McIntyre, Williams and McHugh 2006).

Concurrently the nature of the tourist/guest is changing, with adventure tourism being opened up to beyond the affluent, an influx of less skilled adventure tourists and in turn a deskilling of the mountaineering guide, and demands for an 'authentic' host/guest experience as a result of increasing demands for individualised and authentic experiences (Edensor 2001; Sherlock 2001). A growing desire for a personalised service is increasing the demands placed upon the host, leading to the performance of a tourism product and enacting a role of hospitableness that is characterised by friendliness and an eagerness to please (Goffman, 1969; Ladkin 2011; MacCannell 1976; Wang 1999). It is at this point in which the dream of 'playing' in the mountains juxtaposed against the realities of formalising a passion into work, and consequently, the disintegration of boundaries between the private and commercial that individuals are re-evaluating their work and lifestyle choices (Lynch and Domenico 2007).

This study answers the call for exploration into the position of adventure tourism works in peoples' lives, examining the behaviour of adventure lifestyle migrants and if their work is satisfying their needs for an overall lifestyle. Drawing on ethnographic research and 35 semi structured interviews with lifestyle migrant business owners in Chamonix, this research explores the varying impacts of the blurring of boundaries between employment and 'play' in which an aspirational lifestyle is the focus.

The findings reveal a significant impact of the lesser skilled adventure tourist and enacting hospitableness in a lifestyle focussed setting with actions ranging from decisions to return home, separating 'play' time from work, the performance of a tourism product and being more business focused. The research shows mountaineering guides to be continually re-negotiating lifestyle choices as they continue to look for ways to reconcile work, identity and

a passion for adventure be that through a search for satisfaction elsewhere, such as in the growth of the business or in their 'play' time. There is a continual need to maintain comfortable arousal levels and find an alternative source of satisfaction that matches the activity which they no longer receive through enjoyment of combining their passion for adventure with work. Individuals are as such not only entering into adventure tourism work as part of a leisure lifestyle choice in which self-identity development is central, but also mediating and re-negotiating them when the boundaries between the desired lifestyle and the reality cause a level of dissatisfaction. Historical links between migration and indicative future of work patterns suggest that such behaviours may be translated to generalised work settings and is a further area for research.

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Sea kayaking and Ageing: Expanding the Agenda for Research into the Physically Active Older Adult: Allison Inkster

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Keywords: Ageing, Health and well-being, Sea kayaking

There are currently over 10 million people in the UK over the age of 65 and this number is predicted to rise to 19 million by 2050. In Scotland, there are almost 880,000 in this age group with the figure expected to be in excess of 1.5 million by the same date. The aim of this ongoing study is to discover how adventure sport, specifically sea kayaking, is conceptualized as contributing to health and well being by an overlooked and often forgotten section of the population. For the purposes of this study a purposive sample of young-old sea kayakers from the Highlands and Islands of Scotland (n=6) will complete interview questionnaires followed by targeted semi-structured interviews in the early summer of 2015. This will be then subjected to manual data handling in order to remain close to the data. Internal and external checking will be used to ensure authenticity and trustworthiness of process prior to identifying the salient themes for presentation at the International Adventure Conference in September.

Introduction

Research into how older adults perceive adventure sport has been scant, this limited attention marking a deficiency in our stock of knowledge, and we must be cognizant of discourses about older adults being negative and overly medicalised. Dionigi (2008) cautions against conceptualizing old age as a problem to be 'fixed' or managed as this simply perpetuates ageism and a number of authors refer to the importance of remaining physically and psychologically active as we age (McGue & Christensen, 2001; Aked, Marks & Gordon, 2008; Buettner, 2008). During July of 2015 this work will investigate how sea kayaking might play an instrumental role in the formation of older adults' perceptions of health and well being and demonstrate how adventure can function as a legitimate site for expanding the agenda for research into the physically active older adult.

Method

A purposive sample of sea kayakers from the Highlands and Islands of Scotland has been identified (n=8) aged between 65 and 74. This aligns with Brennan's (2008) categorization of adults being 'young-old' between the ages of 65-74, 'old-old' between 75-84, and 'oldest-old' from 85 onwards. The small sample size was chosen to give in-depth insights rather than form generalization that might not project a true perception of the phenomenon under investigation (Hektner, Schmidt & Csikszentmihalyi, 2007). Opportunistic research will be used to ensure a closer relationship between being researchers and the subject matter (Anderson, 2006) and increase the likelihood that participants will provide the data necessary for success (Adler & Adler, 1987). An initial layer of data will be established through interview-questionnaires that will then be used as a platform for targeted interviews in specific areas. Two critical friends have been recruited to ensure greater scrutiny through collaborative enterprise (Cowan, 2014) and so that other researchers wishing to pursue these ideas further in local contexts can generalize the process if not the outcomes (Yin, 2014). Interpretative Phenomenological Analysis will be employed to analyze the data (Larkin, Watts & Clifton, 2006).

Conclusion

This contemporary research project aims to reposition adventure, and specifically sea kayaking, as a site for serious academic study and scholarly investigation. It looks to establish a baseline of themes pertinent to active older adults and to use these to understand the ways in which this sample is exploring the concept of ageing.

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Adventure Racing and Active Lifestyles: Carl Cater

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Adventure tourism is a niche market sector that has seen rapid growth over the last decade and corresponding academic interest (Buckley, 2006; Funk, Toohey, & Bruun, 2007). Part of this sector takes on a competitive edge around multi-sport participation as adventure racing. Although similar to multi-sport events such as Triathlons, which have received some critical attention, adventure racing differs in that the activities and the promotion are directed strongly towards themes of adventure. Although the extreme end of this sector might be represented by multi-day endurance events for semi-professional athletes (Schneider et al, 2007), there has been significant growth in the 'softer', more popular end, of the spectrum. One example is the Anaconda adventure race series, held in four locations in Australia every year. Although they are a competitive series, the majority of participants are local to each race and the positioning is as an adventurous leisure activity for active individuals. Indeed there is a strong sponsorship link to outdoor clothing and equipment stores, and the tagline for the series is 'you've got 52 weekends- make the most of them'. Despite the growing significance of these events there is very limited research on this phenomenon. Some studies have examined the significant corporate participation in these events for 'team-building' purposes (Kay and Laberge, 2002) or the prevalence and management of injuries to competitors. However there is little that links these events to general participation in active lifestyles. For example, Murphy and Baumann (2007) published a literature review on the ability of mass participation events to increase population-level participation in physical activity sufficient for health benefit. The authors concluded that there is a 'paucity of research' and that 'no evaluations have assessed pre-event PA patterns, or tracked activity post-event' (p.195). The research investigates the ability of adventure racing to facilitate long-term, sustainable increases to both physical activity and exercise levels, and influences

on an adventure 'career' (Kyle, & Mowen, 2005). This research project is important because 1) event owners are increasingly positioning their events towards adventurous health-seeking adults; and, 2) territorial local authorities are citing positive health outcomes as justification for their investment in these events and 3) the outdoor adventure industry, equipment manufacturers and retailers are seeking to promote further consumption of adventurous products and services. What remains problematic is that while 'the public health potential of major sporting and PA events is often cited' the 'evidence for public health benefit is lacking' (Murphy & Bauman, 2007). The key aspect of this research is to identify factors that contribute to increased and sustained sport involvement with adventure racing and their relationship to participants' active lifestyles.

With results from an online survey and qualitative interviews of competition participants, this paper will discuss: a) motivations for participating and potential barriers to participation; b) how participation relates to participation in other adventurous activity and events; c) an increased understanding of the factors likely to result in sustained changes to both exercise and physical activity levels following completion of adventure racing; d) the experience of the race itself, in particular the extent to which sporting injury may result; e) the connection to the sponsors of the race, in particular the title sponsor Anaconda and participant brand and the race; f) individual and team characteristics of sport involvement, and g) participant travel behaviour to the events.

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"The Moment I lost My Mind": The First Time Total Solar Eclipse

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Keywords: Total solar eclipse, Totality, Transformation, Awe, Perspective, Phenomenology, IPA, Experiential travel

Introduction

On 20th March 2015, a total solar eclipse was visible within a path of totality that made landfall in only two remote locations – the Faroe Islands and Svalbard. The UK, Ireland and Northern Europe saw a partial solar eclipse.

A total solar eclipse occurs when the Sun, Moon and Earth are in complete alignment. During totality, the central shadow of the Moon races across the surface of the Earth, leaving a deep darkness that lasts for a few minutes. The eclipsed Sun appears to be like a

universal eye looking down. It is the only time when the wispy ethereal light of the Sun's corona is visible with the naked eye, and it is a breathtaking sight. The experience is eerie and dramatic, and many describe it as overwhelming and life-changing.

An increasingly popular subculture of adventure travel is eclipse chasing – travelling the world to stand in the Moon's shadow once every 18 months on average. Very few people can relate to why seemingly normal people do this, as the experience is one that is difficult to describe. The general public are left uninformed about the uniqueness of totality, and why even a 99% partial eclipse is nowhere near the 100% totality experience.

This presentation will use the analysis of a single case study to provide detailed insights into the totality experience. There are two broad research questions in this phenomenological study - what is it like to experience your first total solar eclipse, and how does the experience change your life.

Method

Following the total solar eclipse of 2012 in Australia, those living and visiting the path of totality were invited to complete an online survey outlining their experiences. From approximately 80 people who completed the survey, 15 were selected as suitable for phenomenological interview due to their detailed, rich descriptions in the open-ended questions. Interviews were conducted, often lasting over two hours, and accounts were transcribed and analysed using Interpretative Phenomenological Analysis (IPA). This presentation outlines the analysis of just one individual to allow an in-depth understanding of the experience and impact. The person selected is Wayne, a 48 year old environmentalist who just happened to relocate to within the path of totality the year before the eclipse.

Findings / discussion

Wayne described himself as 'eclipse ignorant' before the eclipse, where he was caught by surprise at the intensity of the event. He described his first totality experience as 'mind-blowing', which was further broken down into three key themes: *feeling oblivious to himself and the world around him*; *feeling privileged and lucky*; and *in awe of a greater power*. The eclipse experience had a profound effect on Wayne, which seemed to reconfirm his life values in three ways: *the eclipse was a momentous event that served as a 'reality check' on life*; *the experience confirmed he was on the right path*; and *he had found a new path of inspiration*. At the time of interview three weeks after the eclipse, Wayne had already made plans to travel to see another total solar eclipse, and remained highly animated about his experience.

Conclusion

Phenomenological research methods provide a useful way of understand intense awe experiences. This project looking at the first time totality experience is part of a larger programme of research exploring the psychology of eclipses. It is only by sharing personal accounts of the eclipse experience that we can convey to others why it is so powerful, and why increasing numbers are chasing eclipses to experience those magical few minutes.

[Bicycle Tourism: Understanding a Growing Adventure Tourism Trend:](#) [Charles Chancellor](#)

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Introduction

Bicycle tourism, a growing niche market in outdoor recreation (www.adventurecyclingassociation.org), and a component of adventure tourism, includes people who travel outside their usual area for a bicycle related event and the entities that service their needs. However, there is little literature explaining the nuances between the array of bicycle events, participants, and needed infrastructure and services. A systematic approach to understanding the phenomena is needed for three primary groups: researchers, destination hosts, and event organizers. Destination hosts are often a visitors' bureau or municipal recreation department that works with the event organizers. Sometimes the host and organizer are the same entity.

Purpose

This project's purpose is to create a typology of the bicycle tourism phenomenon, by segmenting the events and riders. The typology should provide an organized platform to: 1) encourage systematic bicycle tourism research, 2) aid host organizations in determining which bicycle tourism events could be held in their destinations, and 3) aid event organizers in determining event venues and bicycle tourists' needs.

Methods

A review of the bicycle event and participant literature was undertaken. Events and participants were segmented based upon key variables such as, travel pattern (Lue, Crompton, and Fesenmaier, 1993), event type, participant demographics, length of stay, infrastructure and tourist related needs, and bicycling distances. Three primary categories of bicycle tourism events were identified based upon the travel pattern of the visitor, and other variables are described within this context. Travel pattern was chosen as the primary category due to its usefulness to destination stakeholders, who have a role in determining if bicycle tourists are a viable market, and who would be influential in encouraging development of sustainable adventure tourism infrastructure.

Results

Three primary travel patterns emerged: 1) *Single destination* indicates that the event occurs in one destination, and includes races, recreation rides, or festivals. Races attract spectators, while all organized events attract vendors. One to two day events are common which may translate into a two to three night stay, with camping and motels being popular lodging options. Ride distances vary, however the riders always returning to the starting point so most economic gain would be realized in the destination sponsoring the events; 2) *Base camp* is where cyclists stay in one location and day trip to local and regional cycling trails or routes, and this pattern is not event dependent. Riders are usually in groups staying two to seven nights and a wide array of accommodations are sought, as are quality bike rentals/shops, and a variety of easy to difficult bicycle trails or routes in the region; and 3) *Stopover* refers to the destination where a cyclist stops for one to two overnights while on a multiday, multidestination excursion. Campsites and motels are desired lodging and daily riding distances often range 30-100 miles. Bicyclists may be touring with an organization or independently. For a tourism destination, *single destination* and *base camp* visitors are likely to provide more economic gains and more marketing opportunities for return visits, but require much more organization and infrastructure.

Implications

A systematic method of explaining and segmenting the wide array of bicycle tourism events and participants, aides: 1) researchers by supplying a systematic understanding of bicycle tourism, which may promote bicycle tourism research; 2) destination hosts in understanding bicycle visitors, the infrastructure and attractions needed to maximize economic potential;

and 3) the event organizers in understanding desires, motivations, and potential of this adventure tourism market.

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Developing Adventure Tourism through a Bicycle Friendly Community Perspective: Scott Ogletree

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Outdoor recreation is considered a purchasable short-term holiday experience, which is the basis of the adventure tourism industry (Buckley, 2007). Maroudas, Kyriakaki, and Gouvis (2004) point out that to increase the likelihood of success in adventure tourism, and to make tourism a sustainable industry, local residents and organizations should participate in the decision-making process. Community welfare must be a priority in order for a destination's residents and organizations to really appreciate and support the local tourism industry. Adventure tourism comes in many forms, one of which is bicycling, whether it is road or mountain, an organized group day ride or festival, or a more extensive multi-day excursion. Cycling is a popular adventure activity in the USA and many participants cited bicycling across the country as a dream (Schneider & Vogt, 2012; Swarbrooke, 2003). Regardless of the type of bicycle experience a destination offers, one key component is that the destination be bicycle friendly, ideally through both culture and infrastructure. Bicycle friendly communities not only attract tourists but also provide opportunities for small adventures for local residents.

For promotion of the Bicycle Friendly America program, the League of American Bicyclists [LAB] developed the essential five elements (5Es): education, engineering, enforcement, encouragement, and evaluation, to assess the bicycle friendliness of communities. As of 2015, there were 350 US communities rated as bicycle friendly; however, only four have reached the Platinum (highest) rank (www.bikeleague.org). To improve the understanding of building a bicycle friendly community, this study integrated community development theory with the 5Es to establish a more holistic, encompassing conceptual framework, to support research, destination development, and advocacy efforts.

The Integrated Bicycle Friendliness - Community Development (IBFCD) framework (Figure 1) is based upon the connection between well-established approaches, elements, and factors that to the authors' knowledge have not been previously linked. The *three approaches* (self-help, technical assistance, and conflict) prompt community development activities (Christenson, 1989). LAB's *five essential elements* of a bicycle friendly community strengthen infrastructure (www.bikeleague.org). The *seven factors* of community development include sense of community, empowerment, sense of belonging, collective efficacy, social settings, social networks, and citizen participation (Brown, 1980; Perkins, Brown, & Taylor, 1996; Perkins, Hughey, & Speer, 2002; Robinson & Elliott, 2000). The type of community development issue being considered determines the approach needed. The seven factors build within a community as members collaborate to improve their situation. With continuing effort, evaluation, and planning, these factors can improve a community's cohesion, welfare, livability and ability to attract bicycle tourists.

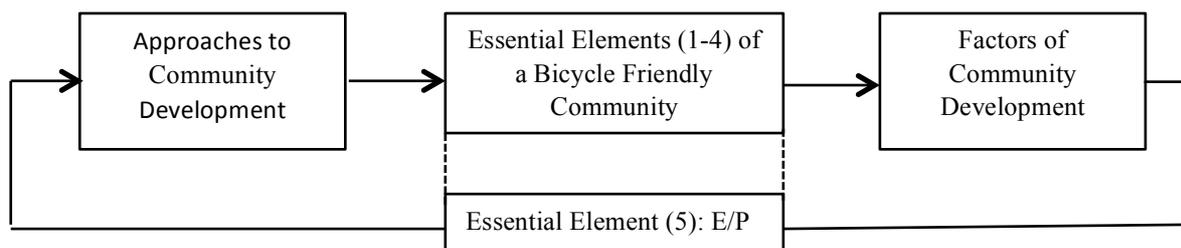


Figure 1. IBFCD Framework

The IBFCD framework is one of the first to combine the practical, social, and psychological aspects of building a bicycle friendly community. It suggests that building a bicycle friendly community is based on three independent multifaceted components (approaches, bicycle friendly elements, community development factors), which when considered together are stronger than any individual component. This framework provides; 1) community livability and active transportation advocates a method of embedding essential elements for a bicycle friendly community into established community development approaches and factors; 2) tourism researchers a platform to measure the various relationships between the components to determine the best methods of increasing bicycle tourism opportunities in a community; and 3) a possible model for other adventure tourism activities to be considered within a community model.

While the IBFCD framework presented in this study has taken the first step toward conceptualizing the relationship between linking the practical aspects of a bicycle friendly community with community development theory, further studies are needed to operationalize and test the model.

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Effects on Social Skills in Vocational Education Students' of Outdoor Activities through Personal and Social Responsibility Program: Pablo Caballero-Blanco

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Keywords: Personal and social responsibility model, Pedagogy of adventure, Positive youth development, Social skills, Outdoor activities

Introduction

Vocational education students of outdoor activities, require training about profesional, social and personal competences, to help improve their professional work as a leader. The purpose of this study was to evaluate the changes about the social skills in the students of the experimental and control group, after the implementation of the personal and social responsibility program implemented.

Method

The research participants were 43 students (25 boys and 18 girls), aged between 16 and 23 years, belonging to the first course of vocational education of outdoor activities, of two educational center located on rural environment in the region of Andalucia. The experimental group were 21 students (12 boys and 9 girls), aged between 16 and 23 years. And the control group were 22 students (13 boys and 9 girls), aged between 17 and 22 ages. The study was performed using the quasi-experimental, combined with case studies. The independent variable was personal and social responsibility program implemented, based on the Teaching Personal and Social Responsibility (Hellison, 2003) and Pedagogy of Adventure (Parra, 2001); and the dependent variables were: the social skills and the perception of the students and teachers on student learning. Three teachers from experimental group implemented the program a long five months, which meant 15 hours per week. The teachers received an intensive course of 30 hours of training about the programme, before start the study. The instrument used were: the Matson Evaluation of Social Skills with Youngster Questionnaire (MESSY) (Méndez, Hidalgo e Inglés, 2002), which was applied before and after intervention; and the semi-structured individual interviews (Patton, 2002), applied after the programe. For the assessment questionnaire of social skills (MESSY), we conducted a descriptive analysis of the scores and generalization of estimating equations (Twisk, 2007). To analyse the interviews of students and teachers, we used the sociological analysis of systems of discourse (Conde, 2009).

Results

The results obtained on the social skills, show a positive relationship between the responsibility program applied and the effects on students in the experimental group. If we compare these with those achieved by students in the control group, we can observe a different evolution, reflecting that overall students in the experimental group improved more on this variable. The perception of students and teachers in experimental group, in relation to the learning acquired through the program, shows a positive evolution over the intervention, which encompasses both personal and social development, such as professional competence. These positive effects found after program implementation, consistent with other research on the model of personal and social responsibility Hellison (Hellison and Walsh, 2002; Escartí, Buelga, Gutierrez and Pascual, 2009; Wright and Li, 2009; Hellison, 2011.)

Conclusion

There is a positive effects relationship between the responsibility program and the effects on students.

Design and Validation of an Observational Instrument to Assess the Technical Belay by Grigri in Top-rope Climbing: Pablo Caballero-Blanco

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Keywords: Technical belay, Sport climbing, Beginning climbers, Observational analysis, evaluation

Introduction

Safety environment in sport climbing require use a standar protocol to belay, to increase the security in this type of adevnture tourism activities. The purpose of this study was to design and validate an observational instrument to assess the technical belay by grigri in top-rope climbing.

Method

This observational instrument allows researchers to assess the belay meunevers of belayers in relation to the achievement of key aspects of belay technique. Firstly, a review of the specialized literature was performed to establish a set of criteria for observation. Secondly, content validation was carried out through the agreement and consensus method among ten expert judges at the qualitative level (degree of understanding, appropriateness of wording, relevance of questions, etc.), and quantitative level (global assessment on a scale from 0 to 10). Thirdly, this instrument was applied to a sample of seven climbers/belayers on an indoor climbing wall. Reliability was calculated through the application of the test-retest method.

Results

The results indicated that the instrument has optimal levels of reliability and validity for evaluating the technical execution of beginning climbers. The final version of the observational instrument to assess the technical belay by grigri in top-rope climbing are estructure in nine criteria to observation: 1) base position; 2) attention; 3) basic position; 4) collect rope; 5) give rope; 6) tension of the rope during ascend; 7) stop and cushion the fall; 8) lowering the climber; 9) comunication with the climber.

Conclusion

The instrument can be considered as a useful tool which could be applied by instructors and teachers for discriminating the learning stage in beginning belayers, also use this instument to control the security in top-rope climbing activities (natural and artifical space).

Notes from the Underground: Using Caving to Understand Physical Activity Participation in Under-represented Groups: Helen Hooper

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Keywords: Older adults, Health and well-being, Caving, rural inclusion, Identity

Introduction

Current figures show that 23% of the UK population comprises adults of 60 years and older (Office for National Statistics, 2013), a larger proportion of the population than those under 18 years (Office for National Statistics, 2011). Research into the participation motives of young people and the outcomes of involvement in outdoor activities has proliferated over the last decade, yet, even with older adults being increasingly prioritized on research and funding agendas, there remains a dearth of literature in the field of adventurous activities and none in caving.

Method

The objective of this research is to explore the extent to which adventure sport experiences, specifically caving, can provide benefits to health and wellbeing. With specific reference to a group of older females from rural North Yorkshire, this ongoing case study uses a small convenience sample that has snowballed to comprise 8 women aged between 60-76 years. The commencement of older adulthood is typically defined by chronological age, with the young-old being defined by Brennan (2008) as 65-74 years. In this study, participants were invited to participate in outdoor activities as a group of older women and thus, the resulting age range could be considered a within group definition of older adulthood. Participants engage with an outdoor adventurous activity once a month. The study was designed to allow participants a choice regarding adventurous activities, which are facilitated by the researcher. To date, this has comprised two caving experiences and initial interviews suggest that this choice may remain a constant throughout the study period. The researcher's role is as a participant-observer and semi-structured interviews are scheduled with each participant over the summer of 2015.

Findings

Emerging themes point to a socially constructed notion of health and wellbeing, with issues of gendered and rural identity providing challenges to the consensually validated concept of old age. Initial indications suggest that seizing a presented opportunity and challenging themselves to complete a perceived physically and psychologically demanding activity was a major motivation for all women. The social support offered by a group of known other women also influenced decisions for initial participation and was compared to perceptions of competitiveness and fears of a gendered dynamic if the group had been mixed sex. Confirmation of physical abilities and the satisfaction of completing previously un contemplated challenges were prominent in stories told. For most participants, daily recreational activity comprised a solitary walk and leisure was defined as an "away" activity involving visits to friends and family in larger cities. Through study involvement a shared understanding was gained of the possibilities for active recreation at "home". The social benefits to such involvement included creation of a group identity where the women were seen as more adventurous than their spouses ("you wouldn't get me down that hole") and a shared pleasure in recounting tales of daring-dos to family, friends and neighbours. Participation motivations recounted differ from those articulated by Sugerman (2001) in her study of older adults' engaged in outdoor activity programmes in the USA and will be discussed in relation to work on healthy ageing in place (Bascu et al., 2014) and the values

of self-reliance and independence (Russ, 2012), hardiness and privacy (Lee, 1993) espoused by rural older adults.

Continuing data collection will enable further consideration of these themes and initial findings are proposed for dissemination at the International Adventure Conference in September.

Conclusion

Increasing our understanding of the reasons older females may choose to participate in outdoor activities, and their perceptions of benefits in terms of health and wellbeing, should inform strategies to make physical activity more inclusive and target the under-represented in the form of both older females and the rural community.

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Mountainbikers vs. Roadies; Exploring Online Representations of Cycling Cultures: Rob Burton

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This paper will draw on oppositional identity and culture discourse in lifestyle sport literature (Humphreys 1997, Heino 2000, Edensor & Richards 2007, Thorpe 2010) to explore contemporary cycling culture and representations of the meanings that off-road cyclists (mountainbikers) and road cyclists (roadies) attribute to their participation. This paper will also draw on parallel work previously undertaken by the author on hybrid lifestyle sports cultures with the aim of identifying similarity and difference in the nature and experience of taking part in different cycling practises.

As the researcher is a keen and regular mountainbiker and road cyclist the research will follow an ethnographic approach. The researcher's position and knowledge will be used to critically interpret online material placed by roadies and mountainbikers about their sports on cycling sites. The paper will evaluate, through discourse tracing (Le Greco & Tracy 2006), the extent to which posts to online sites exhibit aspects of animosity to the 'other' or a sharing of values and mutual respect. The research findings will be discussed, and where appropriate juxtaposed, to other published work in the fields of cycling culture and lifestyle sport culture and identities. Conclusions will focus on the nature and experience of

mountainbike and road cycling practises and the extent to which roadies and mountainbikers exhibit, at least through online settings, hybrid or oppositional identities.

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What Motivates Participants of Obstacle Course Races and how do Motives Differ Between Genders?: Gillam McClure

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Keywords: Obstacle course race, Gender, Motivation, Participation, Community

In 2013, more than 200,000 runners across the United Kingdom (UK) took part in Obstacle Course Race (OCR), an 80% increase since 2012 (Murphy, 2015). With the rise and increased popularity of these events, there seems to be the need for research regarding what makes people undergo such gruelling challenges, and what is therefore causing their success. There has been wide research into what drives individuals to participate in marathons, triathlons, adventure races and ultramarathons (Masters & Ogles, 1993-2003; Stoll, Wuerth, & Ogles 2000; Croft, Gray & Duncan, 2007; Krouse, 2011; Knechtle et al., 2010; Eichner, 2014; Winchardt, et al., 2011; Schneider et al., 2007; Dejager, 2006). Gender differences have been found within endurance and multidiscipline running events whereby female athletes are more driven by social, psychological and health motives and male athletes are motivated more by achievement aspects such as competition and personal goal achievement. This paper will investigate what motivates participants of OCR's, whether there are significant differences between male and female motives, and the relationship the results have with past research into similar disciplines.

This research created the Motivation for Obstacle Course Runners Scale (MOCRS) by adapting the Motivation of Marathoners Scale (MOMS) (Masters & Ogles, 1993), recognised as a valid and reliable research tool (Lakinger, 2008; Crofts, Schofield & Dickson, 2012) to include aspects that relate to modern day motives such as participating to support a charity or another external body. The MOCRS used aspects of qualitative and quantitative data collection via an online survey to gather anonymised data. The MOCRS was posted in online OCR communities returning 616 usable data sets; 341 males and 275 females aged between 16 and 65, providing a representative sample of the UK OCR community. This data was analysed using SPSS along with content analysis of qualitative content to identify and extract aspects of motivation.

Results indicate that regardless of age and gender, participants viewed personal goal achievement, affiliation to OCRs and health orientated motives as some of the most important aspects to their motivation. Similarly, research shows that participants of

marathons, ultra-marathons, and adventure races also value motives related to these aspects. Competition was regarded more important to male athletes than female athletes, but was not regarded as important compared to the above motives.

However, the most highly mentioned motive, was the aspects of fun, excitement and uncertainty that Obstacle Course Races offer. Motives regarding physical health, psychological coping and social factors may change over time as participant's individual views, values, perceptions and goals change, but it seems that aspects of fun and excitement will always be present and will remain to be a one of the biggest motives for OCR participation. The OCR community promotes not only a sense of fun, but through this regard their peers as equal, no matter their ability, gender, age, or background. OCRs provide the opportunity for people from all walks of life to come together and support each other, which in itself is enough motivation to participate.

Results from this study provide scope for further exploration into OCR's and elements related to psychological backgrounds of participants along with physical aspects such as occupational backgrounds, hobbies, and other lifestyle choices that make up the OCR community. Future research into similar disciplines mentioned should also therefore consider the impacts that social means such as affiliation and enjoyment have on motivation and participation, and furthermore, the positive effects they can have on individuals within similar communities.

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How Guides can Create Value through Safety Decisions. Experiences from Guided Tours in Adventure Tourism: Arild Rokenes

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The biggest danger related to BC-skiing is snow avalanches. Avoiding avalanches are in itself easy, but more difficult the more the skiers are approaching steep terrain and deep powder snow. In such conditions skiers need knowledge about how and why avalanches are released and they need knowledge and ability to make the right decisions (human factor). A well-documented theory of what is effecting such decisions are described by Ian McCammon (2004) in his article "Heuristic traps in recreational avalanche accidents: evidence and implication process". From this article we learn that people are making rules of thumps that unconsciously lead to (unsafe) decisions traps. The first trap is related to familiarity where people tend to forget to collect and use updated information in a well-known terrain. The second trap relate to consistency where people have a tendency to stick to the original tour plan and do not take in consideration new information during the tour. Third, Social acceptance is a human need and if people in a group seek acceptance it may lead to more risky decisions. The expert halo refers to how groups often gets informal leaders that of different reason ends up making the critical decisions for the group without using the group competence. Social facilitation refers to how skilled participants may get increased risk behavior in a group (want to be observed). Finally, McCammon write about scarcity, which refers to skiers' desire to ski on untouched powder snow. This desire can lead to a competition between different groups and it may lead to unsafe decision.

In our paper we investigate how ski guides in adventure tourism work in relation to safe decision making and the analyses is structured by McCammons theory. In other words; how do guides avoid falling into the heuristic traps? Further, we look into how the guide behavior in relation to safety is perceived by the clients in relation to value creation? One hypothesis is that safety rules and other safety actions may reduce client value because it limits the clients' possibility to experience thrill and fun. On the other hand many clients in adventure tourism expect the guides to establish a protective frame where clients are released from danger and difficult decisions (Cater 2006, Mackenzie & Kerr 2012) and they want to learn about safety to be able to do the activity independently at a later stage (Beedie 2003).

Preliminary findings based on qualitative interviews with guides and a survey among clients indicates that these traps are familiar among many of the guides and they have solutions that add value to the clients. McCammons description of the heuristic traps are developed in relation to how the human factors effect decisions connected to avalanche danger in BC skiing. Our research indicate that the theory of heuristic traps are relevant for safety and value creation also in other adventure activities.

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Motivation, Anxiety and Self-concept in a Program of Adventure

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Keywords: Adventure tourism, Outdoor adventure education, Motivation, Anxiety, Self-concept, Outdoor activities

Introduction

There are currently many schools which as a destination for an end of term trip choose facilities where they can engage in adventure tourism programs.

In the course of their stay the students will experience a series of activities which awaken and intermingle learning experiences involving a wide range of unbridled excitement for them. This is where our study proposal begins to have significance and relevance. How do the students feel before and after having completed an adventure tourism program?

The motivation for this research is to bring future results and greater knowledge to the world of activities in the natural environment and the feelings this implies. We want to analyse different variables such as motivation, anxiety levels and self-concept in the face of all these challenges with which the students are presented. Although important research has been carried out around these variables and activities in the natural environment, the majority of them have been concerned with the world of organised sports.

Method

The study will be conducted on the premises of the company adventure tourism, Andévalo Aventura, located in Santa Bárbara de Casa, a town of Huelva (Spain). The show will be about 500 students between ten and thirteen years old. The instrument used is a questionnaire consisting of various scales that measure: enjoyment; motivation and self-determination theory; achievement goals; autonomy, competence and relationships with others; perceived motivational climate, ego climate and task climate; anxiety and worry. The students perform the questionnaire twice, before the completion of the intervention program and to the end of it (test-retest).

Findings/discussion

The main goal of our research is to analyze how school and young people are engaging in outdoor activities and seek resources to overcome the negative effects or stressful stimuli. We seek adherence to these activities, because these virtues are more than substantiated.

It is a very broad field of study and Virgin, which gradually is growing as they have done this type of activity in recent years. Yes they have developed research related to the field of education and our proposal seeks to contribute a grain of sand in other very interesting in adventure activities lines: motivation, self-concept and anxiety.

Conclusion

After the study, we hope to bring new findings that respond to issues raised at the beginning of the article: How does students before and after completing a program of adventure tourism feel?

These conclusions make can intervene in a more efficient way and that the proposed

activities on the natural environment has a growing exponentially.

Once we get the results of our study, we intend them to mitigate the effects and negative feelings they produce our students the conduct of outdoor activities. We will develop programs, timings, progressions, etc. to facilitate its implementation and make it easier to practice these activities in all subjects, regardless of the level of driving skill, character, nervousness, etc.

Within our future prospects, we include two lines:

The first one is related to bringing in further research and analysis and study outdoor activities, the emotions that produce and find resources for all people can practice them.

The second line is geared to the educational and recreational area and the promotion of these sports practices from an earlier age, motivation, adherence to them and use them as an educational resource.

Children Experiencing Nature through Harvesting Wild Food: Inger

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In this ongoing study I will present data from observations of and qualitative interviews with both children and adults in a kindergarten in Finnmark, Northern Norway. This kindergarten spends considerable time in the nature where the children take part in friluftslivtraditions of the north – connected to harvesting of “wild food”.

The Norwegian Framework plan for the content and tasks of kindergartens (Ministry of education and research, 2011) states that children shall spend considerable time in the nature – all year round. The Framework plan points out seven learning areas, where the learning areas Body, movement and health and Nature, environment and technology both states the importance of using the nature as an area for experiences, challenges and learning outcomes. The Framework plan encourages the adventurous childhood.

Recent Norwegian surveys shows that children are less active in the nature than before. The Norwegian government has strategy plans for how the schools shall enhance the use of nature in the Norwegian schools and Kindergartens and thereby support a healthy lifestyle and nature contact among the young generations.

This study focuses on the use of nature in Kindergartens with children from 1-5 (6) years. The children take part in both slow and adventurous activities connected to harvesting wild foods like different fish, berries, plants, grouse and tame reindeers. The activities are undertaken the whole year—also with snow and cold conditions. The study focuses on the physical activity (skiing, climbing, playing, walking) of the children of all ages, the nature awareness of the children, their different experiences and learning outcomes and the competence of the staff in the different activities.

Methods

Through three years we have followed the project and done observations, interactions with the children and the staff and qualitative interviews with children, staff and the parents. We have taken a rich and illustrative material of pictures from the project that will be shown in the conference.

Using Grey Theory to Forecast Bicycling Tourism Demand in Taipei City: Li-Hsin Chen

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Keywords: Riverside Bikeway, Rental service, Forecasting demand, Grey theory

Introduction

Globally, bicycle tourism is a rapidly growing niche market (www.adventurecycling.org). Numerous visitors embark on both road and mountain biking tours or participate in bicycling events, which sometimes disperses people to regions that usually do not attract tourists, which can diversify and boost local economies (World Tourism Organization, 2014). While long recognized for bicycle manufacturing, relatively recently the Taiwanese government began encouraging bicycling. Consequently, bicycle use and its associated tourism activities have become popular in many regions (Chang & Chang, 2003). Accurate forecasting of bicycle tourism demand is important for destination stakeholders and can benefit planning, investment, and policy decisions. Unfortunately, traditional forecasting methods are often too complicated for local enterprises. However, the grey forecasting model (GM(1,1)) can use as few as four data points, is easier to calculate, and has been used successfully in many fields (Wu, Hsiao, & Tsai, 2008).

Purpose

This study introduces GM(1,1) to predict bicycling tourism demand in Taipei City, as a feasible methodology for adventure tourism destination stakeholders.

Methods

Taipei Riverside Bikeway tourist annual use data was used to generate a sequence of the first order linear moves (Chin-Tsai, In-Fun, & Ya-Ling, 2009; Wu et al., 2008):

Step 1. Assume the original sequence to be $X^{(0)}$

$$X^{(0)} = (x^{(0)}(1), x^{(0)}(2), \dots, x^{(0)}(n))$$

Step 2. $X^{(1)}$ is defined as $X^{(1)}$'s first-order accumulated generating operation sequence.

$$X^{(1)} = (x^{(1)}(1), x^{(1)}(2), \dots, x^{(1)}(n))$$

$$= \left(\sum_{k=1}^1 x^{(0)}(k), \sum_{k=1}^2 x^{(0)}(k), \dots, \sum_{k=1}^n x^{(0)}(k) \right)$$

Step 3. Develop the first-order differential equation of GM(l, l) model.

$$\frac{dX^{(1)}}{dt} + aX^{(1)} = b$$

The t represents the independent variable in the system; a represents the developed coefficient. Additionally, a and b are two unknown parameters requiring determination.

Step 4. The values of a and b can be obtained from the Ordinary Least Square method.

$$\hat{a} = \begin{bmatrix} a \\ b \end{bmatrix} = (B^T B)^{-1} B^T Y_N$$

The accumulated matrix B and Y_N are defined as

$$B = \begin{bmatrix} -\frac{1}{2}[x^{(1)}(1) + x^{(1)}(2)] & 1 \\ -\frac{1}{2}[x^{(1)}(2) + x^{(1)}(3)] & 1 \\ \vdots & \vdots \\ -\frac{1}{2}[x^{(1)}(n-1) + x^{(1)}(n)] & 1 \end{bmatrix}$$

$$Y_N = \begin{bmatrix} x^{(0)}(2) \\ x^{(0)}(3) \\ \vdots \\ x^{(0)}(n) \end{bmatrix}$$

Step 5. The prediction model based on $X^{(1)}$ can be constructed as the following equation, and solved using raw data.

$$\hat{x}^{(1)}(k+1) = \left(x^{(0)}(1) - \frac{b}{a} \right) e^{-ak} + \frac{b}{a}$$

Step 6. If the data predicted in the original space are required, the sequence first-order inverse-accumulated generating operation of reduction is reduced to:

$$\hat{x}^{(0)}(k) = \left(\hat{x}^{(1)}(1) - \frac{b}{a} \right) e^{-a(k-1)} (1 - e^a)$$

Results

Taipei Riverside Bikeway annual use data (www.travel.taipei) were used to demonstrate the GM(1,1), displayed in Figure 1 and the results are in Table 1.

$$\hat{\chi}^{(1)}(k+1) = \left(338458 - \frac{198328.2221}{-0.103956157} \right) \times \exp(0.103956157k) + \frac{198328.2221}{-0.103956157}$$

Figure 1. Grey forecasting model

Table 1. The forecasting results and accuracy for the cycling tourism GM(1, 1)

<u>Year</u>	<u>Use data</u>	<u>Forecast</u>	<u>Accuracy(%)</u>
2009	338458	338458	-
2010	244457	246082.3263	99.33512795
2011	249497	273041.09	90.56337753
2012	322854	302953.235	93.83598623
2013	363675	336142.3095	92.42931451
2014	351083	372967.3072	93.76662863
2015		413826.5499	
2016		458783.2963	
			Average rate =
			93.98

The 93.98% accuracy rate indicates that this is a qualified prediction model (Wu et al., 2008). The results infer that the cycling tourism demand in Taipei will increase if other factors remain constant.

Implications

The GM(1,1) needs limited historical data, is more user friendly than traditional predicting methods, and can adapt to rapid changes in the tourism industry. Future research should compare it to other forecasting methods, and test its user friendliness to destination stakeholders.

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Sustainability and Competitiveness Analysis of the Activity Paraglider in Fethiye: Onur Akbulut

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Keywords: Paragliding, Competitive Advantage, Diamond Model, Fethiye

Alternative tourism ensures relatively more sustainable tourism development than mass tourism realized in coastal areas. In Tourism Strategy of Turkey 2023, it is targeted to make studies directed to increase the capacity of alternative tourism-based products in local and regional basis and to promote and market these kind of tourism types. In this context, it is considered that paragliding activity is also an important tourism and recreation activity that will play a role in increasing destination competitiveness. For this reason, it was decided to realize the paragliding competitiveness analysis in the sample of Fethiye which is widely accepted as a popular paragliding destination. Porter's Diamond Model was used in the competitiveness analysis. Total sample of 15 participants who are involved in leading public organizations, NGOs and paragliding pilots were interviewed in February and March, 2015. As a consequence of interviews, it is found that Babadağ Air Sports Center and Recreation Area has a high competitive advantage.

Accessible Tourism in Ski Resorts: the Case of Sun Peaks, Canada: Ariadna Gassiot Melian

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Keywords: Tourism for all, Disabled, Ski, Winter sports, Accessibility

On one hand, Canada's ski industry has been facing a cyclical market demand trend and lower profitability during the last decades. Consequently, it is important for Canadian ski resorts to keep a good level of competitiveness and performance. In order to achieve this, it is necessary to address new markets and attract them through new strategies and products. On the other hand, accessible tourism market is an emerging market segment with a growing potential that must be taken into consideration. This segment not only includes people with disabilities but also other groups of the population with special access needs,

such as seniors, families with young children, among others. Furthermore, this is an exponentially growing market segment due to the population ageing. Hence, by identifying analysing the motivations, needs and preferences of this market segment, a ski resort can diversify its visitors and gain competitiveness.

In order to create accessible products and ensure accessibility in tourism destinations, cooperation between stakeholders has become a crucial factor. This study aims at analysing the role of each of the main stakeholders of accessible tourism activity in a ski resort and their alliances and networks. These stakeholders include: disabled tourists and residents, disability organisations, health organisations, DMOs, tourism suppliers of local attractions, accommodation suppliers, government, and research and training centres.

The case of study is Sun Peaks Ski Resort, British Columbia, Canada. It is the second largest ski area in Canada. In order to meet the objectives of the research, 21 in-depth interviews with main stakeholders are carried out for thematic analysis.

First, results show that most of the stakeholders can identify the benefits of addressing this market segment but proof of them is still needed. Second, training is defined as one of the main needs to continue advancing. Third, defining the roles of the stakeholders and identifying the right entity to take the leadership is one of the first steps to follow. Fourth, results demonstrate that a successful ski resort must not only adapt winter infrastructures to keep competitiveness but also has to consider other accessible activities and products in order to fight seasonality.

In conclusion, a case study is provided with the aim of explaining the networks that are created around the accessible tourism activity in a specific ski resort. Thus, this paper contributes to the knowledge on accessible tourism market in ski resorts, which are not traditionally focused to these groups of the population. By taking into consideration accessible tourism in ski resorts we can work on ensuring dignified tourism experiences for people with special access needs in these destinations.

Demanding Mountains and Supplying the Dream: but at What Cost?: Ashley Hardwell

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Keywords: Mountaineering culture, Ethics, Commercialisation, Commodification, Rationalisation

Introduction

“We live in a consumer society. Supply and demand, demand and supply. This is our world and it is spreading rapidly from West to East” (Bullock, 2011: 33). When trekkers and climbers demand summits through their dollars how far should others go in ensuring they supply. The aspirations of many Westerners to summit the highest mountains in the world are often fulfilled at the expense of jeopardising the safety of local workers. Deontological ethics suggests a universal understanding of basic human rights and needs. We instinctively know what is right and wrong, fair and equitable. Yet the difficult and dangerous work on high mountains to establish and keep open routes for Westerners to gain their summits is almost exclusively the domain of highly paid (locally) indigenous workers.

Such practices undermine fundamental principles of trust, self-reliance, challenge commensurate with experience and the importance of style: how we climb rather than what we climb. The Everest tragedy in the Khumbu ice fall in the 2014 season draws into sharp focus the need to review climbing practices on the highest mountains in the world but also to consider the greater message this commercialised, commodified and rationalised approach sends to the mountaineering community and the adventure tourism industry more generally.

Method/Discussion

Through critically reviewing reports from the greatest single accident ever to occur on Everest in its climbing history, this paper will consider the ethical lens of deontology to critically evaluate current practices on Everest and revisit Beedie's (2004) "examination of changes in philosophical interpretations of 'being a mountaineer'". In doing so the rationalisation of mountaineering as an activity and its boundaries will be explored and the extent to which commercialisation, commodification and the rationalisation process is detracting from the more romantic ideal of what it means to be a mountaineer. The paper will examine the chasm that seems to be developing between the face of mountaineering depicted by high altitude climbing and Everest as an icon of practice and the more general mountaineering culture. While recognising that all facets of mountaineering (and indeed the outdoors more generally) are becoming more commercialised, commodified and rationalised (Beedie 204, Bullock 2011, Haywood 1994) fundamental questions will be addressed regarding its boundaries and the acceptability of the ultimate rationalised experience where others take on fundamental risks to allow Westerners a relatively safe mountaineering experience.

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Guidelines for Local Value Creation and Sustainability in Second Home Resorts: Torkjel Solbraa

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Keywords: Second homes, Local value creation, Environmental sustainability, Holistic management tool

Introduction

There is a tradition of private owned secondary homes (in Norwegian termed "hytte", cf the English term "hut") in Norwegian mountain areas going back to the mid-1900 (Farstad et al. 2008). The huts have traditionally been rather small and primitive, often developed in clusters around old summer- and mountain farms or scattered around a larger area of land. Together with the recreational values of Norwegian outdoor activities (termed "friluftsliv" in Norwegian), the traditional mountain huts constitutes the notion of "easy living" as a sparse, basic and slow breather from everyday life (Støa et al. 2011). But the impression of Norwegian huts as a low impact base for outdoor activities has recent years been challenged (Aall 2011, Hille et al. 2007). The main reason is the last decade's increasing number of larger, high standard second homes situated in high-facilitated mountain resorts (Aall 2011, Berker & Gansmo 2011, Gurigard et al. 2004), and the tendencies of increased travel through shorter, but more frequent stays at the resorts (Berker & Gansmo 2011). Though the notion of "easy living" persists, the content of easy living is changing with more comfortable, high consuming and shorter breathers from everyday life (Aall et al. 2011, Støa et al. 2011). As a consequence the recreational leisure time in the mountain resorts put a

strain on the environment through emissions, energy use, deterioration of nature and conflicts about land use. But still, enthused by a continuous demand, local politicians and landowners are eager to develop second home resorts. As the potential of local value creation are expected to be high, resort development at the expense of environmental concerns could be alluring.

Method

Theories on environmental policy integration (EPI) are by Aall et al. (2015) recognized as a relevant framework for research on sustainable tourism policies, even in those cases where EPI has not been specifically used as a policy mechanism or where the integration is “weak”. As a part of a larger study on sustainable tourism and environmental policy integration in tourism (Aall 2014; Aall et al. 2015), researchers at Western Norway Research Institute therefore are analysing the problems and prospects for policy makers to facilitate both local value creation and environmental sustainability when developing second home resorts. Inspired by the so-called NAMIT-method that was launched in the early 1990’s to consider sustainability in urban land-use planning in Norway (Næss et al. 1990) a similar approach is tested for planning and developing sustainable second home resorts. By investigating the key factors of environmental sustainability, local value creation and sociocultural relations we identify a number of sub-goals that should be targeted when planning second home resorts. Based on a set of indicators we measure the achievements concerning each sub-goal. Themes such as energy consumption, emissions, area efficiency, levels of cooperation, pattern of development, local value creation and conflict of interests are all incorporated in the list of indicators.

Findings/conclusions

The method could give developers, planners and policymakers a useful and reliable tool to investigate the holistic sustainability when planning second home resorts. It may reveal structural gaps that must be filled in order to fully integrate the environmental aspects, or it may reveal policy gaps that require new policy measures on national, regional or local level. And last, the method can illuminate the problems and prospects of combining increased local value creation with a progressive environmental responsibility, making recreational leisure time in mountain resorts more sustainable.

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Liminality in Mountainous Regions - the Case of Bothies: Tiago Cruz

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Keywords: Liminality, Escape, Tourist experience, Mountains, Bothies, Religion

Routine can be such an automatic process, characterized by doing the same things every day, that unexpected moments are simply not present on a daily basis, the surprise element being removed by the prior knowledge of what comes next.

Everyone needs a break from their everyday life and new emotions in their life every now and then, which is why tourism has acquired an enormous importance worldwide as a way to escape from their hectic and busy life.

Liminality has its importance in this matter as the middle stage which people experience once the right circumstances evolve during the period away from their ‘homes’. The resulting emotions cause a mixture of feelings that can range from relaxing, adrenaline, love, sharing, friendship, achievement, belief, among others. Here is where liminality assumes its importance and that is the main theme examined in the whole paper. Not only in mountainous areas is it possible to find the perfect locations to live in and let liminality become part of us during our escape from our routines, but as stated throughout the chapters, it is possible to enter liminal states in many other places as on pilgrimages with the feeling of *communitas* due to the interaction between pilgrims or, from another point of view, as a result of the romantic and sexual encounters experienced in places like Amsterdam and also teenage students who spend their final year mid-term break, which is characterised by heavy periods of unpatterned behaviour. These examples serve to illustrate the main issue examined in this paper which is what people feel when in a liminal state and how it can drive them to enter it.

Since the French Industrial Revolution, spare time for leisure pursuits has grown in importance with the pleasure of enjoying life assuming a different significance by making people more satisfied with their lives and providing them with greater motivation when returning to work after a period of some form of entertainment.

Therefore, with extra time to devote to leisure activities, the way in which people occupy their lives has evolved into different and more complex forms, with the demand for more intense and unique emotions growing year after year. As well as this, there has been an increase in the quest for different types of experiences, which, nowadays, have been defining how tourism is regarded and experienced, with places like mountains having become a preferred location opted for by those who want to leave behind the pressure associated with the most demanding professional tasks in the frenetic world of those who have deadlines and objectives to fulfill every day.

The research method is based on highly subjective qualitative information gathered with a phenomenological research analysis and data collection related to the intense aspects of “living” the outdoor experience while staying in remote mountain shelters, more precisely

bothies, the definition given to these shelters in the UK and which exist in most parts of Scotland, Wales and Northern England.

The Touristification of a Conflict Zone: The Case of Bil'in: Natan Uriely

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This study examines the evolution of the Palestinian village of Bil'in as a site that attracts international tourists to a political conflict-zone and analyzes the factors that enable this process. Based on an analysis of primary and secondary sources, our analysis of the visitors' experiences demonstrates that Bil'in provides visitors with touristic thrills, adventure and authenticity, but in quite a protected bubble, where the risks are contained and the action is controlled. We conclude that different actors are involved in constructing and staging the events as authentic, but safe, experiences and that in so doing they generate a suitable platform for the performance of political tourism.

The transformation of Bil'in from one (among many) locations of conflict in Palestine into an international symbol of non-violent resistance that attracts political attention has been facilitated by several factors. First, the cooperation of the Local Popular Committee and the willingness of local residents to welcome outsiders to their demonstrations played an important role; without these, tourists would not have come. Second, the restraint shown by the Israeli army in dealing with international participants also facilitated the influx of curious tourists and supporters—the latter would probably have stayed away from a battle zone. Note that it is nearly impossible to find tourists or activists in Syria or in zones of tribal conflict in Africa. Third, labeling the struggle as non-violent resistance was also helpful in terms of reducing the visitors' perception of risk. Moreover, the notion of Bil'in as a site of non-violent resistance advanced its transformation from just another site of conflict into a symbol of the Palestinian struggle. Fourth, the events at the sites (mainly the Friday demonstrations covered by the media) provided the visitors with a sense of adventure and authenticity, which are key elements of the tourist experience in general and of the political tourism experience in particular.

Sustainable Destination Development through Hiking. Experiences from Western Norway: Halvor Dannevig

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Tourism development is usually considered to take place on the expense of environmental sustainability. This paper explores how development of hiking as a tourism product can be served as a means of integrating sustainable tourism policies, through an ongoing case study from Western Norway. The county council of Sogn og Fjordane, Norway, has sustainability as one of the key aims for its regional tourism policy. To develop hiking as a destination attraction has been deemed one area for meeting this aim. The paper applies the concept of environmental policy integration (EPI) for analyzing the ability of the county council to

achieve sustainable tourism development. EPI refers to incorporation of environmental concerns in non-environmental policy sectors and the reduction of conflicts between environmental and other policy objectives. It is thus a mode of coordination and implementation new policies. EPI has only to a limited extent been applied in studies of sustainable tourism policies. In Norway, hiking has traditionally been associated with "friluftsliv" and outdoor recreation, and not as a commercial tourism product. Also, Norwegian tourism statistics does not include nature based activities, and it is thus difficult to measure the economic importance of nature based activities for tourism. So even though Norway is a popular nature based tourism destination, nature based activities is not widely marketed for an international audience. However, it is known that tourists that pursue nature based activities have a higher spending pr person than tourists that engage in typically mass-tourism holidays. Facilitation of the latter is also more expensive and have a higher impact on the environment than nature based tourism, for example through the carbon footprint of docked cruise ships or construction of infrastructure for cruise ships and buses. It therefore makes sense to develop nature based tourism activities, such as hiking, as a mean of achieving sustainable tourism.

The paper will present the policy measures that the county council and local governments have employed for developing hiking as a destination attraction, and will discuss its relative success in relation to EPI.