

# Adventure Conference 2012: Abstracts and Presenters' Biographies

## KEYNOTE SPEAKER

### Meanings of Adventure: Dr Carl Cater, University of Aberystwyth

This paper will examine the varied meanings of adventure through an illustration of its context dependent and highly mediated aspects. Whilst adventure tourism is an industry sector that has seen significant global growth as outdoor recreation opportunities have become increasingly commercialised, it also has a long history evidenced in exploration, wars and even in basic biological responses. Today it includes a great diversity of activities from those with little actual risk to those posing quite significant challenges to participants, although the perceptions of this may often be dramatically different. Authors agree that adventure tourism activities include specific elements such as specific skills and elements of risk in which the outcome is influenced by the participation. However, increased commodification of the adventure experience has involved transfer of risk responsibility to commercial operators. In this realm the experience may become overloaded with high expectations, especially if the setting and perceptions of the organizer differ from that of the tourist.

There are also significant resource based issues related to adventure tourism, in terms of location of the activity and equipment required. Where adventure tourism takes place encounters issues of planning, in which nature is commodified as a- sometimes unpredictable- storehouse for adventure. In addition, the technology required for adventure seems to be getting ever more complex, despite a paradoxical backlash to get back to basics. This burgeoning sector has brought with it an increasingly complex organisational structure, with regulatory bodies, wholesalers and tour operators all influencing the delivery of the adventure product. These are also influenced by different cultural contexts, which also dictate varied consumer demands. In some cases this may lead to poor communication and in some cases high profile injuries, which have been of concern to destination marketing organisations. Even though academics have started to conduct research in the area our research based knowledge of adventure tourism is still modest and fragmented, and based mostly on studies in a North American or Australasian context. This is partly due to the fact that adventure tourism is only recently establishing itself as an academic line of inquiry but more significantly because it is a very complex and dynamic tourism phenomenon. The introduction to this paper will use a number of images without commentary to stimulate ideas of what constitutes adventure and the many different meanings it holds.

*Carl joined IBERS in 2009 returning from Australia where he was Senior Lecturer in Tourism at Griffith University. He previously worked at Reading University as a lecturer in Geography. Carl has conducted projects and consultancy for Seaworld, the Great Barrier Reef Marine Park Authority, Tourism Queensland, the New South Wales Department of Education and the World Tourism and Travel Council. He has presented over 30 conference papers and been invited to present at meetings in Fiji, Beijing, Kunming and Qinghai. He is a fellow of the Royal Geographical Society, a qualified pilot, diver, lifesaver, mountain and tropical forest leader, and maintains an interest in both the practice and pursuit of sustainable outdoor tourism activity.*

*Carl's principal research interests lie in the nature of the tourist experience, in particular the role of the body in modern tourist activity. In particular he views the growth of so-called special interest tourism as emblematic of a fulfillment of these desires. Consequently he has researched, published and consulted on developments in marine tourism, adventure tourism and the nascent astrotourism (space tourism) industry. His Ph.D., completed in the School of Geography at Bristol University, UK, but with much of the fieldwork conducted in Queenstown, New Zealand, examined the commodification of experience in adventure tourism. Carl is on the editorial board of Tourism Geographies and Tourism in Marine Environments and is research notes editor for Journal of Ecotourism. He is co-author (with Dr Erlet Cater) of the book Marine Ecotourism (CABI).*

## KEYNOTE SPEAKER

### **The Adventure Enigma: An Analysis of Mountain Based Adventure Tourism in Britain, Dr. Paul Beedie, University of Bedfordshire**

#### *Introduction*

This paper explains an ongoing research project which aims to illuminate how people who pay experts to be provided with mountain based adventure experiences construct meanings of adventure, and relate this to the lifestyle choices they have made commensurate with a sense of social identity. Zweig (1974) claims that the possibilities of adventure lie within us all, however, the use of this term is not without its contradictions as Price (2000) explains in his seminal essay 'adventure by numbers'. Moreover, Macfarlane (2003) shows that mountains are social constructions, thus, from this perspective, 'meaning' is generated and sustained by mountaineers. However, 'mountaineer', as with any form of identity, needs establishing and sustaining: the arrival of an adventure tourism industry (and its commensurate agendas of risk management) has complicated these social processes.

Adventure tourism (Swarbrooke et.al. 2003) has been linked to processes of commodification (Varley 2006) with an overarching assumption that a person can be both having an adventure and be safe in the mountains (Beedie 2010; Fletcher 2010; Lynch & Moore 2004). Adventure, in its original conception, is understood as uncertainty of outcome and that striving in such a context can lead to spiritual enlightenment (Mitchell 1983; Mortlock 2009). However, given that tourism is concerned with the predominantly safe pursuit of 'otherness' via the translation of economic for symbolic capital, the term 'adventure tourism' might be seen as an oxymoron.

The starting point is a deconstruction of the focus to demonstrate that adventure is a malleable term constantly being redefined as social, cultural and political landscapes change and that it is constituted by four overlapping forms: education, recreation, sport and tourism (Beedie 2008). Of these forms tourism is then explored in more detail. All four forms of adventure have a relationship with risk (Lupton 1999) but the characteristic way that objective (hard) risk is typically managed in ways that produce degrees of (soft) perceived risk (Gardner 2009; Thompson 2010) is particularly evident in the adventure as tourism form (Vivanco & Gordon 2006). It is suggested that risk management combines with increasingly sophisticated adventure marketing to increase participation in mountain based adventure tourism in ways that inevitably lead to contestation of mountaineering identities.

#### *Method*

British mountain based adventure tourism is treated as a case study and the data collection combines qualitative methods such as participant observation and semi-structured interviews with discourse analysis of web-sites and marketing materials (McGillivray & Frew 2007). The growing recognition for 'narrative research' (Smith & Weed 2007) is incorporated in the research design so that the case study is drawing predominantly on the interpretive paradigm to understand the ways that adventure is constructed.

#### *Discussion*

A simple model of adventure (Rubens 1999) as broad (sustained immersion such as hiking) or narrow (short intense action such as abseiling) is used in the preliminary analysis. It is argued that commercial and business interests use modern technologies and media to promote adventure activities that offer short and intense packages of excitement with a closer proximity to certainty of outcome – because of the way risk is controlled - than the original meaning of adventure. Technology driven access to destination and participant images reinforce traditional views of adventure as 'wildness' but the discursive rhetoric is of risk management and control. The double impact of risk controls and commercial expediency turns adventure into packaged commodities. In this way the 'needs' of the paying clientele are both created and met by client capacity to gain symbolic capital and translate this into forms of identity which may challenge original constructions of 'mountaineer'. When the package is discursively connected to places and achievements high in symbolic capital the attractions to a paying clientele are potentially great enough to allow adventure tourism to emerge as the dominant form of adventure participation.

#### *Conclusion*

There appears to be a shift from broad to narrow adventure and, and a fragmentation of activities (e.g. coasteering) consistent with the emergence of adventure as a tourist product. Adventurers

acquire skills with their experiential activities but the dependency of client on expert (Beedie 2003) is becoming more pronounced because the accelerated pursuit of symbolic capital combines with a monetary exchange equation to re-define the original conception of adventure and the social identities which are built on engagement in mountain activities.

*Dr. Paul Beedie is a Principal Lecturer in the Faculty of Education, Sport & Tourism at the University of Bedfordshire, UK. His outdoor philosophy has been shaped by his own education, including completing a PGCE in Outdoor Education at UCNW, Bangor. Coming from a vocational background of teaching and instructing in adventure education he holds appropriate qualifications in a range of outdoor pursuits, including the Mountain Instructors Certificate (MIC). In his time in higher education he has taught adventure subjects and developed research projects based upon his ongoing interest in mountain based adventure tourism. The outcomes of this research have appeared in various books (such as 'Philosophy, Risk & Adventure Sport') and academic journals (such as the Annals of Tourism Research). He keeps fit by running and continues to climb and otherwise explore the world: highlights in recent years include an ascent of Denali, the High Peak Marathon and a UK coast to coast cycle ride.*

## **The Disneyization of Adventure: Dr Simon Beames, The University of Edinburgh**

Recent attention has been given to the commodification and consumption of recreational adventurous activities (see Cloke & Perkins, 2002; Varley, 2006). The adventure education sector has also been the target of such an examination. For example, Loynes' (1998) paper *Adventure in a bun* suggested that programmes offered by residential outdoor centres were becoming increasingly packaged and uniform; similar programmes were being delivered all over the UK, irrespective of the client group's needs. Loynes employed Ritzer's (1993) framework of McDonaldization to explain how these centres strove for efficiency, calculability, predictability, and control. Not long after Ritzer's book appeared, Bryman (1995; 1999) developed his own (related) perspective on Western society's penchant for consumption: Disneyization. While Disneyization may have elements of McDonaldization, it comprises four distinct features: theming, dedifferentiation of consumption, merchandising, and emotional labour.

Following Bryman's work, this conference paper seeks to explore the ways in which the four features of Disneyization are apparent within adventure centres in the UK. Case studies of climbing, skiing, and mountain biking centres are used to explore the usefulness of the Disneyization framework as a means of more deeply understanding the consumption of recreational adventure activities. Apart from examining the degree to which certain adventure centres are Disneyized (or not), the underlying derisive value attached to the Disneyization of adventure is discussed. The authors return to earlier notions of 'original' and 'post' adventurers as they acknowledge that much of Western industrialised society is geared toward convenient, quality-assured adventure, delivered by similarly quality-assured service personnel. Post-adventurers happily suspend disbelief and consume these adventure products, delivered with aplomb in easy-to-digest morsels as 'multi-ac' packages, bungee jumps, climbing walls, paint-balling sessions and the like.

Meanwhile, another *zeitgeist* is emerging: something to do with 'authentic' adventure, pursued by the 'originals'. They deliberately avoid the packaged sensations, and are instead drawn toward self-directed, extended adventurous journeys by ski, kayak or open canoe. These leisure practices ostensibly defy packaging, avoid scripted emotional labours, and potentially offer existentially authentic experiences for the participants.

*Simon Beames is lecturer in at the Moray House School of Education, where he directs the MSc in Outdoor Education. Simon has taught outdoors in North America, Asia, and Europe for over 20 years. His three principal areas of academic interest are educational expeditions, using social theory to examine outdoor education practice, and learning outside the classroom. Simon developed the Outdoor Journeys programme -- a cross-curricular, local outdoor learning initiative -- and is co-author of Learning outside the classroom, published by Routledge. He is co-editor of the Journal of*

*Experiential Education and a Fellow of the Royal Geographical Society. Simon doesn't know much about tourism!*

## **Making Meaning: Doxa, Habitus and Symbolic Capital in Mountain Biking: Dr Peter Varley and Dr Steve Taylor, West Highland College UHI**

Prestige, or social recognition, has been defined in terms of symbolic capital (Bourdieu, 1990), Participating in activities perceived as adventurous provides participants with rich narratives which can contribute to members' symbolic capital, and which in turn serves to increase social status within their peer group (Kane and Zink, 2004).

These adventurous social worlds, in this case the leisure pursuit 'field' of mountain biking, are defined by common interests and a strong personal identification with a sport or activity (Green and Jones, 2005). These characteristics suggest that the activity represents serious leisure to the participants, becoming sufficiently involved in an activity to generate substantial personal and social rewards (Stebbins, 2001).

This study explores the ways in which people manage narratives as strategies for negotiating the adventure tourism field of mountain biking, and in so doing form their doxas, or deep, unthought beliefs, about mountain biking, and accrue symbolic capital in the eyes of their peers. It also explores how the arrangement of symbolic and economic capital contributes to the habitus of this particular field.

### *Dr Peter Varley*

*Peter is Senior Research Fellow and Leader of the Centre for Recreation and Tourism Research, and has spent over 12 years as a marketing and tourism academic, including as a consultant for Karrimor and Sony and on a number of other projects. He has conducted funded research for Cairngorm Mountain Ltd., focussing on an assessment of the visitor experience at the funicular railway site. This research project involved multi-stakeholder interviews with, amongst others, key respondents from Scottish Natural Heritage, VisitScotland representatives, National Park board members and tourism business employees and owners, in addition to in-depth qualitative research with the visitors.*

*Peter is currently involved in research and bid development for the Glen Nevis heritage conservation management project and a consultancy project for Developing Mountain Biking in Scotland, along with commercial course development for the adventure travel industry. Other projects over the past four years have included tourism development workshops for small and remote communities in Iceland and the facilitation of workshops in Greenland.*

*His academic research centres upon the experiential dimensions of tourism, along with ways of enhancing tourism destination brands via clear positioning and social marketing. Peter's PhD was on the ways in which 'adventure' in outdoor contexts have been rationalised in order to create palatable, risk-managed experiential products for sale.*

### *Dr Steve Taylor*

*Steve has a background in environmental planning, tourism and sustainable travel. He worked for Aberdeenshire Council for five years developing transport policy/strategy, writing successful European funding applications and managing projects such as the Interreg III C 'Concept' sustainable transport project. A move into the private sector, working as Principal Consultant for Capita Symonds in Cumbria, saw him developing further project management experience in the tourism and transport sectors. His role centred on the management of inter-disciplinary project teams, the development of tenders, the writing of applications for national and European funds, budget management and client liaison.*

*Seeking his next challenge, Steve left the UK to undertake a PhD in tourism in New Zealand. A keen mountain biker himself, his thesis was entitled "Extending the Dream Machine": Understanding Dedicated Participation in Mountain Biking. At this time he developed a comprehensive*

*understanding of the tourism industry in New Zealand, and of mountain biking in both the UK and New Zealand.*

*Steve's current workload, aside from some lecturing on the BA(Hons) Adventure Tourism Management course, consists of academic research, the development of new tourism courses at the College, and undertaking tourism-related consultancy commissions.*

## **The Wild Side of Scotland: Caroline Warburton, Wild Scotland**

The term 'adventure' in Scottish tourism has traditionally been associated with high-adrenaline activities. In recent years the industry has started to challenge this definition and the way in which adventure tourism in Scotland is presented. The result of this is a new focus on adventure by the broader nature tourism sector in Scotland.

Consumer trends indicate that many visitors seek a degree of adventure as part of their holiday however their perception of an adventure is subjective, defined by the individual. Issues such as safety, quality and customer service continue to be important however authenticity and sustainability are coming to the fore and providing ways for operators to differentiate themselves in an increasingly crowded marketplace.

Together with increasing competition from destinations within the UK and abroad, these trends have stimulated a debate within the sector which has brought together a number of previously termed 'niche' sectors under a common 'adventure' theme. The industry has started to reflect on how by working together they can strengthen the Scottish adventure or nature tourism product.

*Caroline is the manager of Wild Scotland, the Scottish nature tourism association based in Perth. As the trade association for the adventure and wildlife tourism sector, Wild Scotland aims to support and promote the nature tourism sector in Scotland, through marketing, advice and other support. Caroline has been involved with the association since its creation in 2003 as the Scottish wildlife tourism association, and together with an active Board of Directors, she has seen the association grow into an effective organisation.*

*Caroline's career started in London working for an outbound South American tour operator. Following a brief spell as a researcher at the University of Greenwich where she was involved in several studies on sustainable tourism, she moved to the Highlands to work for a sustainable tourism initiative called Tourism and the Environment Forum.*

*When she's not working for Wild Scotland, Caroline is also involved in the responsible tourism movement and is director of the Responsible Tourism Partnership.*

## **Personal Emotional Journeys Associated with Adventure Activities on Packaged Mountaineering Holidays: Gill Pomfret, Sheffield Hallam University**

### **INTRODUCTION**

This study investigates the character of the emotional journeys of tourists around the adventure activities they partake in within packaged mountaineering holidays. It also examines whether the adventure activities offered within such holidays provide experiences that participants consider to be truly adventurous. The term emotional journey is used in the study because of the importance of emotions in the experiences associated with adventure activities. As the study of adventure tourism has developed, interest has grown in the experiences and evaluations of different types of adventure tourists. Although an understanding exists about the experiences of recreational adventurers, including mountaineers, there is only a limited awareness of the experiences of tourists who engage in adventure activities as part of packaged mountaineering holidays. This study attempts to address this gap in research about experiential aspects of packaged adventure activity participation.

## *METHOD*

A qualitative approach was adopted to examine the emotional journeys experienced by adventure tourists during their packaged mountaineering holidays in a real life context. Fieldwork data was collected through carrying out interviews on tourists in the Chamonix region of France. The researcher used semi-structured interviews to develop insights into the emotional journeys of these tourists while engaged in adventure activities during their holidays. A sample of respondents from three mountaineering organisations, which offer packaged mountaineering holidays based on skills development and summit attempts of alpine mountain peaks, was selected for this study. In total, a series of thirty eight interviews were carried out with tourists. The interviews focused on respondents' experiences while partaking in adventure activities during their packaged mountaineering holidays.

## *FINDINGS/DISCUSSION*

Three key themes materialised from the interview data which reflect the emotional journeys that respondents experienced during their involvement in adventure activities. Firstly, respondents' descriptions illustrate mixed experiences of perceived and actual risk during mountaineering activity participation yet most seemed to depend considerably on their guides to manage any potential risks. For some respondents, challenge formed a more significant part of their experiences than risk. Conversely, the minority of respondents perceived some degree of risk while participating in certain mountaineering activities. Secondly, respondents experienced emotional peaks and troughs during mountaineering activity participation. They enjoyed flow (Csikszentmihalyi, 1975) or a flow-like state, either fleetingly while partaking in mountaineering activities, or after finishing and spending time reflecting upon their experiences. These highly positive states emanated from respondents perceiving a positive challenge-skill balance, challenging themselves and exceeding their "comfort zone". Thirdly, "other world" feelings played an important role in respondents' emotional journeys and these were enjoyed concurrently with three specific elements of flow concerned with complete absorption in, and concentration on, the activity, and a distorted passing of time. Simply being in the natural environment and appreciating the scenery encouraged respondents to experience emotional high points also.

## *CONCLUSION*

In summary, the key findings of this study demonstrate palpably that respondents' emotional journeys during mountaineering activity participation were experienced as genuine adventures. Despite the packaged, guided nature of the adventure activities, they felt challenged, pushed themselves beyond their "comfort zones", encountered intense emotional peaks and troughs, enjoyed flow or flow-like experiences, and felt deeply satisfied with the accomplishments that they had achieved from their holiday. Yet, respondents were not actually exposed to completely unadulterated adventure as this involves uncertainty about the outcome, self-managed responsibility, and elements of risk and danger (Swarbrooke et al, 2003).

*Gill is part of the tourism team at Sheffield Hallam University. She teaches on a range of tourism-related modules at both undergraduate and postgraduate levels. Her teaching interests include adventure tourism, tourist behaviour, development studies and tourism, and contemporary issues in international tourism. Gill also supervises PhD students, and dissertation students at postgraduate and undergraduate levels. Gill is currently the course leader for the MSc International Tourism Management and MSc International Hospitality and Tourism Management courses at Sheffield Hallam. She has published peer reviewed research papers and a book on adventure tourists. Her most recent research in this field is based on fieldwork carried out in the French Alps on tourists who participate in adventure activities during packaged and independently organised mountaineering holidays. This work focuses on the motives, lifestyles, perceptions of adventure and risk, and the experiential aspects and emotional journeys associated with mountaineering activity participation.*

## **Adventure education: A limiting or liberating educational endeavour?: Dr Mike Brown, University of Waikato, New Zealand**

### *Introduction:*

The term adventure education is widely used to denote a particular type of educational endeavour that is practiced in an outdoor or natural environment (Ewert & Garvey, 2007; Panicucci, 2007; Priest

& Gass, 2005). The promotion of risk, to create a sense of adventure, is arguably one of the distinguishing characteristics of adventure education (Priest & Gass, 1997; Wurdinger, 1997). Programmes are structured to include activities and experiences that are perceived to involve risk and uncertain outcomes (Ewert & Garvey, 2007).

In this paper I briefly outline the contested notion of adventure in contemporary western society and question whether the term adventure continues to be an appropriate descriptor of an educational endeavour. I argue that 'narrow' readings of adventure potentially hinder learning opportunities for participants and rather than being an alternative to mainstream schooling, adventure education may serve as an extension of the neo-liberal agenda (Boyes, 2012). The uncritical promotion of adventurous activities can have unintended consequences such as; restricting students' ability to make authentic decisions (Brown & Fraser, 2009) and hinder connection with place(s), which are seen merely as backdrops to activities (Wattchow & Brown, 2011).

I will report on an initiative to develop a place-responsive outdoor education programme in one secondary school in Aotearoa New Zealand. This programme did not include activities that might feature in a 'traditional' outdoor programme in a New Zealand context. The discourses of adventure and risk were absent and students and teachers were involved in a collaborative planning process that was both place and culturally responsive.

#### *Method:*

This small case study drew on participant observations and interviews with teachers and students following a three-day journey in the local environment. Transcripts were analysed for emerging themes.

#### *Findings/discussion:*

This paper reports on student perceptions arising from their participation in a place-responsive outdoor education programme. Themes that emerged, and will be discussed in greater detail, included;

- The ability to determine the level of physical challenge,
- The sense of achievement from being self-propelled,
- The value of being included in the planning process and making decisions and contributions that contributed to the success of the programme,
- The importance of cultural connections – to the places and communities where the journey took place.

#### *Conclusions:*

Adventure is a complex and contested term (Kane, 2011). Use of adventurous activities involving risk and uncertainty may hinder the development of authentic decision-making and prevent connections to place(s) of significance for students. By way of theoretical critique and through a small research project I have shown how an outdoor programme can be conducted that provides students with opportunities to be engaged in planning and leading as well as developing connections to place(s) that have meaning beyond the school context. As educators, how we introduce and provide experiences of the natural world to our students is a key educational question of the twenty first century (Brookes & Dahle, 2007). Thus the position of adventure in education is of both theoretical and practical importance to educators.

*Mike Brown, PhD. is a senior lecturer in the Faculty of Education, The University of Waikato, Aotearoa New Zealand. He has worked in the outdoors in the United Kingdom, Australia and New Zealand. He is the co-author of Pedagogy of place: Outdoor education of a changing world (2011) and editor of The New Zealand Journal of Outdoor Education. He is on study leave for the first half of 2012 and is spending time in Denmark and Norway trying to gain a more in-depth understanding of Friluftsliv. He is also fortunate to be spending time at the University of Edinburgh and is delighted at the opportunity to present at Fort William having worked at Outward Bound Loch Eil in the 1990s.*

## **Understanding Rafting Guides: Occupational Devotees or Lifestylers?: Sandro Carnicelli Filho, University of the West of Scotland**

The rafting guide was defined by Arnould and Price (1993) as an impresario who helps the participants to transform experiences into treasured, culturally constructed memories of personal growth. On the other hand, Holyfield (1999) describes rafting guides according to their personal characteristics affirming that the vast majority of guides are young college students, with white skin colour, middle-to upper-middle socio-economical class, doing a seasonal job that requires a lot of physical effort and sharing the desire to be outdoors.

Even if definitions about rafting guides are present on academic literature not much has been published about the behavioural characteristics of rafting guides and their lifestyle. This paper aims to analyse the characteristics of rafting guides' lifestyle in New Zealand. Data was gathered through 8 weeks of participant observation and content analysis of 22 in-depth interviews with rafting guides in Queenstown, New Zealand. The results of this study indicate that rafting guides can be classified in two different categories according to their lifestyle: 'occupational devotee' or 'lifestyler'.

Stebbins (2004) defines occupational devotion as a "strong and positive attachment to a form of self-enhancing work, where the sense of achievement is high and the core activity (set of tasks) is endowed with such intense appeal that the line between this work and leisure is virtually erased" (p. ix). The 'occupational devotee' finds self-fulfillment in her or his work, a work that may have roots in serious leisure. To Stebbins (2009) 'occupational devotees' have a specific setting for their professional performance maintaining the traditional duality between work and leisure. In the case of these white-water rafting guides, the setting is the river and they do not keep performing their occupational devotion in different places.

The second group of rafting guides identified in the fieldwork is the 'lifestyler'. The 'lifestylers' also have the serious leisure as the basic ground to their social and emotional behaviour. Indeed, to Worthington (2006) participants in serious leisure structure their lives according to their leisure lifestyle(s). The 'lifestylers' have rafting as their serious leisure activity but typically they are single and young guides in a junior position, with a transient lifestyle and living between four and six months in each hemisphere following the rafting summer seasons. The 'lifestylers' are also characterised by their lack of possessions and their association with a wide circle of friends. Many of the 'lifestylers' friends are their workmates because of their transient lifestyle. Indeed 'lifestylers' are not based in the same place long enough to establish friendship links with people outside the rafting community. This continuous transition between places and the lack of attachment with local community suggests that guides are almost in a 'state of holiday', constantly in a liminal space, in a transitory movement between seasons and landscapes.

This categorisation of rafting guides does not aim to create a duality between occupational devotee' and 'lifestyler'. Indeed it is believed that there is a continuum between the two poles presented in this paper. More research is still needed in order to better understand the lifestyle, behaviour and social characteristics of adventure guides.

*Sandro Carnicelli Filho is a lecturer in Events Management at the University of the West of Scotland and his main academic interests are: adventure tourism, outdoor recreation, sport tourism, tourist behaviour, serious leisure, deviant leisure and emotional labor. Sandro has been awarded the Skills Active Outdoor Recreation Research Scholarship (New Zealand, 2010) and the Carnegie Trust grant (Scotland, 2011). Sandro has published articles in international journals including Tourism Management and Annals of Leisure Research and World Leisure.*

## **Collecting Sport Objects and Experiences: going Dutch! Tom Robinson, Hanza University, Netherlands**

During the last 15 years there has been a significant increase in the collection, trading and marketing of sports memorabilia. Collecting as a leisure pastime is under researched and sport as a sub section of this area has been largely neglected. This presentation uses approaches from the social-



psychological and consumer behavior related literature to attempt to describe and explain the diversity of sport tourism collecting experiences. The presentation begins with a broad analysis of collecting, exploring the collecting of sport objects and experiences, attempting to differentiate between them. The sport object collector is materialistically focused and a marketing consumer. The sport experience collector on the other hand does not physically possess a collection. Sport collectors are motivated by a set of determining factors that are basically self-enhancing, extending one's self esteem. Sport collecting links with heritage, nostalgia and authenticity are made relating these where possible to sport tourism; fantasy camps and sport museums being examples. Routes, trails and paths also display collecting experience characteristics. Case study examples are used mainly from The Netherlands to broadly illustrate these points.

*Tom Robinson is Senior Lecturer at the Hanze Institute for Sport Studies, Hanze University Groningen, The Netherlands. He teaches sport tourism, event management and research methods to sport management undergraduates. In 1999 he was recognised as one of the top ten contributors to sport tourism development by the Sports Tourism International Council. He has written a number of articles and chapters on sport tourism, fandom, cave diving and human resource management. Tom has recently co-authored a Dutch research methods text book: Onderzoeksmethoden voor Sportstudies, which was first published in 2007 and is now in its second print.*

## **Market trends: An Innovative and Creative Response for Adventure Tourism Professionals: Prof Terry Stevens, Stevens & Associates**

“Where are market trends leading demand for tourism and leisure experiences? What are the implications for the adventure tourism industry and, especially, adventure tourism destinations? This presentation will explore the key trends, examine how other sectors in tourism are responding and suggest opportunities for the adventure sector. The presentation will be followed by an interactive workshop.”

*This year Terry Stevens celebrates a number of achievements: his award-winning consultancy is 25 years old; he has been recognised as one of the top five most influential thinkers in the stadia industry; and, last month, was made Honorary Professor in Tourism Innovation at UWIC. Stevens & Associates has worked on destination development in over 40 countries and has completed seven international benchmarking studies. He has recently completed destination management projects in Denmark, Slovenia, South Africa and Scotland.*

## **The good, the bad and the totally useless: An analysis of adventure marketing in Ireland: Prof Toni Bauer, Munich University of Applied Sciences**

### *Introduction*

Adventure tourism has become a dynamic and important segment of tourism; it is estimated to generate up to one fifth of overall tourism revenue worldwide (Buckley). Yet there has been very little research into the challenges of adventure marketing, even less at the level of activity providers which very often tend to be micro-businesses. This paper examines the marketing activities of soft adventure providers in the Irish South West with special focus on the effectiveness of the instruments used; it also looks at how rational the individual providers' and the tourist board's strategies for marketing are.

### *Method*

This paper expands on previous work in Kerry by integrating field research conducted in Cork. It is based on in-depth personal interviews with the owners and top managers of 70 soft adventure providers in West Cork and Kerry. These interviews were part of an auditing project for the Irish tourism board Fáilte Ireland; nearly all of the major players in these areas participated in the audits.

The interviews followed a structured questionnaire; respondents were asked how much time and effort they spent on marketing, what they did and how they rated their marketing instruments on a scale from 1 (totally useless) to 5 (highly effective). In addition to this subjective assessment of the marketing tools, the 59 firms that said they kept track of where their business came from were asked for their main sources of original business. Growth and profits were compared for companies with different marketing approaches for a qualitative assessment of the impact of marketing on performance.

### *Findings*

Overall, the average rating of instruments across all companies and providers was 3.16, which suggests that the adventure providers' marketing mix seems to be mediocre at best. Simple website optimisation for internet search was considered the single most rewarding marketing tool that providers had used (3.97), followed closely by market research. The most expensive ways of promoting their services were also the most useless in the eyes of the Irish soft adventure providers: The bottom-ranked activities were advertising in classic media (radio, magazines, newspapers), trade shows and participation in the campaigns of the Irish tourist boards, which also involve trade show participation and high-profile media campaigns.

The subjective assessments were somewhat, but not always confirmed by the analysis of sources of business: The majority of firms said that the internet and word of mouth had brought most customers. Some business was also generated by the highly-rated flyers and press relations, whereas all other instruments hardly played any role. There was some evidence of a correlation between marketing efforts and company success in the Kerry sample; however, there did not seem to be any in Cork.

While most companies' gut feelings about their marketing instruments seem reasonably correct, they are clearly not putting their money where their mouths are. There was a wide gap between the perceived effectiveness of several marketing activities and their usage; thus, more than 85 percent of the firms had engaged in classic media advertising, which they considered fairly useless, but only slightly more than half had bothered to optimise their websites. This is in line with previous studies of small tourism firms like Ateljevic's, who found overall marketing and promotion efforts of small tourism firms in New Zealand inconsistent. In Ireland, this inconsistency is even compounded by public policy.

*Antonie Bauer is a professor at the tourism management department of Munich University of Applied Sciences, where she teaches a wide range of subjects from adventure and sports in tourism to intercultural competence and destination management. Her main research interests are currently in the field of adventure tourism. On behalf of the Irish tourism board Fáilte Ireland, Antonie has investigated product quality, environmental activities and marketing of soft adventure providers in Kerry and West Cork. She has also served as an advisor to destinations and adventure providers in Ireland. To her great delight, Antonie has just been granted another research sabbatical from her university to further explore the adventure tourism industry this spring and summer.*

## **Conducting Research in Remote Areas: The 2011 Leeds Metropolitan University Nepal Research Expedition: Dr Ashley Hardwell, Leeds Metropolitan University**

The Leeds Metropolitan University 2011 Research Expedition to Mera Peak (6484m) and Baruntsi (7200m) in the Everest Region of Nepal comprised of thirty seven members, thirty of whom were directly involved in physiological research. Its aims were to develop a robust data set on different training regimes before the expedition and their effect on acclimatisation. Such research is of importance to the growing number of trekking companies and trekkers visiting the high mountain regions of the world to ensure safe and enjoyable adventure tourism experiences. Results are not yet forthcoming from the physiological data collected. This paper will therefore report on the issues associated with the data collection process.

Participants were asked to keep detailed daily physiology diaries using recognised scales measuring physical symptoms of living and trekking at high altitude as well as take part in physiological testing before, during and after the expedition. This paper will explore the tensions of developing robust research in remote settings from two contrasting perspectives: a research participant and a trek

leader. The balance between the aims of the expedition and the demands of the research will be explored. The rigorous programme of research participation will be reported on. Detailed reflective diary work and note taking during the trek will allow a unique window into two contrasting experiences of this four week expedition. Problems and practicalities of research in remote regions will be reported highlighting the huge commitment and dedication required from both participants and researchers to enable data collection to take place.

#### *Position*

*Senior Lecturer Outdoor and Adventurous Activities – Leeds Metropolitan University*

#### *Qualifications*

*PhD “Dedifferentiation and Detraditionalization in UK rock climbing”, University of Central Lancashire*

*MA Leisure, Leeds Metropolitan University*

*BA (Hons) Community Studies with Leisure and Recreation, Ilkley College*

*Certificate in Education, Inclusive Education, Bolton Institute of Higher Education .*

*Mountain Instructor Award*

#### *Biography*

*Originally a registered nurse for people with disabilities, Ashley questioned care in the community policies of the 1980s, eventually seeking answers through the BA Honours community studies programme offered at Ilkley. This fuelled a quest to understand more about people and their interest in alternative sports through the leisure and recreation option pathway of the degree. This has formed the foundation of postgraduate dissertation work which has been continued while lecturing in leisure sport, tourism and the outdoors. His wide experience of teaching in a variety of FE and HE settings over 20 years underpins his passion for teaching as well as sociological research in alternative sport more generally.*

*Ashley continues to be active in the outdoors enjoying summer and winter climbing both at home and abroad. He has had a long fascination with the greater ranges and this is fuelling recent research projects.*

### **“Our Brand is in their Hands” – The changing role of guiding in the adventure travel industry: Myles Farnbank, Wilderness Scotland**

As an Adventure/Nature based tourism provider the most important interface with the customer is that performed by your guides. The guides contact with the client often represents in excess of 90% of the contact that a client has with the organization providing the experience. Carefully crafted business strategies, innovative marketing or exceptional sales technique are all meaningless, if your guides fail to deliver. As an industry, we ignore the importance and future development of our guides at our peril.

The role of the guide has greatly changed over the years. In addition to being destination and activity experts, ideally guides now need to demonstrate real skill in customer relations, communications, leadership and marketing. In addition, they need to be flexible, fun, engaging, and spontaneous.

The UK remains at the forefront of technical skill development and skills coaching qualifications. Assuming a guide has the appropriate technical and safety qualifications and experience, how does a guide develop all the other skills and knowledge needed to offer world-class experiences?

The Adventure Travel Trade Association have had workshops on guiding at both the Quebec summit in 2009 and Aviemore in 2010. Some of the conclusions coming out of these workshops were around the importance of good guides and the lack of structured or coherent training in many situations for the Adventure Travel Guide.

This presentation explores a number of key questions

- *What is the skill set of a good guide - above and beyond the technical skills and qualifications?*
- *What does the client expect from a guide?*
- *What does the employer/Adventure Tourism sector expect in a guide?*
- *Is this training easily and widely available?*
- *What's on offer by employers for freelance/seasonal staff?*

The presentation will also look at an example of a guide training process developed by Wilderness Scotland.

Myles is an experienced and well-qualified wilderness guide with many years of sea kayaking, canoeing, sailing and mountaineering in some of the world's wildest places. He has expedited in varied locations from the Antarctic Peninsula to Madagascar.

A Fellow of The Royal Geographical Society and a Master Educator of Leave No Trace, Myles is committed to the role of adventure and nature based education and tourism in sustainable futures for communities and wildlife in the places he works. He has a first class Honours degree in Outdoor Education and a Postgraduate Certificate in Human Ecology.

As Director of Training for Wilderness Scotland Myles designed and coordinates an award winning twelve day Wilderness Guide Training Programme for adventure travel guides operating in Scotland.

He is the Professional Development Co-ordinator for The Institute for Outdoor Learning in Scotland and Outdoor Education Advisor for the Wilderness Foundation UK.

## **Adventure Tourism: Trekking and Mountaineering in Nepal: Min Prasad Lamichhane, Durbar Travel & Tours (P) Ltd, Nepal**

A visit to Nepal is a fulfillment of a life time's goal with adventure tourism for many people, providing opportunity to gaze upon the highest mountains in the world and experience the unique tradition & culture of Nepalese people.

A trekking & mountaineering in Nepal is a special & rewarding adventure mountain holidays. From more than 100 years, trekking in Nepal has captured the imaginations of mountaineers & explorers. To trek in Nepal is not expensive or complicated but full of adventure & entertainment in the scene of adventure tourism. Nepal is one of the most naturally blessed countries in the world and has many things to offer related to the adventure tourism: Trekking, Mountaineering & Expedition, White Water Rafting in the Rivers, Jungle Adventure on The National Parks, Bungee Jumping, Rock Climbing, Mountain Biking.

Adventure tourism suggests that anything can be encountered at any moment during the tour in Nepal. People from different countries in the world come to Nepal and want to scale the different mountains, named or unnamed, without jeopardizing their lives; as a result, trekking & mountaineering in Nepal is also some of the best Adventure Tourism in Nepal.

*Min Prasad Lamichhane was attracted to tourism at an early age, when he grabbed an opportunity offered by an elderly relative who was working in a travel related company. During his working period in the same company he was promoted as Tour Officer & continued to perform his abilities in the same company for about one decade. Then when he was mature enough to deal with the foreigners on the tourism related fields he started Durbar Travel & Tours (P) Ltd, in 1997. Since then, he has been working in this company as the Managing Director. Durbar Travel is a well known Travel Agency in Kathmandu, specialized in Tibet and China tour programs. The agency is both a Travel and Trekking company, and organizes all kinds of tours in Nepal as well as in Tibet.*

## **Outcomes of adventure: Processing the 'Antarctic experience': Prof Patrick T. Maher, University of Northern British Columbia, Canada**

Antarctica is one of the most beautiful and remote places on the planet. The moniker of being the highest, driest, coldest, iciest, windiest, most remote continent, surrounded by the stormiest ocean is well deserved, yet it also acts as quite a draw for visitors. Despite the fact that visitor numbers have been steadily rising for the past 15 years, very little is empirically known about the experience these visitors have.

As such, the aim of this research was to report on a study of visitor experiences in the Ross Sea region of Antarctica. Visitors are defined as those who come into physical contact with the continent, and whose primary activity and purpose is simply "being there." Using a three-phase methodology to examine the cycle of experience, the purpose of this study was to compare groups of visitors and analyse for change or transition as a result of their visit. The visitors were participants in a number of data-gathering methods such as: self-administered surveys sent to the respondents' home (up to three months in advance of the trip); personal narratives and journals while on the trip (regardless of trip length; 4–28 days); in-depth interviews held in Christchurch, New Zealand directly before and after the trip when possible; and email surveys (two to three months following the visit).

Results indicate both similarities and differences as compared to previous research; key findings include:

- scenery was a strong motivator and component of image;
- expectations were for a safe and professional learning environment;
- mood was positive throughout all phases;
- visitation was both acceptable and problematic;
- the environment was important, even in advance of the visit;
- education was an essential benefit of the visit;
- the Ross Sea region was an impressive and awe-inspiring locale;
- organisational differences were apparent when discussing people and the role of transportation to the continent;
- historic huts were uniformly amazing sites for the feelings they instil;
- expectations were virtually always exceeded;
- awareness changed over the experience;
- sharing of awareness and teaching from one's learning had occurred;
- action may or may not have occurred on various specific issues, but the label of ambassador was respondent-perceived to be acceptable.

This research concluded with a number of implications for theory, methods, and logistics, which will hopefully lead to future research that is much wider in scope (geographically), but equally inclusive in terms of methods and ability to utilize and critique theories for management. The adventure that visitors processed was unique, perhaps a trip of a lifetime, and it made them think. It was certainly not an adventure due to bad planning as per the famous Norwegian Antarctic explorer Roald Amundsen: "Adventure is just bad planning".

*Patrick T. Maher is an Associate Professor in the Outdoor Recreation and Tourism Management Program at the University of Northern British Columbia, Prince George, Canada. His PhD research examined the notion of visitor experience in the Ross Sea region, Antarctica. In the Arctic, Pat has conducted a variety of research projects, planned and led a number of extensive paddling expeditions, and been active in curriculum development for the University of the Arctic regarding tourism. On the subject of polar tourism, Pat recently edited two special journal issues in *Tourism in Marine Environments* (2007) and *Polar Geography* (2007), as well as two texts *Polar Tourism: Human, Environmental and Governance Dimensions* (2011, Cognizant), and *Cruise Tourism in Polar Regions: Promoting Environmental and Social Sustainability?* (2010, Earthscan). Pat is also an editor of the *Journal of Experiential Education*, and sits on the Board of Directors for the Northern BC Tourism Association and the Icarus Foundation.*

## **Adventure and Experience in Human Resource Development: Dr Niki Phillips, Hellenic Open University, Greece**

Continuing training and development has become a necessity for corporate staff in order to successfully meet the demands and challenges of contemporary times. The acquisition of knowledge and the development of social skills (such as Communication, Leadership, Time-Management, Self Confidence, and Flexibility) are quite often provided by companies who wish to develop their human resources.

Adventure learning experiences and outdoor training are quite common in corporate training and mainly target at social skills development. When they are accompanied by reflection and facilitative procedures, they are considered to be effective and consistent with the principles of Adult Education and Lifelong Learning.

However, how can the organization assess the effectiveness of outdoor / adventure training? Why most of the companies who invest large amounts on such training never measure the return of this investment or the change of their employees' behavior?

The current research presents the methodology implemented in an international banking organization in Greece, in order to research the social skills acquired and the positive behavior change in the work place by participating to outdoor/adventure training.

The aim was to detect and evaluate the social skills developed (Time Management, Communication, Teambuilding, Self Confidence, Leadership, and Flexibility) by the research members, due to their participation to experiential training and outdoor adventure programmes attended by the research group members.

The research took place in the Bank of Cyprus, Greece, and the research sample was 14 new employees, all Branch Managers engaged in various branches around Greece. They all had a degree in Banking and Finance and had previous banking experience. None of them was ever trained by outdoor/adventure techniques for the development of their social skills.

The research findings show that the effectiveness of outdoor and adventure training is confirmed since almost all (13 out of the 14 trainees (92, 85%) showed positive change in behaviour and development of their social skills. Thus one can conclude that *the use of adventure in corporate training programs can be suitable and effective for the human resource skills development.*

The highest positive change was detected in the "Self confidence" skill. The conclusion one may draw is that *outdoor and adventure training generally strengthens the adult learner and makes them feel stronger in dealing with everyday professional situations.* They also become more flexible, which helps them cope with the constantly changing situations (in fact, "flexibility" was the second most developed skill).

*Dr Niki Phillips (PhD, Adult and Continuing Education) is an Associate Lecturer at the Hellenic Open University (Greece) in the Masters Degree "Adult Education". She is also Head of the HRD (Human Resources Development) Department of Bank of Cyprus in Greece and a certified Outdoor Facilitator. She specializes in Corporate Training and Management Development through Experiential and Outdoor Learning, and has a sound academic and practical background in the "Train the Trainer" field. She has been facilitating adult learners for the past 16 years and has designed, delivered and evaluated training programs targeting in social skills development. Her research work, publications and international conference presentations focus in Training Needs Analysis, Evaluation of Training and Personnel Assessment and Outdoor Training. She was born in Australia and has been living in Greece since 1995.*

## **Tales of Hardship and Heroics: Embodied Narratives and the Imagined Self: Tristan Semple, West Highland College UHI**

*'It is not the goal, but the way there that matters, and the harder the way the more worth while the journey'*  
Wilfred Thesiger (1959)

This paper investigates the relationship between adventure narratives, leisure and the imaginative construction and expression of the self. In examining social forms and leisure practices which incorporate the individually subjective (see Weber, 2001) and socially constructed (Beedie & Hudson, 2003: 629) idea of adventure, the notions of *slow adventure* and *fast adventure* will be introduced. This spectrum provides a framework to distinguish between some of the imaginative, emotional and temporal aspects of adventure typologies. Importantly, it also establishes a pattern of connections between the themes and motifs of narrative genres and the motivations and experiences of enthusiasts and adventure tourists. Furthermore, in proposing adventure as a form of embodied imagination and narrative enactment, the values and meanings which are both searched for and attached to such leisure pursuits is shown to extend beyond those attributed to risk taking (see Bunting, 1993; Ewert, 1989; Keiwa, 2002; Lewis, 2000; Lyng, 2005; Martin & Priest, 1986; Morgan, 2000) and thrill (Cater, 2006).

Recent academic attention has focused on the experiential dimension of leisure and tourism (see Morgan *et al*, 2010) and is extending the significant proposals of Pine and Gilmore's (1999) 'experience economy' bringing focus to the spiritual, physical, emotional, and intellectual dimensions. Similarly, in extending the notion of the 'self' as a raft of co-constructed selves (Goffman 1959) and identity as a developmental project (Baumeister, 1986), research in tourism and leisure has proposed that such experiences provide a milieu or stage for identity experiments (Desforges, 2000; Neuman, 1992; Noy, 2004). As a piece within this theoretical landscape, this text builds upon the work of Moscardo (2010:49-55) by bringing greater focus to the central proposition that the tourist experience is concerned with the 'enactment, creation and recreation of stories'. Furthermore, Moscardo's (2010:51) framework for the role of stories in tourist experience will be extended to include the influence of archetypal roles and narratives from literature and film in adventure tourism and leisure. McAdams' (1985, 2001) concepts of 'life chapters' and Singer & Salovey's (1993) theory of 'self defining memories' are also incorporated to provide a clearer understanding of how and why individuals might choose certain adventures as a means of creatively writing the self.

As these concepts are investigated, the notions of slow adventure and fast adventure are utilised to highlight not only particular distinctions between adventure typologies but also to explore the social forces that have shaped and commodified adventure by the appropriation and distillation of its original narratives. The central hypothesis however, proposes that the paradox of adventurous leisure and tourism extends beyond risk taking to include a profound and unlikely motivation for elements such as discomfort, loneliness, immersion in overwhelming environments, the threat of becoming lost, weathering harsh conditions and suffering hardship.

*Tristan is a lecturer on the BA (Hons) in Adventure Tourism Management at West Highland College UHI. He has been mountaineering for 20 years and has hiked and climbed throughout the UK, America, Europe and the Himalaya's. He has worked as an Expedition Leader, Freelance Outdoor Instructor, Climbing Wall Manager, Lecturer, Army Officer Trainer, Adventure Therapy Course Director, Ordnance Survey Instructor, Management Development Trainer, Head Coach and various roles working with disadvantaged young people. Tristan has carried out research into educational partnerships and professional development with the Himalayan Mountaineering Institute. His other research interest areas are experiential education and ecosophy.*

# **Profiling Adventure Tourists in Pretoria: A Comparative Analysis: Melissa Lötter, Tshwane University of Technology (TUT), Republic of South Africa**

## *INTRODUCTION*

Adventure tourism is an increasingly widespread phenomenon of this millennium. Adventure tourism appeals to an expanding proportion of the population who are seeking self-fulfillment and excitement through participating in physically and mentally stimulating activities, travelling to remote destinations, or, engaging in adrenaline-rush experiences as part of their tourism activities (Swarbrooke *et al.*, 2003:55).

Different adventure activities and experiences constantly evolve because individuals, motives, behaviors, and experiences differ and change over time. This compels adventure tourism companies to promote and sell a vast array of activities and experiences to a diverse range of markets as novel and exclusive experiences in order to facilitate the growth of adventure holidays (Swarbrooke *et al.*, 2003:31).

In order to assist adventure tourism companies to promote and sell specific activities and experiences that will meet the specific needs and wants of possible future growth markets, the primary objective of this study was to compare significant demographic descriptors of adventure tourists in Pretoria, South Africa, with essential psychographic preferences.

## *METHODOLOGY*

This study was based on applied research, descriptive research and a quantitative methodology due to it being grounded in the positivist social sciences paradigm. The target population consisted of adventure tourists, and the sample consisted of adventure tourists making use of the products/services offered by adventure tourism companies within Pretoria, South Africa.

Non-probability sampling in the form of quota and convenience sampling was used to select the sample members. The sample consisted of 250 adventure tourists of whom 50% were male and 50% female. However, because of incomplete questionnaires that could affect the outcome of this study, the sample that actually realized was 234, providing a 93.6% response rate.

This study used quantitative research in the form of a self-completing questionnaire. This questionnaire followed a positivistic approach and consisted of closed-ended, dichotomous, multi-choice and open-ended questions. The raw data obtained from the questionnaire was turned into numerical representations to enable statistical analyses on the aggregated data. The raw data was captured onto a database in Microsoft Access that was imported into the SAS (Statistical Analyses Software) format through the SAS Access module. The data was then analyzed according to a bivariate analysis (cross-tabulation and the Pearson correlation coefficient) to determine whether there are any relationship(s) between variables.

## *FINDINGS/DISCUSSION*

The primary objective of this study was to compare significant demographic descriptors of adventure tourists in Pretoria, South Africa, with essential psychographic preferences.

Gender, age groups, marital status and life stages were compared to preferences regarding destinations, accommodation, transport methods in destinations, transport methods to destinations, activities preferred when with family, activities preferred when without family, indoor and outdoor activities, air-based activities, water-based activities and land-based activities.

It is evident that age influences the type of activity respondents prefer when they are with their families. Furthermore, age groups, marital status and life stages influence whether participants prefer air based activities, and marital status and life stages influence the method of transport used by participant's within a destination.

## *CONCLUSION*

The growth in adventure tourism has precipitated a need for growth in adventure tourism information. Consequently, research has become an important tool for the adventure tourism industry, to gather data on a variety of aspects and using an appropriate research methodology to retrieve accurate and useful information. This study aimed towards contributing to a better understanding of adventure tourists by comparing demographic and psychographic descriptors of such tourists. This information



could assist adventure tourism companies to identify and develop effective marketing strategies to attract or penetrate the growing adventure tourism market.

*I am currently a contracted Adventure Tourism/Tourism Management lecturer at the Tshwane University of Technology. In September 2010, I graduated as an MTech: Adventure Tourism Management student at the same university. I plan to further my studies by obtaining a DTech: Adventure Tourism Management as I have always found adventure tourism to be a particularly fascinating subject, and I hope to provide insightful information/knowledge to this field of study.*

*In November 2010, I presented my MTech: Adventure Tourism Management paper at the 3rd Asia-Euro Conference in Subang Jaya, Malaysia; as well as at the International Global Sustainable Tourism conference in Nelspruit, South Africa. Lastly, in January 2012 I presented my paper at the Global Conference on Business and Finance, Honolulu, Hawaii. From a young age I have received awards in sport related activities and this passion progressed to becoming qualified in rock-climbing, kayaking, horse riding, abseiling, 4x4ing, scuba diving, lifeguarding, map reading and first aid.*

## **Landscape Observatory: An alternative approach to the solo experience and facilitating landscape appreciation: Paul Welham, University of Cumbria**

### *Introduction*

The project was designed to enable an individual to gain a deeper, more profound, appreciation of nature and the landscape which embodies it, following the subjective paradigm (Lothian, 1999).

It began with a relatively simple premise, place a participant in a comfortable dwelling located with a good landscape view, greatly informed by Picturesque criteria and Viewing Stations (West, 2008), and by removing any distractions, allow them over a short period of time (24 hours) to gain a deeper appreciation of the landscape and nature.

Whilst residing in the dwelling and its immediate environment, give them access to literature and art material to enhance the experience which will further inform the individual about the landscape.

### *Method*

With experience as the cornerstone there was minimal mediation from the facilitator, the development of knowledge and value would come from the direct experience, the only significant difference being the lack of a facilitated review or reflection. However the assumption is that personal reflection would occur, and this would lead to a change in the participant's perspective of the landscape and its beauty (Daniel and Boster, 1976).

A dwelling was constructed, creating a clean, minimalistic space, containing only a bed, desk and chair, along with material relevant to the experience. Some of the materials consisted of poetry, lake district guides, art and writing materials, so that the subject could both learn more about the place and express themselves in a variety of ways if they so wished. Facilities such as ablutions and catering were external to this dwelling, with meals prepared and delivered to the participant to even remove the distraction of cooking. Even here though, the subject is immersed deeper into the surrounding area by providing locally sourced food, such as Cumberland sausage and locally brewed ale, to complement the experience.

The literature provided for the participants was carefully selected to offer both breadth of topics and also type, for example local history to walking guides, with styles of literature covering everything from history books to cartoons. In addition to these were 'how to' books which provided some instruction in the use of art materials, with the intention that the participants might have a go at producing their own artistic output.

### *Finding / Discussion*

The participants had previous experience of solo's and with varying degree still regularly engaged in this type of experience. This limited the research with regard to the solo as vehicle for this project, however it also had benefits as they were able to judge how this differs from a more standard solo normally associated with outdoor provision (Bibilya, McAvoy and Kalisch, 2005, Knapp and Smith, 2005), giving a more unique insight on an existing practice.

The main differences identified were the levels of comfort afforded by the Landscape Observatory which created a relaxed and therefore more receptive atmosphere. Participants also commented upon the opportunity to engage in activities they felt they did not normally find the time for, reading and the writing of poetry being two such examples.

If the experience were to be recreated for future participants, certain pragmatic improvements for the structure and facilities were identified. The notable discovery was that the duration the participant stays in the structure could be shortened from 24 hours, without a significant reduction in the overall experience. This simplified approach could have a number of benefits and make participation more accessible.

### *Conclusion*

The core purpose of the Landscape Observatory was to provide a space that would allow people to gain a deeper appreciation of the landscape and its aesthetics by being embedded in it, incorporating a holistic approach to the experience. To that end it is evident, even with the limited number of participants that this was in their own opinion achieved. Further experimentation on types of dwelling and facilitation would further refine the paradigm. This model might also have applications for individuals with mobility problems and those disenchanted with the more mainstream outdoor 'activity' offerings.

*Paul Welham could be considered a late comer to the world of outdoor adventure in the normal context. Following a 16 year military career, during which time a passion for expeditioning was born following numerous sabbaticals around the world, he enrolled as a student with the University of Central Lancashire and completed a BA (Hons) in Outdoor leadership. This was promptly followed by employment with the University managing outdoor activities for an in-house centre, primarily supporting students and promoting retention, and reflecting much of his military career he found opportunities to teach. This eventually led on to employment with the University of Cumbria as a lecturer, shortly followed by a PG Certificate in Teaching and Learning in Higher Education and more recently an MA in Landscape and Environmental Arts. Paul is currently the Course Leader for Adventure and Media with a large proportion of his teaching based around expeditioning.*

## **A Review of the Current Literature on Female Adventure Tourists: Adele Doran, Harper Adams University College**

### *INTRODUCTION*

Current literature surrounding female adventurers have revealed that women perceive adventure differently to men and due to a wide range of constraints, women have utilised negotiation strategies to maintain adventure in their lives. Furthermore, studies have found that women are particularly motivated to the exclusivity of all women adventure programmes and derive unique benefits from such programmes. These insights have been revealed within an adventure recreation context, and it is unknown if women experience similar motivations and constraints when such adventurous activities are embedded in their tourism consumption.

The proposed study forms the author's doctoral research and aims to develop an understanding of the motivations for participating in commercial mountaineering adventure holidays and the constraints and negotiation strategies utilised that influence a woman's decision to make this holiday choice. Secondly, this study will examine the benefits derived from the adventure package as a means to overcome constraints and the meaning of adventure for female adventure tourists.

### *METHOD*

The proposed research will take a qualitative and an inductive approach. An interpretive model will be employed to provide an insight into the meaning of adventure for female adventure tourists and their experiences in organised mountaineering holidays. Fieldwork data will be collected through semi-structured interviews, small group interviews and participant observations.

### *FINDINGS/DISCUSSION*

Women travellers are recognised as a growing force within the tourism industry, particularly in small-group adventure (Mintel, 2009), including both hard and soft adventure activities (AATA, 2010).

Women consider adventure activities to provide an opportunity for personal challenge, to overcome fear, skill development, increased confidence and empowerment (Myers, 2010; Boniface, 2006).

Women-only programmes are particularly enjoyed as they provide an opportunity for women to share their experiences in a supportive and non-competitive environment, learning with other women and being able to talk freely (McDermott, 2004; Hornibrook *et al.*, 1997). Considerable emphasis is placed on forming friendships and relationships, which is considered to be more important than other aspects of the adventure experience, such as the physical challenge and risk (Hornibrook *et al.*, 1997; McDermott, 2004; Boniface, 2006; Celsi *et al.*, 1997).

However, studies have revealed that many women do not perceive themselves to be adventurous as they find the media's perceptions of adventure restricts their own acknowledgment of adventure in their lives, as it is framed in male experience and expectations (Little, 2002a; Little, 2002b; Little and Wilson, 2005). Women have expressed reservations for participating in adventure due to their perception of adventure, feeling inexperienced, fearful of physical harm or social rejection, guilt with regards to their sense of commitment to others and technical constraints (Little, 2002b; Boniface, 2006; Little and Wilson, 2005).

Nevertheless, studies in tourism and adventure recreation have revealed that women are independently accessing adventure, despite constraints, through employing negotiation strategies (Little, 2002b; Elsrud, 2005). Fundamentally, some constraints are socially constructed and therefore are not easily or quickly deconstructed. However, it is argued that the tourism industry needs to understand the constraining factors that may prevent women from participating in adventurous activities, and design services and packages that will help address these constraints, whilst recognising the unique motivations and benefits sought by women from their adventure tourism experiences (Hudson, 2000; Wilson and Little, 2005).

#### CONCLUSION

Women perceive adventure differently and seek different benefits from their adventure experiences. The non-competitive, supportive and social environment that women-only programmes offer is proven to be a key motivator when selecting an adventure activity programme. Constraints do not necessarily prevent participation, but can influence the decision and negotiation process to participate. By knowing how women define and actualise adventure in their tourism consumption and by gaining a deeper understanding of their behaviour, appropriate opportunities can be designed to meet the needs of this increasing travel market.

*Adele Doran is a PhD student at Sheffield Hallam University. She started her PhD in October 2011 after completing a PGCE at Manchester Metropolitan University and a MSc in Tourism Development and Management at Buckinghamshire New University. Adele previously was a snowboard instructor in America and is an enthusiast of the outdoors, which has inspired her area of research. Adele's area of study is in the motivations and constraints of female adventure tourists and the benefits sought from organised mountaineering adventure holidays.*

*Adele works as a lecturer and senior tutor at Harper Adams University College and teaches a range of tourism and adventure recreation modules at undergraduate level. Her teaching interests include adventure tourism, the motivations of adventure tourists, sustainable development, outdoor education and tourism management.*