# Book of abstracts

## Third International Adventure Conference 2014

# 1. Slow adventure and Friluftsliv

The aim of this session is to explore the importance of time, dwelling and being in the outdoors, along with the impact of place on our self and body and the narratives we tell.

#### *Monday 11:30-13:00Room: Bahus*

## The Norwegian Friluftsliv tradition as an inspiration for change

***Nils Faarlund,*** *conwayor of friluftsliv, Norwegian School of Mountaineering, Norway*

Today the established practice of outdoor activities throughout the world is part of the problems caused by our modern lifestyles. How could it be made part of the solution - obviously not by following the trends of business as usual? The primus inter pares among the mâitre penseur in modernity, the theoretical physicist Albert Einstein, left us the message that the way of thinking, which brought on the crisis, cannot be solved by the same way of thinking. To bring about a change in the modern affluent societies our philosophy should be to help re-establish ways of life where:

*Nature is the Home of Culture*

In Norway we have a strong tradition for a nature-friendly way of travelling at sea, in the woods or in the mountains, which is pursued by a great majority of the inhabitants (Vaagboe, 1993). It is named *friluftsliv*, a term which is eventually also accepted as the appropriate term in English and German (Liedke & Lagerstroem, 2007).

At the beginning of the 18th century, a creative Middle-class of the few cities in a “backward” country saw the possibility of building a national identity by defining the inhabitants as “noble savages” – the cult figures of the Age of Romanticism. At the onset of the 20th century, Norway thus made its way to independence without militant nationalism, having convinced the Emperor Vilhelm II (spending many summers in Sogn) and other continental *tourists*, of a unique national culture at home in a sublime mountain and fjord landscape. Our national hero is not a general, but the curly-headed poet Henrik Wergeland (1808 to 1845) — the first hippie the world had seen.

The nation builders were left with only one enigma. How could members of an urban elite acquire the unsurpassed status of the “noble savages” of the mountain regions?

Following the tradition of the Norwegian fairytale figure “The Ashlad” they adopted the customs of the continental *tourists* becoming wanderers. In the Norwegian language this movement was named *friluftsliv,* now a belovedword thatthe playwrightHenrik Ibsen (1826 - 1906) used in print already 1859. Thus the once protest movement of European artists and philosophers against the reductionist natural science way of thinking of the early 19th century inspired the development of a unique tradition for identification with free Nature. The features and values of this tradition can be established beyond doubt, thanks to the connectedness to the Norwegian national breakthrough. Thus the values orientation of *friluftsliv* is given by the paradigm of Romanticism: Free Nature, as well as humans, have intrinsic value (Faarlund, Dahle & Jensen, 2005). The presentation will explain the slow adventure qualities of *friluftsliv.*

## Simplicity, soul and the Scottish context: new folk geographies of hut and bothy

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*School of Geographical and Earth Sciences. University of Glasgow. Research interests include rural landscapes and practices, geographies of the book, as well as outdoor culture, and nature/culture interactions.*

***Keywords:*** *huts, bothies, Scotland, outdoor life*

The hut is an as yet a largely unconsidered space for geographical attention. It may be considered many things: a place enabling one to get away from it all, affording space to hide, be and think, or it can be a site of intimate sociability with others, known or unknown. In contrast to the well-established ‘hutting’ traditions of many Nordic nations, Scotland’s engagement with the practice has been more reticent, although bothies, a form of hut, have figured in certain imaginings of Scotland’s wilder places. However, there is a growing interest in the significance of these simple structures. A radical vision for an alternative folk geography of the countryside echoes this interest, situating itself within current geographical trends seeking to re-engage with practice and looking again at the oft-overlooked. ‘Hutopia’, as this cultural phenomenon has been called, while perhaps in part defined by its simplicity, is nonetheless fundamental to an understanding of the Scottish outdoor experience, both historically and as a re-emerging force, and it is this which the paper aims to convey. Including huts and bothies under the term ‘out-dwelling’, this paper engages with these practices, considering the extent to which hutting today is a reaction to: the modern world, capitalist accumulation, over-regulated lives and, the distancing of humankind from nature. Focusing on the Scottish context, this paper seeks to explore the outdoor life which such ‘out-dwellings’ afford, and subsequently to examine the potential existence of an outdoor philosophy to complement Nordic notions of ‘Friluftsliv’. In doing so, it details the practices of hutting, of living outdoors, of accessing, appreciating, and promoting the use of remote spaces, both physically and philosophically, thus highlighting the relative nature of the term ‘wild’ in the context of hutting as ‘slow adventure’. Qualitative interviews, alongside archival work and more participatory methods in terms of hut and bothy visits, underpin these findings. Ultimately this paper seeks to highlight, as Bachelard conveys through his ‘hut dream’, that such simple structures shape not only the mind as he would have it, but also the world in which we live, and the way in which we engage with it, particularly in an outdoor context. Therefore, understanding the hut is a crucial component in understanding adventure both within Scotland and elsewhere.

Slow Adventure Experiences: Rediscovering the self in dynamic spaces

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***Key words:*** *Outdoor adventure experience, Postmodern time-space relations, Sailing tourism, Autotelic acting*

**Abstract**

For postmodern individuals outdoor activities such as sailing trips or mountain hiking do not only represent the attempt to rediscover their own selves by self-dynamic time-space patterns, but to regain a genuine and directly perceived reality. Those outdoor activities with their quests for action intensity, challenge, slow movement and authenticity express to some extent the antitheses of the widely streamlined, disenchanted and mundane routine of postmodern life.

From a praxeological perspective (Bourdieu 1979), rediscovering the self-dynamic spaces and its physically-sensitive adoption through outdoor activities can, by means of spatial phenomenal approaches, be interpreted as strategies for escaping postmodernism.

As an outer societal factor, the “outdoors” with its inherent laws function as a reality which forces the individual to act immediately. Unlike the hyper complex living conditions of postmodern life, nature and body mutate to tangible vanishing points of meaningfulness (Bette 2004, 43.) Using the example of a cultural study based on qualitative interviews and observational data collection among nautical tourists (May, 2012), this paper argues in detail that conflict with natural disasters, managing immediate situations and exploring one’s own capabilities and limits are the major driving forces of intrinsic outdoor activities. For the acting subject, those extraordinary situations offer intense stimuli, that claim all senses of his/her physical body in real-time entangling him/her in a potentially dramatic event while being reduced to his/her own capabilities (Schleske 1977, 26).

Adventurous sport activities are distinguished by their autotelic characteristics. Thus, they differ from a new type of leisure and extreme sport, which provides a significantly higher level of dangerous and enthralling features. The contemporary characters of an “event-driven” adventurer (cf. Le Breton 1995, 114) are indeed expected to be brave, to overcome difficulties and to endure pain as well as requiring a certain level of physical fitness. However, river rafting, bungee or base jumping demand comparatively little practical skills going above and beyond what is needed to overcome the short moment of a potential danger compared to complex sport activities such as sailing, mountaineering and hang gliding. Their inherent risk rather serves as an autotelic purpose than being an unavoidable side effect.

This is achieved by an explicitly planned dramaturgy and excludes surprises - the actual core element of the “traditional” adventure (Le Breton 1995, 113; cf. Ritzer 1997).

Skill-based outdoor activities such as the exemplary sailing trips, however, tread the narrow line between adventure and risk (Schleske 1977, 40; cf. Goffmann 1991). Being able to decode space and its unique qualities is a major condition for acting (Tuan 2008). Despite the attractiveness of overcoming the risk, it does not replace the actual intrinsic purpose of the activity (Le Breton 1995, 113). Here, the inner and outer nature of sailing or traditional hiking is not regarded as an opponent. Instead, a playful and harmonic togetherness between all the participating space and action elements is to be achieved.

While individual aspirations and factors of individuation can be compensated and developed temporarily in the corresponding leisure and tourism spaces, the purposes of adventure and slow tourism activities are to stabilise not only the system but the identity (cf. Wöhler 2012 and Elisa/Dunning 1970). This is to be considered for any adventurous sport activities that are subject for being placed on the market: a risky experience cannot be rationally evaluated, be planned and, thus, cannot be marketed as such. In fact, this experience rather occurs within autotelic activities, which are carried out for their own sake (Csikszentmihalyi 2000).

Surely, within the scope of marketing and touristification strategies, sailing grounds, for instance, can be customized to meet the clients need; they can be opened to a wider range of interested groups or could be organised as safe as possible but should deliberately allow some leeway for improvisation, creativity, intense physical body experience and surprises. It is these attributes that lead to moments of intense self-awareness and hence can result in unforgettable experiences.

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## Seeking friluftsliv through liminality: A journey of “awayness”

***Jasmine Goodnow*** *is an Assistant Professor of Tourism in the Recreation Program at Western Washington University. Her research interests include adventure travel as a form of spiritual questing and the intentional construction of liminality during adventure travel and the attainment of self-discovery and insight.*

***Keywords****: friluftsliv, liminality, adventure travel, wilderness, quest*

“The asynchronic rhythms of modern urban life create disharmonies, creating physical and psychic stress which consumes much energy” (Gelter, 2000, p. 86). Feelings of disharmony and dissonance are sometimes the impetus for adventure travel to wilderness or exotic destinations. The feeling that life is lacking or empty drive some to seek what is missing, with the hope of becoming whole and purposeful. It is friluftliv that many seek.

Friluftsliv, a Scandinavian philosophy, is a spiritual or religious feeling that can be experienced in nature (Gelter). Friluftsliv is a “sensation of a total integration with this land; a strong feeling of being home in a place I have never visited before” (Gelter, p. 78). Experiencing friluftsliv, or free air life, results in a spiritual connectedness with the landscape and a new level of consciousness and spiritual wholeness.

Many seek friluftsliv through adventure travel—to seek answers to questions, gain insight into life, and connect with a power larger than oneself (Goodnow & Bloom, 2014-In Press). Adventure travel is often described as a spiritual quest; the outward journey is an inward journey (Campbell, 1968; Dispenza, 2002; Goodnow & Ruddell, 2009; McAvoy & Dustin, 1989). It is a metaphorical emptying of urban life and consumerism; travelers are stripped to the core, and physical and psychological trials are overcome, followed by spiritual attainment often expressed as deep connection to nature and/or higher power.

The tradition of traveling for friluftsliv has faced challenges in today’s modern tourism industry. The over-commercialization of wilderness and the changing motives from being one with nature to testing oneself to adrenaline seeking has prevented some from actualizing the essence of friluftsliv. Friluftsliv does not “require remote untouched wilderness but the more away from the urban lifestyle the greater the experience” (Gelter, p. 80). It is the feeling of “awayness” from urban lifestyle that is most important.

The idea of “awayness” is an intriguing concept that needs additional exploration. Attention Restoration Theory (Kaplan, 1974) suggests that certain environments are conducive to deep self-reflection and connection to nature and self. These environments are usually natural environments with high levels of fascination, coherence/extent, compatibility, and a sense of being away. The idea of a separation from urban life is an important part of Attention Restoration Theory and is echoed again and discussed more fully in literature focusing on travel, liminality, and insight (Bloom & Goodnow).

Bloom and Goodnow suggest that it is the liminal aspects of travel that are important for attaining spiritual and self-insights, constructs that are similar to friluftsliv. Liminality is space between, a place or time of transition, a moment out of time, a separation from social structure and cultural conditions, and when/where normal limits to thought, self-understanding, and behavior are relaxed. Attainment of liminality suggests a freedom from the many blocks to insight found in urban modern society. Travelers who experience insight also experience liminality, and preliminary research (Goodnow, 2008) suggests that liminality may be a necessary condition for insight, and possibly a necessary condition for friluftsliv.

Many travelers heed the call to seek friluftsliv, thus the tourism industry needs to purposefully design tourism itineraries to include restorative environments and high levels of liminality to ensure a greater likelihood of friluftsliv and help travelers “regain the natural rhythms and feel the energy flow into body and mind, lifting [them] to a higher energy level, and to the experience of harmony and happiness” (Gelter, p 86). The purposes of this presentation will be to explore the connection between friluftsliv, restorative environments, and liminality; contribute to the expanding knowledge base of wilderness adventure touristic experiences; and provide the tourism industry with insight into trip development, interpretation/guiding, and marketing.

## Slow travel at 90 kmh: What gets motorists to stop and smell our roses when otherwise whizzing through our countrysides?

***Tove I. Dahl*** *is a Professor of psychology at UiT The Arctic University of Norway and collaborator on the Northern InSights research project (www.opplevelserinord.no). Her background is in motivation, the learning of languages and cultures, as well as peace education. She is particularly interested in self-directed learning and how to facilitate that in any context that leads to personal and social growth.*

***Jon-André Dalbakk*** *is a master of psychology currently working in the Department of Psychology administration. He has worked most recently on the Northern InSights research project (www.opplevelserinord.no) – particularly on the open road research conducted in North America and Norway.*

***Keywords****: Slow travel, interest, mobility, places in between*

Is it time to think more about tourism within the new paradigm of slow travel where the rhythm, pace, tempo and velocity of mobilities that connect travelers and the world they traverse are considered more deliberately in terms of the sensory and affective experiences available to them (Cresswell, 2010)? Slow travelers’ unhurried perception of time and way of doing things involves savoring novel places and people, engaging in the environment deliberately and with meaning, with a keen environmental consciousness that helps foster the development of place attachment (Lumsdon & McGrath, 2010). Such “lived knowledge” can change the way visitors think, feel and act in local- and environmentally-friendly ways (Fullagar, Wilson & Markwell, 2012). This is compatible with the goals of outdoor adventure.

Key to such engagement is the feeling of interest for a place, its culture and/or its people (Dahl, In press) since interest is an emotion that motivates exploration and discovery (Hidi & Renninger, 2006; Dahl, In press). Understanding interest and how to deliberately awaken it visitors for things local may be an important factor for optimizing slow travel. Likewise, it may offer a rich platform for expanding our nascent understanding of how car travelers experience (or *could* experience) the spaces “in between” more traditional travel destinations. This is particularly relevant for motorists traveling roads that stretch across vast distances like many parts of Canada, the US and Northern Norway.

We studied the experiences of motorists driving along the highways of northwest Canada and Alaska and compared that with the experiences of motorists driving in Norway’s northernmost counties of Nordland, Tromsø and Finnmark. We looked at how they used and experienced their time in terms of (1) how much they planned for their drive, (2) the quality of their experiences while actually driving, and finally, (3) their actions such as (a) what they noticed around them while driving, (b) what inspired them to stop, and (c) what kinds of things inspired them to spend time they hadn’t initially planned on spending in the area.

**Methods**

A questionnaire study conducted in North America and Northern Norway with 120 motoring participants who were recruited at stops along major highways in rural areas. The amount of time visitors invested in planning their trips and the quality of the experiences they had while on the trip were both quantitatively measured. What they reported attending to and spending time on were captured in responses to open questions.

**Findings/Discussion**

Group comparisons of the quantitative data indicate that visitor interest for the place, culture and people they were driving through was significantly greater in North America than in Northern Norway, and visitors in North America used more time than visitors in Northern Norway engaging with the local people, cultures and places of their journey. Within subject comparisons indicate that visitors tended to plan and spend more time on things related to nature than local culture, and more on local culture than on local people. Qualtitative findings will be shared at the conference to provide a more detailed understanding of the content of these interests.

**Conclusion**

How well we understand and can influence the interests of motoring visitors who may otherwise just whiz through our rich natural and cultural environments without paying them much ado may be important for the quest to encourage motorists to engage more in adventurous, slow travel journeys through our countrysides. This work sheds light on how visitor thoughts and feelings translate into behaviors that are more or less slow travel relevant. Implications for how that can be used in designing strategies for encouraging more slow travel among visitor motorists will be discussed.

#### *Wednesday 09:00-10:30*

#### *Room: Bahus*

## ‘Out there’ Exploring the aspirations of Solo-Hikers in Northern Scandinavia

***Hannelene Schilar*** *is Master Student in Human Geography with the focus on Tourism Research at the Umeå University, Sweden. My main interests are Nature-Tourism and Volunteer-Tourism, which I seek to explore using qualitative methods. Previously to my studies in Sweden, I developed regional Wine-Tourism for a company in Burgundy, France.*

***Keywords:***

*Hiking, Meaning of Wilderness, Remoteness, Adventure, Phenomenology*

This research project sought to explore the aspirations of solo-hikers in Lapponia, Scandinavia, which is one of the wildest and most remote areas in Europe. Walking three months alone in these regions the researcher encountered many solo-walkers and shared a part of their paths with them. The conversations in these inspiring settings have been recorded and found the basis of this project. They reveal the hiker’s conceptions of wilderness, their desire to be on their own and the escape from western realities. In that way the study does not only contribute to tourism studies but also gives an account of our society and time.

The aim of the research project is to investigate: ‘What do they seek ‘out there’?’ The approach to capture this intense experience is phenomenology. Phenomenology has proven a great tool in tourism research where much emphasis lies on ‘human experiences’, since it seeks to describe, analyse and understand them. Practically, the researcher encourages narrative interviews to explore the depth and the meaning that people attribute to concepts. During the period from June to August 2014, 23 interviews of that type have been carried out with solo-hikers in different National Parks in northern Sweden, Norway and Finland (e.g. Sarek, Muddus, Stabbursdalen). The duration of the interviews varied between 40 to 110 minutes to capture the subject’s holistic reflections. Besides, photographs and field notes have been taken. The analysis consisted of creating categories of this data in order to ‘map’ the phenomenon and present its essence.

The results are manifold. Firstly, the findings illustrate that the ‘Northern-Scandinavian-Solo- Hiker’ is ‘different’ from other types of hikers or backpackers that have been described earlier by scholars. They are very distinct from the more common ‘Lonely-Planet-Backpacker’, since they seek less comfort, less company, more calm and an intense relationship with nature. In that way the research contributes to a typology of hikers. The motivations of the hikers are very divers, although all appreciated the closeness to nature and the tranquillity. Besides, the narratives showed that several of the subjects were at a turning point in their lives (university graduation, divorce, etc.) - ‘searching for orientation by getting lost in the wild’. Others stated that they seek intensity of life within the struggle of the path. They stressed their wish to escape from modern society and the ‘real world’. Furthermore, the outcome showed that there is also an element of performance in their travel behaviour. Their romanticised image is inspired by the ‘ideology of walking’ that they encounter in movies and literature (e.g. ‘Into the Wild’, Henry David Thoreau). They ‘re-enact’ what they considered to be the ultimate walker.

Finally, the results showed that Lapponia represents an ideal level of wilderness for the tourists. They tend to understand wilderness on a scale, ranging from most urbanised areas to the image of Siberian-wilderness. For their trips they choose Lapponia, since it is wild in the sense of ‘untouched’ and ‘authentic’, however ‘safe’ and ‘organised’ due to trails, maps, fireplaces and the right of common access. This is what constitutes the uniqueness of the area. This understanding is very relevant for the tourist industry in those regions and their marketing strategies.

The study allows a deeper understanding of the motivations and characteristics of the solo- hikers in the remote North. It helps to advance knowledge in hiking tourism, adventure tourism and outdoor tourism. In regard of the International Adventure Conference it can contribute to the discussion on slow adventure, ways of living outdoors, remote places, philosophies of being outdoors and storytelling.

## "The adventure of camping: the paradox of the still'

***Josie Field and Dr Peter Varley -***

*Centre for Recreation and Tourism Research, West highland College, University of the Highlands and Islands, Scotland*

Often adventure in nature is conceptualised in relation to thrill, excitement, risk and danger. As such, this has prescriptive implications regarding how natural environments can be inhabited, who accesses them, and how, thereby directing the creation of meaning in outdoor experience. However, this focus on the intense moments of adventure draws attention away from other aspects of being outdoors and from a wider potential for adventure tourism. These aspects may, rhythmically, be considered 'slower' or 'stilling' moments, such as the practice of 'doing camp life'. Consequently, these apparently mundane everyday practices, when emplaced within an outdoor setting, may highlight the adventure squirrelled away within the quotidian

This study will therefore consider the material intricacies of human and nature interacting, during the 'still' moments of camping. Sensitive to recent calls to consider how material performances of doing 'matter', ethnomethodologically- informed techniques will be implemented to highlight the extra-ordinary within practices of living and sleeping in the wild.​ Complementary to this, ethnographic and autoethnographic attention will be drawn to the embodiment of the camping experience, by way of sensuously contextualising moments of practice.

Subsequently, it is hoped that the outcomes from this work will help to highlight the means through which entrepreneurs can introduce new and lucrative markets to the life outdoors and to adventure tourism in general. Such innovative new 'products' serve to leverage the tremendous natural capital in our wilder places without recourse to the gloss of spectacular adventure, yet open up outdoor experiences to a wide range of audiences.

## Is slow tourism feasible in Poland?

***Maria BurmechaOlszowy*** *– PhD student of University School of Physical Education in Wroclaw. Interested in: slow tourism, slow lifestyle, healthy being. In 2012 she was an intern at the Centre for Recreation and Tourism Research West Highland College University of the Highlands and Islands.*

***Keywords****: slow tourism, slow tourists, slow tourism activities, tourism farms*

**Introduction:**

Slow tourism is a term given to a new trend in tourism that incorporates environmental, societal and economic elements. This idea is linked with culture, people, culinary art, tradition, and ecology**.** The main aim of this report is to describe the type of slow tourism offer in polish eco and slow farms and to answer the questions:

* Who are the slow tourism operators?
* Why do they offer slow tourism?
* What does slow tourism mean for the owners of slow tourism farms?
* What are the criteria of slow tourism accommodation?

We present a SWOT analysis of slow tourism and describe opportunities for the development of the slow tourism industry in Poland. Furthermore, we characterise slow tourists in Poland and present an overview of the general needs and expectations of slow tourists. Finally, we will discuss whether slow tourismis feasible in Poland?

**Method:**

We plan to identify 15 farms offering slow tourism by searching adverts in print media and online. We will then conduct interviews with owners of the farms. We will also distribute questionnaires to guests staying at slow tourism farms. Finally, we will conduct interviews with representatives from the relevant public sector. Each step of our method characterises a different but important aspect of the slow tourism trend and collectively allows us to identify the criteria for a viable slow tourism product. It also allows us to clarify and describe the current polish slow tourists profile.

**Discussion:**

There are many potential definitions of slow tourism. Dickinson (2009), for example, emphasises responsible and balanced tourism. He believes slow tourists desire longer and less frequent trips to destinations that are close to home in order to help minimise environmental degradation. On the other hand, Matos (2006) defines slow tourism as a new trend in tourism which is focused on authentic and historically relevant regions; however, as Matos points out, this experience can be costly. Moreover, Matos (2002) and Caffyn (2009) associate slow tourism with simple accommodation, a healthy diet, carefree spare time, local culture and the respect for nature. Unfortunately, Matos’s authentic slow tourism experience excludes wild and remote destinations. Honore (2004), however, defines slow tourism within a philosophical paradigm. The authorfocuses on issues relating to lifestyle and in particular, the need to find a balance between work and leisure.

In general, slow tourism includes activities that do not negatively impact the environment, such as: trekking, biking, horse riding, bird watching, paragliding, skiing, cross country skiing, ski-touring, canoeing, kayaking and fishing to name a few. Slow tourism requires a tourist to offer: time, authenticity, emotions and a sense of balance. In order to identify who slow tourists are and their desires and expectations, Yurtseven and Kaya (2011) conducted a study and were able to identify three tourist archetypes: the accidental, the interested, and the dedicated slow tourist.

Given the many potential definitions of slow tourism, our research will allow us to determine which of the many definitions is most applicable in the Polish context. We will also be able to determine the tourist archetype most frequently encountered in the Polish setting.

**Conclusion:**

Overall Poland is ideally suited for slow tourism especially since the costs of slow tourism issubstantially less than in(Sweden/ Norwey, State the country). With slow tourism“… tourists might rediscover simple pleasures such as walking, the smell of flowers, tastes and lonely peace” (Wordsworth 1888, by: Matos 2002, pg.259).

## Slow travellers in slow countries: the case of Latvia

***Zanda Serdane*** *is currently a PhD Candidate at Salford Business School, the University of Salford. Her research interests are slow travel and destination marketing.*

***Keywords:*** *slow travel, slow travellers, slow travel experiences, destination marketing*

**Introduction**

Increased competition and acceleration in today’s world has led to a counter reaction, which in the travel and tourism industry manifests as slow travel. It can be interpreted as both an emerging tourism niche as well as an overall approach to travel. The aim of the study is to gain an in-depth understanding of the nature of slow travel practice and its antecedents through the motivations and experiences of self-identified slow travellers and the strategic marketing activities of tourism destination marketing organizations. Therefore, the research explores actual slow travel practices, by studying slow travel from both self-identified slow travellers’ and tourism destination marketing organization perspectives.

The research is topical for various reasons. Several authors note that current tourism patterns are not sustainable (for example, Dickinson & Lumsdon, 2010; Lipman & Murphy, 2012) because the number of tourists is growing every year causing higher levels of pollution. Although slow travel is not a panacea to all the problems the tourism industry is facing, it offers an alternative approach to travel. In addition, quality tourism experiences are becoming ever more important. Since “the experiences of consumers play an increasingly important role in economic and social life” (Quan & Wang, 2004, p.297), it is suggested that “experiences will become of far greater value to many travellers” (Heitmann, Robinson, & Povey, 2011, p.125).

In the meantime, Latvia, one of the three Baltic States along the Baltic Sea, is currently officially promoted as a slow travel destination, making the setting of the research unique. The new Latvian tourism brand “Latvia. Best enjoyed slowly” was introduced in March 2010, and it popularizes Latvia as a place where “tourists have an opportunity to change the tempo of their lives and enjoy unhurried leisure thus tasting new experiences, aspiring to harmony and revealing true values” (Latvian Tourism Development Agency, 2010, p.15).

The research will have both theoretical and managerial implications. In terms of the former, the research will contribute to the existing gap in knowledge about slow travellers and provide a better understanding of their actual slow travel practices and experiences. The study also has managerial implications because it will seek to answer questions about the role of slow destination image as a pull factor and the application of the slow travel concept in the destination marketing context.

**Method**

In order to achieve the aim of this study, an “interpretive” or “constructivist” approach was considered to be the most appropriate. This aims to obtain an “empathetic understanding” of the phenomena under investigation (Jennings, 2001, p.38) by “studying the subjective meanings that people attach to their experiences” (Hennink, Hutter, & Bailey, 2011, p.14); this helps to “acquire an in-depth knowledge of the tourism phenomena or experience” (Jennings, *op. cit*., p.40). Since little is known about the actual practices and experiences of slow travellers, an in-depth understanding can be best achieved using an inductive approach. This allows the researcher to identify the issues from the perspective of the study participants and “understand the meanings and interpretations that they give to behaviour, events or objects” (Hennink et al., 2011, p.9). The qualitative data will be collected through semi-structured, in-depth interviews with the representatives of the Latvian Tourism Development Agency and self-identified slow travellers in Latvia during the summer of 2014. The textual data will be analysed using discourse analysis.

**Findings / conclusion**

Data collection, analysis, and interpretation will be completed prior to the conference and the findings will be presented in Norway in November, 2014.

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## How do nature guides work to enhance the experiences of guests in nature?

Examples from a field trip with nature guides and guests on Svalbard

***Sigmund Andersen*** *is an Assistant Professor at UiT and leader of The Arctic Nature Guide Program at Svalbard. He is an international mountain guide (IFMGA) and has fifteen years of experience as a guide on Svalbard. He has a master in psychology from The University of Tronheim.*

***Carsten Gade Rolland*** *is an Associated Professor at UiT and leader the institute of sport at UiT. His main research area is experiences and learning in nature. He has a master of sport science from NiH.*

***Keywords:*** *Nature Guide, Experience, Experiential Learning, Nature based tourism, Value based guiding, Friluftsliv, experience production*

The Nature guide is performing her professional operations in nature. The basic competence of a professional nature guide is proficiency and a responsible leadership related to safe travel and stay in nature with groups of guests. In addition to the safety aspect the role of a nature guide has developed from being a safe pathfinder, to a diverse and complicated set of roles such as teacher, environmental ambassador, psychologist, and entertainer (Cohen, 1985; Curtin, 2009; Periera, 2005; Scuchat, 1983). The professional nature guide is expected to have a broad understanding of how to enhance the guests experiences into learning and a closer relationship with nature. By enhancing the experiences the nature guide is expected to add a higher quality and value to the commercial product (Pine and Gilmore, 1999)

The nature guide´s methods and working patterns to enhance the guest’s experiences are emerged in the intersection between the academic topics of friluftsliv and tourism, with a value foundation in eco philosophy and the Norwegian friluftsliv tradition (Faarlund, Dahle & Jensen, 2007; Næss, 1999). From Friluftsliv the nature guide is influenced by the pedagogic methods of experiential learning and the role of a friluftsliv conwayor (Faarlund, 1973; Horgen, 2010; Zoglowek and Rolland, 2008). From tourism the nature guide is influenced by the methods and theories of motivational psychology, experience production, interpretation and transformative guiding (Christie and Mason, 2003; Gelter, 2010; Maslow, 1983; Tarssanen & Kylänen, 2006; Tilden, 1977).

In this paper we are investigating how four groups of nature guides use these theories and methods in practice on an exam ski expedition of six days with guests on the Svalbard glaciers. This ski expedition was the final test for nature guide students after a year of studying at the Arctic Nature Guide program on Svalbard. Each ski groups existed of 4- 6 guides and 4-5 guests.The interviews were done with each group of guides immediately after the ski expedition. By the information from the interviews our paper will show examples of how theories and methods from psychology, pedagogics used in friluftsliv and experience production in tourism are operationalized as practical methods in nature guiding. The paper will use the information from the interviews to put forward how nature guides are working to both ensure the guests safety and to enhance the guests experiences into learning and a closer relationship with nature.

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# 2. Adventure Tourism Experiences

## 2.1 Practicalities of adventure tourism deliviery

This set of presentations explores supply-side elements related to the adventure tourism industry: logistics, certification, adding value and operators’ experiences. Guided, commercialised experiences are a fast-developing sub-sector and these issues will appeal to academics and practitioners alike.

#### *Monday 11:30-13:00*

#### *Room: Sogndal 1+2*

## The Supply of Nature-Based Tourism in Sweden - A National Inventory of Service Providers

**Peter Fredman.** Professor, Mid Sweden University/ETOUR, Östersund, Sweden,

**Lusine Margaryan** PhD student, Mid Sweden University/ETOUR, Östersund, Sweden,

Sweden, having a strong tradition and long history of outdoor recreation (friluftsliv), has experienced a relatively recent expansion of nature-based tourism (NBT) as a commercial activity. Little has been known through systematic data collection and research about the supply side of NBT, comparing to the demand (Fredman & Tyrväinen, 2010). Two main reasons for the lack of statistics in the NBT sector have been the absence of inventories, based on common definitions and the inadequate design of the industry classification system. The purpose of the study was to address this issue and do a complete inventory of NBT service providers for the entire country. This is to our knowledge the most comprehensive inventory ever done on the NBT supply in Sweden, which will provide an up-to-date description of this sector and a parallel study in Norway will also facilitate possibilities for cross-country analyses.

The sample for the survey relied on the information provided by 308 regional tourist bureaus located all over the country. The tourist bureaus were contacted via telephone and asked to provide contact information of the NBT companies in the region. As a definition of NBT, the definition suggested by Fredman et al. (2009) was adopted, where NBT implies activities occurring when visiting nature areas outside the person’s ordinary neighborhood. Based on the responses of the tourist bureaus and supplementary Internet check, a sample of 2060 companies was collected which were asked to participate in a follow-up web survey. The questionnaire consisted of seven sections concerning (i) type of services provided, organizational characteristics, geographical distribution; (ii) issues of land use and access to nature, the role of the Right of Public Access and National Parks; (iii) measures of sustainable development; (iv) economic characteristics such as the number of the employees and annual turnover; (v) market characteristics; (vi) importance of networks; and (vii) background information of the respondent. There were in total 648 responses collected (35,5% response rate) and some key highlights from the survey results can be summarized as follows:

- The general impression from the results is that NBT is a rather diversified sector which relies on multiple business operations. Only about 20 % of the companies have 100 % of their annual sales from NBT.

- The supply of NBT in Sweden revolves around different types of water based activities to a large extent. Guided activities in nature and accommodation are ranked as the most important business activities while fishing, kayaking, canoeing/ rafting are the most important recreation activities.

- There are a small number of large and a large number of small NBT service providers in terms of annual sales. Just over 60 % of the companies reports at least one full time year round employment while 40 % have at least one part time year round employment working with NBT operations.

- The majority of the sales are from the private market segment. The most important foreign markets are Germany, Denmark, the Netherlands and Norway.

- Future growth of the Swedish NBT sector is likely. While 37 % of the companies classified themselves as being in a growth phase only 8 % were in recession and 2 % in liquidation.

- The majority of the companies are dependent on access to land with an external ownership and the freedom to roam in nature is very important to three-quarters of all respondents.

- The three most important nature environments for NBT operations in Sweden are forests, lakes, rivers and waterfalls. Hydroelectric dams, wind power plants and forestry are among the most negatively perceived by the companies.

Fredman, P. & Tyrväinen, L. 2010. Frontiers in Nature-Based Tourism. *Scandinavian Journal of Hospitality and Tourism*, 10(3):177-189.

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## Dive into history

***Annabel Lawrence***

Lochaline Dive Centre organises underwater adventure trips on  Historic Wrecks in the Sound of Mull.  Using the latest technology LDC is able to guide recreational Scuba divers and non divers through the shipwrecks in the Sound Of Mull and teach them about the maritime past of this busy shipping lane.  The sites visited range in date from 1653- 1941.  The stories behind the wrecks bring these historic assets to life and create a real sense of discovery and adventure to the experience. Add to this the exceptional marine flora and fauna that inhabit these structures, these sites have the  potential to become underwater classrooms.  LDC is developing this theme by introducing Snorkel Safaris that will allow children from the age of 8 upwards to experience the marine environment and learn about the marine life and the shipwrecks.  These experiences will generate interest in the marine historic and natural environment which can be developed through specialist courses delivered by the Nautical Archaeology Society and the Marine Conservation Society. Adventure, education, physical and technical challenges combine to create a memorable experience that will change the way they view the underwater world and our maritime past.

## Nature knowledge in guiding

***Inger W. Anundsen****, Associate professor, Department of sports, UiT the Norwegian Arctic University. Special focus in education and research: Outdoor life (friluftsliv) with different groups, nature knowledge for teachers and guides, pedagogy. I have an educational background in arctic ecology and management.*

***Keywords****: Nature knowledge, guest expectation, competence of guides, education of guides*

**Introduction**

The Arctic region is an area known for it’s pristine nature and unique wildlife. There is an increasing winter tourism in the Northern regions of Europe. In northern Norway and Spitsbergen agencies are focusing on northern lights, wildlife experiences and remote nature when promoting their tours. This leads to the question – what importance has the nature for the guests attending guided tours in the Arctic? What qualities in the meeting with the nature do they value? What do the guests expect to learn about the Arctic nature? What expectations do the guests have to the competence of the guide within the field of nature knowledge? And do the guides fulfill these expectations when they are out in the field?

**Methods**

In this ongoing study we will present data from interview with guests from different countries through a qualitative written survey before and after a guided tour both in Finnmark and in Spitsbergen. We will have samples from groups who spend a day in the field and groups who spend several days in the field on more expedition type of guided tours. UiT the Norwegian Arctic University has an education of Arctic guides. In this education we have emphasized on nature knowledge and nature interpretation for the guides. As a contradiction to the expectation of the guests we will interview some experienced guides about how important they think and have experienced that nature knowledge is for guests. We will also ask how they convey nature knowledge and “arrange” nature experiences” in the field and how they evaluate their own qualification in this field. In Spitsbergen the government controls the «nature tourism» through Sysselmannen. We will interview the nature management department at Sysselmannen to find what expectations and guidelines they have to the guides concerning nature knowledge. We will also interview some of the agencies at Spitsbergen to find out if they have any qualification standards for guides concerning nature knowledge and if they use this when hiring new guides. As a summary we will find what implications the different expectations and standards have for the education of new guides and continuing education of experienced guides. Our studies will start spring 2014 and the preliminary results will be presented on the conference in November.

**Summary**

Summarized, the study focus how and why nature knowledge becomes a value add for guests (clients) through guide actions, and it is expected to give a deeper understanding of the relationship between client expectations and guide performance on this area. A competent guide will enhance the experience of the guests and also ensure that the right actions are taken by the guides bringing guests into the fragile arctic nature. Many studies are done on the guide role. This study has a focus on the nature knowledge and will possibly bring new knowledge into this field. This knowledge is important in the education of guides in the arctic region.

**Possible findings**

The project is recently started and no results can be presented now. We do, however, have experiences from the field that there might be a miscorrelation between the expectation of the guests and the actual competence of the guide within this field. On the other hand our personal experiences also shows that many guests seem to appreciate the knowledge of the guides today.

**Significance to the proceedings**

This presentation will be in the field of Adventure Tourism Experiences

## Democratisation of adventure tourism: Perspectives from Finnish Lappland

**D.Soc.Sc.** ***Outi Rantala,*** *Senior lecturer. Multidimensional Tourism Institute, University of Lapland, Finland. Research interests: nature-based tourism, practices related to weather, safety and sleep in tourism, wilderness guiding, posthumanist practice theory, ethnographic methodology*

***Keywords****: adventure tourism, democratisation, hard and soft adventure, guiding, safety*

A guided snowmobile safari, a reindeer sledge drive in wilderness forest or a snowshoe trip to top of a fell in Finnish Lapland is often regarded as a non-adventurous activity since it is highly commercialised and it does not require risk taking. However, this categorisation turns out to be insufficient when the activity is examined from the perspective of the guide. Even though regarded as non-adventurous, wilderness and safety skills become highlighted in the practices of the guides – besides knowledge needed on customer service (Rantala & Valkonen, 2011; Valkonen, 2011). The importance of safety and wilderness related skills when guiding commercial nature-based tourists originates partly from the democratisation of adventurous activities: Beedie and Hudson (2003) have claimed that the boundaries between adventurous activities and tourism have become blurred. As a result of democratisation the wilderness becomes available to increasing numbers of tourists and more tourism enterprises are established to meet the demands.

In this paper we will examine the democratisation of adventurous tourism by using programmed tourism services in Finnish Lapland as an example that include experiences representing both so called hard and soft adventure. We will pay attention especially on how the process of democratisation of adventure tourism has impacted the role of guide in commercial nature-based tourism. The data of the study consist of five thematic interviews of nature-based tourism entrepreneurs conducted in the spring 2013 in Finnish Lapland and survey data from spring 2014 on 300 tourists from tourist centres in Finnish Lapland. The thematic interviews have focused especially on change of tourism product supply from the point of view of adventure tourism whereas the survey focused on examining the role of guide in connection to various dimensions of adventure trips. The qualitative data will be analysed by using thematic content analysis and the quantitative question sets will be analysed using multi-variate methods to compress the information of the original variables.

The democratisation of adventure tourism is evident in Finnish Lapland: since holiday-decisions are made on short notice and booking of trips is easier, tourists are not aware about the specific features of destinations and activities they participate in. Therefore the skills and tacit knowledge of the guides become highlighted in relation to articulating risks related to the services. The paper contributes to study of changes in adventure tourism, definition of adventure tourism from perspectives of hard and soft adventure and to the study guides in adventure tourism.

# Book your adventure experience online

***Guttorm Flatabø*** *is a tourism and information technology researcher at the Western Norway Research Institute in Sogndal, Norway. With a background from the industry, destination management and an rural internet service provider startup he has been researching IT applied to mostly rural tourism for the last 7 years.*

***Svein Ølnes*** *is a researcher at Western Norway Research Institute in Sogndal and has worked with the use of ICT in public sector for almost two decades. He has primarily worked with interoperability issues and benchmarking metrics for e-Government but also the use of ICT in the tourism sector*.

While booking flights and accommodation on the internet these days is more common than the offline options, the most important part of the journey, the activities, can still be hard to book online.

Adventure tourism is an area of focus for the Norwegian Centre of Excellence for Tourism (NCET), hosted by Fjord Norway. Working to help their partner businesses, they initiated a project to find out what requirements the adventure businesses have and what solutions are offered in the market today. Western Norway Research Institute has carried out the work for NCET together with Heyerdahl Refsum AS.

Interviews with several activity providers were conducted and a questionnaire developed and sent to a subset of the NCET activity business partners. The activity businesses confirmed that making their activity products bookable online was a high priority and most of them are planning to invest in a booking system if they find a suitable one. The number one motivation for investing in a booking system is to make the customer handling more structured and to get a better overview.

To identify the market for activity booking services a number of providers were invited to answer a separate questionnaire. The providers were identified through the NCET business partners, through ATTA and the GetApp software catalogue, and through Google searches. In all we identified 65 potential providers of online activity booking solutions.

Out of the 65 providers 35 responded to the questionnaire and of these 15 were seen as being relevant to the Norwegian activity businesses, based on presence and language options. The activity booking solutions can be grouped in three categories: 1) traditional software systems, often with CRM functionality and/or DMO focus, and with an added web front end, or converted to the web, 2) web software using modern web technologies, and 3) online marketplaces for activities similar to booking.com and airbnb.com for accommodation.

The market for activity booking solutions is unmature and developing and no clear market leader has evolved. The big players on the booking market (booking.com, hotels.com ++) have been reluctant to enter into activity booking. Given the developing trend in tourism with more focus on activities and adventures the market for activity booking online is expected to grow substantially the coming years.

Researchers Svein Ølnes and Guttorm Flatabø at Western Norway Research Institute have been responsible for the interviews and surveys and have written to reports summing up the work. The reports are available for NCET partner businesses as well as those of the activity booking providers who responded to the survey.

#### Tuesday 10:30-12:00

#### Room: Bahus

## Family adventure tourists – An evaluation of motivations, experiences and benefits

***Gill Pomfret:*** *Senior Lecturer in Tourism & DBA Course Leader, Sheffield Hallam University, UK.* ***Research interests****:* *Adventure tourism, Adventure tourists: motives, lifestyles & personalities, Emotional journeys and experiences of adventure tourists, Gender and adventure tourism, Tourist behaviour*

***Keywords****: Family adventure tourism, Family adventure tourists, Motivations, Benefits*

*Experiences*

It is recognised that there is strong growth in demand and supply associated with outdoor adventure activities and holidays (Adventure Travel Trade Association [ATTA], 2013; Outdoor Foundation, 2012). Correspondingly, adventure tourism organisations offering commodified forms of adventure specifically to the family market have expanded in number. Despite the increasing importance of family adventure tourists to the adventure tourism industry, little is known about their motivations, the experiences they encounter, and the benefits they gain from participating together in adventure activities while on holiday. Previous research on adventure tourist motivation has neglected the family market, but with growth in the supply of packaged adventure tourism holidays, and the availability of softer forms of adventure activity suitable for family groups, this theme is of increasing importance. The aim of this conceptual research, therefore, is to examine these themes within the existing research about family tourists and family adventure recreationists, so as to develop fruitful insights into family adventure tourists. Further research on these tourists can help adventure tourism organisations to better understand their family clients, what prompts their participation in adventure activities, their collective tourist experiences while on holiday, and the benefits that they enjoy from such experiences.

While the family market is crucial to the success of many tourist destinations, limited awareness exists about family tourists (Lehto, Choi, Lin & MacDermid, 2009). Little is known about the motives encouraging children to participate in travel activities while on holiday and how children shape family holiday experiences (Cullingford, 1995; Gram, 2005). More recently, however, there has been a paradigm shift which recognises the importance of children in family tourism research (see Carr, 2006; Gram, 2005; Lehto et al, 2009). Findings from this research suggest that children and their parents seek out different holiday experiences, and hence they are motivated differently. On holiday, parents want a contrast to their daily lives. They are interested in shared experiences, relaxation, reconnecting and feeling a sense of togetherness with their families. Children, however, are activity-driven and they desire extraordinary, absorbing sensory experiences which provide opportunities for escapism (Gram, 2005). Other work has noted the importance of family holidays in forging togetherness (Obrador, 2012) and ‘intensely authentic, natural and emotional bonds, and a real intimacy in the family relationship’ (Wang, 1999, p.364). Family holidays are also thought to contribute towards improved communication, solidarity among family members and overall family functioning (Lehto et al, 2009).

While the importance of these benefits to family adventure tourists is unknown, due to the lack of research specifically on these tourists, it is thought that family bonding, communication and togetherness would be strengthened through collective participation in inherently challenging, exciting and adrenalin-inducing adventure activities while on holiday. Families, like other adventure tourists, may experience rich and intense emotional journeys as they participate in adventure activities. The intensity of these journeys varies according to personal views about adventure and the extent to which the experiences are commodified within a package holiday experience. Literature about family adventure recreationists can provide useful insights into family adventure tourists as adventure recreation is ‘at the heart’ of adventure tourism (Weber, 2001, p.361), hence these two participant groups are likely to share some similar motives, experiences and benefits. Research suggests that families thrive from adventure recreation participation, enjoying benefits such as improved family functioning, strengthening of family bonds, consolidation of family values and traditions, and better family health (Lee, Graefe & Burns, 2008). Families who participate in therapeutic adventure recreation benefit from enhanced communication - as families work together to overcome challenges and solve problems - better family functioning and cohesion (Huff, Widmer, McCoy & Hill, 2003).

The conclusion notes the importance of further research on family adventure tourists. Relatively little is known about these tourists, and there are many gaps in existing research. While a review of the literature on family tourists and family adventure recreationists provides some insights, future studies need to specifically focus on examining the motives, experiences and benefits of adventure holidays for family adventure tourists.

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## Developing a professional horse tourism business: operators experience and challenges

***Ingibjörg Sigurðardóttir:*** A*ssistant professor at the Department of Tourism Studies at Holar University College, Iceland, and a PhD student in Business Administration at the University of Iceland. Research interests include small business management, rural development, competitiveness, recreation, equestrianism and horse-based tourism.*

***Keywords****: Horse tourism, professionalism, business development, outdoor recreation*

Tourism based on horses has been growing in the last decades. Despite a growth of the business of equestrianism, including horse (based) tourism, research on this sector is still limited (The Henley Center, 2004; Ollenburg, 2005; Elgåker & Wilton, 2008; Helgadóttir & Sigurðardóttir, 2008; Einarsson, 2010; Sigurðardóttir, 2011; Buchmann, 2014). Both supply and demand sides of the horse tourism merits further research. Former research on horse tourism has indicated variable challenges and operator’s limited interest in business issues and economic value (Helgadóttir & Sigurðardóttir, 2008). This presentation focuses on the supply side and the intention is to obtain a deeper understanding of operators experience and challenges during the process of starting up and developing such a business. This research is a part of a more extensive research project on horse-based tourism but the main research question in this part of the research is: What are the main challenges of entrepreneurs during the process of starting up a horse based tourism business?

The research is qualitative. Data are collected in open-ended interviews with operators of horse tourism businesses and from a number of formal and informal visits to such businesses in Iceland, Norway and Faroe Islands where native horse breeds are used to create an outdoor experience for guests. The interviews were digitally recorded, transcribed and analysed through coding. First with open coding where major categories appeared, then with focused coding and finally with axial coding where a core phenomenon was identified.

Preliminary findings indicate that businesses have developed from operator’s hobby or a way of living. The businesses have the characteristics of lifestyle business. They are not growth oriented and operators do emphasis the importance of sharing their horse experience and their lifestyle with their guests and being able to make a living in their area and practice their passion. Operators do emphasis that surviving financially is a challenge and a business in this sector has to be developed slowly and without a considerable investment risk. Finding good horses and employees has turned out to be hard in some cases and operators state that developing such a business is a long term process that demands hard work and patience. Despite a distinct situation of horse-based tourism in Iceland, Norway and Faroe Islands, entrepreneurs in those countries seem partially challenged by similar factor when starting up and developing their business.

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## Why do people purchase adventure tourism products? A case study of Norwegians travelling abroad with Hvitserk Expeditions and Adventure Travels

***Stian Stensland, Mari Hulleberg, Goro T. Urset & Torvald Tangeland:***

***Mari Hulleberg*** *is a master student in Nature-based tourism, Norwegian University of Life sciences. E-mail: mari.hulleberg@nmbu.no*

***Goro Tillerås Urset*** *is a master student in Environment and natural resources, Norwegian University of Life sciences. E-mail:* *goro.urset@nmbu.no*

***Stian Stensland*** *is a postdoctoral researcher and head of the master program in Nature-based tourism at the Department of Ecology and Natural Resources, Norwegian University of Life sciences, Ås. Stensland’s research include nature-based tourism firms, outdoor recreation, sport fishing, and the human dimension of fish and wildlife management. E-mail:* *stian.stensland@nmbu.no*

***Torvald Tangeland*** *holds a PhD in nature.-based tourism with emphasis on consumer behavior. Tangeland is a researcher at the National Institute for Consumer Research, Oslo, Norway. E-mail: Torvald.tangeland@sifo.no*

***Keywords****: Adventure tourism, Hvitserk, nature-based tourism, push- and pull motivations qualitative method.*

**Introduction**

The tourism sector has grown much the past ten years. People have better opportunities of finding destinations off the beaten track than just a decade ago. Norwegian adventure tourism companies have experienced an increase in demand for their guided tours in the past few years. For these companies to best design and offer the ultimate experience it is necessary to know the tourists’ purchase motivations.

This study investigates people’s motivations why they purchase prepared and organized adventure tourism products. Data was collected by 10 in-depth interviews with people that had participated on trips with Hvitserk Expeditions and Adventure Travels.

**Theory**

Motivation is a measurable factor that can be used to find tourists’ behavior and purchase intention. To understand the tourists’ motivation for choosing the destination the terms push and pull factors are used. Push factors indicate why one would want to go on a trip, while pull factors explain the choice of destination.

**Method**

The data obtained in this study is based on 10 interviews with tourists travelling with Hvitserk Expeditions and Adventure Travels. Hvitserk is the biggest expedition and adventure travel company in Norway. Hvitserk’s products are typically ”soft” or “hard” adventure tourism trips including a Scandinavian speaking guide.

The topics in the interview guide were: How much the interview-objects are out in the nature in their everyday life, why they chose a trip with a company, what the guide meant for the experience, why they chose Hvitserk and if there was any particular reason that they chose that particular trip.

**Findings/discussion**

All the interviewees were outdoor enthusiasts and preferred active vacations. The most important push factors were experiencing adventure and to test their physical fitness. The most frequently mentioned pull factors were the experience of wild nature, feeling safe and secure, timesaving and new knowledge. Interviewees’ feedbacks indicate that the company and the guide are crucial for meeting tourists’ demands. The products offered could in several instances be improved if the Scandinavian speaking guide knew more about local culture and nature, while a problem with local accompanying guides was low level English skills.

**Conclusion**

The kind of planned and organized tours being the focus for this study, allow longer and more challenging trips. The tourists are willing to pay for the ultimate experience to avoid the time-consuming planning. They also see that the possibility to reach their goal increases by buying such a product. In this study we found that the tourist that traveled with Hvitserk did so because they wanted an exciting experience and adventure in nature within the safe environment created by a guide.

## Bridging cruise comfort and nature adventures: the bus guide contribution to producing nature experiences

***Ola Sletvold****, UiT The Arctic University of Norway*

***Keywords****: soft adventure, guide, representations*

Tourist adventures in nature do not happen outside a context. They are embedded in the circumstances of the trip they are central parts of and should be seen on the background of the market and industry characteristics that frame them. An important driver in the expansion and democratization of tourism in general has been the developments of the cruise industry (Ionannides and Debbage 1998; Vogel 2011; Wood 2000; www.cruise-norway.no). Through this industry’s market differentiation e g in innovative itineraries and land excursions, soft nature adventures (Swarbrook et al. 2003:63) are made accessible for new groups of adventurers. Winter cruises in Arctic Norway have been blooming lately, and the nature excursions (Cruise Travel 2013) that cruise passengers buy in Alta, Finnmark county, is the theme of this paper.

Cruise passengers spend much of their time in unchallenging and comfortable environments on board (Weaver 2005), and when they go on land excursions they enter nature that is unfamiliar to them. The transfer trips from the ship to the activities in Alta normally take from 20 minutes to an hour. During these bus rides the tourists are accompanied by guides (Cohen 1985; Valkonen 2010; Weaver 2005) who narrate informatively and possibly in an entertaining way – about what? The topics are expected to be related to the place and/or the activity. The stories are representations of the place, its nature, people and culture, they may serve as introduction to the nature the tourists will experience, they may prepare them for the activity.

The intention of this paper is to illuminate in what ways nature is represented in the narratives of these bus guides. Do they contribute at all to experiencing nature? The stories of the guides concern not only transport technicalities, they are also the excursions organizer’s attempt at bridging the comfort zone of the cruise ship with the outdoor frozen and (sometimes) dark environment. Possible dimensions are: the objective information load vs the humour and entertainment load, the personal element vs the general, the narrative structures in use; how do the guides speak of the nature and the adventures, how is its strangeness, the exotic, the practicalities of living with this nature represented. Or maybe it is weakly represented, there is not much to tell – maybe it is left to the tourists to experience nature on the basis of sales information.

The data for the paper is presently being assembled through interviews with guides, through information manuals for local guides and through observation during bus excursion to nature adventure products like dog sledding, Northern Lights hunts and Ice Hotel visits.

The interviews and guide presentations will be recorded, transcribed and analyzed in the search for and discussion of nature and adventure representations and the character of these.

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## An assessment of the importance and performance of guides’ value adding activities in adventure tourism

***Arild Røkenes****. Associated Professor UIT, Arctic University of Norway. Teach tour and risk management in tourism and guide education. Research interest: value add, guide role, strategic pricing of experiences*

***Line Mathisen,*** *Senior researcher Norut Alta. Research interest: Tourism and tourism marketing, service marketing and innovation.*

The guides are a central resource in a variety of client adventure experiences. In spite of their role and their potential influence in clients’ value creation processes, the guides’ value adding activities are scarcely researched. It is further believed that clients evaluation of e.g. the quality their experiences are a function of both attribute expectations and performance ([see for example Parasuraman, Zeithaml, & Berry, 1988](#_ENREF_1)). In acknowledging the relationship between clients’ expectations of value adding activities and their evaluation of the guides’ actual performance, this paper aim to increase existing knowledge about value adding activities of strategic importance in adventure tourism. Through an importance-performance, analysis (IPA) the paper investigate/explore dimensions of client expectations and evaluations of guides value adding activities. As such, this paper’s empirical findings will benefit adventure firms in that it provides insight/knowledge of which activities are expected and which are performed well. At the same time, it offers information valuable for future resource allocation decisions.

The paper is based on a pilot survey in Lapland, Finland and North-Norway. The survey is developed in a cooperation between University of Utah, (USA), UIT- Arctic University of Norway, Lapland University (Finland) and NORUT Alta. The survey uses six value dimensions to measure clients’ expectations and evaluations of the guides’ performance. The dimensions used in the survey are a) learning – e.g. teaching the clients skills pertaining to the activity, nature and culture, b) administration, leadership, and safety ; before during and after the tour, c) group atmosphere , d) soft experiences – e.g. creation of low risk experiences, moderate physical demands, and low skill requirements. Soft experiences are also aesthetic and relaxing experiences. Further, d) hard experiences – e.g. creation of experiences that are physically demanding, provide actual risk and has high requirements related to commitment and skills. Finally, f) convenience and cost reduction – e.g. services that are time saving, increase comfort and reduce hassle and costs compared to carrying out the tour themselves

**Findings and significance to the conference**

This is an ongoing paper and the survey will be sent out during spring 2014. Through the IPA, we will be able to identify activities of importance to clients’ evaluation of outstanding value. The results provides guides/tourism firms with important knowledge about where they should concentrate their efforts in order to increase value for clients, areas of overkill (low importance/god performance, low priority (low importance/low performance) and finally areas where they should keep up the good work (Hemmasi, Strong &Taylor 1994)

We will also be able to give a descriptive analyze of how demographical factors effect clients evaluations of importance and performance. Summarized, the analyze will contribute to develop marketing strategies, in particular strategies linked to product development and market segmentation. Moreover, the results from this paper can be used to improve guide performance and guide education.

**Contributions to knowledge and management of outdoor adventure experiences**

The results of this paper enhance existing understanding of the importance of adventure guides leadership styles, their approach to safety arrangements and their teaching skills. The evaluations of these skills indicate whether the adventure firms are managing their resources, i.e. the guides, in an optimal manner. Further, the results can be used for client segmentation, in particular in order to balance risk and safety in soft and hard experiences offered to clients. Thus, important theoretical implications in this paper are related to pedagogical methods in learning situations, the influence of psychosocial factors and risk management. These elements/factors can be discussed in relation to different marked segmentations.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual. *Journal of retailing, 64*(1), 12-37.

## 2.2 Psychology of adventure

*This fascinating session will negotiate issues of stress, fear, risk, positivity and flow – adventure’s psychological boundaries*.

#### Monday 15:30-17:00

#### Room: Bahus

## Stressors and coping of elite ultra-endurance mountaineers

***Karen Weekes, L Sharp, Tadhg MacIntyre & Eric Wallace***

*This paper is part of a PhD submission by the first author, Karen Weekes who is a full-time lecturer on a Health and Leisure Honour degree in Tralee Institute of Technology in Ireland. Research interests include coping mechanisms of elite ultra-endurance athletes from water and land based disciplines.*

***Keywords****:* *stressors, coping, ultra-endurance, elite, mountaineering*

Links with the ‘Adventure Tourism Experiences’ sector of the 7th International Mountain and Outdoor Sports Conference: In particular this research links within ‘Adventure Responsibilities’, ‘Serious Leisure’ and ‘Journeys of Adventure’.

**Introduction**

Although research has categorised sports related stressors (Fletcher & Sarkar, 2012; Hanton, Fletcher, & Coughlan, 2005), exploration of stressors relating to *ultra-endurance* athletes is minimal (Weston**,** Thelwell, Bond, & Hutchings, 2009). Research evidence gathered from sporting samples has provided insight into how athletes *cope* with stressors (e.g. Nicholls & Ntoumanis, 2010), and the *effectiveness of coping* (e.g. Nieuwenhuys, Vos, Pijsira, & Baker, 2011). Specifically, research exploring *coping* has provided a wealth of knowledge regarding *problem focused coping* (Compass, Malcarne & Banez, 1992) and emotion *focused coping* approaches (Nicholls, Remco & Polman, 2007). However, evidence relating to endurance based sports is minimal (e.g. O’Neil & Steyn, 2007). The paucity of studies focusing on ultra-endurance athletes, with a few exceptions (e.g. Kayes, 2006; Weston et al., 2009), appears neglected. Similarly, research involving elite mountaineers within an ecologically valid approach is rare (e.g. Cobley, McKenna & Allen, 2006). Considering the current gaps in the literature the purpose of the present investigation was to examine the stressors experienced by elite mountaineers and explore the coping mechanisms these individuals utilised while climbing K2.

**Methods**

A mixed methods approach was implemented. Individual semi-structured interviews were conducted on location in Pakistan, during a K2 expedition. Interviewed climbers involved 10 international, experienced elite mountaineers who had summited a total of 52 8,000 metre peaks between them. In addition, immediately following the interviews, participants completed the Athletic Skills and Coping Inventory for Sport questionnaire (ASCI-28; Smith et al. 1995). Analysis procedures of the qualitative data involved thematic coding (Robson, 2005). Results directed the development of a model for coping within endurance sports.

**Findings / Discussion**

Climbers reported stressors emerging from both internal (53%; e.g. pain and fatigue) and external (47%; e.g. weather conditions and team issues) sources. The cohort reported using wide ranging coping strategies to manage the encountered stressors, from emotion, approach, problem and appraisal based coping approaches. The climbers appeared to utilise coping tools automatically, without conscious thought, congruent with previous research (Nicholls, Remco & Polman, 2007; Poliseo & McDonough, 2012). Findings from the current investigation highlighted emotion based coping to be the climbers most reported coping style, involving the individual attempting to cope with stressors without altering the environmental situation. This conflicts with previous research, where problem focused coping proved most effective (Gaudreau et al. 2002; Nicholls et al. 2006). Effective coping skills were identified to include self-talk, goal setting, imagery and mental toughness. Climbers coping needs for endurance mountaineering were enhanced by attention based constructs such as association, dissociation and mindfulness which played pivotal roles in the climbers’ coping mechanisms. The value of techniques such as mindfulness and meditation have received minimal exploration within endurance research, however this research demonstrates their effectiveness for mountaineering based coping. In addition, climbers discussed the benefits of coping mechanisms attained through experiential learning from positive prior experiences and simulation training. These results steered the development of a coping model which outlines a comprehensive structure athletes can use to guide their personal abilities for coping.

**Conclusion**

Recommendations for future climbers include enhancing their coping ‘toolbox’ by incorporating appropriate cognitive and practical coping tools presented within the coping model. Following this structure will assist climbers reaching their personal peak performance levels.

## Charity challenges & the activation of character strengths

***Dr Alexandra Coghlan*** *is a Senior Lecturer in the Department of Tourism, Sport and Hotel Management at Griffith University. Her research interests include nature based tourism, philanthropic travel, wellbeing and the affective dimensions of tourism. She works on several projects applying positive psychology to a tourism context.*

***Keywords:*** *charity challenges, wellbeing, positive psychology*

**Introduction**

Charity challenges are a form of adventure tourism combining travel with a physical challenge (cycling, hiking or kayaking), awareness campaigns for a cause and fundraising for a specific charity. Charity challenge events appear to have positive outcomes on participants’ wellbeing, as they offer the opportunity to be active in pursuing the challenge, do something meaningful associated with the charity, and connect with others who share similar interests, values and goals – all identified pathways to wellbeing (Coghlan & Filo, 2013; NEF, 2011). One mechanism through which charity challenges might increase wellbeing is by activating a range of character strengths. Twenty four character strengths, e.g. citizenship, leadership or perseverance, are believed to provide the foundation blocks for wellbeing (Park, Peterson &Seligman, 2004; Seligman et al., 2005), and the activities associated with the events’ physical and fundraising challenge may encourage the activation of character strengths. This paper explores how charity challenge events may activate participants’ strengths in new and different ways, thereby contributing to increased wellbeing.

**Methods**

Four focus groups of approximately one hour each were undertaken with event participants. Using cards to define 24 signature strengths, respondents were invited to nominate character strengths activated pre, during and post-event, and describe occasions when they felt their chosen strengths had been activated.

**Results**

Participants nominated 23 of the 24 character strengths as activated through event participation. Strengths associated with the values of courage, humanity, justice, and transcendence were identified by all respondents as being activated through participating in charity challenge events among the sample. The only strength not selected was caution/prudence. The following examples illustrate the activation of strengths:

PERSEVERANCE: *“I can't finish what I start, I'm a shocking finisher. […] I get bored too easily. Yes, I finished it, yes, finished the training, too”.*

TEAMWORK: *“Ended up walking with K. going, 'Oh, my God it's hard. It's just not getting any closer that we're distance'. That was probably a time when the support was really good […] it was probably one point where the teamwork really helped.*

GRATITUDE: *“I felt grateful to be part of the group and grateful for what it did for my emotional wellbeing and my self‑esteem which increased tremendously”.*

DISCUSSION:

This research suggests four core character strengths (citizenship/teamwork, kindness/generosity, enthusiasm/passion and perseverance/diligence) are most commonly activated through charity challenges, and with scope for the activation of others, e.g. hope/optimism, gratitude, ingenuity/originality, sense of purpose, perspective and/or leadership. Understanding when and how specific strengths are used can help identify opportunities to design their activation into the challenge. Some of these strengths, e.g. hope, gratitude and curiosity have particular relevance for life satisfaction, a core component of wellbeing; charity challenge events that include wellbeing outcomes in their design may assist in maximising health benefits from outdoor adventure and potentially the promotion of healthy lifestyles.

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## I came back different”: A narrative analysis of change and transformation in the desert wilderness of Oman

***Laura Alexeichik****, Ph.D. Student, Indiana University, Bloomington USA*

***Keywords:*** *Narratives, Intercultural Development, Perspective Transformation, Identity*

Telling stories helps people understand their lives (Ollerenshaw & Creswell, 2002) as, “stories are a way to represent experience, to tell a life, and these stories can be subject to scrutiny and reflection” (Danzig, 1999, p. 118). Tourists negotiate and construct meanings and significance of travel from storytelling experiences as the representations of symbolic space provides connections to daily life. These stories, or narratives play a role in reflecting the complex interweaving of being, meaning, and identity, and relationships of people to places and “specializes in the forging of links between the exceptional and the ordinary” (Bruner, 1990). Further, “who we are reflects who we have become, that is, *who we are becoming while story-telling our identity”* (Noy, 2004, p. 77). This paper analyzes how narratives and the use of stories influences aspects of intercultural development, identity, and worldview by reflecting on participant’s experiences in a program called Connecting Cultures.

Connecting Cultures (CC) is a unique program for youth that serves as a catalyst for understanding, promotes changes in perspectives, and aims to help reduce polarization of cultures. This esteemed program currently draws young people, aged 18-25, who meet a number of criteria that demonstrate them to be the future leaders in their respective societies, from Europe and Arab states. Established in 2004, CC provides evidence of the leading work Oman is supporting in developing positive cultural relations between these geographical areas. Connecting Cultures curriculum is innovative, and employs a multi-dimensional structure incorporating diverse conceptual frameworks. CC courses are conducted in the wilderness of the Sharqiya Sands Desert, providing an intensive and concentrated environment for learning about self and others. The immersion experience fosters intercultural exchange among students from diverse nationalities and backgrounds. CC participants commit to return to their respective communities and present their learning’s through workshops, conference presentations, and discussions.

According to Sussman (2000), culture is part of the internal framework of an individual, a reference for self-definition and a way of ordering social expectations and relationships. The constant renegotiation of personal experiences is what forms culture as well as shapes and reshapes worldviews (Riese & Vorkinn, 2002). ‘Zahra’ from the Netherlands speaks about this and considers how the actions or words of others in the group had significant impact on her growth.

I came to understand the real power of strong individuals who both believe in their own messages, and genuinely want to work hard to achieve their goals… individuals with a strong vision that can really make a difference. That is something I really learnt in the days I spent in the desert, and that is something that oiled the fire that already was burning inside of me. But it did more than ‘just’ oil the fire – this experience actually paved and gave shape to the road that I want to follow in my life to become the change I want to see.

The insight Zahra speaks about is in the reflections of other member’s actions or expressions. Dewey (1938) argues, “every experience is a moving force. Its value can be judged only on the ground of what it moves toward and into” (p. 38). Gaining a more complete understanding of people’s experiences within the cross-cultural environments opens up a broad area of research and study. A narrative analysis of Connecting Cultures participants’ experiences provides insights into intercultural development, perspective transformation, and the impacts of culture. This paper attempts to establish grounding for further consideration in the influences of narratives and the use of stories in tourism and adventure education contexts.

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## The risk-Attraction nexus of adventure promotion

***Dr Tiffany Low****, School of Management and Business, Aberystwyth University*

***Keywords*:** *outdoor; adventure; promotion; risk; fear;*

Outdoor, and in particular adventurous landscapes have traditionally been envisioned in an (overly) masculine way (Atencio, Beal, & Wilson, 2009), and conventional attempts at advertising such landscapes as potential tourist destinations has continued this theme (Page, Steele, & Connell, 2006). Evidence suggests however that there has historically been an under-representation of younger participants in adventure activities (Page et al. 2006) and that adventure landscapes are often marketed as a place of risk, challenge and ‘otherness’. This paper examines the influence of concepts such as risk, challenge and fear in the promotion of adventure destinations and activities to the youth segment. Recent studies have begun to explore the nexus between the appeal/non-appeal of adventure destinations and the context in which risk is promoted to consumers (e.g. Lynch, Moore, & Minchington, 2012; Schlegelmilch & Ollenburg, 2013b). Whilst some cultures display a more pronounced adventure culture (e.g. New Zealand and Australia), other cultures portray adventure as being more closely aligned with risk in a negative sense (e.g. United Kingdom) (Lynch et al., 2012). Whilst there are some exploratory findings that suggest fear plays a major motivating role in youth adventure tourists’ choice of activity (Schlegelmilch & Ollenburg, 2013), it is contradicted by other anecdotal evidence that points to associations of outdoor and adventure landscapes with risk and challenge as leading to the alienation of key target segments (Macdonald, 2014). The objectives of this paper were to identify whether or not constructions of risk, challenge and fear play an influential role in shaping the opinions of the youth segment’s perception of outdoor and adventure activities and to determine whether or not these perceptions influenced their level of motivation to participate in such activities. A survey of 200 youth consumers was carried out which used photo elicitation methods to investigate the aims and objectives of the study. It is anticipated that findings will have implications for destination management organisations (DMOs) who seek to attract niche visitor segments through the promotion of outdoor or adventure-based recreational activities.

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##  Indicators of flow experience in the outdoor adventure

***Helga S. Løvoll,*** *Department of Physical Activity, Volda University College*

*Soon finishing my PhD theses in psychology “In search of the good outdoor experience”, started in 2009. I have been working as a lecturer and with outdoor leadership on practical outdoor education programs since 2001. Research interest is primarily related to positive experiences (including flow), the function of emotion, well-being and motivation.*

***Keywords****: challenges and skills, emotion, selective attention*

**Introduction**

The outdoor adventure invites to a series of positive experiences. One of them is “flow”, the experience of “being in the zone”, described as the optimal experience ([Csikszentmihalyi, 1975](#_ENREF_1); [Csikszentmihalyi & Csikszentmihalyi, 1990](#_ENREF_2)). In explaining this phenomenon, the challenge-skill ratio has been widely used. Lack of skills or too high challenges seems to lead to misery in the outdoors, but the active role of challenges and skills on the flow occurrence has poor empiric support ([Ellis, Voelkl, & Morris, 1994](#_ENREF_3); [Løvoll & Vittersø, 2014](#_ENREF_5); [Swann, Keegan, Piggott, & Crust, 2012](#_ENREF_6)). Rather, there are reasons to believe there are other and more important trigger mechanisms than challenges and skills. In a review of flow research, the most-reported factors influencing flow occurrence are “focus, thoughts and emotion” ([Swann et al., 2012](#_ENREF_6)). Studies of emotion could be an important supplement in understanding this complex phenomenon.

**Method**

A pilot study of 18 second year sport-and outdoor students at a Norwegian University College were tested on their emotional reports of experiences recalled on “being totally immersed”. The students described their experience in their own words and then reported their experience on a basic emotion scale (BEST), reporting each of the emotions: pleasure, happiness, satisfaction, sadness, anger, frustration, engagement, interest and enthusiasm on a Likert scale from 1-7. They also reported concentration, challenges and skills as separate questions on a Likert scale from 1-7.

Replication of the study will be conducted with a larger sample spring 2014 (about n=60). The new results will be ready for the conference.

**Findings/discussion**

Correlation of the variables revealed that concentration was significantly correlated to interest *r*=.53 (p<.05), but not to challenges and skills nor other emotion variables. Thus, the role of interest seems to be important to understand. When selecting for persons reporting high challenges related to their experience (scores on 6 and 7), only 5 students satisfied this inclusion criteria. Two of these reported challenge-skill balance, but the other three reported imbalance towards higher challenges than skills. For these five students, challenges, skills, fear and interest were interrelated. This can be explained by the element of fear in the demanding situation, triggering selective attention, known from neuro psychology and the function of negative emotion.

However, for the majority of the students, with challenges ranging from 1(n=2), 2 (n=2), 4 (n=1), to 5 (n=8), interest significantly related to concentration by *r*= .61 (p<.01) but also associated positively with skills and negatively to challenges. This finding indicates that there are also emotional drivers of the dynamics of selective attention, which is not captured by the focus on challenging activities. The interplay between cognition and emotion seem to lead by more complex dynamics for the majority of persons. The pilot results seems to indicate that the emotional component in flow experiences bring refined knowledge into the basic understanding of the flow occurrence, but the results are far from conclusive. Support for a differentiated way of understanding the flow phenomena is argued with the distinction between telic and paratelic flow experience ([Houge Mackenzie, Hodge, & Boyles, 2011](#_ENREF_4)).

**Conclusion**

Basic knowledge on the causal structures of flow occurance is very important when taking informed decisions within outdoor leadership or guiding. Findings suggest that challenge is not a necessary indicator of flow. Skills are associated with flow but this is not a sufficient condition. The study of emotion in the flow occurrence seems to play a key role in understanding underlying structures.

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## ****2.3**** Quality assurance in adventure tourism

*In a determination of the ingredients of high quality outdoor experiences, how are they created, and how might they be managed, enhanced, measured and sustained? Quality assurance considers a range of elements, from soft skills and intelligences, to risk management, experience and qualifications in the field.*

#### Tuesday 10:30-12:00

#### Room: Bahus

## Analysing a fatal accident in a commercial adventure company

***Reidar Johan Mykletun****, PhD,**is professor of organisational psychology at the Norwegian School of Hotel Management, University of Stavanger in Norway. His research includes adventure tourism and adventurous meals; event and festival management; work-related issues like work environment, stress and health; organisational leadership; demographic change and ageing workforce, and age management. He is Chief Editor of the Scandinavian Journal of Hospitality and Tourism. Since 2000 he has been Member of the Royal Norwegian Scientific Academy and the Rogaland Scientific Academy, and has received the Price for Research Excellence by Rogaland Research Institute.*

***Keywords:*** *commercial adventure, gorge adventure, adventure responsibility, bachelor party, fatal accident, court trial*

**Introduction**

The study aims at revealing how accidents may happen in commercial adventure activities. A company offered guided tours in a gorge created by a river. The water level was significantly reduced as the river was dammed to use the water for hydro-electric power production. This opened up a beautiful and partly dramatic trail for playful adventure, including also a 20 metres high rappelling in a waterfall, sliding in slopes on bare, wet rock-faces, swimming through narrow underground passes, floating in streams, and finishing by jumping into a gorgeous pond. Visitors would be equipped with wet-suits and should use trainers as foot-wear. The accident happened with a group of visitors having a bachelor party. The study applied risk analysis theories and models.

**Method**

A case study approach is selected; following the context and antecedents of one fatal accident in dept. Data was collected by site inspection at the gorge, unstructured interviews with people involved as witnesses, by following the two days of trial at court, and from documents and pictures available in relation to this court trial. Data were analysed searching for direct and indirect causes of the accident.

**Findings**

The visitor died from drowning. The most obvious and direct reason for this was that his right leg was stuck between boulders, he fell forward into the river and, the combination of his heavy body weight and the pressure of the water stream was too strong for the guide to pull him out of this deadly trap. However, several underlying or indirect factors were the real reasons for the accident. These were human errors on the part of the owner of the adventure company, its organisational shortcomings, and inadequate guide behaviour. Risk and safety analysis was not properly done, the known trap could have been blocked, own rules were not adhered to (e.g. water level too high, the visitor allowed to wear high boots instead of trainers), rescue and communication equipment lacking, and lack of competence of one of the guides. The philosophy of the owner was to make minimal impact on the wild nature, thus renouncing to install barriers to accidents. Alternative access routes to the place of the accident did not exist. The rescue was not following any plan, and visitors and guides were interchangeably taking the lead. No landing ground for a rescue helicopter was pointed out.

**Discussion/conclusion**

The accident happened due to complex and simultaneous manifestations of several risk factors. It could have been avoided in several ways, the central tool being a proper risk and safety analysis and implementation of consequent barriers to prevent accidents and reduce their consequences if they occurred. Guides’ competence and loyalty to rules should be a core issue. Moreover, the gorge experience was not the main activity of the company, but more of a leisurely activity for the owner and his friends, probably leading to an informal safety culture that was insufficient in when dealing with water-related gorge activities.

## Professionalizing of nature based tourism through certifications: Focus areas and main quality effects of certifications

***Dorthe Eide:*** *Associate professor, Bodø Graduate School of Business, University of Nordland, Bodø, Norway. Main interest is innovation and management within experience based tourism, in particular nature based. She is one of the researchers and managers in a large 8 year project ‘Northern Insight’ as well as in several regional innovation research projects (VRI).*

***Trude Borch:*** *Researcher at Nofima, Tromsø, Norway. Main interest is nature based tourism, in particular fishing and coast tourism. She is one of the main researchers, and the manager, of the above mentioned new research project on Norwegian national business certification for (NBT).*

Nature based tourism increase as part of the experience economy trend (Tangeland, 2011; Sundbo & Sørensen, 2013). Some countries like the Nordic are high cost countries which mean they must compete on quality rather than price. However, nature based subsectors in different countries have experienced challenges related to accidents, safety, professionalism and image. Implementation of quality assurance systems and public regulations has been a strategy by some countries to cope with these challenges. There is a need for increased knowledge about the challenges and effects of different certification/assurance systems within tourism and nature based tourism in particular.

Previous studies have mainly studied environmental and sustainability certifications (e.g. Font, 2001; Font & Harris, 2004; Black & Crabtree, 2007; Haaland & Aas, 2010; Storm, 2011); ISO certification or stars systems (e.g. Johnson, et. Al, 2005; Casadesus et al, 2010). There are however little knowledge about the focus areas of individual and enterprise certifications used within nature based tourism; and what their main quality effects are. This gap we address, by using a tourism management and quality management perspective (e.g. Go & Govers, 2000) combined with experience economy (e.g. Carù & Cova, 2007; Mossberg, 2007). We study experiences and effects with certifications in three countries (Scotland, New Zealand and Iceland). 39 semi-structured interviews were undertaken, involving tourism firms, quality assurance organizations, as well as other industry organizations as informants. The interviews where supplemented with document studies. Data were analyzed through content analysis first within, and then across, countries.

Matias & Coelho (2010) argue there are a tendency to integrate different systems to increase the focus areas, in particular environmental responsibility and occupational health and safety. The integration of these two can be difficult (Honkasalo, 2000); however one should be aware of relevant trends such as “development of values and perception of risks” among different stakeholders (ibid, p. 6). Our study shows that enterprise quality certifications have both similarities and differences when it comes to focus areas. They *focus* on one or some of the following main areas: safety, environment/sustainability, subsector skills, general management issues, service management, and/or experience design. However, integration of safety and/or experience design into enterprise certifications is absent or rather low. This is paradoxical since the study show that these two areas are argued most critical in order to deliver high quality products within nature based experiences. The enterprises certifications seem informed by theoretical knowledge within service marketing/management, while lacking influence by the trend and knowledge about experience economy.

 The three countries have a rather large number of individual and firm certifications, some which are international, some which only focus at one focus area. Individual certifications and public regulations seem increasingly integrated into enterprise certifications, creating a positive synergy. The *main effects* for quality of certification systems are increased access-barriers for unserious firms, and positive effects on professionalism, competence/learning, branding and cooperation. In addition we show how different types of innovations are involved. Ideas, knowledge and systems travel between countries and become part of more national innovation processes. We focus mainly on enterprise certifications in this paper.

The paper contributes with novel empirical findings, theorizing on professionalizing and tourism quality management within experience economy contexts and implications.

**Note**:

If possible, we would like also to present a new research and innovation project which is partly a follow up of this study. The new project will develop and test a new business certification for nature based tourism (NBT) in Norway. It will build on research and existing certification systems, but intent to make innovations both in regards of contextual adjustments, and when it comes to at least three modules: ‘security and risk management’; ‘service and experience design’; and ‘CRM (Customer Relation Management) and ICT based customer feedback’, also different subsectors within NBT will contribute in developing specific criteria’s unique for their contexts. The project starts up this spring, and will go on for three years or more.

Such a presentation and discussion would we assume would be interesting for different kinds of participants, as well as it could give us interesting feedback and contacts. It would probably need a ‘time-slot’ of its own, but it would be nice if it could be just after the presentations of the study. Please tell us know if it is possible, and if we should make a separate abstract/description for it.

## Certification – a common good?

***Leif Inge Magnussen’s research interest(s) and position(s)***

*Leif’s research interests lies within the topics of learning, decision-making, leadership and existential experience. Currently he conducts a three-year ethnographic study of learning and change at the Norwegian War Academy; Practice makes mastery?*

*As associate professor at HBV he teaches leadership development at the master program; innovation and leadership at HBV, and within the topics of stress and emergency management. In the Norwegian Mountain Guides association he currently holds the position as Vice-president and is directly involved in qualifications processes of new mountain guides.*

***Education and certifications:***

*Cand paed, PhD, Mountain Guide IFMGA and Ocean Coach NPF*

**Key words**; *certification, ethics, professional training, European professional mobility card, Hse*

Central dilemmas in risk-management are connected to the question of who is making a decision. This paper argues that a common training framework embedded in a professional work ethics and culture provides us with the best practices. This informs a political discussion concerning that the right to work in the mountain and tourist industry is not something that everybody can do, it is something that you must qualify for. The debate frames the discussion of which organisational (in the absence of direct laws governing this field) wrapping is best suited. This is an ethical discussion concerning the innocent third party, buying guiding services from a wide range of companies. By using Norwegian Mountain Guides Association (Nortind) as a case the lack of governmental rules or certifications will be accentuated. This case will enlighten the questions of the (i) quality of training, the (ii) quality of reassessments and continuous professional development (CPD). Besides the need of governmental regulations and implications to HSE, this arises the topic of minimum qualifications in the trade of nature tourism. As a solution to some of these issues, a common certification at a low level in formalised cooperation with different state colleges and universities will be discussed.

## Safety management in Norway, New Zealand and Australia.

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This study identifies the client injury experience and safety management practices of Norwegian, Australian and New Zealand adventure and ecotourism operators. The effectiveness of an on-line survey for collecting safety information from operators is evaluated in relation to the future development of an industry safety monitoring system. 89 adventure operators were contacted from Fjord-Norway. 60 adventure and ecotourism operators were surveyed in Australia, while in-depth interviews were conducted with four further operators. New Zealand operators were contacted through long term monitoring. Risk factors are categorised as Client-related; Task and equipment-related; Environment-related; or Organisational/ Management-related. Survey findings indicated a relatively low level of reported incidents, with slips, trips and falls the most common incident type. Risk factors identified by operators related most frequently to adverse and changeable weather conditions and client skills and behaviour. A notable proportion of operators reported that they did not apply important safety management practices, nor engage in best practice reporting of near-miss incidents, especially in Norway and Australia. A model of injury control is presented to assist operators in their risk management practice.

# 3 Adventure tourism histories

Adventure tourism, while a relatively modern phenomenon in the accepted sense, has been around in various guises for well over a century. Exploring the early days, these papers examine historical perspectives and the role of these experiences in the nascent tourism industry.

#### Tuesday 10:30-12:00

#### Room: Sogndal 3

## Reflections on a history of mountain based adventure tourism

***Paul Beedie: Paul Beedie is currently a Principal Lecturer in the Sociology of Adventure & Sport at the University of Bedfordshire, UK. He is a dedicated outdoor activist. His research has been driven by an interest in adventure across its manifestations as education, recreation and tourism and is particularly focused on explorations of risk, identity and community. He has published in journals such as Leisure Studies, Annals of Tourism Research, World Leisure and the Journal of Risk Research. He has made numerous chapter contributions to edited books and is the author of Mountain Based Adventure Tourism: Lifestyle Choice and Identity Formation (2010).***

Tourism is the world’s biggest industry, and adventure tourism an important component of this. Although dominated by the mobility of people from developed countries, often travelling to less developed countries for extraordinary experiences, it remains a global phenomenon with a long history and a complex diversity of forms which represent a microcosm of contemporary life: “often described as the democratisation of travel, tourism is, nevertheless, shaped and divided by wealth, gender, age, class, education and other social factors” (Sharpley, 1994 pp. 31-32). This paper will focus upon one particular form, mountaineering tourism. Mountains are wild and dangerous places, surrounded in mythology that generate an attractiveness because of their essential ‘otherness’ – the antithesis of urban civilised life (Riffenburgh, 1993). Mountaineering and tourism have evolved a symbiotic relationship, paradoxical and perverse in many respects given the ambition of modernity to control and even eliminate risk, but which nevertheless has created adventure tourism (Beedie & Hudson, 2003). ATTA (2013) demonstrate this growth with research that shows the current value the adventure travel market is $263 billion. Although not always the case, mountains have become fascinating places (Macfarlane, 2003) replete with activity opportunities which capture the essence of ‘travail’ and have contemporary appeal to adventure travellers keen to make themselves distinctive amongst the encroachment of people and the infrastructure of mass tourism to mountain places.

This paper will reflect upon historical perspectives of mountaineering tourism with a view to illuminating how this relationship has emerged. It is especially concerned with the cyclical nature of tourism development and will endeavour to show how patterns of engagement today replicate the response of the pre-industrial ‘Grand Tourists’ to incursions into ‘their territory’ by the changing demography of tourism catalysed by Thomas Cook in 1841. The narrative will selectively draw upon key elements of this huge topic to first explain what tourism is; then what mountaineering is and finally what is created when the two elements come together. As the story unfolds it is a social and cultural perspective that will provide the analytical framework and several themes will operate as the glue that bonds the paper together. These include the mechanisms of tourist consumption, the management of risk and processes of commodification.

The conclusions of this illustrated argument are that to accommodate ‘tourists’ in mountaineering requires management of the risks they are exposed to: management and organisational systems operate to move activities leftwards on Varley’s (2006) continuum so that active mountain tourism becomes viable when the activities are controlled – as they are in ski-resorts – in ways that diminish the essential idea of adventure as uncertainty of outcome. For mountaineers, challenge and adventure are definitive of the experience and so, in the same way that the travellers who were the elite participants on the Grand Tour responded to the democratisation of their social territory by moving to ‘non-mainstream’ exclusive locations, so mountaineers today belittle the incursion of tourists into their territory and ‘move’ towards ever wilder places to escape the changes generated by the arrival of tourism. For example, the term ‘tourist route’ (or the Yak Route on Mt. Everest) is part of a complex discourse that has a purpose to sustain *distinction* in mountaineering.

The three themes of social distinction, social construction and risk management support and reinforce each other: mountains are made safe and accessible over time because paths are built, maps and guide-books published, guides and instructors trained and people well equipped in footwear and clothing (risk management); certain mountains are demonstrably iconic and become desired objectives as they are invested in symbolic capital (social construction) and yet they remain ‘positional’ in that not everyone can climb them (status and identity). Meanwhile, the adventure tourism industry continues to ‘work’ to deliver its economic benefits whilst changing the social, political and cultural characteristics of all that it touches.

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## Arctic big game hunting in the early polar tourism

***Lena Aarekol****, Associate Professor in History, The Polar Museum, UiT The Arctic University of Norway. Research interests: cultural history, polar history, materialities, gender & masculinity, photographs*

***Keywords****: big game hunting, polar tourism, materialities, Spitsbergen*

Big game hunting has a long and complex history. Wealthy people has traveled to remote parts of the world to experience the joy of nature and hunting on often-rare species. On irregular basis throughout the period from 1856-1973 big game hunting expeditions was also arranged to the Arctic. In this period both walrus and polar bear was considered as the most optimal targets for these hunting expeditions. The travelers were often adventurous tourists who exposed themselves to harsh climate and challenging ocean crossings enjoying holidays with danger and risks as central elements in the experience.

Different expeditions has resulted in a huge amount of material objects like traveling literature, photographs and objects in Museums and private collections. In this paper, with these specific materialities as a point of departure, I will give a short overview of the early period of big game hunting in the polar region and analyze adventure tourism by exploring one specific example.

In 1932, a rich American arrived in Tromsø. His name was Richard L. Sutton and he had booked a local Arctic Ocean vessel for three weeks, the purpose was go on a big game hunting trip family in the Arctic. He had previously been on several big game hunting expeditions in Africa and Asia. Through this example, I will shed light on the early historic tourism in the Arctic, the infrastructure in this tourism, the traveler’s motivation, and their aims and how materiality reflects their perceptions of nature. A study of the Arctic big game hunting will contribute to the understanding of how adventure and polar tourism has developed.

The 19th century northern tourist as adventurer. *European Arctic – Scandinavian North – 19th century tourism – German-speaking tourists*

***Dr. Ulrike Spring*** *is Associate Professor of History at Sogn og Fjordane University College, Norway. Her research fields include travel, tourism and cultural heritage in 19th century-Europe, with a focus on polar expeditions and the North. She has just finished a monograph on the European reception of the Austro-Hungarian polar expedition 1872-1874 (Passagiere des Eises. Polarhelden und arktische Diskurse 1874, together with Johan Schimanski. Böhlau, autumn 2014).*

In the late 19th and early 20th centuries, travelling to the Scandinavian North and to the European Arctic - in particular Spitsbergen - became increasingly popular, with tourists and travellers from German-speaking Central Europe constituting a major group of travellers. The paper will look at historical travel accounts and guidebooks written by and for these tourists. By placing the focus on the concepts and images these media created of the North, the paper will contribute to a better understanding of the interplay between wilderness, adventure and modern tourism. Methodically and theoretically, the paper will apply an intermedia approach, with a focus on discourse analysis and image analysis.

The paper takes as its starting point that today’s images of the North were created in the late 19th century and that contemporary discussions of adventure in the North have to be seen within this context. Travelling to the North in the 19th century was for many equivalent with travelling into the wild, the unknown – it was indeed an adventure. This notion was no doubt helped by the perception of the North as a geographical periphery. At the same time, travel accounts, guide books, photographs and the actual means of travelling – mostly cruise ships – contributed to familiarizing the North and the Arctic. At first sight, the modern tourist steamships with their luxurious furnishing and, indeed, their role as epitomes of modernity, appear to contradict the idea of setting out on an adventure into the unknown. However, as the texts and images indicate, the comfort and predictability of the journey became a precondition for appreciating the wild nature and for creating the notion of adventure. The paper thus will argue that that the image of the North emerged as part of the dynamics between the wild and the familiar, the sublime and the picturesque, and it will show that concepts of adventure and the adventurous are closely linked to questions of modernity and control of nature. It will moreover suggest that this ambivalence determines the discourse of adventure tourism up until today.

## Adventurous cruise travels to the Land of the Midnight Sun

***Agnes Brudvik Engeset****, Western Norway Research Institute*

*Current position: Researcher / Ph.D. student NTNU, Trondheim*

*Research interests: Sustainable tourism, history, rural tourism, leisure studies, innovation and entrepreneurship, regional development*

***Keywords****: Cruise, Norway, 19th century, midnight sun, fear, perception*

In the end of the 19th century cruise travels to Norway, also called the Land of the Midnight Sun, became fashion. Passengers from all over the world joined steam boats for a two weeks journey along the Norwegian coast heading for the midnight sun and the North Cape. The starting point for the popular cruises was the crowning of the Swedish King Oscar II and his journey along the Norwegian coasts in 1872. Journalists reported from this journey and the world’s attention was drawn to this Northern destinations. While a Norwegian vessel carried out the first commercial cruise in 1873, German and British companies soon developed cruises, starting from e.g. Hamburg and Newcastle and crossed the North Sea, a crossing that many passengers feared due to sea sickness. The background for this new type of tourism was the democratisation of travel caused by technological, social and organisational changes in the 19th century. The steam engine made it possibly to organise reliable routes to the Northern destinations, while previous journeys by sail ships were depending on good sailing conditions. The passengers arrived when the wind was good. After the Industrial revolution a middle class rose, with enough money and leisure to make a two weeks journey abroad. Travelling was not longer for the upper class only. And finally, Thomas Cook and his travel agency that was founded in 1848 as the first travel agency in the world, contributed to the democratisation with the organisational changes. While travellers earlier had to deal with language barriers, money transactions etc, the invention of the voucher system, with prepaid accommodation and travel, travelling abroad was not longer for only for the bravest. Along with the development of these cruises a flow of travel sketches was written by ship passengers and published after the travels. The titles and the content followed the genre of travel sketches and the publications became very similar to each other. The genre itself is adventurous, with a hero that must overcome dangerous situations and returns home safely with new insights. A transformation has found place. At the same time there is little reason to doubt that first time sea crossing could be experienced as rather exiting. This contribution, a literature study of 10 English and German travel sketches published 1880-1906, is based on my master thesis (Brudvik, 2002). The histories from the adventurous cruises reveal the ship passengers perceived adventure; a travel into the unknown, to the land of Ultima Thule, with a lack of control. The content of what was unknown varied from how to handle sea sickness, how one would react to sleep on board a smelly vessel, to how one would react to the sight of the Midnight Sun or how one would go along with other passengers on a rather limited area for two weeks with no possibilities to escape. This dimension of adventure tourism can be placed in the soft end of the hard-soft continuum where a perceived risk is present, but with low level of real risk that requires a minimum of commitment and beginning skills (Hills, 1995). However, the perceived risk is present and the authors argue that there is continuity in this dimension, the perceived risk, of the term adventure tourism from the 19th century’s cruise tourists and up till today’s tourists.

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##  “Adventure Tourism” in a Western Norway region in the 19th century and in the present

***Aage Engesæter****: Norwegian historian (born 1951). I have worked as Assistant professor and Rector at Sogn og Fjordane college, and as Museum Director De Heibergske Samlinger – Sogn Folkemuseum. Presently I am working as Assistant Professor at The Norwegian Museum of Travel and Tourism, that will open exhibitions in a new building in May 2015.*

The region of Sogn in Western Norway, with the glacier Jostedalsbreen and the mountainous Jotunheimen has been an attractive tourist destination for more than 150 years. Among the pioneers of tourism were mountaineers, glacier climbers and salmon-anglers. The adventurous element thus was an important part of the region’s early tourism.

The paper aims at showing that “adventure tourism” has a long history in Norway, although the concept is a modern one. It will also examine the position and importance in the region of what we can call “adventure tourism” in the pioneer tourism of the 19th century, and compare it with today’s tourism in the region. The term “adventure tourism” will be used to denote “hard” adventures, involving some kind of sporting activities in nature.

The hypothesis is that adventure tourism was an important part of the local tourism in the 19th century, and that it in the last 20-25 years has regained a position as a segment of considerable importance in the region’s tourism. Travelogues, material from tourism marketing and available statistics are the most important sources that will be analyzed in the paper.

The main purpose of this study is to place “adventure tourism” in an historical context, through the case study of the region Sogn.

# 4. Adventure tourism marketing

## 4.1 Safety in the outdoors

*The need to recognize, manage and mitigate risks in the outdoors has long been recognized, both on self-guided and commercialized trips and expeditions. Our papers consequently consider elements such as leadership, certification, perceived risk, education, responsibility and safety management, in a discursive exercise to confront and address these issues.*

#### Monday 15:30-18:00

#### Room: Sogndal 1+2

## Development of responsibility for safety of outdoor recreation in post-totalitarian country. A case from Estonian commercial canoeing.

***Mart Reimann.*** *Head of the Department of Leisure Sciences in Institute of Health Sciences and Sports at Tallinn University. Main research interest are recreational values of landscapes, visitor behaviour, adventure experiences in outdoor recreation, tourism impact to local communities.*

***Reeda Tuula****. Lecturer of recreation management in Institute of Health Sciences and Sports at Tallinn University and doctoral student in Tallinn Technological University, Department of Business Administration. Main interest in research are related to experience marketing and consumer behaviour in outdoor recreation, qualification system and service quality in outdoor recreation; and participant behaviour and adventure experiences in outdoor and adventure activities.*

***Keywords:*** *risk perception, safety standards and regulations, canoeing*

In outdoor recreation, perception of risk and perception of competence are well researched and the main conclusion is that these variables change as a result of participation in activities, and in order to understand the activity a person has to actually “do” the activity (Ewert et al 2001, Morgan and Stevens, 2008, Ewert et al 2013). Given the potential for human injury, understanding these attributions of responsibility for safety from the perspective of the participant, may better allow operator to craft more appropriate risk management policy (Rickard et al, 2011). Fatalities initiate the safety discussions and trigger legislative change, reaction and concern of counterparts (operators, clients, media etc.) for safety initiate changes in risk management values and attitudes in outdoor recreation industry (McDonald, 2001). Increasing number of countries are moving towards organizational development and tighter control. This is evident through the development or extension of accreditation schemes, certification of teaching and competence, instructional and leadership awards in, for example, Australia, Canada, France, Hong Kong, New Zealand, and the United States (Woollven et al, 2007). But there are also the challenges in the (over)development of regulatory aspect (Ball-King et al, 2013).

The objectives of the research were to investigate the entrepreneurs’ opinion towards clients’ risk perception and the changes in operators’ safety policy according to those perceptions. Three Soviet-time leading certified tour guides were interviewed as well as 7 first and biggest canoe operators in the newly independent Estonian Republic; all of them are also active today.

All outdoor recreation in the Soviet Union was highly regulated. Expeditions and recreational outdoor activities had to be registered and the hierarchy of tour-guides and their certification was strict. Outdoor recreation consisted of the system of outdoor clubs, which were funded by military authorities. Any commercial activity was strictly prohibited and any attempt of it could have resulted in a two-year’s prison sentence. Anyhow, for most of the recreationists the laws seemed unnecessarily strict. After Estonian re-independence in 1991 there were almost no regulations at all. Together with the lawless situation in general, people were driven by the sense of freedom and there were no safety rules and people were almost willing to die for adrenaline.

The first commercial outdoor recreation activity was canoeing in newly independent Estonia. The first two companies started in 1992. In 2000 a real boom started when Estonia had ca 200 canoeing entrepreneurs. By today the system has been regulated by the industry. Also general societal trends have urged people to care more about safety.

All the respondents agreed that in the early 90s the situation was wild and today the clients care more about safety, they want to hear more proper instruction, they are interested in safety gear and they do not drink as much alcohol as 20 years ago. Operators and clients learned by doing. First, all the operators believed in clients’ wish and reasonable behaviour but after the first accidents they had to use stricter regulations and policies regarding drinking and safety gear. 5 out of 7 started to use wavers and 6 of them used strict alcohol policies. The first waver was used in Estonia as recommended by a voluntary Peace Corp participant who had been to the trip. Entrepreneurs said that the main motivation for implementing waivers were clients' careless attitudes. All entrepreneurs who used wavers thought that it helped the clients care more about safety. All entrepreneurs who started to use strict alcohol policy, said that they lost many clients. Several said it was difficult for clients to have fun and spend free time being sober. But the operators thought that it helped them a lot and the clients after all even liked it. Today clients are interested in caring more about safety. But still several clients prefer a cheap price to safety. Entrepreneurs have found different reasons for higher safety concern than before, such as a general trend that the life has become more precious. Soviet-time tough guides are getting old and the new guides are softer and weaker. The responsibility for corporate clients has become bigger. There have been several attempts and campaigns in media for water safety which has caused higher safety concerns for the public. Drowning cases in Estonian rivers have also made people more careful and concerned about safety.

This study shows how strict overregulating can cause protests by recreationists and how wild the market can become after disappearance of regulations. After accidents clients perceive that some regulations are still necessary. This research is a good example of how concern and demand of safety develop together with a product and through the accidents and trends in society.

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## How to respond to danger in nature? Changing attitudes regarding risk and safety in Norwegian friluftsliv tradition

***André Horgen****, Assistant Professor, Telemark University College, Norway*

*Research interest: History of friluftsliv and adventure tourism, wild places now and then, Learning practical skills and safety skills in friluftsliv, the outdoors as a learning space, Risk, accidents and safety in the outdoors / friluftsliv, Responsibilities and professionalization in the outdoors / friluftsliv, Gender in outdoor magazines.*

***Keywords:*** *Danger, Risk, Safety, Attitudes, Friluftsliv, Tradition*

**Introduction**

How we respond to danger in nature and in the outdoors, how we think about safety, and our attitude towards safety, is probably cultural determined. It seems possible to identify different «safety-cultures», or different attitudes regarding safety, between different societies and within societies. How we respond to danger in nature, and how we relate to safety in the outdoors, will probably have influence on how we behave as we are enjoying our outdoor activity, and how we behave as professionals tutoring groups and classes in organized activities. In the next round this behavior will have influence on the accident statistics.

If we look to the Anglo-American tradition of «educational expeditions» or «adventure expeditions» we find a number of tragic accidents over the last 50 years. The numbers of single fatal accidents are high. And in addition there have been some severe fatal accidents with multiple fatalities. In Great Brittan, 1972, six teenagers died on a school-trip in the Scottish highland, during wintertime. In Canada, 1978, eleven boys at the age of 11-12, and a teacher, died in a canoe accident known as «Lake Timiskaming Canoeing Tragdedy», a journey designed «[…] to transform boys into men». (Raffan, 2002) On New Zealand the kayak accident known as «the Mangatepopo Tragdedy» caused the death of six students and one teacher in 2008. (Brooks, 2001) In the countries mentioned above, in Australia, and in the USA during the 1990s, there have been a number of fatal accidents amongst participants following courses and «expeditions» designed as «wilderness therapy» and «to build character and inner strength». (Raffan, 2002). According to James Raffan (2002), former professor at Outdoor & Experiential Education, [Queen’s University](http://www.queensu.ca/), Ontario, Canada, several of these accidents happened «in the name of adventure and character building».

In Norway there have been less than handful fatal accidents within organized groups related to outdoor life or «friluftsliv», since year 2000. (Horgen, 2013) During the 1990s, 1980s and 1970s the number of fatal accidents was even lower. At the same time, courses designed to build character and inner strength has never been an important part of Norwegian «friluftsliv» tradition. Comparing the number of fatal accidents within organized groups, between Norway and some of the countries above raises several interesting questions. Some of them will be the objective of this presentation.

As cultural phenomenon’s in general, cultures in relation to safety-thinking is gradually changing. As mentioned before, one will find different «safety-cultures» and different attitudes regarding safety, between different societies and within societies. To better understand the safety-culture of today and ongoing changes, it can be useful with an historical research approach. My research questions are:

* Is there an historical understanding, or tradition, related to safe traveling in wild places, in Norway, going further back than the «friluftsliv» tradition?
* If such a tradition can be traced and documented, what was its approach to natural dangers, risk and safety?
* With the invention of «the new tradition» of «friluftsliv» in Norway from around 1850, what kind of approach to natural dangers, risk and safety was held high, and communicated to the surroundings?
* How has this tradition, or traditions, changed and developed towards our own time, and influenced on today’s approach to natural dangers, risk and safety?

## Just scary or really dangerous? Perceived risk and reality in adventure tourism

***Andi Schneider*** *studied tourism management at Munich University of Applied Sciences. He is an outdoor enthusiast; his main research interest is to understand participants’ perception of risk in outdoor sports. He will start as a management trainee at Deutsche Bahn in April.*

***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.*

***Keywords****: Adventure tourism, risk, perception, marketing, accidents*

**Introduction**

Every adventure involves a certain risk, which adds to the thrill of the experience. However, this thrill does not necessarily depend on the actual dangers participants face. While some activities may seem a lot more adventurous than they actually are, others may pose higher risks than tourists are aware of, possibly leading to misadventure, injury or even death. This paper examines the relationship between actual and perceived risk for 15 different activities, identifies which personal attributes affect adventurers’ perception of risk, and analyses the consequences for marketing and guiding.

**Method**

The study is based on two separate questionnaires given to 555 mostly German and Austrian adventure tourists and 25 guides at a large adventure park in Austria. Clients rated 15 activities such as mountaineering, caving and rafting on a five-point Likert scale from 1=not risky at all to 5=very risky and stated if they had ever sustained injuries during any of these activities. Guides also assessed the riskiness of these 15 activities; in addition, they gave estimates of actual injury rates and their clients’ assessments. The customers’ risk scores were then compared with those of the guides and with actual accident data gathered from the literature and Alpine associations such as the DAV to identify discrepancies between tourists’ perceptions and reality.

**Findings and discussion**

Wherever data on accident rates were available, the guides’ assessment tended to be in line with actual risk. Tourists’ perceptions differed significantly from those of the experts in a third of the cases. While they underestimated the dangers of canyoning (average of 3.1 compared to 3.44), they considered spectacular, but actually rather safe adventures like bouldering, flying fox and via ferrata riskier than the guides. However, contrary to the findings of Price and o’Driscoll (2010), there were no significant differences for all other adventure sports; overall, tourists seem to have fairly good ideas of the risks they are taking. Equally, the guides only misjudged their clients’ assessments in four cases.

A look at participant characteristics generates a more differentiated picture: while women and novices tend to find a few activities riskier than men and clients with more experience, age plays the biggest role. Young people are significantly more sanguine about everything except hiking than older age groups, including fairly risky pursuits like canyoning, motocross and downhill mountain biking.

People who underestimate the hazards of activities are prone to taking excessive risks, whereas those who see more dangers than there actually are may enjoy the experience less or not at all if they are too afraid to participate. As a consequence, marketing messages and guides should emphasise the safety of the spectacular, but harmless activities to reduce anxiety and possibly increase participation. Conversely, especially younger clients should be made aware of the dangers of those risky activities that they tend to underestimate.

**Conclusion**

This study shows that the mismatch between adventure tourists’ assessment of risk and actual risk is not huge overall, but significant for some activities; also, risk perception varies significantly with age. As the survey was conducted in the controlled environment of an Alpine adventure park, further research is needed to establish whether the findings hold for different and unguided activities as well as for tourists from other source markets.

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## An evaluation of rule-based decision support methods in Norway 2005-2013: Practical implications for avalanche education

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***Keywords****: fatal avalanche accidents, outdoor recreation, elementary reduction method, obvious clues method, decision –making.*

The rate of recreationist avalanche accidents has increased internationally over the most recent years. We aimed to;

1) investigate how many historical (2005-2013) fatal avalanche accidents in Norway that could have been prevented by using the Elementary Reduction Method (ERM) and the Obvious Clues Method (OCM/ALPTRUTh),

2) discuss some practical implications to make decisions in complex and dynamic environment as decisions in avalanche terrain could be.

We investigated 28 fatal slab avalanches accidents (involving 37 fatalities), of which 96,3% and 100% could have been prevented by applying the ERM and OCM (3 or more positive clues), respectively. These results shows that most avalanche accidents could have been prevented if such rule-based methods were applied to aid decision-making in complex dynamic backcountry environment. We concluded that decision-making in avalanche terrain is difficult. While experts are able to use “higher level rules” due to their experience, novices are restricted from using such “rules” because their knowledge and experience are scarce. Thus, methods as ERM and OCM could be helpful for novices to develop expertise. Such decision-aid methods are practical tools to help novices recognize critical conditions and facilitate their process of acquiring expertise that goes beyond the use of simple checklists.

## Risk perceptions, attitudes and behaviours: Perspectives on transceiver use in Scottish mountaineering

***Matt Groves****: Centre for Recreation and Tourism Research, West highland College, University of the Highlands and Islands, Scotland*

This study was conducted in the context of a three-year trial involving the issuing of transceiver, shovel and probe to all staff and students as standard winter equipment at Glenmore Lodge, Scotland’s National Outdoor Training Centre, which followed a fatal avalanche burial incident in February 2013. Attitudes of staff and students towards transceiver use were investigated, as well as the effects that the equipment might have on participants’ risk perception and behaviour, relative to other cognitive influences as studied by Furman *et al.* (2010).

Four preliminary field observations and 18 semi-structured interviews were conducted, as well as two stated-choice online experiments (n=353). Thematic analysis indicated a novice-expert spectrum of perceptions and attitudes to avalanche risk, and to use of transceivers. Possible optimistic bias (Weinstein, 1980) and risk homeostasis (Wilde, 1998) effects are discussed.

Experiment 2 results indicated that wearing a transceiver, avalanche forecast and two out of three heuristic decision factors were likely to influence the decision to continue onto a slope. Implications of these results are discussed in the light of the interview findings, as well as implications for avalanche education and further research.

## 4.2 Destination development

*The role of the adventure tourism sector in developing local economies has been well proven in many countries and sub-sectors. Issues of planning, community development and strategy from a policy angle are balanced by considerations of economics, innovation, constraints and entrepreneurship*.

#### Tuesday 10:30-12:00

#### Room: Sogndal 1+2

## An investigation of motivational factors behind nature and event based tourism

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*Høgskulen I Sogn og Fjordane. Research interests: digital media, customer loyalty, technology in tourism and marketing*

***Parmita Saha,*** *PhD, Msc, MBA* ***–*** *Researcher Avdeling for ingeniør- og naturfag*

*Høgskulen I Sogn og Fjordane. Research interests: renewable energy, customer loyalty and satisfaction, tourism and marketing*

***Ove Oklevik,*** *PhD, MSc,**Associate Professor, Avdeling for samfunnsfag, Høgskulen I Sogn og Fjordane.  Research interests: innovation, entrepreneurship, brand management in tourism and marketing*

***Keywords****: motivation, nature based tourism, activity/adventure tourism, regional tourism, marketing communication, branding*

Rural tourism is expanding in many countries, encompassing activities ranging from nature based to event/adventure oriented. Research in this area can yield two-fold benefits, increased knowledge about this burgeoning industry can help firms to develop products that better satisfy needs, wants and goals in different segments and as such improve their profitability; while assessing consumers’ motivation for attending such activities can aid firms in better designing the afore mentioned products and services. Thus a multi-pronged approach of both firm strategy and consumer perspective is warranted. Extant research shows valuation from or economic impact of nature based tourism has been especially focused so far, but a relatively few studies have been performed from a consumer perspective.

Accordingly, the aim of this research paper is to enhance understanding of nature-based tourism by examining motivational factors of tourists participating in nature-based activities. This paper follows up from a pilot study conducted earlier, and builds upon it focusing on a consumer perspective to identify important drivers of participation. This research adopts a mixed method approach in two phases, integrating qualitative semi-structured interview based research results from the first phase pilot study conducted among 14 tourists in a nature-based activity, i.e. glacier tourism. This second phase of this research deploys a structured questionnaire survey conducted among a respondent base of 500 users of Bratt Moro, one of the leading players in the industry, taking into account variables identified from both existing literature and those identified from the first phase of the study.

The goal is to consolidate and validate the presence of factors that potentially motivate the activity participants. We also attempt to identify any segments that may be present among the international and national clientele. To these ends, we use exploratory factor analysis to categorize and consolidate the diverse variables, followed by Structural Equation Modelling using SPSS/AMOS to arrive at a research model that tests the presence, and effect of the identified factors and the veracity of our proposed hypotheses regarding their relationships. Furthermore, ANOVA testing is conducted to identify any demographic segments that may be present among the user base.

The second phase of this research is currently under design, and is planned to be executed during the summer of 2014. We were, however, able to glean valuable insights from the first phase of the study. Among the findings from the first phase, it was possible to arrive at two primary modes of segmentation of the consumers; segmentation by origin, and segmentation based on planning length. Further age based sub-segments were found to exist within segmentation by origin. Experience, choice of accommodation were found to be key influencers, while association with the region, and knowledge of the region were found to have less of an impact on visitor/participants’ decision processes. We have integrated these qualitative findings in the current expanded quantitative research.

It is viewed that the final results from this research may contribute in the following areas:

* Identification of more segments, and confirmation of the presence of those identified in the first phase of the study.
* Estimation of market size within the segments
* Identification of motivational factors for additional services/outdoor activities preferred across the segments
* Identification of factors leading to customized promotion of activities that may enable conversion of visit to prolonged stays/ seeking of accomodation
* Identification of factors can help devise effective ways of communicating the region and attractions to visitors and potential visitors

## Value of remote arctic destinations for backcountry skiers

***Jadwiga Berbeka****:*  *Associate Professor at Department of Tourism. Lectures in: international tourists market, adventure tourism, ski centers all over the world.*

*Main areas of interests: adventure tourism, sport tourism, tourists behavior, international tourists markets, social tourism, business tourism. Author of 90 publications in tourism and consumer behavior.*

***Key words****: Backcountry skiing, remote arctic destinations, value for tourists,*

**Introduction**

In the paper mountains and remote areas are described as tourist destinations. Six mountain-specific resource characteristics are discussed: diversity, marginality, difficulty of access, fragility, niche and aesthetics. Attention is put to mountains in remote areas, especially in the Arctic Circle proximity. Tourists’ decision process of choosing them as the destinations is presented (based on Behavioral Decision Theory, with regard to modified six heuristics by McCammon and risk and insight theories). Touring skiing as a form of mountaineering is characterized. The terminological nuances (touring/backcountry skiing) are discussed. Factors determining tourists participation in backcountry skiing tourism are analyzed (based on Pomfret adventure mountaineering model, modified for the purpose of the paper’s aims). A problem of the value for tourists offered by a destination is discussed, basing on the definition of value as the surplus of benefits over costs.

**Aims**

Identification of values of remote arctic mountains areas for tourists. In details: evaluating benefits and costs of practicing touring skiing in the wild, remote mountains, close to the Arctic Circle. Creating the socio-demographic profile of backcountry skiers in East Greenland and North-West Iceland. An analysis of decision process of skiers, an identification of their push and pull factors and main barriers. Evaluation a propensity of paying a high price for the trip.

**Method**

Research was conducted between skiers and tour operators. Questionnaires were sent to participants of such expeditions and in-depth interviews were conducted both with tourists and operators. An empirical analysis is presented as an attempt to answer research questions. Moreover the money evaluation of the value for tourists on the basis of paid price for a trip is done (regarding East Greenland and Iceland’s Western Fiords expeditions).

**Findings**

They are rather preliminary, as the data gathering process is not finished yet. On the whole skiers are highly educated people, mainly from Western countries, with an awareness of their own self-development and pretty high propensity to risk. Main benefits of remote arctic areas are: beauty of landscapes, good ski areas, wilderness of nature, amazing conjunction of mountains and sea, lack of other people, lack of competition with others skiers to have the first line and own line. Main costs are: high possibility of bad weather, long duration of the trip, danger of avalanches, danger of white polar bears, high price of expedition. Push motivations are to: explore unknown, reach remote areas, self-check, get adrenaline, have adventure, get the sense of achievement, get emotional fulfilment. Decision factors are: reliability of tour operator, the price of expedition, other participants, avalanche danger, weather conditions, a destination itself.

**Conclusions**

Researched skiers pointed more benefits then costs and gave them higher ranks. It is supported by their strong push motivational factors. It explains their propensity to pay a high price for an expedition.

## Importance of brands for mountain bike destinations

***Andrej Zigon*** *has been present in the field of actions sports and mountain biking for almost 15 years, first as an athlete and later as the marketing specialist and action sports/mountain biking infrastructure consultant. He has graduated from the Faculty of Economics, University of Ljubljana, Slovenia, where he has also finished master’s degree in the field of marketing in tourism. His research work is focused on the development of mountain biking tourism, where he has been cooperating with leading experts in the field of mountain biking and tourism. In April he will held the presentation with the title “The challenges of Mountain Biking tourism development in the mountain regions of Eastern Europe with a case study of the Ski Resort Pohorje in Slovenia” on 8th World Congress on Snow and Mountain Tourism of UNWTO - Mountainlikers: New Summer Trends in Mountain Tourism in Andorra.*

Mountain biking has become a major sport and recreational pursuit worldwide and one of the fastest growing segments in adventure tourism that provides significant benefits for the destinations and communities that implement such offer. There are over 9.1 million mountain bikers in Britain and a UK Tourism Survey from 2007 showed that trips to Scotland for mountain biking was 134,000, spending an estimated Ł39 million and in Canada, US$10.3 million was generated from non-local riders in 3.5 months (June 4 - September 17, 2006) and has increased yearly ever since (MTBA, 2006).

As the number of destinations offering widespread trail systems and bike parks rapidly increases, 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 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. Since many destinations do not have in-depth knowledge on branding, the presentation will provide key success factors for mountain biking destination branding, based on the theoretical background, analysis of successful case studies and feedback from industry-leading experts.

## Innovation for Motorcycle Tourism in Northern Peripheries

***Dr Carl Cater****, Senior Lecturer in Tourism, Tourism Program, School of Management and Business, Aberystwyth University, Cledwyn Building, Penglais, Aberystwyth, Ceredigion*

*SY23 3DD, UK*

Motorcycle touring has grown significantly in recent years in northern European countries, with a shift to larger capacity motorcycles and an increase in the average age of motorcyclists, with 50% of all active motorcyclists now aged 40 or over in the UK (DfT, 2007). The demographics of this group has meant that, increasingly, motorcycles are used for leisure purposes rather than commuting. Northern peripheries, with a high proportion of the mountain and scenic roads favoured by motorcyclists, has seen a dramatic influx of these recreationists. Despite this significance there has been little academic work on the subject, or concerted efforts to embrace this market sector by destination marketing organisations. Although there have been some LEADER funded project efforts in Scotland (motorcyclescotland, 2009), we know little of these motorcyclists travel patterns, needs, satisfaction or economic impact. There are also important issues concerning sustainability and safety, as the chance of a motorcycle rider being killed or seriously injured, per kilometre travelled, is around 54 times greater than for a car driver (WAG, 2009). This project will discuss the initial findings of an investigation into the motorcycling leisure and tourism sector in Wales, examining travel patterns of motorcycle tourists, motivations and preferences of this group and the potential economic impact. This paper will specifically discuss how the motorcycle leisure sector has evolved in an organisational sense from its roots in a rebellious culture of the 1950s to a large mainstream (although often ignored) market sector today. A number of media influences will be discussed, such as celebrity tours and the impact of web communities on organisational practice.

#### Tuesday 15:00-16:30

#### Room: Bahus

## Adventure tourism innovation- the value of incorporating an evolutionary perspective

***Kristin Løseth****, PhD student at the University of Aalborg. Lecturing at the tourism studies at Sogndal University College. Research interests are knowledge development and innovation in small businesses, adventure tourism.*

***Keywords****: Adventure tourism businesses, knowledge development, innovation, evolutionary approach to entrepreneurship*

The presentation is based on a PhD dissertation which explores the relations between knowledge resources and innovation in adventure tourism businesses through a multiple case study involving businesses from Norway and NZ. The objective of the presentation is to discuss the value of incorporating an evolutionary perspective (following Aldrich, 1999) to enrich our understanding of these processes.

In a rapidly changing tourism industry the ability to adapt and willingness to change has become increasingly important. While recognizing the importance of networking and a systemic perspectives on innovation, this research has examined qualitatively how issues of knowledge development and innovation is experienced in the individual adventure tourism business.

The case studies revealed how knowledge processes and the scope and direction of innovative activity was shaped by the maturity level of the commercial activity in question. The innovators and forerunners of an adventure tourism activity new to the market were found to have quite different challenges and conditions for knowledge development than businesses that starts out offering an activity which is already well established. The development can be described as a process involving three phases where the activity gradually gains legitimacy while simultaneously knowledge is being developed, spread and maintained in different knowledge reservoirs. A recurrent finding was that the innovative processes taking place in the adventure tourism businesses were not only oriented towards the growth of the individual business – but also aimed to strengthen the specific commercial activity in general.

By incorporating an evolutionary approach to entrepreneurship it follows that the knowledge resources, and therefore the pattern of innovation, will look very different in a new population than in a well-established population. It is argued that the often small and fragile populations of the adventure tourism industry will be stuck with such ‘liabilities of newness’ over extended periods of time, shaping the development of adventure tourism industry. The evolutionary perspective may thereby contribute to a more nuanced understanding of knowledge development and innovation in adventure tourism.

**Literature**

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## Horse-based recreation and entrepreneurship as a driver of rural development in North West of Iceland

**INGIBJÖRG SIGURÐARDÓTTIR .** *Ingibjörg is an assistant professor at the Department of Tourism Studies at Holar University College, Iceland, and a PhD student in Business Administration at the University of Iceland. Research interests include small business management, rural development, competitiveness, recreation, equestrianism and horse-based tourism.*

**RUNÓLFUR SMÁRI STEINÞÓRSSON**. *Runolfur Smari is a professor at the University of Iceland, School of Business, and chair of the Center of Strategy and Competitiveness at the University of Iceland. Research interests include strategy, organisation, competitiveness, clusters, equestrianism and horse-based tourism.*

***Keywords****: horses, tourism, regional development, business clusters, competitiveness*

North West Iceland has 2600 horses per 1000 inhabitants, the highest ratio of horses per 1000 persons in Iceland (Sigurðardóttir, 2011a). This enormous number of horses is a base for recreation and business activity of various kind in the area. Horse based recreation is practised by locals and visitors, mainly in the form of riding in natural settings. The horse industry in the area includes breeding, training, shoeing and selling of horses as well as equestrian events and various tourism services. Education in equine science is also available up to university level. Despite that, research on horse based-businesses and recreation in this area is limited (Sigurðardóttir, 2011b).

Horse riding services are commonly defined as adventure tourism (Beedie, 2003; Swarbrooke, Beard, Leckie & Pomfret, 2003; Pomfret, 2006; Buckley, 2010). Definitions of adventure tourism have focused on elements like outdoor activity, hazardous experiences, risk, excitement, uncertainty, personal challenges and adrenaline rushes (Page, 2007; Swarbrooke et.al, 2003; Bucley, 2010; Imboden, 2012). Both the adventure of horse riding and various other horse related activities have become an important part of the image of the North West of Iceland and is possible affecting regional development of the area.

The purpose of the study is to analyse regional cluster development in relation to horse based businesses in North West of Iceland. Equestrian tourism and recreation is a special focus of the study and we ask whether and to what extent there are manifestations of an emergent cluster in that field in the region? And if so, how is it affecting rural development more generally in the research area? Business cluster theories have been widely used for analyzing regional and industrial development and competitiveness (Sigurðsson & Steinþórsson, 2014), but rarely in horse-based tourism (Garkovich, Brown & Zimmerman, 2009; Parker & Beedell, 2010).

The research consists of analyses of secondary data and a qualitative research. Secondary data on the distribution of horse based businesses in the area and their field of operation within the horse industry have been gathered in the purpose of mapping the cluster and its regional affect. Open ended interview with operators and other interested parties are also part of the research.

Primary findings indicate that there are favourable conditions for cluster development within the horse industry in this area and horse-based leisure activity is widely practiced. Analyses of the development of horse based recreation, indicates a considerable effect of horse based activity on the regional development in the North West of Iceland.

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## The scope and profitability of adventure tourism in Norway

***Nigel Halpern***  *is Associate Professor at Molde University College where he teaches and conducts research in adventure tourism. He previously managed instructor training and beach operations for a leading outdoor adventure holiday company in the UK, France and Spain. He has worked as an RYA Chief Instructor in sailing, windsurfing and powerboating; BCU Instructor in open canoeing and surf kayaking; BSAC Instructor in snorkelling; RLSS Beach Lifeguard; and BASI Alpine Ski Instructor.*

***Keywords****: Adventure tourism; Norway; profitability; sustainability*

Norway is a country of outstanding natural beauty. This is something that the national tourist board capitalises on with the slogan “Norway, Powered by Nature”. It also makes Norway an ideal destination for adventure tourism companies seeking to capitalise on the country's natural beauty and provide opportunities for interactive or activity-based tourism that incorporates an element of perceived (and possibly actual) risk, in the country's many unusual, remote or wilderness locations. There certainly appears to be a growing interest for this sector of the tourism industry in Norway with more companies entering the market, and increased attention from tourism and regional development agencies that are keen to encourage and promote opportunities for adventure tourism in their region. There also appears to be growing interest within academia in Norway in terms of increased research and courses offered in adventure tourism and related areas. Despite the growing interest, very little is known about the sector, especially in terms of the companies, their geographic dispersion and the activities that they offer, and the financial sustainability of their operations. This paper investigates the market for adventure tourism in Norway from a supply-side perspective, focusing largely on the scope and profitability of companies that operate in the sector. A list of companies was extracted from the Brønnøysund Register – the national register of companies in Norway. For recording purposes, companies state the principal nature of their business on the register and two main categories were selected for this study: 'travel, tourism and related services' and 'experiences and leisure activities'. This provided a total of 740 companies that had at least one employee and a minimum turnover of 100,000 Norwegian kroner in 2012. The website of each company was then browsed to determine if it operates in the adventure tourism sector, and this resulted in a total of 110 adventure tourism companies in Norway. 32 per cent are organisers or providers of adventure activities. 25 per cent are activity centres, resorts or basecamps that offer their own adventure activities (three quarters of which offer their own on-site accommodation). 17 per cent are event agencies that are mainly focused on events but offer adventure activities to accompany them. 13 per cent specialise in adventure-related guide services, courses or excursions. 9 per cent are tour operators focused specifically on inbound adventure holidays to Norway. 5 per cent offer adventure expeditions in Norway but also abroad. Over 100 different types of adventure activity is offered. The most common activities are hiking trips (by 43 per cent of companies), ski touring (33 per cent), snow scooter trips (25 per cent), dog sled trips (23 per cent), and kayaking (22 per cent). The highest concentration of adventure tourism companies is in Norway's more remote regions of Svalbard, Northern Norway and Western Norway. The county of Finnmark is the adventure capital of Norway with 12 per cent of all adventure tourism companies. The industry is dominated by small and medium-sized enterprises that struggle to make money. In 2012, adventure tourism companies in Norway employed an average of four staff, and had an average turnover of 5.4 million Norwegian kroner. Over a third of them failed to make a profit in 2012. The findings of this study contribute to a sparse body of literature on the subject, and through providing a case study on Norway, help to advance knowledge of the scope and profitability of companies that operate in the adventure tourism sector.

#### Wednesday 09 :00-10 :30

#### Sogndal 1+2

## Imagineering the Adventure Experience - An innovative methodology for adventure destination development

***Leen Fokker*** *is a Lecturer / Researcher for the NHTV University of Applied Sciences Breda. His interests and expertise within the field of Adventure Tourism relates to destination development and experience marketing. Leen is passionate about mountaineering, cycling and all kinds of other outdoor sports and activities.*

***Key words:*** *Imagineering, adventure destination development, innovative strategy, customer experiences.*

**Relevance**

This study will contribute to the proceedings of the Adventure Conference as it will reveal the significance of Imagineering as an innovative methodology for adventure destination development. The objective of the presentation is to explain the concept of Imagineering and to show cast its relevance as a destination development approach, by applying it to an upcoming Dutch adventure destination.

**Introduction**

Imagineering as a method for creating memorable experiences originated in the early forties’ of last century by US industrial company Alcoa to describe its blending of imagination and engineering. A decade later the concept was adopted by Walt Disney to outline the skill set embodied by the employees of Disney, known as Imagineers[[1]](#footnote-1). Being relatively unnoticed for years, Imagineering principals attracted new attention during the end of the nineteenth century as a innovative and valuable concept for rethinking the traditional business logic of organizations in an era where customer experiences became more and more important (Nijs and Peters, 2002). Imagineering is exceptionally relevant as a innovative method for destination development as it’s the customer experience that stand central in its approach. This is especially true for adventure destinations as these destinations are often relatively new and unexplored and therefor still hold the potential to create and design its future image and presents.

**Methodology**

This study reveals the method and relevance of Imagineering as a innovative approach towards adventure destination development. Starting with a literature review of current methods for destination development it justifies the need for a more customer centered approach. Consequently the different stages of the Imagineering methodology of destination development is outlined and explained. The study concludes with a case example where the Imagineering methodology is applied to an Dutch adventure destination to show cast the relevance and potential as an innovative approach of adventure destination development.

**Findings**

Current models and theory on tourism planning in general and destination development especially originate often from traditional planning methods that earned their credits in a economic or an urban design context (Ruhanen, 2004). These well established models and concepts all approach destination development from a planning’s perspective (e.g. Agarwal (2002), Papatheodorou (2004)). A major drawback of this approach is its assumption that internal as well as external conditions are predictable to some extent and can be influenced or even managed. This, in turn, will led to static development models that have limited flexibility towards actual and unforeseen (market) dynamics. Since Mintzberg (1978) has point out that its not planned strategy but, instead, emergent strategy that is most significant to organizational development, there is a need for a more flexible and anticipating strategy approach.

Another flaw of the traditional planning’s approach applied to tourism destination development is its focus on the destination itself (e.g. Butler (2006), Leiper (1995)). The destination is often seen as a raw material that can be shaped and modeled to its most idealistic presents. Destination lifecycles and zoning techniques are applied without mentioning the word customer, let alone customer experiences. In a global, turbulent tourism industry it must be clear that this inwards, product centered orientation never can lead to a competitive edge.

Imagineering is a innovative methodology of concept development embarking from the customer experience perspective. Applied to (adventure) destination development it has great potential to create a unique destination concept that will lead to meaningful and memorable visitor experiences.

A unique concept, originated from an Imagineering’s approach can father many different products, services and experiences (Vink, 2012). Consequently, a destination development strategy crafted from a Imagineering’s perspective is more flexible towards external market conditions and other drivers of change. As long as the destination’s vision is coherent and the cardinal concept unaffected, the destination can launch different products and experiences tailored towards different (sub)segments and can easily adapt to changing customer behavior.

The study will outline the Imagineering methodology in detail and prove its relevance in a adventure destination development show case.

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## Harbour planning for the cruise industry or for the local community? Lessons from a planning process in a small municipality in Fjord Norway

***Eivind Brendehaug****, Researcher II at Vestlandsforsking, holds a Ph.D. from the Norwegian University for Science and Technology (NTNU). Research fields: Local mobilisation and change processes, sustainable tourism and local communities, value chains for local products and adventure services, nature and resource management for securing common goods*

***Keyword:*** *cruise planning, tourism destination development, sustainable tourism*

*Introduction*

Cruise is among the fastest growing sectors of tourism in Norway. Several municipalities have constructed cruise harbours, and more are planned. Aurland municipality, with 1700 inhabitants, is one of these municipalities with ambition to increase cruise visits to the famous Fjords of Norway. The destination has already more than 200 thousand cruise passengers during the summer season and are now planning a second cruise key. The Aurland Harbour Authority, a municipality enterprise, has suggested construction of a second key and is running the planning process.

Little debate is taken place about the consequences of more cruise traffic and if there are more beneficial tourism strategies in spite of focus on sustainable tourism in municipality, regional- and national authorities plans. Also the national Plan and Building Act (PBA) commits municipalities to promote a sustainable development and gives local government the authority to govern land-use planning.

*Research question and method*

This paper discusses the conditions for integration of sustainable tourism considerations in the planning process. Our main research question is: What condition is necessary to integrate sustainable tourism consideration in the planning process, and what hinder such considerations to be integrated? The theoretical perspective applied is the concept of Environmental Policy Integration (EPI). This is used to highlight conditions for coordinating cross sectoral interest and multi-level governance in both the policy *system* and the planning *processes,* and to explain the degree to which other policy goals than tourism development –with a special attention to that of sustainable tourism - are integrated in the planning process. Data is drawn from document studies, semi-structured interviews with key actors in the planning process at the local and regional level and discourse analysis of media articles.

*Results*

Results show that the integration of sustainable tourism and local community considerations in tourism development processes is hindered both by the administrative and political system and how the planning process is carried out. There is lack of political culture and attitude for planning among the politicians and the organisation model of the Aurland harbour authority as a municipality enterprise independent of the municipality administration hinder integration. The authority did not stimulate cross sector and holistic planning required in the Plan and Building Act. In addition there is a lack of a common debate arena in the municipality. When the politician debate where the new cruise key should be located several inhabitants write debate articles in the local newspaper asking for a more community friendly tourism development where quests stayed in the community. The politician did not participate in this debate.

On the other hand side the regulatory claims for a planning program and a public hearing of the program stimulated critics both from regional authorities and from the inhabitants. Also the local river owner organisation has mobilised opposition to the new cruise key based on concerns about the wild sea trout. These obstacles slowed down, to some degree, the rush for an adhoc plan and added several new elements in the consequence assessment. But the main elements, the limit planning area and the zoning, and not a holistic municipality plan, remain.

*Conclusion*

Two main lessons could be learned: 1) integration of sustainable tourism considerations need early mobilisation among inhabitants and politicians to influence the planning process, 2) when a strong national policy for sustainable tourism is lacking a space for regional authorities opened, but without regulation power it is difficult for regional authority to secure sustainable tourism and community considerations in the planning process.

## A legal perspective on slow tourism and access to land-balancing the rights of landowners and tourism developers

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*Research interests: sustainable tourism development, tourism and hospitality law, corporate governance and corporate social responsibility in the tourism sector*

***Åsa Åslund****, S.J.D. (Linköpings University, Sweden), Master of Law (Uppsala University, Sweden), Associate Professor, Department of Business Law, Linköping University, Sweden. Research interests: right of public access, outdoor recreation, customary right*

***Keywords:*** *outdoor adventure tourism, slow adventures, right to public access, customary rights, public choice doctrine*

**Introduction**

In this paper the authors study the impact of legislation on the possibilities to conduct outdoor adventures and recreational activities in the nature. A study is made of different legal strategies to grant access for the public to privately owned land. In Sweden there is a customary right of public access to privately owned land for all individuals, subject to some limitations. In Finland and Norway this right is a customary right as well as a right codified by the legislator. On the other hand, in the United States, the public can gain limited access to privately owned land according to several theories sprung from English common law; prescriptive easements, implied dedication, the public trust doctrine and the customary rights doctrine. In this paper the authors are discussing positive and negative aspects of different types of regulations granting access for tourists and tourism developers to privately owned land.

**Method**

In the study a comparison is made of different legal strategies to grant access for tourists and tourism developers to privately owned land. The Swedish, Norwegian and Finnish customary and/or codified right to public access is compared with the application of common law theories in the United States. The different legal strategies for the development of slow tourism and outdoor recreation (friluftsliv) are evaluated according to a comparative legal method.

**Findings/discussion**

It is argued in the paper that there are substantial transaction costs involved for tourism developers in negotiating individual agreements with several landowners, especially when it comes to tourism activities which are conducted over large land areas, such as slow tourism. Tourism developers in countries with a right to public access do not have such transaction costs. However, it is noted that it is important to balance the interests of landowners with the interests of tourism developers in countries which wish to promote slow tourism and the adventure tourism sector. Tourism developers should be required to conduct activities on private land in a sustainable manner, and there should be other legal restrictions in place if the right to access for the public interferes in a substantial manner with the landowners right to the land.

**Conclusion**

The authors show in this paper that the legal framework is important for the development of the outdoor adventure sector, particularly when it comes to slow tourism, where tourists generally access large areas of land. It is therefore imperative that countries which wish to promote slow adventure tourism, take account of the legal framework and take measures to balance the interests of landowners with the interests of tourism developers. It is necessary to establish boundaries on the right of tourism developers to access private property. Such restrictions correspond not only with the property rights of landowners but also with the goal of a sustainable tourism development.

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## Stakeholders willingness to apply sustainabnle adventure tourism indicators: A case of Waterval Boven South Africa

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*Tshwane University of Technology, Department of Tourism Management, Pretoria Republic of South Africa Private Bag X680 Pretoria 0001*

***Key words:*** *Adventure tourism, Sustainable tourism; sustainable tourism indicators; Waterval Boven.*

In South Africa and across the globe, the development of adventure tourism industry has resulted in a multitude of different types of activities, destinations, risks, impacts and unsustainable practices. The development of adventure tourism in many destinations has boosted many economies across rural communities and countries. The added benefits of developing adventure tourism in a sustainable manner include the promotion of responsible investment, infrastructure development and a host of other positive economic, social and environmental impacts. This study investigates the stakeholders will to utilise sustainable adventure tourism indicators from residents, tourists, business owners and government employees at Waterval Boven if made available. Descriptive statistics will were presented; Cronbach Alpha and Chi-square tests were also applied. In general, the respondents perceived the indicators positively and felt they could assist in sustainable development of adventure tourism. The study contributes towards the development of sustainable adventure tourism destinations that can make a significant contribution towards poverty alleviation by maximising social and economic benefits for locals, enhancing cultural heritage and reducing any negative impacts on the environment.

# 5. Sustainable adventure tourism

*Adventure tourism har been acknowledged as what tourism should, and will, be (UNWTO, 2012). Against a backdrop of climate change, presentations on conservation, advocacy and ethics will hel pus to understand how to encourage conservation values, engage people and protect and manage our natura lassets.*

#### Monday 11:30-13:00

#### Room: Sogndal 3

## Conservation Ethics in Adventure: Exploring Conservation Advocacy in Outdoor Adventure

***Sandra Borton*** *is a graduate student in the Master of Natural Resource and Environmental Studies program at the University of Northern British Columbia, in Prince George, Canada. Her research interests are the sociology and culture of adventure, recreation management, adventure-genre media, environmental/conservation art and writing.*

***Keywords****: Adventure, expedition, climate change, advocacy, qualitative research, exploratory research, interviews, discourse analysis.*

The objective of this presentation is to share the results of research completed as part of a Master of Natural Resource and Environmental Studies at the University of Northern British Columbia. The research contributes to the knowledge base of outdoor adventure and environmental studies.

**Introduction**

The increased and far-reaching presence of industrial activities, and dramatic ecological changes to nature as a result of global climate change have forced adventure athletes and expeditioners to acknowledge that wilderness, even that which lies at the farthest reaches of the earth, has been impacted by humans. For adventurers, often passionate wilderness lovers, this reality is difficult to accept. As a result, many adventurers have added “environmentalist” or “advocate” to their list of professional talents, and now conduct expeditions focussed on raising awareness and advocating for conservation.

One of the ways that adventurers engage audiences and share their conservation messages is through the media that they produce. By sharing their stories alongside spectacular imagery, adventure advocates are using media to capture attention and make a call for their audiences, outdoor recreationists and ‘armchair adventurers’ alike, to respond.

This exploratory research aims to describe the practice of climate conservation advocacy by adventure athletes and expeditioners. This research also explores and describes how adventure media and storytelling is used to engage audiences with climate conservation issues, and to encourage civic engagement and collective action.

The research employs a qualitative methodology, and interprets these adventure advocacy practices using theory and perspectives from adventure studies, environmental sociology, and media studies. The research design is aimed at exploring the topic using two methods of data collection: semi-structured interviews with adventure athletes and expeditioners, and an analysis of the adventure-genre media they produce through which the adventurer’s stories and conservation advocacy messages are shared. Data collection will commence in spring, 2014, and results expected by early fall, 2014. It is anticipated that the data analysis will yield findings that include a description of adventure advocacy practices, distill lexicon in use, and identify common discourses, helping to advance the knowledge base of the fields of outdoor adventure and environmental studies. It is hoped that the results will also evoke discussions around ethics in adventure, and the connections between conservation, adventure activities and media. The outcomes of this study could also be embraced by adventurers and used as a tool to further define adventure advocacy practice and to facilitate linkages between advocacy goals and media production.

## Animals and adventure tourism activities in Northern Norway

***Giovanna Bertella*** *is Associate Professor at the School of Business and Economics, UiT The Arctic University of Norway. Her research interests are: small-scale tourism, food tourism, rural tourism, nature-based tourism, animal-based tourism, active tourism, event management, knowledge and networks*

***Key-words:*** *outdoor, animal-based experiences, ethics*

This study concerns adventure tourism activities where animals are included. The case investigated regards Northern Norway. The objectives are to better understand the role that the animals have in relation to the way the outdoor is promoted by the tourism providers and experienced by the tourists, and reflect on the implicit ethical aspect of such activities.

The theoretical approach adopted in this study in based on the various typologies of nature-based tourism experiences that can be found in the literature, with particular focus on the concept of friluftsliv (open-air life). The outdoor can be perceived as «home» and/or a place for existentially authentic experiences centred in a feeling of belonging and connectedness to nature. An alternative way to view nature is the one relative to the perception of the outdoor as a playground for recreational activities. It can be asked what position the animals have in the experience of the nature. It can be assumed that the animals have a role in contributing to make the experience of the outdoor more genuine, or more related to the perception of the outdoor as a place for entertainment.

Adventure tourist activities involving animals are not only about our experience of the outdoor and the role that the animals can have in such a context, they are also about the animals as part of the natural environment and per se. It can be asked which approach to environmental and animal ethics can be found as the underlying basis of adventure activities involving animals.

Based on such considerations, the research questions posed in this study are: What role do the animals have in the experience of the outdoor? What is the ethics underlying adventure tourism activities arranged in the nature and including animals?

Three popular adventure tourism activities involving animals are investigated: whale-watching, dog sledding and fishing. The investigation is based on secondary data available on the Internet, including both verbal and pictorial content. The promotional material by the Northern Norwegian DMO is analysed to describe the context in which the activities take place, and identify some of the local tourism providers offering such activities. The way these activities are promoted by the industry and experienced by the tourists is investigated on the basis of the online material of the DMO, the tourist providers (3 whale watching companies, 5 dog sledding companies, 10 tourist fishing companies), and TripAdvisor.

The findings show that, according to the type of animal involved, the role that the animals have in the activities and also the underlying ethical approach to nature and animals varies considerably. The dominant perspective seems to be the one relative to the perception of the outdoor as a playground for adventures and extraordinary experiences where the animals are viewed as commodities or mere attractions. In the case where domesticated animals are involved (dog sledding), some aspects of the genuine friluftsliv approach to nature can be observed, together with an understanding of animals close to the conceptualization belonging to the eco-feminist tradition of care.

## Is sustainable tourism sustaining and transforming tourism?

***Carlo Aall*** *is head of the environment research group at Western Norway Research Institute. He holds a PhD at the University of Aalborg in 2002 on local environmental policy, and as from August 2012 he is a visiting professor in Sustainable Development at Aarhus University Herning (Denmark) linking up with the Nordic Centre of Excellence for Strategic Adaptation Research (NORD-Star) and Arctic Research Centre (ARC). His interest of research is within sustainable tourism and climate policy. Aall has since 1996 been involved together with his wife in a restaurant specialising on organic and local food.*

***Key words:*** *sustainable tourism*

**Introduction**

Adventure tourism is much about ‘nature’; and so is the quest for a more sustainable tourism. Thus, the two are mutually dependent of each other. The way adventure tourism is conducted may influence on tourism sustainability, and the way sustainable tourism is conceptualised in tourism may affect how adventure tourism is run. In this article I will reflect on the latter. Sustainable tourism has achieved the status of being the superior goal in Norwegian government tourism policy, and is attaining much attention in the international scientific and political discourse on tourism. But have policies on sustainable tourism and related concepts actually managed to make tourism more sustainable? This paper seeks to address this question by first presenting the history of sustainable tourism and related concepts, and specifically analyzing how the triple bottom line approach has influenced the prevailing understanding of the concept of sustainable tourism. Then, the paper discusses possible implications for the adventure tourism industry of the different ways sustainable tourism is being conceptualized.

**Method**

The paper rests on a number of major research projects carried out in Norway at Western Norway Research Institute for the last 20 years studying different aspects of sustainable tourism, including that of policy-making, tourism business practices and consumption habits.

**Findings and discussion**

The article identifies a generic typology on how tourism in general and adventure tourism specifically have related to the “environment” (see table 1). The paper then proceeds by presenting two major approaches to how sustainable development is conceptualized; namely the two-dimensional (satisfying the essential needs, and securing ecologic sustainability) and the three-dimensional approach (economic, social and ecological sustainability). The paper specifically discusses the introduction of the Triple Bottom Line (TBL) approach and the accompanying problematic turn in the overarching discourse on sustainable development; namely that of expanding the limits of what should be included in the "development part" of the concept of sustainable development. The TBL concept was invented by John Elkington to make the sustainable development concept more attractive to actors in the business world by introducing sustainable development as an additional (third) so-called “bottom line” into the existing logic of the business world. The first bottom line – economic bottom line dealing with economic solidity – has always been around in business, whereas the second bottom – the social bottom line – rested on a discourse that had been introduced during the 1960s and 1970s on the moral obligation for business to become more responsible to problems relating issues like low wages and child labor. The third bottom line – the ecological bottom line - was meant to introduce (and thus frame) the sustainable development discourse into the business world. However, the naming of the TBL concept gradually changed from three “bottom lines” to three “sustainability dimensions” - namely that of economic, social and ecological sustainability; and this understanding eventually was “exported” from the business back to the policy discourse thus resulting in an expansion from the original two-dimensional (DDS) into a three- dimensional (TDS) conceptualization of sustainable development also within the policy discourse. Out of this process came that TBL – eventually transformed to TDS - became a new argument for business-as-usual in business as well as in politics much more than being an impetus for transforming business and society.

The paper describes how the tourism discourse has related to these two approaches to sustainable development, and finalizes by discussing the relationship between adventure tourism and sustainable tourism.

**Table 1.** A typology of concepts applied to the relationship between the environment and tourism

|  |  |  |
| --- | --- | --- |
| Level of environmental awareness | Environment-sensitive tourism (reducing environmental impacts of tourism) | Environment-dependent tourism (utilizing the environment as a resource basis for tourism) |
| Narrow | Green tourism |
| Environmentally friendly tourism | Nature based tourism |
| Deep | Eco-tourism |
| Sustainable tourism | Slow tourism |
| Broad | Geo-tourism |
| Alternative tourism | Rural tourism |

**Conclusion**

The paper concludes by claiming that prevailing EU, as well as Norwegian national policies aiming to make tourism more sustainable most likely will result in “sustaining business-as-usual tourism” more than actually transforming tourism to become more sustainable. This could in term create conflicts within the adventure tourism sector.

## Norwegian Summer Skiing Experience in a Changing Climate: Prospects for Substitution Behaviour

***O. Cenk Demiroglu*** *is currently a lecturer on travel geography at Boğaziçi University, Istanbul, Turkey. He holds MSc and PhD degrees from the Universities of Umeå and Istanbul, where his research has focused on climate change and ski tourism. During his doctoral studies, he has been an RCN guest fellow to the Western Norway Research Institute.*

***Halvor Dannevig*** *is currently a researcher and PhD-student at Western Norway Research Institute. He holds a Master’s degree in Human Geography from the University in Bergen. From 2008 to 2011 he worked as a research fellow at CICERO (Center for International Climate and Environmental Research - Oslo). Halvor’s research interest and PhD-work deals with governance of adaptation to climate change in Arctic communities and at the local level in Norway.*

***Carlo Aall*** *is head of research at Western Norway Research Institute and holds a position as visitng professor at the University of Aarhus Herning linked up with the Nordic Centre of Excellence for Strategic Adaptation Research (NORD-STAR). Aall has done extensive research on local climate change adaptation and sustainable tourism.*

***Keywords:*** *Summer Skiing, Climate Change, Adaptation, Substitution Behaviour, Norway*

**Introduction**

Climate change, or the global warming under its contemporary form, has been standing out as a problematic phenomenon with more concern in the last decades over its *de facto* and likely effects and impacts. Regarding those impacts on tourism, ski industry as “the most directly and the most immediately affected” subsector has been “the first and the most studied aspect” embedded in a “geographically and methodologically diverse literature” (Scott *et al.*, 2012: 201-202). Yet the research on the interaction of summer skiing with climate change is quite limited, just as “the use of glaciers for summer skiing is a relatively new phenomenon” (Smiraglia *et al*., 2008: 207). Moreover, as opposed to the body of studies on supplier adaptation, “little research has been conducted to examine the influence of climate change on skier demand” (Dawson *et al.*, 2011: 390). These two statements underline vital gaps to be fulfilled within this specific paradigm. Therefore, in this paper, the relationship of climate change and the niche summer segment of ski tourism is discussed in terms of consumer adaptation in the forms of spatial, temporal, and functional substitution behaviour in a Norwegian context by also taking account of the climate impact consequences of the anticipated adaptation trend itself. Norway’s glacial areas of its Fjord Region host three of the world’s few summer alpine ski centres, which are already under threat as Norwegian glaciers are in a retreating trend, including those coastal ones that had advanced during the 1990s due to a positive phase of the North Atlantic Oscillation (IPCC, 2007: 359). Previous research displays evidence that two of these centres are already troubled by shortening season, while the very high altitude centre has already adopted many adaptation measures such as snow making, salting, and snow farming (Demiroglu *et al.,* 2012). Now, the question remains with possible changes in consumer behaviour.

**Method**

In order to disclose the trends on the demand side and to reach a synthesis, building upon the previous findings on physical changes and supplier behaviour, we shall try to reach the centres’ clients through official Facebook pages, where there are a total of more than 13,000 subjects. As these are “fan” pages, some bias weakness will be present, but it will also show how flexible even the “most loyal” ones can be within their adaptive capacity. An online survey is designed to unveil responses of the visitors according to their awareness to the climate change phenomenon’s existence and underlying (natural and/or anthropogenic) causes, mitigative behaviour and any appreciation of resort mitigation, knowledge and preferences on resort adaptation, summer skiing habits (primary sport, purpose, venue, tenure, frequency etc.), and actual or potential adaptive behaviour that may come out as spatial, temporal and/or functional substitution under different climatic conditions. Although mostly focussed on climate-induced substitution, the survey will also look for any other trend that acts on the summer skiing market. Findings shall be ready to be included on a poster presentation at the conference.

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# 6. Philosophical perspectives

## 6.1 Outdoor learning

*Presentations in this session detail the nature, effects and benefits of learning in the outdoors. Is our connection with nature and others-in-nature different, richer, more meaningful than the quotidian exchanges in urban settings? Why go “outdoors”? What to learn?*

#### Monday 11:30-13:00

#### Room: Fjøra

## ‘It’s not that funny when you think about it’: *The role of* *Humour in Outdoor leadership*

***Billy Hunt:*** *After working in the Outdoor Education industry for 5 years, the author is currently studying for an MSc in Sports Coaching Science whilst employed as an MSc Teaching Studentship in the Institute of Sport and Exercise Science at the University of Worcester. Research interests include the use of humour in leadership and sports coaching and the motivation of sports coaches.*

**Keywords**: *Humour, Leadership, Outdoor education, Adventure Education, Experiential Learning*

**Introduction**

This study looks at the role of humour in expedition leadership. Whilst the study of humour may be dismissed as a frivolous endeavour (Witkin1999), the considered use of humour within expedition leadership presents opportunities to manage individual and social interactions, defusing conflict, building rapport and create a sense of shared identity. The role of humour has been considered across a wide range of literature including Ronglan & Aggerholm (2013), Dunbar et al. (2012); and Kotthoff (2006).

Hovelynck & Peeters (2003) highlight how humour has a double edged quality. They suggest that it plays a positive role in developing relationships, desensitising issues and introducing new perspectives; yet may also play a role in avoiding and concealing which may cause hurt and distress. Thus whilst it has been suggested that humour assists with the formation of social groups (Romero & Pescosolido 2008; Sullivan & Brachlow 2006); the creation of positive relationships (Hoad et al. 2013); and in building positive working environments (Holmes & Marra 2006), it may also be instrumental in the disciplining of subordinates (Malone 1980), the enforcement of social norms (Lang & Lee 2010) and act to inhibit freedom and self-expression (Malone 1980; Hovelynck & Peeters 2003). Nevertheless the use of humour still has the ability to enhance ones experience and act as a social lubricant in desensitising and defusing difficult situations (Messmer-Magnus 2012; Lang & Lee 2010).

This study considers humour in relation to the complex role of an expedition leader in remote areas. The proactive use of humour by the leader as well as its impact on the experience of expedition members during an expedition to a remote part of Africa is addressed.

**Method**

The study uses an auto-ethnographical approach to examine the experiences of a student on a remote expedition to East Africa from the perspective of the expedition leader. The work reflects on a four week expedition and identifies four key episodes that are then critically examined with a specific focus on humour, its use by the leader, its use by the expedition participants and the potential implications this had on the expeditionary experience.

**Findings/discussion**

The four key episodes are used to discuss the double-edged quality of humour. The first episode shows humour’s role in the creation of social norms, when humour affected an expedition member’s behaviour in avoiding wearing clothing that might be seen as similar to the leaders’ attire. The second key episode considers the proactive use of humour to challenge attitudes in a sensitive manner. In this instance Western attitudes to food waste were challenged through a humorous and light-hearted exchange to encourage behavioural change without impacting on the social cohesion of the expedition. The third key episode deals with the use of humour to facilitate discussion of taboo topics. In this case humour was used to de-sensitize the issue and defuse potential concerns. The final key episode highlights consequences arising from the leader’s use of humour, were humour is identified as inhibiting discussion of some issues within the expedition team and concealing potential concerns. The member interpreted humour as lack of concern from the leader and felt isolated and embarrassed by the attention. The humorous tone of the comments and the role of the leader made the expedition member unwilling to address these issues in a timely manner and consequently the issues were not addressed until near to the end of the expedition.

**Conclusion**

This study emphasises the double edged quality humour has for expedition leadership. Whilst humour may facilitate social cohesion, freedom of expression and shared identity a leader’s use of humorous expression risks that humour being misplaced, unwanted or misinterpreted. Consequently, such misinterpretation could serve to disassociate or embarrass group members impacting negatively upon their expeditionary experiences. Paradoxically however, whilst it may be favourable to recognise and consider the use of humour in leadership, its prescriptive application could likely impact its spontaneity and thus its impact as ‘humorous’ (Hovelynk & Peeters 2003; Hoad et al. 2013). Nevertheless, remote expedition leaders will have greater influence on the outdoor learning environment should they give greater consideration to the presence and use of humour within social group interactions.

Learning Space on Board a Sailing Ship. Quantitative and Qualitative Changes in Learning and Personality

***Manuel Sebastain Sand****, born on the 6th of September 1981, Nuremberg, Germany*

*Degree in Sports Science. Head of Adventuremanagement, Faculty for Sportsmanagement and Academic. Director Campus Treuchtlingen*

*Currently working on my ph D. about the above project finishing this summer*

*Research interest: Adventuremanagement, Personality and Adventure, Self –efficacy, Market research, Adventure Tourism needs*

***Keywords****: Adventure, Sailing, Expedition, Learning, Classroom, Outdoor Learning Personality, Self-efficacy*

**Introduction**

Adventures and experience change people in many different ways (Beard, C. & Wilson, J, 2013). This has been predicted for experiential learning interventions since the early days, when Hahn developed the first theories (Michl, 2009). Is this also true for other adventures and adventure travel? Pedagogical sailing expeditions are closely linked to sailing related touristic offers (Jennings, 2007).

There are several studies that show changes in participants’ personality due to experience and adventures (Ewert, 1982). Hattie, Marsh, Neill und Richards (1997) find changes in self-concept, self-belief and self-efficacy among other variables of personality in their meta-analysis of outdoor interventions. But we still do not know what exactly causes these effects. Regarding sailing programmes the evidence is even less conclusive. Sailing trips with a pedagogical background started in the late 1970s and several qualitative studies predict changes in personality, but none of them deliver satisfying evidence (Ziegenspeck, 1995). School projects on sailing boats are held all over the world, as are touristic sailing trips.

Adolescence is a time of many changes in life and in personality (Friedmann &Schustack, 2007). Bandura (1997) claims that risks are necessary to develop an adolescent’s self-efficacy. Self efficacy describes a person’s belief in mastering certain situations. Bandura (1997) regards self-effficacy as an important aspect of personality. Another common instrument for measuring personality are the so-called Big Five measured with various questionaires (Friedmann &Schustack, 2007).

*Classroom Under Sails* is a German sailing-school project, where pupils spend six months on board a tall ship, crossing the Atlantic in both directions (Merk, 2006). They spend time on shore and in local families and learn about local history, culture and politics. On board they have lessons in all important subjects and help sail the vessel in shifts.

This study examines changes in personality over the duration of the project.

**Method**

The study combines quantitative and qualitative research, as Fandry (1999) recommends. This is essential to guarantee a broad and effective research. Several standardised questionnaires measure perceived parameters of personality, some of them with an educational background. The data in this controlled trial was collected before, during and after the sailing trip. The sample exists of N=30 participants and a control group N=30. Statistic analysis uses T-Test and variance analysis to show significant changes.

Qualitative and structured interviews were held with 8 participants before and during the intervention. They were using the qualitative content analysis according to Mayring (2002) and MAXQDSL11 software.

**Findings**

Several personality related variables change significantly due to participation in the intervention. Participants’ scores are ranked above average and are also more developed than in the control group. Most changes occur during the first three months. The Interviews show changes in people’s beliefs and personality aspects. The project also affected the pupils’ plans for the future.

**Discussion**

This pilot study is a first attempt to learn more about how sailing expeditions change people’s personality. Limited space on board allows only a small sample, so further research is necessary. The examined expedition changed the personality of its participants in qualitative and quantitative research. This leads to the conclusion that effects found by Hattie et al. (1997) also occur in sailing related expeditions.

**Conclusion**

Offshore sailing is still one of the big adventures in today’s world. Whether with a pedagogical background or for recreational purposes, sailing expeditions are an experience of a lifetime (Jennings, 2007). Further research should also show effects for water-based tourism and expeditions. This will help develop specific travel programmes with maximized experience opportunities.

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## What’s Your Grade: Towards using design to identify participant skill level within the adventure sport industry in rural Scotland.

***Sarah Morton:*** *Sarah Morton is a second year Ph.D student at the Universtity of Abertay Dundee. She has an academic background in design, branding and lifestyle trends, and a personal interest in adventure sport, particularly mountaineering. Her research focuses on methods by which design can be implemented within the adventure sport industry in rural Scotland. Using knowledge exchange and a design-led approach to identify how one might facilitate the development of a localised community of practice, which allows the adventure sports community an effective means to communicate and share knowledge and skills. The driving force behind her research is to demonstrate how design can be used to increase participant numbers, while retaining the unique ethos of the adventure sport industry in rural Scotland.*

***Keywords****: Design, knowledge exchange, community, adventure sport, skill identification*

**Introduction**

Taking a design-led approach this paper discusses how the identification and implementation of a tool, which could be used to accurately identify participant skill level, could benefit the adventure sport industry in rural Scotland.

The emergence of an experience economy, promoting experiences as more valuable than possessions, has prompted an increased interested in becoming a regular adventure sport participant.

Beginner level resources, such as courses and kit, are reasonably accessible However, the transition towards novice participant appears to be a greyer area; which lacks clarity for how one might identify their skill level, and route for progression within their chosen area of adventure sport.

This study uses design and knowledge exchange to explore how to develop an appropriate, universally friendly tool that could be implemented within the adventure sport industry in rural Scotland; with the aim of accurately assessing participant skill level, in order to retain and increase participant numbers.

**Methods**

Interviews – with novice and experienced adventure sport participants and adventure sport providers.

Narrative Inquiry – with experienced and professional adventure sport participants, exploring self-modified pieces of kit and the reason for modification.

Auto-ethnographic Approach – taken from author’s own experience of having lived and worked in three rural areas, all of which rely heavily on an income from the adventure sport industry to support the local economy.

**Findings**

The importance of being able to identify participant skill level within the adventure sport industry has become a growing issue for both participants and providers. At present, there seems to be no clear and universal tool or method by which to identify participant skill level – participants are generally self-assessed or assessed in comparison to his or her peers.

Both approaches are risky and have large scope for error – presenting the opportunity for safety issues, but also possibly alienating potential participants from the adventure sport industry purely because they have assessed themselves as being more competent than they factually are.

Novice participants report a lack of information that comes from trusted and reliable sources, rather than simply a matter of opinion. There is clear confusion when attempting to access resources including courses, general information and the purchasing of kit. Additionally, an intimidation of established and experienced participants is reported, participants express a desire for a solution that might overcome this barrier, with the potential to make the adventure sport community more open to them.

**Conclusion**

The identification of a tool or method by which to assess skill level within the adventure sport industry in rural Scotland could prove useful for both participants and providers. Such a tool would allow participants to accurately assess their skill level, thus embarking on participation with a realistic and genuine awareness of their needs and what they might be capable of achieving.

The tool would reduce embarrassment and risk associated with participating in adventure sport – benefiting both participants and practitioners. Potential participants could experience a feeling of confidence, and reduced intimidation when attempting to break into the adventure sport community, as they would be approaching experienced participants with realistic views of what they might achieve as participants. As a result; this tool could help to retain new participants, and increase overall participation numbers.

Future developments could be directed towards adventure sport retail outlets – using design and the same tool to identify how novice participants could approach the purchase of appropriate adventure sport kit and clothing. This would increase the knowledge of both the retail associates and participants. It could also contribute to industry-appropriate market research and intelligence, which could be applied to the future development of clothing, kit and branding concepts for the adventure sport industry.

## Learning and leadership in avalanche terrain

***Vereide, V. & Vikene, O.L****. Sogn & Fjordane University College, Faculty of Teacher Education and Sport, Sogndal*

***Key words:*** *learning, leadership, avalanche terrain, situational awareness, situated learning*

**Introduction**

The aim of this study is to gain insight into how newly educated IFMA mountain guides in Norway and Outdoors bachelor students from Sogn & Fjordane University College with specialization in alpine ski touring describes good learning situations in their education. Boyes and O`Hare (2011) claimed that the development of outdoor leaders and «situational awareness» is a practical exercise. Situational awareness plays an important role in situations where there are many factors to keep track of, and where these factors can change quickly and interact in complex ways (Endlsey, 2006). In the development of expertise, it is agreed that extensive training, guidance and feedback is required (Ericsson, 2006).

**Methods**

The analysis is based on 3 qualitative focus group interviews of 12 (25 – 37 year) newly educated outdoor guides and educators. The selection consisted of 8 informants from Sogn & Fjordane University College and 4 informants from the Norwegian IFMA mountain guides educations. The informants have 1 – 3 sessions with avalanche field teaching and skiguiding since they finished their education. One of the focus group interviews comprised 4 women that was a mix from both educations.

**Analysis/discussion**

These newly professional outdoor guides/educators all describe that they learned from participating in authentic and practical sessions, as Boyes and O`Hare (2011) claimed. This is consistent with Endlsey’s (2006) concept of «situational awareness». A pattern in this data reveals that practical participation in authentic situations is central to learning, and that leadership must provide the opportunity for such participation. Informants describe that learning occur with a leadership style that is abdicratic with a learning orientated leadership. All the informants highlight the significant of choosing a location in authentic avalanche terrain, with conditions of high favorability to perform abdicratic leader style with minimal danger. This fit the conditional outdoor leadership theory model known as the COLT model (Prist & Chase, 1989). Hence, our perspective is that learning is a process that takes place in the community and in a participation framework, not in an individual mind. The concept of “situated learning” can be described as authentic participation within a group whereby members contribute shared practices within a given context (Lave & Wenger, 1991).

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## Leadership and the communication of the ontological concepts of meaning and being

***Leif Inge Magnussen***

*Abstract*

This paper accentuates how the outdoor leaders can be seen as forerunners and role models by the people they are set to lead or to be responsible for. Ethnographic data from the project “Learning from friluftsliv”([1](#_ENREF_1)) will be used as a case. The concept of scaffolds ([2](#_ENREF_2)) is investigated in relation to why or how the outdoor leaders is in need of providing security, but also in the light of how leaders in the form of outdoor masters can be communicating in the wild. Verbal communication can become scarce in harsh situations. In order to reach their participant at a “deeper” or existential level the relationship(s) between the leader and the phenomena and the world that surrounds them is important. The philosophical term *“Lernen Lassen”* [Allow to learn or Let learn]([3](#_ENREF_3)) ‘Let learn’ will be used as a guidance in an attempt to make the two-fold dilemma of being engaged or detached. This carries the choice of either being absorbed in the activity showing deep involvement in skiing, or to be stepping back from the axis of learning – letting learn – and let the people learn from the activity and environment itself, without the outdoor leader as a limitation. The paper argues that a focus on “being-in-the world”([4](#_ENREF_4)), will enhance existential changes, rather than cultural specific verbal outcomes. These perspectives are closely related to the narratives of adventure and the latent manifestations of “What would happen if…”([5](#_ENREF_5)).

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#### Tuesday: 13:00-14:00

#### Room: Fjøra

## Bringing Adventure into Higher Education: Best Practice Examples from the UAM Adventure Campus (Altmühltal National Park, Germany)

***Joel Schmidt*** *Originally from Canada (Vancouver), with a background in Educational Psychology, Joel is currently a professor at the University of Applied Management (Erding, Germany) where he is also the Dean of the Faculty of Key Competencies. Current areas of research include, adventure management education, educational management, and educational technology.*

***Christian Werner*** *As founder and CEO of the University of Applied Management (Erding, Germany) and President of the International University Network, Christian is dedicated to innovations in higher education. His research interests include educational management, innovations in teaching and learning, applied creativity, and strategic management.*

***Amadeus Werner*** *Amadeus is currently pursuing a Master of Education at the University of Applied Management (Erding, Germany). His background is in Business Administration. Research interests include educational management, entrepreneurship and creativity, and adventure management.*

***Florian Kainz*** *Florian is co-founder and CEO of the University of Applied Management (Erding, Germany) and Professor in the Faculty of Sport Management. His research interests include competence management in sport, sport and event management, and educational research.*

***Manuel Sand*** *As Academic Director of the UAM Adventure Campus, Manuel is actively involved in the development of adventure management at the University of Applied Management. He is currently finishing his PhD and pursuing research in sport sciences, specificall adventure management and education.*

***Keywords****: Adventure tourism, Adventure education, Outdoor education, Experiential learning, Adventure Campus*

The adventure travel market is continuing its rapid expansion (ATTA, 2013). One of the main contributing factors is the increase of new offerings in soft adventure resulting in broader community participation. In Europe, soft adventure tourism has increased by over 18% from 2009-2012 (ATTA, 2013). With such strong market development, it is important to explore how higher education institutions can be involved in this segment. While the traditional role as education and training provider remains, other more innovative roles can be considered. This paper examines models of adventure sport in higher education within Germany, focusing specifically on the University of Applied Management (UAM) Adventure Campus located in the Altmühltal National Park (Bavaria). Within this framework two main areas are investigated with best-practice examples: enhancing curriculum through experiential learning with adventure sport elements, and regional development through university partnership with local adventure tourism operators and government.

UAM strives to provide academic programs integrating outdoor and adventure education elements within the curriculum. Experiential learning in authentic contexts supports learning (Kolb & Kolb, 2005; Mintzberg, 2004) and increases potential for long-term positive effects on student self-concept and motivation (Hattie, Marsh, Neill & Richards, 1997). A special degree program focusing on International Adventure Sport Management is jointly offered with Canadian experts from Thompson Rivers University. This master degree prepares students management positions in adventure sports companies all over the world. Participants explore different adventure sports activities at the university in addition to gaining external career experience. UAM currently offers a high rope garden, beach sport area, mountain bike trails, soccer courts, canoeing and sailing. Integration of these adventure and outdoor sport elements will be implemented in all programs offered at the university, within special key-competency courses relating to leadership, management, team development, communication and others.

The UAM Adventure Campus recognizes the need for innovative, sustainable and partnership-based development of tourism (Murphy, 2013) within the Altmühltal National Park. The campus is a driver of regional development due to three main factors. First, students study in a semi-virtual format combining the advantages of both online and onsite learning. This learning format allows students to accumulate work experience in parallel to their studies. UAM works with a variety of companies in the field which engage students for apprenticeships and career experience (including market leaders, such as Hauser Expeditions and Jochen Schweizer). Second, UAM works closely with the city of Treuchtlingen to jointly design, implement and operate new adventure sport and tourism activities. A good example is the beach sport area in the center of Treuchtlingen which is open to the public and used by the university for instructional purposes. This concept allows the partners to provide many additional offerings in the region. Third, together with the regional district office, large-scale regional development projects are jointly developed. Currently, the partners are developing plans for a new Water Sports Information Center located at a nearby lake. This center will be a valuable information-hub for tourists, and will be managed and operated in part by students within the framework of adventure management programs offered at the university.

The Altmühltal National Park is a “wild place” in Germany offering a wide range soft adventure sport and tourism activities. Higher education involvement in this region has increased the awareness and understanding of unique adventure opportunities increasing the participation and exploration of this region through curricular activities and student projects. In addition, strategic partnership projects enhance the region with increased infrastructure, innovative student administration models, and development of entrepreneurship and new business models. The UAM Adventure Campus is an innovative example of higher education’s effective integration into adventure sport and tourism destinations.

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## Does it matter that the climbing wall is purpose built? Contrasting outdoor learning experiences in purpose built and natural settings

***Rob Burton*** *is a Principal Lecturer (Events, Outdoor Adventure and Tourism Management) at Southampton Solent University. He is an Executive Committee member of the Leisure Studies Association (Treasurer 2002 to 2007; Secretary 2011 to 2012). Rob’s teaching and research interests are in outdoor adventure and recreation; published work is on subculture and identity in skiing and snowboarding, and on student learning through field trips*

***Keywords*** *Outdoor learning, authenticity, reflective learning, experiential learning, purpose built outdoor settings, natural outdoor settings, content analysis*

**Abstract**

This paper seeks to explore the different learning experiences afforded through outdoor adventurous activities programmed in both natural and man-made settings. Adventure experiences are said to offer powerful learning opportunities because of their inherent difference to the every day. However, with a general reduction in the adventure experiences of many young people in the UK today, it raises interesting questions about the level of influence adventure settings have over participants’ experiences. The concepts of experiential and reflective learning are used to frame the context of outdoor experiences realised through participation in a residential field trip at an outdoor adventure centre. Discussions about what makes an authentic adventurous experience will be synthesised to present a critical evaluation of whether differences in adventure experience can be attributed to the natural or purpose built settings often used within activity programmes.

This research will employ a content analysis of undergraduate student field trip participants’ journals (n. 60) where participants have undertaken a range of activities delivered at an outdoor activity centre and recorded their experiences in a learning journal. The analysis will theme and compare the experiences recorded in relation to activities delivered on purpose built apparatus, e.g. climbing wall, abseil tower and high ropes course, with those recorded for activities delivered off-site in more natural settings, e.g. coastal traversing, scrambling, abseiling on rock, kayaking and surfing. The discussion of findings will centre on the ideas of authenticity and evaluate whether there are discernable learning experiences identified, and whether there are differences in those learning experiences that are attributable to the different delivery settings. Conclusions will relate the importance of the environment within which adventurous activities are delivered.

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## From ‘dwelling’ to ‘wayfaring’ in adventure skill enactment: examining the ‘environment-activity tension’ through immanent materiality

***David Clarke*** *is a lecturer on the University of Brighton’s Outdoor and Environmental Education programs at Plumpton College, UK. He has an MSc in Outdoor Education for the University of Edinburgh.*

**Key words**: *Outdoor Adventure Education, Adventurous Skill Enactment, Becoming, Immanence, Dwelling, Outdoor Sustainability Education*

In this paper I heed calls for the theorizing of outdoor adventurous skill (Mullins, 2013) to consider the relationship between its enactment and prevailing conceptions of the nature of humanity’s relationship with the environment. I draw on a Deleuzo-Guattarian immanent plane, through the work of Tim Ingold (2011), to explore how notions of *dwelling* may problematize attempts to realize the indissolubility of the human-environment process. Ingold’s concept of *wayfaring* provides a means to explore this view of adventurous activity skill enactment, which questions the usefulness of dominant discourses surrounding adventurous activities as well as a focus on *dwelling* or *being*. For instance recent literature highlights the development of an ‘activity-environment’ tension which, in its most extreme form, supports arguments for the ‘de-skilling’ of outdoor adventure education. *Wayfaring* tackles notions of ‘nature as other’ by highlighting material immanence and so disrupts the notion of an ‘activity-environment’ tension. Further to this, *wayfaring* provides new directions for considering adventure education practice in socio-ecological terms, by questioning prevailing approaches within sustainability education, including systems informed approaches, deep ecology and dark ecology. The paper concludes with some ideas for adventure education practice which are founded on the conception of people as *wayfarers* not *being* in the environment, but *becoming* with it.

## A Pedagogy of Adventure

***Simon Beames*** *is programme director for the MSc in Outdoor Education at the University of Edinburgh. He is particularly interested in educational expeditions, learning outside the classroom, and the relationship between adventure and education.*

***Key words****: adventure, learning, pedagogy, outdoor*

In everyday life, adventure is used to promote a range of products and lifestyle choices. On a personal level, adventures are for everyone; we expect to enjoy ourselves on adventurous holidays, have a thrill, and return home safely to show friends and family photos from our adrenaline-filled escapades. But what is adventurous in the context of learning in educational settings?

This talk interrogates the word ‘adventure’ and explores how concepts of uncertainty, authenticity, agency, and challenge can be incorporated into educational practices. By carefully examining adventure and its role in education, course planners, teachers, and instructors can become better able to design and deliver engaging programs that are underpinned by sound pedagogical principles, and which have deep and enduring meaning for their students.

## The Importance of Soft Skills in Outdoor Adventure

***Hugo Karlsson-Smythe***

**Abstract**
Studies have suggested that soft skills play an equally important role as technical skills in the achievement of client outcomes in outdoor adventure programs (Priest, 1984 & 1987; Phipps, 1988; McKenzie, 2000; Priest & Gass, 2005; Shooter et al., 2009 B). Little work however, has focused on this area to inform our understanding, guide improvements in training and further professional development.

This paper focuses on the specific mix of soft skills found within one organisation where visitors reported the instructional staff as being the most influential factor in the achievement of their aims.

Quantitative data was gathered using the Bar-On EQ-i (125) questionnaire which is designed to measure emotional, personal and social dimensions of general intelligence. It involves abilities, competencies, and skills related to understandings oneself and others, relating to peers and family members and adapting to changing environmental situations or demands.

Results are interpreted through the five composite scales or domains of Intrapersonal, Interpersonal, Adaptability, Stress Management and General Mood each of which is further divided into sub scales of competence. Particular attention was paid to inter-correlations at this level.

Qualitative data collection was carried out using a questionnaire designed to progressively engage participants on six different neurological levels. It was administered through a collective workshop format. The results along with previous literature were used to triangulate the quantitative data.

The findings partly support existing literature yet also contradict it. A number of significant observations were made.

Managerial instructors were found to have the highest scores on the Interpersonal sub scale within the group. Elsewhere a strong correlation (+0.84) between Reality Testing and Impulse Control was found to be significantly higher than that found in the general population (+0.41). A further strong correlation (+0.81) was found between Problem Solving and Reality Testing compared with (+0.50) for the normative sample. A weaker correlation between Interpersonal Relationship and Happiness was also observed (-0.33).

The results shed some light on the personal qualities, soft skills and emotional intelligence skills at play within an organisation which successfully delivers on its mission and philosophy. The implications would seem to suggest that the specific skill combinations at the sub scale level are an important element in the successful delivery of client outcomes.

It is recognised however, that this study cannot be said to be representative of outdoor leaders, experiential educators or those working within adventure tourism in general although the study raises discussion as a great many important unknowns remain.

Could it be that the findings are an important indicator to success in the delivery of outdoor adventure generally? Do different organisations have different combinations of key skills that are related to the activities or services they provide such as experiential education or adventure tourism? Are the strength of these skills related to different levels of client satisfaction, learning outcome or quality of provision across the outdoor industry? Is the Interpersonal sub scale a factor in the recruitment and success of future management candidates?

The findings seem to support Priest, Gass, Phipps, McKenzie and Shooter et al.'s  idea that soft skills play a role in outdoor adventure programs however, they have also been found to contradict previous research. What this study has not identified whether that role is of less, equal or more importance than the technical skills.

Furthermore and perhaps more interestingly what cannot yet be identified with any certainty is whether or not the presence and strength of a specific skill set can be related to a particular level of success in the achievement client outcomes. While the data suggests that there may be a relationship between the two there is as yet no comparative data against which the findings can be contrasted.

#### Tuesday 15:00-16:30

#### Room: Fjøra

## The world from a different **angle: Pluralistic learning processes in a place-responsive journey across the Swiss Alps**

***Susanne Paulus*** *is an independent outdoor education practitioner and theorist living in Switzerland. As a former student of the friluftsliv school Nordfjord Folkehøgskule, she stayed within the experiential education field, graduating from the M.Ed. Intercultural Education programme at the Free University of Berlin, and from the M.Sc. Outdoor Education programme at the University of Edinburgh. The author’s research interest is how diversity education can flourish within the outdoor and adventure education sphere*

***Keywords****: pluralistic learning, sustainability education, outdoor learning, place-responsive expedition*

Introduction

The research project I would like to present, and which was conducted whilst student of the *MSc Outdoor Education programme* at the University of Edinburgh, explored *pluralistic learning* (PL) in educational theory and outdoor education practice. PL is built on the grounds of an understanding of learning as a process, and situated in the context of plurality among and of people. As such it accepts uncertainty and open-endedness of learning processes in the aim of innovating more sustainable future pathways. The theoretical consideration revealed that PL as an ideal type can be conceptualised through an environmental and a social dimension, and has critical, interdisciplinary as well as communicative qualities. While the environmental facet refers to diverse interpretations of landscapes, the social facet deals with issues of identity and individual localisation in them.

The object of the presentation is to present PL as a potentially valuable lens to regard individual learning processes taking place in the outdoors. PL captures learning holistically and dissolves a static line between *the cultural* and *the natural*. With respect to the landscapes we visit or inhabit, may they be cities, rural farming land or remote mountain areas, the PL concept offers an integrative, interdisciplinary view of learning in and about them. Within the concept, geo-physical and socio-cultural landscapes are understood as diverse living environments in pluralistic terms, for humans, flora and fauna.

**Method**

In a qualitative inquiry I investigated perceptive and reflective processes students were involved with during a place-responsive expedition of a German school group in Switzerland which lead across mountain areas, villages, small towns and rural land. The aim of this empirical part was to identify processes essential to PL, and in relation to the expedition context. Using personal observation as a trigger, I conducted individual semi-structured follow-up interviews with students and analysed them in a thematic coding approach.

**Findings**

The data analysis showed that concerning the environmental lens of PL, participants perceived a variety of facets in the spaces travelled through, notably geo-physical landscape features, infrastructure or settlement characteristics and cultural particularities. The students were engaged with *connecting processes* wherein the direct experience of the landscapes travelled through was mentally and emotionally linked to their prior abstract knowledge about the locations, to their own home context, and to their personal interests. Furthermore the students’ aesthetic experience of places was a strong element within the findings.

With regard to the social lens, referring to learning processes which concerned the travelling group, the students discovered new details about their peers and their relations with them. They also became aware of contextual and situational qualities which triggered certain individual behaviours. Moreover they experienced an aspect of self in contrast to the group and situated themselves with respect to interpersonal tensions.

The researched processes are seen as fundamental to PL. They were triggered through the particular characteristics of the expeditionary context, namely its *experiential set-up*, the journey through *unfamiliar environments* and its qualities as a *communicative space*. The data however did not display critical engagement with the landscapes travelled through. The role of the students as traveller, observer and meaning-maker of these locations stayed unquestioned.

**Conclusion**

The PL concept can help practitioners of adventure tourism or education to better understand learning processes within place-responsive journeys, and possibly beyond. Ways of facilitating critical engagement with landscapes need to be further investigated. If environments are approached as multifaceted and close attention is paid to the diversity of the participant group, activities become adventurous through the exploration and discovery of new social relations and unknown facets of local landscapes. These explorations hold the potential to inspire more sustainable ways of living in, for and through these environments.

## Evaluating the benefits of residential outdoor adventure courses; assessing the implications for improved student retention in Higher Education.

***Graham Moger:*** *Centre Director, Plas Caerdeon; Liverpool Hope University’s residential Outdoor Education Centre, North Wales (1999 – present), and formerly, Education Officer and National Park Ranger, Pembrokeshire Coast National Park. Member of the Association of Heads of Outdoor Education Centres; Union of International Mountain Leader Associations; Institute for Outdoor Learning.*

This on-going study evaluates the contribution of outdoor adventurous residential courses to undergraduate student retention, and in particular those courses undertaken by Liverpool Hope University first year students, during their initial semester. In the context of this study, a residential course is one in which teaching is undertaken intensively over an extended period of several days and remote from the normal university campus.

Research focuses on courses delivered at Plas Caerdeon Outdoor Education Centre, Liverpool Hope’s residential centre in North Wales. These courses use outdoor and adventurous educational activities as vehicles for developing teamwork, self-perception and academic goal setting. The bulk of the module delivery is undertaken experientially, with students taking part in small group activity sessions. Outdoor and adventurous activities, along with appropriate reviewing procedures, are used as vehicles to examine a number of themes.

Outdoor education courses, particularly those using adventurous activities are an important and well-documented tool in developing personal skills. Delivered at HE level, the effects of these courses can be both far-reaching and long lasting; continuing throughout undergraduate education and beyond. Experiential learning, typified by techniques used in residential outdoor fieldwork and adventure education has the potential to contribute to many areas of teaching and learning strategies. Subjective and until recently, largely anecdotal evidence suggests that students’experiences during residential courses at Plas Caerdeon have a positive effect on student retention. This study statistically analyses data collected from level C students that have taken part in residential courses at Plas Caerdeon during their first semester (n =200).

Participating students were asked to evaluate their experience upon completion of the residential, addressing a number of criteria, grading themselves on a five-point Likert/semantic differential scale: firstly, according to how they felt before coming to Caerdeon and contemporaneously, immediately after completing the residential.

Students were asked to address a number of criteria and a non-parametric test was used to test the statistical significance of the differences; before and after the residential.

Analysis of the questionnaires indicated that there was a difference between the two sets of scores (before and after the residential experience) in each of the categories and these results tested for statistically significant differences.

## **Transformations of tourism performances in back-country skiing – the impacts of technology**

***Per Kåre Jacobsen:***

***Keywords****: technology, backcountry skiing, accessibility, guiding, tourism performances*

Back-country skiing is a winter activity that is gaining popularity and increasingly attracts more participants (Furman, Shooter and Schuman 2010, Brattlien 2008, Tremper 2008, Landrø 2007). Moreover, it is an activity that exemplifies the general trend of growth in adventure recreation, and subsequently the commodification of such practices, constituted by adventure tourism (Varley 2006, Beedie and Hudson 2003, Johnston and Edwards 1994). Typically, this activity takes place in the steep, alpine terrain of mountains, and hence there are exposures to numerous hazards. In contrast to the popularity, there has occasionally been put a negative focus on back-country skiing, both as a recreational- and a touristic activity, particularly due to a growing amount of accidents and deaths connected to snow avalanches.

This study, which is work in progress, will employ qualitative methods of research. It will approach the field of adventure tourism at two levels: First, in analyzing this type of tourism as a system, in societal and cultural contexts. Then, seek to investigate cases of touristic performances and interactions between skiers and guides, at the basic level. The main research question of this study is: *In which ways does (new) technology/equipment provide added access to-, and participation in organized backcountry skiing trips; and, how are they affecting tourism performances?* To answer this and underlying questions, the collection of data will be conducted by interviews, focus groups and participatory observation.

Several studies has over time introduced and confirmed the notion of technology’s impacts on the way outdoor recreationists and tourists interacts with-, and behaves in nature; how wild nature becomes more accessible (Ewert and Shultis 1999), and people’s faith in technology as a “safety net” when venturing into wild nature (Dustin, Bricker and McAvoy 2013, Pope and Martin 2011).

The main objective of this study is to obtain a better understanding of how the multiple usages of technology, gadgets and equipment, impacts the “doings of tourism” in the winter wilderness (e.g. the approaches to -, and practices of the activity; the interactions between guide and client). Thereby, this research will aim at providing the academic field of adventure tourism a more solid basis for understanding linkages in a *man-nature-technology* triangular relationship, in the specific context of back-country skiing. This is also in accordance with what is viewed as one of the main challenges in the future for tourist guides in general; their ability to adapt to technological progresses (Virke 2013). To oblige to this demand, this study will offer tourism businesses added knowledge to develop and improve their deliverances and processes connected to safe guiding, experience production and hospitality.

Two research perspectives form the theoretical basis of this work at this point. The first describes how mountains and mountaineering activities (including back-country skiing) are becoming accessible to new, other groups of people than the traditional “mountaineers”. This takes place through processes of democratization facilitated by tourism. Hence, the commodification of wild nature and experiences is influenced by a set of urban elements (Beedie and Hudson 2003). This perspective contributes in the way of gaining a comprehensive understanding of how both cultural- and physical changes influence the ways mountaineering is performed – at the societal, systemic level. Secondly, five categories of technological effects and implications for backcountry recreation, developed by Ewert and Shultis (1999), will be applicable as a fundament for comparison towards this specific activity. This contribution offers a model that approaches the project objectives at the practical, operational level of the company, and the individual actors within the activity.

## A conceptual approach to South Korean adventure Leiports: learning experience in colonial modernity

***Young-Sook Lee****, Assoc. Prof. & Head of Department, Tourism & Northern Studies*

*Faculty of Finnmark, UiT The Arctic University of Norway*

With growing number of tourists, who may not be categorized in conventional mass organized market of East Asia, adventure Leiports in South Korea is an epitome to demonstrate the East Asian society´s unique cultural product, amalgamating the economic, social and developmental aspects of the contemporary society.

The aim of the current paper is to introduce South Korean meaning of adventure Leiports to the Western/ European practitioners and researchers. The concept of Leiports was earlier introduced by Lee and Jennings (2010), which demonstrates an amalgamated form of tourism, sports and hospitality tertiary education in the country. Combined with adventure-element, South Korean adventure Leiports further highlights an experiential learning in South Korean sense.

The introduction of the concept is then considered with the East Asian form of modernity: colonial modernity. The very notion of modernity has been challenged (Anderson, 1998; Appadurai, 1996; Kolb, 1986; Wagner, 1994) (Blaunt, 1993) and this may have a connection to diverse sectors that are associated when it comes to defining a society modern. Amid the contested notion of modernity, Barlow (1997) acknowledges multiple modernities and defined the East Asian form of modernity a ‘colonial modernity’. Colonial modernity in the Korean society can be traced in various sectors of the society during the Japanese imperial rule of 1910-1948. For example, the establishment and operations of Kyongsong Broadcast Corporation (KBS) (Robinson, 1999: 52), which displayed the struggles for the Korean identity, represents colonial modernity of Korea. Mackie (1998) describes the Japan’s place in the contemporary East Asia as reflecting the Japan’s colonial history and post-colonial present.

Drawing on recent colonial modernity theorisation, the paper suggests that understanding the South Korean adventure Leiports with a colonial modernity approach is a worthwhile investment.

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## 6.2 Sociology of the outdoors

*The papers here will confront ideas about people and place, values, communities (of place and of practice), and adventure’s place in the debate around how society is possible, how it functions and how it changes.*

#### Tuesday 13:00-14:30

#### Room: Bahus

## Emotionally Attached? The River as a ‘Lifestyle-place’ for Rafting Guides.

***Sandro Carnicelli***

Previous research in areas such as management and business has focused on the relationship between work and the concept of place attachment. Milligan (1998) defines place attachment as the emotional link between individual and a setting comprised by interactional past and interactional potential (or expectation). To Inalhan and Finch (2004) a setting becomes a place to an individual specifically because of the activities that occurred there and the meanings to the individuals.

In this context this research focused on the emotionally attached relationship between white-water rafting guides and the river. This research will focus specifically on white-water rafting guides in New Zealand and their relationship with the Shotover River in Queenstown. Recent research have discussed the concept of rafting guides having a lifestyle approach that is incompatible with the traditional and romantic concept of work (Carnicelli-Filho, 2010). In this case the idea of a workplace needs to be reviewed and considered as a ‘lifestyle-place’, a place full of meanings to the creation of the rafting guide identity.

Empirical research using as data-collection methods 50 days of participant observation and 22 in-depth interviews with rafting guides between 2009 and 2010 revealed a tight relationship between the Guides and the River. The River is considered their ‘playground’, the place where stories and memories are born, the place where they fulfil their own self and construct the River Guide identity. In this context the river loses its commercial meaning and it is not the commodified environment as pointed by (Cloke and Perkins, 2002) but a place for self-fulfilment. It becomes the sacred environment where the lifestyle identity is revealed. The discussion of a place that fulfils the lifestyle and complements the sense of identity presents as an advance in the studies if adventure activities and their actors.

## Leisure, nature and professional performance: discourses and contemporary practices in Belo Horizonte, Brazil

***César Teixeira Castilho****[[2]](#footnote-2) – PhD student at Université de Paris 11, Paris, France.*

***Christianne Luce Gomes*** *– Professeur Université Public de Minas Gerais (UFMG), Brazil.*

***Keywords****: nature-based activity – professionals – leisure – environmental issues*

This study aims to analyse the role of professionals who work with nature-based activities in the city of Belo Horizonte, Brazil, and surrounding region, taking into consideration two leisure activities: rock climbing and wildlife viewing. The questions that guided the research were: how is the role of these professionals taking into account different leisure experiences in nature? What are the issues addressed in the discourse and practices of these professionals related to aspects of environmental awareness and environmental degradation? The methodology of this research used a qualitative approach to data collection. Data were collected through participant observation and semi-structured interviews which included 12 participants who were guides working in this region. Participant observation took place during trips organized by these professionals, and aimed at observing the relationship between guides and participants, their behaviour towards nature and the established contact with the villages in which they developed these leisure activities. The results showed that the professionals who work in nature-based activities had the first contact with these experiences through family influence in childhood. From that first contact, they start to seek for technical development in undergraduate courses, extension courses and organizations that aim to further professionalize the field. The pursuit for the risk in these activities seems to exert great influence on the preference for nature-based activities. Issues that involve environmental awareness and environmental degradation seem to have little relevance in the discourses and practices of rock climbing professionals. However, the contemplative view experienced in these activities should be highlighted also and can be regarded as a “counter-flow” in the consumer industry that also has usurped this field. Professionals engaged in wildlife viewing demonstrated a greater sensibility to environmental issues. A less dichotomous view, in which barriers between human beings and nature are narrowed, can be achieved through these experiences of nature-based activities and, in this aspect, the professionals involved must be considered as extremely relevant.

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## Leisure transport – from transport to travel?

***Agnes Brudvik Engeset -*** *Western Norway Research Institute. Current position: Researcher / Ph.D. student NTNU, Trondheim. Research interests: Sustainable tourism, history, rural tourism, leisure studies, innovation and entrepreneurship, regional development*

***Key words:*** *Leisure, transport, second homes, car, barriers, car culture*

This contribution deals with an issue which have gained little attention in research and policy making, but which still has high relevance to sustainable development; the link between the strong increase in leisure-time consumption and sustainable development. An important novelty aspect is the choice of a societal process that is a part of both the problem and solution; thus, increased leisure-time and leisure-time consumption can make society both less and more sustainable. This abstract is based on a study on leisure-time mobility relating to second homes in the area of Geilo, a popular Norwegian winter destination along the railway between Bergen and Oslo. The data are derived from interviews with second home owners in the Geilo area. The concept of second homes is one of the types of leisure activities taking place outside of our homes that Norwegians spend the most time on and a heavy use of the car is connected to this leisure activity. The author argues that there is a cultural barrier towards reducing the use of car transport in relation to second homes due to a well-developed car culture since the 1960s. The car provides an individual freedom of travel that second home owners are not willing to give up. In addition, the well-equipped and large second home itself also leads to the car as the preferred transport system. The meaning of "simple living" at the second home has changed from materialistic simplicity into a convenient life due to an increased material standard. And finally, the winter sport activities have become more specialized with specialized gear and clothing for each activity, which again leads to an increased amount of gear per person. In sum, the need for a large car offering door-to-door transport is perceived by the informants in this study as necessary. And, to replace the car transport with train is described by the second home owners as a utopian dream. This contribution sheds light on a concept of leisure which is based upon a high mobility society and the author asks if there is a possibility (at all) to change our way of thinking. Can we let go of the understanding of transport as a necessary evil and instead make it to a part of the experience? Can transport become travel?

## Empowerment and Women in Adventure Tourism: A Negotiated Journey

***Adele Doran*** *works as a lecturer at Sheffield Hallam University and teaches a range of tourism modules at undergraduate and postgraduate level. Adele is also studying for a PhD at Sheffield Hallam University, which she started 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 are the constraints encountered and negotiated by female adventure tourists and the benefits sought and experienced from organised mountaineering adventure holidays.*

***Keywords:*** *Adventure tourism, adventure recreation, women, constraints, negotiation, benefits*

**Introduction**

This paper explores the journey a women takes through constraint negotiation to experience the benefits of adventure tourism. Past research that has focused on women’s experience of adventure has largely been done within a recreational context, however a small body of research has also emerged within adventure tourism. These studies often focus on either constraint and/or negotiation, or women’s experience of adventure, with the predominant focus on raising awareness of women’s lack of adventure opportunities. This fragmentary approach does not allow us to see the journey in its entirety or appreciate the relationships between the different stages of this journey. Therefore this paper adopts an alternative approach. Firstly, literature is synthesised and typologies created to understand the constraints, negotiation and benefits of adventure tourism for women. Secondly, these typologies are presented in a conceptual model to appreciate the interconnected journey of constraints, negotiation and benefits. Finally, through this model, women are revealed not as passive victims, but as active agents that gain empowerment through this journey.

**Findings/discussion**

Internationally women currently account for 43% of adventure travellers (ATTA 2010; 2013). Yet very little research has been conducted in the context of adventure tourism and women (see Fendt and Wilson, 2012; Myers, 2010; Williams and Lattey, 1994), with solo travelling and backpacking receiving the most interest (see Elsrud, 1998; Elsrud, 2005; Myers and Hannam, 2008). Indeed, research on women and their adventure participation has largely been conducted within a recreation context.

Research suggests that women are constrained in their time, money, by gender role expectations, fear of injury, inexperience of the outdoors or not knowing someone to participate with (Fendt and Wilson, 2012; Little, 2002; Warren, 1996; Wilson and Little, 2005). Constraints are also experienced at different stages in the travel experience. A number of pre-travel constraints have been reported to influence an individual’s decision to travel, but not prevent travel, such as the need for certain equipment, unfamiliarity of the destination and the perception that the activity is masculine and unwelcoming. Once these have been negotiated, women are then faced with a new set of constraints during their travels, such as self-doubt in one’s abilities and concerns of travelling alone, which influences their travel experience. Women use a number of strategies to negotiate constraints. These strategies might be a specific action, behaviour or mindset (Fendt and Wilson, 2012). Once participating in adventure tourism, women consider it to provide an opportunity to escape from everyday life and gender roles, for the social encounters, as well to overcome fear, develop skills, increase confidence and gain empowerment (Boniface, 2006; Myers, 2010).

Past research has also proposed useful typologies of constraints and negotiation. Whilst these are insightful, they often portray women’s experience of adventure to be negative, focusing purely on the challenges women face. In addition, these typologies do not allow for an appreciation of the whole journey a women takes to experience adventure tourism, or how the different stages of that journey interact. In addition, the benefits of adventure for women in both tourism and recreation settings has received limited attention, thus leaving a further hole in what we know of this journey. This paper adopts a holistic approach to appreciate the relationship and journey between constraints, negotiation and the benefits of adventure tourism for women. Each of these stages of the journey will be explored separately, but also against what women will encounter and experience before and during adventure tourism, providing new ways of categorising constraints, negotiation and benefits. These will be brought together in a conceptual model that discusses the relationships between each stage and the journey a woman must navigate to experience adventure. Through this women will be exposed as active agents, not passive victims, who are highly motivated to pursue their adventure tourism dreams.

**Conclusion**

The purpose of this paper is to adopt an alternative way of seeing women’s experience of adventure tourism by appreciating the journey that is negotiated to gain the unique benefits of adventure tourism. The journey through constraint negotiation is not solely seen as a linear process a women must struggle through before experiencing adventure tourism, but one that is multidimensional and embraced by women to enhance the adventure tourism experience and gain empowerment. This feeling of empowerment continues to be experienced through the benefits women gain when participating in adventure tourism, which can have long-term effects and encourage continued participation.

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## How are experiences in the outdoors mediated by young adults, and may the process of mediating influence the experience of outdoor life?

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*Independent documentary filmmaker.*

***Dag S. Roland-*** *Assistant professor in Film and Photography Volda University College*

*Department for Arts and physical education. Media and communication technology.*

*MFA in Film and Screenwriting from UCLA (University of California, Los Angeles).*

*BFA in Film from Pratt Institute, New York. Dramaturge and screenwriter.*

*Research interest is primarily related to mediating nature experiences and storytelling using both traditional and new media tools, formats and platforms.*

***Keywords:*** *Outdoor media production, new platforms, adventure tourism, nature guide, storytelling, mediating adventure tourism experiences.*

**Introduction and discussion:**

Outdoor life and adventure experiences engage and captivate us – at least if judging by the plethora of television programs, commercials and Internet videos that use content from outdoor activities in spectacular locations to communicate a message. Multibillion-dollar companies build marketing strategies solely on adventurous filmic moments, whether it is to sell health products, soft drinks or mobile phone services.

Outdoor enthusiasts use still photos and videos to depict more personal outdoor experiences, and through the growing trend of documenting and sharing them on social networks, urge friends and social network contacts to seek outdoors and interconnect with nature.

With this as a backdrop, our study will look at the relationship between outdoor life (friluftsliv) and mediation. Specifically we will look at young adults and their habits when it comes both to using the outdoors, and mediating and sharing their experiences on available platforms, such as social networks. We will also investigate the difference between the typical mediating of outdoor activities by young adults, and the transition and aim for professional media production work in the outdoors.

Through the study we aim to find out if outdoor life and the mediation of activities and experiences in outdoor life may affect each other. And if so, how do they affect each other, and do they affect each other mutually?

**Method:**

Through a survey in the form of a computerized questionnaire, 38 college students in a newly developed outdoor media production course were asked to answer questions about their previous and current habits when it comes to outdoor life and mediation. Through this survey, we aim to identify if a new relationship to experience and convey experiences of outdoor activities is created through the process of actively mediating ones experiences and activities in the outdoors. This is the main research question in the study.

Following the initial findings of genre, the study will link up to an emerging tradition within media studies, by using design as a method (Fagerjord 2012). Using the synthetic-analytic approach (Liestøl 1999b) we will initiate and produce several pilots, as well as study practical assignments from our new course at Volda University College, Outdoor Media Production. This new class aims to explore the interaction between mediated communication and its representations of surroundings, nature, locations and destinations.

Throughout the course, the media students will work on related assignments and produce various media products. Together with relevant surveys this provides valuable data and perspectives into our research and is presented in the paper.

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## 6.3 Outdoor philosophies

*Participants will hear about how activity (or indeed inactivity) in the outdoors can inform our sense of self and our authentic relation to the world.*

#### Monday 15 :30-18 :00

#### Room : Fjøra

## The adventurer’s daily commute: returning to risk, challenge and curiosity between home and work

***Beau Miles****, Monash University Australia. Lecturer & Academic Coordinator of Experiential Learning Program, Bachelor of Sport and Outdoor Recreation Studies.*

*Editor of Journeys- Victorian Outdoor Education Association & Outdoors Victoria professional news journal. Research interests: Expeditionary learning, visual ethnography, Adventure education and Technology/Craft in outdoor life*

***Keywords:*** *adventure, perception, landscape, Leopold, visual ethnography*

Many people commute to work, leaving home with an estimated time of arrival at their desks. Ritualistic, such travel is often taken for directness, uncomplication and reliability. Like the aerobridge to an aircraft, an in-between space connecting worlds, our daily path often takes us from one place to another in stark, uninspired passage. Landscapes slide by, or stop/start in our peripherals. Yet such travel, so often lost pieces of time within our day, might offer something else. Unlike the aerobridge (with sophisticated advertising for a better world!), land, water and sky between my work and home will be explored as places of exoticism, adventure, challenge and unknowns.

Like so many before me, I’m drawn to far away, exotic, high, hard to reach, wide and wild places. To resist this adventure paradigm, the playground of highly trained, sponsor-endorsed, mechanical adventurers, I aim to walk, paddle, horseback ride and fly to work as part of unraveling the adventure lands, seas, rivers and airspace of my daily commute. To live the exotic life of the adventurer within the 82km that divides work from home. If, I allow, adventure can come from exploring the common environments of home, I might challenge the body and mind, as can the ends of the earth.

Conceptualized as a documentary series (4 x 22 minute episodes), this project is also a response to Leopold’s (1949) idea that recreation, like adventure, “grows at home as well as abroad, and he (sic) who has a little may use it to as good advantage as he who has much.” (Leopold, 1987 reprint, p. 174) As a search for perception I present here the findings of episode one, walking (and living from) the edge of a modern highway. This stripped, linear and smooth destination-way is neither a burden to the motorist, in terms of geography to ‘overcome’, or positive in terms of unique environmental, social or cultural parts. For the motorist passing by it might be a neutral experience of distance over time, lost to the internal sounds and gadgetry of the modern vehicle. Whilst this particular stretch of highway cuts a route between home and work, I know very little of what lies here in terms of its intimate natures, both human and ‘more than human’ (Abram, 1997). Of the flooding rivers, murky waters, remnant stands of forest, animal pathways and of the humans who live there, all perhaps isolated in a new form of urban wilderness. Walking the highways edge, and the green strips that separate the multiple lanes, explores the theme that adventure zones; full of risk, challenge, unknowns and risk and where curiosities play-out, can be found in these experiential deserts. Leaving home (after work!) on Friday evening I arrive at my desk for 9am Monday morning. I will depart with a hat, long sleeve shirt and pants only. Debating on shoes.

This paper will be of interest to critical outdoor adventure educators, researchers using visual ethnography, autoethnography and those interested in the strengths of story telling narrative.

## Nuances of independent and commodified adventure: A sea kayaking perspective

***Suzanne Kennedy*** *is a lecturer at Letterkenny Institute of Technology in Ireland. A Physical Education graduate, she also holds an MBA from the University of Ulster and is currently a PhD researcher with the University of Limerick. Her research interests include adventure motives, the commodification of adventure, and mediators that effect activity adherence.*

***Dr. Ann MacPhail*** *is a Senior Lecturer and Head of the Department of Physical Education and Sport Sciences at the University of Limerick. Her research interests include ethnography and self-study.*

***Key words:*** *Adventure; commodification; sea kayaking; auto-ethnography; reversal theory*

**Introduction**

Despite a rich source of literature on the commodification of the tourism product, few studies have focused on the commodification of adventure (Johnson and Edwards, 1994; Holyfield, 1999; Cloke and Perkins, 2002; Varley, 2007; 2011; Houge Mackenzie and Kerr, 2012). In its most visible format, commodified adventure can be viewed as ‘manufactured adventure’, (Holyfield, 1999), undertaken by the ‘post adventurer’ (Varley, 2007), where uncertainty and risk are all but eliminated by an adventure provider or guide. It is through their management of the adventure experience, that providers and guides manipulate the subjective nature of risk and uncertainty, promoting instead the notion of perceived risk within predictable, risk-assessed environments. Despite the thrill, adrenalin and excitement of the commodified adventure experience, levels of participant commitment and responsibility are reduced, with the provider / guide taking ultimate control. A paradox thus arises, whereby the commodified version of adventure appears to contradict the very nature and meaning of adventure as being adventurous (Varley, 2006).

This study seeks to investigate the nuances of independent adventure and commodified adventure forms by identifying (a) what motives are foremost during independent and commodified adventure experiences, (b) how these two types of adventure participant conceptualise each other, and (c) the challenges that face the researcher-participant in exploring subjective adventure experiences in the field.

**Method**

A critical ethnographic approach is proposed, with its associated qualitative methods of field observations, interviews and focus groups. Evocative auto-ethnographical data will also be gathered via the author’s personal journal entries, field notes, sea kayaking experiences and reflexive accounts to facilitate both introspection and a multi-faceted perspective of the lived adventure experience. Varley’s (2006) continuum of commodified adventure will be used as a conceptual model and Apter’s Reversal Theory (2001) will be used as a theoretical framework to guide the data collection and focus. Reversal theory provides a critical lens for exploring multiple motives for participation and more importantly, the malleability (reversibility) of these motives, depending on circumstance and experience (Apter, 2001).

Two distinct study phases are proposed. Data will be collected initially from a group of skilled adventurers, on a sea kayaking adventure expedition in Western Scotland in June, 2014. As a full expedition member, the author will also maintain auto-ethnographic notes from the field. Similar data will be collected from a second group of adventurers on a commercial two-week sea kayaking adventure trip (packaged, branded and managed) in Mexico in January, 2015. Once again, the author will join the trip as a full member.

Where evident, data from both phases of the research will be used to draw conclusions about the motives arising from independent and commodified adventure participant experiences, and perspectives will be examined from both types of participant on how they conceptualise each other. The study will have implications for adventure providers and guides in understanding the client expectation and experience. It will also be of interest to the independent adventurer’s understanding of the paradox of late-modern adventure motives (Varley, 2007). The study will add to existing research on adventure sports participation and motivation, and the nuances of independent and commodified adventure forms. The findings will augment existing literature with regards to the experiences of sea-kayaking adventurers and the challenges that face the researcher-participant working on location.

## “The amazing feeling of pride, relief and awe”: examining the experiences and motivations of participants taking part in a charity challenge event

***Dr Jo Large*** *is a Senior Lecturer in Sociology at Teesside University. Coming from an inter-disciplinary background, Jo’s most recent research interests are related specifically to the experience and motivations for taking part in charity challenges. More generally, Jo has keen interests in research methodology and the counterfeiting of fashion goods – with a particular interest in consumption of counterfeits whilst ‘on holiday’.*

***Key Words****: charity challenge, experience, motivations, identity*

The popularity of adventure tourism is reflected in the increasing popularity of the diverse range of ‘adventures’ offered, and further, through the increasingly diverse range of people who take part in such activities. ‘Charity challenges’ are one classification of adventure tourism (Wearing, 2003) and this paper aims to explore initial findings from research which examines the experiences and motivations of those who take part in ‘charity challenges’. In particular, this research aims to analyse how these challenges enable participants to locate themselves in the social world (Franklin, 2003). Based on an auto-ethnographic account of an organised adventure trek raising money for charity and biographical interviews with group participants, this paper examines the stories of participants ‘journeys’ – from motivations and the lead up to taking part in such an event, the experience of the event itself, and reflections upon the significance of taking part in such an event. The auto-ethnographic approach recognises that ‘to place the researcher fully within the research is to recognise that we all have stories and it seems a fundamental part to ‘tell our tales’’ (Roberts, 2002), reflecting the importance of the researcher as part of the group, and thus the experiences and dynamics felt by the group. Through conducting narrative analysis of participants ‘life stories’ (Roberts, 2002), this paper examines the motivations for taking part, and the role which fundraising for charity played in this; the dynamics of the group and the ‘self-help’ of the storytelling during the challenge and the reflection of participants experiences of the event and its role in their lives. Through a sociological gaze, the paper further examines the role of charity challenges in the construct of the self, the significance of such an event in a participant’s life story and how participants cope with returning to ‘reality’ after such an adventure. This paper will also consider relevant ethical and methodological debates for conducting research in this way and outline developmental plans for future research. This paper aims to help advance knowledge of adventure tourism through providing a rich theoretical analysis of empirical research in the specific area of charity challenges and providing invaluable insights into the motivations and experiences of those who take part. In addition, the methodological and ethical debate prompted by the underpinning research methodology allow for challenging and interesting discussions about conducting research on those who take part in adventure tourism events.

Dr Guðrún Helgadóttir is engaged in research on equestrian tourism experiences, she currently divides her position between Høgskolen i Telemark, Norway and Hólar University College in Iceland.

## Seriously being with horses

***Gudrun Helgadòttir***

The sight, sound and touch of animals have provided cherished moments for humans through the ages. The sight of a foal playing maybe an aesthetic experience for anyone but for those who identify themselves with the culture of horsemanship it is framed with multiple references (Helgadóttir, 2006). The knowledge, skills and attitudes of equestrians can be viewed as serious leisure (Stebbins, 1992) or as enlightened cherishing (Broudy, 1994) to borrow terms from the aesthetics. Stebbin´s concept of serious leisure is here applied to a continuum rather than a dichotomous relation between serious and casual leisure and the notion of recreation specialization as a different framing of leisure (Stebbins, 1992; Shen & Yarnal, 2010; Tsaur & Liang, 2008). The serious leisure pursuit of human animal relations neccessitates stewardship of animals, that is the committment to care for and even cohabit with, domestic animals. The issue of committment or duty, is central to serious leisure based on recreation specialisation involving human animal relations.

Horses are domestic animals whose role in the western world has shifted from being beasts of burden to become companion animals in the leisure industry, notably in horse tourism (Helgadóttir & Sigurðardóttir, 2008). The horse is thus cherished for the recreational rather than economic value that humans attach to it. With this change come various issues regarding horse welfare, training and conditions and concomitant changes in what it means to be an equestrian (Helgadóttir, 2006 ). The paradigm shift placing humans in rather than external to nature has also generated heightened interest in human animal relations.

Equestrian tourism is an established form of niche tourism (Ollenburg, 2005; Sigurðardóttir & Helgadóttir, 2006). Adventure tourism, of which equestrian tourism can be seen as a subsector, signifies the shift toward an experience economy (Gilmore & Pine, 2007). Understanding tourist experience neccessitates a revisitation of aesthetic theories. The tourist is a sentient being free to foreground certain elements and relegate others to the background resulting in what Dewey (1934) calls consummatory experience where knowledge and intellect transform sensory perceptions into meaningful and memorable experiences. Such an experience is “so rounded out that its close is a consummation and not a cessation” (Dewey, 1934: 37).This is noted in the leisure literature as progression within a leisure activity as opposed to casual experiences (Tsaur & Liang, 2008).

This presentation is based on an auto-ethnographic account of equestrianism in Iceland, participant observation of domestic horse tourism in Iceland and interviews with equestrians about their horsemanship. The data was collected with various qualitative methods and mined for concepts and ideas about consummatory experience, serious leisure and recreational specialisation. This mixed approach is inevitable for me as both object and subject of knowledge (Gorman, MacLaren & Bryce, 2012) that is someone engaged in a serious leisure progression; a lifestyle of human –horse relations (Helgadottir, 2006).

Moving in the culture of horsemanship is explored through the lens of leisure experience characteristics from the serious – casual leisure continuum. It is suggested that it while these constructs can focus on experience the serious passion that defines serious leisure requires a view to aesthetics.

## Demanding mountains and supplying the dream: but at what cost?

***Dr Ashley Hardwell****, Leeds Metropolitan University: a Senior Lecturer in Outdoor and Adventurous Activities Ashley has been involved in the outdoors for 40 years and in lecturing in leisure, sport, tourism and the outdoors for 23 years. He has a keen interest in outdoor culture and climbing and mountaineering more specifically and is caught in the double bind of promoting accessibility yet questioning where this may ultimately take the outdoors, its fragile environments and its established cultures.*

***Key words:*** *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 Westerns 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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## Territorialism and the transnational cultural scripts of surfing

***Tommy Langseth:***

*Late November. Fall has taken its toll on the West-Coast of Norway. No snow yet, but the temperatures are already dropping below freezing. The North Atlantic storms have started lighting up, sending pulses of energy towards Europe’s northernmost shores. Eager to get some long sought after waves, “Hans” hastily puts on his 6mm wetsuit, hood, boots and gloves. The windswept landscape in this sparsely populated region is backed by jagged mountains. The atmosphere is, if not frightening, invoking a feeling of solitary humbleness. Still, on this particular day Hans does not seem to be the only surfer looking for waves. The two cars parked at the end of the dust road leading to one of the area’s slabs, gives Hans second thoughts about his mission.*

As surfing became part of pop-culture in the sixties, it also became a global imaginary of youthfulness and freedom, fitting handily with both commercial interests and counter-cultural ideologies. As more increasingly more surfers took to the beach, “crowding” of line-ups along the Californian coast became apparent. Surfer’s reply to this “problem” seems to be far from the eras “peace and love”-project. During the 60’s and 70’s an increasing number of California’s surf spots became subjected to different forms of “localism”. Surfers that for some reason or another felt that they had a special connection to a surf spot came to think that they had certain privileges. These privileges could be everything from feeling entitled to “snake” other surfers to denying visiting surfers’ access to the surf. Today, every travelling surfer across the globe is aware of the implications of localism. Arriving at a new surf spot, a surfer is always checking out the “vibe”: Any “Locals only”-tags at the parking lot? Will I get yelled at if I paddle out? Will the locals let me have any waves?

Norway is not exactly best known for its surfing. Popular cultural images of surfing – summer, beach life and tanned bodies are usually not associated with Norwegian landscape and culture. Nevertheless, surfing as a past-time activity is getting increasingly popular. In Southern Norway the waves are semi-crowded all year round. However, most of the waves along the 25000 km of coastline remain unridden. Still, few people in the water doesn’t seem to inhibit the development of localism at certain surf spots.

*As Hans paddles towards the take-off zone one of the two surfers approaches him. “Get the hell out of the water. NOW! You have no right to be here”, he yells. “But there are only two of you, and a lot of waves”, Hans tries. The local is not convinced and starts threatening with violence. Local number two comes paddling over. They throw Hans off his board, tear his leash off, pull him under water and send his board toward shore. Hans doesn’t get many waves this day.*

How can we understand this form of territorialism? How can it be that grown up men (yes, mostly men), with respectable jobs behave in such ways? In this presentation, I will explore these issues from two different approaches. First, I will examine localism from the perspective of moral philosophy. Based on the theories of Charles Taylor, Aaron James and Pierre Bourdieu, the theme of recognition (or lack of such) will be utilized to understand how “locals” legitimize their actions. The second part of the presentation will study the development of localism as part of the cultural script of surfing and how (or if) the script changes as it travel across borders. This part builds on Erving Goffman’s dramaturgical perspective and on theories of transnational cultural patterns.

## What skiers and snowboarders say about each other when not on the mountain; an analysis of online ski and snowboard forums

***Rob Burton*** *is a Principal Lecturer (Events, Outdoor Adventure and Tourism Management) at Southampton Solent University. He is an Executive Committee member of the Leisure Studies Association (Treasurer 2002 to 2007; Secretary 2011 to 2012). Rob’s teaching and research interests are in outdoor adventure and recreation; published work is on subculture and identity in skiing and snowboarding, and on student learning through field trips.*

***Keywords:*** *Skiing, snowboarding, hybridity, identity, subculture, ethnography*

**Abstract**

This paper will continue the author’s previous work (Burton & Jones 2011) on hybrid ski and snowboard cultures and identities. Where snowboarders and skiers once created oppositional identities (Humphreys 1997, Heino 2000, Edensor & Richards 2007, Thorpe 2010) through subcultural markers such as language, dress and attitude, there now seems to be far less difference between the two groups. This research paper aims to address the rhetorical question; is postmodernity enabling skiers and snowboarders to occupy similar spaces on the mountainside with less animosity towards each other?

As the researcher is a keen all mountain skier with close ties to snowboarders, the research will follow an ethnographic approach. The researcher’s position and knowledge will be used to critically interpret online forum posts placed by boarders and skiers about their sports on ski and snowboard sites. The paper will evaluate, through discourse tracing (Le Greco & Tracy 2006), the extent to which the posts on sites exhibit aspects of animosity to the ‘other’ or a sharing of values and mutual respect. Forum posts for the current winter ski/snowboard season will form the basis of data to be analysed. The research findings will be discussed, and where appropriate juxtaposed, to the previously identified researchers’ work in the fields of skier and snowboarder identities. Conclusions will draw on a postmodern interpretation to assess the extent to which the participants of snowboarding and skiing exhibit, at least through online forum settings, hybrid identities that are culturally less differentiated than previously thought.

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## Perfect silence

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*Expedition Date July-Aug 2010 - Thelon River, Northwest Territories and Nunavut, Canada*

Sixteen years old at the time of my Northern Canadian canoe expedition, leaving familiar friends and old habits behind to embark into a world a long way from home. It was not until I could no longer hear the engine of the Cessna Caravan that dropped us on the Thelon River, at the start of my three week epic, did I realize just how unbelievably remote my company and I were.

At the time my friends would have been back home starting to drive I was observing the Artic Tundra in its short but dramatic summer, Witnessing a grizzly bear run down a sandy riverbank or being harassed by the nesting Arctic Turns if I got to close to their flightless young. With all senses buzzing with the adrenaline of exploration, the one sensation that after four years of thought has had the longest lasting effect on me was the sound and sensation of complete silence.

I stood not fifteen meters from a full-grown male Caribou, not moving a muscle. Never having seen a human being before he had no reason to be afraid, so the animal’s curiosity had allowed me to inch my way close to antlers that seemed to be double my height. There we stood for the good part of an hour just looking at each other and the only sound I heard standing on the spongy surface of the artic tundra, no matter how hard I listened, was my own heart beating.

The old saying “you don’t miss something until it’s gone” accurately represents my three week relationship with music. Coming from a existence that is constantly subjected to sound, wanted or unwanted, it was rewarding to spend that length of time immersed in complete nature with no distractions. I remember being fascinated by the complete absence of sound found only in complete isolation, it was new and strange to me, both exciting and frustrating.

1. See Wikipedia.org for a historic perspective on *Imagineering* [↑](#footnote-ref-1)
2. MD. César Teixeira Castilho is currently enrolled in a Ph.D. program at the University of Paris-Sud. In addition to the research on the topic "Education and Outdoor learning", the author has been developing a study concerning social impacts of major sportive events, especially the FIFA World Cup 2014 and the Olympics 2016. The author holds a Ph.D. scholarship from CAPES (Coordination of Improvement of Higher Education Personnel) and integrates the group of researchers from the program *"Ciência sem Fronteiras"* (Brazil). [↑](#footnote-ref-2)