

7th International Adventure Conference

Book of Abstracts



PRACTITIONER CONFERENCE
18 JUNE 2019

ACADEMIC CONFERENCE
19-21 JUNE 2019

Index

Organisers	I
Practitioner day	II
Academic conference	III

Keynote speakers

Susan Houge Mackenzie: Beyond risk and thrill: Rethinking adventure in terms of psychological well-being	1
Neil Rodgers: Can adventure tourism play a vital role in conserving biodiversity and natural heritage if sustainably managed?	2
Simon Beames: Adventures in 21 st century society	3

Presenters

Manuel Sand, Carola May & Sven Gross: Prescribing adventures – analyzing the benefits of adventure tourism for health and well-being	4
KP Hartman, Jasmine Goodnow & Melissa D'Eloia: Inclusive adventure travel: Strategies for reducing barriers for women, agender and non-binary gender identities, and people with disabilities	6
Brigitte Ars: Becoming an adventurer	8
Gill Pomfret & Peter Varley: Family adventure tourism: towards collective well-being on holiday	11
Tiffany Low, Adele Doran & Maggie Miller: Gendered adventure	13
Nick Davies: Serious or casual? Analysis of walking tourists in the Lake District National Park	15
Nicki Taylor & Wayne Cotton: Wrestling with discourses of 'health' in Australian National Parks	17
Laura Martín Talavera, Lázaro Mediavilla Saldaña & Vicente Gómez Encinas: Participation of women in adventure sports	19
Nina Iversen, Elin Bolann & Leif Hem: Drivers of experience value among soft-, hard- and mass adventure tourists: The role of match with self-image and variety seeking	21
Maggie Miller & Jenny Hall: Who can be a mountaineer? Troubling the silences of adventure legacies	24
Kübra Aşan & Medet Yolal: Cohesion in Neo Tribes: The case of cycling Neo Tribes	26
Sanusi Abubakar Sadiq & Eldah Ephraim Buba: Examining the attitude of employees towards outdoor recreation participants with difficulty of mobility in Northern Nigeria.....	28
Richard Ensoll: The entangled rhythms of a canoe journey: Rhythmanalysis, speculative fabulation and a tidal microadventure	30
Robert Hood: Cycle tourism and a sustainable world: The case of Warmshowers	32
David Harvey: The reach, capacity and potential for outdoor learning: a Cumbrian case study	35
Wolfgang Aschauer & Thomas Herdin: Swinging with the world – adventure tourism in an era of alienation	37
Andrew Martin: Cycling in Scotland – female barriers to entry	39
Joe Tierney & Catherine Gorman: Exploring motivations of older adults to participation in outdoor adventure activity in Ireland	41
Virginia Gómez Barrios, Lázaro Mediavilla Saldaña & Vicente Gómez Encinas: Educative power of natural environment through experiential methodology	43
Stephen Taylor & Vladimir Komissarov: Sustainable mountaineering tourism on Lenin Peak, Kyrgyzstan: Current issues and potential solutions	45

Eivind Å. Skille: Indigenous sport and the nature	47
Jason King: Redefining outdoor leadership: An ecological dynamics approach	49
Randall Burtz & Jasmine Goodnow: Cognitive hierarchy approaches in natural and human capital management	50
L. Filippo D'Antuono: Evidence as a tool to highlight disturbance factors of environmental quality and fruition: A hiker's point of view	51
Russell Henderson & Flurina Wartmann: Towards a temporal leadership model for outdoor adventure guiding	53
Carl Cater & Tahir Albayrak: Sustainable marine tourism development: The case of scuba diving in Kas, Turkey	55
Hin Hoarau-Heemstra & Dorthe Eide: Sustainable destination certification and innovation: case studies of three Norwegian destinations.....	58
Leif Inge Magnussen & Carolina Adler: "Sustainability is one of our core values!" THE UIAA & IFMGA 2018 Environmental survey.....	60
Carol Kline & Hin Hoarau-Heemstra: Animals, tourism and the sustainable development goals	61
Robert Nash, Claudia Ollenburg, Simen Undheim & Andrew Martin: The potential of rock climbing as an adventure tourism product.....	62
Mart Reimann & Reeda Tuula-Fjodorov: Digital marketing in adventure tourism – an innovation or stagnation. Case study from Estonia.....	63
Eldah Ephraim Buba, Hafasat Mahmud Hussaini, Jamila Waziri Mohammed & Sanusi Abubakar Sadiq: Reviving and sustaining the Fulani Sharo Festival in North-eastern Nigeria.....	65
Jens Friis Jensen & Bodil Stilling Blichfeldt: Freely flowing tourists, fragmented demand, fragile nature, fleeting moments and a call for flexible solutions 'en route'	67
Christine Butz & Søren Mosgaard Andreasen: Critical ethics on dog mushing	69
Jadwiga Berbeka: The appeal of mountain ultramarathons: The runners' perspective	71
Isabelle Frochot, Philippe Bourdeau & Mélanie Marcuzzi: The disconnecting power of a mountain experience: insights from mountain huts' consumers	73
Antonie Bauer & Marni Goldenberg: Why do we hike? A cross-cultural comparison	76
Søren Mosgaard Andreasen: Clothes, people, space & place: The social construction of adventure in The North Face's Summit Series marketing films.....	78
Venter Dewald, Van der Merwe Peetb & Slabbert Elmariec: A threat and error management framework for safety improvement in the adventure tourism sector.....	80
Brent Lovelock, Stuart Hayes & Anna Carr: Adventure tourists as sustainability advocates.....	82
Guillaume Tiberghien: Authenticity and disorientation in the tourism experience	84
Lisbeth Kronsted Lund: Sea-kayaking, well-being and experiences of the sea: Examining SDG's and wellbeing in an outdoor recreation context	86
Dorthe Eide & Hin Hoarau-Heemstra: Sustainability perspectives – how does it influence on visitor management focus and activities?	88
Adele Doran & Tiffany Low: The relationship between constraint negotiation and experiential benefits: a structural model	90
L. Filippo D'Antuono: Towards self-assessment of personal walking times, as a key enjoyment (and safety) factor	92
Alba Medina Collado: Tourist experiences in polar areas as a means of the development of empathy: The case of Polar Raid Lapand 2018	94



UWS UNIVERSITY OF THE
WEST of SCOTLAND



ATRA is a membership organisation which seeks to bring together an academic and practitioner community around core areas of interest in adventure tourism and outdoor recreation. The aim is to create and sustain a forum for the creation and dissemination of research into adventure tourism: its key dimension is the dynamic between theorists and practitioners (academics, managers and guides) which is crucial to keeping the research productivity cutting-edge and relevant.

<http://www.atra.global>

UWS undertakes career-focused teaching, world-leading research with an international outlook equipping students with an innovative outlook and ambition.

UWS has four campuses across Scotland including Dumfries. The University offers undergraduate degree course in Tourism Management and Sports Coaching and Development. These faculties along with tourism and event management students are supporting the organisation of IAC 2019.

<https://www.uws.ac.uk>

Laggan Outdoor is an award-winning activity centre set on the stunning Solway Coast. In 2007, Duncan diversified part of the family farm to create the facilities which have developed in 10 years into an extensive centre which offers adventure activities for individuals, families and corporate groups of all ages and abilities.

The Centre has continued to develop and boasts Europe's longest Zip wire spanning 820 metres. November 2017 saw the opening GG's Yard, a purpose-built event space, the venue for IAC 2019.

<https://www.lagganoutdoor.co.uk>



A dedicated practitioner day takes place on Tuesday 18th June when around 100 delegates working in adventure tourism and adventure recreation industries across Scotland gather to learn, network and share their expertise.

The programme includes presentations from: Deputy Director for Tourism & Major Events at the Scottish Government, Bettina Sizeland; Founder of global adventure travel company G Adventures, Bruce Poon Tip and Managing Director Brian Young.

The incredible story behind The FlipFlopi Project. Ben Morison founded this incredible UN project and social media engagement has reached over 800 million people across the world to raise awareness of ocean waste.

Workshops where attendees can learn about marketing, health & safety and inclusion.

The day is designed to help support adventure tourism businesses to grow, as well as help shine the spotlight on the region and country's reputation for adventure sports activities.

The practitioner day closes with a networking event, hosted by Visit Scotland for businesses in the South of Scotland – an opportunity to reflect on the learnings and outcomes of the day, share expertise and socialise.



We are delighted to host the seventh International Adventure Conference in Dumfries and Galloway in south west Scotland, home to the UK's first Dark Sky Park and offering some of the darkest skies in Europe. The combination of hills, coast, lochs and forest makes it a first class destination for those who enjoy nature and outdoor activities.

We welcome colleagues from across the globe to come together to discuss the latest research and practices pertaining to adventure tourism, in what is a very accessible and unspoilt part of Scotland - but what is for many unexplored.

This latest conference follows our previous events in Scotland, Norway, England, Ireland and Spain, which have attracted a truly worldwide audience, from a range of different specialisms, with participants from 30+ countries in attendance over the years. In Spain in 2018 delegates considered the variety of atmospheres, conditions and climates that enable and constrain our activities outdoors. However, in parallel with these discussions, the 17 Sustainable Development Goals (SDGs) were agreed by the United Nations. These challenging ideals and targets go way beyond environmental concerns framed in the narrow vision of pristine protected wildernesses. Importantly the goals now emphasise human interaction with the planet, with nature and with each other, using the 'three Ps: poverty, planet and prosperity.

Our delegates - from a range of different climates - carry with them stories related to all of the SDGs. Our 2019 International Adventure conference therefore opens up critical discourses about these powerful new goals - economic, social, cultural, philosophical and physical.

The event brings together leading academics and industry practitioners in the fabulous setting of Dumfries and Galloway, to learn about and to debate burning issues in nature-based and adventure tourism, outdoor recreation and outdoor learning. Of course, themes such as journeys, liminality, boundary crossing and escape attempts from home are also core and related concepts, but for 2019 reflect the concepts of these truly important sustainable development goals.

Beyond risk and thrill: Rethinking adventure in terms of psychological well-being

Dr. Susan Houge Mackenzie



Dr. Susan Houge Mackenzie is in the University of Otago Department of Tourism in Dunedin, New Zealand. She investigates links between adventure and psychological well-being across tourism, recreation, and education contexts using psychological frameworks (e.g., self-determination theory, flow theory). Susan's interests in outdoor adventure, sport, and psychological well-being stem from her experiences as a whitewater riversurfing guide in New Zealand, the US and Chile, and competitive soccer player in the US, New Zealand, and Spain. Her work currently focuses on nature-based adventure and well-being for tourists, guides, and host communities and 'overtourism' in Queenstown, New Zealand. Additional projects include investigating how outdoor adventure can promote engagement and intrinsic motivation in physical activity and science education.

Susan's research is focused on translating theoretical developments into practical applications. Her applied work includes developing risk management guidelines for adventure tourism operations, mental skill training for youth athletes, and consulting with government, non-profit, and tourism agencies such as: New Zealand riverboarding, New Zealand Ministry of Tourism, the History Channel, and the United States Forest Service. She is currently serving on the International Advisory Board for the Journal of Adventure Education and Outdoor Learning, the International Steering Committee for the Adventure Tourism Research Association, the Central Otago Tourism Advisory Board, and as an Associate Editor for the Journal of Outdoor Recreation, Education and Leadership.

Engaging in adventure experiences has traditionally been framed in terms of hedonism, such as risk or thrill-seeking. However, recent investigations of adventure suggest that eudaimonic participation motives and outcomes may play a larger role. A range of adventure outcomes, including positive life transformations, enhanced resilience and quality of life, emotional regulation, eco-centric perspectives, and improved relationships, demonstrate that engaging in these activities promotes psychological well-being. In addition to the traditional focus on risk and thrill, adventure scholarship lacks theoretical consensus regarding the mechanisms through which well-being benefits are achieved. In essence, scholars and practitioners generally agree that it 'works', but lack consensus as to why. This talk will explore promising psychological models that may help integrate current findings in adventure literature by identifying key psychological mechanisms that underpin diverse outcomes. The significance of rethinking adventure in terms of psychological well-being constructs will also be discussed in relation to policy, research, and adventure practices in diverse contexts. Rethinking adventure may not only help change popular perceptions of adventure, it also has the potential to: improve the accessibility of adventure for broader populations; offer novel means of improving public health; promote safer adventure practices; and enhance the quality and scope of adventure research.

Can adventure tourism play a vital role in conserving biodiversity and natural heritage if sustainably managed?

Mr. Neil Rogers



Neil Rogers is a Stockholm based tourism consultant with over 30 years of experience working in the adventure tourism industry. He's held senior positions for leading brands such as Journey Latin America, International Expeditions Inc., the Lodge at Chaa Creek and Francis Ford Coppola Resorts. He is currently an advisor to the Norwegian Centres of Expertise Tourism (NCE) Fjord Norway, a cluster that develops and tests new tourism products, and connects buyers and suppliers to the resulting adventure products. He's a board member of the Adventure Travel Conservation Fund / ATCF, past Chair of the Destinations Working Group at the Global Sustainable Tourism Council / GSTC, has been a member of the Belize Tourism Board's Marketing Advisory Committee and has served as a judge for the WTTC's Tourism for Tomorrow Awards on several occasions. He has a passion for conserving Belize's last wild places and has spent the last 30 years exploring the remotest reaches of Belize's Chiquibul Forest and Maya Mountain Massif. In 2016 Neil was commissioned by Belize's Protected Areas Conservation Trust / PACT to write the Tourism Enterprise Development Plan for the Chiquibul Forest.

Stunning landscapes, rich biodiversity and natural heritage are often primary reasons why adventure tourists visit destinations. Adventure tourism can play an important and positive role if sustainably managed in fragile zones, not only helping to conserve and preserve biodiversity, but also generating revenue as an alternative livelihood for local communities.

Belize as a tourism destination is booming with the international airport now working to full capacity, overnight tourism arrivals for 2017 exceeding 400,000 visitors for the first time and cruise ship visitors in 2017 exceeding 1 million per year and growing. At the very heart of Belize lies the Chiquibul Maya Mountain Massif (CM3) a 1.25 million-acre belt of forest spanning 14 protected areas and accounting for 22.2% of Belize's land mass. The CM3 is part of the Maya Forest of Mexico, Guatemala and Belize and forms the largest intact block of tropical broadleaf forest north of the Amazon.

Illegal extractive activities coupled to climate change, hydroelectric development, agricultural expansion and gold mining pose a grave threat to its biodiversity and high value ecosystem services. Without significant multi-partner interventions these threats will have far reaching consequences for Belize, its communities, the Belize Barrier Reef Reserve System and its tourism sector. This talk will discuss why adventure tourism and its stakeholders must do more in helping the CM3's managers to protect and preserve its biodiversity through support for sustainable tourism, alternative livelihood strategies (including cross border initiatives), thematic guide training, community based environmental education, citizen science, philanthropy and storytelling.

Adventures in 21st century society

Dr. Simon Beames



Simon Beames is senior lecturer at the Moray House School of Education. He has worked as an outdoor instructor in North America, Asia, and Europe for more than 25 years, and has published five books: *Understanding educational expeditions*, *Learning outside the classroom*, *Outdoor adventure and social theory*, *Adventurous learning*, and, most recently, *Adventure and society*.

Three central societal issues persist as we explore notions of adventure and leisure in the 21st century. The first centres on the environmental costs associated with outdoor equipment manufacture and air travel, and the implications these have for global society. The second issue concerns the humanitarian side of adventure practices, especially the degree to which dominant concepts of adventure can offer something to all humans, without causing harm to certain 'others'. Finally, the extent to which it is possible to find sustainable, 'authentic adventures' that are unfettered by broader societal structures and belief systems are considered. Interrogating the complex world of adventure requires the employing inter-related analytical lenses, such as identity, capitalism and sustainability, in order to work towards the UN SDGs in a socially and environmentally just way. This talk aims to elicit conversations about how we can critically understand the ecological and human costs of our adventure practices, and thus provoke innovative thinking about how we can have 'morally excellent' adventures.

Prescribing adventures – analysing the benefits of adventure tourism for health and well-being

Manuel Sand, Carola May & Sven Gross

Introduction

This paper looks at positive effects of adventure tourism in terms of health and wellbeing. To date many different health and psychological variables and constructs are examined in adventure tourism research, yet there is hardly any evidence on what causes them. To shine some light on these effects and to categorise the different variables this review tries to combine themes and constructs. There is a wide scope of examined effects. From the perspective of practice theory (Bourdieu 1979), rediscovering the self-dynamic spaces and their physically sensitive appropriation through outdoor activities can—by means of spatial phenomenological approaches—be interpreted as the construction of escape-strategies in postmodern times. Postmodernism's characteristics create physical and mental stress, alienation and a loss of identity in contemporary urbanized lives. Consequently, more and more people are—at least subconsciously—searching for resonance spaces (Rosa 2014). Through these spaces they are trying to fix their broken connections to the inner and outer world, individually and collectively, by experiencing intense, authentic and genuine experiences through the encounter with nature. Adventure tourism does offer these spaces and also takes advantage of activities performed outside.

Outdoor activities, such as climbing, are used as therapy for depression and other mental illnesses. Activities in natural environments are associated with many different positive aspects such as relaxation, stress release and enhanced creativity. These effects are even stronger when combined with physical activities and/or challenges. Mastering challenges outdoors strengthens self-efficacy, self-concept and self-belief.

While engaged in adventure activities we can have different transcendent experiences. The most commonly reported of these experiences is the so-called flow. Flow describes a state of mind where the individual is totally immersed in an activity for its own sake, forgetting everything around, merging with the surrounding space. A less prominent way of interpreting these postmodern quests for meaning and belonging are crypto-sacred experiences (Eliade 1998). Similar to existential authenticity, crypto-sacred experiences demonstrate a state of mind perceived as intense, direct and unadorned. In the context of challenging outdoor activities these experiences may foster a communion with nature or even the numinous. They can produce a feeling of awe and facilitate the belief in something bigger. Adventure tourism can, therefore, create an encompassing sense of belonging and help us find our place in the world.

Apart from psychological aspects, adventures also often strengthen physical aspects.

They are related to several positive changes in health and well-being and strengthen individual and social identity. However, we still know little about the reasons why adventure activities have positive effects and how we can enhance their effectiveness.

Method

A systematic review will analyse about 70 studies on the positive effects of nature, adventure and outdoor activities related to the sustainable development goal three: "good health and well-being". The review will be performed according to standards of the Campbell collaboration. An in depth analysis of the selected publications on the subject will be used to summarise and categorise different aspects of adventure tourism and well-being. The emerging model of categories and their interdependence will give an overview of positive aspects on health and well-being connected to adventure tourism. It will also try to come up with insights on what causes these effects.

Conclusion

A number of different effects of adventure, nature and outdoor activities are examined and analysed. Not all of them are empirically tested and the reason for their occurrence often remains unclear. However, positive impacts of intrinsic outdoor and adventure activities are not only used for therapeutic reasons, they are also an essential tool for marketing adventures. This presentation tries to summarise and categorise existing approaches and explanations and introduce a new categorisation for future research. This will not only contribute new insights to science but also to marketing adventure tourism and its benefits.

References

- Bette, Karl-Heinrich: X-treme. Zur Soziologie des Abenteuer- und Risikosports. Bielefeld 2004.
- Bourdieu, Pierre: Entwurf einer Theorie der Praxis. Frankfurt a.M. 1979.
- Eliade, Mircea. Das Heilige und das Profane. Vom Wesen des Religiösen. Frankfurt a. M., Leipzig 1998.
- Rosa, Hartmut: Rosa, Hartmut: Die Natur als Resonanzraum und als Quelle starker Wertungen. In: Hartung, Gerald und Thomas Kirchhoff (Hrsg.): Welche Natur brauchen wir? Analyse einer anthropologischen Grundproblematik des 21. Jahrhunderts. Freiburg / München 2014. S. 123-141.

Inclusive adventure travel: Strategies for reducing barriers for women, agender and non-binary gender identities, and people with disabilities

KP Hartman, Jasmine Goodnow & Melissa D'Eloia

Introduction

Adventure travel is framed in Western society as a beneficial experience that can lead to an array of positive outcomes such as well-being and resilience (Beightol, et al. 2002). Despite these benefits, many personal, interpersonal, and environmental barriers continue to exist preventing people from engaging in adventure travel. Further, these constraints often deter marginalized populations from participating in adventure opportunities, or even worse, lead them to think it's an atmosphere in which they do not belong. Further complicating the situation is the white, able-bodied paradigm in which adventure travel has historically been entrenched (Doran, 2016), which has prolonged the belief that these experiences are exclusively reserved for those who are white, male, and wealthy. The adventure travel industry is not meeting the current needs and wants of several populations including women, agender and non-binary gender identities, and people with disabilities.

While inclusivity and equity have recently become a significant part of the dialogue in the adventure travel industry (eg. United Nations Sustainable Development Goals, Gender Equality and Good Health and Wellbeing) the current research on these topics is limited. This is particularly true for travel research on gender equality and in regards to trans, non-binary, and agender people. Research regarding people with disabilities is mainly focused on participants with physical disabilities and their barriers, without presenting solutions. Therefore, the purpose of this research was to identify and understand the adventure travel experiences of people with marginalized gender identities and people with disabilities including the barriers they have experienced and suggestions for making adventure travel more inclusive and accessible.

Results

Focus group results revealed that barriers to adventure travel, such as lack of time and money were consistent with those identified by the general population. Barriers unique to students who identified as disabled and/or of marginalized gender identities included feeling unsafe due to lack of accessible gear and opportunities. Lack of education and respect in the adventure travel industry for marginalized populations included being gender-stereotyped within group roles, interacting with hyper-masculine men, and being catcalled. Lack of access to accessible and/or gender-neutral bathrooms presented unique barriers.

Focus groups identified ways to create inclusive and accessible adventure travel. Results suggests the desire for greater transparency, affordability, and identity specific traits. Participants defined transparency as clear communication regarding staff credentials and background, program expectations, and levels of all possible accommodations available to participants. Providing microadventures--short, cheap, and close-to-home adventures--would allow for more affordable and custom-tailored trips. Specific trip characteristics identified by participants included marketing and facilitating trips for specific target populations (i.e. folks with disabilities, queer people, etc.) and trips that accommodate various ability levels. They also spoke of wanting guides that are well educated and respectful of current social issues such as overt (physical attacks, aggressive language and behaviour) and subtle (imposed gender roles, passive aggressive language and behaviour) violence against women, queer people and other persons of marginalized identities.

Conclusion

To better serve all people, increase overall market share, and contribute to the UN's Sustainable Development Goals, Gender Equality and Good Health and Wellbeing adventure travel should incorporate ways to provide low-cost short-term adventures, address concerns regarding transparency, accessibility, and inclusivity. A Universal Design is one such approach. Universal Design is the system of creating products, experiences, environments, and systems to be usable by as many people as possible regardless of age, ability, or life circumstance. (Steinfeld, Maisel, & Levine, 2012) This can be accomplished by creating adventure travel itineraries and experiences accessibility and inclusivity as a given, rather than a special accommodation.

Becoming an adventurer

Brigitte Ars

Introduction

The meaning of the adventurer has changed throughout the centuries. In earlier centuries it has been associated with epic heroes, knighthood and explorers. Some argue that being an adventurer has become detached from adventure itself, since 'every common man' can have an adventure nowadays (Gusman & Kleinherenbrink, 2017). They argue that – due to democratisation and commercialisation of adventure and adventure tourism – a distinction can be made between 'the adventurer', and 'people who go on an adventure'. Central in this point is how you define 'adventurer', and the dynamics behind the word in the past centuries. In the past this definition was strongly associated to the male identity.

Can people become an adventurer or get an adventurous personality or 'mindset', a concept which is more commonly used nowadays?

Literature

For a long time, the idea of an adventurer was static. In psychology, psychiatry as well as marketing, the persona (marketing) or archetype of an adventurer is very commonly used, remains very popular, and defined by a number of traits, representing the main motivations of the archetype. For example, The 'Adventurer' personality of the popular Neris Type 16 personalities (www.16personalities.com) is based on theories of Carl Jung's archetypes, the Myer-Briggs Type Indicator, the indicators of Catherine Cook Briggs and the Big Five Personality Traits. According to the personality, the Adventurer is the type who does not like to be boxed in and loves to explore and experiment with themselves and other perspectives. The psychiatrists Oldham and Morris also came up with an Adventure archetype, and have defined them as non-conformist, living on the edge, independent, charming, impulsive, disliking routine and not seeing dangers like other people would (Oldham J & Morris L, 1995). Margaret Mark and Carol Pearson related the 'explorer' archetype to branding. From a DNA perspective, being an adventurer can even be seen as a gene imprint in the characteristics of a personality.

The idea of a static 'adventurer' personality has been in discussion for a long time. In the field of narratology this has already the case for a long time: 'The hero's journey' of Joseph Campbell (1947) talks about the journey of adventures and the universal cross-cultural myth: quite often an 'everyman' (an archetype as well, the opposite of the adventurer according to Mark and Pearson) becomes an adventurer, undergoing transformation and personal development.

The starting point of the journey can be a life of boredom, or an unwanted working situation, until there is a call for adventure and he/she enters the journey. During the journey of adventure, the common man or everyman changes into a hero/adventurer. An example is *Lord of the Rings*, where Frodo is taken away from his village. Also in real life, this is a general theme for books, e.g. Leon Logothetis, formerly a broker with a boring life, setting off on an adventure.

Nowadays the idea of 'becoming' an adventurer is more accepted than ever. An interview with researcher on sport and adventure Eric Brymer (2017) proved that everyone can have adventures and become an adventurer – it is not a matter of genes. Being adventurous is highly dependent on one's environment, like the culture. Becoming an 'adventurer' is a matter of small steps taken inside the comfort zone. Being outside the comfort zone could be a foolish act, Brymer argues.

This point of view resonates with the way we change our thinking on adventures and being an adventurer. The concept of 'adventurer' changed throughout the years (along with the concept of adventure), starting with old epic hero stories and knighthood. A recent research of Adventure Travel Trade Association with the East Carolina University (2017) shows that the new adventure traveller (which is not necessarily yet an adventurer) is now mostly interested in personal transformation than in risks and danger (which was a major outcome of a similar research 10 years ago). During a discussion in the 'Women's Adventure Expo' in Bristol (2018) it was said that adventure is not so much about the epic male adventure narrative anymore, about dangers, conquering and being a hero, but becoming a more personal, more female narrative: connecting with people and nature, transformation, empowering oneself and daring to be vulnerable (Bristol 2018).

Thus, adventure is more and more a journey of wanting to transform instead of epic conquering. This makes becoming a 'real' adventurer more accessible than ever. This implies a certain mindset, wanting to transform, like 'going out of the comfort zone', 'wanting to be challenged', 'to learn by doing', and 'searching for transformation'. This implies more than ever that people are not 'born' to be adventurers, but can become one, and even be transformed by adventure itself, becoming more of an adventurer. People slowly grow into becoming an adventurer.

Method

For the research of a book I was interested in two aspects. First of all: what do people feel is an adventurous mindset? More than being an adventurer, the adventurous mindset seems to become mainstream. Using the mindset as a starting point has the advantage that it is not limiting to our idea of what an adventurer should be. Secondly, do people who have embarked on adventure feel they are getting a more adventurous mindset? (thus getting transformed). The research was explorative.

During a research for a book on Adventures and the Adventurous mindset I have done semi-structured interviews with several people (15) who consider themselves adventurous about what it is to be an adventurer, in characteristics and mindset/attitude, and if they feel transformed by adventure, becoming more adventurous. I have also done expert interviews, like with Eric Brymer. Secondly, I have read a number of books of adventurers going through transformation. Third, I have engaged in adventure myself, embarking on a number of hiking trips, drawing my own evidences and conclusions.

Findings

An adventurous mindset, and being an adventurer, was associated with aspects like 'loving change', 'liking otherness', 'loving playfulness; 'being able and brave enough to actually take the first step' and 'being able to let go of control and certainty' and 'being flexible and trust that thing will unfold by itself'.

Also during the interviews, desk research and own experience it proved that during the adventure the 'upcoming' adventurer changes, becoming more of 'an adventurer', getting a more adventurous mindset, e.g. more flexible, daring, open and playful.

References

- Campbell J. (1949). *The Hero with a Thousand Faces*. Pantheon Books, New York
- Gusman S. & Kleinheerenbring (2018). *Avonturen bestaan niet*. Boom, Amsterdam
- Mark M., Pearson, C. (1991), *The Hero and the Outlaw. Building Extraordinary Brands through the Power of Archetypes*. Twelve archetypes to help us find ourselves and transform our world. Harpercollins Publishers.
- Logothetis L (2011). *The Amazing Adventures of a Nobody*. Bettie Young's Books

Family adventure tourism: towards collective well-being on holiday

Gill Pomfret & Peter Varley

Context

Hyper-modern family life is powered by technological hardware, each room in the house replete with on-line pleasures, distractions and identities. The dystopia of the fragmented cyborg 'family' reverberating in individual, virtual solitude in a cellular household (Virillio, 2005; Wajeman, 2015) may be what motivates increasing numbers of families to seek alternative ways of being, in taking adventure holidays together (Adventure Travel Trade Association [ATTA] 2016; Outdoor Foundation, 2016; Schanzel & Yeoman, 2015).

Scholarship concerning collective experiences of adventure tourism is limited. Yet the market offers a range of adventure packages allowing family participation and some separate parent and children experiences. In this paper, therefore, we explore families' experiences of adventure holidays. In particular, we consider familial participation in adventure tourism, and ultimately the effects on family well-being (FWB).

FWB is multi-dimensional and involves several interconnected phenomena including: cohesion, functioning, self-sufficiency, resilience, communication, co-problem solving, parental mental and physical health, parental self-efficacy, and personal development (Newland, 2014; 2015; Noor, Gandhi, Ishak & Wok, 2014). Whilst there is limited application of the well-being construct in adventure tourism research (Houge Mackenzie & Brymer, 2018), little is known about the possible 'whole family' benefits.

Methodology

This exploratory study adopts a qualitative, whole family method (Schänzel, 2010). 15 (adventure tourist) families were interviewed, totalling 62 interviewees (29 adults and 33 children under 18 years old). Semi-structured interviews were carried out in Autumn 2017. These took place in the families' homes as such settings are thought to facilitate relaxation and more willingness to participate (Astedt-Kurki, Paavilainen, & Lehti, 2001).

Discussion of findings

Four key themes emerged from the data analysis process. Parents repeatedly mentioned the health and fitness benefits gained, which were more profound on holiday than at home due to extended activity time. Secondly, adventure holidays may allow high quality, unmediated time together for families. Thirdly, parents harbour ideals of positive personal development for their children in these outdoor settings. Fourthly, making memories via strong emotions and powerful experiences during adventure holidays seems integral to family bonding and a sense of well-being. Questions remain about other related scenarios such as the mental and physical benefits of self-sufficiency/helping one another in outdoor settings, shifts in respect and status positions as a result of task efficacy, and so forth. All of these aspects may make further contributions to FWB overall.

Conclusion

It is not necessarily the case that 'a family that plays together, stays together', but it seems plausible from our research that shared adventure experiences could provide healthy, bonding, positively developmental and memorable collective experiences. Even if, in the final assessment, not all are comfortable or happy, all of the time. Well organised and facilitated adventure tourism experiences may offer considerable potential for an enhanced sense of well-being in social groups. More work in this domain needs to be done, however, into non-traditional social units, differing socio economic backgrounds and the intense tensions and negative dynamics arising from sudden inescapable 'togetherness' not demonstrated (or confessed) in this small sample. Likewise, we call for more critical work on the methodological approaches to subjective/collective social research and the inevitable challenges this offers.

Gendered adventure

Tiffany Low, Adele Doran & Maggie Miller

The study of the representation of gender in and on advertising media is a topic that has persisted for some time. Since Goffman's (1979) *Gender Advertisements*, numerous studies have highlighted the pronounced differences both in the ways men and women are portrayed in media, as well as in how they are advertised to. In the context of adventure tourism, female representation remains persistently rooted within masculine norms (McNiel, Harris, & Fondren, 2012), and participation rates have subsequently remained somewhat stagnant (e.g. BMC 2014).

Differing views exist on the construction of media more generally. Some argue that media is created, not as a mirror of society, but as a mould, whereby particular versions of reality are constructed or represented in order to make them real or 'persuasive' (Gill, 2007). Similarly, Eisend (2009) argues that rather than trying to shape societal values in order to promote their brands, marketers instead react to gender-related developments in society and use existing societal values for promotion. Tourism research contradicts these notions to some extent, where it is found that actual societal trends outpace imagery used in tourism media (Kling, Margaryan, & Fuchs, 2018). Further contradictions abound when media is considered in the context of adventure tourism more specifically. The 'playful, white masculinity' construct is reinforced and women are portrayed as consuming subjects, rather than active participants in adventure recreation (Frohlick, 2005). Furthermore, the portrayal of women as passive participants as well as consumers, rather than conquerors of wilderness environments has also been discussed (cf. McNiel et al., 2012).

Consensus exists around the portrayal of women in adventure tourism media, the gendered landscapes of tourism spaces (Morgan & Pritchard, 2000) and the correlation of these to rates of participation. By way of building on existing studies and further developing insights into female perceptions and representations in adventure tourism, this paper takes up the challenge set out by Kling et al. (2018) by focussing on the demand side of adventure tourism through an examination of user-generated images of adventure tourism participation. It builds on work by Frohlick (2005) and McNiel, Harris, & Fondren (2012) and provides a platform against which the masculine framing of nature is used as a backdrop to explore the prevalence and nature of female participation in adventure tourism activities.

Through a social constructionist lens, content analysis methods are employed to analyse images generated by users on social media platforms. Images from various platforms were collected and analysed. Analysis of the images used coding to generate categories and themes from the data, involving three steps of open coding (deconstruction), axial coding (construction), and confirmation (selective coding) (Strauss & Corbin, 1990). Our findings illustrate how individuals use social media to represent and portray women as active, rather than passive adventure recreation participants, thereby troubling gendered assumptions of adventure. Indeed the study is limited in its breadth of generalisability due to the acknowledged methodological shortcoming of content analysis in only addressing the manifest content of representations (Gill, 2007). It is suggested that future research compare differences in representation based on age as well as conduct studies that examine the self-representations of other marginalised groups such as ethnic minority groups or those with disabilities.

References

- British Mountaineering Council (BMC). (2014). BMC Club Survey 2014: The results are in. June 24. Retrieved from <https://www.thebmc.co.uk/bmc-club-survey-2014-the-results-are-in>
- Eisend, M. (2009). A meta-analysis of gender roles in advertising. *Journal of the Academy of Marketing Science*, 38(4), 418–440. <https://doi.org/10.1007/s11747-009-0181-x>
- Frohlick, S. (2005). "That playfulness of white masculinity": Mediating masculinities and adventure at mountain film festivals. *Tourist Studies*, 5(2), 175–193. <https://doi.org/10.1177/1468797605066926>
- Gill, R. (2007). *Gender and The Media*. Cambridge: Polity Press.
- Goffman, E. (1979). *Gender Advertisements*. London: Macmillan.
- Kling, K. G., Margaryan, L., & Fuchs, M. (2018). (In) equality in the outdoors: gender perspective on recreation and tourism media in the Swedish mountains. *Current Issues in Tourism*, 0(0), 1–15. <https://doi.org/10.1080/13683500.2018.1495698>
- McNiel, J. N., Harris, D. A., & Fondren, K. M. (2012). Women and the Wild: Gender Socialization in Wilderness Recreation Advertising. *Gender Issues*, 29(1–4), 39–55. <https://doi.org/10.1007/s12147-012-9111-1>
- Morgan, A., & Pritchard, R. (2000). Privileging the Male Gaze: Gendered Landscapes in Tourism. *Annals of Tourism Research*, 27(4), 884–905.

Serious or casual? Analysis of walking tourists in the Lake District National Park

Nick Davies

Introduction

Research on recreational walking, a significant sub-sector of adventure tourism, has been increasing during the past few years. In sheer numbers, walking is the most popular outdoor activity. It has the potential to draw in people from all backgrounds to natural settings in national parks and protected areas. Exposure to natural environments is important in promoting the awareness of nature, and by extension fostering sustainable behaviour (Van den Berg, et al., 2007). Therefore the importance of understanding adventure travel with the level of accessibility which walking provides cannot be understated.

Whilst principally focused on cities, sustainable development goal (SDG) 11 highlights the importance of adopting travel behaviours which are low-carbon and healthy. SDG 13 promotes the need for awareness within the global population on the reduction of negative impacts of climate change. In both cases, building connections between humans and the natural environment are of clear importance to realising the goals. This reinforces the targets of SDG 15, in particularly conserving biodiversity and natural landscapes, both of which are significant elements of the rural walking experience.

The presentation focuses on the results of a study of walkers, undertaken in the Lake District national park over the course of a calendar year. It aims to understand the differences between those who walk in national parks, their preferences and decision-making processes.

Method

Using a framework developed by an extensive qualitative consultation with practitioners (Davies, 2016), a survey questionnaire was constructed to identify the characteristics, preferences and route-choices of walkers. Data was collected on one weekend and one weekday in each calendar month over a year in the English Lake District National Park. Survey locations reflected the range of quiet and busy locations, different levels of difficulty, remoteness and variety of natural settings of walking routes.

Findings

518 responses were collected from the survey questionnaire. Results were analysed using factor analysis (PCA) and cluster analysis. A division emerged between 'casual' and 'serious' walkers with distinct preferences for walking activity and locations. Serious walkers walked more frequently, visited more remote places and had higher levels of environmental awareness. They were more likely to consider walking as a vehicle for understanding the intricacies of nature, generally preferred 'wilder' landscapes, and were less likely to be affected by poor weather. Casual walkers preferred closeness to amenities, walked less often and were more likely to prefer company when walking. Interestingly, there was no difference between the groups on feeling that their opportunities to walk were limited. Additionally, serious walkers who travel by car were more likely to travel longer distances. They were also more likely to walk more often for utility. These distinctions are useful in understanding how to manage destinations sustainably, and give insights into more general sustainable behaviour of the two groups.

Discussion / Conclusion

The study provides a deeper understanding of the differences which exist between the walking segment of adventure tourists. National park research should consider studying walking more as a key area of sustainable behaviour. There are differences in the mindsets and needs of walkers which have potential to unlock healthy living and low-carbon choices outside of tourism activity.

References

- Davies, N., 2016. Who walks, where and why? Practitioners' observations and perspectives on recreational walkers at UK tourist destinations. *Annals of Leisure Research*, pp.1-22.
- den Breejen, L., 2007. The experiences of long distance walking: A case study of the West Highland Way in Scotland. *Tourism management*, 28(6), pp.1417-1427.
- Van den Berg, A.E., Hartig, T. and Staats, H., 2007. Preference for nature in urbanized societies: Stress, restoration, and the pursuit of sustainability. *Journal of social issues*, 63(1), pp.79-96.

Wrestling with discourses of 'health' in Australian National Parks

Nicki Taylor & Wayne Cotton

As a strategy to encourage Australians into National Parks, public health discourses are now leveraged by key stakeholders, with the promise of significant health gains for individuals who spend time in natural environments (more commonly referred to in the research literature as 'green space' – for example see: Faber Taylor & Kuo, 2011; Keniger et al., 2013, Strife, 2010). This research is now being taken up by organisations, institutions and various levels of government, with health benefits typically being associated with either the physical or psychological dimensions of health and wellbeing.

At the same time, engagement with National Parks in Australia is changing rapidly, associated with the profuse uptake of social media. 'Sharing' images of specific 'sites' within National Parks through posts on Instagram and Facebook is exposing 'secret spots' to unprecedented masses of the general public. Places of natural significance that were once frequented by only a small number of 'locals' are now experiencing new and heightened levels of conflict. These social media posts are increasingly drawing on discursive webs that promote the idea that having an adventure in 'pristine' natural environments, will result in 'good' personal health gains. However, constructing narratives of 'health' within National Parks in this way, makes assumptions about equal access, outcomes and benefits for all individuals, which is not necessarily the case. Strategies designed to encourage people to seek out adventure in 'green space' in National Parks for preventative and restorative health reasons, though well intentioned, fail to do justice to the tensions - both human and environmental - that occur in everyday encounters within National Parks.

The research described in this paper draws on a broader study designed to understand how 'health' is currently understood (and then encountered) within the context of Australian National Parks. An interdisciplinary approach to research was utilised to conduct the project. Empirical data was collected and analysed through two key overlapping approaches: first, a discourse analysis (Waite, 2010), and second an atmospheric ethnography (Michels & Steyaert, 2017). In this presentation, the focus will be on the preliminary findings from phase 1 of the project, which, aligning with post-structural approaches to research, mapped the dominant 'health' discourses that are currently shaping public knowledge of National Parks in Australia.

Data collection involved collating Australian institutional and cultural 'texts' that are publicly visible in relation to health, wellbeing, and National Park spaces. These documents or 'texts' were chosen as representations of material that are likely to contribute to the construction of dominant meanings and ambit claims of 'health' within National Parks, because they are reproduced as an authority source across a wide range of public sites and contexts. A large focus was placed on collecting data through social media platforms. This wide range of documentation has been drawn together as a way of providing a contextual starting point from which we can start to identify the dominant discourses and ways of thinking about 'health' within National Parks. Following Waitt (2010) as a methodological guide, the selected texts were then analysed in line with work by historian Michel Foucault. This process helped to identify and explain how statements accepted as 'true' are always historically variable, and are the outcome of uneven social relationships, technology, and power.

Through this research, we argue that the entanglement of human and environmental health priorities are constantly at play within National Parks, and we point to the need to rethink of the simplicity of 'health' messages and related strategies such as those promoted on social media sites. This research seeks to challenge the taken for granted knowledge and assumptions that spending time in 'green space', such as National Parks, will as a matter of course, always deliver positive, healthy and restorative benefits.

References

- Faber Taylor, A., & Kuo, F. E. (2011). Could Exposure to Everyday Green Spaces Help Treat ADHD? Evidence from Children's Play Settings. *Applied Psychology: Health and Well-Being*, 3(3), 281-303.
- Keniger, L. E., Gaston, K. J., Irvine, K. N., & Fuller, R. A. (2013). What are the Benefits of Interacting with Nature? *International Journal of Environmental Research and Public Health*, 10(3), 913-935.
- Michels, C and Steyaert, C. (2017). By accident and by design: Composing affective atmospheres in an urban art intervention. *Organization*, 24(1) 79-104.
- Strife, S. (2010). Reflecting on environmental education: Where is our place in the green movement? *Journal of Environmental Education*, 41(3), 179-191.
- Waitt, G. (2010). Doing foucauldian discourse analysis: Revealing social realities. In Hay (Ed.), *Qualitative Research Methods in Human Geography* (3rd ed.). Oxford: Oxford Press.

Participation of women in adventure sports

Laura Martín Talavera, Lázaro Mediavilla Saldaña & Vicente Gómez Encinas

Thorough history, women have not being involved in sports in the same way than men but they have been excluded for different reasons instead; due to the gender variable having a determining influence over the sport social structure, highlighting two essential differences. Firstly, compared to men, there is far less women who practice sport and the way of interacting with the sport space is very different between both genders. (Maza, Moscoso y Estrada, 2008). Although adventure sports nowadays are considered an emerging discipline whose number of followers is increasing, they are not exempt from these factors. However, there are more women joining their paths to walk the mountains, sharing experiences, getting excited with the summits, thinking that there is no longer need for the gender solitude, because women can face the challenges that high mountains offer, learning step by step the activity. (López, 2014). In addition, some of the reasons why women carry out these activities are: liberation from routine, rebalancing rural and urban life, self-improvement... On the other hand, there are some aspects that imply the coexistence of two different identities: the identity of the man and the identity of the woman within mountain sports, which still leads to positive discrimination. (Maza, Estrada, Ruíz y Santolaria, 2007).

This work has been carried out through a bibliographic review of various sources and databases; in addition to personally contacting the people in charge of the women's and sports commissions of the mountain sports federations. For this reason, the carried analysis was aimed to check the progress of the female representation amongst this type of sports during the last ten years. For doing so, there was a revision of the number of yearly federation licenses; the participation in national competitions and the occupancy of high positions within the leadership teams, getting this information from the 'Consejo Superior de Deportes' (Nacional Sports Partnership) and the competitions reports published by different federations. Between 2008 and 2017 there was a considerable exponential increase in the federation licenses, both feminine and masculine level, in federations related to adventure sports carried in the mountains (Mountain and hiking, winter sports, canoeing, speleology and canyons, orienteering and aeronautics federations).

Despite the increment, the percentage difference between genders has not just been almost constant through the years but has also been even more noticeable nowadays. Whilst in 2008 the difference between federative licenses for men and women was higher than 50,000, is now more accentuated, having reached almost 100,000. In relationship with competitions, although the number of female participants is increasing considerably in certain modalities, there are hardly any improvements on some others, being in most cases just one third of the total. With the results from the analysis, it was confirmed that the female involvement is not yet comparable to the male, as the number of women practising adventure sports is not increasing at a higher rate than men during the last years.

References

- López, V. (2014). La invisibilidad del género femenino en los deportes de alta montaña. En Villegas, J., Zalduendo, R. y Tornero, J. (2014). II international conference gender and communication: libro de actas. (pp. 760-771). Recovered from <https://idus.us.es/xmlui/handle/11441/36742>
- Maza, P., Moscoso, D. y Estrada, A. (2008). La construcción de la identidad de género en la práctica de los deportes de montaña. En Pinasa, V. (2008). Comunicación y deporte. (pp. 83-88). Madrid: Librerías Deportivas Esteban Sanz.
- Maza, P., Estrada, A., Ruiz, E. y Santolaria, I. (2007). Programa mujer y deporte. Recovered from <http://www.fedme.es/index.php?mmod=staticContent&IDf=326>

Drivers of experience value among soft-, hard- and mass adventure tourists: The role of match with self-image and variety seeking

Nina Iversen, Elin Bolann & Leif Hem

Sustainable tourism has been defined as tourism sustaining local economies without damaging the environment on which it depends (Butler, 1999). High volumes of adventure tourists are fast emerging as a major problem in a growing number of adventure destinations in countries such as Iceland and Norway however, thus challenging sustainable destination development. While adventure tourism research distinguishes between soft- and hard-adventure tourist segments placing them at opposite ends of the adventure activity scale (Swarbrooke et al. 2003), the literature considers soft-adventure travellers a high-volume segment (and less environmentally committed), whereas hard-adventure travelers are considered a low-volume segment (and more environmentally committed) (Weaver, 2001). Hence, from a sustainable destination development perspective*, hard-adventure travellers appear to represent the more viable segment. It is therefore critical to acquire more knowledge of motivational factors and behavioral intentions of the hard-adventure segment, as well as comparing these factors with those of the soft-adventure segment for improved adventure market understanding. Such knowledge may generate a better basis for more sustainable market segment selection, and consequently, a more sustainable adventure destination development.

Objective

The objective of this study is to examine the relationships between experience value, destination attitude, and behavioural intentions in an adventure destination context segregating between tourists with a soft-adventure and hard-adventure self-image.

Research focus

The study focuses on how consumers appraise adventure tourism destinations along match with self-image and need for variety seeking. It looks at how identification with soft-adventure and hard-adventure self-images drive influences of these effects upon appraisals of personal experience value and appraisals of social experience value. The latter influences on attitudes and loyalty intentions towards the adventure destination. It is proposed that the coherence of the individual characteristics of adventure self-image and need for variety seeking, via experience value upon attitudes and loyalty intentions, rest on the complexity of degree of congruity between destination brand associations resonating with soft-adventure and hard-adventure identities of adventure tourists.

Method

A survey examined how tourists visiting the adventure destinations of Svalbard and Voss, Norway, Queenstown, New Zealand and the Antarctic Peninsula differ in self-image perceptions of their hard- and soft-adventure identities, and how these perceptions relate to their attitudes and revisit intentions towards these destinations. 1170 questionnaires were collected. The causal relationships were tested as a comprehensive structural model using Mplus and RML as estimation method.

Findings

Findings showed that experience value was conceptualized as a multidimensional construct (emotional social, adventurous, and novel) and two affective value dimensions revealed positive influences on visitors' destination attitudes and loyalty intentions. Perceived matches between the destination brand images and visitors' self-images and their need for variety seeking were strong antecedents of both facets of experience value. Yet, emotional value was the strongest driver of destination attitude and loyalty intentions. Visitors' identification with hard and soft identities powered the effects of self-image congruity, while the variety seeking power influenced adventure identities.

Contribution

This study is the first to examine the interactions of self-image versus destination image congruity, soft and hard visitor identity, need for variety seeking and appraisals of destination experience value in an integrative framework.

Practical implications

The findings provide insights into how destination image driven by soft/hard adventure identity, variety seeking, and self-image congruity affects assessed experience value, attitude appraisals and loyalty intentions of adventure destination brands. These insights may help destinations position themselves toward lower volume adventure segments (i.e. hard-adventure) and thereby make a shift from unsustainable higher volume to more sustainable lower volume segments.

Limitations

The analysis of a destinations economicsustainability as result of switching from a higher to a lower volume market segment is beyond the scope of this article.

References

- Butler, R. W. (1999). "Sustainable Tourism: A State-of-the Art Review," *Tourism Geographies*, Vol. 1, pp. 7-25.
- Swarbrooke, J., Beard, C., Leckie, S. and Pomfret, G. (2003). *Adventure Tourism: The New Frontier*. Oxford; Butterworth-Heinemann.
- Weaver, D. B. (2001). "Ecotourism as Mass Tourism: Contradiction or Reality"? *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 42, pp. 104-112.

Who can be a mountaineer?

Troubling the silences of adventure legacies

Maggie Miller & Jenny Hall

Mountains, with their remote and majestic beauty, are increasingly sought after as leisure and tourism spaces that provide opportunities for reflection, stimulation, and adventure. Generating both imaginative and material ideas concerning fascination and risk, they are sites for human experience and meaning making. It is through giving themselves up to the “vagaries of nature” that individuals may confront realities that are not otherwise encountered (Palmer, 2004, p 67). Yet these experiences often feed into narratives that reify the trope of the heroic and intrepid adventurer conquering the unknown.

Mountaineering and adventure tourism are rooted in a legacy of imperialism and gendered traditions. Dating back to an era of exploration and nation-building, specifically the eighteenth and nineteenth centuries, mountain pursuits were used to demonstrate physical superiority and imperial conquest (cf. Beedie 2003). The codification of mountaineering, as a male space underpinned by colonial hegemony, has changed little since its reimagining as a leisure sport. We argue that such institutionalisation presents challenges for mountaineers whose identities fall outside the dominant hegemonic norms, occupying a space as ‘outsiders within’ (Hill Collins 1986). Climbing Sherpas (native to the highlands of Nepal) are often referenced as “silent” partners to foreign mountaineers (Bott 2009; Lieu 2016), while the hypermasculinised practices of mountaineering largely overshadow the achievements of women mountaineers (Pomfret and Doran 2015). Moreover, voices, perspectives, and experiences from both Sherpa and female climbers remain absent from much of the academic literature as well as media discourses. Therefore the aim of this paper is to explore these underrepresented narratives to illuminate how norms associated with colonialism and gender operate on global mountain peaks and to what effect.

Shaped by postcolonial and feminist perspectives, we draw from two innovative ethnographic studies, to critically analyse how colonial discourses and power relations give shape to contemporary mountaineering practices and interactions. Specifically, we explore Climbing Sherpas’ stories of working and climbing in the Himalayan range and the experiences of professional female mountaineers based in the United Kingdom. Though empirical data was collected separately, analysis revealed that diversity and difference implicate mobilities within international mountaineering arenas – a core theme arising from both projects.

Findings illustrate the ways both female and Sherpa mountaineers reproduce and resist imperial and gendered norms as they navigate the hypermasculine spaces of mountaineering. The production of mountaineering identities is bound to a desire to create a 'name' and legitimacy within normative society and mountaineering circles. Thereby, women and Sherpas often perform specific masculinities, or engage in greater levels of risk-taking, while climbing. Though these narratives reify notions of conquest and adventure, Sherpas' participation in mountaineering as sport rather than solely as work also challenges assumptions of colonialism (e.g., immobile host populations) that still pervade tourism spaces. Similarly female mountaineers have developed practices of legitimacy and approaches to risk that challenge dominant norms and problematise these masculine spaces.

Since the early nineteenth century, ideologies and histories of adventure have given shape to how mountaineering is practiced and by whom. Indeed, the revision of the existing status quo is a long way from addressing inequalities. However, we argue that finding a space to unify agendas is critical in fostering space where learning can occur, solutions can be implemented, social change achieved and the culture of silence can be broken. We call upon future scholars and practitioners to critically think through who are and can be mountaineers.

References

- Beedie, P. (2003). Mountain guiding and adventure tourism: Reflections on the choreography of the experience. *Leisure Studies* 22(2), 147-167.
- Bott, E. (2009). Big mountain, big name: Globalised relations of risk in Himalayan mountaineering. *Journal of Tourism and Cultural Change*, 7(4), 287-301.
- Hill Collins, P. (1986). Learning from the outsider within: The sociological significance of black feminist thought. *Social Problems* 33(6), 14-32.
- Lieu, C. (2016, Apr. 21). Untold stories: The making of the movie Sherpa. *Alpinist Magazine*. Retrieved from <http://www.alpinist.com/doc/web16b/newswire-the-making-of-the-movie-sherpa>
- Palmer, C. (2004). Death, danger and the selling of risk in adventure sports. In B. Wheaton (Ed.), *Lifestyle sport: Consumption, identity and difference* (pp. 205-215). London: Routledge.
- Pomfret, G. and Doran, A. (2015) Gender and mountaineering tourism. In: Musa, G., Higham, J., and Thompson-Carr, A. (Eds). *Mountaineering Tourism* (pp. 138 - 155.). London: Routledge.

Cohesion in Neo Tribes: The case of cycling Neo Tribes

Kübra Aşan & Medet Yolal

Introduction

Individuals form communities by gathering around certain special interests or recreational activities that are subject to tourism. In the late modern era, the conception of neo tribes has been widely used to explain these communities. Neo tribes are explained with their distinctive characteristics such as transiency, fluidity, consumption patterns and lifestyles (Maffesoli, 1996). Individuals may become members of neo tribes personally or virtually in their daily lives, at work, and in their spare times. It is seen that people from diverse identities gather in neo tribes. Although a fluidity is seen, members experience intense cohesion in these communities. Cohesion denotes a positive sense of “us” (Hogg, 1993). Cycling tourism as an emerging type of special interest tourism bears salient social relations. Therefore, cycling communities as neo tribes justifies a convenient site for the examination of community cohesion. In this regard, the study aims to examine cohesion in cycling neo tribes to reveal the bonds among community members.

Method

The study utilized netnography to collect data. Two separate cycling communities organizing cycling activities actively and voluntarily were selected as the study area. A total of 11,995 social media posts of these communities in the last 5 years were gathered. The analysis of data was made by word analysis. Communities that are perceived as being particularly cohesive should feature specific linguistic markers associated with greater relational intensity (Knapp, Vangelisti & Caughlin, 2014). In this regard, all the words in the posts were reviewed and the posts containing the word “we” and its associates were selected. These phrases and statements were analysed thematically.

Findings/discussion

The results revealed that “to act together” was the most frequent theme. This suggested that cycling neo tribe members expressed togetherness on the basis of activities conducted together in the same time and space. Community members also used the plural pronoun “we” while talking about shared concerns. Riding in the traffic was found to be the core of these concerns. Urban transportation was also found to be a significant concern for the cyclists due to the lack of convenient bicycle paths and the lack of awareness about the cyclists.

In regards to group togetherness, entertaining together was found to be a significant theme. Since cycling is a recreation activity, naturally it contains entertainment. It was seen that people came together and had entertaining experiences in the community events.

Another togetherness theme contained affirmative posts that expressed admiration of the members. Accordingly, members uttered their well-being and positive feelings as a result of their community experiences. These expressions included appreciation, gratitude, and bet wishes. Results suggested that social values were also indicators of community togetherness. Members expected respect for social values from their communities as social institutes. Moreover, these communities built their private shared values.

Conclusion

The study aimed to explain cohesion in cycling communities having the characteristics of neo tribes. The linguistic analysis of community members’ posts on social media revealed that cohesion in the communities could be explained by several factors. The results suggested that these factors include acting together, enjoying fun, having likes on the issues regarding the community. Further, cooperative works of community members and having shared values and concerns were the factors that denoted community cohesion. Dedicated and satisfied members, gaining new members, sound operation of community processes and continuity of the community required desired level of cohesiveness in neo tribes. In this regard, the results of the study revealed valuable information on cohesion in neo tribes.

References


- Hogg, M. A. (1993) Group Cohesiveness: A Critical Review and Some New Directions, *European Review of Social Psychology*, 4:1, 85-111.
- Knapp, M. L., Vangelisti, A., & Caughlin, J. P. (2014). *Interpersonal communication and human relationships*. Boston, MA: Pearson.
- Maffesoli, M. (1996). *The Time of the Tribes: The Decline of Individualism in Mass Society*. London: Sage.

Examining the attitude of employees towards outdoor recreation participants with difficulty of mobility in Northern Nigeria

Sanusi Abubakar Sadiq & Eldah Ephraim Buba

Participants of outdoor recreation with difficulty of mobility encounter different challenges while participating. These challenges are as a result of service provision or facilities used by the recreationist. This study is aimed at examining the attitudes of employees in selected outdoor recreational centers towards participants with difficulty of mobility. The study selected outdoor recreational facilities in the five states in north eastern Nigeria. The facilities selected are; The Wikki spring of Yankari game reserve and safari, Geji rock paintings, Mambila plateau, Gubi dam and Dogana bird's sanctuary. The study covered participants with difficulty of movement as follows: the old, pregnant women, travellers with kids. 156 Survey questionnaires were administered to the three groups of tourists using convenience sampling.

Findings show concerns between the tourists and the employees are; unfriendly attitudes, inability to assist with movement, not helping them with luggage, slow in responding to their needs, showing irritability towards children. Reason for the unfavourable attitudes are poor understanding of mobility issues which leads to difficulty in giving the required assistance, information or care needed for such group of tourists to enjoy their stay while in the destination. This finding is not in accordance with Grady and Olly (2009) which states that focus on clear giving of knowledge to employees as well as understanding of the product offerings for guest with mobility impairments. The study further found out that absence or shortage of accessible equipment is a cause for unfavourable attitudes of employees working in outdoor recreational facilities. If establishments do not have the required equipment to meet the need of people with difficulty of movement, it can be frustrating. Participants leave their homes to destination with the hope of being home away from home. They expect the destination to have facilities that will meet their needs. The unavailability of the facilities could lead to having unpleasant experience and causing inconveniences.



Likewise having shortage of equipment can be frustrating too. (Olly, 2009) states that it could be depressing seeing some recreational participants provided with equipment and some specific group not given. Marginalization of recreationist with difficulty of mobility is another reason for unfavourable attitudes of staff. This group are seen by the employees as not active enough to be participants of outdoor recreation. When staff relegates this group of people and concentrate on mobile ones is not pleasant. Recreationist with difficulty of mobility feel discriminated when such happens. They feel side-lined and downgraded. According to McKercher et al. (2003), this happens when staff are largely ignorant of the specific needs of people with difficulty of mobility, which lead to overt or subtle discrimination. In this sense, Recreation providers are deterring to travel rather than a facilitating. Lack of skill in handling people with difficulty of mobility is another reason; some staff may have knowledge and understanding on this group of people but lack the skill to handle them. Weiss (1986) observed that except for a very small number of employees who have been specialists in the field for a long time, there is little or no skill in handling or using of the facilities that are available to people with difficulty of mobility. It is recommended that outdoor recreation establishments should have enough facilities to meet up the need of this particular group of people. There should also be adequate training for staff on how to deal with people with difficulty of mobility; this will encourage recreational patronage and ensure effective service delivery. Employees should have good attitude towards all group of participants. Those vulnerable should be given the required assistance needed. Because giving the growing need for recreation and its benefits, countries like Nigeria cannot afford to ignore the huge benefits that come with participation.

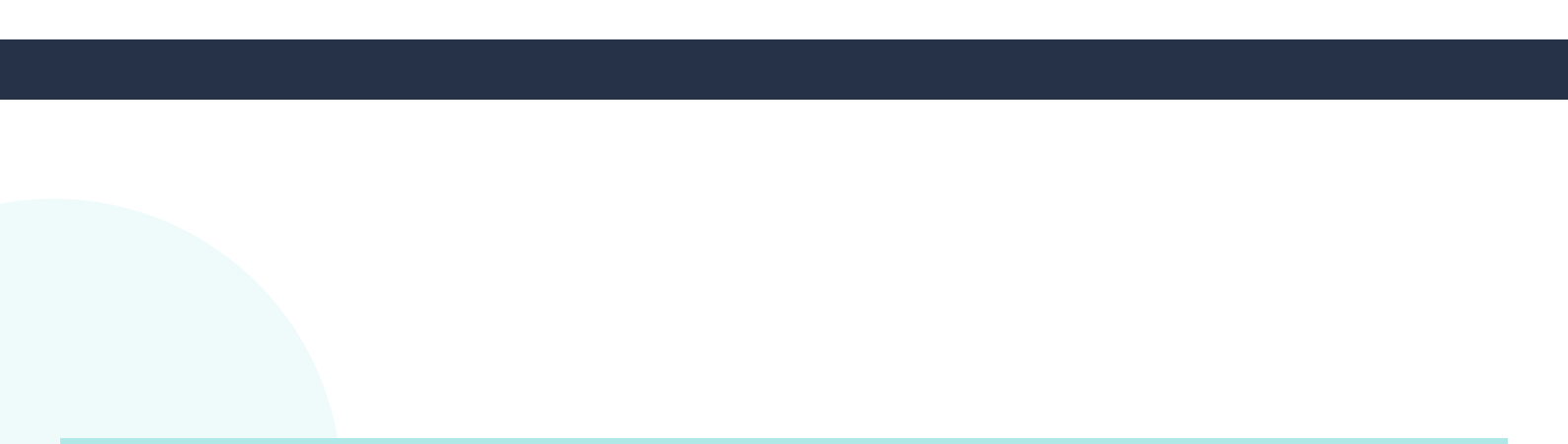
The entangled rhythms of a canoe journey: Rhythmanalysis, speculative fabulation and a tidal microadventure

Richard Ensoll

Our conception of the topology of time and space shapes our relationships with ourselves and others including the other-than-human world. Despite accelerating transport systems, ease of access to information and ubiquitous fast food, a conceived/perceived lack of time in modern Western lifestyles has become trope, with adventurous journeys seen as an escape from the everyday and the linear rhythm of the 9 to 5. The perception of being time poor contributes to a number of responses including impatience with the potential to fuel interpersonal conflict, degrading relationships at a number of levels. At the same time the pace of life impairs the reflexivity that might promote awareness concerning our spacio-temporal conceptions and how these influence our wider relationships.

Adopting an ethnographic approach this study explores the rhythms associated with an informal canoe trip in a tidal loch and presents data emerging from a four-day canoe journey based at Loch Sween, a location within four hours' drive of the participants' hometown. Such micro-adventures might offer increased access to those excluded from longer, more expensive experiences by a lack of time, money, mobility and other constraints. Reporting on some recent experiences Goodnow goes on to report that such trips foster "increased 'place attachment', health, happiness and community." (2018 p.23)

Arguing the case for ethnography in outdoor journeys Nicol (2013, p.14) centralises the importance of finding sustainable lifestyles in response to the challenge of climate change and goes on to justify the small scale, individualised nature of such work in the context of global issues by emphasising the role of personal power and influence in effecting wider change.



Data was collected through contemporaneous note taking, a group interview and photographs. The reflexive process involved speculative fabulation, an exercise of 'thinking with' fiction which adopts a pragmatist epistemology where reality is under continual construction and whose indeterminacy "can be alleviated, only partially, in concrete situations, and with the help of a thinking agent." (Shalin, 1986 in Strubing 2007 p.555).

While reading my field notes and the interview transcript I felt strongly the presence of my socio-cultural lens, various forms of personal experiences and (often ill considered) received views. I came to realise that I conceived clock time as an invading force some ways resonant with H.G. Wells' Martians in his classic science fiction novel, War of the Worlds. Troubled by the messy, flawed and partial nature of these ideas I sought to surface and capture these semiotic entanglements of fact, fiction and fable by writing in the creative third space offered by speculative fabulation (Haraway 2013 in Salazar, 2016 p.154) leading to a piece titled War of the Time Worlds. This conceptualisation is presented and grounded in my own practice through vignettes from the canoe trip demonstrating some ways in which event and clock time were viewed as warring for control over the trip agenda with each advance and retreat accompanied by a hardening and softening of relations.

Conclusions include the importance of conceptions/perceptions of clock and event time in shaping relationships with self, others and the other than human during an informal canoe trip.

Cycle tourism and a sustainable world: The case of Warmshowers

Robert Hood

Introduction

Cycling delivers on the Global Goals is a powerful assertion in support of cycling's contribution to a sustainable world. The European Cyclists' Federation [ECF] and World Cycling Alliance [WCA] describe briefly cycling's connection to the Sustainable Development Goals [SDGs], and state that cycling delivers on eleven of the seventeen SDGs (European Cyclists' Federation, n.d.). This reference to cycling naturally includes the range of cycling styles and roles in human activity from local commuting to global travel. Pertinent to this conference, cycle touring is likely the style most prevalent in relation to adventure tourism.

Cycle touring has been subject to a growing research interest given its compatibility and contribution to sustainable transportation and other valued outcomes---economic, social, and environmental---in Europe (Weston, Davies, Lumsdon, Peeters, Eijgelaar and Piket, 2012) and North America (Adventure Cycling Association, 2017). A review of abstracts from past International Adventure Conference proceedings includes seven papers on the topic of cycling, two of which specifically address cycle tourism. Chancellor (2015) suggested that cycle tourism is a growing adventure tourism trend as evidenced by the Adventure Cycling Association Annual Reports which showed membership growing to 53,060 in 2017 (Adventure Cycling Association, 2017). However, Rickard (2018) reported that cycle tourism, a form of adventure tourism, has received modest attention in the academic literature. The same was acknowledged by Fox, Humberstone and Dubenewick (2014) who noted that long-distance cycling in the leisure context in particular was absent from academic discourse. The authors further questioned if such omission was "related to the self-supported long-distance cyclist's position outside traditional tourist infrastructure and minimal expenditures beyond living needs." (p. 72)

The purpose of this paper is to examine the cycle tourism literature while reflecting on a form of cycle tourism accommodation known as "hospitality exchange", a mode of travel accommodation that the author has experienced as both a guest and host. The author explores the question: How does cycle tourism utilizing hospitality exchange contribute to sustainability and the SDGs? The results of this exploration will contribute to greater understanding of the essence and potential power of this form of cycle tourism as an adventure pursuit that supports a sustainable world.

Method

The paper provides an up-to-date review of literature on cycle tourism with specific attention to long distance cycling and “hospitality exchange” represented by Warmshowers.org. This form of travel accommodation is contrasted with other forms of travel accommodation and discussed relative to facets of adventure, social dimensions of tourism and relevant SDGs. Drawing on his experience with this form of cycle touring, the author applies principles of auto-ethnography to reflect on his personal experience with other cyclists in the Warmshowers.org network to contribute to the discussion.

Discussion

While the ECF and WCA acknowledge eleven SDGs relevant to cycling in general, all eleven are not necessarily relevant to cycle touring. Two SDGs specifically mention tourism---Goal #8: Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all; and Goal #12: Ensure sustainable consumption and production patterns. The paper discusses cycle touring in relation to these two SDGs to both confirm contributions to the SDGs and potentially augment contributions to the SDGs upon greater understanding of cycling tourism via hospitality exchange. For example, the hospitality exchange provides a unique human social dimension that often crosses cultural boundaries worth considering in the sustainability discourse. While there doesn't appear to be academic literature on hospitality exchange specific to cycle touring, academic inquiry has emerged on “couchsurfing”, another example of hospitality exchange that has presumably grown to be the most popular form of tourism (Zgolli and Zaiem, 2018). Recent research on couchsurfing is compared to the author's experience with cycle touring members of Warmshowers.org. Ultimately, the combination of relevant theory combined with personal experience are presented to understand this form of cycle tourism as contributor to a sustainable world.

References

- Adventure Cycling Association (2017). 2017 Annual Impact Report. Retrieved from <https://www.adventurecycling.org/about-us/annual-report/>
- Chancellor, C. (2015). Bicycle tourism: Understanding a growing adventure tourism trend. In Proceedings for the 4th International Adventure Conference, Sheffield Hallam University, September 9-11, 2015. Retrieved from <http://atra.global/wp-content/uploads/2018/03/Conference-Proceedings-IAC-2015.pdf>
- European Cyclists' Federation (n.d.). Cycling delivers on the Global Goals. Retrieved from <https://ecf.com/groups/cycling-delivers-global-goals>
- Fox, K. M., Humberstone, B., & Dubnewick, M. (2014). Cycling into Sensoria: Embodiment, Leisure, and Tourism. *Tourism Review International*, 18(1/2), 71–85. <https://doi.org/10.3727/154427214X13990420684563>
- Rickard, A. (2018). Long-distance cycle touring: Mobility and meaning in search for adventure. In Proceedings for the 6th International Adventure Conference, Valsain, Segovia, Spain, January 30-February 2, 2018. <http://atra.global/wp-content/uploads/2018/03/Book-of-Abstracts-IAC2018.pdf>
- Warmshowers (n.d.). Retrieved from <https://www.warmshowers.org/>
- Weston R., Davies N., Lumsdon L., Peeters P., Eijgelaar E., Piket P. (2012). The European Cycle Network - Eurovelo Study. European Parliament's Committee on Transport and Tourism; 2012. Retrieved from <https://ecf.com/files/wp-content/uploads/The-european-cycle-route-network-EuroVelo.pdf>
- Zgolli, S., & Zaiem, I. (2018). Couchsurfing: a new form of sustainable tourism and an exploratory study of its motivations and its effect on satisfaction with the stay. *International Journal of Culture, Tourism & Hospitality Research*, 12(1), 130–142. <https://doi.org/10.1108/IJCTHR-02-2017-0015>

The reach, capacity and potential for outdoor learning: a Cumbrian case study

David Harvey

Introduction

Interest in Outdoor Learning in the UK is growing at a strategic level in government, national agencies such as Natural England and institutions such as sport, health and education. This has come about through a growing evidence base for the benefits in a range of areas that have become important policy issues including education, health, environmental connection and sustainability. The Department for Environment, Food and Rural Affairs 25 year Environment Plan (DEFRA, 2018) clearly articulates the Government's belief in the value of the outdoors and connection with nature, setting out its goals for enabling greater access to local natural spaces for all school pupils.

Reflecting increased cooperative working across the outdoor learning sector and building on research into the benefits of progressive outdoor learning experiences, the Outdoor Council's 'Outdoor Citizens' campaign (Institute for Outdoor Learning, 2018) is seeking to make access to nature, adventure and outdoor learning experiences an entitlement for all children. However, there is limited data regarding the current level of provision and therefore the capacity of the sector to deliver the potential for outdoor learning that could exist as a result of applying a progression model to outdoor learning opportunity across a young person's life time.

Method and discussion

The project consists of three interrelated studies:

- 1) Modelling and then mapping the field in the English county of Cumbria in order to assess the relevance, inclusiveness and progression of current provision for young people across a range of institutions including schools, communities, youth services and families. Cumbria makes a good case study as it has a wide variety of providers operating in a range of geographical, socio-economic communities.
- 2) Determining the quality, quantity and comprehensiveness of delivery and the capacity of the profession to respond to increased demand.
- 3) Assessing the social, environmental and economic impacts on young people, the environment and communities.

By focusing on how the current reach can be expanded by understanding both community and deliverer needs, the project seeks to contribute towards the following Sustainable Development Goals:

3 (Good health and wellbeing): tackling the increasing prevalence of Type-2 diabetes and obesity, increasing the use of the outdoors for preventing and tackling mental health issues and promoting wellbeing through nature connection and outdoor learning;

4 (Quality Education): promoting sustainable development and lifestyles through nature connection, awareness, empowerment and agency;

10 (Reduced Inequalities): By identifying which sections of the population that do not currently have access to outdoor learning experiences and developing strategies to increase engagement from marginalised communities;

Conclusion

The presentation will provide a summary of research regarding the reach of outdoor learning provision in Cumbria. It will aim to highlight the barriers, perceived or otherwise, that exist to increasing provision, and summarise possible strategies for workforce development and the support needed to meet the potential delivery goals.

References

DEFRA (2018), A Green Future: Our 25 Year Plan to Improve the Environment. DEFRA, London, viewed 18 September 2018, www.gov.uk/government/publications

Institute for Outdoor Learning (2018), Outdoor Citizens: a sector wide campaign to ensure by 2035 every 18 year old is an Outdoor Citizen, viewed 18 September 2018, <https://www.outdoor-learning.org/Membership/Current-Initiatives/Outdoor-Citizens>

Swinging with the world - adventure tourism in an era of alienation

Wolfgang Aschauer & Thomas Herdin

The findings of travel motivation research – also with regard to adventure tourism – have to be considered as insufficient and incomplete. Classical approaches such as the escape theory (Enzensberger, 1962), the authenticity theory (e.g. McCannell, 1976), the prestige thesis (e.g. Moital & Correia, 2009), the self-realization approach (e.g. Cohen, 1979) or the flow concept (Csikszentmihalyi, 2014) may describe and explain individual facets of holiday needs, but a general theory of Western travel motivation is still widely absent. In this contribution, an ambitious attempt is made to transfer Hartmut Rosa's (2016) concept of a good life (resonance instead of alienation) to tourism research.

In current sociology Western society is mainly interpreted as an individualistic performance society (e.g. Münch, 2010) in the context of certain varieties of capitalism (e.g. Hall & Soskice, 2001). Many individuals feel ethically and morally free and nobody tells them where and with whom to live, what to believe in and how to live their lives. However, although individuals long for autonomy, they often feel under pressure by the excessive demands of contemporary achievement society (e.g. Schroer, 2010). Thus, feelings of alienation can obscure the ideal of authentic living because we often lack the time to deal with more fundamental questions to find a deeper meaning in life.

The promise of modernity to live an authentic life according to our needs is thus often only fulfilled in our limited free time and during travelling. Especially adventure tourism offers numerous options to be touched by nature, to get into deeper conversations with ourselves or to share deep experiences within our companions. There is a high chance for special resonance experiences, which reflect vibrations between the subject and his environment. These experiences always occur unexpectedly and they are ideally moments of transformation; the self should emerge different from these encounters (see Rosa, 2016, p. 279-298). As the core thesis of our contribution, we propose that the search for resonance in an age of alienation illustrates a special driving force of tourism. In addition to obvious examples such as wellness tourism, pilgrimage tourism, backpacking or eco-tourism we will especially aim for a deeper explanation of current forms of adventure tourism.

In our contribution we want to point out rafting as an example because this special adventurous activity especially requires to listen to our mind and to sound out our own limits. Rafting can be described as a dialogue between body and nature. The forces of nature enable a kind of aesthetic resonance experience, whereby self-efficacy is needed to keep control. When it comes to more intense forms of adventure tourism such as trekking or expedition tourism we probably aim for additional resonance spheres. These forms of tourism may provoke a kind of holistic exchange with the body, the mind, significant others, foreign cultures, the nature or even spiritual encounters.

If theories on travel motivation are to enrich tourism science, they must inevitably illuminate both the prevailing motives and the current societal conditions. This contribution presents only the first mosaic stones of a new theory of (adventure) travel motivation and provides preliminary thoughts of potential experiences based on certain activities (such as rafting as one example). But we are convinced that Hartmut Rosa's resonance concept (2016) as an attempt of a "grand theory" of the good life is able to sophisticatedly contribute to a new understanding of the tourist as a classical social figure of late modernism and is able to provide the floor for specific empirical studies on various forms of adventure tourism.

References

- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology*, 13 (2), 179-201.
- Csikszentmihalyi, M. (2014). *Flow and the Foundations of Positive Psychology*. London: Springer.
- Enzensberger, H.M. (1962). Eine Theorie des Tourismus. In: ders, Einzelheiten I. *Bewusstseinsindustrie* (S. 147-168). Frankfurt am Main: Suhrkamp.
- Hall, P.A., & Soskice, D. (2001). *Varieties of capitalism: The institutional foundations of comparative advantage*. Oxford: Oxford University Press.
- Moital, M., & Correia, A. (2009). Antecedents and consequences of prestige motivation in tourism: An expectancy-value motivation. In M. Kozak, & A. Decrop (Eds.), *Handbook of Tourist Behavior. Theory and Practice* (pp. 34-50). London: Routledge.
- McCannell, D. (1976). *The tourist. A theory of the leisure class*. New York: Schocken.
- Münch, R. (2010). *Das Regime des Pluralismus. Zivilgesellschaft im Kontext der Globalisierung*. Frankfurt am Main: Campus.
- Rosa, H. (2016). *Resonanz. Eine Soziologie der Weltbeziehung*. Berlin: Suhrkamp.
- Schroer, M. (2010). Individualisierung als Zumutung. In P.A. Berger & R. Hitzler (Hrsg.), *Individualisierungen. Ein Vierteljahrhundert jenseits von Stand und Klasse* (S. 275-289). Wiesbaden: VS-Verlag.

Cycling in Scotland - female barriers to entry

Andrew Martin

Introduction

This paper aims to identify factors that are barriers to female participation in leisure cycling in general. There has been little written on the influences and perceptions of bicycle use, and even less written about specifically female attitudes (Sener, Eluru and Bhat, 2009). Although participation is souring with 49% of the 25-34 year olds in the UK being cyclists (Intel, 2018), there is a gender imbalance. Prati (2018) found traditional sexual division of labour (gender gaps in caring and educating children as well as housework and cooking) could inhibit women's participation in transport cycling.

The paper intends to expose barriers to leisure and competitive cycling in Scotland, and then consider initiatives that could increase female participation in cycling.

Method

A two stage methodology was undertaken.

Initially a short questionnaire was issued to female students in the 25-34 year old age range as a check on reported barriers to cycling in Scotland.

The second qualitative stage sought probe and flesh out constraints and barriers to participation. For this data collection semi-structured interviews were selected to illicit participant's points of view.

Finally three key informants in senior positions in Scottish cycling were interviewed to generate a richer picture on the barriers to participation and generate options for increasing female participation.

Findings/discussion

The barriers that exist in relation to female participation in cycling are found to be in the broad categories of: safety, a lack of time, and confidence. These barriers that inhibit women's participation in cycling have links to traditional sexual division of labour.

The work highlights issues to be addressed to increase female participation in cycling, which include: more female cycling groups and single sex opportunities to socialise, infrastructure needs, and education on cycle maintenance.

Conclusion

The research found that there is a significant difference between male and female participation in cycling in Scotland. In both competitive cycling and leisure cycling it has been found that women face barriers to participation. Scottish cycling initiatives are geared towards increasing participation in cycling across the community, with specific initiatives like Breeze and Belles on Bikes targeting women in recognition that more needs to be done.

References

Mintel. 2018. Cycling Market Report. London: Mintel Group

Prati, G., 2018. Gender equality and women's participation in transport cycling. *Journal of Transport Geography*, 66, pp.369-375


Sener, I.N., Eluru, N. and Bhat, C.R., 2009. An analysis of bicycle route choice preferences in Texas, US. *Transportation*, 36(5), pp.511-539.

Exploring motivations of older adults to participation in outdoor adventure activity in Ireland

Joe Tierney & Catherine Gorman

Europe's average age is increasing and while this is a success story for society, some reports argue that expectancy of living a longer healthy life is at odds with the reality (Lunenfeld and Stratton, 2013). Research suggests that declining participation in physical activity (PA) as people age is contributing to increased levels of non-communicable diseases (NCDs) and morbidity. Despite the evidence that engagement in PA mitigates the negative impacts of ageing, recent reports indicate insufficient levels of engagement in PA as people age. The impact of this is increased dependence as people age putting pressure on the health system, families, the individual and society (Bauman et al., 2016). Consequently, provision of opportunities for the ageing demographic to engage in appropriate levels of PA is now a priority for governments (Guthold et al., 2018). Outdoor adventure activity (OAA) presents the opportunity for older people to engage in stimulating, social, and sustainable activities that has the potential to address relevant components of fitness (Kluge, 2013). Increased provision, accessibility, normalisation, and proactive promotion of adventure activities for the ageing demographic has the potential to improve the health of participants and the business of adventure providers. Offering a variety of appropriately designed activities for the eclectic abilities, and interests of the ageing demographic may increase physical activity participation and build relationships with this exponentially growing demographic.

Between 2011 and 2016, CSO statistics indicate an increase in the number of those aged over 65, by 102,174, to 637,567, or 19.1%. Estimates indicate that this will rise to 1.4m persons, or 22% of the population by 2041. Increasingly, the older market represents the largest segment of the tourism consumer market (Eurostat, 2017). Recent research also indicates that retirees desire leisure based physical activity that is outdoors, meaningful, stress reducing and provides opportunities to socialise with family and friends (Liechty, Genoe and Marston, 2017). The changing demographic presents opportunities and challenges for the tourism, leisure, and outdoor adventure sector. Understanding the motivations of older adults' engagement with OAA may inform facilitation and provision of activities that have the potential to improve health and quality of life. The question asked in this exploratory research is, what are the perceptions and motivations of older adults to OAA participation in Ireland?



The research is being completed as part of a literature review for a PhD exploring perceptions and motivations of older adults, in Ireland regarding engagement with OAA. Preliminary, exploratory primary research conducted suggests that the cohort want adventure, respect and appreciate the benefits of activity outdoors, and would welcome improved infrastructure and facilitation. Risk and competition are not seen as motivators but physical activity, nature and facilitation are. The results of this initial study indicate that older adults would participate if suitable, safe, facilitated adventure opportunities were offered. This finding is corroborated by other research in the area which suggests that OAA for this group must be encouraging, safe, inclusive and offer a meaningful supported experience (Kluge, 2013).

The market is changing, preliminary primary research in Ireland suggests that the ageing population wants to experience adventure, and value the benefits of adventure activity. Eurostat (2017) suggests that older tourists make more trips as domestic tourists, travel for health benefits, for longer and outside of the usual season. In addition, older adults are now placing a greater emphasis on activity and leisure tourism (Patterson et al., 2017). This presentation will explore the literature, present some initial findings regarding perceptions and motivations of the ageing demographic in Ireland to engaging in OAA.

Educative power of natural environment through experiential methodology

Virginia Gómez Barrios, Lázaro Mediavilla Saldaña & Vicente Gómez Encinas

Physical activities in the natural environment are all of those motor activities that are developed in nature with an educational intention (Miguel, 2003). And these activities contribute to the physical (improving coordination, physical condition, etc.), intellectual (learning theoretical concepts, technics, decision making, etc.) and emotional development (self-improvement, cooperation, effort, etc.) of the participants (Baena y Granero, 2007). These types of activities have a high educative potential and are associated with the personal growth of the participants (Stott, Allison, Felter y Beames, 2013). There are different methodologies to develop this educative potential we are talking about, like: adventure pedagogy, experiential education, open classroom, etc. All of them with common characteristics: they are carried out in the natural environment, teaching-learning process happens through first person experiences and there is a final reflection, in which each participant presents his experience and the teacher must move towards two areas: the experience and the contents worked on (Mediavilla, 2015).

Related to this, a study had been developed whose main objective is analyse the benefits that practices in the natural environment have on the teaching-learning processes. An experiential methodology was used, analysing the improvement of the theoretical contents and the transversal competences (interpersonal relationships, autonomy, self-confidence and confidence in partners) developed through this practice. The participants were 59 students of the subject "Activities in Natural Environment" imparted in the degree of Sport Sciences. Data were analysed by examining the improvement of learning, taking into account the contents given in the classroom sessions, in comparison to those given in the practical sessions and, in addition, the development of transversal competences in both cases. The collection of data was carried out through four questionnaires, two of them about classroom contents (pre and post) and the other two about practical experience contents (pre and post). The content of the classroom questionnaires dealt with the following topics: orientation in the natural environment with map and compass, recreational constructions with ropes (zip line, hanging bridges, etc.), necessary equipment in activities in nature and camping. And the contents of the practice questionnaires: orientation by means of GPS, climbing and abseiling, survival and first aid in natural environment and knowledge of the environment.

The results obtained show a 19.3% improvement of learning in classroom sessions in comparison with a 28.5% of improvement in practical sessions. Regards transversal competences, there is a greater uniformity in the highest results after practical sessions. Once the study was finished, some of the conclusions obtained were: the natural environment is a better place for the development of teaching-learning processes than the classroom, experiential methodology in natural environment activities optimizes the time spent on the teaching-learning processes and educative practices in the natural environment contribute to the development of transversal competences greater than classroom classes.

References

- Miguel, A. (2003). El aula naturaleza en la educación física escolar en la etapa de educación primaria. En Miguel, A. (Ed), *Actividades Físicas en el Medio Natural en la Educación Física Escolar* (pp. 21-47). Palencia, España: Patronato Municipal de Deportes Ayuntamiento de Palencia.
- Granero, A. y Granero, A. (2007). Importancia de los valores educativos de las Actividades Físicas en la Naturaleza. *Habilidad Motriz*, 29, 5-14.
- Stott, T., Allison, P., Felter, J. and Beames, S. (2013). Personal development on youth expeditions: a literature review and thematic analysis. *Leisure Studies*, 34 (2), 197-229. Recuperado de: <https://www.tandfonline.com/doi/abs/10.1080/02614367.2013.841744>

Sustainable mountaineering tourism on Lenin Peak, Kyrgyzstan: Current issues and potential solutions

Stephen Taylor & Vladimir Komissarov

Introduction

This paper is concerned with the impacts of mountaineering tourism on the 7,134 metre Lenin Peak, the most popular high mountain in Kyrgyzstan. Like Mont Blanc or Mount Everest, it constitutes a “honeypot” attracting tourists from across the world. It has become a highly commercialised environment with a number of issues that threaten its long term sustainability. These issues are identified and some potential solutions for supporting sustainable development outlined. The focus of the research is upon developing a model for the sustainable development of mountaineering tourism not only on Lenin Peak, but for adventure tourism generally, across Kyrgyzstan.

Method

The research reported here draws upon a wide range of sources and approaches. This ranges from participant observation during the 2017 and 2018 climbing seasons (Taylor), to long term direct involvement with the tourism sector on Lenin Peak and Kyrgyzstan more widely (Komissarov). In addition, a series of interviews were conducted with a range of tourism workers (camp bosses and workers; mountain guides; high altitude porters etc.) and tourists on both independent and commercial expeditions.

Discussion

Despite, or perhaps because of, its reputation as the “easiest 7,000 metre peak in the world” the percentage of successful attempts is surprisingly low and is estimated at somewhere between 15%-25%. This high rate of attrition can be largely attributed to inadequate preparation by tourists prior to arrival and a subsequent failure to engage in an appropriate acclimatization programme. This can create both low levels of tourism satisfaction and safety issues.

Tourism on Lenin Peak generates seasonal employment for around 200 hundred people. Here there is a mix of employment provided by the six tour operators who operate facilities at base camp (BC: 3,600m) and advanced base camp (ABC: 4,200m) and self-employment (e.g. local horsemen providing portage between these two camps). Scope exists to increase local participation, particularly women, in tourism employment. A lack of regulation concerning mountain guides and high altitude porters generates issues affecting both tourism satisfaction and safety.

Negative environmental impacts of tourism are evident above base camp. These are due to a combination of poor operational practices and inadequate regulation. This has led to significant accumulations of rubbish and human waste. The most serious problems exist in a specific zone of ABC and at Camp 1 (5,200m). A substantial removal effort would be required to tackle the issue at ABC, while the problem at Camp 1 requires active cooperation between the six tour operators to establish a sustainable management strategy. More generally, there is an absence of adequate management and accountability in respect of environmental impacts.

Each year there are 10-15 serious accidents, with a third of these proving fatal. Here there is scope to improve the information and guidance provided to visiting climbers, tighten regulations on those guiding on the mountain, and for the tour operators to cooperate to establish a more formal basis for organising the provision of a safe route on the glacier and rescue services when they prove necessary. Additionally, medical support and facilities are inadequate.

Conclusion

Lenin Peak is an important source of tourism but, as this research highlights, a number of actions are required to place this, and similar types of activities, on a more sustainable footing. Central to this is the creation of a formal cooperative arrangement between the tour operators that would be the mechanism for implementing many of the required initiatives. This includes providing more information to tourists both before and after arrival with a view to improving success rates. Employment on the mountain needs to be better regulated and to increase the participation of the local community.

A serious lack of adequate environmental management practices are evident and again, greater regulation and enforcement is required here. This requires an active public/private partnership between the local authority and the tour operators. Linked to this, serious consideration needs to be given to designating the mountain a protected landscape and levying an environmental tax on visitors to fund its management. Lastly, safety needs to be improved on the mountain and this extends to regulating mountain guides, maintaining safe passage on the mountain and ensuring the provision of adequate rescue and medical services.

Indigenous sport and the nature

Eivind Å. Skille

Introduction

The perception, understanding and use of nature depends on culture and context. In that respect, Sámi sport is interesting. Sámi sport refers to both unique activities such as reindeer racing and lassoing, and it refers to organizations federated in the Sámi sport association. Through an ongoing study of Sámi sport, primarily focusing on organization, nation building and national identity, some interesting findings related to nature occurred. This paper investigates the nature's place in Sámi sport clubs' everyday functioning, which relates to nature's general importance in Sámi culture.

Methods

The first author have thus far conducted interviews with nine representatives of four different sport clubs affiliated with the Sámi sport organization in Norway (Sámi abbreviation: SVL-N). Three clubs were from the core Sámi areas and one club was from a revitalized Sámi area. Interviews were transcribed and analysed following a semi-phenomenological approach, meaning some codes were pre-fabricated (regarding policy, organization, nation) while simultaneously keeping new ideas open.

Results

The main result from the open-ended part of the analysis was that the meaning of nature underscored in the core Sámi area. Moreover, the cultural impact of nature found two identified ways, or rather on two levels.

First, there was an overarching level where nature was just important for the local community, the local culture and the people living there. For example, one interviewee claimed that the sport club is located in 'a coastal Sámi community. That is an important part of the identity' (nif1). Another adds, 'the [local] culture is tightly connected to the primary industry, the sea, agriculture and reindeer herding. You can feel that, although not everybody works in the primary industries ...' (ilar1). The latter is important, although probably only a tiny percentage of the community's inhabitants work in and in direct relation to nature and primary industry, the local identity is tightly connected to nature, and that connection or identity is often referred to as 'coastal Sámi'.

Second, on a more particular and pragmatic level, especially representatives from one of the sport clubs emphasized taking care of a hiking path in the nature around the local community. This maintenance particularly relates to signs showing the local names (of the natural elements and places along a river) in Sámi language. 'We organize an open-air camp ... where we have a local historian who tell/teach [the youth] about historical incidents at specific places and teach them the meaning of different local names. And we have made signs along the [sport club] path which we call it ... all the way up to the [sport club] cabin' (ilar2).

Discussion

The importance of nature in Sámi culture is indisputable, as it is for many other Indigenous peoples, as well as for Norwegians. So what is special with Sámi culture and nature? Regarding the empirical points above, they reflect both Sámi tradition and relatively recent history. The specificity of Sámi understanding of nature is complex; we make two intertwined points here. First, Sámi language has not a word for wilderness (in general), because traditionally (Sámi) human culture and nature are one (and not separated as in dominant western culture). On the contrary, Sámi language has many words to describe particular nature conditions (for example more than 300 words for snow, 1000 for reindeer and reindeer livelihood). Moreover, it is important to acknowledge the history of Norwegian colonisation and the process of assimilation (referred to as Norwegianization). The Norwegian state undertook a strong assimilation policy for over hundred years, from mid-1800s to mid-1900s. Sámi language were forbidden, and Sámi children were taken away from their local natural nature education.

Conclusion

Taken together, the findings show how sport clubs contribute to health (SDG 3) and indicate how the nature-culture axis is important for a healthy community (SDG 11) when knowledge and skills related to Sámi names on nature elements is of strong value, both practically and symbolically. All in all this study contributes to the understanding of nature as a multicultural phenomenon.

Redefining outdoor leadership: An ecological dynamics approach

Jason King

Outdoor Adventure Programmes (OAP) are continuing to enjoy steady growth in the United Kingdom. In the last five years this rate of growth has intensified largely due to initiatives introduced by the UK government, such as Outdoor Adventurous Activities in the National Curriculum and the National Citizenship Scheme. This increase has created additional opportunity for OAP to focus on not only adventurous activity, but increase the opportunities for personal development and cross-curricular educational outcomes. While OAP requires a rich mix of components to be successful, the role of the leader is substantial. Outdoor leaders are required to wear many hats when working with groups especially in an inherently risky and dynamic environments (see Culp, 2016). Due to the environmental considerations, a leader will put a considerable amount of their focus into risk and risk management. This is reflected in current outdoor literature and practical applications in the form of training and assessment courses which are offered for potential leaders. Whilst this is recognised as an important part of the leadership process, other aspects of the leadership process are also required to make an OAP successful. This paper contributes two new perspectives on conceptualising Outdoor Leadership looking to explore the elements beyond ideas underpinned by risk to identify what a leader needs to draw on to be successful in contributing to an OAP. The first part considers findings from a pilot study in which interviews were conducted with four experienced outdoor leaders to understand what they considered to be important components in leading successful OAP's. The second perspective builds on the findings from this study to move beyond some of the traditional notions of leadership and leading (see Wielkiwicz & Stelzner, 2005) and start to consider a model of effective outdoor leadership through an underpinning theoretical framework of ecological dynamics (see Immonen et al, 2017). These models aim to shed light beyond the existing perspective and provide a tool for outdoor leaders to gain a deeper understanding of the clients they are working with and moving closer to providing a bespoke experience for all participants.

References

- Culp, C.A. (2016). Judgement and Decision Making in Outdoor Adventure Leadership: A Dual-Process Model. *Journal of outdoor Recreation, Education and Leadership*. Vol.8, No.1, pp.57-7.
- Immonen, T., Brymer, E., Orth, D., Davids, K., Feletti, F., Liukkonen, J., & Jaakkola, T. (2017). Understanding action and adventure sports participation- An ecological dynamics perspective (currently in review)
- Wielkiewicz, R.M. & Stelzner, S.P. (2005). An Ecological Perspective on Leadership Theory, Research and Practice. *Review of General Psychology*. Vol.9, No. 4, pp.326-341

Cognitive hierarchy approaches in natural and human capital management

Randall Burtz & Jasmine Goodnow

To manage destination site resources across a complex social and environmental landscape, managers and scientists alike must gain an understanding of the concerns and values of diverse and often-competing stakeholders. This understanding allows managers to develop successful cultural and natural resource management strategies for outdoor and adventure tourism, as well as develop effective communication campaigns around these strategies. To do so effectively, requires awareness and understanding of traveller's diverse interests, priorities, and levels of knowledge regarding tourism conservation and management. Identifying the priorities of traveller's beliefs towards management, and how those beliefs differ among segments of the population represents a key step in bridging the gap between the needs and wants of the travellers regarding adventure tourism management, and the actions and decisions of management professionals.

The availability, use and allocation of destination resources have become the source of conflict and contention. This growing conflict emphasizes the need to understand the diversity of values, beliefs, and attitudes that travellers throughout the world hold about the allocation of these community and natural resources. Using data collected from an internet-based survey, dimensions for basic beliefs of travellers were developed. Respondents were clustered based on their basic belief dimensions regarding potential management strategies aimed at achieving elements of two of the UN's Sustainable Development Goals. These clustered respondents were then compared on attitudinal preferences regarding priorities for strategies of cultural, community, and environmental conservation of destinations by focusing our questions on UN Sustainable Development Goals 11 - Sustainable Communities and 12 - Responsible Consumption (12). Results support the existence of distinct segments based on value-laden basic beliefs and the connection of these segments with preferences toward specific management strategies. Values-based segmentation, when connected with specific preferences for tourism management actions, can help inform managers when making policy decisions.

In summary, value-laden basic beliefs may be used to connect values to more specific travellers attitudes and behaviours, and have been applied extensively in many aspects of outdoor adventure management. To recognize the diversity of opinions held by about these issues, researchers suggest segmenting them into groups whose preferences for specific policies and strategies regarding management steps aimed at achieving UN Sustainable Development Goals. This approach may provide outdoor and adventure tourism managers with a tool for developing targeted programs that maximize traveller satisfaction, minimize conflict, improve communication between the travellers and managers, and understand traveller's willingness to support or participate in more sustainable outdoor recreation and adventure tourism choices.

Evidence as a tool to highlight disturbance factors of environmental quality and fruition: A hiker's point of view

L. Filippo D'Antuono

Introduction

Evidence, like most qualitative analysis approaches, is nowadays largely under-rated, as a fundamental tool for hypothesis formulation and subsequent planning of experimental or survey-based research. In areas interested at broad sense nature-connected activities, observational evidence, very often approaching the perceptual level of common sense, has been replaced by kinds of stereotypic, but often institutionally-backed approaches, based on the concept that any kind of local resource exploitation, including potentially impacting outdoor activities, is by definition positive and to be encouraged.

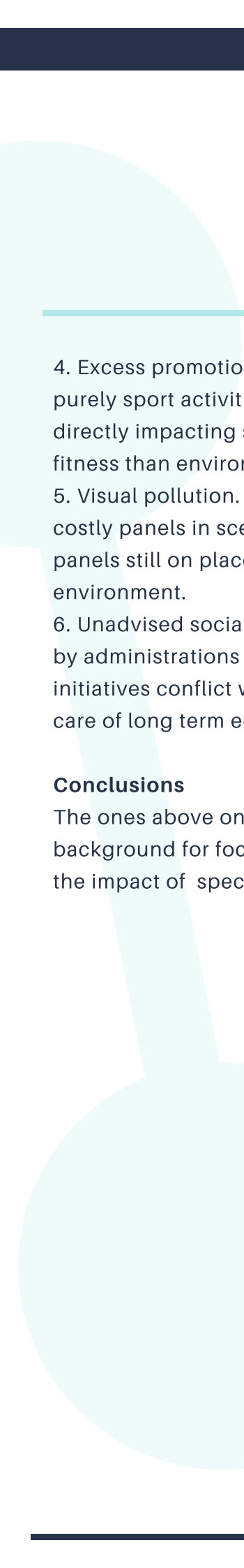
The present narration of smart, business-driven exploitation of natural resources is quite strong, and institutionally supported. However, as a life-long hiker, and then hiking guide, I am feeling that the re-evaluation of basic, evidence-supported facts is necessary to start revisiting priorities, possibly quantify potential long lasting effects of some high-impact human activities, tune information and interventions.

Methods. This contribution is simply a report of some evidence-based cases of environmental impact, often caused by questionable management, collected by the personal experience of the author, without any systematic preliminary hypothesis of prioritisation or quantitative evaluation. Images were taken of locally representative situations.

Results

Here is a necessarily incomplete, not exhaustive list of facts derived from evidence based observations and reflections.

1. Forest tracks. Opened by machine along the maximum slope line, generating dramatic erosion. Allowed by mechanical power availability. Determined by the push to exploitation of accumulated standing biomass after mountain depopulation, and lack of effective planning.
2. Local trail neglect. Determined by lack of maintenance, following abandonment. Causing erosion especially along valleys, water flowing along trails, and loss of cultural heritage.
3. Overexploitation of few trails. Strictly related to point 2. An excess of spending for the marking of few trails, to the detriment to all the others, without adequate subsequent maintenance. Often causing concentration of tourists on few trails, with consequent degradation, in sensitive places, and low tourist awareness.



4. Excess promotion and uncontrolled development of high impact outdoor activities. The rush to purely sport activities in fragile areas, as some forms of mountain biking, trail running etc., can be directly impacting soil, besides bringing to delicate areas people more interested in physical fitness than environmental connection experiences.

5. Visual pollution. Local administrations, including parks, tend to show a preference to place costly panels in scenic spots. This causes visual and often material pollution, with generations of panels still on place, and denotes a tendency to cultivate image, rather than care for the environment.

6. Unadvised social interventions. These include many economic operations directly supported by administrations (being accommodation, food and recreational enterprises, etc.). Often these initiatives conflict with already existing activities, putting them down, not taking therefore much care of long term economic sustainability, social equitability and environmental impact.

Conclusions

The ones above only represent some examples of evidence-based facts, as possible sound background for focusing on problems and priorities, and planning quantitative research about the impact of specific activities.

Towards a temporal leadership model for outdoor adventure guiding


Russell Henderson & Flurina Wartmann

Leadership in outdoor adventure sports requires adapting to ever changing environmental conditions, group dynamics and individual needs of participants. Successful outdoor leaders have developed strategies to deal with such complex situations over time, often based on the accretion of individual experience. Such an approach to learning can be seen as an arts-based approach. While being a good outdoor leader is an art, it is also part science - for instance, there are principles that can be generalised of how good leadership is achieved.

In order to support outdoor leaders in their continued learning experience, models and theories for outdoor leadership have been developed, often adopting theories from business or sports psychology. For example, British Canoeing (2017) published a model of leadership principles that is based on the Multidimensional Model of Leadership (Chelladurai and Saleh, 1980) and the Transformational Leadership approach (Bass and Riggio, 2006). The Transformational Leadership approach is a behavioural approach to leadership that identifies particular behaviours of leaders that help to improve motivation, including creating an inspirational vision, providing adequate support and providing challenge to achieve the vision. In these models, the temporal aspect of outdoor leadership, which becomes increasingly relevant on full day and multi-day expeditions, is often not explicitly taken into account. We thus propose to extend the 'Model of Leadership Principles' by specifically including the progression of a leadership situation over time.

We apply this model to the example of relatively short leadership situations in surf lessons and in long expeditions such as multi-day sea-kayaking. Using empirical examples of surf coaching and sea-kayak expedition guiding in Scotland, we highlight how the various factors in the model of Leadership Principles change over time, and how leaders adapt their strategies accordingly.

Mohammed and Alipour (2014) have posited that in entrepreneurial leadership temporality should be incorporated into the leadership construct itself. Similarly, we argue that incorporating the temporal into an outdoor leadership model should go beyond identifying relevant contingent components and be brought into the very construct of the model. We look to how this may be achieved using the Conditional Favorability factors developed by Priest and Gass (2005), as potential levers on the timeline of an adventure activity.



Finally, we look to how technology may be used to assist such a temporal model of adventure leadership going forward; reducing loads on decision making and assisting outdoor leaders to provide challenging, memorable, yet safe adventure experiences.

References

- Bass, B. M. and Riggio, R. E. (2006) Transformational leadership. Psychology Press.
- British Canoeing (2017): British Canoeing Model of Leadership Principles <https://www.britishcanoeingawarding.org.uk/download/284/>
- Chelladurai, P. and Saleh, S. D. (1980) 'Dimensions of leader behavior in sports: Development of a leadership scale', *Journal of sport psychology*, 2(1), pp. 34-45.
- Mohammed, S., & Alipour, K. K. (2014). It's time for temporal leadership: Individual, dyadic, team, and organizational effects. *Industrial and Organizational Psychology*, 7(2), 178-182.
- Priest, S., & Gass, M. A. (2005). *Effective leadership in outdoor programming*. Champaign, IL: Human Kinetics.

Sustainable marine tourism development: The case of scuba diving in Kas, Turkey

Carl Cater & Tahir Albayrak

Academics have identified significant growth of marine tourism activities in many countries (Garrod and Wilson, 2003; Cater and Cater 2007; Garrod and Gossling, 2008). However, the social, cultural, and environmental impacts of the global travel and tourism industry on coastal destinations may significantly vary depending on the characteristics and consequences of the specific tourism types. Today, scuba diving is considered as one of the most popular adventure tourism types, which create an alternative market for many marine destinations. Since small groups of tourists participate in that activity, it can have limited negative effects on the natural environment; this tourism type offers sustainable tourism development in host destinations (Musa and Dimmock, 2013). However, there is limited theory and practice in planning, maintaining and controlling sustainable development for marine adventure tourism. In particular, the comparisons of best practice in the developed, and developing countries are very limited.

The European Union has identified 'blue growth', or the sustainable use of the oceans, as a core societal challenge, and 'Life Below Water' is one of the main SDGs (14). A central pillar of this challenge is the promotion of ocean literacy, through which citizens understand the influence of the oceans on their lives and the impacts their behaviour (SDG12) can have on marine ecosystems. Tourism and recreation use of marine environments, such as scuba diving, is therefore one of the most significant interfaces between citizens and the ocean, and therefore has a central role to play in developing marine literacy. Weaver (2005) has outlined a spectrum of nature-based tourism interactions using a continuum of minimalist to comprehensive ecotourism characteristics. These have differing levels of sustainability, in particular due to the degree to which the ecotourism experience sponsors behavioural change. Marine tourism operators may not have the knowledge base to develop change effectively in their clients, despite having a genuine concern for the sustainability of the resource.

As noted earlier by Cater et al. (2015), four ways of achieving a sustainable tourism development are: analysing the sectoral; and ecological viewpoints; maintaining the long-term viability; and acceptance of tourism in the development strategies. In this context, understanding participants' socio demographic characteristics; their evaluations about the destination and diving site; and levels of ocean literacy are the beginning stages of scuba diving tourism development. This will help to understand the environmental effect of scuba diving operations and to protect the natural habitat in a destination.

In other words, the success of a scuba diving destination over the long term depends both on the protection of natural habitat (above and below water), and the satisfaction of the scuba divers. For achieving these goals, the companies and their personnel, providing scuba diving tourism, should be educated and provided with further knowledge about the environmental matters.

In this research, Kaş, a small town located at the southern coast of Turkey, is selected as its economy closely depends on tourism revenues. The town is also becoming known as a scuba diving destination, and has more than 20 diving sites. Currently, 19 scuba diving centres which are small businesses serve domestic and international tourists. Building on a recent descriptive study (Yarmacı et al., 2017), that identified the current status of scuba diving tourism in Kaş, the objectives of this research are as follows:

Objective 1: to identify the perception of scuba diving tourists about the destination and diving sites; economic contribution; and levels of ocean literacy;

Objective 2: to identify the assets available for marine tourism and attributes which create strength or weakness for the destination;

Objective 3: to train the local scuba diving companies and their personnel about the strengths and weaknesses in their tourism product, and the environmental effects of scuba diving activities and how they can manage their operations in an eco-friendly manner.

The field study in Kaş will assess community tourism assets using the Sustainable Livelihoods Approach (SLA), with a focus on marine assets. Existing linkages for economic contribution of marine tourism to the community will be identified. The research will clarify the evaluations of tourists coming to the area for scuba diving, about the destination and diving sites' attributes, levels of ocean literacy and their economic contribution. By using a survey technique, scuba divers' demographic characteristics and general evaluations will be measured. We will use Asymmetric Importance Performance Analysis (AIPA) to evaluate destination attributes' effects on overall satisfaction. This paper will report the preliminary findings of this study. This will increase the knowledge in the community regarding the potential contribution that scuba diving tourism can make towards sustainable development of the region (SDG11).

References

- Cater, C. and Cater, E. (2007). Marine ecotourism: Between the devil and the deep blue sea. CAB International, Oxford.
- Cater, C. Garrod, B. and Low, T. (eds.) (2015). The encyclopaedia of sustainable tourism. CABI, Oxford.
- Garrod, B. and Wilson, J. (eds.) (2003). Marine ecotourism: Issues and experiences. Channel View, Clevedon.
- Garrod, B. and Gössling, S. (eds.) (2008). Diving tourism: Experiences, sustainability, management. Elsevier, London.
- Musa, G. and Dimmock, K. (eds.) (2013). Scuba diving tourism (Vol. 40). Routledge.
- Weaver, D. (2005) Comprehensive and minimalist dimensions of ecotourism. *Annals of Tourism Research*, 32 (2): 439-455.
- Yarmacı, N., Keleş, Ç. M. and Ergil, Ö. (2017). The current status of scuba diving, its problems and some suggestions for its development: The case of Kaş. *Actual Tourism Researches Journal*, 1 (1): 66-87.

Sustainable destination certification and innovation: case studies of three Norwegian destinations

Hin Hoarau-Heemstra & Dorte Eide

Tourism destinations increasingly engage in sustainable development in response to global environmental change as well as to international market demand. Certification has become an important tool in the sustainable management of tourism destinations. This paper explores how sustainable destination certification influences learning and innovation practices of outdoor adventure businesses. Outdoor adventure tourism is the backbone of the Norwegian tourism industry and we studied three different types of destinations that earned a sustainable destination certification: Trysil, Røros and Vega. Trysil is a mountain destination in the southeast of Norway that offers skiing in winter and mountain biking, climbing and rafting in summer. When visiting the world heritage site of Røros, located in the middle of Norway, tourists can visit mines, go cycling and dogsledding. Vega in the northwest is a coastal community that offers kayaking, fishing and other water-sports. We treated the destinations as different cases and conducted semi-structured interviews with tourism businesses and certification stakeholders. We use the concept of Learning Tourism Organization to understand how knowledge for sustainability is shared between stakeholders in the destination. We found that public stakeholders are coupled in project teams, in which the municipality, region, other destinations and governmental organizations work together. However, there seems to be a decoupling between public and private organizations when it comes to enhancing sustainability, and especially small and micro sized outdoor adventure companies are little involved in destination certification. Hence, our case studies give little indication that sustainable destination certification has yielded improvements through learning and innovation on the tourism business level.

Our paper discuss reasons for the decoupling and lack of learning and suggests managerial and policy implications in order to improve the impact of sustainability certification on outdoor adventure tourism. The SDGs that address innovation (SD9) and responsible production (SD 12) as well as the role of partnerships like certifications for reaching the goals (SD 17) form the ideal framework for discussing the needs of outdoor adventure tourism businesses, power structures in destinations and our suggestions for a new way forward in sustainable destination development.

References

- Boluk, K., Cavaliere, C., & Higgins-Desbiolles, F. (2018). Call for Papers for a Special Issue, Journal of Sustainable Tourism: Critical Thinking to Realise Sustainability in Tourism Systems: Reflecting on the 2030 Sustainable Development Goals.
- Buckley, R. (2012). Sustainability Reporting and Certification in Tourism, *Tourism Recreation Research*, 37:1, 85-9
- Margaryan, L., Stian Stensland, Sustainable by nature? (2017). The case of (non)adoption of eco-certification among the nature-based tourism companies in Scandinavia. *Journal of Cleaner Production*, Volume 162, 201
- Schianetz, K., Kavanagh, L., & Lockington, D. (2007). The Learning Tourism Destination: The potential of a learning organisation approach for improving the sustainability of tourism destinations. *Tourism Management*, 28(6)

"Sustainability is one of our core values!"

THE UIAA & IFMGA 2018 Environmental survey

Leif Inge Magnussen & Carolina Adler

This paper provides a first overview of the status among the member associations of the International Federation of Mountain Guide Associations (IFMGA) and the International Climbing and Mountaineering Federation (UIAA), in terms of addressing and incorporating environmental and sustainability matters in their current and planned activities. Given that the IFMGA and UIAA are the leading global organisations that promote the development and practice of mountaineering and mountain related activities, collectively representing over 3 million mountaineers and mountain guides worldwide, it is important to learn about the extent to which their respective activities address and mitigate impacts of mountaineering in the mountain environment and their communities, through education, training and guidance to their members.

The respective commissions at IFMGA and UIAA tasked with environmental matters, conducted a baseline survey with members in early 2018 to learn about these interests and activities. The overall results indicate that this topic is of strong interest and that much is already being done to address environmental matters in mountaineering, however there are still many areas for improvement and development. The data compiled and analysed via this survey provides a foundation and rationale for the design of follow-up actions and has the potential to increase awareness of the possible impacts of mountaineering in an increasingly vulnerable mountain environment, while also considering the interests of mountaineers – be it for commercial or recreational purposes - to access the mountains.

However, the potential impacts on the environment from mountaineering practices needs more attention, first through monitoring, compilation of facts, studies and evidence that are then cited, incorporated into, and presented in education material, documents and practices to be shared in workshops and training. There is an urgent need to identify regulations that conflict with the interests of mountaineers in their pursuit of the activity in the mountains, and actively engage with authorities and other parties involved to find common ground.

Animals, tourism and the sustainable development goals

Carol Kline & Hin Hoarau-Heemstra

It is often animals that serve as conduits for our interactions with the natural world. Interpretive programs employing animals can yield insight into their behavior as well as the “ecosystem services” they provide. Within adventure tourism, animals might also carry our gear, provide our food, or be the charismatic object of consumptive or non-consumptive tourism. Hence, tourism experiences are co-created with animals. Within this presentation, we will weave together writings from various fields and disciplines to demonstrate how animal based tourism experiences (ABTE) or the animal-tourism relationship connect to almost all of the SDGs. For example regarding the multiplicity of approaches to animal studies, a number of recent texts highlight the emotional lives, sentience, and cognitive process of animals. Current day philosophers and theologians have added a moral and ethical perspective to our understanding of animal-human relationships, while feminists, geographers, psychologists, sociologists, nutritionists, economists, and legal experts contribute the growing cadre of voices in support of redefining and reinventing our relationship with animals.

The call for this conference focusing on the SDGs speaks to our desire to challenge and change the narrative regarding ABTE. We believe that “radical reconfigurations of positions of power and therefore approaches to systems of consumption and production” (Boluk, Cavaliere, & Higgins-Desbiolles, 2018) applies to animals in all meanings of the word consumption and production: eating animals, viewing animals, using animals for carrying or pulling people, leveraging them for education or entertainment, as well as using animals as destination symbols and objects of visitor merchandise. The SDGs – which delineate the most lofty and most basic needs of the world – is the ideal framework for outlining our critical reflections on animal use, our questions regarding current power structures and political systems, and our suggestions for a new way forward in ABTE and animal-human relations. Where possible, we will outline a research agenda for each SDG as it relates to ABTE.

References

- Bertella, G. (2014). The co-creation of animal-based tourism experience. *Tourism Recreation Research*, 39 (1).
- Boluk, K., Cavaliere, C., & Higgins-Desbiolles, F. (2018). Call for Papers for a Special Issue, *Journal of Sustainable Tourism: Critical Thinking to Realise Sustainability in Tourism Systems: Reflecting on the 2030 Sustainable Development Goals*.
- Fennell, D. A. (2011). *Tourism and animal ethics*. Routledge.
- Lovelock, B. (Ed.). (2007). *Tourism and the consumption of wildlife: Hunting, shooting and sport fishing*. Routledge.
- Markwell, K. (Ed.). (2015). *Animals and tourism: Understanding diverse relationships* (Vol. 67). Channel View Publications.

The potential of rock climbing as an adventure tourism product

Robert Nash, Claudia Ollenburg, Simen Undheim & Andrew Martin

This paper investigates the nature and the socioeconomic potential and benefits for rock climbing as an adventure tourism product in Australia. The paper emphasises the importance of adventure tourism to local economies, both as tourism products and as recreational activities for local inhabitants.

An introduction to rock climbing as a sport and as an adventure tourism product is given, along with a look at the current growth of rock climbing and the adventure tourism industry to show current trends of this niche segment. Two surveys are used in the paper and they have been analyzed using SPSS. One identifies how rock climbing is perceived amongst tourists, while the other gathers information from active climbers on the nature of the activity itself, as well as their economic expenditure on rock climbing.


The paper concludes that there is real potential for rock climbing as an adventure tourism product and highlights the value of adventure tourism in socioeconomic terms. Results also indicate that the sport is viewed very differently amongst tourist and active climbers with regards to risk. Finally, the paper concludes with recommendations on how to improve the current position of rock climbing in Australia.

Digital marketing in adventure tourism - an innovation or stagnation. Case study from Estonia

Mart Reimann & Reeda Tuula-Fjodorov

Estonia is a country with high number of digitalised services and a flagship country in digital security. Also, Estonia as tourism destination has been marketed as highly digitalized innovative country with pure wild nature, fresh air and opportunities for authentic experiences. VisitEstonia as the main DMO has marketing strategy using quite some digital and social marketing tools, but it has been not yet established whether it all has been well planned. Even top DMOs vary remarkably in digital and social marketing strategies, are even largely rudimentary (Hays et al, 2013). Hay (2011) and Hay et al (2013) propose that majority of SME's in tourism providing services within the marketed values, are not efficiently using the same toolbox, are not fully using, moreover are unaware of its full potential.

New technology and digitalized toolbox, which targets the senses and emotions through relevant pictures, videos, stories, technological augmented and virtual reality options, has been seen as remarkably effective tool to meet potential curiosity upon destinations, attract tourists, market challenges provided by adventure tourism businesses' products (Schlegelmilch et al 2013; Guttentag 2010). Especially to the new generation clients, and often subconsciously, whose principle form of entertainment are games and who is the primarily truly mobile and social media generation, also tends to trust friends' recommendations more than obvious advertising (Xu et al 2013, Schlegelmilch et al 2013). The potential clients have to be convinced that the adventure experience provided, will fulfill their expectations of transformation, self-fulfilment, sense of accomplishment while holding a careful balance between fun and fear. The technology is just on the verge of being implemented in a meaningful way in the tourism industry, it needs to be designed to serve a specific purpose for the user, display the capability to personalize the application (Han et al 2014). Otherwise, the messages can be misunderstood or misperceived, especially if it relates to risk perception.



The purpose of this study is to find out the level and needs of the Estonian adventure tourism providers for their digital marketing skills, capabilities and threats they can see in digital marketing. The study focuses on how the adventure tourism providers define their main channels and forms of marketing and how they evaluate their implementation.

The content analysis of the websites of Estonian adventure tourism providers were used, focusing on digital marketing, survey based on questionnaires and interviews were conducted among main adventure tourism entrepreneurs in Estonia.

The survey results showed that the main marketing channel among Estonian adventure tourism providers is digital marketing, in particular Facebook, websites and online portals, but more traditional marketing cannot be underestimated. All respondents admitted that their knowledge and skills in the field of digital marketing need improvement - as nobody self-evaluated their skills as excellent. Responses also included serious concern about the dangers of digital marketing in adventure tourism compared to other economic activities since it includes higher risk for clients, which need to be communicated properly, without misunderstanding the perception of risks. Thus Estonian entrepreneurs' perception of the threats and opportunities of digital marketing and traditional marketing will be discussed in this presentation.

Reviving and sustaining the Fulani Sharo Festival in North-eastern Nigeria

Eldah Ephraim Buba, Hafasat Mahmud Hussaini, Jamila Waziri Mohammed & Sanusi Abubakar Sadiq

The Fulani people are found in all 36 states of Nigeria but are mostly found in the northern states such as Bauchi, Jigawa, Adamawa, Gombe, Katsina, Taraba and Yobe. The Fulanis are pastoral nomadic who migrate from one place to another especially in dry season when there is no enough water and grasses to feed their animals (Hampshire, 2004). They are rich in culture which serves as attraction to their host community and non-residents. The Fulani culture presents a complex system, involving age-old initiations. The most important is the Sharo or Shadi (flogging meeting), believed to have originated among the Jaful Fulani, whose ranks are still considered the finest (Abubakar, 2018). The sharo festival parades activities like dancing, fashion parade demonstration of strength and bravery. Abubakar (2018) reports that the annual north east Sharo festival in Nigeria used to attract over ten thousand fulanis and tourists. During the Sharo festival, bare-chested contestants, usually unmarried men, come to the center ring, escorted by beautiful girls. The festival have large crowd which erupts in thunderous cheers and drumming (Bwala, 2009). The festival proceeds with lively drumming, singing, cheers and self-praises from both competitors and challengers. When the excitement is at a fevered pitch, it is the time for flogging. The challenger raises his whip and flogs his opponent. His opponent must endure this without wincing or showing pain, lest he be branded a coward (Bwala, (2009).

The Fulani people are one of the major ethnic groups in north eastern part of Nigeria. Sharo festival is a prominent festival used by the Fulanis as a demonstration of bravery, and to induct the young men into manhood. It is a colourful flogging event with dances as site attraction. This festival used to pull thousands of tourists to the north eastern part of the country. However, it is discovered that the festival is gradually fading as the festival is no more observed in many communities that used to host the festival. This study is aimed at examining the reasons why the sharo festival is going into extinction and how the festival can be revived and sustained for future participation. Personal interview and survey questionnaires were administered. Findings show that human social development which includes education, migration of Fulanis to urban areas and inter marriage, health concern from the flogging, insecurity and religion are reasons why the festival is gradually fading.

The study recommends that the Fulanis should be enlightened on the importance of them upholding their culture; there should be innovation to the cultural practice, for instance instead of using rituals to match opponents for the flogging, age and weight assessment can be used. Medical personnel should be on ground for emergencies and there should be enlightenment to the Fulanis to patronise western medicine. Destination marketers and managers can work with the Fulanis to have good marketing and managing of the event, the use of event planes can also help in the coordination in addition; there should be adequate security through collaboration between security agencies, host community and the Fulanis. Investing new meaning and value into the event can also help. Sharo festival is a recreational activity which if revived and sustained will not only have many participants but will positive economic and social impact to the community and Nigeria at large.

References

- Abubakar, S. (2018). Examine the factors that Contributed to the Fading of Fulani Sharo/Shadi Festival in Bauchi State. A thesis submitted to the Department of leisure and Tourism, Federal polytechnic Bauchi.
- Bwala, I. (2009). Fulani: Echoes of a dying race. Daily Trust Nigeria. Center for Advanced Research on Language Acquisition (CARLA). University International Center. Minneapolis-Minnesota.
- Hampshire, K. R. (2004). Fulani. *Emberl(2)01-28.qxd* P656-664

Freely flowing tourists, fragmented demand, fragile nature, fleeting moments and a call for flexible solutions 'en route'

Jens Friis Jensen & Bodil Stilling Blichfeldt

Introduction and objectives

Recreational vehicles are becoming increasingly popular among European tourists due to the freedom this kind of travelling allows for. RVs are more than a convenient form of transportation as they allow tourists to move beyond the beaten track and make in situ travel decisions en route. Using RVs, travelling becomes more than a mean to arrive at a destination; elevating the journey and what is experienced 'en route' to the peak experience. Furthermore, the freedom of travelling by RV makes it difficult for the tourism industry to get into contact and interact with these tourists as traditional contact points are rarely sought out and oftentimes, these tourists do not use the bed-night offers available (e.g. parking for the night in a scenic spot instead of checking in at a caravan site). Additionally, RV tourists are often scattered across larger rural areas creating their own itinerary, making it less likely that they will visit the places where outdoor or adventure companies traditionally are stationed and meet their customers. Therefore, outdoor and adventure companies targeting RV tourists face unique challenges in how, where and when to meet and greet these tourists.

On the other hand many coastal areas face unique challenges in regard to responsible and sustainable tourism as these areas are often extremely dynamic, fragile and vulnerable, making human engagements with nature dependent on tidal circumstances, weather conditions, flora and wildlife situations, seasonality etc.

Nature guides and small tourism entrepreneurs traditionally act as 'brokers' that arrange for tourists to meet nature in a safe way while optimizing the tourists' chances for successful experiences (e.g. actually seeing the wildlife intended) whilst ensuring that the touristic encounters do not affect nature negatively. However, it is difficult to arrange these meetings in coastal areas where RV tourists are constantly on the move en route and characterised by fragmented demand while nature is fragile, fleeting and in constant flux.

When nature and tourists are constantly on the move, outdoor adventure entrepreneurs need to be mobile; being able to meet tourists where they are (geographically as well as educationally and mentally), offering nature-based experiences that are sustainable and in season. This makes the role as a broker highly dynamic; seeking to match the needs of tourists and nature in fleeting moments.

Adventure outdoor companies hereby need to become mobile instructors that not only provide tourists with the right equipment and gear for their encounters with nature, but also teach tourists how to act as responsible tourists in their encounters with nature and providing them with the knowledge, competencies and skills to engage successfully with nature. The nature brokers thus need to constantly be in position and on site, in situ, instead of being bounded by build infrastructure at geographical locations that presuppose that tourists will come to the broker.

The purpose of this abstract is to discuss how a new outdoor concept can develop responsible tourism that balances the needs of tourists and nature in coastal areas through innovative mobile infrastructures that commercialize the fleeting moments where tourists' needs and natural resources match one another.

Method

Action research, emancipatory research and design thinking
Pragmatic experimentation and prototyping

Findings

Through emancipatory research combined with design thinking and action research with an outdoor and adventure entrepreneur in the West coast area of Denmark, a mobile unit was developed that functions as a contact point for tourists, as an education and training centre about the area and its unique nature, as a local booking portal for guided tours and as a storage place for equipment and gear.

The prototype will be tested this summer from June to September.

Discussion (advancement of knowledge on outdoor adventure)

The findings should give us knowledge about how a new outdoor concept for Recreational Vehicles can organize fleeting moments of outdoor experiences in coastal areas where RV tourists are constantly on the move en routewhile nature is fragile, fleeting and in constant flux.

In a destination perspective the findings could also give us new knowledge on how industry innovations can influence and change tourism flows in areas with nature parks and national parks towards a more responsible consumption and production practice.


Critical ethics on dog mushing

Christine Butz & Søren Mosgaard Andreassen

The paper “Critical Ethics on Dog Mushing” presents a critical inquiry into the ethics of contemporary dog mushing practices. By reviewing literature, Norwegian public debates and a number of government issued reports, this article discusses how methods of housing sled dogs, tourist sledding tours, and long-distance sled dog races each constitute distinct contexts with specific ethical dilemmas. This article thus seeks to critically evaluate and reflect on the aspects of dog mushing that can be considered controversial and pose risks to the health and welfare of the dogs involved.

First, the terms ‘ethics’ and ‘animal welfare’ are contextualized within the frames of the Norwegian legislation. Emphasis is placed on the problem of individual, subjective interpretations allowed for by the juridical operationalization of the concept ‘animal welfare’. Subsequently, sled dog tourism industries are discussed, and dilemmas tied to methods of mass housing and seasonal activity restraints presented. It is argued that, when brought into the realm of systematic economic exchange, an objectification of the animals is likely to occur that may reduce their status as living beings with specific needs and intrinsic value. Finally, a critical perspective on long distance sled dog competitions discusses how ‘dog mushing’ as a cultural category is shaped by large race institutions. It is argued that collective ideas of dog mushing, long-distance competitions, and ethical obligations in this field are potentially shaped by the competitive logic of individual rivalry, sports ideals and identity consumption.

Existing studies on dog mushing are scarce and more so the focus on ethics. Discussions on ethics are necessarily situated in a particular context and voiced from particular positions. The aim of this article has thus not been to establish general truths or final answers, but to inspire processes of critical reflexion and present informed proposals related to contemporary practices within dog mushing. As a modest contribution to the field of ethical reflection, we have attempted to shed some light on the problematic leeways in national legislation on animal welfare in Norway. We have in this article shown that the current state of affairs may reflect an inherently complex and far from univocal field of ethical obligations towards animals. In doing so, we analysed how Dog sledding tourism may be regarded as a type of commodification of animal and human interaction.



The argument was presented that when brought into the realm of systematic economic exchange, a shift in the animal's ontological status is likely to occur. This is important, in so far as such processes may transform their status from that of living beings towards that of objects. In examining contemporary tethering practices, we contextualized these with national recommendations and animal behavioural research. It has been documented how the widely accepted housing method of chaining and tethering sled dogs can have negative consequences and should be subjected to innovation. Ultimately, a critical perspective on long distance sled dog competitions was applied to demonstrate how 'dog mushing' as a cultural category is influenced by race institutions.

With this the authors hope to advance the knowledge of a field of adventure research that is not widely known and spark discussions in and outside the field to subsequently motivate for further research and help to improve responsible consumption of dog mushing experiences.

The appeal of mountain ultramarathons: The runners' perspective

Jadwiga Berbeka

Introduction

Running events all over the world have been gathering growing numbers of runners in recent years. Many factors can explain this phenomenon. First, running events are based on participants' passion and this is an important factor of their involvement. This engagement transforms participants into prosumers (Toffler, 1984) – they co-create the event (Prahalad & Ramaswamy, 2004) and co-create its promotion. Owing to connected travel (Neuhofer, 2016; Germann Molz, 2012) the information – especially its visual form – becomes viral. The information significantly influences the event's image. Moreover, organizers are passionate either, so their commitment influences the quality of events. The second aspect is the experience offered by events, also experience 3.0 – referring to economy of experience 3.0 (Botswijk, Peelen & Olthof, 2013) – transforming the athlete. Participation in an endurance running event leads to flow, in reference to Csikszentmihalyi's (1977) concept and influences their well-being. Such experiences are desired by runners.

There are many types of running events, differentiated by the distance (5 km, 10 km, half-marathon, marathon, ultramarathons) and the place (road, dirt path and track; mountains and flat area). Running events have drawn attention of academics (Getz & Andersson, 2010; Janssen, Scheerder, Thibaut, Brombacher & Vos, 2017). Especially marathons are the subject of research (Theodorakis, Kaplanidu, 2017, Aicher, Rice, Hambrick, 2017; Shipway & Jones 2008). Thus this article will focus on mountain ultramarathons.

The aim of the paper is the quantitative analysis of selected mountain ultramarathons in Europe.

Method

The empirical material was gathered from netnographic secondary sources and primary sources: the questionnaire survey was conducted among Polish runners to identify their perception and assessment of ultramarathons. Sport event evaluative meanings (SEEM) was used as guiding frameworks.

Findings and Conclusions

Ultra-runners motivations are mainly of intrinsic character.

In ultramarathon the competition is less important, it is rather challenging per se, pushing own limits. The participation in ultramarathons leads to runners' well-being.

The athletes' involvement is influenced by gender, material situation (declared) and place of residence (big cities and small cities).

Runs organized as part of running festivals have been chosen as the best ultramarathons.

The key success factors are: date, views, atmosphere and quality of trail blazing.

The results support Mossberg's [2007] concept of experiencescape. It is created by: a race, but also by a runner himself, atmosphere, place and other runners.

The assessment of mountain ultramarathons was very differentiated, which suggests high subjectivity.

There were some evidences that mountain ultramarathons were sustainable events.

References

- Aicher T. J., Rice J. A. & Hambrick M. E., 2017, Understanding the Relationship Between Motivation, Sport Involvement and Sport Event Evaluation Meanings as Factors Influencing Marathon Participation, "Journal of Global Sport Management", 2:4, 217-233.
- Alexandris K., Theodorakis N., Kaplanidou K., Papadimitriou D., 2017, Event quality and loyalty among runners with different running involvement levels: The case of "The Alexander the Great" International Marathon, "International Journal of Event and Festival Management", Vol. 8 Issue: 3, pp. 292-307.
- Boswijk A, Peelen E, Olthof S., 2013, Economy of Experiences, European Centre for the Experience Economy, Amsterdam.
- Getz D., Andersson T. D., 2010, The event-tourist career trajectory: A Study of High-Involvement Amateur Distance Runners, Scandinavian Journal of Hospitality & Tourism, Vol. 10 Issue 4, pp. 468-491.
- Shipway R. & Jones I., 2008, Sport & Tourism, The Great Suburban Everest: An 'Insiders' Perspective on Experiences at the 2007 Flora London Marathon, pp 61-77.

The disconnecting power of a mountain experience: insights from mountain huts' consumers

Isabelle Frochot, Philippe Bourdeau & Mélanie Marcuzzi

Introduction

This study focalises on the notion of disconnection, more commonly addressed under the notion that the prime motivation for tourism consumption is the need to get away from it all (Crompton, 1979 ; Urry, 2001 ; Gössling, Cohen & Hibbert, 2018; Prentice, 2004 ; Cohen, 1979). Because this motivation is totally evident, it has paradoxically received less attention from academia. It is commonly accepted that in order to detach themselves from their everyday lives, consumers need to immerse themselves in the destination they are visiting.

This immersion guarantees that they will achieve a level of detachment that distances themselves from their everyday lives, and therefore that allows them to be increasingly available for their holidays (Carù and Cova 2006 ; Frochot, Elliot & Kreziak, 2017). Whilst it has been indicated that disconnection often takes place from the third day onwards (McKercher & Lui 2014 ; Pearce & Caltabiano, 1983), studies show that some specific contexts and/or activities might increase this rate of disconnection (Arnould & Price, 1993 ; Milman & Zehrer, 2017 ; Pine & Gilmore, 1998 ; Pomfret, 2006 ; Varley, 2011).

This study aims to understand how an experience in a mountain hut can allow researchers to understand more finely how disconnection takes place and which elements, in that specific experience, act as triggers. More specifically, the study investigates to which extent the activities undertaken, the accommodation (mountain hut) and the mountain environment have each a different role to play in users' disconnection dynamics.

Methodology

The results are the outcome of a research project led by researchers in collaboration with the Parc National des Ecrins (France) and their mountain huts' keepers. Thus study involved a series of 82 interviews conducted in situ with consumers at various mountain huts throughout the Ecrins National Park. Those interviews were transcribed and content analysed by the team of researchers.

Results

The data analysis identified and classified the main components associated to consumers' disconnection. The results show that each of the three components of the experience (the accommodation context, the environment and the activities) all contribute differently to the disconnection of its consumers.

The mountain hut, unsurprisingly, stand out as a unique form of accommodation. Its basic comfort and services are part of its offer and those are accepted (although a higher level of comfort would be appreciated). The mountain hut experience is very much driven by the personality of the keeper. He/she sets the tone to the experience but is also a key player in terms of advise and security. The human dimension is central to the hut experience, dining with others, sharing experiences and advise are a key component: huts bring people closer. The disconnection power comes from both the simplicity and the warmth of the experience: back to the basis of what life is about.

The activity undertaken by individuals is either walking or alpinism. Those activities find their disconnection power from the concentration on the activity (from episodes of flow (Csikszentmihalyi, 1991) to meditating feelings). Through the concentration on the activities undertaken, consumers distance themselves from their everyday life and engage into some deep thinking about their lives. Unsurprisingly, the environment has its own place and presents a very strong disconnection power through its immensity and its naturalness. The beauty of the landscape coupled with the beauty of the high altitude flora and fauna create deep joy among consumers and reconnect them to true nature as they encounter less often. This environment provokes among users a feeling of humility that send them back to their human condition and their place in the universe and society.

The interest of this study is to analyse and isolate the specific disconnecting power of separate elements in a mountain hut experience. It allows mountain hut keepers to understand better their place in this experience and assists destination managers in understanding the power of the mountain hut experience. In an age where both contemporary lives and the threat of global warming put many pressures on individuals, it is essential to understand how some specific outdoor universe allow them to retrieve temporarily everyday life and reconnect with essential experiences.

References

- Frochot I., Elliot S. & Kreziak D. (2017) Digging deep into the experience – flow and immersion patterns in a mountain holiday, *International Journal of Culture, Tourism and Hospitality Research*, 11(1) : 81-91.
- Gössling S., Cohen S.A. & Hibbert J.F. (2018) Tourism as connectdness, *Current Issues in Tourism*, 21 (4) : 1586-1600.
- Milman A. & Zehrer A. (2017) Exploring visitor experience at a mountain attraction : the Nordkette mountain in Tirol, Austria, *Journal of Vacation Marketing* : 1-15.
- Pomfret G. (2006) Mountaineering adventure tourists: a conceptual framework for research, *Tourism Management*, 27 : 113-123.
- Varley P.J. (2011) Sea Kayakers at the margins: the liminoid character of contemporary advenures, *Leisure Studies*, 30(1) : 85-98.

Why do we hike? A cross-cultural comparison

Antonie Bauer & Marni Goldenberg

Introduction

Hiking can play an important role in promoting health and well-being (Wolf & Wohlfart, 2014), which is one of the United Nations' Sustainable Development Goals. However, in spite of the importance of hiking for people's well-being and its increasing worldwide popularity, there is only limited research on what motivates individuals to hike and what aspects of the activity matter most to them. This paper intends to close this gap and at the same time to investigate to what extent motivation is culturally determined. According to the literature important attributes of the experience of hiking include the company of friends and family (Goldenberg, Hill, & Freidt, 2008), providing a means for relaxation (Menzel, Dreyer, & Ratz, 2012), and solitude (Raadik et al., 2010). However, the importance of these and other hiking attributes may vary between cultures and gender. For example, individualistic cultures, like the United States, are more likely than less individualistic ones to appreciate solitude. The purpose of this study was to examine the cross-cultural differences between motivations of American and German hikers as well as differences between males and females.

Method

A self-administered questionnaire was utilized to collect data from a total of 330 American hikers and 312 German hikers. They were approached in similar hiking areas in one location in California and two different locations in Bavaria. Respondents were asked to rate the importance of 22 hiking attributes, the performance on each attribute, satisfaction and their behavioural intentions on a 5-point Likert scale. Mean scores were compared by nationality and gender and tested for significance using the Mann-Whitney U Test.

Results and Discussion

Both Americans and Germans considered beautiful landscapes and views the most important aspect of their hiking experience followed by relaxation. Other important attributes for both nationalities included the weather, feeling safe, the absence of crowding and the company of family and friends. There were significant differences between the two nationalities for half of the attributes, but most of them were moderate. However, Americans and Germans differed strongly on three aspects of the experience. While the availability of restaurants along the trail was fairly important to Germans, it was of hardly any interest to Americans.

Conversely, a special connection to the place ranked in the middle for the US respondents, but placed second last of all attributes in the Bavarian survey. Solitude was ranked fairly high in California and somewhat lower in Germany, which is an expected result given that both cultures are individualistic, but the US is quite a bit more individualistic than Germany. In keeping with other studies (Bauer, 2014), women considered safety more important than men. In addition, good information, as well as getting to the location and around easily, mattered more to females, while men appreciated challenge more.

Summary

While it can generally be said that hiking contributes to the general well-being and health of individuals, this study illustrates that differences do exist between cultures and genders. For all the differences between Americans and Germans, they tend to have similar cultural profiles; therefore, for future research it would be recommended to compare the results of this study with a very different culture, such as China or Russia.

References

- Bauer, A. (2014). What visitors want: Preferences and satisfaction in the adventure sector. In P. Varley & S. Taylor (eds.). *Being there: Slow, fast, traditional, wild, urban, natural...* 2013. Adventure Conference Proceedings, Fort Williams, p. 2-23.
- Goldenberg, M., Hill, E., & Freidt, B. (2008). Why individuals hike the Appalachian Trail: A qualitative approach to benefits. *Journal of Experiential Education*, 30(3), 277-281. Retrieved from http://digitalcommons.calpoly.edu/rpta_fac/14/
- Menzel, A., Dreyer, A., & Ratz, J. (2012). Trekking tourism as a special form of hiking tourism-classification and product design of tour operators in the German-speaking market. *Journal of Tourism*, 13(2), 23-46. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=hjh&AN=98269123&site=ehost-live>
- Raadik, J., Cottrell, S. P., Fredman, P., Ritter, P., & Newman, P. (2010). Understanding recreational experience preferences: Application at Fulufjället National Park, Sweden. *Scandinavian Journal of Hospitality and Tourism*, 10(3), 231-247. doi:10.1080/15022250.2010.486264
- Wolf, D. I., & Wohlfast, T. (2014). Walking, hiking and running in parks: A multidisciplinary assessment of health and well-being benefits. *Landscape and Urban Planning*, 130, 89-103.

Clothes, people, space & place: The social construction of adventure in The North Face's Summit Series marketing films

Søren Mosgaard Andreassen

In 1990 Norway imported 4148 tons of sports and outdoor equipment, in 2008 this number had soared to 22 267. A number of recent studies have in this context demonstrated a turn towards a more competitive Friluftsliv (outdoor life) practices in Scandinavia, particularly characterized by conspicuous consumption of high-tech, synthetic clothes. It appears that for many people, to be seen and recognized by others, and to wield the latest and most expensive clothes and equipment, have become a most central purpose of the nature experience. The present study digs deeper into this development by examining the cultural construction and negotiation of wilderness spaces and adventure identities in and through six contemporary short films produced by the outdoor gear companies North Face, Patagonia and Arc'teryx. It works on the assumption that the ways specialized outdoor garments, and their wearers, are represented and given meaning as linked to networks of particular people, skills, and landscapes in artefacts of marketing have an impact on shared understandings of how 'wilderness', 'the outdoors' and 'adventure' are commonly understood and practised. Focussing mainly on how clothes in the North Face's Summit Series are represented through marketing short films, I analyse the way in which the situatedness of material objects may enable a dialectic of performative agency. Marketing films are in this context read through the concept of the boundary, that is, the way in which the line between explorer/wilderness is constructed through meaning vested in specialized garments, and how such representations contribute to shaping the realm of meaningful attitudes and behaviours within an adventure discourse.

Method

The analysis is based on two short films produced by each of the three companies (some of the world's largest outdoor gear businesses) for advertising purposes. In examining these media artefacts, I rely on a methodology of critical discourse analysis based on the writings of Teun Van Dijk (1989) and Ernesto Laclau and Chantal Mouffe (2001) merged with perspectives on materiality by Daniel Miller (2005) and Lambros Malafouris (2016). Within this frame, identities and subjectivities are seen as fluid, extended, and distributed social phenomena rather than individual-bound or essentialized 'properties'. The focus of this study is thus not on the characteristics of objects as such, but rather the dialectic of people and things, how objects may invite subjectivities, and concurrently shape human experience.

Contributions & Conclusions

Existing studies highlighting a value turn and the increasingly important role of materiality in outdoor activities, as well as various forms of adventure tourism, are significant contributions to the field of research dealing with how the meaning invested in objects, such as clothes, is profoundly connected to a wide range of social behaviours. They do, however, direct little attention to the very discursive strategies through which, for example, advertising regimes contribute to shaping cultural categories such as 'wilderness', and how they create their effects. Contributing to this field of knowledge, I find that the main technique through which the advertising films consistently link an idea of valuable nature experiences to a material culture of consumption is constituted by the construction of an 'expert' subject position that may be obtained through consumption of particular clothing objects. The expert position is widely used and supports a reading of the ideal nature experience as that of a skilled adventurer's competent exploration of the risky unknown. I term this technique 'competence profiling'. Zooming in on developments in Norway, I use this insight to problematize how shared understandings concerning meaningful ways to spend time in nature may be increasingly contingent on corporate developments of material culture in which consumption of specialized outdoor and adventure equipment is framed as imperative for a meaningful experience - a tendency that indeed has been, and still is, accelerating.

References

- Ingulfsvann, A. I., 2008. Verdiforskyvning i friluftslivet i lys av økologisk økonomi. Nordland University Press. Bodø.
- Laclau, Ernesto and Chantal Mouffe. 2001. Hegemony and Socialist Strategy: Towards a Radical Democratic Politics. Verso. London.
- Lambros Malafouris, L., 2016. How Things Shape the Mind : A Theory of Material Engagement. MIT Press.
- Miller, D. 2005. Materiality. Duke University Press. London.
- Van Dijk, T., Discourse and Power. Palgrave Macmillan. London. 1989.

A threat and error management framework for safety improvement in the adventure tourism sector

Venter Dewald, Van der Merwe Peetb & Slabbert Elmariec

Introduction

The adventure tourism sector is still in a growing phase. In this growing tourism and recreation trend, tourists travel to seek new and more intense recreational experiences and experience-based destinations (Tshipala & Coetzee, 2012:102; Dichter et al., 2018:7), this phenomenon is known as adventure recreation (McEwan et al., 2019:83) or in tourism terms it is commonly referred to as adventure travel or adventure tourism (Swarbrooke et al., 2003:27). It entails a deliberate interest and participation in adventure activities that involve risk and danger (perceived risk and actual risk) and its demand is high and ever increasing.

With the increase in adventure activities and programmes, there is an accompanying increase in the number of incidents, accidents and fatalities (Imerci, 2015; Pursell, 2016), and in every adventure incident the same human factors or human error and behaviours are involved (Van Dyck: 2009; Chen & Yu, 2018:112), for example, the same habits, failures in leadership, teamwork and communication. People are killed, not by technical skill factors, but human error (Okroy & Lubnau II, 2004:3). It is known that human error or human factors are the prominent sources of error in 80% of aviation incidents (Kankiet al., 2010:392; Chen & Yu, 2018:112), mountaineering mishaps and medical mistakes (Leemon & Schimelpfenig, 2005:v).

Adding safety measures and procedures might seem like a good solution, but this approach might backfire as it increases the system's complexity and creates more ways for something to go wrong (Van Dyck, 2009). What is needed is a strategy for managing human factor threats and errors (Rogers, 2011). There are numerous training models for human factors training for the improvement of safety in an array of high-risk industries, but not all is applicable to the adventure tourism sector, and definitely not applicable in every country, especially in South Africa, where things are done differently and with a unique identity that is definitely not the cookie-cutter copy of the world at large (Heunis, 2018:101). Therefore the aim of this research is to develop a threat and error management framework for the improvement of safety in the South African adventure tourism sector.

Method

This study was conducted in South Africa and included the senior, most prominent and credible South African adventure leader trainers (N=15), representing air, land, water, and adventure-based learning. Majority of these trainers do not only bear international certifications and accreditations for their training but also have their own commercial adventure tourism companies. A semi-structured interview was conducted with each of the fifteen respondents, focusing on seven human factor threats and errors.

Findings/discussion

This study is a PhD study in progress that envisage to create a threat and error management (TEM) framework for human factors training in the South African adventure tourism sector, based on respondent's feedback focusing on: interpersonal skills, judgement, decision-making, problem-solving, assertiveness, situational awareness, cultural and diversity factors, mental and physical fitness, and ethical leadership.

Conclusion: According to Priest and Gass (2018:10) adventure leadership preparation has not always been successful, and something has been missing: either the base elements have been incomplete or combined in the wrong proportions, or processes have been incorrectly applied. Whichever the case, preparing the adventure leaders has proven to be far from foolproof. This study strives to contribute to the minimisation and prevention of incidents, accidents and fatalities by presenting a framework for the training and management of human factor caused threats and errors in the South African adventure tourism sector.

References

- Dichter, A., Chen, G., Saxon, S. Yu, J. and Suo, P. 2018. Chinese tourists: Dispelling the myths - An in-depth look at China's outbound tourist market [Available online at: <https://www.mckinsey.com/~media/McKinsey/Industries/Travel%20Transport%20and%20Logistics/Our%20Insights/Huanying%20to%20the%20new%20Chinese%20traveler/Chinese-tourists-Dispelling-the-myths.ashx>] [Accessed on: 12/03/2019].
- Heunis, C. 2018. South Africa. In. Priest, S. and Gass, M. Effective leadership in adventure programming. 3rd ed. Human Kinetics. Champaign. Illinois. United States of America.
- McEwan, D., Boudreau, P., Curran, T., and Rhodes, R.E. 2019. Personality traits of high-risk sport participants: A meta-analysis. *Journal of Research in Personality*. Vol. 79, pp. 83-93
- Priest, S. and Gass, M. 2018. Effective leadership in adventure programming. 3rd ed. Human Kinetics. Champaign. Illinois. United States of America.
- Tshipala, N.N. and Coetzee, W.J.L. 2012. A sustainable adventure framework for Thathevondo. *Journal of Tourism and Hospitality*. Vol. 1 (4). [Available online at: <https://www.omicsonline.org/open-access/a-sustainable-adventure-tourism-development-framework-for-thathevondo-2167-0269.1000101.pdf>] [Accessed on: 20/07/2012].

Adventure tourists as sustainability advocates

Brent Lovelock, Stuart Hayes & Anna Carr

Introduction

Adventure tourists are typically conceptualised as being young, brash, egocentric, hedonistic and conspicuous consumers who live for the moment (Arnould & Price 1993; Christiansen 1990; Naidoo et al. 2015). Considering this profile, it would seem unlikely that the average adventure tourist even thinks much about sustainability let alone that they could be an effective advocate for sustainability. This is particularly the case in a form of tourism characterised by formal and informal discourse (Caruana & Crane 2011) and performances (Cater & Cloke 2007) that emphasise hedonism. This paper considers the notion of adventure tourists as sustainability advocates and proposes a framework for how this may (or may not) happen.

Method

This paper is mainly conceptual, and the tentative framework that we propose builds on Weaver's (2000) ideas of deliberate and circumstantial alternative tourism, and adapts his model to move from the destination level to the individual. We do draw, however, upon findings of our earlier empirical study (Hayes & Lovelock, 2017) of international 'adventure-anglers' in New Zealand and their communicated responses in relation to unsustainable land/water management practices. We also draw upon examples from hunting and mountaineering.

Findings/discussion

Central to the framework, as suggested by our invocation of Weaver's (2000) concepts, are ideas of whether the challenges imposed within a domain that has a dominant ideology of hedonism as opposed to responsibility (Caruana & Crane 2011), may be overcome in order for adventure tourists to contribute to positive change (e.g. to an environment - physical, social or otherwise - that supports adventure tourism activities). And if this may be either deliberately or unintentionally or both.

We propose a set of variables which may help to indicate the pathway through which sustainability advocacy may or may not occur. Such variables relate to the individual, the adventure tourism operation and the setting. Tentatively the individuals' variables may include socio-demographic characteristics but also their history of and future intentions of visiting the site of the activity, and related to this, their attachment to place, and level of specialisation (Ramkissoon et al. 2012).

The operation and destination level variables may relate, for example, to the nature of the operation, and to the degree to which sustainable practices and sustainability messages are visible to the adventure tourist client, or where there are clear sustainability challenges for destinations. Any perceived differences between sustainability practices at home in the generating region and in the adventure tourism destination may also be important. In the model we identify and illustrate ways that adventure tourists can contribute to sustainable outcomes, for example as conscious (or at least semi-conscious) consumers; as affective activists; or as citizen scientists.

Conclusion

The framework helps to identify possible ways in which operators, destinations and communities who host adventure tourism, can mobilise (explicitly or indirectly) the resource that comprises the millions of adventure tourists travelling globally, as advocates for sustainability.

References

- Arnould, E. J., & Price, L. (1993) River Magic: Extraordinary Experience and the Extended Service Encounter. *Journal of Consumer Research* 20(1), 24-45.
- Caruana, R., & Crane, A. (2011). Getting away from it all: Exploring freedom in tourism. *Annals of Tourism Research*, 38(4), 1495-1515.
- Cater, C., & Cloke, P. (2007). Bodies in action: the performativity of adventure tourism. *Anthropology Today*, 23(6), 13-16.
- Christiansen, D. R. (1990) Adventure Tourism. In *Adventure Education*, J. C. Miles and S. Priest, eds.,. State College, PA: Venture Publishing.
- Hayes, S., & Lovelock, B. (2017). 'Demystifying' worldmaking: exploring New Zealand's clean and green imaginary through the lens of angling tourists. *Tourism Recreation Research*, 42(3), 380-391.
- Naidoo, P., Ramseook-Munhurrin, P., Seebaluck, N.V. & Janvie, S. (2015) Investigating the Motivation of Baby Boomers for Adventure Tourism. *Procedia - Social and Behavioral Sciences*, 175, 244-251
- Ramkissoon, H., Weiler, B., & Smith, L. D. G. (2012). Place attachment and pro-environmental behaviour in national parks: The development of a conceptual framework. *Journal of Sustainable Tourism*, 20(2), 257-276.
- Weaver, D. B. (2000). A broad context model of destination development scenarios. *Tourism Management*, 21(3), 217-224.

Authenticity and disorientation in the tourism experience

Guillaume Tiberghien

Travel can take individuals outside their everyday life and into new cultural realms, with unfamiliar encounters fostering new insights into existing understandings of the world. As notions of wilderness and primitiveness in tourism are often constructed and defined through a Western lens, the search for meaning in modern societies and the search for the 'primitive Other' in Western travellers' visits to 'off the beaten track' destinations can encourage pilgrimage to sites of differentiation. Western tourists who explore foreign cultures to find a 'genuine Otherness' can be motivated by existential reasons: in narrating one's self-identity tourism permits the release of more 'authentic' selves.

Despite the growing number of studies researching the concept of authenticity in the tourism experience, there is a relative lack of academic work looking at stakeholders' perception of authenticity in relation to disorientation and the tourism experience. While some authors examine how the authenticity of the visitor experience is constructed, particularly in familiar and contrived environments, there is still a lack of research on the extent to which experiences of disorientation induced by the visit to unfamiliar environments can lead to visitor' existential authenticity and satisfaction about their tourism experience. A number of studies show that visitors, when navigating in unfamiliar settings, experience a cultural shock and can find authenticity in their relationship with their hosts, inducing a social change practiced at the individual level. However, from a multiple stakeholder perspective, there is a need to explore the factors impacting on visitors and tourism providers' perception of authenticity in relation to disorientation when travelling in (performative) foreign environments. As authenticity emerges from social processes and is subject to the interpretation of both tourism providers and tourists visiting destinations, it is important to understand stakeholders' perceptions of authenticity in the construction of visitor experiences, activities and practices.

This study examines the role disorientation plays in the perception of authenticity of the tourism experience and encompasses two case studies, the 'Kyzylarai' and 'Tulip' tours in Kazakhstan. Both tours included archaeological sites from the Bronze Age and various aspects of the remains of the nomadic culture heritage with a major point of contrast between the tours related to interaction with villages. Following the constructivist position applied in tourism, a constructivist grounded theory was used in this study.

Twenty-five semi-structured interviews were undertaken with visitors during the 'Kyzylarai' tour and the 'Tulip' tour. A further twenty-nine semi-structured interviews were undertaken in Almaty with Free Independent Travellers (FITs) as part of the theoretical sampling strategy. This group comprised local and international students, expatriates living and working in Kazakhstan, and international travellers. The research focused on the social construction of meaning, using a constructivist/interpretive research position to interview various stakeholders.

The study reveals that experiences of disorientation are encouraged by tourism suppliers in eco-cultural tourism encounters and influence visitors' perception of authenticity across various dimensions of cultural heritage tourism. A disorienting and 'different' type of experience contributes to shape visitors' perceptions of authenticity of the places they visit, whether among cultural landscapes or performative encounters such as the activities undertaken by tourists in local homestays, an authenticity projected onto tour objects and performances by home-stay providers themselves. By 'disconnecting' from their usual comfort zones, visitors experience disorientation that aids in increasing their level of emotions, arousal and interaction with foreign environments and make their tourism experience existentially authentic and self-transformative.

This study addresses a certain category of cultural visitors travelling in Kazakhstan. Nevertheless the findings have real resonance and value as a starting point for further work into adaptations of local heritage to satisfy visitors' desire for authentic tourism encounters. This necessitates an examination of the relationship between the characteristics of tourists' journeys (uniqueness, novelty and contrast with previous journeys) in different tourism contexts and an analysis of the host-guest relationship that can influence visitors' perception of existential authenticity.

Sea-kayaking, well-being and experiences of the sea: Examining SDG's and wellbeing in an outdoor recreation context

Lisbeth Kronsted Lund

This study explored the influence of sea-kayaking on subjective wellbeing and vitality, the role of the body and the interaction with the sea-environment. The qualitative research comprises interviews, sensory-ethnographic and reflective diary data, that was collected in the Outer Hebrides in Scotland 2018 during and after a seven-day sea-kayaking journey. Through the lens of Interpretative Phenomenological Analysis (IPA) themes of sea-kayakers lived nature-experiences are identified in the analysis and discusses their implications for health psychology, theory and practice. As contextualised with regards to the Sustainable Development Goals (SDG's) it discusses the relevance of these findings in to the outdoor adventure sector. It also reflects on the potential interconnectivity of human culture, nature, society and well-being merging in the outdoor adventure. While it is not often previously acknowledged how active adventurous undertakings at large may benefit society in comparison to i.e. 'mainstream sports', this research suggest that well-being, natureconnection and adventure objectives in sea-kayaking practices as connected with the SDG's; 3, 11 and 14.

Introduction

As the benefits of outdoor adventure recreation to society has often appeared under-valued, this research explores the 'common ground' between contemporary outdoor adventure practices, wellbeing and the SDG's. Through a hapticphenomenological and sociological approach, the study engages with embodied and multisensory aspects of wellbeing in the outdoor adventure (Allen-Collinson & Leledaki, 2015). The outdoor adventure is often known to transcend factettes of modern 'ordinary life' and conventions of society, such as Hypermodernity, thereby allowing opportunity for nature- immersion, flourishing, wellbeing and re-enchantment (Jenkins, 2012). In order to comply with the SDG's, it seems crucial, however, to discuss how outdoor recreation practice and policy to adopt an awareness beyond dominant western health discourses.

Method

Qualitative Interviewing and Sensory Ethnography (Pink, 2015). The research involved a mixed gendered group of 6 people on a sea-kayak journey around the Island of Barra in the Outer Hebrides in Scotland Juli 2018, engaging with participants lived experiences.

Findings/discussion

The research identified that embodiment and emotion influenced both wellbeing and challenge emergent with sea-kayak experiences. Physical demands encountered in the sea, offered opportunities for improving skills, explorations and personal growth. But also a place of contemplation, dwelling and wellbeing, greater appreciation for life, a positive sense of meaning and expansion of life-world. Seakayaker's raised awareness of environmental issues i.e. 'plastic issues' and 'fish farms' at sea, suggesting the presence of deepening ecological-empathy and self-reflections. It appears that a holistic health perspective is greater accommodative of the developmental, therapeutic and existential qualities of the sea-kayak adventure, subverting dominant discourses in modernity.

Conclusion

Sea-kayak adventure on occasions, challenged yet contributed to well-being and life-quality amongst participants. The significance to wellbeing appear related to both 1) wider socio-psychological aspects of participants life and 2) embodiment, emotion and vitality-dynamics in the sea environment. Experiences emergent with this research reflected that the sea-kayaking adventure has a potential to inherently support the SDG's, and holistic health objectives.

References


- Allen-Collinson, J., & Leledaki, A. (2015). Sensing the outdoors: a visual and haptic phenomenology of outdoor exercise embodiment. *Leisure Studies*, 34(4), 457–470. <https://doi.org/10.1080/02614367.2014.923499>
- Jenkins, R. (2012). Disenchantment, enchantment and re-enchantment: Max Weber at the millennium. *Mind and Matter*, 10(2), 149–168.
- Pink, S. (2015). *Doing sensory ethnography*. Sage.
- Stern, D. N. (2010). *Forms of vitality: Exploring dynamic experience in psychology, the arts, psychotherapy, and development*. Oxford University Press.
- Ventegodt, S., Merrick, J., & Andersen, N. J. (2003). Quality of life theory I. The IQOL theory: an integrative theory of the global quality of life concept. *The Scientific World Journal*, 3, 1030–1040.

Sustainability perspectives - how does it influence on visitor management focus and activities?

Dorthe Eide & Hin Hoarau-Heemstra

There is an increasing media focus on overtourism and its negative impacts (e.g. challenges for cultural and natural heritage, capacity, conflicts with locals, protests, lack of water supply, locals not finding place to live, etc.). It is claimed that tourism is 'poorly regulated and managed' (Tourism Concern, 2017), and the need for visitor management (VM) is urgent. VM is part of destination management (Albrecht, 2017), which all destinations should do, not only national parks and other places being protected. However VM is often underdeveloped, and stakeholders call for more proactive, holistic and integrated VM (ATTA, 2018). We share this view, but argue that VM should address both undertourism and overtourism as both are challenging and some destinations struggle with both depending on the season. This conceptual paper explores: how does different perspectives on sustainability contribute to different approaches (focus and activities) to VM?

The method applied is literature review (still in early phase) and an explorative conceptual development. Preliminary findings: Research and practice take different perspectives on sustainability (e.g. Wheeler and Elkington, 2001; UNEP/WTO, 2005; Sarinen 2006, 2011, 14). Traditionally, VM is elaborated mainly within protected areas, with focus on ecological sustainability, recently also focusing on being attractive for visitors since there is a need to earn money. We review three main approaches to sustainable development: 1) The narrow, i.e. a focus only or mainly at protecting natural heritage (linked to SDG 13-15, partly 11), alternatively only/mainly addressing cultural heritage (SDG 11), local society (SDG partly 8-9 and 11), or firm level (SDG 8-9, 12). 2) The triple bottom line approach dominates much of the sustainability debate in policy and academic literature across sectors. A main point is how to balance economic, social and natural sustainability; it goes across many of the SDGs but can be vague when it comes to cultural heritage and visitor value, which can be due to being a generic approach not particularly elaborated for tourism. 3) The holistic and integrated approach is young and in the making, arguing for a blend of intertwined focuses, i.e. it goes across several SDGs by focusing at the sustainable development of firms, local societies, nature and culture.



In addition, it more strongly brings in the visitor view, because at least the two former depend upon developing and offering attractive value creating experience products and destinations for visitors. Sometimes tourism also sustain and revitalize nature (like animals) and cultures in risk of ruin. As well, extraordinary experiences may contribute to health, well-being and life quality (SDG3) for visitors and locals. Getting to know other cultures may increase peace and education which in the next hand may open up for even more SDGs. This approach further argues that sustainable development needs integrated effort across stakeholders at different analytical levels (SDG17), and local participation is particularly important (i.e. bottom up, not only top down). Besides reviewing sustainability perspectives in tourism literature in particular, we try to localize the main perspectives taken in VM literature when it comes to focus and activities.

After presenting the literature review, we discuss the main patterns and suggest implications for VM in unprotected areas. We argue it is important that actors get to know and work with different perspectives of sustainability at a more overall level and work with visions/strategy for the destination when addressing VM, and not only focus at operative short-term tasks (like information or preservation of hiking trails, garbage and toilets). Further, VM should not only be tasks of DMO actors or public bodies, adventure firms and visitors should actively participate in co-creating sustainability and VM.

The relationship between constraint negotiation and experiential benefits: a structural model

Adele Doran & Tiffany Low

Introduction

Building on earlier work on women's constraints in mountaineering tourism (Doran, Schofield and Low, 2018) this paper presents findings on the negotiation strategies women use to overcome constraints and the benefits experienced through their mountaineering tourism participation. This study is the first contribution to literature examining mountaineering tourism through a gendered lens and the first to examine the constraints negotiation processes of mountaineer tourists in general. In doing so, it also examines the empowering benefits of constraint negotiation for women participating in mountaineering tourism, something which has received little academic attention by adventure scholars (Harris & Wilson, 2007; Little & Wilson, 2005). Accordingly, this study provides female mountaineer tourists, a marginalised group of hard adventure tourists, with a voice and to share their tourism experiences. This study also furthers our understanding of the expected and experienced benefits of participation, which is also under researched (see McKercher & Davison, 1994; Myers, 2010) despite this being useful for adventure tourism providers to inform the development and promotion of their products to women. Furthermore, this paper specifically addresses the United Nations 5th Sustainable Development Goal of 'Gender Equality'.

Methodology

A self-selected sample of female mountaineers were asked to complete an online survey regarding their participation constraint negotiation strategies and benefits relating to mountaineering tourism. The survey produced 307 useable responses, however only 211 women answered the constraint negotiation and benefit questions, indicating that for 30% of the respondents the constraints do act as a barrier in that they prevent them from participating in mountaineering tourism. The constraint negotiation strategies and participation benefits connected with mountaineering tourism were measured on a five-point Likert scale comprised of items found to be important in previous research. To test the dimensionality of the constraint negotiation strategies and participation benefits, exploratory factor analysis (EFA) was conducted.

Findings and Discussion

Fourteen of the sixteen negotiation items received strong levels of agreement, indicating that women actively utilise a broad range of strategies to ensure participation in mountaineering tourism. This suggests that women's resistance to constraints is driven by their desire and commitment to mountaineering tourism and the expected benefits they will gain from participation. Furthermore, by taking control and utilising a wide range of strategies to creatively negotiate constraints, these women are actively empowering themselves. The findings also show that there is a four-dimensional structure to women's constraint negotiation. While, 'Determination', 'Planning and Preparing' and 'Making Time and Prioritising' negotiation categories were confirmed, 'Confidence and Adaptation' emerged as a separate dimension distinct from the other categories.

By comparison, all eighteen benefit items received strong levels of agreement. However, only three of the five benefit categories that were identified in the literature emerged through the analysis. Specifically, 'Fulfilment and Achievement', 'Freedom and Self-Interest' and 'Socialising and Bonding'. This is due to the 'Embodied Experience' category merging with the 'Fulfilment and Achievement' category due to the strong relationship of benefit items within these two categories. Furthermore, as specific questions relating to the benefits of participating in women-only groups were not included in the survey, the 'Female Company' category which has been identified in previous studies (e.g. Doran, 2016) did not emerge. The relationship between constraint negotiation and benefits is also investigated.

Conclusion

This study furthers our understanding of female mountaineer tourists and female adventure tourists more broadly, particularly those participating in harder forms of adventure tourism. Accordingly, the findings of this study have the potential to inform industry practice and facilitate an increase in women's participation in mountaineering tourism and other hard forms of adventure tourism.

Towards self-assessment of personal walking times, as a key enjoyment (and safety) factor

L. Filippo D'Antuono

Introduction

A reliable evaluation of walking time represents a key factor for enjoyment and safety of hiking trails. It is generally assumed that hiking times depend on trail length, gradient and ground characteristics, also drastically affected by contingent factors, such as weather conditions, weight load and individual equipment and fitness. Standard rules are often adopted to estimate "average" walking times, of "average" hikers. However, times indicated on on-place signs or hiking guide books are often inconsistent: as an example, in contexts mainly frequented by fit hikers, reported times most times tend to be quite strict, and the opposite happens in places with prevalent touristic frequentation. Rather frequently, there is also clear evidence of desk-calculated walking times, sometimes also quite far from any realistic estimation. Indication of too tight walking time could represent a risk of running out of time, for the less expert hikers; too loose times, on the other hand, may result in disappointment for a non-optimal use of available time, not excluding a risk of wanting to overdo, to compensate for the shorter than expected time required for the first choice hike.

An alternative to indicate walking times, especially outside Italy, is to directly report trail length and gradient. In this case, each hiker should be able to translate these data into personal walking time, based on individual experience and fitness.

This contribution reports results of a self-assessment calculation of walking times as a function of total length and gradient, also discussing the possibility of extrapolating the results to people of different fitness level, and the efficacy of different methods to measure trail length and gradient.

Methods

The data from over 150 independent hikes, done in different parts of N Apennines were used. The model was a daily walking hike, carrying food and water for one meal, and clothes suitable for spring to mid fall conditions, and good weather. Length and gradient data of all itineraries were accurately measured on the map and used as independent variables into multiple regression models against walking times. Randomly selected data sets were used for model validation. The best fit models were used to explore the possibility to estimate individual walking times on the basis of reduction / augmentation coefficients. Relationship between length and gradient data calculated on maps, drawings on Google earth or GPS registrations are also briefly discussed.

Results

Preliminary data indicate that simple relations including trail full length and total gradient can give satisfactory estimation of walking times; using higher details (derived variables, such as slope and speed, and separate interpolation of individual positive and negative gradient stretches) does not seem to guarantee a substantially consistent improvement of total times estimation, while adding instead complexity. It seems possible to take into account individual differences, by scaling standard equations with appropriate coefficients. Google earth and GPS measurements favourably compare to accurate map measurement, with respect to length measurements; however, total gradient measurements can be drastically affected by only small deviations, especially in very rough environments.

Conclusions

The study indicates the possibility of building specific relations between trail length and gradient and individual walking times. The direct application or use of these relations is beyond the possibility or willingness of most hikers; however, it can represent a useful background: a) for the individual assessment of advanced hikers; b) for more consistent calculations to be exposed on public signs and materials. Caution should be advised to the less experts in using rough electronically measured gradient data.

Tourist experiences in polar areas as a means of the development of empathy: The case of Polar Raid Lapand 2018

Alba Medina Collado

Introduction

The travel agencies develop many tourist products, but more and more there are some travel agencies that focus on the search of sensations and emotions through the experimental trip. This type of travel provides capabilities and values that are not found in traditional travel.

To do this, the work has been divided into several blocks, of which the following will be explained. To begin with, a first part will deal theoretically with the content on which we will base our research. Within this, we will focus on the travel agencies, because it is important to know the role they play in travel, discuss their functions and the different types that exist. In the following section, we will focus more specific, focusing activities on the natural environment, explaining that Active Tourism is the name given to the sector currently responsible for carrying them out. To end this part, we will focus our object of study, I understand that value brings people to make this type of travel according to different experts.

In the second and third parts of the work we focus on the methodology used to carry out the research.

On the one hand, a detailed search of all the travel agencies of the Community of Madrid will be carried out and all those that do not comply with the established requirements will be discarded in order to be able to denominate them as travel agencies specialized in these adventure trips in polar lands.

On the other hand, we will carry out two questionnaires (one before and one after the trip) for the observation and analysis of the progress or not of the empathy of the participants in this experience of Polar Raid.

The objectives that we are going to deal with are the following:

1. Identify the profile of travel agencies specialising in trips to polar areas of the Community of Madrid.
2. Obtain the differentiating parameters of the entity of Polar Raid.
3. To know the value that brings experiential travel in people who enjoy it.
4. To check if the empathy of the participants develops and evolves thanks to an experiential journey.

The results obtained, as well as the methodology, are divided into two parts.

The first of them, the part of the travel agencies we obtain that there are few that are in charge of carrying out exclusively adventure trips to polar areas within the Community of Madrid, specifically there are three (Greenland Adventure S.L., Mundo Ártico S.L., and Tierras Polares).

On the other hand, in order to analyse and obtain the results of the surveys, three graphs were made and in each one a specific part of the survey, and an initial question was compared with the final one to observe the growth or not of empathy. We obtained that there is no improvement in empathy on this particular trip to Lapand with the Polar Raid company as only three questions were answered more in the final survey.

As for the conclusions that we highlight are several.

Firstly, the travel agencies specialising in polar areas of the Community of Madrid are relatively few that are dedicated to offering this type of experience similar to that of Polar Raid. The Polar Raid entity has a different profile from the rest of specialized travel agencies or entities dedicated to offering experiential trips.

Experiential travel brings a series of values to people who enjoy it, but it is a task that must be worked on (if you like), and that many times may not be perceived or may develop less than expected.

The statics do not show an overall improvement in empathy during the experience in Lapand 2018, but there are concrete improvements in some isolated aspect. This may be due to many factors.

