ATRA
Adventure Tourism
Research Association

Adventure Tourism Research Association Webinars

A Month of Adventures: Reimagining a Tourism Future

10th, 17th & 24th November 2021

BOOK OF ABSTRACTS

ATRA'S WEBINAR SERIES

Regular attendees of ATRA's International Adventure Conference, members of the organisation and those who follow our activities will know that the eighth IAC was due to be held in Queenstown, New Zealand in December 2020, co-hosted with our friends and colleagues at the University of Otago.

2020 was clearly both an unforgettable year and a year to forget and the decision was made at an early stage to not only postpone the event but delay its rescheduling to December 2022 to allow for what we hope by then will be a full recovery to normality, even if many aspects of the world may well have changed irreversibly, not least across the tourism sector.

In order to keep the valuable, and valued, relationships between members of the ATRA community alive, and to forge and cement relationships with academics, and practitioners, new to the adventure tourism realm, the ATRA hosted three online events, across consecutive weeks, in November 2021.

Under the strapline A Month of Adventures, these concise, two-hour sessions showcased exciting new research and allowed us to debate and discuss emergent contemporary adventure tourism themes. Each week we were exploring a different concept.

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.

MICRO-ADVENTURES: EXPLORING YOUR OWN BACKYARD

Session chair: Dr Jasmine Goodnow, Western Washington University, USA

In times when travel has been restricted to fewer destinations and closer to home, Alastair Humphrey's concept of 'micro-adventures' has been celebrated by the adventure tourism scholarship (Mackenzie & Goodnow, 2020). Such localised explorations may contain crucial elements of 'grand adventures' however, they are much cheaper, far more simplified, shorter, and are claimed to have multiple positive health and wellbeing effects. Furthermore, they allow us to learn more about what is in our backyard, discover secret corners of our neighbourhood or nearby forests. This session explored how these 'micro-spaces' in the vicinity of our homes can be utilised, consumed and interacted with in more mindful and considerate ways.

Presenters

Beau Miles
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Tina Irving
Can peat contribute to Adventure Tourism?

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Personal insight into The Backyard Adventurer: Meaningful and pointless expeditions, self-experiments and the value of other people's junk

Extract taken from introduction of The Backyard Adventurer (Miles, 2021, p. 25-26)

"Day three without showering, in need of haircut and shave, about to leave the house to buy milk, I was in fact on the comfortable side of an identity crisis, having come to terms with the fact that I was not the man I thought I was. Such a breakthrough in thinking is to acknowledge that I have a uniqueness born of influences, which seems a little more scripted than innate, including summer camps and university, stinking male-only share houses, roadside diners, expeditions, films, women, family. I am flawed, and oscillate between being mildly and intensely curious about our world, and that makes me and my newish, ongoing, close-to-home trips interesting.

Rather than loading up with expensive gadgets and upskilling to the point of perfection, I'm setting off in the full knowledge that I'm weighed down with metaphorical baggage so my aim now is to take as little real equipment as possible. Where I go and where I might end up are a little shady, and research from the bottomless pit of Google is often lacking.

This is not a guidebook for the good life, nor will I preach about the importance of challenge and epiphanies, hardship and breakthroughs. Backyard adventuring is about concocting meaningful events and experiments that challenge me, that redefine my childhood sense of the hero's journey, that force me to look intimately in everyday places, and question how I live among others. Quite simply, this book is a set of stories told by a red-headed bloke who has redefined his sense of adventure."

Beau will talk to his book The Backyard Adventurer, namely in relation to the key aspects of the book that have been most attractive to its audience since release in May 2021.

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Miles, B. (2021). The Backyard Adventurer, Meaningful and pointless expeditions, self-experiments and the value of other people's junk, Brio books, Australia.

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How adventures affect wellbeing – a systematic literature review

Traditional approaches to conceptualising adventure are critiqued for their narrow focus on such aspects as risk, sensation seeking and conquering nature (Houge Mackenzie & Brymer, 2018) and there is little recognition of adventure's wellbeing benefits in extant theories (Clough, Houge Mackenzie, Mallabon & Brymer, 2016). Recent trends show increasingly heterogeneous adventure participants with diverse demographic profiles who enjoy a range of different outdoor nature-based experiences (Sand & Gross, 2019). Being outdoors and spending time in nature has a validated positive effect on health and wellbeing (Abraham, Sommerhalder & Abel, 2009). Combining nature with activity and challenge is associated with even stronger outcomes (Hansmann, Eigenheer-Hug, Berset & Seeland, 2010). This is particularly noticeable during the current pandemic, as we see a rise in demand for outdoor recreation activities to maintain and strengthen people's wellbeing. On the same page micro-adventures are perfect, condensed adventures to enhance people's wellbeing on a regular and close to home basis (Mackenzie & Goodnow, 2020).

The research project presented in this abstract reflects a new approach to understanding adventure participants by focusing on the beneficial outcomes of adventure participation, particularly oriented around wellbeing. The project builds on preliminary research that Sand and May carried out and presented at the International Adventure Conference (IAC) in 2019. In this work, the researchers reviewed 253 abstracts from previous IACs using thematic coding. Several health and wellbeing themes emerged from this analysis, including: sense of place and belonging, friluftsliv (slow adventure), identity construction, self-efficacy, mental health, peak experiences and resilience.

Following on from this initial work, we carry out a systematic literature review specifically concerned with identifying and understanding the key research concepts concerned with wellbeing and associated benefits within adventure-related literature. It employs a bibliometric method, which is used to aggregate data on key research concepts, methods, citations, leading authors, key journals and most productive scholars (Figueroa-Domecq, Pritchard, Segovia-Perez, Morgan & Villace-Mollinaro, 2015).

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The key research questions are:

- What key wellbeing themes are prominent in extant adventure research?
- What key wellbeing themes have been omitted from previous adventure research?
- How can these key themes be categorised into a conceptual framework to demonstrate the synergies between wellbeing and adventure?
- What are the implications for future research on the wellbeing benefits of outdoor adventure?

Our study conducts a systematic literature review to generate knowledge from bibliographic data in published articles. This approach identifies, selects, synthesises and analyses studies from different disciplines, contexts and research designs (Rantala, Rokenes & Valkoen, 2018). Unlike traditional reviews, systematic reviews necessitate a reporting flowchart to improve the traceability process and the quality of reporting. Accordingly, we plan to use the PRISMA flowchart (Moher, Liberati, Tetzlaff & Altman, 2009) for this purpose, which facilitates a comprehensive review of pertinent literature.

The 'included' literature undergoes content analysis, which is a method of analysing qualitative data. It is usually applied to a set of texts. The researcher closely examines the data to identify common themes and patterns of meaning that come up repeatedly (Caulfield, 2020). Coding and sorting textual materials based on codebooks is one of several qualitative analysis approaches using structured or semi-structured templates. Three different stages of coding are applied: 1. Initial reduction of article information; 2. Further reduction of information using paraphrasing and generalisation; 3. Key themes which emerged from this coding will be assigned to one main category.

At the current state we have finished the coding and new categories have emerged that need to be analyzed further. We look forward to getting feedback from the participants. In the next step a conceptual framework will be developed.

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Little explorers. Outdoor reconnections during COVID-19 confinement and deconfinement

When the State of Alarm in Spain confined children and classrooms to home in March 2020, Early Childhood Education suffered a severe setback. However, resilient teachers did not give up looking for a way for their pupils to reconnect with the outdoors through their windows, as Spanish Network for Outdoor Physical Education (REEFNAT) proposed to balance the nature's deficit (fig. 1).
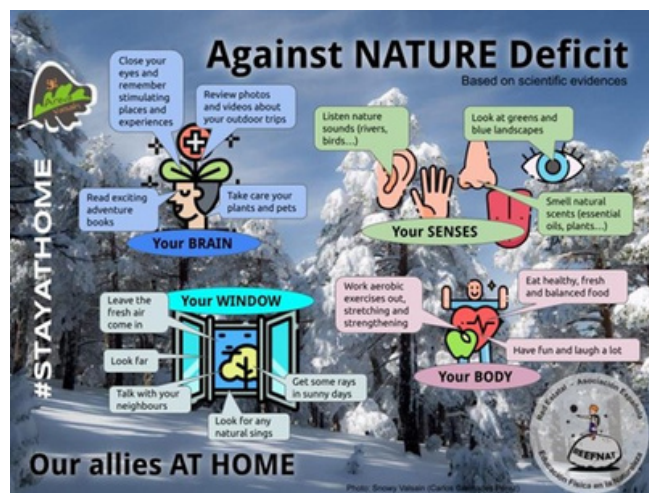

Figure 1. Infographic to balance the nature deficit during COVID-19 confinement (translated from Spanish version REEFNAT)

This case study shows how a teacher from a group of three-year-olds develops with the help of a trainee teacher an educational experience to keep their pupils (n=25) in contact with their own environment during this odd period. They achieved educational proposals with the families in their local environment, 1) from the "home-classroom", and 2) in the outdoor-classroom during the last quarter of the 2019/2020 school year. Participant observation, interviews, content analysis of the families' chat rooms and pupils' video calls, and analysis of the productions of the schoolchildren have been carried out.

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At the beginning, when the classroom was at home, the project "the little window school" was the solution. This period took place from 16th March to 26th April. Within this new way of teaching, one of the key aspects to consider was the attitude of the teacher from the beginning. Her support and availability were decisive, especially with the most disadvantaged families. Every day she sent an audio to the group of families as an assembly. She told them proposals prepared for that day, and different basic notions that normally took place in daily classroom assemblies. The contact was daily thanks to WhatsApp and different meetings by video call, and the teacher worked in a double way: 1) proposals for students based on the REEFNAT infographic (fig.1), developing their senses in a fun and creative way; and 2) working with the families, giving them support and methodological guidelines, which was essential in that hard process. This shows the importance of the social, emotional, and mental dimension of preserving contact with the outdoors.

Later, when the schools were still closed, the progressive opening of the confinement allowed children to go out for their "walks", but only twice a day. They could play in the playgrounds, although not on swings or slides. Therefore, new educational opportunities arose, allowing the children to explore and discover their surroundings. A second project named "when I go for a walk" was from 26th April to the end of the school year. During this period, the teacher, the trainee teacher, and the music teacher carried out this wonderful project. During their walks, the pupils and their parents looked for different "treasures". In addition, a brief film was created combining drama, artistic creation, creativity, musical elements and nature itself. The every-day adventures transformed the daily uncertainty into a magical experience, far from the virus and close to nature.

These experiences highlight the importance of the outdoor environment for the development of these little adventurers. The cause, this time, has been the coronavirus, but it has provided us with an experience to realize the importance of exploring the outdoors throughout childhood. Guided by their teachers and accompanied by their families, these schoolchildren managed a) to maintain the illusion of learning, b) to mitigate the fear of coronavirus infection; c) to regain a certain normality in their lives; d) to make up for technological and indoor life; e) to make themselves active and be healthier; in short, f) to restart their normal lives. They "infected" their families with the illusion for the outdoors and nature. We can appreciate it during the last two school years by 1) driving the project to transform and re-naturalize their schoolyard, and 2) increasing interest in nature in leisure family activities.

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Can peat contribute to Adventure Tourism?

Highland ponies are ideally suited to the great outdoors. They are hardy, they are rarely shod unless doing roadwork. Short journeys on horseback were common place in days of yore, especially for getting the peat in. They were used as pack animals. Once the peat had been stacked, the ponies were used to take the peat off the hill. This can still be seen nowadays in some places, but more common place are short treks of an hour or so, in the forests, on the trails on the bogs, and on the beaches. This is a micro adventure in itself! The wilds of Scotland are fantastic for getting out and about on horseback, as long as your are careful of the peat. Close to home, as the rides are rarely more than hour, but two day treks are not unusual, but not all would be on the fragile peatlands. There are usually sheep tracks to keep to, and it could be dangerous, not only for the horse and rider, but for the bog, as it would definitely get damaged.

STAYING WITH THE TROUBLE: ADVENTURE IN THE ANTHROPOCENE, CAPITALOCENE & CHTHULUCENE

Session chair: Professor Peter Varley, Northumbria University, UK

Inspired by the work of Donna Haraway and others, this track encourages serious philosophical debate on the marginal place of human beings in the world, with particular focus upon how different ways of seeing and thinking about being, ontology and the more-than-human-world might inform our actions as agents in that world.

Staying with the Trouble is a critique of or response to the Anthropocene, in which human beings have a substantial and deleterious effect upon our planet. Haraway encourages us to think of a thickened now – one with a past and a responsible future, and its attendant implications. So for adventure participants that is beyond the 'self-in-adventure', where adventure is an identity ingredient, a social media project.

Presenters

Chris Loynes
Staying with the Trouble: It's elemental

Scott Jukes
Reading more-than-human stories in the landscape

Carina Ren, Laura James, Hindertje Hoarau-Heemstra & Albina Pashkevich
Cruise trouble. A practice-based approach to studying Arctic cruise tourism

Joshua David Bennett
Wild Tourism: A Guided Tour at the Intersection of Outdoor Education and Tourism"

Eva Duedahl & Janne Liburd
Flourishing Futures

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Staying with the Trouble: It's elemental

There has long been what I think is a false dichotomy between adventurous and ecological tourism and recreation. This dichotomy can leave adventurers accused of being blind to environmental experiences, knowledge and issues. A more proper distinction might be between the 'biology' of ecological activities and the 'physics and chemistry' of adventure activities, in other words the elemental. All the elements are clearly aspects of ecology. And an adventurer has a deep embodied relationship with and understanding of their element. Just as the ecotourist has become aware of the environmental crises through their direct experiences of wildlife, so the adventurer has become equally aware, especially those that rely directly or indirectly on the more dynamic elements such as air and water. All are impacted by the weather. Adventure and ecological activities are different lenses on the same issues with equal potential for motivating understanding and action.

Research I undertook in Wales ten years ago found that surfers were already aware experientially of the changes taking place in wave heights, sets and breaks. This they explained by reference to weather system changes the other side of the Atlantic Ocean and were already interpreting through the lens of climate change. Not only were these surfers understanding change as being caused by climate change, they were already using this to teach other surfers about the climate change problem in order to encourage behaviour changes. Of course surfers had already been sensitised to human impacts on their environment (Surfers Against Sewage).

There are potential problems for tourism and recreation in both their adventurous and ecological forms. The first is that the activity can get in the way becoming the focus of attention and obscuring the environmental element that lies beneath it. It is encouraging to see that Mullins (2011) has found, in his research with fly fishing and canoeing, that as an outdoor sports person travels from novice to expert, a key defining shift in attention is from the activity to the environment, including a sense of the need to care for that environment.

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The second problem is the twitcher element that can apply to both adventurers and environmentalists, completing lists of things spotted, routes completed or destinations attained. This can become obscene when it is linked to the environmental crises as the 'last chance to see/do, etc package'. There is a counter argument. Asfeldt and Hvenegaard (2014) studied groups going to uninhabited parts of northern Canada, and Cheung, Baurer and Deng (2019) researched ecotours to Antarctica, both populations incurring substantial carbon footprints in doing so. They found an 'offsetting' value of a kind in that these places gained advocates that would become activists for the environmental protection of these places, something they lacked without any residents to voice their value.

In summary, to stay with the trouble, to experience the changes in the biology, physics and chemistry of the environment and to understand their links to the environmental crises and the need for action, participants, leaders and organisers can:

· Support participants in becoming experts so that the activity becomes a way to know a place and so to an awareness of the environment

· Reflect on the underlying causes of the elemental changes experienced

· Link these to the environmental crises

· Recruit participants as advocates for the places they value

· Listen to and retell the stories of change, spreading the word and building a culture of concern

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Reading more-than-human stories in the landscape

This presentation explores the concept of more-than-human stories (Jukes and Reeves, 2020) and the way such stories may be read in landscapes (Jukes, 2021; Stewart, Jukes, Mikaels and Mangelsdorf, forthcoming). For this approach, rather than focus on purely human stories or histories, I pay attention to entangled stories that connect through the landscape. Importantly, more-than-human stories are not cut off from human action or involvement, but they do de-centre humans. This practice of engaging with more-than human stories is a decolonising project, as it acknowledges that places belong to more than just humans and express agency (Jukes, Stewart and Morse, 2019). Using the term more-than-human emphasises this step away from human centrality and exclusivity (which are part of the acts of colonisation). This project is partly inspired by the work of feminist new materialist's such as Haraway (2016), among other posthuman theorists.

To put it simply, features in landscapes have stories to tell. Noticing and engaging with material features provides an entryway into reading the more-than-human stories of the landscape. In this manner, 'reading' is a metaphor that also involves listening to the expressive power of a landscape's features, which can provide pathways into particular stories. This listening and reading creates a dialogical relationship with the more-than human world where we may attend to damaged colonial landscapes and species under threat with care and compassion. Specifically, for this presentation, I will draw upon examples of from my research and practice with outdoor education and nature tourism students, showing the relevance of such concepts for adventure tourism contexts. Furthermore, I will aim to open discussion and healthy debate about the role of adventure in a more-than-human world.

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Cruise trouble. A practice-based approach to studying Arctic cruise tourism

Visits to ports of call are an important part of the Arctic cruise tourism experience. However, the potential economic benefits of cruise tourism in small coastal communities are counterbalanced by the social and environmental stresses associated with these visits. Managing cruise tourism in the Arctic is very complex, but political and public discourses often reduce cruise tourism to either a lever for economic development for local communities or a destructive force threatening them. In this presentation, we are interested in bridging the understanding of and response-ability towards Arctic cruise tourism as reductionist avenues towards either progress or despair. We introduce Donna Haraway's concept of staying with the trouble (2016) as the research position(ality) towards this aim. In this lens, and as argued by Ren (2021, p. 135), referring specifically to tourism, "trouble is not an issue to be overcome, but rather a condition that we are in and in which we all become-with tourism".

While policy makers and media might seek to address and respond to the complexities, forces and impacts of Arctic cruise tourism, their often simple or reductionist conclusions have been less successful in enabling responses to expressed exigencies and concerns. As suggested by Haraway, the situated knowing made possible by staying with the trouble allows instead for response-ability. Such an approach expands the visions of cruise tourism as much more than an industry (Higgins-Desbiolles, 2006; Ren & Chimirri, 2018) and invites in many more actors, such as non-humans, into a cruise tourism ontology. It enable us to tell tourism not as a uni-dimensional 'tool' or 'threat', but as a "tense, messy, distributed and collaborative achievement and a process of making-with, becoming-with and thinking-with a much larger collective than the usual tourism stakeholders" (Ren & Jóhannesson, 2017, p. 27).

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In the presentation, we critically review Arctic cruise research and explore cruise tourism as a troubling, serious and very real phenomenon in the Arctic. We offer an overview of Arctic cruise tourism through three tenets of cruise trouble identified in cruise tourism research. Based on these central research themes, we advocate for a research approach, which is dedicated to 'staying with' rather than solving or critiquing, the tensions and troubles of cruise communities. This entails a practice-based approach, which is then introduced in further detail. Practice-based research is rooted in the everyday experiences and the materiality of cruise destinations. Through a flat ontology, this allows for an extended view of the interconnectedness of local to global. As we illustrate using a case of a beach clean-up in Svalbard, tending to practices offers a view into how stakeholders engage and co-exist with cruise tourism, seeking not to overcome, but to live (better) with (or without) it. In our conclusion, we propose ways forward in Arctic cruise tourism research after Covid-19.

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Wild Tourism: A Guided Tour at the Intersection of Outdoor Education and Tourism'

The world of Outdoor Education is filled with discussions that sit on the intersection of education and environment. Recently in the wake of the publication of Wild Pedagogies: Touchstones for Renegotiating Education and the Environment in the Anthropocene and its subsequent "walking colloquiums", readers and attendees were asked to re-wild our awareness as practitioners by cooperating with our seemingly monolithic friend, the "morethan-human-world", as co-teacher. (Jickling et al., 2018, 37). Like many Outdoor Educators, I have worked extensively in both the tourism sector and more traditional school programs, therefore, I reflect on how can these "touchstones" of Wild Pedagogy can be applied in the context of a growing industry increasingly dominated by capitalism and commodified excess? How could outdoor practitioners contest the status quo in a landscape of increasingly "McDonaldise[ed]" offerings? (Loynes, 1998; Zegre, Needham, Kruger and Rosenberger, 2012)

In 2018, the global adventure tourism industry was valued at approximately $80 billion more than the global Outdoor Education industry and, at least in pre-pandemic times, these numbers were expected to respectively double by 2026 (Chouhan, Vig,& Deshmukh, 2019). In a world where the availability of outdoor and adventure tourism jobs become more plentiful than those in Outdoor Education, being an Outdoor Education professional means transferring one's skills to a feverishly growing tourism industry. Using my experiences as an outdoor guide in Oslo, Norway, I will frame my experience using the "Six Touchstones for Wild Pedagogies" to emphasize how outdoor tourism can be an educationally productive and satisfying position to be in for both guides and guests

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Flourishing futures

This inquiry contemplates whether contemporary understandings of sustainable tourism development including the United Nations Sustainable Development Goals (UN, 2016) will be enough to enable flourishing futures in a more-than-human world. The objective of our critical, yet optimistic, inquiry is accordingly to bring forth alternative understandings of tourism's potential contribution to flourishing futures- and worldmaking with others and nature.

To motivate our inquiry, we introduce an abstraction of the current 'tourism world grabbing' that is rooted in two central, conventional ways of modelling and thinking about sustainable tourism development. First, current conceptualisations of sustainable tourism development builds upon maximum utilization and 'positive' exploitation of natural, cultural and social resources for human activities including tourism. Second, extant conceptualisations of sustainable tourism development including the SDGs encourage techno-fixes and neoliberal imaginations of what constitute a desirable future (Duedahl, 2021).

The current 'tourism world grabbing' may stimulate an overt 'solutionism' that is guided by a narrow concern for maximization of our own human benefit and quality of life. Can we invent our way out of the climate crisis? Alternatively, how can we create new shared narratives and understandings about humanity - not as the centre of the Earth, but the rather marginal place of human being and becoming in a more-than-human world?

A philosophic conceptual research approach

Our undoing of the conventional ways of modelling and thinking about sustainable tourism development under the current 'tourism world grabbing' is guided by a philosophic conceptual research approach. Both philosophical and conceptual research may be used to open up ideological conditions, values, as well as empirical circumstances. Both thrive on reflections of not only what is, which often lies in the domain of empirical research, but consider the entangling of ideas and present uses (Liburd, 2013). Philosophical and conceptual research meet in the relational and analytical operationalisation of imagining flourishing futures.

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A synthesis of perspectives: Toward imagining flourishing futures

We present a threefold synthesis of perspectives that may guide our response-ability (Haraway, 2016) toward imagining flourishing futures. First, we situate flourishing futures as principally a human endeavour before it is a technical, business or any other matter in a more-than-human world.

Second, by bringing together nuances of the interrelated concepts of stewardship, care and values whilst questioning their potential limitations, we propose a shift from prevalent normative outlooks toward more relational and entangled understandings of flourishing futures as an other-regarding and other-interested analytic processual outlook.

Third, as an ongoing ontological process of becoming with the self, others and the non-human other, flourishing futures becomes meaningful only in relation to others, the non-human such as nature, and the world. Stringing together flourishing futures thus encourages us to make and re-make kin including odd-kin, that is: "... we require each other in unexpected collaborations and combinations, in hot compost piles. We become-with each other or not at all" (Haraway, 2016, p. 4). Similarly, Liburd & Becken (2017) argued that it is humans who take of nature – or not! There is a great opportunity for linking an other-regarding and other-interested outlook to outdoor adventure to experiment and enable actions for flourishing futures.

To transition from the current 'tourism world grabbing' it implicates an ontological becoming-with others and the non-human other that include different ways of doing, making, relating and imagining how tourism should/could/might inform our actions for flourishing futures- and worldmaking.

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NEW HORIZONS: POSTGRADUATE RESEARCH IN ADVENTURE TOURISM

Session chairs:
Professor Carl Cater, Swansea University, UK
Dr Adele Doran, University of Sheffield, UK

This final session provided PhD students and ECRs researching any topic related to adventure tourism an opportunity to share their research in either a ten-minute presentation or a shorter three-minute 'pitch'. This session will also give insights from a supervisor perspective on the journey of a doctoral project, including preparing for a viva. How research contributes to knowledge will also be covered, and we will explore some strategies you might use when explaining your academic contribution.

Presenters

Chris Eastabrook
Developing the Independent Adventurer

Jason Wragg
Myths, Maps and Motorcycles: an autoethnographic exploration of the pilgrim adventurer

Harriet Wingfiled
An investigation of the relationship between cycling tourists and wellbeing

Thomas Karagiorgos
The role of brand associations on the development of hiking involvement: The case of mount Olympus

Joe Tierney
Reimaging ageing through adventure (exploring the motivations or older adventurers in Ireland

Emily Pitts
Cultural Socialisation: The activation of social capital in outdoor adventure leadership

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Developing the Independent Adventurer

Adventure sports are increasingly being recognised as a personalised conception centred around a connection with the natural world, authentic challenge, and social engagement (Collins & Brymer, 2020) that transcend the actual activity. Notably thrill-seeking is part of the motivation but not the reason for participation. Instead, a personalised conception that can vary between days, social group or activity.Participants of adventure sports have also reported that they seek a sense of independence. For some, independence is more literal, seeking reliance on themselves and their peers, while others can find independence with an expert along with them, i.e., a participant finds and paddles their own line down a white water rapid with a coach/guide/instructor along as a safety net. Adventure tourism is experiencing worldwide growth of which adventure sports should be considered a part of. Therefore, there is interest from a range of stakeholders; coaches/guides/instructors, deploying organisations, coach educators and government policymakers in better understanding what participants want from their adventurous experiences, how adventure professionals facilitate and how developing a sense of independence enhance those experiences.

Methods

A multi, mixed-method approach was adopted within a pragmatist position of research (Morgan, 2014). The participants of this body of work were primarily adventure sports participants and learners based in the UK, where a purposeful heterogeneous sample was sought to offer a breadth and richness to the data set. This included kayaking (sea and white water), skiing, mountaineering (winter and summer), rock climbing and mountain biking and, using a range of ages and levels of experience. Reflexive thematic analysis of semi-structured interviews was the domain methodology that sought to generate themes and meaning from the data gathered (Braun et al., 2018). The author is a high-level coach in this realm and while the research isn't about them, it is through them, analysis was done mindful of any potential biases. The quantitative tools used helped to bring greater insight and depth to the qualitative aspects.

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Findings from the learner's perspective reported that they view adventure sports coaching as an experience, where they were happy to sacrifice elements of the developmental experience to have authentic adventures with their coach/guide/instructor (Eastabrook & Collins, 2020). In slight contrast, the learners' expectation of their coach was to prepare them for independent adventures post-coaching, both with and without the coach present. Specifically in the development of confidence to undertake such adventures and, the ability to learn from those without a coach present (Eastabrook & Collins, 2021). Findings from high-level coaching practice found that coaches were using educative strategies to develop the ability to learn by themselves in adventurous environments, teaching for a cognitive understanding of the performance and, within safe practice, allowing learners to use suboptimal practices and moments of independence during coaching sessions to foster a greater sense of ownership. These coaching strategies appear novel to adventure sports coaches and were later explored from the learner's perspective and found to be effective in generating independence in adventure sport learners. Conclusions. Insight has been gained into how independence in adventure can be realised in learners and is developed by coaches. A key aspect to this is developing the learner to focus on finding a valid solution rather than a single ultimate solution, built on an implicit appreciation of the complexity, source and nature of knowledge. Confidence to perform and seek challenge offers the learner a more for filling adventurous experience. As such greater independence has positive implications for marketing and commercialisation of experiences, green physical activity, green prescribing and education.More immediately, with suitable training and development these strategies can be deployed by adventure coaches/guides/instructors to improve their practice.

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Myths, Maps and Motorcycles: an autoethnographic exploration of the pilgrim adventurer

This autoethnographic study investigates the lived experience of adventure travel by motorcycle to illuminate the lifeworld of the adventure traveller, through the study of identity, adventure, and world view. Emphasising the importance of human experience, guided by a pragmatic ontology; the heart of the study is qualitative fieldwork, in the form of adventurous journeys by motorcycle.

Research activity and method are intrinsically linked to explore lived experience and this research set out with three objectives; to engage with a critical reconnaissance of published narrative accounts of adventurous motorcycle journeys, both historical and contemporary, to capture and record stories of lived experience in adventure travel by motorcycle through narrative interviews and to utilise autoethnographic principles in the undertaking of fieldwork.

At the centre of the study were the questions; what role can the Hero's Journey and pilgrimage play in making meaning from adventure travel, how does adventure travel inform identity and vice versa, and how does the narrative of others and heritage interplays with travel experience? The study is epistemologically positioned in personal narrative and therefore drew upon ethnographic fiction methods to represent and retell the experiences.

The transformative potential of adventure travel is widely recognized but under-researched (Wilson, McIntosh, & Zahra, 2013) and Robledo and Batle (2017) argue that Campbell's narrative pattern of the Hero's Journey can be perfectly applied to adventure, but this study found that the concept of the pilgrim in a contemporary world provided a different position in understanding the transformational experiences adventure travel provides.

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An investigation of the relationship between cycling tourists and wellbeing

Currently, there is no specific discourse considering the relationship between hedonic and eudaimonic wellbeing, the two tenets of positive psychology theory, and adventure tourism. In order to improve our understanding of how these adventure tourism experiences can best enhance the wellbeing of those participating, this inductive study employed an interpretivist approach and qualitative methods to investigate the relationship between adventure tourists and wellbeing. The study specifically examined adventure tourists who had participated in organised cycling trips, known as cycling tourists. 40 semi-structured interviews were conducted. The initial findings of the study highlight numerous ways in which cycling tourism positively enhances psychological wellbeing, including: escapism through exploring new landscapes by bike, enhanced social identity as an adventurer and a cyclist, a sense of belonging via the relationships forged with others whilst on holiday and the rhythmic sensations of cycling to produce a combination of demanding and rewarding experiences. It also emerged that the sense of achievement experienced following physical exertion on the bike translated into the participants everyday life, improving their self-confidence and competence to take on challenges. These initial findings will eventually lead to the development of a theoretical framework. Employing established positive psychology theories to adventure tourism contexts could provide interdisciplinary insights and extension of positive psychology theory. It is anticipated that this framework will be transferable and applicable within both recreational sporting and adventure tourism contexts; to better understand wellbeing, and form a key contribution of this research. In conclusion, improving knowledge around the value of cycling tourism to individual wellbeing, will play a crucial role in encouraging participation to forms of tourism that contribute towards a physically and mentally healthier population.

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The role of brand associations on the development of hiking involvement: The case of mount Olympus

Brand associations are a dominant concept to develop strong brands. Brand associations represent an individual's memory or thought when she/he recalls a brand; and are linked with tangible and intangible features that the consumer associates with a brand (Keller, 2020). Building strong associations might lead to increased consumption and development of attitudinal loyalty and positive behavioral intentions, such as product involvement. While there is much attention of brand association framework on business and professional sports (Kunkel, et al. 2013), little evidence of research have been documented into adventure tourism and recreation settings.

Today, millions of people seek for recreational experiences in unique destinations in order to be involved with an outdoor activity. In this line, well branded destinations represent an important component that influences the consumer's decision-making process to further evolve individual's activity involvement level. However, the link between the type of association and the activity involvement into recreational context has been limited tested. This study aims to explore the influence of brand associations on the development of hiking involvement levels of hikers on mount Olympus, Greece.

Method

Data were collected from hikers on Mount Olympus in Greece. The questionnaire distributed on-site within four mountain huts during the summer season 2020. The total sample consisted of 342 individuals. The vast majority were males (69,6%), singles (70,2%), with a mean age of 34,5 years old.

The measurement instrument consisted of: Brand Associations were tested with eight subscales – popularity, escape, vicarious achievement, affect, importance, social interaction, nostalgia, community pride (Alexandris, et.al., 2008; Gladden & Funk, 2002); and Activity Involvement was measured with three subscales - attraction, centrality and self-expression (Kyle, et.al., 2004). All items were measured in five point Likert scale with anchor points from 1=Disagree to 5=Agree.

The psychometric properties of the measurement model were tested by a confirmatory factor analysis and, then, a multiple regression analyses were conducted to explore the contribution of brand association dimensions on the prediction of the three activity involvement facets.

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Finding/ Discussion

The validation of the measurement model was made through maximum-likelihood function. The assessment of the eleven latent factor model indicated acceptable fit indices: χ2 (725,85)/ df(305)= 2,0, p<.001, CFI=.94, TLI,=.92, RMSEA=.05 and SRMR=.04.Regarding the reliability estimates, Cronbach's alpha indicator showed adequate scores (.78 to .91); also, the composite reliability index had acceptable ranges from .84 to .91. The convergent and discriminant validity of the model were met the appropriate scores according to research literature. The first regression model, with the attraction facet as dependent variable, was statistically significant (R2=.14, F=6,45, p<.001); popularity, affect, importance and vicarious achievement contributed to the prediction of attraction. The second model, with the centrality as the dependent variable, was statistically significant (R2=.15, F=6,85, p<.001); popularity, escape, affect, importance and vicarious achievement contributed to the prediction of centrality. Finally, the third model, with the self-expression facet as the dependent variable, was statistically significant (R2=.26, F=13,70, p<.001); popularity, importance, social interaction and community pride dimensions contributed to the prediction of self-expression.

Conclusion

The results confirmed the important role of brand associations on the development of hiking involvement levels on Mount Olympus among participants. The popularity of the destination, the sense of achievement while hiking, the positive emotions and the perception of brand importance revealed as critical associations that influence an individual. These findings showed the different patterns of associations might create among participants with different involvement levels. This result is particularly important for adventure tourism policymakers. It is a proof that strong brand destinations, such as Olympus, should develop several promotional strategies to create different brand associations according to the activity involvement level.

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Reimaging ageing through adventure (exploring the motivations or older adventurers in Ireland

Humans have a longstanding desire to live longer and healthier lives (Ekerdt et al., 2017). Improvements in infant mortality, medical advancements, immunisation and knowledge regarding lifestyle choices have all contributed to rising life expectancy (WHO, 2011). While adding years to life in important, it is equally important to add life to years by facilitating active ageing. Rowe and Kahn's (1997) model for successful ageing proposes avoidance of disease and disability, high cognitive and physical function, and engagement with life as important domains for successful ageing (Rowe and Kahn, 1997).

Yet, as people age disengagement with aspects of life, and the increasing prevalence of non-communicable diseases, such as some cancers, cardiovascular disease, diabetes, osteoarthritis, and dementia among older people become greater challenges to healthy ageing (European Commission, 2014). Many of these challenges may be mitigated through engagement in appropriate physical activity, and there is a broad body of research to support this view. Consequently the promotion of activities which address physical, mental and social health is needed to support healthy and active ageing (World Health Organization, 2020). Ideologically, increased longevity is often seen as an important societal achievement and something which humans should pursue in and of itself. However, there are real challenges regarding healthy and active ageing, specifically with regard to quality of life as a person ages.

Adventure-based tourism providers are ideally positioned to facilitate active ageing for older people of differing abilities, contributing to physical, mental and social wellbeing (Vega-Vázquez et al., 2020). However, more alacrity on the part of the adventure tourism sector to engage this exponentially growing market is needed (Hickman and Stokes, 2017). We need to dispel pre-conceived, often negative socially constructed notions about ageing through positive promotion (Freeman et al., 2016). Reimagining ageing through the lens of older adventurers, specifically scuba divers, hill walkers and sea swimmers sheds light on their motivations, interests and gives them a voice.

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Method

The research is underpinned by a qualitative methodology in order to better understand the participants' motivations, perceived benefits for them, and to also explore why older adventurers engage in their respective activities. The approach is ethnographic and observational in principle. Over the past four years, the lead researcher has engaged directly with the participants (n=23 at time of writing) in their chosen leisure-based activities on at least three separate occasions. In addition to engaging in the specific activity, this also involved taking comprehensive notes, images and video. This was followed up with an in-depth semi-structured interview. All interviews were recorded, transcribed and at time of writing the first phase of coding has been completed for the majority of the interviews.

Findings/Discussion

The evidence is irrefutable regarding the physical, social and mental health benefits for older adventurers through engagement with their chosen activity, whether it is scuba diving, swimming or hill walking. Connectedness with likeminded people and the natural environment is vital (Boyes, 2016). Interestingly, participants took up their activity in later life and intend to continue as long as they are physically capable. While not explicitly understood or recognised by the participants, most apply selective optimisation and compensation to some degree (Baltes & Baltes, 1990). The motivation to continue is not the physical activity per se, but the passion for their leisure activity. Participants recognise and embrace opportunities to travel, develop skills, set goals, or simply just have fun. Democratic and inclusive leadership is important and many leaders evolve naturally within the groups. There is an impact on autonomy and quality of life for all participants.

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Cultural Socialisation: The activation of social capital in outdoor adventure leadership

The presentation will explain how the combination of social capital and cultural capital might influence who chooses to become a leader within the outdoor adventure sport of mountaineering. Through the presentation of a conceptual framework derived from a review of literature, attention will be given to demonstrating how social capital is activated by having the right cultural capital, showing the ways in which social class, gender and other socio-economic variables impact leadership uptake and progression.

Social capital is the value within social relationships, frequently cited as a function of individual relationships, consisting of networks to which individuals have access, simplistically described as 'who you know'. Other evidence shows that it is more complex, constituted within communities rather than individuals, and comprising intangible components such as social norms, shared language, identity, trust and shared goals (Aguilar & Sen, 2009). Cultural capital is described as the understandings and signifiers of the legitimate culture in which one exists (Bourdieu, 1986), consisting of three elements: objective (clothes, equipment), embodied (manners, language, taste) and institutionalised (qualifications, education, credentials). Mountaineering leadership is underpinned by a historically created and maintained hegemonic masculinity, with ethical structures, shared meanings and norms that have led to homologous reproduction (Darvin & Sagas, 2017; Driscoll & Atwood, 2020; Moraldo, 2020). Those with fewer opportunities to access resources, including social capital, are less likely to move into leadership positions (Ferguson, 2020), creating power imbalances and providing fewer diverse role models for those in a minority (Hall & Doran, 2020). Mountaineering leadership is staffed by a largely homogeneous workforce, receiving criticism for its lack of diversity (Sharp, 2001; Hall & Doran, 2020).

Social capital can rebalance inequalities and promote inclusion, however it has been suggested that social capital has a 'dark side' which can cause inequalities (Whittaker & Holland-Smith, 2016), by giving some people access to opportunities whilst excluding others. In isolation, however, the social capital concept lacks explanatory power (Claridge, 2021). For instance, having access to a resource does not mean it is usable; the right knowledge, skills and understandings must be acquired to make best use of the resource - this is activation. A review of literature has revealed little attention to the significance of other types of capital with which an individual must be endowed in order for social capital to be activated.

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Method

Through a review of literature with a critical theoretical approach, which seeks to understand meanings, recognise the historical underpinnings of mountaineering and challenge assumptions, a conceptual model has been developed to describe the activation of social capital through cultural capital.

Further exploration of social capital activation will be applied in a forthcoming fieldwork pilot with mountaineering leaders in the UK, employing in-depth interviews, surveys, life history calendars and visual connections mapping to test and refine the concept.

Discussion

Leadership in mountaineering has been colonised by a high socio-economic status sub-sector of society as a result of 'cultural-cloning' (Joslyn, 2018). Those who do not conform to the industry's masculinised cultural norms and stereotypes are excluded and unable to penetrate the industry into leadership roles (Holland-Smith, 2015; Moraldo, 2020), creating structural inequalities.

This conceptual model being presented demonstrates the significance of cultural capital on social capital activation, and the consequential impact on the structural inequalities within leadership.

Conclusion

Development of the social capital activation concept within mountaineering leadership has the potential to contribute to the reimagining of wider adventure tourism leadership training. It lays the foundations for further exploration of the inter-relationship of different types of capital, their impact on the activation of social capital for leaders and the relationship with adventure tourism leadership inequalities. Unveiling how the value in social relationships is activated helps to explain how exclusive cultures within mountaineering leadership have been maintained. These insights have the capacity to pave the way for the evolution and recognition of different types of adventure leadership, creating greater equality.

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