



THE ADVENTURE TOURIST



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FEATURES, INTERESTS, MOTIVATION, ETC. RISK MANAGEMENT

Preview

- **The tourist: main topics**
- **Characteristics of Adventure Tourists**
- **Motives: Theoretical Models to explain adventure tourist behaviour**
- **Characteristics of risks**
 - **Risk Recreation Model (Robinson)**
 - **Sensation Seeking and Adventure (Zuckerman)**
 - **Flow (Csikszentmihalyi)**
- **Charity challenge tourists and adventure tourism**

INTRO

A percentage of the population is seeking self-fulfillment and enthusiasm through participation in physical and mental activities, trips to remote destinations or engaging in intense experiences as part of the tourist Experience

New patterns of consumerism. Demands for unique experiences.
New specialized market

Various tourist organizations have facilitated the development of adventure holidays through the promotion and sale of a wide range of guided adventure experiences.

The adventure tourist



- Distinct characteristics
 - Usually they take risks and are eager for mental or physical challenges,
 - Seek new and challenging experiences, and
 - Sometimes involved in adventure for personal growth or self esteem.
- Research is not developed yet. **Adventure is a new academic area**
- Most studies come from the fields of psychology and leisure.

The tourist: main topics

Changing **patterns of consumer trends**, and how recent evolving trends have motivated interest in adventure travel

The influence of **the lifestyle** of consumers and age groups in the participation in adventure tourism

The behavior of adventure tourists, comprising the following sections:

' Soft ' and ' hard ' adventure seekers, their distinct characteristics and behaviors

Tourist incentives, including key concepts related to tourist adventure incentives

- Varied incentives that influence people to decide to participate in adventure tourism, with particular emphasis on the role of risk as a primary motivation

The characteristics and motives of other types of tourists participating in similar forms of adventure tourism (ecotourism, wildlife tourism and missions)

Changes in consumer trends

- Last 3 decades.
 - A shift towards healthier lifestyles, an increased sensitivity to **green issues** and consumer **awareness towards more quality**
- These changes are reflected in attitudes towards holidays
 - - Eg. More people take vacations that include a variety of activities.
- Britain: Mintel (1999) between 1994 and 1999 demand for domestic holiday activities increased 5% while this for holiday activities in other countries increased by 36%.
 - This was attributed to changes in the lifestyle.

Changes in consumer trends: free time

- Free time is increasingly important for people's lives and positively influences the demand for tourism, in many different ways.
- A line of thought, regarding the development of this form of tourism, is the **modern way of life**, which for many **does not make sense**.
- This encourages people to **seek meaning and fulfillment** through active participation in leisure and tourism activities.

Old tourists-New tourists

The old tourists:

They were homogeneous and predictable in their preferences

They took the journey as a novelty

Interested in warm destinations (where it was not important)

They gave a little importance to the quality of tourist services

Went on vacation to escape from work and home life

They felt safe in group travel..

Old tourists-New tourists

- **New tourists**
- One of the key features of the new tourist: the **need to escape** the daily routine in an effort to achieve some form of completeness.
- The reasons for escape depend on the type of experience and type of tourist.
 - E.g. someone goes to a beach in Rhodes to relax, idle and socialize. So
- he thinks he will escape the routine of everyday life for 2 weeks..
- Someone else goes to Barcelona to visit different cultural monuments from those of his country.
- Generally, the **more different from everyday life** is a tourist experience, **the more the person feels that he escapes from the routine and finds a fullness.**

Old tourists-New tourists

- Adventure tourism entails active participation by individuals who can lead them to the ultimate escape from everyday life.
 - A river voyage in the Amazon jungle, a camel excursion in the Gobi desert, swimming with dolphins in Australia, can trigger a sense of complete escape.
- This feeling of escape is inextricably linked to the phenomenon of the "**Peak experience**" (Maslow, 1976) many adventure tourists are looking for.



Characteristics of Adventure Tourists



Motives

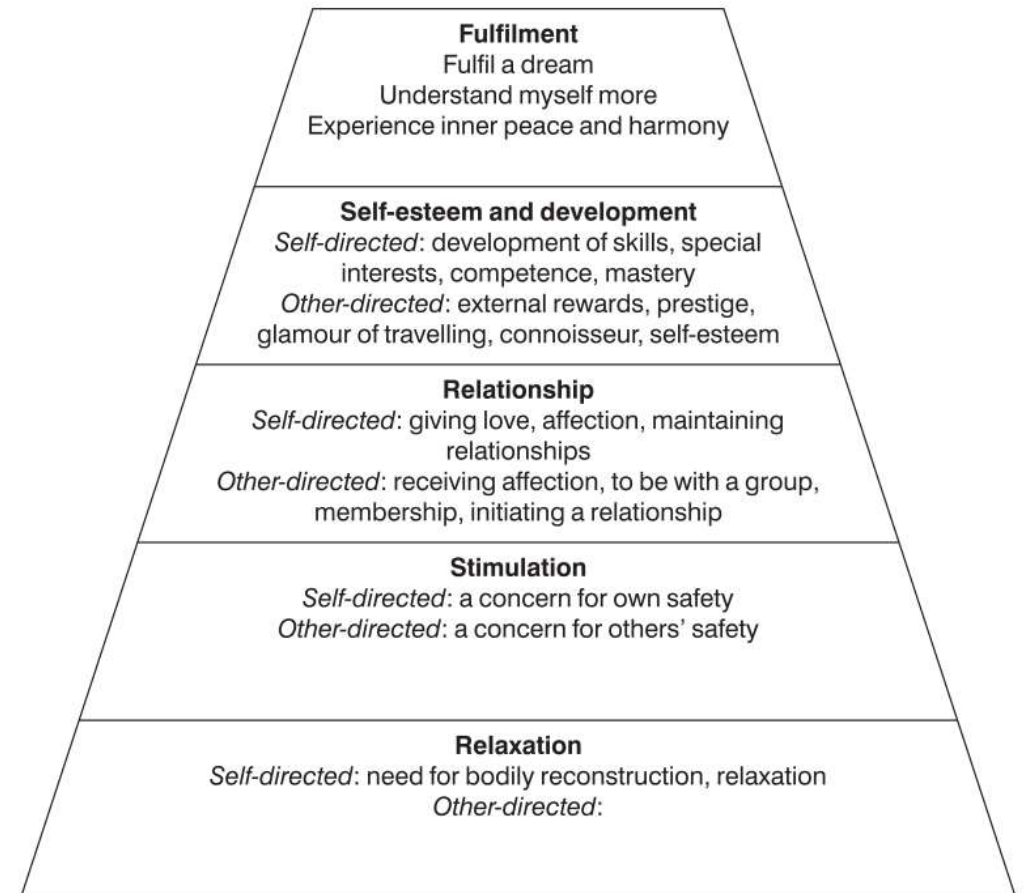
- Motivation of tourists is a **complex** subject.
 - Studied by psychology.
 - Explores the decision-making processes of individuals and the causes of their behavior, both before and during their holidays.
 - People's motives **reflect their internal needs** and push them to seek holiday experiences that will bring satisfaction
- People are **inherently** motivated to enjoy holidays and other forms of recreation for many reasons:
 - Relaxation,
 - prestige,
 - socialization,
 - personal development,
 - desire for something different,
 - excitement,
 - experiences with different cultures/lifestyles,
 - meet people with similar interests and
 - for spiritual Enrichment..

Motives

- Crompton (1979): People are vacationing to **balance the imbalance**, due to the routine of everyday life
- At first, the person feels the need to take a break from the usual routine.
- This leads to three different options for the individual:
 - 1. Participate in recreational activities within the area where they live
 - 2. Go on vacation or travel to see friends and relatives
 - 3. To travel on business.
- Specific motives form the nature of experience,
 - **Social and psychological factors (Push) and**
 - **Cultural and environmental factors (Pull)**
- Dann (1977): While **Push** incentives determine the **need** for travel, **Pull** incentives affect the **choice** of destination.

Motives: Theoretical Models to explain adventure tourist behaviour

- One of the most accepted for adventure tourism: **Travel Career Ladder** (Pearce, 1988).
- Adaptation of Maslow's scale needs with 5 levels of needs – incentives
 - People have a career in their tourist behavior
 - Strive to meet a higher level of needs or incentives through their holidays as a result of their increased tourist experience,
 - Distinguishes between internal (self-directed) and external incentives (other-directed), in the first 4 levels.

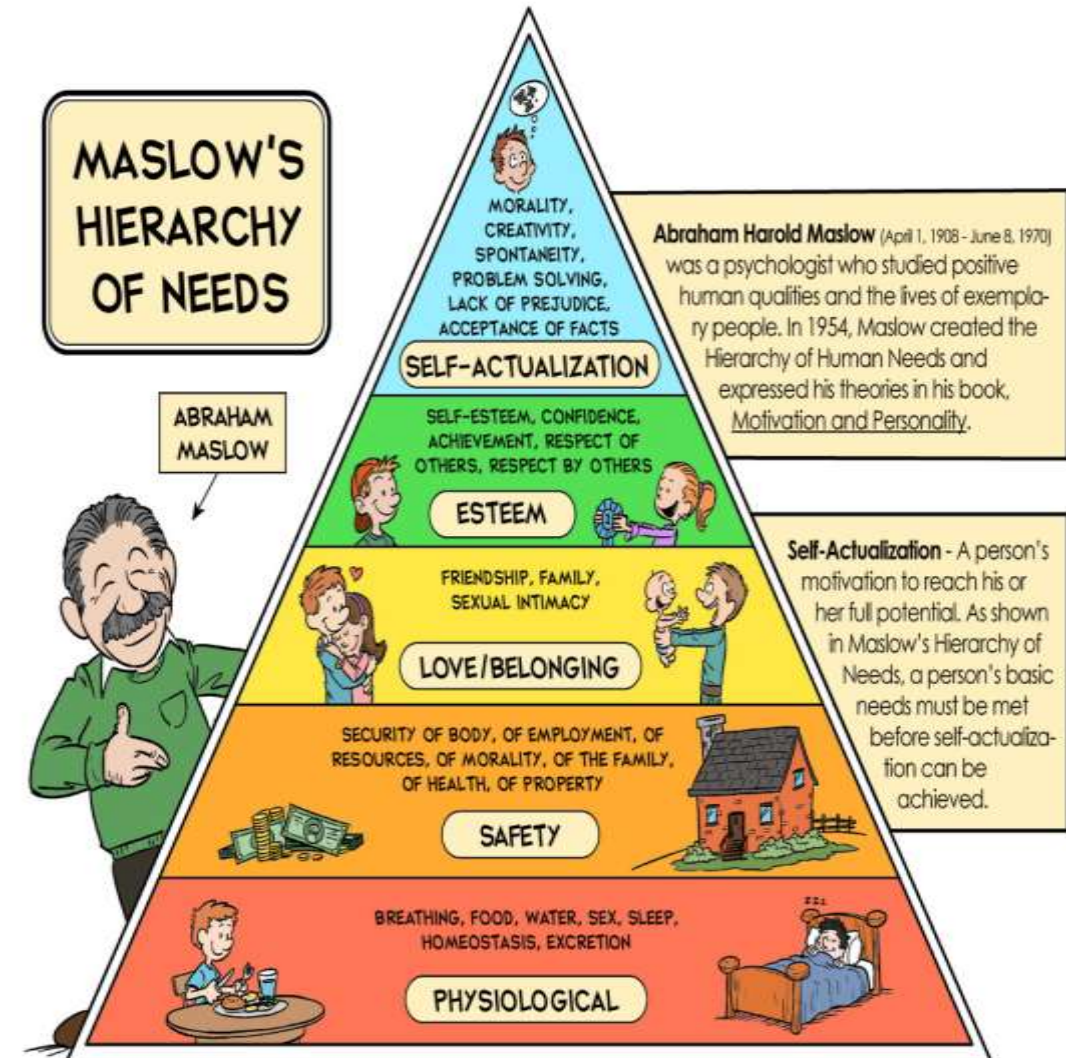


Source: Ryan (1998)

Figure 3.2 The travel career ladder.

Motives: Theoretical Models to explain adventure tourist behaviour

- The five levels of stimulation:
 - Biological needs (including relaxation),
 - Safety needs (or stimulation levels),
 - Develop relationships,
 - Needs of specific interest and self-development, and
 - Fulfilling the deepest needs of participation (self-realization).
- When implementing this framework for adventure tourists, it is obvious that the majority will strive to meet the high level of needs.



Adventure Tourist: Incentives-Benefits

Table 3.3 Benefits of adventure travel – travellers (adapted from Sung *et al.*, 1997)

<i>Perceived benefits of adventure travel</i>	<i>Percentage of participants</i>
<i>Experience</i>	
■ Discovering new experiences	27*
■ Increased sense of personal growth	25*
■ Educational opportunities	7
<i>Activity</i>	
■ Fun and excitement	16*
■ Integrated, better travel opportunities	16*
■ Outdoor adventure recreation activity participation	7
■ Recreational opportunity	3
<i>Environment</i>	
■ Improved interpretation of the environment and culture	17*
■ Return to nature	7
■ Carefree ‘blown away’ setting	7
■ Interaction with environment/people	5
<i>Miscellaneous</i>	
■ Improved awareness of physical fitness and health	3
■ Mental and/or physical stimulation	2
■ Do not know	15

* = five most important benefits of adventure travel; percentages are rounded up.



Lifestyle - Age

- People make holiday choices on the basis of lifestyle rather than age.
- UK tourist Market «.. The defining characteristic is **not the age** but the **attitude** – the spirit of adventure and excitement» (Economic Intelligence Unit, 1992: 45).
 - A pensioner who is physically active in his daily life can participate in a charity challenge for biking in Iceland or rafting in Nepal.
 - On the other hand, a young 22 years old may prefer a holiday with a group of friends.
- E.g. **Explore Worldwide**, top British adventure tourism company has clients average **40 to 45** years.

Lifestyle – Age

Table 3.1 Age demographics of High Places' clients 1996–1999 (source: High Places, personal communication)

<i>Year</i>	<i>Under 21 (%)</i>	<i>21–30 (%)</i>	<i>31–40 (%)</i>	<i>41–50 (%)</i>	<i>51–60 (%)</i>	<i>60+ (%)</i>
1996	1	9	30	28	26	6
1997	2	8	30	31	20	9
1998	1	8	26	30	24	11
1999	2	7	25	29	27	10

Age and adventure

- The **cost** of organized adventure.
- Age may play a role but is not recorded in the companies' studies, as young people prefer **individual travel**.
- But study of 651 tourists in Queenstown (New Zealand):
 - Age was very much related to engaging in adventure (Berno et al., 1996).
- Ages 20 – 34 had higher participation rates in adventure activities—
 - jet boating, bungee jumping, parapenting, rafting, scenic flights, helicoptering, parasailing, skydiving, hang-gliding, river surfing, kayaking, jet skiing και climbing – Compared to other age groups.

Tourists of soft and hard adventure

- The continuum soft-hard, helps in understanding the great diversity of tourist products and adventure consumers.
 - **Soft** adventure tourists take part in activities "with **perceived risk but low levels of real risk** that require minimal commitment and beginner skills».
 - These tourists are usually beginners
- in the realm of adventure, and enjoy "safe" activities that require limited or no previous experience
- E.g. bird watching in the Galapagos Islands, whale on Vancouver Island, or commercially organized trekking in Picos de Europa, Spain.

Tourists of soft and hard adventure

- The tourists of a **soft adventure** are motivated by
 - The self-discovery,
 - The need to escape the routine of urban life and have experiences in new environments (Lipscombe, 1995),
 - The potential excitement,
 - Innovation, and
 - The opportunity to socialize in a controlled environment
- **Comparison with a mass tourist:**
 - The main difference is that the tourist of the **soft adventure** participates **sporadically** in adventurous activities, while the **mass tourist does not.**

Tourists of soft and hard adventure

- The tourist of **hard adventure** thrives when exposed to “activities with high levels of risk, requiring strong commitment and advanced skills”
- They are much more likely to participate in physically, and mentally **provocative outdoor activities**, requiring great experience and high levels of proficiency.
- They have an ' **adrenaline rush** ' from taking risks and sometimes they can control these risks because of the level of experience they have, and sometimes not.
- **Activities**: mountaineering, sea kayaking, canoeing, jumping from Jump Bridge, venturing into remote destinations (e.g. Mongolia) and Safari in some of the wildlife areas in Africa.

Tourists of soft and hard adventure

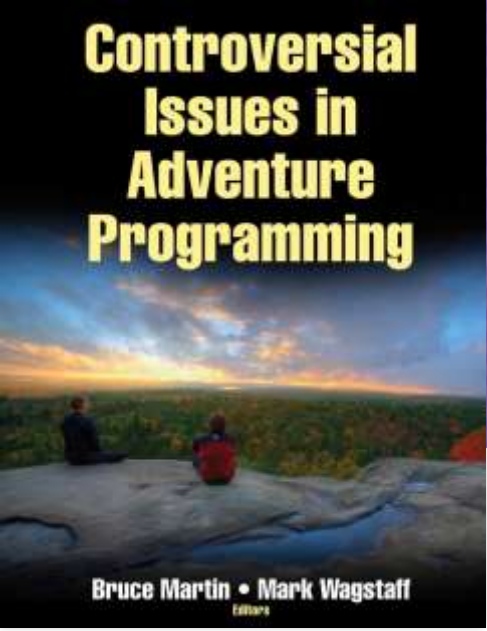
- Individuals who choose to take part in a soft or hard adventure do so for **many different reasons**.
- What a person perceives as an adventure, another may not consider it as such.
- People have **different zones of challenge** and panic, posing limits to the degree of adventure they can deal with
- People's **personality and past experience** in adventure affect these zones.
- For example, tourists who choose to go gorilla-watching vacations in Uganda will have predicted the high level of mental challenge and would have made trips to the wild in the past.
- They will be able to control their panic level as they will see a gorilla up close.
- **Inexperienced** persons watching wild gorillas in their habitat may go beyond their comfort zone, panic and feel a **devastating loss of control**.

Tourists of soft and hard adventure

- Some people are looking for a **controlled adventure** that doesn't take them out of their comfort zone – for example, hiking on a marked trail
- **Others** – most likely lovers of hard adventure – enjoy the element of **mental or physical provocation** and enjoy reaching extremes based on their inner powers.
 - An extreme example is climbing the Everest-the most challenging effort in the world.
- Research on the personalities of climbers in **Mount Everest** (Breivik, 1996):
 - low levels of anxiety/anxiety, endurance, willpower and emotional stability
 - People with this kind of personality would be more likely to indulge in extreme adventure activities.

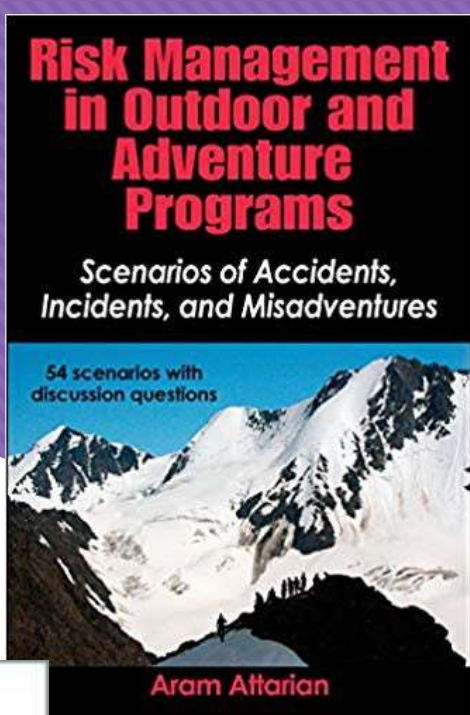
Characteristics of risk





Controversial Issues in Adventure Programming

Bruce Martin • Mark Wagstaff
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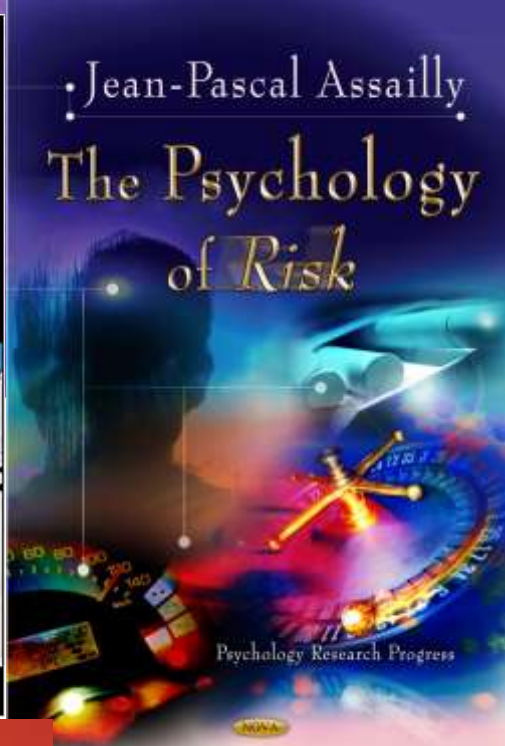


Risk Management in Outdoor and Adventure Programs

Scenarios of Accidents, Incidents, and Misadventures

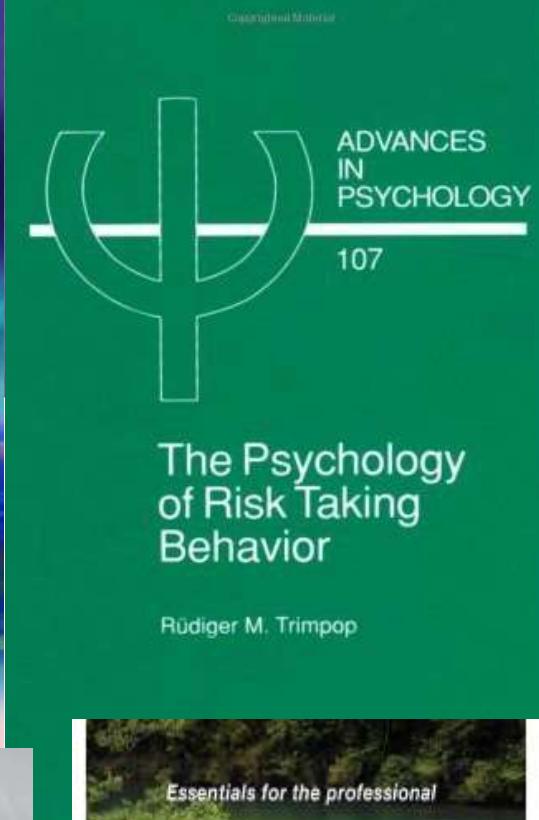
54 scenarios with discussion questions

Aram Attarian



Jean-Pascal Assailly The Psychology of Risk

Psychology Research Progress

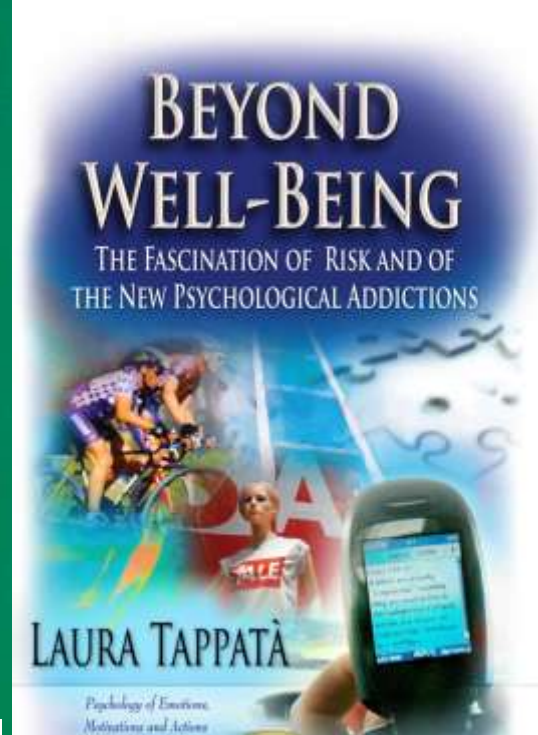


ADVANCES IN PSYCHOLOGY

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The Psychology of Risk Taking Behavior

Rüdiger M. Trimpop

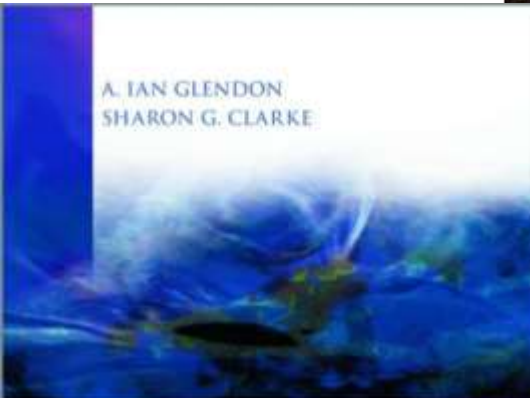


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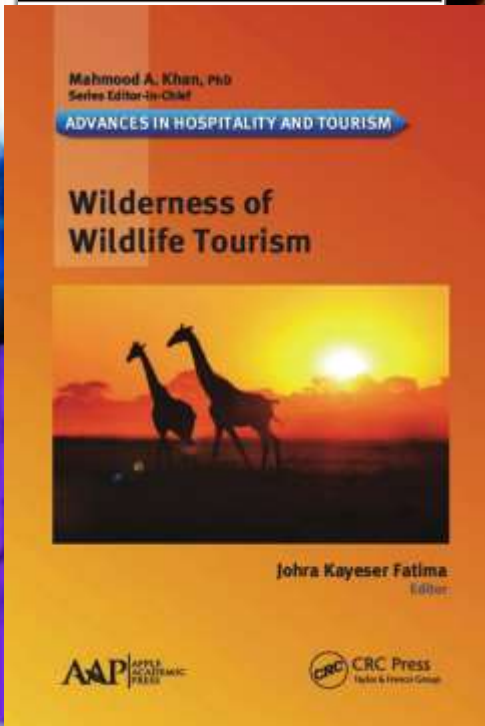


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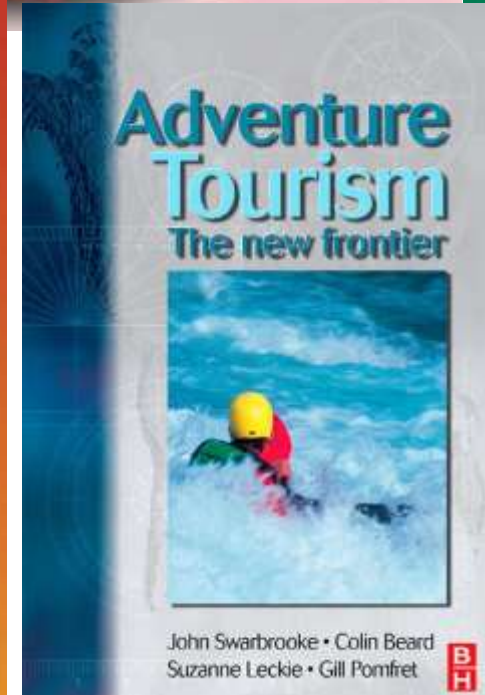
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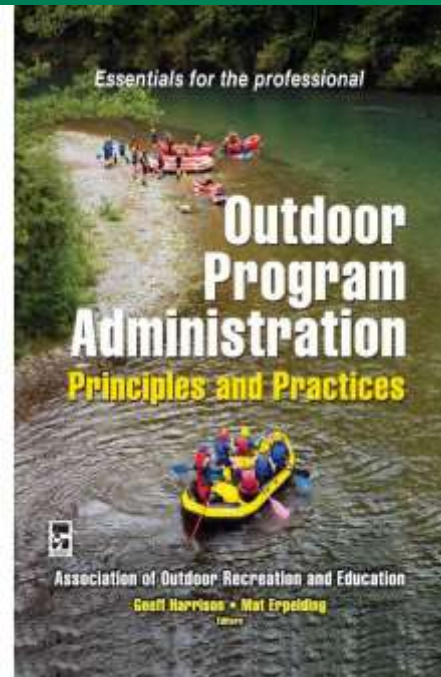


Adventure Tourism

The new frontier

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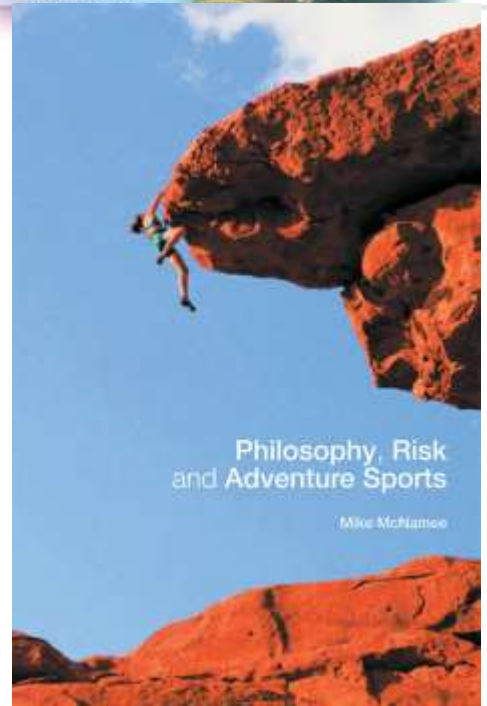
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Philosophy, Risk and Adventure Sports

Mike McNamee

Characteristics of risks

Different meanings of risk

Often people perceive the risk as the possibility of **losing something** that has value to them.

- For example, someone driving a car after drinking an excessive amount of alcohol, something that could result in the loss of your driver's license.
- The driver in the rally may be injured or lose his life.
- Recreation the failure to meet the challenges of the activities can seriously undermine self-esteem.

Characteristics of risks

People often attach a negative meaning to the word "**danger**", and many consider it as a **negative** component of adventure.

Fortunately, the risk is also associated with the pursuit of positive results – otherwise why people take part in adventures;

- Someone goes on a hiking trip in the dense Amazon jungle, enduring an infinite number of risks, such as bite by poisonous snake or treat dehydration in the jungle.
- At the end of the holiday, the person may feel a sense of self-fulfillment and contentment that survive on such a dangerous journey.

Characteristics of risk

Two distinct categories of risk:

the 'positive' risk, that man can control and which is perceived as a challenge, and

the "negative" risk, that a person cannot control and which he perceives as dangerous.

These levels of risk are inextricably linked with a person's ability, experience, and knowledge of adventure activity.

Johnston (1992): research with participants in adventure recreation on mountain in New Zealand:

people with experience in mountain activities perceive the risk as a challenge rather than as a risk.

Instead of feeling the threat, they felt that the danger contributed positively to increase levels of enjoyment.

Characteristics of risk

There is often a difference between **perceived** risk and **actual**.

The risk can be **objective**, that is to say the actual number of accidents reported for a particular activity, or

subjective, i.e. the extent of the risk perceived by the participant

Often people **fail** to understand the objective risks and this has resulted in the exclusion of the activities that are considered high risk.

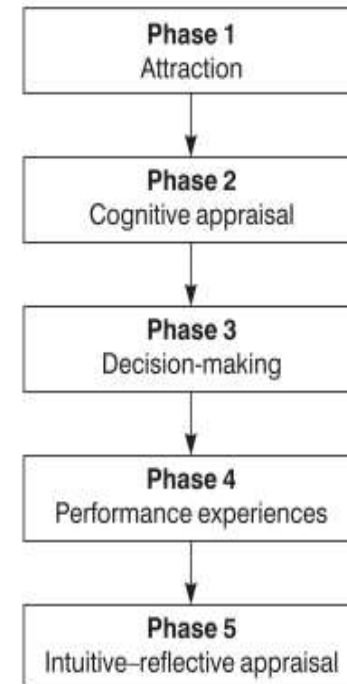
Risk and adventure

Models of recreation risk.

Robinson
(1992): 'risk
recreation
model'

- Focuses on recreation rather than tourism
- Identifies the various stages people go through when they engage in dangerous recreation.
- **Five phases:** reflect an evolution of the original charm of recreation risk, until the final stage where the risk-taking becomes central to a person's life
- Stresses the importance of the personality of the participant.

Only those individuals who have the proper predisposition will devote themselves to adventure (recreation and adventure tourism).



Source: adapted from Robinson (1992)

Figure 3.3 A summary of the risk recreation model.



Robinson (1992): Risk Recreation Model ...

Phase 1. It deals with whether the person has the predispositions for participation in adventure recreation.

- People with a high need for stimulation and autonomy are more likely to engage in dangerous recreational activities.
- In tourism, those who want 'active' holidays will be more receptive to adventure.

Phase 2. Before taking part in a dangerous activity, the person will evaluate the risks.

- People are concerned about the chances of failure and its implications.
- Assess the level of their abilities for the activity, and weigh the level of perceived risk.
- If the perceived risk exceeds the perceived ability, this could cause feelings of threat, anxiety and fear, and the person will not engage.

Robinson (1992): Risk Recreation Model

Phase 3. The **decision** whether or not to take part depends on several factors.

- Someone who is more concerned about avoiding failure will engage in activities where success is almost guaranteed.
- However, the same person could participate in activities where there are small chances of success (**Achievement Motivation Theory**).
- The reason for this is that failure can be attributed to the difficulty of the activity and not the lack of capacity of the individual.

Phase 4. The actual experience is presented.

- Participants enjoy the challenging experience, through **harmonization** of perceived risk, capabilities and requirements of the dangerous environment.

Phase 5. Once the activity is completed, participants are trying to understand the factors that influenced the success or failure.

- Immediately after the execution, people **evaluate the experience** and emotions along a subjective scale ranging from unsuccessful to successful.
- This is known as **intuitive assessment**.
- Then follows the **reflective assessment** where reasons are sought for the specific outcome of the project.
- When participants make a positive assessment, dangerous recreation becomes an **integral part of their lifestyle**.

Sensation Seeking and Adventure (Zuckerman)

Widely accepted that risk taking is an important contributing ingredient, rewarding an adventure experience.

There are numerous other motives that are intertwined with this element of risk, and one of them is "sensation seeking".

Zuckerman's (1979):
Pioneer in this region
(Sensuality Seeking
Scale) (SSS).

- Psychological model that measures the risky behavior of people in a variety of situations.

The model has evolved over the last 20 years and its validity was found in numerous studies.

Definition of
Sensation Seeking:

- The search for diverse, original, complex and intense sensations and experiences and the willingness to take risks of physical, social, legal and economic interests for the sake of such experiences.

Box 3.2 The Sensation Seeking Scale (SSS; adapted from Zuckerman, 1979)

The SSS is a 40-item questionnaire with two choices per item. It comprises an overall measure of sensation-seeking (SSV Total), plus four sub-components:

- 1 Thrill and adventure seeking – the preference for exciting, adventurous and risky activities (e.g. for remote tourist destinations over well-known ones)
- 2 Experience seeking – '... a desire to adopt a non-conforming lifestyle and a tendency to gravitate towards sensations through the senses and mind' (e.g. participating in skydiving to get an 'adrenaline rush')
- 3 Disinhibition – seeking out opportunities for social and sexual stimulation through partying and perhaps having a variety of sexual partners (e.g.: staying in backpacker hostels whilst on a round-the-world trip so as to meet fellow travellers and enjoy the 'social scene')
- 4 Boredom susceptibility – avoidance of tedious and unchanging situations; feelings of restlessness when things stay constant (e.g. not going on holiday with the same group of people every year to the same destination and doing the same things).

Sensation Seeking and Adventure

Sensation Seeking (SS) is not just about taking risks, but is expressed in many areas of a person's life.

- Studies show that participants in dangerous sports, as well as people with a preference for such sports, score higher in SS.

Apparently, SS is **part of the personality**. These people thrive when engaging in dangerous and exciting activities. They need the adrenaline in their lives, and they try to avoid routine and unchanging situations..

- Research on participation in dangerous sports showed that parachuting athletes (Rowland et al., 1986), climbers (Robinson, 1985) and downhill skiing (Bouter et al., 1988) scored higher in S.S.S.

Sensation Seeking and Adventure Tourism



SENSATION SEEKING AND RISKY BEHAVIOR



MARVIN ZUCKERMAN

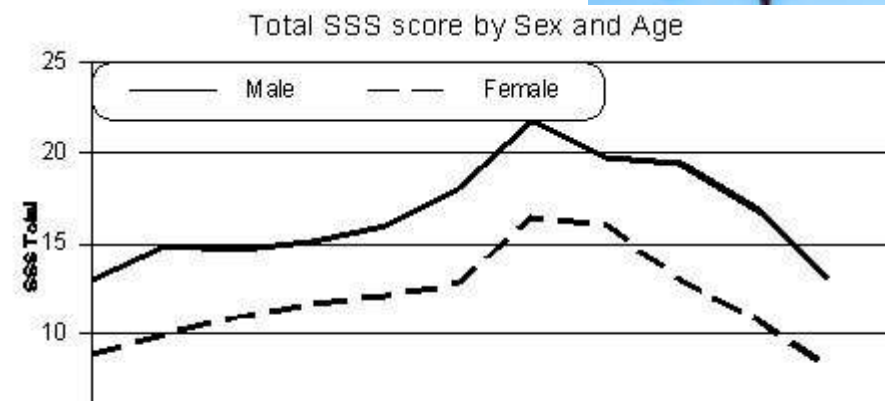
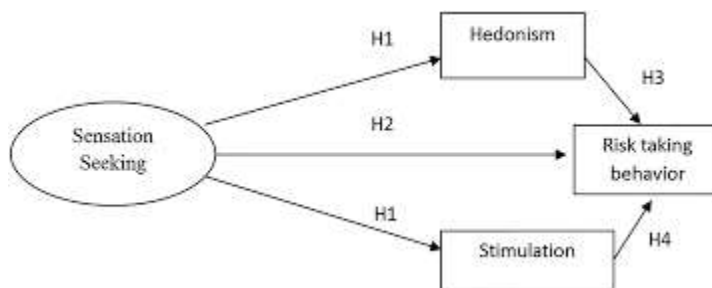
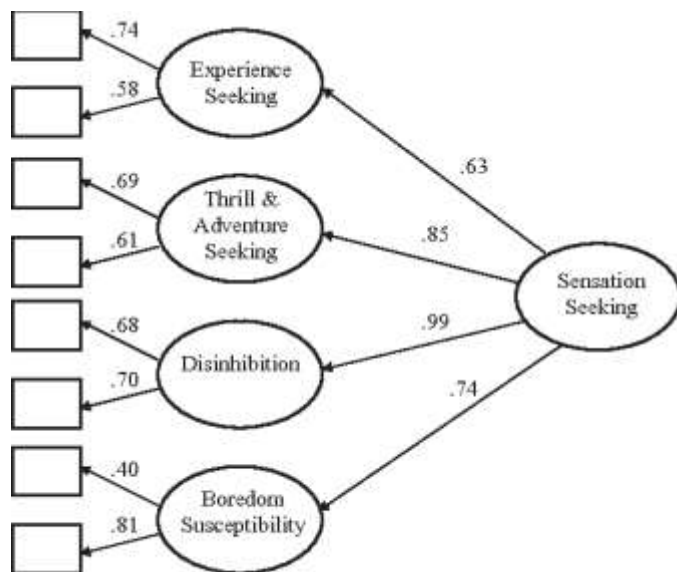


EXHIBIT 1

SAMPLE ITEMS FROM ZUCKERMAN'S SENSATION SEEKING SCALE

1. A I like "wild" uninhibited parties.
B I prefer quiet parties with good conversation.
2. A There are some movies I enjoy seeing a second or even a third time.
B I can't stand watching a movie that I've seen before.
3. A I often wish I could be a mountain climber.
B I can't understand people who risk their necks climbing mountains.
4. A I get bored seeing the same old faces.
B I like the comfortable familiarity of everyday friends.
5. A A sensible person avoids activities that are dangerous.
B I sometimes like to do things that are a little frightening.

(etc.)



Sensation Seeking and Adventure Tourism: **Biological interpretations**

The SS mechanism has a biological basis.

- The "**adrenaline rush**" that people experience during dangerous sports, contributes significantly to the search of intense experiences.
 - E.g. climbing: the adrenaline flowing helps in mental uplift and makes them feel more focused in ascent.
- As soon as the release of adrenaline ends, the performance may be adversely affected.

Chemical balance in the brain.

- People with a strong desire for the SS is believed to have **different chemical balances in the brain**, compared with people with less appetite for excitement and situations that cause fear.
- Some neurotransmitters like **adrenaline, endorphins and dopamine**, are responsible for the well-being that is experienced by all, in varying degrees of intensity.
- Any exciting or dangerous situation causes increased flow of these chemicals. In the case of adrenaline, this results in an "explosion of energy and alertness» (Schueller, 2000).

**The crucial role of
gaining experience**

Experience and change in the motivation of adventure tourists

There is a relationship between the degree of a person's experience in a particular adventure activity and the changes in motivation.

- For example, as people become more adept at diving, may feel a greater desire for longer trips to more 'exciting' waters.
- Again, the needs of independent travelers can gradually change as they become more travel experienced.

Experience and change in the motivation of adventure tourists

The motivational changes are associated **with increased** level of experience in adventure

Study of Fluker and Turner, 2000: needs, motivations and expectations of experienced and inexperienced "white water" rafters.

- As expected, the findings revealed a different set of behaviors for experienced compared with inexperienced.
 - **Experienced** were more relaxed and interested in the different benefits of rafting – for example, **socializing** and being in a natural environment.
 - On the contrary **inexperienced** were motivated by **novelty and enthusiasm** related to sport and were more willing to risk, in order to succeed..

Experience and change in the motivation of adventure tourists

Apps for Marketing

Which banner are beginners mostly inspired by, 1 or 2?

Such findings can be generalized to other areas of tourism and adventure recreation

Banner 1: "Try something new and challenging",

Banner 2: "Bring your friends for another enjoyable day in the wilderness with rafting"

Experience and perceived ability

The more people are experienced in a particular adventure activity, the **more likely they will feel capable** of this activity.

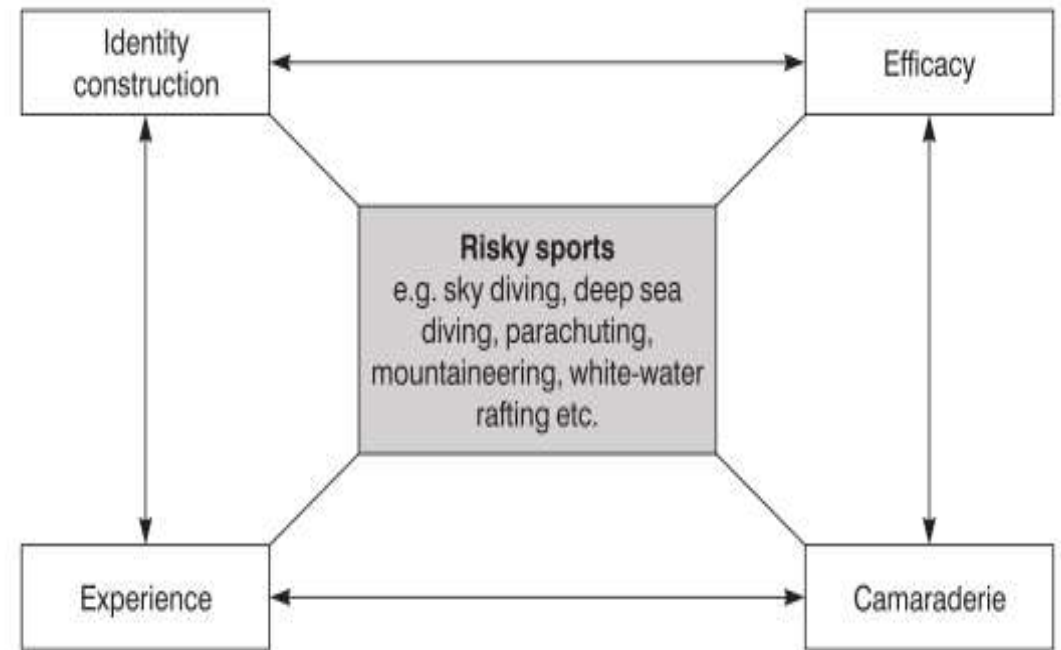
In addition, individuals will feel capable if they have a **positive adventure experience**, whether they are beginners or experienced in this activity.

Experience and qualifications are important in cases where a degree of skillfulness is required, or must be taught in order to successfully participate in the adventure.

Consumer motivation and continued participation in adventure

Why people, after having started a sports adventure, continue to participate in it?

- Participants continue with a dangerous sport, not only for the obvious reasons – for example, to gain more experience, skills and competences in it – but for social and psychological reasons.



Source: adapted from Shoham et al. (2000)

Figure 3.4 The behavioural components of risky sports.



Consumer motivation and continued participation in adventure

Main motives that encourage a person to continue taking part in a dangerous sport

(Shoham et al. 2000):

1. Identity construction.

«... A clear way someone organizes a new and sometimes central identity» (Celsi et al.).

People involved in risky sports, because they are possessed by the need to undergo some kind of personal development and acquisition of a new identity.

2. Effectiveness.

As individuals progress in a dangerous sport, their skills are improved, and they themselves raise higher standards.

These elements make them more and more capable and effective in the sport.

3. Companionship.

When they are constantly involved in an adventure sport, people experience a sense of companionship and feel part of a community.

If they are largely committed to the sport, they become "members" of the team and develop certain roles and expertise.

This ultimately leads to a clear distinction between ordinary daily life and participation in an extremely dangerous sport.

4. Experience.

Participants in a dangerous sport achieve improved performance levels with experience.

Their attention gradually moves from the feeling of stress to the dangers that exist in the sport, towards the feeling "I **control**" the dangers.

With the increased experience, therefore, people enjoy more the adventure sport.

The “Flow” (Csikszentmihalyi, 1992)



Flow :... The situation in which people are so devoted to an activity that nothing else seems to matter. The experience itself is so enjoyable that people will be totally involved in its favor, at great cost.

An important sensation that many people want to experience when they take part in tourism or leisure recreation, and it is a sensation that accumulates throughout the duration of the participation.

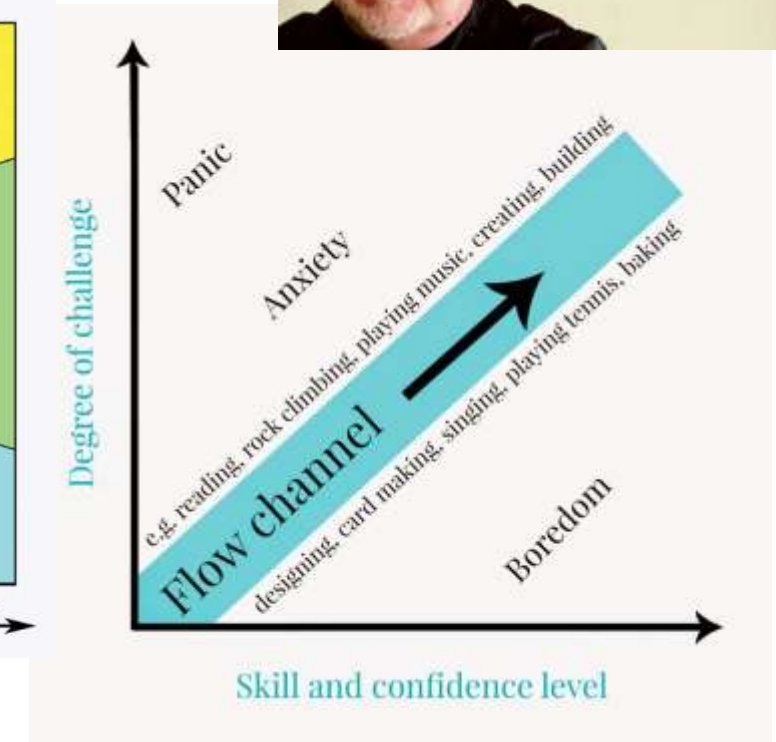
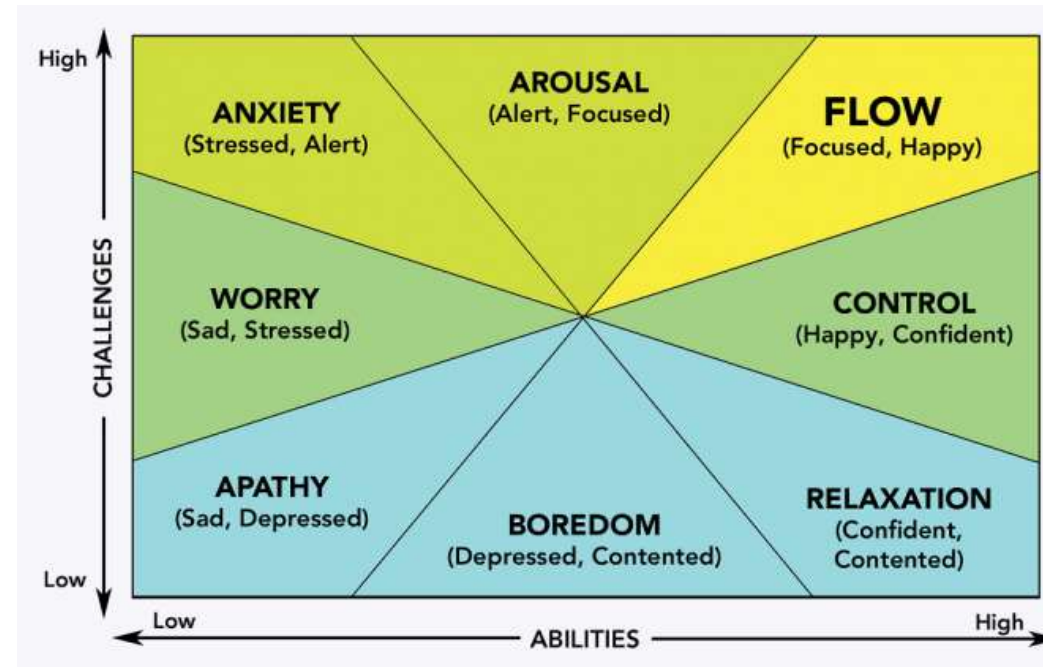
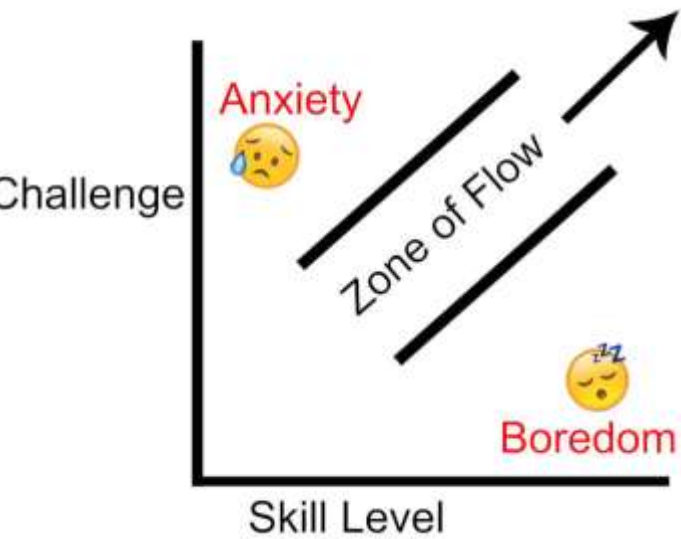
The process of "flow" ultimately leads to "top experiences».

Flow and related top experiences lead to an overall sense of happiness and an improvement in quality of life.

Therefore, such a feeling remains not only while participating in the experience, but when they return to everyday occupations.

However, such positive feelings arise only when a person makes a concerted effort to achieve this situation.

Flow (Csikszentmihalyi, 1992)



How flow is achieved and the ideal experience

1. The activity is demanding (skill and challenge).

2. Total dedication to activity.

- «You don't see yourself as something special than what you do.»

3. Actions are directed towards achieving the goal and only.

4. Increased concentration

- All other worries of life are repelled.
- Mountaineer: "It is as if all other information of my memory have been blocked. All I remember is the last 30 seconds, and all I'm thinking about is the next five minutes.»

5. The flow involves control of the whole action.

- Great control of the situation reduces perceived risk.

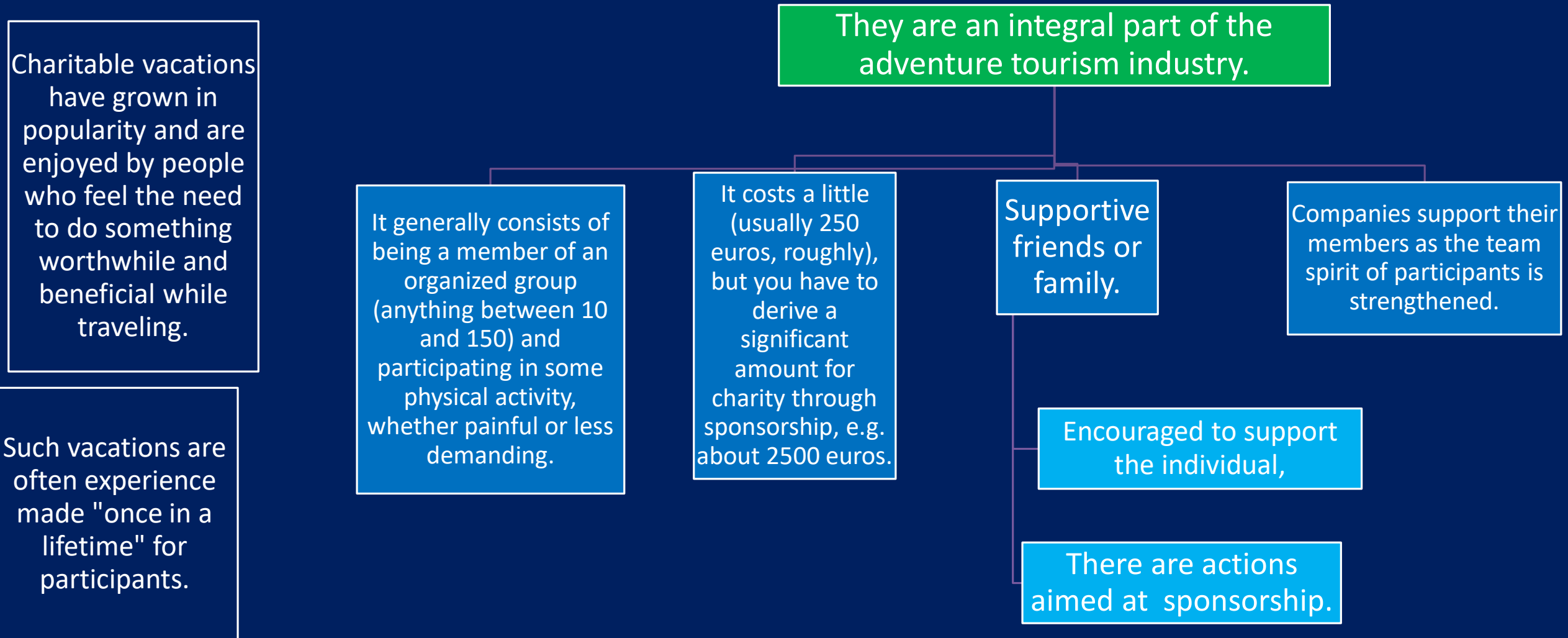
6. Sense of transcendence

- Unity with the environment and a sense of loss of self. Sense of Meditation.

7. Transformation of time.

- A climb can last an afternoon, but it seems like it only spent an hour.
- Possible interpretation, high concentration in activity.

Charity challenge tourists and adventure tourism



Charity challenge tourists

Few studies

Bleasdale (2000)
Study on incentives with participants in trekking in Nepal to support cancer research:

1. **Fundraising** - The desire to do something worthwhile, to help in a good cause, to help others, to sensitize.

2. **Natural Challenge** – Enjoy walking, or cycling, long-term ambition to trek the Himalayas.

3. **Personal challenge** – Sense of achievement, life experience, positive experience, adventure, achieving a great ambition in life, self discovery.

4. **Travel incentives** – to experience other cultures, ambition to visit the area, landscape, natural beauty, isolation.

5. **Social motives** – the bonding of the group, acquaintance with new friends, to know like-minded.

The most experienced have more powerful social incentives.

Review

- **The tourist: main topics**
- **Characteristics of Adventure Tourists**
- **Motives: Theoretical Models to explain adventure tourist behaviour**
- **Characteristics of risks**
 - **Risk Recreation Model (Robinson)**
 - **Sensation Seeking and Adventure (Zuckerman)**
 - **Flow (Csikszentmihalyi)**
- **Charity challenge tourists and adventure tourism**