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# CLIMATES OF CHANGE

*6th International Adventure Conference*



**"Rethinking the outdoor  
experience"**

**BOOK OF ABSTRACTS**

**Conference organised by:**

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[REEFNAT. Red Estatal de Educación Física en la Naturaleza \(State Networking for Outdoor Physical Education\)](#)

**In collaboration with:**

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[University of Valladolid. Faculty of Education and Faculty of Social, Law and Communication Sciences \(Segovia, Spain\)](#)

[Council of Real Sitio de San Ildefonso and UNESCO Biosphere Reserve of San Ildefonso – El Espinar \(Segovia, Spain\)](#)

[FDMESCY. Federación de Deportes de Montaña, Escalada y Senderismo de Castilla y León \(Federation for Mountain Sports of Castilla y Leon\)](#)

[Sierra de Guadarrama National Park \(Junta de Castilla y Leon and Comunidad de Madrid\)](#)

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This book is a collection of abstracts generated as a result of the sixth International Adventure Conference. The theme for the event was ‘Climates of Change: Rethinking the Outdoor Experience’, and it attracted a global audience with a range of perspectives: from adventure tourism businesses to educationalists, researchers and academics. A glance through this book of abstracts demonstrates the breadth of academic interests, and the range of insights that participants offer into this enduringly fascinating field.

A variety of atmospheres, conditions and climates enable and constrain our activities outdoors. Our sixth International Adventure Conference opens up critical discourse about changing climates – economic, social, cultural, philosophical and physical. Our previous events in Scotland, Norway, England and Ireland have attracted a truly worldwide audience -from a range of different climates - with participants from 30+ countries in attendance over the years. The delegates carry with them lived experiences of these climates and share stories of the ways in which their business or practice has adapted to climates of economic difficulty, global warming, heightened political security concerns and imbalances in terms of policy, access and power relations.

Themes range from marketing and entrepreneurship responses to shifting climates to philosophical issues concerned with these changing, fluid conditions... all themes related to something close to our hearts: life in the great outdoors. Of course, themes such as journeys, liminality, boundary crossing and escape attempts from home are also core and related concepts, but for 2018 should be set against the conceptual apparatus of ‘climate’, variously conceived.

As explored in Ireland, people change during journeys ... but nature, including human nature and society, also adapts as climates change. The concept of climates can be applied practically in the marketplace. Tourism, education, business and social sciences point towards the need for vigorous critical debate on late-/post-modernity and its discontents, on climates of capitalism and its winners and losers, and on the beneficiaries of liquid modernity alongside the ‘precariat’, for whom change simply ensures extended periods of uncertainty and enslavement.

How does this impact on our engagement with ‘the great outdoors’? What can the role of adventure tourism and outdoor education play in addressing these seas of change? What does ‘the great outdoors’ mean for these different peoples living under shifting climates? The constant conference themes of time, nature and being, set against these concerns, may make us consider the accessibility of adventure for all, and the adaptability of outdoor experiences to meet the needs of new communities, migrant populations, and changing landscapes.







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## Courage is more than small change

*Tove I. Dahl*

Adventurers regale us with stories rife with magnificent contexts, monumental hurdles and mighty results. We eat it up and seek our own adventures – walking into novel territory, tackling daunting obstacles head on and coming out glorious on the other side. Other times, we satisfy the urge by engaging in “adventure light” – entering adventures where a positive outcome is assured, or simply imagining what living adventurously might be like. Is part of the allure of adventure a fascination with the courage it takes to manage adventure and a wish to experience it, too? If so, what does it mean to be courageous? Though an age-old concept, recent research has cast new light on what the process of courage entails. How might people feel as they approach daunting adventures, take them on, and reflect on them afterwards? Though this talk will not provide all the answers, it will introduce where research on courage is at today and its relevance for nudging cautious outdoor adventurers into actually realizing adventures made accessible to them. Ultimately, it could help us better understand potential adventurers who meet the outdoors with caution – either as newcomers to the outdoors or as veterans facing novel outdoor activities. It may also be useful for thinking about how we facilitate the courage sometimes needed to overcome looming obstacles in the pursuit of glorious outcomes.



Outi Rantala is Associate Professor of Responsible Arctic Tourism at the Multidimensional Tourism Institute, University of Lapland. Her research has focused on nature relationship and rhythms of everyday and holiday through such phenomenon as wilderness guiding, touristic sleep, weather, adventure tourism, and architecture. She also has an active role in developing tourism education within the University of Arctic's Thematic Network on Northern Tourism.

## Rhythms of simplified outdoor living

*Outi Rantala*

The theme of the conference invites us to ponder on what kind of role can adventure tourism play in addressing the different climates of change in the contemporary societies. Here, rhythms of staying overnight in outdoors are discussed in order to illustrate the manifestation of the sensitivities, which we develop when we spend time in nature. For example, the rhythm of conducting daily practices in nature is cyclical and slow, and it invites the nature tourist to a state of stillness. The stillness is not absent of movement, but it is absent of linear, hectic everyday time. The nature tourist reaches the stillness after few days in the camp, once the body gets used to the basic tasks afforded by the material objects of camping – such as making food over fire, looking for water, packing and unpacking the rucksack. The tasks that take place on a nature holiday should not be understood as resistance to everyday life but as processes of becoming in connection to particular materialities, to other people and to particular places – and as processes of becoming aware of the weight of the things, people and nature around us. Hence, could the rhythms that are lived in nature holiday environments also be enabled in modern everyday life – could we be forced to improvise with the waste we produce and with the things and people we have around, and forced to reflect on the consequences of our improvisation?





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## Adventure philanthropy: Going the distance for Guatemala

*Jillian Rickly*

The role of adventure is reaching far beyond individual experiences and is increasingly employed in the changing socio-political climate of charity, philanthropy, international aid, and development. In particular, adventure philanthropy is a subset of humanitarian and volunteer tourism that blends volunteerism, fund-raising, altruism and hedonism with adventure (and often endurance-based) tourism. As an alternative means of raising awareness and funds, charity organizations are turning to individual adventurers to partner in such activities. Although found worldwide, such events are especially popular within more developed countries, with recipients of the aid located elsewhere. This research examines several charity endurance events originating in North America and focused on causes in Guatemala, whereby the adventure philanthropists employ various means of tourism mobilities (walking, cycling, kayaking, horse riding) to both raise awareness and donations as they make their way towards their 'destinations' where those in need of aid await their arrival. While not articulated as 'development', the overall impetus of such activities hints at this as funds are directed towards projects meant to improve the livelihoods and the potential of the recipients (often children) who reside in the Global South. Thus, this research uncovers a number of discursive themes, namely duration and route, mobility rights, and spectacle that are used to frame the travellers' journeys while also depoliticizing the social context of the destinations. In so doing, it raises questions about the changing nature of adventure – it the horizon of adventure experiences simply widening or are adventure experiences being co-opted for political purposes by more powerful organizations.



Humphrey is currently completing his Masters Degree, in Big Data Analysis. He holds a BA in Communications, an MBS in Business Development, an MSc in Exercise and Nutrition, as well as post graduate qualifications in Marketing and in Research Methods.

## Re-tinkering the outdoor experience. My gradual ascent into chaos and vagabonding

*Humphrey Murphey*

Humphrey came across kayaking through school, and afterwards, as a member of his local canoe club, which was really a front for a far right religious group. He and his friends left en-masse a year later and set up their own club...non-religious. Their river chasing around Ireland brought him into contact with the mountains, when the rivers were just not wet enough. Working in the outdoor sector in Ireland and Europe provided a platform to develop his kayaking and climbing interests, leading to the first of his kayaking expeditions to the Himalayas, and subsequent operation of commercial climbing and kayaking expeditions to the Caucasus and Siberia. All of this helped fund his studies. Glencoe, Aviemore and Fort William were the settings for his introduction to Scottish winter climbing, which encouraged his departure to big mountain routes in the Himalaya, Alaska and Karakorum. Between expeditions and by chance, he stumbled upon the delights of paragliding, and later paramotoring, eventually undertaking a series of extended, ill advised, illegal solo flights and crash landings across various central Asian countries. Through this process he discovered the joy and freedom of vagabond adventure, and the generosity of strangers. Humphrey has settled on the north west coast of Ireland and works in the development of national strategies and infrastructure primarily within the Irish outdoor recreation sector. He also lectures in sport psychology and exercise science, but admits to being vaguely uneasy about the stabilising influence of such normalcy. Marathon running helps, and mountain biking and sailing too, but the next expedition is never too far. To date, he has led or soloed over twenty kayaking, climbing and paramotor expeditions in the Caucasus, Siberia, Alaska, Zimbabwe, South Africa, Karakorum, Mongolia, Kyrgyzstan, Ukraine, Moldova, Kazakhstan, China and the Himalaya.

# Bird registration combined with information of climate as a background tool for nature-based tourism as cultural ecosystem service benefit

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Birding and bird tourism tends to be regarded as a soft-adventure experience when walking in Bermuda shorts and t-shirt in warm summer conditions.

However, when trying to meet the birds in the High North this experience is possibly rather to be described as a demanding adventure activity. Not only does the snow and frost during March and April make it hard to experience the beautiful colouration of the King eider (*Somateria spectabilis*) and Steller's eider (*Polysticta stelleri*) when seen in the polar light, under Aurora Polaris, along the coasts of the Barents and Norwegian Sea. Adding the wind and the salty spray from surfs can make it a powerful adventure. Normally, the summer may not always be warm at all. If it is warm, there will be biting midges and mosquitos in vast numbers looking for a possibility to enjoy your blood during both the day and the midnight sun. However, these attributes may make the adventure even more magnificent for the visitor, not only as a story to retell but also in experience. An entrepreneur of nature-based tourism must handle these circumstances to make it a mind-opening experience.

Regularity and possibility of bird species occurrence is important to provide the adventure experience in nature based tourism. If a birder do not see, a bird there is not much of an adventure. The knowledge from long time series of water bird registrations in stopovers and flyways is an important tool in management and decision making from various stakeholders, including tourist entrepreneurs. How to plan and make sustainable infrastructure and activities depend on the knowledge on how the nature is changing, in terms of long term planning as well as making non-costly alternatives on short time scales in order to optimize the visitors adventure experience.

# Analysis of adventure experiences on Svalbard

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The archipelago of Svalbard is a very distinct place for adventure tourism. It offers remote, wild and untrammelled landscapes isolated from emergency services and wildlife that exists nowhere else. The opportunities for adventure, challenge, reflection, solitude and appreciating nature in spectacular settings are of the highest quality [McCool et al, 2007]. The small society of Longyearbyen, the biggest city on the island, is also an interesting phenomenon, cultural diversity of which visitors can also experience.

The specificity of Svalbard attracts increasing number of tourists. Some tourists venture out into the wilderness of Svalbard on their own, others chose from the offer of local operators. There is a wide choice of organized tours, such as: hiking, glacier crossings, boat trips, snowmobile safaris, kayak tours and dog-sledding. This shows the variety of ways to experience outdoor adventure on Svalbard. Svalbard, located at latitude 78°N, can be classified as the fourth type of the remote areas according to Buckley's classification [2004, p. 38] and has the arctic character. Does it mean that tourism there is an adventure tourism? Or rather do participants perceive it as an adventure tourism? Which of its forms are perceived as adventurous? As described in the literature, an adventure is a relative/subjective category. So a very interesting question arises: does the place (like Svalbard) validate tourists to be/feel adventurers?

In the literature there are not many texts in English concerning tourism on Svalbard, especially adventure tourism [Gyimothy & Mykletun 2004; Madsen, Tombre & Eide 2009; Hansen et. al. 2014; Kelman et. al. 2016; Neuman 2016], so this presentation will add some new empirical findings to the subject.

The main research problem was formulated as follow: How the arctic adventure experiences are created and mediated on Svalbard? Detailed questions: What kind of adventure experiences can people find on Svalbard? What do tourists search for? How does an adventure experience depend on previous experiences (in reference to Travel Career Ladder concept)? What is the impact of: 1. nature, 2. technology and 3. comrades on adventurers' experiences?





Questionnaire survey was conducted on-line from March to June 2017. The purposive sampling was applied: only Svalbard's visitors were asked to participate. The Sensation Seeking Scale, with its modified versions (BSSS and the most often used: SSSV) and Adventure Behaviour Seeking Scale (ABSS) [Próchniak, 2007] had been taken under consideration while preparing the questionnaire. Eventually, in the questionnaire a modified version of SSS was used, regarding also A Multirelational Approach for Understanding Consumer Experiences [Lindberg, Hansen & Eide, 2014].

Memorable tourism experiences scale (MTE) (introduced by Kim [2009], validated by Chandralal and Valenzuela [2015]) was used to examine tourists experiences. A descriptive statistical analysis of the results was performed.

Findings: Results reveal that the main tourists motivations were: the beauty of the arctic nature, the uniqueness of the destination, its remoteness and wilderness and novelty of experience. The most popular activities were: snowmobile trips, half day hiking, glacier crossing. As the most adventurous forms the respondents pointed: ski-touring, sea kayaking and multi days hiking.

Conclusions: Experiences depend on the tacit knowledge [Nonaka, 1994] of tourists and their previous expeditions' experience, therefore it supports Travel Career Ladder concept [Pearce 2005] in adventure tourism.

The experience is created and mediated by: tourists themselves (co-creation), their companions, the destination (environment), tour operators, the technology and mainly by the nature. It supports Mossberg's idea of "experiencescape" [Mossberg, 2007].

# Understanding the Role of the Self in Defining Motivations of the Adventure Tourist Traveller

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Adventure tourism is known to be the fastest growing outdoor tourism sector in the world. Yet, too little is known about the role of the Self in defining motivations of the adventure tourist.

Adventure travel is a trip with the purpose of activity participation to explore a new experience, involving perceived or real risk in an outdoor environment. Many adventure tourists see adventure tourism as an opportunity to combine the pursuit of thrill-seeking with a need to master new encounters to strengthen their self-images. Exceptional vacation experiences occur when the encounter is associated with an adequate level of perceived risk. Thus, the optimal level of perceived risk is a core motivator in pursuit of adventure tourist activities.

However, it is still unclear at what level this perceived risk meets its threshold. Therefore, the purpose of this study is to investigate how combinations of risk activity influence evaluations of the destination in the light of higher risk (hard-adventure) experiences, lower risk (soft-adventure) experiences and no risk (mass-tourist) experiences.

While hard-adventure activities have higher levels of risk and may necessitate advanced skills and greater levels of physical and/or mental commitment, soft-adventure activities have a perceived risk but lower levels of real risk and a minimal requirement for beginning skills. Mass-tourist experiences are large-scale, externally controlled activities with practically no risk involved.

Self-concept and self-congruity theory help explain underlying motivational factors in adventure tourists. Self-concept has been argued to contain at least two components: the actual self-image and the ideal self-image. The actual self-image is how a person perceives him/herself, while the ideal self-image is the image of oneself as one would like to be perceived. If a person's actual self-image is matching a soft-adventure experience, that person's ideal self-image may aspire toward a hard-adventure experience self-image due to a conscious or subconscious desire to be perceived as more "risky" and hence, more adventurous. The soft-adventure traveler may thereby extend the actual self-image from "I am not such an adventurous person" to "I am an adventurous person", moving toward the ideal self-image. Being a comparison between a positive product-image perception and a negative self-image belief, this causes positive self-incongruity and is explained by self-congruity theory. This theory denotes the match between a perceived self-image outcome and a self-expectancy where the information about the self is put into a comparator process and where input signals are compared with the reference value. The opposite of positive self-incongruity is believed to occur when the mass-tourist image is salient as the soft-adventurer may infer that this image portrays him/her as "less adventurous than I really am", illustrating negative self-incongruity stemming from a comparison between a negative product-image association and a positive self-image belief. Moreover, due to the underlying desire to move toward the ideal self-image (for soft-adventurers) or confirm the actual self-image (for hard-adventurers), it is assumed that evaluation toward an adventure destination will improve the more its image is perceived to be hard-adventure. Consequently, the hypotheses are that underlying motivations in adventure tourists cause them 1) to aspire toward a hard-adventure experience self-image, 2) not to aspire toward a mass-tourist experience self-image and 3) to evaluate the destination better the more hard-adventure the destination image is perceived to be.

In total, 280 questionnaires were collected among tourists in the adventure destination of Svalbard, and 300 in the adventure destination of Voss. Each hypothesis was supported. The findings do contribute to existing literature by providing a deeper insight into the role of the Self as a motivational factor in the adventure traveller. The findings also have managerial implications as adventure destinations can communicate with more precision toward the adventure traveller segment.

# Landscape Experience and the Enhancement of Self-Identity in Leisure

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In the current postmodern climate of technological engagement and social media people find their lives increasingly fragmented by multiple role demands, frequent career changes and greater exposure to information technologies that compete for one's attention (Kuentzel, 2000). Globalisation also makes problematic the constructing of a coherent identity or sense of self and living in a highly technological world where relationships are increasingly digital can lead to a sense of 'referencelessness' (Brymer et al, 2015). The individual task of constructing a sense of self is very much a modern necessity and in a climate where we are more divorced from leisure experiences in the natural world than ever before, outdoor leisure activity provides a particularly rich environment for addressing this (Crouch 2015).

Landscape interpretation theories suggest experience with natural landscapes can provide a new perspective on sense of self and sense of place and can function as a broader interpretative framework against which the individual reflects upon life (Conradson, 2005). In the light of Merleau-Ponty's (1945) philosophy, the research argues for the uniqueness of embodied engagement with landscapes in long distance walking and suggests that landscape is no longer external to the self but that the walker is co-constitutive in constructing self-identity in natural landscapes.

It is within this context that the research explores the experiences of self-renewal, self-exploration and self-identity enhancement through the engagement with landscape in the long distance walking experience on the Dingle Peninsula Ireland. The research adopts a phenomenological epistemology in researching the long distance walking experience adopting a mobile methodology through in-depth interviews on the trail.

The findings suggest that the long distance walking setting presents the walker with opportunities to engage in a unique way with self and environment and through clusters of intentional acts and the ordinary sensory presentations of walking each day in the landscape, walkers establish a unique time and space consciousness.



In addition the research revealed that through immersion in the landscape of the peninsula, the long distance walking trail provides an opportunity for reflection on and confirmation of existing existential thoughts and emotions leading to renewed self-awareness and self-identity. This embodied awareness of walkers is evident in the interviews. The long distance walking experience presents a form of consciousness - of being-in-the-world along with a perceptual awareness of one's immediate environment and of one's self in space and is a strong feature of the walker's experience. The significance of the materiality of the landscape shaped through the variety of terrain on the peninsula and the embodied movement of walking is articulated in the findings, emphasising the conscious awareness of the fluid boundaries between body and landscape. Above all the revelation of the significance of the long distance walk as an existential experience and an opportunity for self-analysis, self-renewal and self-affirmation in the context of modernity is notable. In the modern technological climate we live in today, leisure plays an increasingly important role in shaping identities and engaging with landscapes and outdoor adventure activities deliver a diversity of experiences which enhance self-identity in the post-modern era. The research contributes to the narrative of adventure experiences in natural environments informing the wider debate on the role and function of modern leisure in a new climate of globalisation.

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# Women's mountaineering tourism: an empirical investigation of its theoretical constraint dimensions

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Both participation in recreational mountaineering and the demand for mountaineering holidays continues to grow in the UK, however evidence suggests that participation rates are higher for men than women. Moreover, reports indicate, but do not state why, walking, a 'softer' form of mountaineering, is more appealing to women and 'harder' forms of mountaineering, such as ice and rock climbing, are less so in both tourism and recreation contexts. Despite the apparent under-representation of women in mountaineering, there has been little research to understand women's constraints to participation in such activities. Earlier work has provided some insights, although this has largely been from a recreational perspective focusing on the single activity of rock climbing and women's mountaineering tourism experiences have been neglected. These studies also adopted a qualitative research design and there has been no empirical verification of women's mountaineering constraints in either recreational or tourism contexts to date. In view of this gap in knowledge, the purpose of this study is to investigate women's perceived constraints participating in 'hard' mountaineering tourism and to empirically examine the relevance of intra-personal, inter-personal and structural constraints in this particular context. A self-selected sample of female mountaineers was asked to complete an online survey of their participation constraints relating to mountaineering tourism. The survey produced 307 useable responses. The participation constraints connected with mountaineering tourism were measured on five point agreement/disagreement scales comprised of items which have been found to be important in previous qualitative studies. The survey also included questions about motivation to participate and the type of mountaineering activity respondents engaged in: bouldering, rock climbing, snow and ice climbing, and mixed (rock and ice) climbing. Additionally, it gathered information about the level of expertise attained in each activity type, the groups they climb with recreationally and in a tourism context, frequency of participation in mountaineering tourism, and respondent demographics.

To test the dimensionality of the constraints, respondents' ratings on the constraint items were subjected to exploratory factor analysis (EFA) and weak dimensions and items were excluded from the analysis. Twenty-one constraints on women's participation in adventure recreation and adventure tourism (including mountaineering activities) were identified in the literature. Only four of the items received a high level of agreement: the cost of mountaineering tourism, lack of knowledge of climbing routes, and concerns about fitness levels and climbing abilities. This may reflect the respondents' level of recreational mountaineering experience (99.3%) and their level of mountaineering tourism experience (62.9%). Indicating that they may have overcome constraints on recreational and tourism mountaineering participation, and consequently they may perceive barriers differently than less experienced climbers, having successfully negotiated constraints.

Findings also show that women's perceptions of constraints on mountaineering tourism are influenced more by their recreational mountaineering behaviour than by their demographics or holiday mountaineering experience. For example, those women who climb recreationally in mixed-groups perceive inter-personal constraints as being a key barrier to their mountaineering tourism participation. This indicates that their experiences of climbing recreationally in mixed-groups heightens their concerns that mountaineering on holiday will be male dominated and would not provide a pleasurable experience.

The findings from CFA also show that there is a four dimensional structure to constraints on women's participation in mountaineering tourism. While, intra-personal, inter-personal and structural constraints were confirmed, family constraints emerged as a separate dimension distinct from the other categories, highlighting this dimension as a particular and distinctive barrier to women's participation in mountaineering tourism. This is of note, as previous qualitative studies which focused on female adventurers categorised family constraints as either intra-personal or inter-personal constraints. In contrast, previous studies which examined the experiences of both genders did not report family commitments to be a constraining factor for women, indicating that the constraints relating to family commitments resonate more with women than men. This study therefore makes an important theoretical contribution to the understanding of women's constraints on mountaineering participation in both recreational and tourism contexts, but also in relation to adventure recreation and adventure tourism participation more broadly as the findings have confirmed that some of the constraints from previous studies exist for women in a mountaineering tourism context as well.

# Challenging the climates of change in scuba diving- towards ocean literacy?

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Oceans are of great importance in ecological (climate regulation, biodiversity) and societal (economic activities, environmental services, and residence) terms.

Healthy oceans are therefore fundamental to achieving global sustainability. The European Union has identified 'blue growth', or the sustainable use of the oceans, as a core societal challenge for its research programmes (eg Horizon 2020).

However, at present, we still have a challenge to promote ocean literacy in order to understand the influence of the oceans on our lives and the impacts of our behaviour on it. Marine tourism has a key role to play given our dependence on the health of the ocean for a wide range of ecosystem services. In other words, how can underwater marine ecotourism contribute towards marine environmental awareness through Ocean Literacy at present?

To answer this main question, an ethnographic PhD research with emic perspective was implemented in a case study in Mallorca (The Balearic Islands, Spain). The fieldwork was conducted during six months (season of 2016), using participant observation and semi-structured and unstructured interviews with scuba divers, staff and the stakeholders network (science, government, NGO's, and professional associations).

The scenario identified was an industry which is an 'orphan' inside the tourism government strategy. It is suggested that this is due to the fact the activity is still conducted as a 'sport' but where the tourism is the main client. At the same time, the experience is based on 'what you see' but without a systematic transfer of knowledge, and where the staff are poorly trained in heritage interpretation and communication skills. Consequently, the entire structure loses the opportunity to connect the divers to Mediterranean Sea through a 'sense of place'. Nevertheless, the suitable conditions for further development are present: motivated staff, suitable facilities and an active network of knowledge production close to them.

This paper will focus on a suggested structure to put the Ocean Literacy stream in practice inside the current recreational diving industry in order to contribute to the aspiration of a better global Ocean citizenship.



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# Redefining Adventure Travel: Promoting Microadventure as a Beneficial, Sustainable, and Accessible Travel Alternative

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Long-term adventure travel increases global and local economic growth and provides a transformative performance space for travelers; however, only the privileged few are able to engage in adventure travel, as it requires significant financial and time resources. Furthermore, long-term adventure travel contributes to global climate change due to its reliance on plane travel and other high-carbon and resource-intensive infrastructure, transportation, and activities. Therefore, the purpose of this research study was to explore an alternative adventure travel avenue defined by lower environmental impact and increased access for those often excluded from traditional adventure travel.

This study suggests that microadventure is a viable, sustainable adventure travel alternative. Microadventure is "close to home, cheap, simple, and short" (Humphreys, 2014). Microadventure is more accessible to a wider range of people, as it requires only a short amount of time, little to no money, and can be custom tailored based on participants' skills, expertise, motivations, and tastes (WTM London, 2016). Moreover, microadventure excludes plane travel-a significant factor of environmental impact and global climate change-and it can be designed using low-carbon alternatives and leave-no-trace practices.

Although microadventure is a growing trend, research is limited, and currently there are no known published articles. Thus, this research attends to the gap regarding short-term local adventure travel that is more accessible and environmentally sustainable. A sample of microadventurers was comprised of 110 recreation majors enrolled in REC 279, Introduction to Tourism, at a university in the Pacific Northwest of the United States. As part of a course assignment, students designed and engaged in a microadventure that was a maximum of four days long within a 4-hour drive from their current home. Data about their microadventure was collected through reflection essays and surveys.

Results of this study suggest that length of time away, state of mind, and level of novelty were all contributing factors in whether their microadventures felt like a travel experience or merely an everyday experience.

Furthermore, the majority of participants indicated that their microadventure led to decreased feelings of stress and increased feelings of happiness and rejuvenation. Some suggested that they felt more positive and confident towards schoolwork and the upcoming week. The positive benefits of microadventure increased students' intention to engage in microadventures frequently (weekly or monthly), and participants suggested that microadventures should be promoted at the community level to increase place attachment, health, happiness, and community.

This study contributes to the growing body of adventure travel research in several ways. First, results suggest that the idea of adventure travel should be expanded to include microadventure--adventure experiences that are close to home but feel far away. Feelings of being away and liminality, both aspects of travel, were affected by state of mind, novelty, and activity; distance from current residence was rarely a factor. Local tourism centers and providers can capitalize on local tourists to extend the tourist season, especially shoulder seasons, and focus on repeat customers. Microadventure marketing schemes might include themes of being away, rush, adventure, stress release, and rejuvenation.

Promoting the idea of reveling in one's weekends and time after work can inspire locals to take a break from the stress and busyness of regular life and engage in microadventure. Moreover, microadventure can be positioned as being part of the slow tourism movement by highlighting restaurants and food choices that are locally sourced, owned, and managed, and activities that encourage connection to nature and community. Microadventure can also be marketed as a sustainable form of tourism with lower emissions and overall lower environmental impact than typical tourism. The greatest contribution that this study offers is the means to increase access to those often excluded from traditional adventure travel due to lack of time and financial resources. Furthermore, those with limited mobility, familial constraints, and other barriers may also gain increased access.

# Power relations between inbound adventure tour operators in Tanzania and their overseas outbound partners

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Value creation in tourism is dependent on effective and efficient exchanges between actors in tourism value chains (Zhang et al., 2009). However, actors may engage in zero-sum game tendencies in order to maximise profits - where any personal gain to them is equivalent to the loss of their exchange partner(s) (e.g. see Buhalis, 2000; Ivanov et al., 2015). In the case of inbound-outbound tour operator relations, this may be possible due to an asymmetrical distribution of power whereby the importance of the resource controlled by one operator and the availability of alternative operators determines the power of one operator over the other. In this instance, power is considered as a function of dependence (e.g. see Ford et al., 2012). Asymmetrical power distribution may lead to dissatisfaction from the more dependent partner, and could ultimately result in conflict (Mwesiumo and Halpern, 2016). This study investigates the presence and effects of asymmetrical power distribution among inbound adventure tour operators and their overseas outbound partners.

This study is based on the findings of a survey of inbound tour operators in Tanzania. The survey was delivered to 266 members of the Tanzania Association of Tour Operators and Zanzibar Association of Tour Operators - the only government-recognised tour operator associations in Tanzania. The survey was self-administered. It was personally delivered to the tour operators' office and picked up afterwards. It was delivered to a manager that was most knowledgeable about the inbound tour operator's relationship with its overseas outbound partner(s). The survey contained questions that capture constructs of interest, namely those relating to power distribution, partner satisfaction and conflict. The inbound tour operator was asked to consider one particular overseas outbound tour operator that they deal with, and all responses were given with respect to the same operator. Descriptive statistics investigate the presence of asymmetrical power distribution, while hypotheses on the effects that outbound partners' irreplaceability and distributive fairness have on inbound operators' acquiescence, and subsequently on conflict, are tested with partial least squares structural equation modelling using

Useable responses were received from 129 inbound tour operators (49 per cent of the total sampling frame). All of the respondent operators offer adventure-related tours and activities in Tanzania. The most common are safaris in different national parks (e.g. Ngorongoro, Mikumi, Tarangire) but also on the coast (e.g. of Zanzibar in the case of dolphin tours). Other popular tours and activities include climbing, hunting, hiking and trekking, and sightseeing. The inbound tour operators surveyed in this study had relations with outbound tour operators located in 21 different countries in Africa, Asia-Pacific, Europe, the Middle East and North America - the majority being in the United States of America and the United Kingdom. The analysis to be presented at the conference, shows inbound tour operator perceptions of their relationship with the outbound tour operator partner in terms of how irreplaceable their partner is, and how irreplaceable they feel they are to their partner. The analysis then shows the extent to which perceived distributive fairness reinforces the effect of partner irreplaceability on the acquiescence of inbound operators, and subsequently on conflict.

The study contributes to literature on interorganisational relations in tourism by providing empirical evidence on the interaction of distributive fairness, partner irreplaceability, acquiescence and interfirm conflict between inbound and outbound adventure tour operators. The findings also have managerial implications, highlighting the presence and effects of asymmetrical power distribution, and discussing ways that tour operators can seek to balance power relations with their exchange partners.

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# Active wildlife adventures - guidelines in a changing world

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One of the core arguments for the development of nature-based wildlife tourism attractions is that they help to secure long-term conservation of wildlife and wildlife habitats. Nature-based adventures and wildlife tourism have been the most expanding activities in the Nordic countries for the last decades. In Norway, the traditionally view of tourists as a homogenous group often specialised into high involvement in a few particular species (e.g. seabirding, whale watching, salmonid fishing) has in recent years been challenged. For example, a new trend is tourist operators and companies that offer more active wildlife adventures such as to snorkel and dive among marine mammals or birds rather than just watching them, or to swim with large-sized salmonids rather than catching them (i.e. salmon safari). If carefully designed, managed and delivered, such tourism activities have the potential to influence the conservation knowledge and attitudes of tourists and other visitors positively. However, these activities can also have negative impacts on the wildlife, and the challenge is to design engaging experiences that provide close encounters with wildlife yet still protect the animals and their habitats. Additionally, these activities require guidelines and the implementation of appropriate policies, planning and management strategies for the development of a sustainable industry. Here, our objectives were to address these new active wildlife adventures with close encounter with animals, aiming to identify how they can rely on best practices performances and appropriate ecological understandings in a way that minimizes the risk for stress and disturbances of the wildlife and their habitats.

In northern Norway, climate changes and a rapid increase in whale watching with corresponding boat trafficking and human activities have established the need for guidelines to secure a more sustainable industry. We evaluate the guidelines that have been developed by scientists and adopted by the official destination travel guide company, and offer a set of best practices and code-of conduct advices that seek to minimize negative impacts for the mammals.

We evaluate if the guidelines were based on scientific knowledge or on common accepted practices, and if they would be easy to manage properly in the future. In other cases, however, guidelines are mostly based on common experiences from the industry itself, and not to often from behavioral studies of the mammals themselves. Due to the rapid growth of nature-based tourism in northern Norway and the Arctic areas, our findings show that more behavioural studies of wildlife are needed to assess the impact of this industry on wildlife populations and understand their short and long-term effects.

We conclude that wildlife guidelines are particularly important in periods of high tourism intensity and in vulnerable habitats where whales, birds or salmonids could be exposed to negative effects due to increased active wildlife adventures. Taking the advantage of such studies may secure that active wildlife adventures are moving towards a more responsible and sustainable industry.

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# A conceptual framework for segmenting niche tourism markets

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Various research studies have investigated the rapidly growing niche tourism domain by focusing on cultural, event and/or natural area tourism. However, researchers and marketers were challenged with a limited theoretical foundation identifying the product preferences that differentiate niche tourist groups. As a result, with a view to identify the specific segmentation bases that should be used when segmenting niche tourism markets, conventional and perhaps not entirely appropriate assumptions and perceptions have been implemented in existing studies.

Although adventure tourism is one of the fastest growing sectors worldwide, it is also the least understood and researched form of international tourism because most of the research currently applied in commercial adventure tourism is actually derived from outdoor recreation literature (Weed & Bull, 2012). In this vein, Buckley (2006; 2010) argues "...adventure tourism deserves research attention in its own right."

This sentiment is supported by Govindasamy (2012) who suggests that for a successful and sustainable adventure tourism sector, more in-depth knowledge is required about adventure tourists and the structure of the industry and that strategies and marketing practices should be based on real expectations of tourists. Therefore, with a view to improve the competitive position of tourism relative to longer-established academic disciplines, this study aims to add to the field of knowledge on specifically adventure tourism as there is a definite need for published cross-disciplinary research worldwide.

With this in mind, to enable niche tourism marketers to identify the specific bases for segmenting niche tourism markets, this study aimed to design a conceptual framework based on the perceptions held by adventure tourism researchers for identifying the specific product preferences of niche tourist groups. However, it was imperative that participants should have relevant specialist niche tourism knowledge within the adventure tourism field to be able to make informed judgement and provide insightful input.

This would ensure that the research results of this study are credible and valid. Therefore, only participants who share a mutual interest in actively accumulating and improving the field of knowledge in the adventure tourism domain, as recommended by Jennings (2011), were included in this study.

The theoretical population of this study thus consisted of all adventure tourism researchers and marketers on a worldwide scale and the research population, also referred to as the accessible population, consisted of all the members of the Adventure Tourism Research Association (ATRA). In other words, it is a nearly impossible task to identify and include all adventure tourism researchers worldwide. In light of this, only ATRA members were targeted, as they were regarded as the most appropriate and accessible for inclusion in this study, based on their closeness of fit to the theoretical population and the criteria associated with the focus of this study. Although reference is made to only adventure tourism researchers (as ATRA is a research association), ATRA members include both researchers and marketers in the adventure tourism domain.

Thus, to address a knowledge gap in the adventure tourism domain, a positivism epistemology and an objective ontology was used to inform this study's core research function or purpose that was grounded on pure (basic) descriptive research. Consequently, descriptive quantitative data collection and analysis methods were implemented to develop a theoretical foundation focusing on the specific product preferences (key factors) of niche tourist groups.

Using a reputable measurement process, valid and reliable measures were incorporated into a descriptive survey (e-questionnaire) to identify the research population's (N=143) perceptions regarding the study objectives and to solve the research problem. Thereafter, using the representation of frequency distributions, percentages and the measures of central tendency; raw data aggregations resulted in standard normal distributions that were described using the variation measures of ranges and/or standard deviation for univariate analysis and Chi-square and Correspondence Analyses for multivariate analysis. The research results indicated that in conjunction with broad segmentation bases (geographic, demographic, psychographic and/or other behavioural), researchers and marketers should use a combination of activity-based, environment-based and/or experience-based segmentation as bases to segment niche tourism markets that share similar product preferences. More specifically, activity-based, environment-based or experience based segmentation should be used if a niche tourist group mostly prefer either activities, environments or experiences.

As this study forms part of an inimitable research discipline, specialised independent marketing research in adventure tourism is required to advance the current limited field of knowledge on adventure tourism (Naidoo et al., 2015). The present study specifically investigates the perceptions of adventure tourism researchers regarding the specific product preferences of niche tourist groups.

Further investigation, which falls outside the scope of this study, includes the exploration concerning the perceptions of other macro and micro niche tourism researchers and marketers, which are required to further verify the conceptual framework presented in this study.

Nevertheless, this study presents a theoretical foundation that can be used for future marketing research towards verifying the specific product preferences of niche tourist groups by incorporating the perceptions held by other macro and micro niche tourism researchers and marketers; and/or, advancing the field of knowledge on the variables associated with specific segmentation bases. In addition, the conceptual framework that this study presents can be used for identifying the specific bases for segmenting niche tourism markets in order to identify and group niche tourists according to the presence or absence of those factors that affect niche tourists' purchase decisions so that marketing strategies can be adjusted in order to meet the specific needs and wants of every selected niche tourist group.

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# Solo Across Canada: Head Games

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Using a co-produced investigative approach, where the researcher and the researched collaborate on the design, conduct and dissemination of a particular phenomenon, this study tracks the mental coping strategies of a solo female cyclist's 6,400 km journey across Canada in Summer 2017. An auto-ethnographic insider approach is adopted as the authors attempt to connect the personal experiences as articulated by the lone cyclist (auto), with the wider socio-cultural environment within which she is immersed (ethno), through a reflexive methodology (graphy) (Ellis and Bochner, 2000; Reed-Danahy, 1997; Wall, 2006). Before departing, a pre-interview probed a range of the cyclist's anticipated internal and external stressors and her psychological coping strategies and expectations for the journey ahead. A post-interview will review the cyclist's responses in both areas. Throughout the journey, the introversion of the cyclist's in-the-moment narrative and self-talk will be captured digitally via real time autoethnographic vignettes and on-the-move videoed episodes and photographs that reveal the immediate realities of the field, and her experiences of it.

Using a coping framework developed by Weekes (2015), associative and dissociative techniques will be tested independently and in unison with each other. Meditative techniques, including the potential development of a mantra, will also be used where a meditative state is created to promote feelings of flow. Imagery and visualisation techniques practised prior to the journey will be applied throughout the cycle to assist coping with specific route challenges such as steep climbs or strong headwinds. Positive and constructive self-talk will be used to assist in overcoming other adversities from the field. Goal setting and compartmentalisation in the form of mileage, visual targets and distance will also be implemented.

Equipped with a coping framework, it is anticipated that these pre-planned routines will provide the cyclist with effective coping strategies to meet the challenges of the journey. This critical self-study will be of interest to other long-distance cyclists, endurance athletes / adventurers, and specialist trainers who wish to examine and plan for the psychological aspects of training and the athlete's engagement with the field.

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# **Dangerous liaisons - exploring university 'employer engagement' opportunities to benefit the adventure and outdoor industry**

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The objective of the presentation will be to explore the exciting and innovative opportunities available to the adventure/outdoor industry through university collaboration. A conceptual review of associated literature has been completed as part of a Doctorate in Education and this forms the rationale for future thesis research to be undertaken in 2017.18. The presentation will examine current 'contemporary adventure' themes raised through the research so far, exploring how increasing competitive, economic and global pressures, have influenced universities to strengthen relations with industry to develop graduates with effective employability skills, knowledge and attitudes to prepare them flexibly for different work situations. This responds to the growing and dynamic nature of the adventure and outdoor field and changing workforce demands. Recent studies/statistics have revealed that an industry once based around traditional outdoor education/learning has now diversified extensively to include extreme/adventure recreation, tourism/travel through to nature therapy and alongside the growth of associated retail industries and the provision of equipment/clothing supplies. This arguably requires a more flexible/fluid workforce and a far wider knowledge/skills base than that of the traditional 'outdoor instructor/practitioner'. UK universities are under increasing pressure from government regarding the growth of university-employer co-operation and 'employer engagement' initiatives provide exciting opportunities to integrate 'real-world', vocational learning, through work placements, graduate internships, knowledge exchange/enterprise, and research/consultancy projects; which could prove beneficial to organisations within the adventure/outdoor industry.

The presentation will explore conceptual theory analysed through a literature review and which forms the foundation for the future thesis. This has revealed interesting themes to compliment contemporary adventure topics associated with the 6th International Adventure Conference.

Future primary research will be undertaken as part of the thesis, to explore these themes from the 'student' (or future employee) perspective. This is based on a qualitative, case study methodology focusing on the 'employer engagement' experiences of one undergraduate adventure/outdoor management degree cohort (approx. 16 students) across a 3-year learning programme within a university setting. Utilising focus groups, interviews and existing secondary material (work placement journals, career destination data etc) the thesis will examine how the student experience is comparable/complimentary/conflicting with the differing stakeholder workforce demands from a government, university and industry perspective.

The last decade has seen 'climates of economic change' with, discussion/debate surrounding undergraduate adventure/outdoor degrees and more contemporary 'leisure' related university courses. This has questioned whether the industry needs graduates or alternatively, whether employees with more operational /national governing body (NGB) style qualifications/skills are preferred. These debates were exacerbated in the 1990's following media/political criticism of the growth of more 'vocationally based' degrees which fuelled the 'micky-mouse course' stigma against traditional academic disciplines. Thankfully, studies more recently and alumni success stories, indicate that the changing adventure/outdoor climate has created the demand for a more diverse/multi-layered workforce. While adventure employers may not necessarily be looking initially for 'graduate/management material', the awareness that a graduate has a deeper knowledge/understanding of the workplace, and relating to more economic/commercial/strategic agendas (in marketing, finance, business, socio-cultural issues, etc) combined with extended professional/personal development, provides confidence that he or she will be able to progress well in a related organisation. At the same time, graduates can see longevity in their career prospects and thus, avoid the 'glass ceiling' that can limit promotion and/or progression into management or diversification into related industries. An effective balance of academic theory and operational/real world experiences is integral to ensure success for all stakeholders and the 6th International Adventure Conference provides a perfect opportunity to present the literature/conceptual themes so far and to engage and explore delegate perspectives on university/industry collaboration from a diverse international adventure/outdoor field. Outcomes from the final research thesis can be shared in future conferences.

# Where, how and why did ninety foreign tourists die during adventure tours in Norway during the last eight years?

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This study explores foreign adventure tourists' fatal accidents during their stays in Norway. Fatal accidents depends in part on where the tourists spent time and in which activities they were involved. Adventure tourism activities may boost accident risks as they occur outside habituated areas and in places that are new to the participants. Furthermore, adventure tourism utilise wilderness, water, height or speed as main methods to stimulate the participants' rush feelings ( ). Weather conditions, sudden environmental changes, broken or inefficient gear, other tourists, misguiding, mismanagement, and tourists' own attitudes and behaviours may contribute to the disaster (Mackenzie & Kerr, 2012; Williamson, Hatfield, Sherker, Brander, & Hayen, 2012).

Method: Data was collected by using Retriever to search 171 newspapers, 1299 web pages and 429 public information sources, limited to 2008 - 2016. Only accidents occurring off-road in nature were included. An inductive approach was used for data analyses, sorting out categories of accidents, where they happened, and identifying reasons given for the accidents. Based on these categories, larger clusters of negative events were created. Likewise, main patterns of situations and behaviour leading up to the negative events were sorted out. Finally, conclusions were drawn based on the categorisation and clustering.

Findings / discussion: A total of 117 fatal accidents were found, occurring during both soft and hard adventures. The coastal and mountain areas in Fjord Norway (Western Norway) were over-represented in the reports, followed by the Lofoten area and the Southern Norway. Drowning was the most frequent type of accident, and the victims in those accidents were typically fishermen from Germany. These accidents happened mainly when fishing from small boats at sea, but also during angling in rivers. Second most frequent were falling accidents, which occurred during hikes in demanding terrain but also on shorter hikes to enjoy a spectacular view. Less frequent were being caught in avalanches, being chilled down by nasty or cold weather, and accidents occurring during parachuting and BASE-jumping.





The accidents could in most cases be traced back to lack of understanding of the potential challenges and dangers in the visited area, and the lack of skills to cope with the actual situation. Warning signs were not paid attention to, and fences were transgressed. Catching good camera pics took the attention away from dangers and caused the photographer to take risks to get the 'ideal' picture. Most of the drowning accidents reported occurred for adventurers using a service paid by a tourism provider. In those cases, more attention and effort could be paid to prevent the accidents by means of stronger demands on renting boats or access to the angling and better training of the visitors before they were allowed into the area. However, most of the accidents occur when adventurers use the "Right of common access" and enter the landscape on their own. In those cases improved information is possible. In popular and dangerous areas, a 'host' auditing the visitor could possibly hinder some accidents.

# An exploration of family adventure tourist motives, experiences and benefits


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This presentation provides insights into family groups of adventure tourists and their motives, collective experiences while on adventure holidays, and the benefits that they gain from these experiences. It is based on key findings from semi-structured interviews carried out with families. There is limited understanding of this market, yet the demand for, and provision of, family adventure tourism experiences is growing. This research adopts a whole family approach as family members are known to seek shared experiences and they have distinctive group dynamics which interplay to influence their behaviours. Extant studies on family tourists predominantly explore the views of parents, often considering only one parental viewpoint, while children's perspectives have been neglected. Using the whole family approach in adventure tourism research is necessary as holidays usually revolve around group participation in highly interactive and challenging activities.

Semi-structured interviews are being carried out on 20 family groups of adventure tourists between August and November 2017. Snowball sampling is being used to obtain the sample of respondents, with most living within the interviewer's home region. These groups include children between 5-18 years old and their parents. The interviews last 45-75 minutes and all family members are encouraged to answer the interview questions, although some questions are for parents while others are for children. The questions are divided into categories about general holidays, adventure holidays, adventure lifestyles, adventure holiday motives, adventure holiday experiences and adventure holiday benefits. The researcher conducts the interviews flexibly to encourage free-flowing conversation and story-telling. By allowing respondents to talk uninterrupted, the researcher can develop an appreciation of which parts of the adventure holiday experience are important to them. The researcher asks younger children (usually aged 5-10 years old) to draw pictures of the best part of their adventure holiday experiences. These pictures act as prompts for the interviewer to ask further questions about children's adventure holidays, help to more easily access their sensory experiences, and distract them from becoming bored.



Preliminary findings from the first 5 interviews indicate that these families went on independently organised and package adventure holidays with activities including skiing, snowboarding, kayaking, paddle-boarding, horse-riding, cycling and cultural discovery experiences. Their choice to take adventure holidays reflected their lifestyles and the outdoor activities they participated in at home. Children were primarily motivated by fun, excitement, adrenalin, achievement and the desire to go fast. Parents were motivated more by challenge, the opportunity to enjoy natural environments, and escapism from everyday environments. They were also extrinsically motivated to provide their children with novel and different experiences which would offer them opportunities for personal growth. Their activity experiences evoked positive and negative emotions, moments of tension between different family members, and sometimes different preferences for children and their parents. Nonetheless, everyone expressed their enjoyment of adventure holidays. The benefits gained from their shared experiences were more palpable in the parents' remarks. These focused on quality family time, doing activities together, and personal development for children.

Families express a range of different motives which drive their adventure holiday participation. Their shared adventure experiences generate long-lasting memories and considerable benefits for the family.

# Text messaging as a near synchronous method in adventure

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Adventure is situated in the changing climate of technologized spaces. Mobile technology has omnipresence globally yet limited application as a research method. This paper explores the methodological and ethical challenges of a parent researcher remotely supporting the time, nature and being of adventurers in the context of a cycling expedition. In transient adventure settings such as expeditions and journeys, mobile communication, usually a smartphone, is often used as part of a safety framework and/or for adventurers to keep in touch with friends and family.

Data from text messages (or SMS: Short Message Service) as a near synchronous method are used here together with an interactionist approach through supplementary mobile telephone conversations, to understand the lived experiences of participants.

The paper conceptualizes text messaging within the mobilities paradigm and its application in an adventurous setting, and positions it in a methodological framework within a phenomenological and ethnographic, including autoethnographic, approach exploring the challenges and tensions emergent and contingent on that definition. The dualistic application of methodologies captures the co-construction of meaning through the interpretation of textual information and of lived experiences in cycle touring by a parent researcher, and is able to provide deeper explanations and reasons for the intentions, actions and motivations of participants. The data show necessarily pertinent and focused dialogic interaction at times when advice, information or reassurance is requested by the participants and illustrate their increasing autonomy and confidence as the expedition progresses. This 'experiential' ethnography allows co-construction of knowledge and insights into the behaviours observed (Salzman, 2002) and supports knowledge construction in the wider context of communicative travel and connected presence (Licoppe, 2004). The data from this research contribute to an understanding of the transition of young people to adulthood, the so called 'rite of passage' (van Gennep (1909), 1960) in terms of increasing confidence, autonomy and self-reliance in adventurous settings.

It is hoped that this research will have relevance for remote supervisors of adventure in formal, non-formal and informal situations. This paper responds to the call to rethink mobile methods and methodologies (Merriman, 2014) and draws on a plurality of approaches. Methods and methodologies in technologized space will develop rapidly in the future and adventure that is often mobile and transitory in personal and professional practice will provide contextual application in this mobilities paradigm.

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# Alternative tourism in Gran Canaria: A case study

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Gran Canaria island is a consolidated mass tourism destination with 'sun and sea' being its main marketing attribute. Far from adhering to sustainable principles, this model of tourism development is associated with organised services such as the "all inclusive" package. Therefore, there is a need to establish a complementary tourism development model that better fits the principles of economic, environmental and social sustainability. The island's diverse landscapes are well suited to many outdoor activities that may be combined with other elements of the trip. Such a model could therefore work in a complementary way and, at the same time, allow the destination to diversify its tourist services. In this sense, this paper proposes a new type of tourist product for Gran Canaria. The island's environmental resources enable us to differentiate the product through the application of the slow travel concept. Therefore, by means of a SWOT analysis and a questionnaire survey, this study tries to design a new and complementary tourist product that integrates all of the critical elements of the slow travel philosophy.



# Long-distance cycle touring: Mobility and meaning in the search for adventure

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The centrality of movement in contemporary lives is now well recognised within the new mobilities paradigm (Sheller and Urry, 2006; Hannam et. al, 2006).

Tourism mobilities in particular are often discussed through this framework (Urry and Sheller, 2004); commonly, tourism is framed as a way to circumnavigate the restrictions of postmodern lifestyles (Cresswell, 2006). However, the ideology and narratives of adventure are often used to similar ends (Wheaton, 2004; Varley, 2005). In simplified form, these adventure narratives suggest that novel or physically-challenging journeys outdoors can bring authenticity and social prestige to participants through transcendental experiences (Varley and Semple, 2011; Weber, 2001; Kane, 2010; William and Lew, 2015).

It is thus clear that the relationships between tourism mobilities and outdoor adventure often powerfully overlap. However, such conceptual relationships have often been underexplored in published academic literature. This is despite an increased number of people undertaking adventure travel and nature-based tourism in recent decades.

Furthermore, the sheer visibility of so-called ordinary people setting out on rather extraordinary journeys has grown exponentially; a cursory search of most social media platforms reveal numerous examples of these journeys being shared with a wider audience. In the context of this growth in popularity and visibility, this study examines travel through a mobilities/adventure lens. Specifically, it explores the activity of long-distance cycle touring as one example of adventurous travel (cycle touring referring here to long-distance, independent, human-powered travel by bicycle). Because such corporeal movements prompt us to 'engage with complex issues around identity, culture and politics'

(Murphy, 2011 pg376), it is vital to better understand these experiences; such insight can help us to comprehend some of the social, economic and cultural conditions of contemporary life. The empirical absence of much published academic literature about the activities of cycle touring, and the meanings taken from such activities (especially from within geography and sociology), further justify this research.



The research aim of this doctoral project is to explore cycle touring through a conceptual framework of mobilities and outdoor adventure. In particular, it examines why people to travel in this manner, how they experience life on the road, and how they make meaning from their experiences. Through this, it hopes to contribute a new conceptualisation of the geographies of adventure; the framing of modern-day travel focussed on individual exploration from a socio-spatial perspective.

To address these questions, a methodological approach in-depth, qualitative data-collection informed by a phenomenological research approach was utilised.

Specifically, data-collection methods involve 1. In-depth interviews, 2. An autoethnography of a long-duration cycle tour, 3. Participant observation of other cycle tourists, and 4. Solicited diaries provided by participants during their travels.

This paper will discuss the learnings gained from an analysis of initial interviews and participant observation carried out over the last year. In addition, a month of in-depth fieldwork crossing four countries in Europe by bicycle will be discussed in terms of its contribution to the research findings and methodological developments that arose from that.

# Learning success - a long term experiential learning project with German secondary modern school students

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Experiential learning programmes have positive effects on several dimensions of participant's personality. Hattie, Marsh, Neill und Richards (1997) find changes in self-concept, self-belief and self-efficacy among other variables of personality in their meta-analysis of such programmes. Sand (2014) showed changes in self- efficacy for German students participating in an experiential learning programme on board a sailing ship. The holiday college is a project with students of the 6th and 7th form of German secondary modern school. It will take place in August 17. Participants will spend ten days at the Adventure Campus in Treuchtlingen and take part in several experiential learning and outdoor activities. The project will run for three years in total with two ten day colleges. Students will also be coached by an expert during the project via face to face coaching. The learning and development process will be supported by an online learning platform. The aim of the holiday college is to enhance self-efficacy and self-concept of the participants and thereby help their transition from school to professional life.

The study makes use of quantitative and qualitative research to analyse effect. Standardised questionnaires will be used to measure student's self-efficacy and self-concept levels. The data of this controlled trial will be collected before, at the start, directly after and half a year after the holiday college. The programme is designed to monitor the students for three years in total, with another ten days of college in the second year. The points of measurement will be the same in the second year and at the end of the programme. The sample in the first year exists of N=20 participants and a control group N=20. The programme will run for at least three years to guarantee a sample of N=60 in total. Statistical analysis will use T-Test and variance analysis to show significant changes. Qualitative and structured interviews will be held with the participants in line with the quantitative research.

First findings will be discussed in January 2018 at the adventure conference. Both qualitative and quantitative effects will be analysed before and after the first phase of the project. The study will also look into moderating effects of collecting data directly at the start of interventions as suggested by Grocott and Hunter (2008). The sample size of the first year is small, but as the programme will be running for at least three years the sample size will add up from year to year. The project is funded and there are no financial barriers for participants to take part. The holiday college is a unique programme that observes the participants for three years allowing for a long term study. Long term studies are scarce in literature to date; especially studies where students are escorted by coaches and online learning support. Therefore it will be very interesting to present and discuss this unique project at the adventure conference.

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# Tama Tu Tama Ora - To Stand Up is to Live

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Adventure education and the opportunity for students to experience learning in often dynamic, challenging and beautiful locations, I suggest has the potential to make a profound difference for many learners. This research project was designed to understand what effect adventure education was having to students attending the Adventure Tourism programmes at Toi Ohomai Institute of Technology (TOI), Mokoia campus.

An important question was to find out why students who had left school with often negative opinions of themselves as learners, and marginalised by the education system, were being engaged back into education. There was also a need to understand why students were disengaged in the first place, and how adventure education was making a difference to them and to what extent.

The case study in this thesis examines the student experience of these programmes, and investigates the role that adventure education plays in the development of many of our students. The study investigates and evaluates the programme content and instruction processes and does not assume that past approaches are necessarily appropriate for the future.

The research uses a qualitative methodology and findings are based on data gathered through interviews (10 participants), questionnaires (15 participants) and a focus group (8 participants). These processes elicited participants' thoughts about and reactions to the programme.

The review of literature, highlighted four key themes that emerged: Adventure education in a New Zealand context and developing an understanding of what has been already written. Bicultural teaching practises within adventure education and how this potentially affects the student experience. Current mixed and contrasting philosophical perspectives in regards to the use of risk, stress and challenge as part of an adventure education experience, and finally the potential outcomes for students from participating in adventure education programmes.



The findings of this research show favourable outcomes in terms of confidence building, motivation, relationship building and a sense of spirituality and purpose. There were also individual student responses that indicated risk, stress and challenge had adverse effects on their learning. Two key themes emerged from the research; adventure education and the re-engagement of students into education, and bicultural teaching practises to enhance the learning environment for students. These two themes were identified by students as being significant outcomes from the TOI adventure education programmes. This case study, combined with the review of literature, provided an understanding as to the effectiveness of the programmes and provided clear objectives for future course and curricular development.

The study suggests further research into the long-term outcomes not only for students, but also other stakeholders such as employers, and the effectiveness of adventure education in making positive change for our most vulnerable learners.



# Mountain accidents prevention in Spain

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A mountain accident prevention campaign could take different forms, in order to decrease the incidence of accidents, reduce their effect, or to actually prevent the accident. One of these forms would see mountain rescue teams, or first aiders, well-trained, well-financed and well-supported.

Our research is based on a prevention campaign developed in Spain over the last few years. Through a qualitative analysis of 19 different mountain accident prevention campaigns - six on-line type, seven poster type and six face-to-face campaigns - and three interviews with lead managers of those campaigns, we have discovered that some of these campaigns are not based on reality, nor information from previous database analyses. They are also often out-sourced and lack an appropriate evaluation process to monitor their results.

# How do nature guides understand and practice transparent nature guiding?

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Nature guiding is a complex situation composed of many risk factors and variables. The main purpose of this study was to explore how transparent nature guiding is understood and practiced by experienced nature guides. In the context of nature guiding; transparent guiding and transparent nature guiding is articulated, but little elaborated and theorised. Therefore, the goal is to add new knowledge and understanding on transparent nature guiding.

In the theoretical framework, literature of nature-based tourism, friluftsliv, leadership in nature and transparency, was reviewed. The literature review showed, that limited research has been done in the aspects of nature guiding, transparency in nature guiding and transparent leadership in nature. With the aim of adding new knowledge to the understanding and practice of transparent nature guiding, the following research question were investigated and analysed:

" How do nature guides understand and practice transparent nature guiding?"

The data collection for this study was conducted by a semi-structured interview survey of 5 experienced nature guides. The interviews made a foundation for an interpretative analysis.

The analysis showed that transparent nature guiding is about sharing knowledge, experience and competence with the group to develop an understanding of situations and decisions which can enhance both the safety and the experience. Furthermore, it can create a 'common project', where the tourists and the guide together make the adventure. Both an effect and a necessity for transparent nature guiding showed to be the building of trust and community. The analysis showed similarities and connections between transparent nature guiding, friluftsliv and ecotourism, where learning and educating is regarded as foundational. It seems that transparent nature guiding use the elements of education and learning to enhance safety and experience for the tourists, to which the need of guiding experience is emphasised.

This study is a contribution to the recent studies on the role of the nature guide and has laid the foundation for the understanding of transparent nature guiding. However, further studies are desirable for further adequate elucidation of this subject.

# A degree of latitude: The freedom of sea kayaking to acquire knowledge

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In July 2017 eleven undergraduate students paddled one degree of latitude (north to south) along the archipelago of the Outer Hebrides, Scotland. The students were undergraduates from a mix of outdoor, conservation and forestry degrees at the University of Cumbria with a mix of sea kayaking competencies. They were invited to participate in a research project that would undertake a sea kayak experience / journey, facilitated by two experienced coaches / lectures in outdoor education. The expedition was guided by a "degree of latitude" in that the nature of the experience actually was freely chosen (not part of their degree course), had no set day to day itinerary, and could be as challenging or leisurely based on their shared desires. Using their bodies, the wind, their sleek modern vessels and the tides, the group travelled 69miles (1 degree south), but also experienced the strengths and difficulties of self-driven leadership.

Prior to paddling, three questions were posed about 'their knowledge'; what were their sources, what did they seek to learn and how did they know they had learnt it? Throughout the experience, students were tasked to keep a written diary and film extracts about their learning. In pairs, they captured footage to be able to recount their story via film. Each student was interviewed at the end of the expedition and three months later (Allison, Davis-Berman & Berman, 2011).

There was no set curriculum other than the three questions posed. Early findings report about what and how the students learnt but also how these students extended their learning beyond the experience. Initial interviews revealed that the students' learning was focused on place, relationships and self-confidence. Very few mentioned paddling skills. Each student was free to learn when, where and what. At times there was scope to facilitate a variety of learning opportunities, simultaneously. Focus on place was largely around the mismatch of their preconceived perception with their actual perception of the coastline. There were strong emotional responses to the human impact, namely; society's use of plastic and the impacts of fish farming being prominent. For some the proximity of the sea life was a powerful and humbling experience, there was a perception students' were entering "their world".

Interestingly, many mundane (Lefebvre, 2004) and daily chores were powerful learning experiences; their awareness of their "real" needs and how they were impelled to making own their own decisions by being responsible for their consequences.

In the second round of interviews, students reported that the experience was facilitated via multiple lenses (their own, others and "expert"), experimentation (theorising and reflection) and abstract sources (internet, verbal and written). They reported that they knew they had learnt through observation of others, expert feedback, achievement, observing phenomena, recall and sensations. Given they had freely chosen this extra-curricular activity; they were self-motivated to learn and extend their experiences, reflecting on their changes in behaviour since the expedition and the comparisons between mundane versions of life.

Adventurous experiences often focus on self-actualisation (Maslow, 1970) and Mortlock's Adventure Paradigm (Mortlock, 1994), whereas our early findings reveal the strong learning potentials inherent between people and place (Wattchow & Brown, 2011). The lack of curriculum was liberating for staff also, with no pre-determined learning outcomes or assessment tasks. Outfall of work thus far is that one student is writing an article for a practitioner journal, a collaborative film will be produced (based on everyone's images, film footage, and stories recorded in, and after, the expedition), and some of these students are seeking funding to present their findings at an international sea kayaking conference.

Involving students in rich experiences, where latitudes of self and group leadership are available across a wide physical terrain provides self-efficacy, effective learning and behavioural change, often through experiencing the mundane in new places with new people.

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# The natural environment as an educational resource through the experiential methodology

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Natural environment activities are compulsory contents in educative centres. This type of contents is taught with different objectives but they are all related, such as: improving physical capacity of students, improving interpersonal relationships, the knowledge of the group, the foment of values like respect, autonomy, responsibility, etc., and of course, for learning all the theory contents described by the law in this kind of activities. In relation of all this, it has been developed a study whose main objective is to verify the real use of the practices in the natural environment related to the improvement and consolidation of the traineeship and the interpersonal relationships, to confirm if natural environment is the ideal place for the teaching-learning process using the experiential methodology. For that it has been analysed an educative practice in the nature developed by second course university students of "Grado en Ciencias de la Actividad Física y del Deporte". It consists of a four-day trip to the "Alto Tajo" Natural Park where different training activities related to the contents of the course are developed, using the experiential methodology. Three outings have been analysed, the first one has been used as a pilot test and in the next two the data collection has been performed for further analysis. The collection of data has been carried out through three tools: a field notebook, an observation sheet and questionnaires, which have been validated by experts in Natural Environment and Experiential Methodology. Very significant results have been obtained in terms of improving in different aspects, highlighting 29.68% of improvement in the learning of the course contents, the increase in group cohesion by 10.72% and the enhance in motion autonomy by 37.52%. Finally, the following conclusions were emphasised: the natural environment is an ideal resource for the development of teaching-learning processes and experiential methodology reduces the learning time of contents.

# The satisfaction of tourists with the Municipality of Ponta Delgada (Azores) as a destination


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In 2016 the Azores Regional Government published the Strategic and Marketing Plan of the Azores Tourism, defining Nature Tourism as the destination's the priority product. This decision incorporated many adventure tourism products under the umbrella of Nature Tourism, including hiking, trekking, mountain biking, canoeing and climbing, among others. Accordingly, the destination is being internationally positioned on these segments and the awareness for its adventure potential has been increasing. Ponta Delgada is the most developed municipality in the Autonomous Region of the Azores, and as positioned itself as the best place to live, to visit and to do business in the archipelago. In fact, it is the centre of the Azorean economy, housing the most important means of air and sea transport, both for people and for goods. As such, coupled with its unique and differentiating aspects, like natural and cultural resources, and the concentration of a substantial portion of the accommodation and of the tourism activities companies, Ponta Delgada has become the most developed tourism destination in the Azores, gathering more than half of the guests that visit the region and specially leveraging the recent partial liberalization of the air passenger transport model that occurred in 2015. However, the increasing global competitiveness of the sector, the new customer trends, the worries about the local and environmental sustainability and the need to increase the tourist average stay in Ponta Delgada have led to the development of a strategic development plan for the local tourism. One of the key instruments of this process was the structuring and implementation of a questionnaire for tourists. It was designed to evaluate their satisfaction with the municipality as a tourism destination. It was possible to gather 400 valid answers, 198 of them coming from tourists that travelled by airplane, while the other 202 were from tourists that travelled by boat. This paper details the methodology adopted in this process and its main results, through a descriptive statistics approach, revealing that Ponta Delgada harnesses a very competitive tourist satisfaction and has very competitive attractions, namely in the historical centre and on iconic natural sites.





Some of these natural sites and the relationship that the city has with the sea offer excellent conditions for the development of adventure tourism products, like diving or trekking. Furthermore, the conclusions that can be drawn from the survey's results can contribute to the consolidation of Ponta Delgada as the tourism centre of the Azores while an adventure destination. It also shows that Ponta Delgada has very different tourist's profiles, confirming that cruise passengers don't engage in many adventure tourism activities and are more prone to stay in the city's vicinity, while tourists that travel by plane engage in more dynamic nature-based activities.

# Sustainable Tourism Planning and Natural Resources Conservation in an Island Territory: The Case of Ribeira Grande in the Azores


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The Azores is an emerging tourism destination in Portugal where the tourism sector has benefited from a recent liberalisation of air transport policy, allowing low cost carriers, like Ryanair and EasyJet, to fly to the archipelago. In fact, the Azores has been recognized as one of the most sustainable destinations in the world and the Regional Government has established a strategic course of action that prioritizes Nature Tourism as the destination's core product. As such, and being a set of very different small islands with very rich and diversified natural resources, the Region has privileged conditions for the structuring of very competitive adventure tourism products.

Ribeira Grande is one of the most important municipalities in the Autonomous Region of the Azores and one with an abundance of natural tourism resources and adventure potential. However, according to data published by the Azores Statistical Office, it was one of the municipalities with the poorest tourism performance in the Island of S. Miguel, where the main gateway to the archipelago is located. Recognizing this development gap, Ribeira Grande was the first municipality in the Region to develop a strategic tourism development plan. Since Ribeira Grande was in a very early stage of its tourism life cycle and unprepared to deal with an exponential growth in tourism demand, it was necessary to develop a strategy based on sound strategic tourism planning, focusing on the most differentiating resources and attractions, like natural landscapes, a volcano and beaches. The local tourism development plan for Ribeira Grande had to be in line with the global development strategy for the Azores, established within the framework of the Research and Innovation Strategy for Smart Specialization of the Azores Region.



This article presents the strategic tourism planning process carried out for the Ribeira Grande municipality and its main outputs, highlighting local stakeholders' views and tourist's satisfaction and wishes. Nature tourism and local natural resources stood out in all the process, being favoured segments by both local tourism stakeholders and by tourists. Nevertheless, in spite of the great conditions that exist in Ribeira Grande for many adventure products, like hiking and surfing, there is still much work to be done, since tourists point the need for more adventure tourism packages and more walking trails. All these inputs were integrated in the decision process that underlined the destination's planning, resulting in the definition of four strategic products, were Nature Tourism is clearly the most prominent one, alongside Nautical Tourism, Cultural Tourism and Wellness Tourism.

# Motivation in Adventure Tourism Programme in Spain

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There are currently many schools which as a destination for an end of term trip choose facilities where they can engage in adventure tourism programs.

In the course of their stay the students will experience a series of activities which awaken and intermingle learning experiences involving a wide range of unbridled excitement for them. This is where our study proposal begins to have significance and relevance. How do the students feel before and after having completed an adventure tourism program?

The motivation for this research is to bring future results and greater knowledge to the world of activities in the natural environment and the feelings this implies. We want to analyse different variables such as motivation in the face of all these challenges with which the students are presented. Although important research has been carried out around these variables and activities in the natural environment, the majority of them have been concerned with the world of organised sports.

The study will be conducted on the premises of the company adventure tourism, Andévalo Adventure, located in Huelva (Spain). The show will be about 500 students between ten and thirteen years old. The instrument used is a questionnaire for measure the motivation. The students perform the questionnaire twice, before the completion of the intervention program and to the end of it (test-retest).

The main goal of our research is to analyse how school and young people are engaging in outdoor activities and seek resources to overcome the negative effects or stressful stimuli. We seek adherence to these activities, because these virtues are more than substantiated.

It is a very broad field of study and virgin, which gradually is growing as they have done this type of activity in recent years. Yes, they have developed research related to the field of education and our proposal seeks to contribute a grain of sand in other very interesting in adventure activities and motivation.

After the study, we hope to bring new findings that respond to issues raised at the beginning of the article: How does students before and after completing a program of adventure tourism feel?

These conclusions make can intervene in a more efficient way and that the proposed activities on the natural environment has a growing exponentially.

Once we get the results of our study, we intend them to mitigate the effects and negative feelings they produce our students the conduct of outdoor activities. We will develop programs, timings, progressions, etc. to facilitate its implementation and make it easier to practice these activities in all subjects, regardless of the level of driving skill, character, nervousness, etc.

Within our future prospects, we include two lines:

- 1) The first one is related to bringing in further research and analysis and study outdoor activities, the emotions that produce and find resources for all people can practice them.
- 2) The second line is geared to the educational and recreational area and the promotion of these sports practices from an earlier age, motivation, adherence to them and use them as an educational resource.

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# Service Quality in Portuguese Adventure Tourism Companies

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Tourism is one of the fastest growing sectors in the world and active tourism one of its fastest growing categories. World countries, in different stages of economic development, are increasingly prioritizing this type of tourism for market growth purposes, acknowledging its ecological, cultural and economic value (UNWTO, 2014). These activities are carried out in a very particular environment, linking the practice of sports to a privileged contact with nature. However, one must not forget that this kind of practice entails a number of risks for its participants/clients, which result from the interaction of several factors and mainly from the scope and nature of this sort of activities. In this context, it is important to examine and study the way in which expert companies in active tourism area provide their services in the market, trying to identify the parameters and constraints which determine the quality of the services they render, and subsequently propose improvements in processes and procedures. The aim of study was to analyze active tourism entrepreneurs' perception of the quality indicators of the services rendered by companies operating in the area. With that end in view, the validated HEVA questionnaire (Bento, 2013) was applied to a set of 183 Portuguese active tourism companies. A descriptive and inferential statistical analysis made it possible to characterize the profile of the companies which participated in the study, as well as the most and the least valued factors in the several domains and parameters which determine service quality indicators. Among other results, the study showed the recent growth of this sector in Portugal, as most of the companies which participated in the study have been operating for less than 10 years. They are run by one or two partners, and the great majority operate throughout the year, despite the sector's seasonality. On average, they market up to 10 activities/products. Most of the respondents do not have fixed headquarters but carry out and diversify their operation over a certain territory/geographical area. They usually have up to two full-time employees and take on temporary staff when necessary. Also, worth mentioning is the fact that 70.5% of the respondents classify/insert their activity and daily business management in the tourism area.



As far as the quality parameters in the HEVA questionnaire are concerned, Portuguese entrepreneurs highlight the importance of briefing the client about the characteristics of the activity, most notably those pertaining to risk management/minimization. They also emphasize the importance of human resource specialization/expertise and motivation for the success of the operation, and try to minimize staff turnover.

The main factor that determines the success of the activities and services provided in the adventure tourism sector is, according to Portuguese businessmen, that specialized human resources exist in companies. Also, the administration and motivation of the human resources is an essential piece for the quality of the services provided.

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# Melting away? Natural ice cave tourism in changing climates

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Natural ice caves are phenomena that are typically formed where rivers emerge from the edge of glacier snouts, leaving behind a tunnel that can extend several hundred meters under the glacier ice. The ice caves can be quite large and often exhibit an unusual and strong aesthetic character which makes them very appealing to tourists. Natural ice caves are very unstable and visits to them are thus restricted to mid-winter, when they are considered safest to enter.

Commercial exploitation of natural ice caves in Southeast Iceland started around 10 years ago, on a very small scale and mainly directed at individual tourists (especially photographers). Through a combination of factors, including a large and unprecedented increase in inbound tourism in Iceland, the number of companies offering ice cave tours has multiplied in recent years. In economic terms, these new activities have led to much decreased tourism seasonality in Southeast Iceland and thus benefitted a wide range of tourism companies. The most dramatic impact, however, has been on adventure tour operators - many new companies have been established in recent years and older companies have grown in size, adding new products and new employees. The social impacts have been more mixed, e.g. as local tour companies have chosen different development paths, some focussing on small-scale tours whilst others opt for a more mass-tourism approach. As the ice caves in any given year are limited in number, this situation has repeatedly given rise to conflicts between tour operators, both locally and between local operators and larger companies that are based outside of the area. Environmental impacts are also somewhat mixed - visits to ice caves do not, on the whole, pose a threat to the caves themselves but travel to and from the cave can lead to environmental damages of various kinds. In Southeast Iceland, natural ice caves are all found within the boundary of Vatnajökull National Park - the park itself has, however, lacked the necessary legal mandate and financial resources to manage ice cave tourism properly. Under such circumstances, the commercial usage of the caves has developed in a rather "free for all" and chaotic manner, fuelled to a considerable extent by the prospects of large monetary benefits to be gained by taking tourists in large numbers into the caves.

The paper will chart the emergence and subsequent development of natural ice cave tourism in Southeast Iceland, focussing on the challenges that have emerged and the steps that have been taken to deal with them. It will seek to situate natural ice cave tourism as a sub-set of glacier tourism more generally and thus also explore how this sector - which is highly impacted by global climate change - is likely to evolve in the near future.

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# Spending behaviour of Gauteng rock climbers

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Rock climbing is increasingly becoming a popular activity around the world, with an exceptional growth in the tourism industry. As an adventure tourism activity, many local communities, regions and destinations benefits from the financial contribution rock climbing injects into the local economy from expenditure on tourism products and services. The exact financial value of rock climbing however is not known, but the financial impacts and size of the market in economic terms can be determined from analysing spending behaviours of rock climbers.

However, to date, rock climbing research has received relatively little consideration in academic literature as the focus of studies in this field tends to be on the demand, as well as financial contribution and economic impact of rock climbers in general with little emphasis on the specific spending behaviour patterns or attributes of rock climbers. Therefore, this study proposes the spending behaviour of Gauteng rock climbers.

A self-completing, e-questionnaire for rock climbers (N=228) examined behavioural and spending pattern descriptors in the target marketing model. The results of this study could assist adventure tourism companies, and specifically rock climbing companies in identifying the economic contribution and impact that rock climbers might have on a specific local community, region or destination. Moreover, this study could assist businesses in managing and marketing products and services that will meet the specific desires and wants of their identified target market. Businesses should implement the last two steps of the target marketing model to proceed and successfully complete the systematic process.

# Information sources and consumer behavior in travel: An investigation of destination activity choice in a multi-channel digital age

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How do consumers choose activities at a destination and how do digital sources and other factors influence the decision making process? Studies in the ICT field have demonstrated the importance of developing new digital sources such as online platforms and mobile technology for destination activity choice. However, these studies have failed to consider the conceptual tourism literature and have ignored marketing theory on consumer behavior. This paper proposes that there is a lack of empirical research on destination activity choice in a digital age. The present research, therefore, aims to address this research gap by synthesizing the work from the disciplines of ICT, digital marketing and tourism by empirically investigating destination activity choice-behavior in Wales. Mixed methods research will be employed but particular emphasis will be placed on in depth interviews with guests staying at self catering accommodation. The paper will provide preliminary insights into consumer decision-making processes as influenced by digital technologies and other sources using results of the pilot study.

# An investigation into dyslexia within outdoor pedagogies

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This study conducted in 2014 was about the motivations of practitioners with dyslexia within the outdoor sector and their choice to study outdoors (Almekinders, 2014). Dyslexia is known to affect reading and language related skills, but can also affect other cognitive areas (Reid, 2003). However, there is no universal agreed definition of dyslexia. If research demonstrated that dyslexia has an influence on people's time in school and education (Hellendoorn & Rijssenaars, 2000; McNulty 2003; MacCullagh et al, 2017) it may also influence people's career choice.

Semi-structured in-depth interviews with 10 outdoor educators provided data for interpretive phenomenological analyses.

The following broad themes emerged from the data: 1) dyslexia can be a strength or a weakness; 2) having a passion for the outdoors; and 3) coping. Findings of this research were consistent with previous studies indicating that those with dyslexia tend to possess a high capacity to work well with their hands, while being very able to visualize, analyze, creatively problem-solve, tell stories, work with people (particularly those with learning difficulties), and employ different teaching styles (Bacon & Bannett, 2013; Duranovic et al., 2015).

The findings of this study reveal that it is difficult to conclude if dyslexia played a part in the choice to study or work in the outdoor sector. This study confirms earlier work, and suggests that the participants chose a job in the outdoors because it was more practical and hands-on and that is what they were good at (Ingesson, 2007). This study may suggest that careers in outdoor education can be very suitable for people with dyslexia when you look at their qualities.

Communication and problem-solving are important qualities for people who work in outdoor education.

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# Slow Adventure: From Concept to Marketing Practice

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Taking its inspiration from Varley and Semple (2015) whose work suggests that slow adventure experiences favour more immersive, human-powered passage through natural landscapes, where participants draw comfort from the outdoors, this presentation will draw predominantly from an ongoing applied trans-national research project in northern Europe. Funded through the Northern Periphery and Arctic Programme, the Slow Adventure in Northern Territories project draws together partners from across Scandinavia, as well as Ireland and the UK. The primary aim has been to help local SMES collaborate on the development and digital marketing of new tourism products under the trademarked Slow Adventure® brand and logo. To inform these activities an early project output was qualitative research of both existing and potential customers through ethnography and the use of e-mail panels. Findings suggest that the appeal of slow adventure activities lies in motivations centred on the importance of spending time in and Interacting with stunning natural landscapes, and that the marketing of unique experiences imbued with a sense of physical and spiritual wellness, to a predominantly urban clientele, will give SMEs a unique space in the market.

In Scotland, the interest from businesses and tour operators alike suggested considerable untapped demand and as a result the Slow Adventure Co-operative was spun out of the project. A not-for-profit organisation ([www.slowadventure.scot](http://www.slowadventure.scot)), it is currently working with a wide range of local tourism businesses to cluster together and promote and sell inspiring experiences to consumers. Slow adventure is an engaging application of academic knowledge, from concept to marketing reality.

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# Adaptation and validation of MIDE MTB system

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In the last years, adventure tourism has increased significantly in Spain, being MTB one of favorite activities to practice. Despite all the benefits that they have, we cannot forget the risk factor intrinsic in those activities. Because of this, prevention measures are an obligation when planning and organizing physical activities in the natural environment.

In this study, we realized an adaptation and validation of the MIDE (Spanish acronym for "Trip Information Method", Método de Información de Excursiones) to MTB. This instrument allows professionals to realize an objective valuation of the difficulty of a MTB route according to four aspects: Medio (Environment), Itinerario (Itinerary), Desplazamiento (Movement) and Esfuerzo (Effort). The MIDE for MTB is a system whose aim is to improve and unify the graduation system of MTB routes, and it is presented as a tool for risk management and prevention of accidents during the practice of MTB.

Firstly, a review of the specialized literature was performed to establish a set of criteria for observation. Secondly, content validation was carried out through the agreement and consensus method among ten expert judges at the qualitative level (degree of understanding, appropriateness of wording, relevance of questions, etc.), and quantitative level (global assessment on a scale from 0 to 10).

We added experts suggestions and the modifications, resulting in the final model that we want to present (Figure 1 and 2).

Figure 1: general information about MIDE MTB system

<b>MIDE</b>		<b>Título del recorrido</b>	
inicio	lugar	x	severidad del medio natural
fin	lugar	x	orientación en el itinerario
distancia	x.xxxm	x	dificultad en el desplazamiento
duración	x h	x	cantidad de esfuerzo necesario
desnivel de subida	xxx m	xx	dificultad técnica específica
desnivel de bajada	xxx m	Aquí se describen las dificultades técnicas específicas.	
tipo de recorrido	tipo		
cobertura	km x	Indicar la presencia de tramos de carretera con tráfico motorizado, cruces peligrosos y/o la presencia de tramos de arena.	
urgencias	x km		
vías de escape	x km		
Época y/o condiciones especiales para las que se aplica la valoración.		Código QR, que redirija a enlaces web con información adicional, track de la ruta, etc.	
Transporte público, en el caso de que exista la posibilidad.			

Figure 2: specific information about MIDE MTB system

<b>Medio.</b> Severidad del medio natural	<input type="radio"/> Hay más de un factor de riesgo. Medio muy estable <input type="radio"/> Hay más de tres factores de riesgo. Medio bastante estable <input type="radio"/> Hay varios factores de riesgo. Medio algo inestable <input type="radio"/> Hay bastantes factores de riesgo. Medio bastante inestable <input type="radio"/> Hay muchos factores de riesgo. Medio muy inestable
<b>Itinerario.</b> Dificultad de orientarse en el itinerario	<input type="radio"/> Caminos y cruces bien definidos <input type="radio"/> Caminos señalizados pero requieren atención para la continuidad <input type="radio"/> Caminos que discurren por trazas visibles y caminos levemente señalizados. Es necesario reducir la marcha en los cruces <input type="radio"/> Exige técnicas de orientación y navegación para la identificación del camino. Es necesario detenerse en los cruces <input type="radio"/> Exige técnicas de orientación y navegación, la ruta no está señalizada en ningún punto
<b>Desplazamiento.</b> Dificultad en el desplazamiento	<input type="radio"/> Superficie ancha, estable y sin obstáculos <input type="radio"/> Superficie ancha y estable. Presencia de pequeños obstáculos eludibles <input type="radio"/> Superficie estrecha e inestable. Curvas cerradas y obstáculos ineludibles <input type="radio"/> Superficie estrecha e inestable. Curvas cerradas y obstáculos grandes ineludibles <input type="radio"/> Superficie muy estrecha e inestable. Curvas muy cerradas y obstáculos muy grandes ineludibles
<b>Esfuerzo.</b> Cantidad de esfuerzo necesario	<input type="radio"/> Hasta 1 h de bici efectiva <input type="radio"/> Más de 1 h y hasta 3 h de bici efectiva <input type="radio"/> Más de 3 h y hasta 5 h de bici efectiva <input type="radio"/> Más de 5 h y hasta 7 h de bici efectiva <input type="radio"/> Más de 7 h de bici efectiva

## Conclusion

The MIDE can be considered as a useful tool for adventure tourism companies, public administrations, as well as private individuals, when conducting the risk management planning for a MTB route proposal.

# Climate for personal change: What happens around those times when we have to call on personal courage?

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Part of what makes anything an adventure is the existence of an unknown. Another part of an adventure is the willingness to proceed into that unknown, often in pursuit of a particular goal. We actively challenge ourselves by pursuing questions like "Can I make it to the top?" ... to the bottom?", "...in this new place, with these new people?", "...in these utterly foreign conditions for me?" Biswas-Diener (2012) would argue that when our willingness to act on these (noble) pursuits is overwhelmed by fear (or, as others would argue, the dauntingness of the perceived risk, uncertainty or unknown), we call on courage. Considerable attention has been paid through time to more universally recognized feats of physical courage with the possible consequence of bodily harm or even death, and feats of moral courage with the possible consequence of social ostracism. Much less attention has been paid to personal courage - a subjective kind of courage that we practice in our every day lives, perhaps especially when in pursuit of adventure.

In contrast with physical and moral courage, personal courage is often invisible to others. Moreover, its personal triggers and consequences are more individual, and our inability to rise to the challenge may link to debilitating feelings of embarrassment, shame, anxiety or self-loathing. Perhaps because of its very nature, its place in the courage literature is contested. Nonetheless, research on personal courage has gotten some traction in recent years, though with more attention paid to courage-seeking dispositions and the nature of actual deeds of personal courage. Much less attention has been paid to the broader context in which acts of personal courage occur and how they are embedded in adventure experiences.

Within the adventure context, what gets people to those decisive moments where personal courage is called for, what distinguishes the experiences of those who choose to act with courage from those who do not, and what difference does it make for people later?



Since adventure tourism spans both people's leisure and travel activities, two random samples of 65 men and women were recruited through social media to tell of their experiences in each of these realms. The questionnaire defined the kind of experience we were looking for examples of (something you really wanted but felt was really risky to pursue) and asked people to tell their stories in relation to what was going on, what they were pursuing and why it felt risky to do so, and what happened after they did or didn't act. They were also asked how and how much it made a difference for them later, and how likely they would choose to act should a similar situation come up again.

The analysis of these vignettes will provide a first description of the broader context in which the decisive need for courage occurs during personal adventures, along with the impact of people's choice to act (or not) with courage on their subsequent trajectories. Based on what they report, overarching patterns from both the qualitative and quantitative analyses will be shared.

Ultimately, this presentation will seek to provide insights on (1) whether the nature of personal courage experiences has a relevant and meaningful place in adventure research (why or why not?), and (2) whether the subjective, relatively invisible and highly personal nature of personal courage distinguishes it in any meaningful way from more universally recognized, public and well-studied forms of physical and moral courage. Finally, where should we go from here?

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# Tourism activities companies in a sustainable adventure tourism destination: the blooming case of the Azores

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The Azores is one of the most sustainable destinations in the world and its Regional Government's strategy has been positioning this nine-island archipelago as a nature and adventure tourism destination. The richness of the local natural resources and the diversity of its nine islands favour, in fact, this approach and create a context where tourism activities companies become a central part of the tourism value chain. They are the ones that develop and structure products which allow for unique and unforgettable experiences for tourists in privileged natural beauty scenarios. Through various editions of the official Tourism Activities Guide, an assessment to the local tourism activities companies' profile was made, concluding that they tend to operate in only one island, have a short portfolio of activities and are very prone to specialization in one specific category, especially sea or land. Moreover, it is also possible to state that there are indications that a new dynamic and some changes in the companies' profile are occurring since a new air transport model was deployed in 2015, as it caused a great increase in tourists' arrivals. The analysis also revealed that the sea activities that are more commonly available in the companies' portfolios are "snorkelling", "motor boat rides", "inter-island trips", "recreational fishing", "canoeing" and "diving". On the other hand, land activities that are more widespread are "nature hikes and walks", "van tours", "cultural tours", "4x4 (jeep) tours", "bike tours" and "birdwatching". Finally, explicit or indirect references to the Azores and to adventure are very common on the companies' brands/names, which is in line with international trends in the adventure tourism market.

# Sierra de Guadarrama National Park: on its Way to a National Park usage and Management Master Plan


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The National Park encompasses 33.960 hectares of the Sierra de Guadarrama in the Central Mountain Range, chain that halves the Castilian meseta and separates the Duero and the Tajo river basins and Madrid and Segovia provinces. 64% of its area belongs to the Madrid Autonomous Community, while the remaining almost 36% belongs to Castilla y León. This shared location obligates both regional administrations to work in coordination. Moreover, its proximity to a highly populated city such as Madrid, together with the broad variety of cultural and traditional uses that have taken place for decades in this territory lead to a rich and complex management context for a National Park. With the Pronouncement of the Sierra de Guadarrama National Park, the Spanish Parliament recognized, that the natural space that integrates it, has an ecological and cultural wealth so outstanding, that they advise its preservation has to be declared of General Interest, and to elevate its protection regime at the highest level allowed by our legal system. Finally, the Central Government produced an Act Proposal which, after being reviewed in both chambers, was approved on June 25, 2013. The planning and managing tools applied till the moment are the Sierra de Guadarrama Natural Resources Ordering Plan (Plan de Ordenación de los Recursos Naturales de la Sierra de Guadarrama) from the Madrid Autonomous Community: Legislative Decree 96/2009, November 18th (BOCM 14/1/2010) and the “Sierra de Guadarrama” Natural Space Natural Resources Ordering Plan (Plan de Ordenación de los Recursos Naturales del Espacio Natural “Sierra de Guadarrama”, Segovia and Ávila): Legislative Decree 4/2010, January 14th (BOCYL 20/1/2010). In the mean time the National Park Usage and Management Master Plan (Plan Rector de Uso y Gestión del Parque Nacional) is approved, all the management tools related to the geographies scope protected natural areas will remain valid, for any concern in line with the Law 7/2013, June 25th, Sierra de Guadarrama National Park pronouncement For the development of the National Park Usage and Management Master Plan a broad and long process of public participation has been applied.





Actually, three different levels of participation have been used: technical, social, and scientific levels. However at the moment this document has not been approved, it is currently at the public information period. This Plan will try to regulate sport activities such as hiking, mountaineering, rock climbing, winter sports (alpine skiing, Nordic skiing, sledding), biking, horse riding, and mountain races. The criteria to regulate these activities will be based on zonation, period of the year and number of participants, what could be modified in an adaptive way, following ecosystem fragility or other conservation reasons.

# Indoor Climbing Learning for Outdoor Education

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Is outdoor education possible in indoor climbing wall?

Traditional approach of climbing education was very connected to outdoor rock climbing. Modern indoor climbing is more related to postmodern sport approach, closer to gyms. Since International Olympic Committee (IOC) approved Climbing as Olympic Sport in next Olympic Games (2020), this sport is going to undergo a great transformation. These facilities are disconnected with mountaineering or outdoor adventure experiences. Simulated climbing fields, the climbing walls, are too far from wild outdoors. These sport ecosystems (Pérez-Brunicardi & Archilla-Prat, 2015) are very different than nature. So, Outdoor Education is very difficult in this scene. Can sport urban climbers be aware of environment, others and themselves? (Mortlock, 1984). Nevertheless, urban climbing is being in fashion last two decades. This fact commits us to try to educate in indoor climbing walls for outdoor climbers, especially for children.

We try highlights the ecological approach to learning indoor climbing. Such an approach, it has been growing in popularity over the last 20 years, leading to a more holistic, real and meaningful learning experience, integrated in the natural environment or emulating it indoors. This approach is an alternative to the traditional drop-and-drill methods, especially in risk and technical sports like climbing.

The main characteristics of this approach are: experiential learning, teaching for understanding, risk management learning, shared responsibility, and learning for sustainability. The outcomes and the contents, and internal logic are defined by each sport ecosystem, as a matter of relationships system, interactions, and goals. In this case, the climber is the key component, the centre of the model. So, this model is subjective. Only understanding him or her we can educate. Focused on the climber, we analyse the relationships between climber with environment and climber with the others. It could be positive or negative, and it is in both directions (fig. 1).

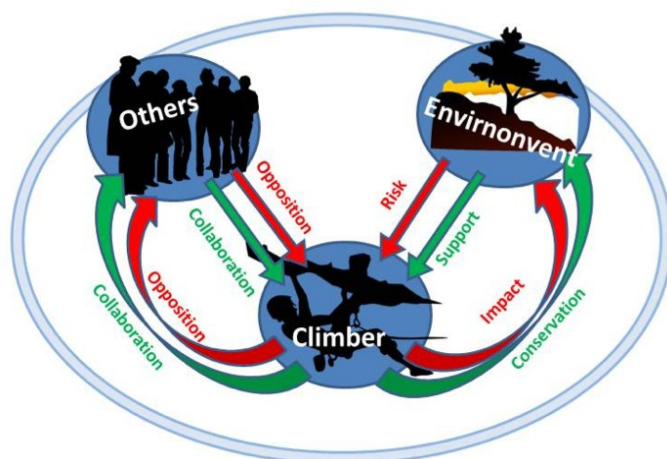


Figure 1. Relationships in a Sport Ecosystem (Pérez-Brunicardi & Archilla-Prat, 2015)

Note: red arrows are negative relationships and green arrows are positive relationships.

To improve understanding of this approach, we illustrate the Climbing Sport Ecosystem. We explain the learning method involved in sharing responsibility with learners in lead climbing learning and belaying mock lead climbing. One learning and safety strategy is the "triple check": Climber checking, Belayer checking; and teacher checking. Climber and belayer check each other, and teacher check to begin and to going down. Second strategy is the "re-belayer" or "Angel". This third learner oversees the belayer and makes "MUMA" knots (fig. 2) every two meters climbed. These knots are tied in the side of the belaying rope, close to the Gri-gri. When the belayer lowers the climber, these knots prevent a fall in case of error, letting learners more autonomous, and minimizing risks.

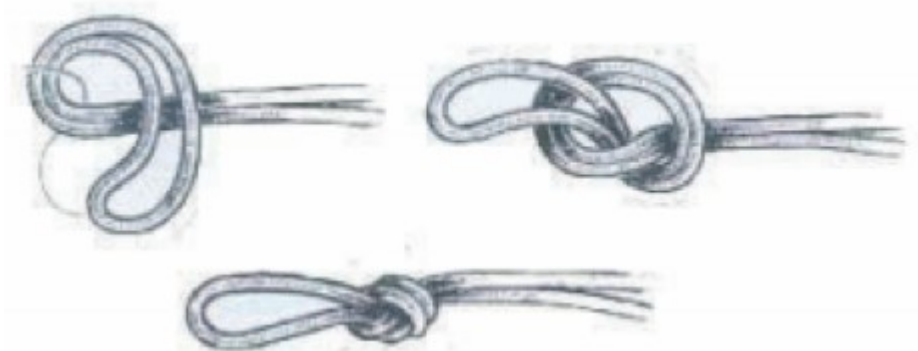


Figure 2. "MUMA" knot (overhand loop). (Ángel Luis Muñoz-Martín)

This method allows learning holistic experience as climber, managing risks, and learning safety skills. This model has interesting effects in responsibility, confidence with others and themselves, and emotional intelligence. Climbing is not understood as a postmodern sport: Competitive, hedonistic, individual, and unlinked with environment. Even the climber is learning in a climbing wall, we can develop learning situations for environmental education or emotional learning, being aware of self-actions have consequences with others or environment. For example, usually we close a climbing route in the climbing wall installing a nest on top, saying "Not climbing, nest" in a warning made with adhesive tape.

In conclusion, we have seen how this method helps to improve motivation and interest in safety, technical skills, and sustainability, keeping safe in a shared and holistic learning environment.

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## Bosqueando (foresting). Give yourself a break

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The practice of Shirin-yoku, a.k.a "forest therapy", was first introduced by the Japanese Forest Agency in 1982. It started as an initiative to recognize the value of forests, which cover the 67% of the country's land, as well as to channel the demand of contact with nature by a growing population under high levels of stress and competitiveness. It was inspired by Shintoist and Buddhist traditions which promote communication with nature through the five senses.

It follows advanced neurobiological techniques which have confirmed that simply walking or just being in a forest diminishes the activity in the pre-frontal cortex, the part of the brain where cognitive and executive functions, problem-solving and decision-making activities reside. Besides, this activity moves to other parts of your brain that involved with emotion, pleasure and empathy.

The immunologist Dr. Qing Li, from the Tokyo Medical School, has proved that walking around a forest or just being in a forest raises significantly the concentration levels of NK, natural killers, of cells, a type of white blood cells that contribute to the fight against infections and cancer. The beneficial effect of a walk around the forest, raising the level of NK lymphocytes and proteins against cancer, can last up to a week. According to Dr. Li, the volatile components produced by trees are the main agents responsible of that beneficial effect on the immune system. Experiments have been carried out using several aromatic components like pinene, limonene (pine tree and lemon tree cells), cedrol or isoprenes, some of them are known from their antimicrobial and tumor suppressant effects. In general, these volatile components produced by plants as self defense mechanism are called "phytoncides" and are used in aromatherapy and holistic medicine.

Shirin-yoku sessions should be carried out in a relaxed and paused way, exposing yourself with your five senses to the forest's ambience, enjoying with your sight the colours and forms of tree tops, listening to the sound of the wind with the foliage, the songs of birds. Smelling the aromas, picking up some fallen pine leaves, cypress, bay leaves, mirth or any other aromatic plant, breathing its essences. Feeling the softness and the texture of a trunk or sliding your hand by the fluffy musk covering the rocks.





# Bikeball

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Bikeball is born in the search of the improvement of the coordination skills and the balance on the bicycle, as a base for a better control and proficiency of it. Through this design emerges a sport that fosters participation, alternation between motor situations and basic motor skills work with a playful component which is bicycle driving.

Bikeball faces two teams of four players each, in a court. Players have to pick up, without dismount the bicycle, a ball with six leather handles. Through passes, attacks and defenses, players have to score a basket in two rings placed perpendicular to the floor in both sides of the court.





# Inclusive hiking workshop as a possibility within the school: using the Joëlette and directional bar

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The aim of this workshop is to claim the inclusive hiking as a possibility within the school schedule. Our intention here is to relate school hiking with inclusive education, as we believe that multiple meeting points that will help enlarge over and reality, providing firsthand experience where enjoyment and learning "in situ" in nature is a right for all.

Fortunately, every time we find more experiences that claim and incorporate the presence of people with disabilities in outdoor activities in general and walking in particular (Arribas, Fernandez Atienzar and Vinagrero, 2008, Navarrete, 2009; Arribas, 2015; Torrebadella, 2013), but we think make the leap towards inclusion is based on the idea "come with us" if not rather "we all," starting contemplating the whole class group must participate in outdoor activities which we propose.

It is not easy, but it is very rewarding, the fact that all classmates can learn to enjoy moving by nature with their peers, so it is important: to educate in attitudes and values, raising awareness towards disability; inclusive raising tasks, adapting practice and offsetdo limitations; and adapt and properly select the space and material practice (Arribas, 2015).

In this last aspect it is where our proposal to focuses, management and experience of displacement by the nature of the directional bar and Joëlette as support to improve accessibility to the natural environment for people with visual impairments and physical respectively.

The Joëlette, is an articulate and adapted human powered chair, which facilitates access to the natural environment for people who, by themselves, cannot move through certain paths. It consists of a seat mounted on a wheel equipped with safety and comfort: supporting legs, seat belt, footrest, disc brake, suspension, cushions, headrests and armrests, being a very safe, friendly vehicle environment and also the passenger himself, has to include three or four companions.

The directional bar is the star material to facilitate personal progression for visually impaired people, is a kind of pole between 2.5 and 3 meters long, lightweight material, which cling three people in the head is placed the guide, in the center the blind person and at the back can go a person who sees or visual rest. The technique used is simple, but requires some basic concepts and precise coordination among its "crew". This material is easy use in schools, thereby facilitating access of students with visual impairment and stimulating the commitment of the school community in enabling it.



# Musical games in Nature. Music and Nature Workshop

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A workshop where we will play with the perception of the sound of our surroundings. We will collect sound motifs in nature and share experiences, also making music from what we have collected. We will work especially with rhythm and percussion. The origin of the experience is in the development of workshops with young people with the intention of putting in value the sound environment and the enjoyment of sound (as opposed to noise pollution).



