International Perceptions of Risk in Adventure Tourism Experiences

By

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Abstract

As globalization continues to grow, the supply and demand of the adventure tourism industry has continued to grow with it, meaning greater intersectionality between adventure tourism activities and the impacts of culture. As a result of this trend, this study sought to answer the question "how does nationality influence perceptions of risk in adventure tourism activities"? While risk perception and adventure tourism research has been quite extensive, there is an existing gap in the literature which remains to account for the impact of national culture in this relationship. This study analyzed participants from 30 different countries around the world in a mixed methods approach to the research question. This was delivered via surveys to 192 participants and 3 interviews conducted with participants of various nationalities at Thompson Rivers University in Kamloops, British Columbia. Eight adventure activities were used within the scope of the study including ice climbing, ocean surfing, and whitewater kayaking to determine risk perceptions of international and domestic participants. The results of this study indicate that experiencing risk is valued higher by international adventure tourists than domestic adventure tourists, drawing a link between culture and risk perceptions in adventure tourism. These findings help contribute to the growing literature surrounding culture and adventure tourism.

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Chapter 1: Introduction

Since the beginning of the 21st century, the global economy has seen a large expansion of the tourism industry and increasingly more people engaging with the adventure tourism industry (Adventure Travel Trade Association, 2016). The rapid global economic growth that has accompanied this adventure tourism boom has also resulted in emerging markets supplying and demanding adventure tourism products/services all over the world, such as China, India, Indonesia, Nepal and Slovenia (ATTA, 2016). Based on a 1998 USA census, the NEAT (Nature, Eco, Adventure Tourism) industry accounted for close to half of the entire tourism industry GDP (Mallet, 1998 in Buckley, 2000). Additionally, that same year, a census was taken in Australia which looked at a similar industry structure and found NEAT businesses accounted for somewhere between 25-33% of the industry share (Buckley, 2000). In more recent years, the adventure tourism industry had an estimated growth of 65% between 2009 and 2012 (ATTA, 2016). This global growth of the adventure tourism industry has come in both supply and demand across a variety of cultures and nationalities as emerging markets have found economic prosperity and strong community development in the adventure tourism industry (World Tourism Organization, 2014). As the industry grows and more countries begin to interact with adventure tourism services, it will be of the utmost importance to develop adventure tourism services accordingly. However, while there has been proven industry growth in adventure tourism over recent years, the literature surrounding this industry does not show the same evidence of growth in all areas. In order for adventure tourism industries to best continue this growth, marketing and development must adapt to the growing needs of the adventure tourism market. To help achieve this, it is important that research continues to progress, to better understand how this growing market demand and various cultures interact with adventure tourism services.

Within the scope of this study, I am seeking to develop a better understanding as to how tourism services can better develop and market within the adventure tourism industry. Adventure tourism is unique to other tourism industries by the complex emotional value offered to the participant from the nature of the environment in which it operates. A defining feature of the adventure tourism industry itself is that it encompasses uncertainty and risk within the outdoor setting

(Roehl and Fesenmaier, 1992; Haddock, 1993 in Dickson and Dolnicair, 2004; Jones and Ellis, 1996; Weber, 2001; Beedie and Hudson 2003; Dickson and Dolnicair, 2004; Robinson, 1992; Ewert 1985; Priest and Carpenter 1986 in Priest and Gass 2005; Muller and Cleaver, 2000; Weiler and Hall, 1992 in Kane and Tucker, 2004).

The nature of risk perception is where this study aims to focus in an attempt to discern what role risk plays in the adventure tourism experience and where adventure tourism services can better account for this. In better understanding the role of perceived risk by various nationalities in adventure tourism services, this study hopes to develop recommendations for future product/service development and better targeted marketing. Therefore, the study asks the question:

"How does nationality influence perceptions of risk in adventure tourism experiences?"

This study was carried out by first conducting an in-depth review of the literature relevant to the research question. Upon the review of the literature and understanding where previous research has gone with respect to perceived risk in adventure tourism, the study discusses the hypothesis development and methodology, relative to the research question. The primary research conducted for the study has consisted of a mixed methods approach encompassing both quantitative and qualitative research. These findings have been discussed and traced back to existing literature to then draw recommendations for future research on the subject and possible implications for existing operations within the global adventure tourism industry.

2. Literature Review

2.1 Introduction

This review analyzes literature regarding risk over three areas encompassed within the scope of this study: the adventure experience, adventure psychology/motivation, and cultural perception. This topic has been most extensively studied by Martin Fluker, professor and researcher at Victoria University in Melbourne, Australia. Perhaps his most relevant work with respect to this subject comes from his PhD thesis researching perceptions of risk in adventure tourism and their marketing implications (Fluker, 2005). More specifically, his work targets consumer psychology in an attempt to distinguish the role of risk in various activities and how that influences motivation, satisfaction, and decision making amongst participants (Fluker, 2005).

Additionally, many authors have studied this subject in a variety of segments. The area of adventure psychology and adventure recreation has received much attention (Robinson, 1992 in Fluker, 2005; Ewert 1985; Martin and Priest, 1986 in Priest and Gass, 2005; Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014; Weiler and Hall, 1992 in Kane and Tucker, 2004) and has provided the large basis for more recent publications to be discussed in depth in the areas of adventure risk psychology, tourism motivation and decision making processes (Roehl and Fesenmaier, 1992; Dickson and Dolnicair, 2004; Jones and Ellis, 1996; Weber, 2001; Beedie and Hudson 2003; Mason, Gos, Moretti, 2016; Ewert, 1985). A review of the literature contrasts the works of adventure experience/psychology with that from a more cultural perspective. Researchers have more recently begun looking into adventure and risk on cultural grounds (Crotts and Huang, 2019; Lynch, Moore and Michington, 2012; Kim, Schroeder and Pennington-Gray, 2016; Gardiner and Kwek, 2016).

Concluding the literature review, previous research will inform the study in an attempt to answer the question, "How does nationality influence perceptions of risk in adventure tourism experiences?"

This literature will now be discussed in its respective areas.

2.2 Perceiving Risk

Before discussing adventure tourism and the role of risk within adventure tourism experiences, it must be understood how individuals interpret these experiences and the cognitive process behind it. This process is discussed below.

Perception is defined as "the process through which we select, organise and interpret information gathered by our senses in order to understand the world around us" (Greenberg et al. in Fluker 2005, pg. 22). This process is closely related to cognitive learning and decision making. Perceptual information guides our decisions, actions, and beliefs. Simultaneously knowledge gathered from these experiences changes the way individuals perceive things in the future (Brewer and Lambert, 2001 in Tacca, 2011). In other words, "Cognitive information influences perceptual processes, but, at the same time, cognitive processes depend on perceptual information." (Goldstone and Barsalou, 1998 in Tacca, 2011, pg. 1). This perceptual process may be influenced by the society in which individuals operate and the factors which influence day to day decision making such as wealth, demographics, technology and the media (Slovic, 1990 in Dickson and Dolnicair, 2004).

To understand how this cognitive process applies to the adventure tourism environment, it must be understood how this process applies to risk. Perceived risk is described as "an emotional and cognitive response elicited by exposure to a perceived probability of loss of some magnitude" (Jones and Ellis 1996, pg. 278). More specifically, with respect to the perceptions of risk formed in adventure tourism, scholars suggest risk perception is determined by "experience in the situation, personality, age, gender and culture" (Morgan, Moore and Mansell, 1997 in Fluker, 2005, pg. 22). This has been extensively studied as an inherent part of the adventure experience and motivation for participation in adventure sports (Ewert 1985; Martin and Priest, 1986 in Priest and Gass, 2005; Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014; Weiler and Hall, 1992; Roehl and Fesenmaier, 1992; Jones and Ellis, 1996; Weber, 2001; Beedie and Hudson 2003; Dickson and Dolnicair, 2004, Mason et al. 2016). These findings will now be discussed.

As described by Sonmez and Graefe, there are ten types of risk associated with international travel. These risks include:

1. Equipment/functional: mechanical, equipment and/or organisational problems
2. Financial: experience will not provide value for money
3. Health: possibility of becoming sick
4. Physical: physical danger or injury
5. Political instability: being caught up in political turmoil
6. Psychological: disappointment with the travel experience
7. Satisfaction: not being satisfied with the experience
8. Social: risk of disapproval from others of the destination choice
9. Terrorism: being caught in a terrorist act
10. Time: travel experience was a waste of time

(Sonmez and Graefe, 1998 in Dickson and Dolnicair, 2004, pg. 8)

These risks exist as they are in three categories: absolute, real and perceived. The absolute risk of any of the ten risks above represents the level of risk presented in a situation without any mitigation strategies present. The real risk represents the level of risk which faces an individual after any mitigation strategies have been implemented in the situation. What remains is the perceived risk which will be explored further within the scope of this study. As discussed, this perception of risk is the individual's subjective assessment of risk and is therefore determined solely by each individual, based on the experience, culture, age, gender, personality (Haddock, 1993 in Dickson and Dolnicair, 2004; Morgan et al. 1997 in Fluker, 2005)

In short, while there may be different risks present at any time within a given environment, the perceived risk and real risk may vary drastically depending on the cognition of the individual. Another way of looking at it is that perceived risk is subjective and real risk is objective. As subjectivity can vary greatly within individuals based on the factors discussed above, it is crucial for operators to use this to their advantage in an industry where risk is inherent (Haddock 1993 in Dickson and Dolnicair, 2004). Without consideration for the market interpretation of an adventure activity, more specifically the activity's risk, operators fail to manage the market's

response to this risk. For example, if a whitewater rafting business operates on rivers with moderate levels of real risk but knows that their main market for rafting is attracted to the challenge and notoriety associated with high risk rafting, they may choose to market the river as high risk. By doing so the business is able to capitalize on the perceptions of risk which their market has about the activity.

To further illustrate, many studies sought to analyze relationships with risk perception after the terrorist attacks which occurred on September 11, 2001. It has been recorded that there was a large spike in travel by car due to the high perceptions of terrorism risk associated with air travel shortly after the events, despite the statistics suggesting the real risk of driving a car is much more dangerous than flying in general and a terrorist attack in particular (Gigerenzer, 2006 in Ayton, Murray and Hampton, 2019). This relationship between subjectivity and risk behaviour is the root of this study and will be discussed in detail further on.

What must be noted is that while these types of risk listed above by Sonmez and Graefe may have some relationship with adventure tourism, they may not all be relevant to this study (Sonmez and Graefe, 1998 in Dickson and Dolnicair, 2004). This is because physical risk is what separates adventure tourism from other forms of tourism and is of utmost importance in the mind of the tourist when choosing to participate or not (Fluker, 2005). In order to appropriately conduct an accurate study of risk perception in adventure tourism, and relative to no other forms of tourism, physical risk must be the focus. These concepts will now be discussed within the context of adventure.

2.3 The Adventure Experience

 "Adventure tourism is characterised by its ability to provide the tourist with relatively high levels of sensory stimulation, usually achieved by including physically challenging experiential components within the touristic experience. The experience itself is perceived as physically bracing, `adrenalin-driven', somewhat risky, with moments of exhilaration punctuated by many opportunities to assess and reassess what has just been done or accomplished." - (Muller and Cleaver, 2000, pg. 2)

A more formal definition of adventure tourism has been defined below:

"A broad spectrum of outdoor touristic activities, often commercialized and involving an interaction with the natural environment away from the participant's home range and containing elements of risk; in which the outcome is influenced by the participant, setting, and management of the touristic experience." - (Weiler and Hall, 1992 in Kane and Tucker, 2004, pg. 220)

Fluker (2005) discusses this definition and the differences in adventure as a commercial offering "adventure tourism" and as a recreational activity. The commercial nature offers the consumer the ability to participate without the investment of time, logistics, resources and knowledge required to participate in an adventure experience as one would require on a recreational basis. This is a crucial separation between adventure tourism and adventure recreation, which creates different expectations and connotations surrounding the whole experience and is an important distinction to be mindful of within the study (Fluker, 2005). However, it must be noted that while there are distinct differences between adventure tourism and adventure recreation, the industry that has been built has been born out of roots in adventure recreation, and therefore, still shares many significant similarities (Weber, 2001).

While not all literature accepts a single definition of adventure tourism, the overwhelming majority agree on the element of risk. In an attempt to build contextual reference for the study, the discussion will begin analyzing many of these recreational frameworks and their application, to better understand the role of risk in the adventure experience.
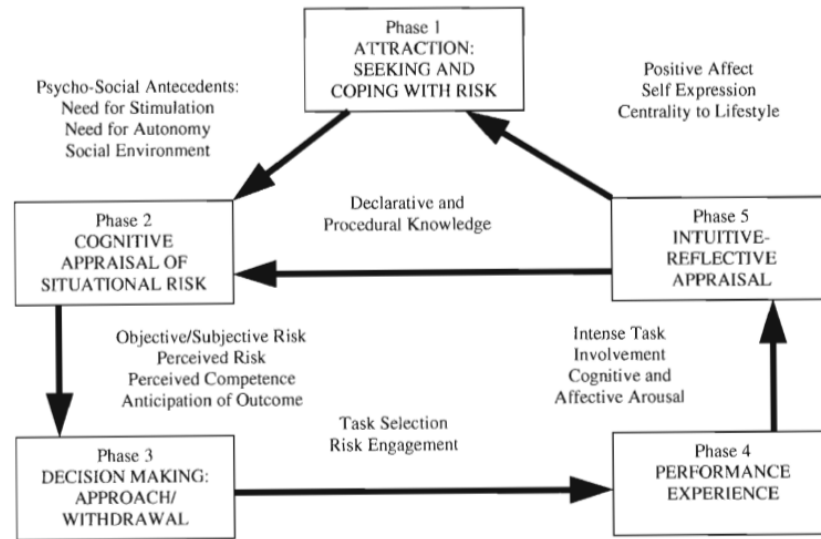
2.3.1 Risk Frameworks

Figure 1, Risk Recreation Model

(Robinson, 1992)

Perhaps one of the most fundamental models with respect to the adventure experience and to the research question is the Risk Recreation Model (Figure 1, Robinson, 1992). This model has provided much support for understanding the cognition associated with individuals engaging in adventure activities. While the nature of this model is for recreational purposes, the processes associated with risk perceptions for the participant are still active and accurate for discussing elements of adventure tourism (Fluker, 2005).

The process begins with the attraction to the activity. The average adventurer seeks some level of stimulation outside of the normalities of their day-to-day life. This attraction will lead the individual to engaging with the possibility of participation in activities that encompass these external stimulants sought after, including risk and or challenge (Robinson, 1992; Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014). The second phase is the cognitive appraisal of the situation and the risk present. This is the process leading to decisions being made. The individual will judge the activity based on his or her own experiences and perceptions. Robinson (1992) offers a few key suggestions how this shapes the process with respect to risk in the adventure setting. These are the objective/subjective risk, perceived risk, perceived competence

and anticipation of outcome. Other scholars suggest that this process may be influenced by demographic factors, information/media and past experiences (Morgan et al. 1997 in Fluker 2005; Slovic, 1990 in Dickson and Dolnicair, 2004). Upon completion of this second stage, the individual lands at the decision-making phase where there are ultimately two options, either engage or withdraw (Robinson, 1992).

Upon completion of the activity, the individual will reflect on their performance in the activity. Based on the individual's background, they may see this activity as too intense, too involved, too risky, or – conversely – too dull, too easy and too relaxed. The reflection discussed (phase 5) will also influence the cognitive appraisal (phase 2) when assessing whether or not to engage in future activities (Robinson, 1992). This is apparent in the relationship between risk perception and experience and will be discussed further in the study around experience and motive.

Additionally, this process touches on a number of other models which have been developed around the adventure experience. Most notable are the Model of Flow (Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014) and the Adventure Experience Paradigm (Martin and Priest, 1986 in Priest and Gass. 2005) which fit well into phase four of Robinson's model. These will now be discussed with respect to the participation/performance aspect of the adventure experience.
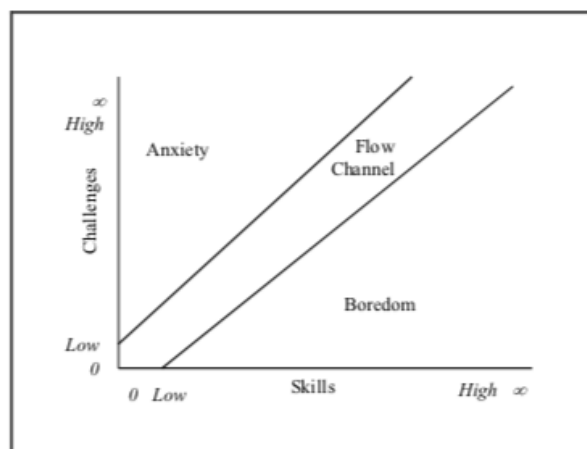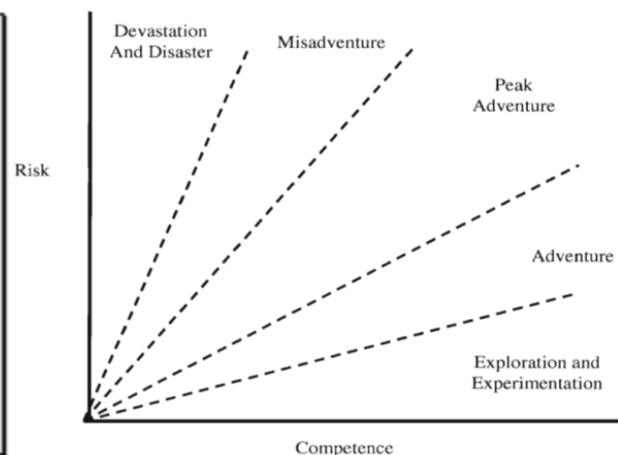

Figure 2, Flow Diagram

Figure 3, Adventure Experience Paradigm

(Csikszentmihalyi 1990 in Weber, 2001)

(Priest and Carpenter, 1993 in Fluker, 2005)

The model of flow was developed to better understand the relationship between challenge, skill level and the individual. Evidence suggests that when an individual is taking part in any activity, their experience and engagement may be positively or negatively affected by the levels of challenge present and the level of skill within the individual (Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014). If the individual is not highly skilled but faces high levels of challenge, they will face anxiety and stress due to the overwhelming nature of the situation. However, if the individual is more skilled than the level of challenge present in the situation, there may be feelings of boredom and a lack of stimulation. The ideal spot in between is called the flow channel. This is the result of a perfect match between the individual's skill and the challenge presented. Csikszentmihalyi describes the state of flow as "action follows upon action according to an internal logic that seems to need no conscious intervention by the actor. He experiences it as a unified flowing from one moment to the next in which he is in control of his actions, and in which there is little distinction between self and environment, between stimulus and response or between past present and future" (Csikszentmihalyi, 1990 in Fluker, 2005, pg. 42). The findings from the literature suggest that the 'flow experience' has an impact on happiness, self-awareness and self-control (Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014).

With respect to the Adventure Environment, a similar concept has been applied by Simon Priest in his model 'The Adventure Experience Paradigm' (Martin and Priest, 1986 in Priest and Gass, 2005). This model applies the level of risk on one axis and level of competency on the opposite axis, defining the former as "potential to lose something of value" and the latter as "capability of individuals to deal with demands placed on them by their environment" (Martin and Priest, 1986 in Priest and Gass, 2005, pg. 201). Importantly, it should be understood that this concept is applicable to both the perceptions of the individual or the reality of the environment. To further illustrate, the paradigm suggests that as the competency of an individual increases, an individual may actively seek out increasing levels of risk to find the peak adventure available within the experience. This concept also applies to the individual's perception of self and their competence level. If an individual perceives their competency to be greater than reality, they may seek out greater levels of risk to match their perceived competency. By this logic, one might suggest that risk is a motivating factor for individuals to participate in adventure, especially as they gain more experience in the activity. This is important to note when tracing participant motives and

experience levels to the role of risk within the realm of adventure. However, what must be noted with this model is that the domains outside of the peak adventure are elaborated as opposed to the model of flow. Rather than simply three domains of anxiety, flow and boredom in the flow model (Csikszentmihalyi, 1975 from Csikszentmihalyi, 2014), Martin and Priest (1986) build these experiences into five domains based on the risk competency relationship. This builds past the concept that individuals must simply be engaging with risk in attempts to reach 'flow' or 'peak adventure' (Martin and Priest, 1986 in Priest and Gass, 2005). A number of studies have been consistent in suggesting risk to be the motivating factor for adventure, as it finds its unique quality relative to other tourism categories in the 'deliberate seeking or acceptance of physical risk' (Fluker, 2005). However, while it remains true that the uniqueness lies in the 'deliberate seeking or acceptance of physical risk', the motivation for participation may not always be risk (Weber, 2001). Goal achievement, social motivation, escape from boredom, connecting with the natural environment, testing personal abilities and overcoming fear have been found to serve as primary motivation rather than risk taking (Kerr and Houge Mackenzie, 2012). Lastly, it must be recognized that despite the in-depth analysis of these recreational models, the element of cultural difference remains to be accounted for.

The motivation of individuals, and what factors are responsible for that motivation, will now be explored.

2.4 Risk Motivation and Satisfaction

While the majority of literature suggests that risk is the motivation to participate in adventure activities is within the risk presented, not all studies seem to agree. Some studies suggest that depending on the activity itself and participant's experience level, individuals might have different motivations to participate in adventure activities (Weber, 2001; Fluker, 2005; Ewert, 1985; Mason et al. 2016; Kerr and Houge Mackenzie, 2012).

A hypothesis tested in Martin Fluker's PhD thesis pitted three different adventure activities of various risk levels (low, medium, high) against one another in an attempt to test the hypothesis that clients of all adventure activities will share similar motivations to participate. Fluker was able to reject this hypothesis by finding the motives differed depending on the activity. The three

activities tested were bungee jumping (high risk), rafting (medium risk), and sailing (low risk). Assessment of 612 participants over these three activities revealed different participant motivations.

More specifically, the most frequent motives for bungee jumping were to do something adventurous, to have exciting experiences, and to experience risk. The top motives for sailing participation were, to see the natural beauty of the site visited, to have an opportunity to rest and relax, and to have a chance of seeing or experiencing something new. The following graph shows the 15 different motivating factors and their rankings with respect to each activity as expressed by participants in the study. From the graph below, it is evident that motivation to participate was not only different between activities but that motivation changes drastically depending on the activity and participants. Perhaps most interesting is the desire to experience risk variable (#8 in the graph). For the sailing participants risk was not a shared motivation to participate (Fluker, 2005).
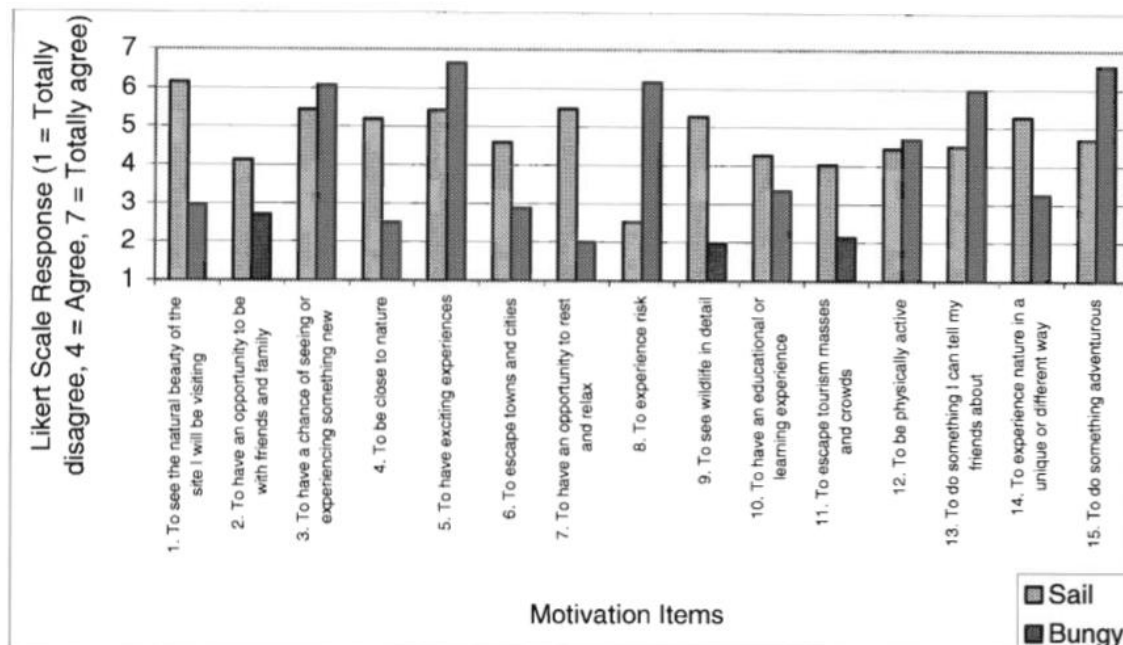

Figure 4, Motivations by Activity

(Fluker, 2005)

Additionally, in a second hypothesis tested by Fluker, the risk motivation was isolated with respect to the three adventure activities in question. It was found that motivation to experience risk varied dramatically with respect to the three activities and was correlated directly to the nature of the activity itself. The average results per activity when asked about risk ranked as follows on a Likert scale from 1-7.
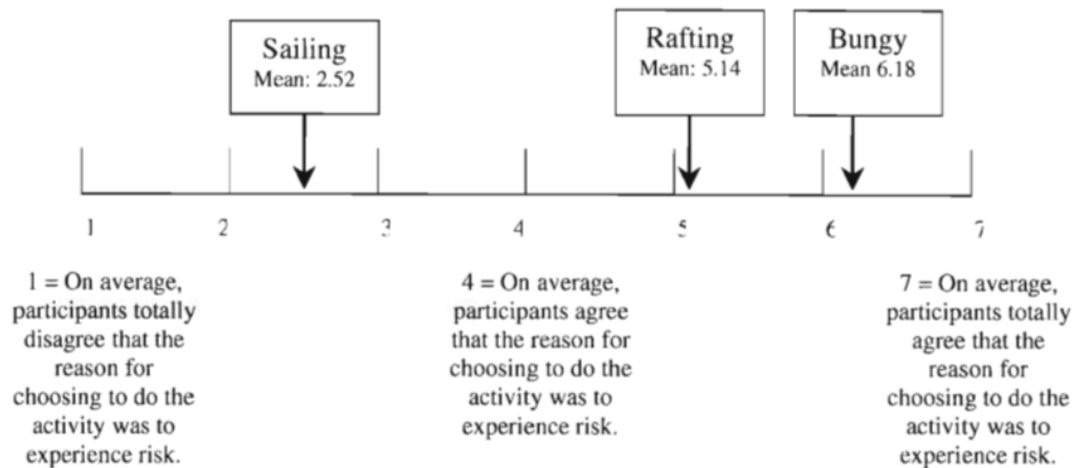

Figure 5, Mean Rank for Risk Motivation by Activity

(Fluker, 2005)

This suggests that the individual activity itself is grounds for different motives to participate and therefore attracts different individuals with different interests. However, as discussed with the psychological models above, there are other factors embedded in a participant's level of experience with a given activity which may influence these motivations to participate within the sport itself (Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014; Martin and Priest, 1986 in Priest and Gass, 2005).

A study on recreational mountain climber motivations found that there are intrinsic motivating factors and extrinsic motivating factors. With lower experience levels, it was the extrinsic motivating factors (recognition, escape, social activity) which more often influenced climbers' reason to participate. As experience levels increased, evidence from the study suggested that the intrinsic motivating factors (exhilaration, challenge, personal test, decision making, control) became more dominant (Ewert, 1985).

The same methodology was applied in a study of whitewater rafting in 2000 analysing the relationship between experience and motivation. This study found that 6 of the 12 motivating variables given between groups of rafters with experience and rafters without experience were 'significantly different'. This suggests that the motivation to participate is heavily influenced by experience with the activity (Fluker and Turner, 2000).

Despite the strong case for the risk-experience correlation, there remain studies to suggest there may be more to this relationship. For example, a study of rafting and ocean kayaking tourists tested their perceptions of risk with the respective activities despite the groups different experience levels. The findings suggested that although experience levels were inconsistent, the perceptions of risk remained consistent across participants (Morgan, 1998 in Fluker, 2005).

In another study, the research targeted Italian adventure tourists seeking harder adventure (adventure which requires some level of skill from the participant). This research involved 317 adventure tourists in Friuli Dolomiti Alps Natural Park in Italy. The motivational factors were categorized into four domains: nature, risk, socialization, and contemplation. Findings of the study determined participants mean rankings of the four motivational factors were nature=5.5, risk=3.7, socialization=4.5, and contemplation=5.3 when asked to rank their motivation to participate on a Likert scale from 1-7. This suggests that nature was the primary motivation to participate rather than risk. Additionally, with respect to levels of perceived risk, they found that lower risk perceptions of the activities generated higher participation rates or motivation to participate in the activities (Mason et al. 2016).

To summarize, it is evident that perceptions and motivating factors with respect to different activities are dynamic and influenced by a multitude of different factors. In conducting future research, it is important to recognize these factors and account for them accordingly. Thus far, a gap is illuminated in the literature relative to cultural considerations for risk and adventure. As described by previous literature, perception and perceived risk are influenced most heavily by wealth, information/media (Kim et al. 2016; Slovic, 1990 in Dickson and Dolnicair, 2004), age, gender, experience, personality, and culture (Morgan et al. 1997 in Fluker, 2005). As the

question itself lies in this specific variable of culture, the broader studies associated with culture and how these can be related back to the question of the study will now be discussed.

2.5 National Culture and Adventure

"Culture is an important interpersonal factor that tourism marketers and managers must understand because cultural orientations can affect tourists' motivations, perceptions, lifestyle, personality, and ultimately their travel-related decisions and behaviors." (Morrison, 2010 in Kim, et al. 2016, pg. 12). In the tourism industry, few researchers have conducted any studies seeking answers to cultural risk perception despite its large role in the decision-making process for the tourist (Kim et al. 2016), and even fewer have been conducted with respect to adventure. To best address this, the review will begin outlining culture, fundamental cultural models and their application to the study.

What is culture?

Culture has been described as "the socially transmitted knowledge and behavior shared by some group of people" (Peoples and Bailey, 1998 in Birukou, Blanzieri, Giorgini, and Giunchiglia, 2009, pg. 3). More specific to cultural models, Hofstede (2011) refers to culture as the collective mental programming that distinguishes members of one group or peoples from others. If it is accepted that culture by definition is collectively programmed, learned and shared by a group then it is acceptable to assume a group of people may be categorized by their own cultural identity. Additionally, these definitions offer an understanding of culture as a mental programming. As a mental programming, culture may impact one's perception and experiences which are fundamental in decision making and interpretation (Robinson, 1992; Goldstone and Barsalou, 1998 in Tacca 2011; Morgan et al. 1997 in Fluker, 2005). Therefore, it is important to weigh culture in understanding how individuals contend with risk and adventure tourism activities. This will now be discussed within a model of cultural framework.

2.5.1 Cultural Theory Models

In discussing culture, it is important to start with the fundamental models of cultural measurement. The first of these models is the Values Orientation Theory developed by Kluckhohn and Strodtbeck in 1961. Kluckhohn defines a value as "a conception, explicit or implicit, distinctive of an individual or characteristic of a group, which influences the selection from available modes, means and ends of action." (Kluckhohn and Strodtbeck 1951 in Hills, 2002, pg. 4). This definition is then applied across four primary measurements of value on three assumptions. The first assumption for the theory is that "there is a limited number of common human problems for which all peoples must at all times find some solution". The second assumption is that "while there is variability in solutions of all the problems, it is neither limitless nor random but is definitely variable within a range of possible solutions". The third assumption of the theory is that "all alternatives of all solutions are present in all societies at all times but are differentially preferred" (Kluckhohn and Strodtbeck 1951 in Hills, 2002, pg. 4). These assumptions are then applied to the Values Orientation Theory as four relationships/values which groups must determine a response to. "On what aspect of time should we primarily focus? Groups may choose to orient themselves and their values towards past, present or future. What is the relationship between humanity and its natural environment? Groups may see their relationship with nature as one of mastery, submission or harmony. How should individuals relate with others? Groups may value hierarchical, equivocal or individual merit as a means of structure and relation. What is the prime motivation for behaviour? Groups may choose to behave primarily based on expression, growth or achievement." (Kluckhohn and Strodtbeck 1961 in Hills, 2002, pg. 4)

More recently, Geert Hofstede has added his own cultural dimensions theory building new ideas into cultural theory discussion (Hofstede, 2009). Hofstede's model developed five dimensions for ways of measuring cultural values by nationality. These dimensions consisted of Power Distance (the degree to which class differences are accepted in society), Individualism (the degree to which the welfare of the group is valued more than that of the individual), Masculinity (motivation to achieve, value in competition and materialism), Uncertainty Avoidance (tolerance for risk and uncertainty), Long-term Orientation (the preference for stability, frugality, respect for tradition, and future orientation) (Hofstede, 2009).

Both of these models suggest reason for cultural values impacting decision making based on the way different groups choose to value different aspects of life. More importantly, many of these cultural measurements suggest a correlation between adventure motivation, risk and culture. For this study, it is important to consider factors such as time, uncertainty, masculinity, and nature when considering risk as a motivation to participate in adventure tourism activities as these dimensions encompass cultural values which are also available within the adventure experience (Hofstede, 2009; Kluckhohn and Strodtbeck 1961 in Hills, 2002). As an industry that carries inherent risks which is conducted in the natural environment, in pursuit of some emotional value, and often with other individuals, these measurements may help outline the perception and cognition of cultures when interacting with adventure tourism experiences (Muller and Cleaver, 2000; Weiler and Hall, 1992 from Kane and Tucker, 2004; Fluker, 2005). While uncertainty avoidance has been common in literature assessing cultural risk behavior, other factors such as time orientation, masculinity and relationships to nature may be important to consider when assessing participants motivation. As previous studies have shown (Weber, 2001; Kerr and Houge Mackenzie, 2012), risk may not serve as the primary motivation for all adventure participants. Other reasons for participation have included nature, personal challenge, and social value. For this purpose, the cultural models should be considered in their entirety.

Since the development of these models, there have been studies conducted using their structure with relevance to the tourism industry (Kim et al. 2016; Crotts and Huang, 2019), amongst other notable cultural studies without the models described (Gardiner and Kwek, 2016; Fluker, 2005). These studies will now be discussed.

2.5.2 Cultural Perception

When assessing perceptions of risk, Fluker sought to understand the relationship between a tourist's country of origin and how much risk they're willing to take. The study was carried out with 612 respondents participating in bungee jumping, whitewater rafting and sailing. While the findings did indicate a significant difference between cultures, it was determined that the groups significance was a result of demographic differences rather than cultural difference. Therefore, Fluker's findings indicated that there was no correlation between risk motivation and country of origin. However, what is important to note within the scope of his study is that only English-

speaking participants were used for the purposes of this study. It is known that language influences cultural values heavily and may serve as a barrier to engagement with certain activities (Jiang, 2000). Therefore, if it is to be concluded that nationality and risk motivation are unrelated, further testing of this relationship across ESL (English second language) participants should be conducted. Interestingly, before concluding the hypothesis, Fluker does note that he believes there may be value in future research targeting further cultural separation such as an East-West approach to the question, further stressing the importance of more analysis (Fluker, 2005).

To elaborate on cultural difference in general adventure tourism perception, another study sought to understand Chinese millennials' motivations for participating in adventure tourism activities. It was conducted via separate focus groups of up to eight individuals in each group testing the individuals' perceptions of adventure tourism activities. The groups discussed four water-based adventure tourism activities based on photos of the activity and which may be more appealing than others. Not surprisingly, conclusion of the research shows that while there are similarities in this growing market to that of western markets, the different sociocultural upbringing of the growing Chinese market warrants different marketing and development. While Chinese millennials are embracing independence and freedom more and more, leading them to experience adventure tours, it is evident that they still require much more reassurance than western millennials (Gardiner and Kwek, 2016). These findings indicate a strong example of how cultural differences have proven impactful on perceptions of adventure tourism. This suggests traditional approaches to adventure marketing and programming may require a new outlook if western businesses are to adapt to new markets.

Outside of adventure, the tourism industry as a whole has seen similar findings in cultural differences to those discussed above. Kim et al. (2016) analyzed how different cultures perceive risk in tourism. The study was measured through three lenses including Hofstede's Uncertainty Avoidance Index (as discussed above), past experience in the tested destination, and sociodemographics. The study determined perceptions of risk with regards to three aspects of travel. Risk perception associated with travel in general, risk perception associated with a destination, and perceptions of safety associated with destinations. This study was conducted

over a variety of cultures all ranking differently on Hofstede's Uncertainty Avoidance Index, from United Arab Emirates to Canada to Ireland. The research found that all the measurements used did in fact influence the participant's risk perceptions, but differently based on the factor tested. For example, Hofestede's Uncertainty Avoidance Index measurement seemingly influenced the "risk perceptions of general travel" and "risk perceptions of the destination" but not "perceptions of safety" as much as sociodemographic measurement did (Kim et al. 2016). This shows that culture does indeed influence risk perception associated with tourism, however its influence may vary depending on the aspect of travel in question.

2.6 Summary

It is apparent that the role of risk in adventure tourism experiences is significant. Unique to adventure tourism, it is the inherent physical risk which separates this specific tourism industry sector from that of its neighbors. While it is important that operators are aware of the role risk plays in the activity itself, what previous literature tells us is that the perceived risk is of utmost concern. This is because perceptions of risk are subject to each individual participant and may influence the participants motivation to participate or experience itself. Furthermore, this relationship shows evidence that risk may be desirable for the participant, but ultimately its role will be determined by many factors such as media, wealth, age, gender, personality, experience and culture. While this relationship between perceived risk and adventure has been studied extensively on the recreational level and minimally on the commercial level, a lack of cultural consideration remains. From the cultural studies already conducted both inside and outside of the tourism industry, it is clear that culture is influential in this risk relationship. This gap in cultural research is the basis of this study which seeks to answer the question, "How does nationality influence perceptions of risk in adventure tourism experiences?".

Chapter 3: Hypothesis Development

3.1 Introduction

There is a gap in understanding the role risk plays among various nationalities when engaging with adventure activities. This study has been designed to fill this gap and further understand if and how nationality influences perceptions of risk in adventure tourism experiences. This question will be assessed through the testing of a hypothesis. The hypothesis has been developed to test the primary component risk perception assumes within the adventure tourism experience, risk as motivation to participate.

3.2 Hypothesis

The hypothesis tested the independence between nationality and participants desire to experience risk in adventure tourism activities. Perceptions of risk are subjective and therefore subject to an individual's culture. For some, risk perceptions may result in fear or negativity which overwhelms the experience. For others, this risk perception may incentivize individuals to participate knowing that there is thrill and excitement attached to risk which they would not find elsewhere in day to day experiences. Importantly, while many scholars agree that the uniqueness of adventure lies in the physical risk, the role of this risk may not always be the primary incentive to participate, if at all. As a result of the challenges presented by the role of risk in adventure tourism, along with the globalizing nature of the industry, it is important that this question remains under focus.

With these components of risk in mind, further investigation into the relationship between these components has drawn the following hypothesis for the study:

H_1 – The participant's country of origin influences their motivation to experience risk in adventure tourism activities.

The methods of data collection and analysis will now be discussed.

Chapter 4: Research Methodology

4.1 Introduction

This section will discuss the approach, design, and methodology of the study from data collection to analysis of the data.

4.2 Research Design

This study utilizes a mixed methods approach to answering the research question. The mixed method approach to research is best used when the topic is an area deserving of both a quantitative and qualitative perspective (Creswell, 2003). For the scope of the study, risk perception is the primary focus. As risk perception is completely subjective, and is determined differently depending on the individual, a qualitative approach was first considered (Brewer and Lambert, 2001 from Tacca, 2011; Dickson and Dolnicair, 2004; Fluker, 2005). The qualitative approach provides insight into the lived experience of the individual and in this case the lived influence of the participant's national culture. However, the purpose of the project extends beyond a select number of individuals and therefore a quantitative approach has also been employed. It has been suggested that a quantitative approach is best applied if the question seeks to identify factors that influence outcome or to determine the utility of variables in question (Lowhorn, 2007). An additional purpose of this research is to provide useful insight for adventure tourism organizations which may begin reaching out to international markets or perhaps further develop/market their adventure tours to different nationalities. Together, the mixed method approach offers a well-rounded perspective of the larger scale findings in addition to achieving a deeper meaning of risk perception for participants (Creswell, 2003).

Further insight into the application of this methodology is explored throughout the chapter.

4.2.1 Adventure Tourism Activities

Eight adventure tourism activities were selected for the project: mountaineering, ocean surfing, rock climbing, whitewater kayaking, trekking, ice climbing, ocean kayaking, and ski touring. These activities were selected based on three overarching factors inherent within the scope of the study.

The study was carried out primarily at Thompson Rivers University in Kamloops, BC. As the majority of participants in the study were international students, it was important to select activities which the target population would be familiar with. All of these activities are offered at Thompson Rivers University through the adventure guide diploma program and many are additionally offered to participants of the university's AdventureU club which engages the student community in adventure tourism activities throughout British Columbia. By choosing activities which are consistently marketed and sold across the campus community, rather than a random selection of activities, the reliability of the study is strengthened considerably.

Second, the eight adventure tourism activities are offered on a commercial basis throughout western Canada and much of the adventure industry where conditions (such as economic and geographic) permit them. By selecting adventure activities which are not only common within the TRU community but growing more common in the entire industry itself, the familiarity and understanding for participants is once again reinforced.

Lastly, the activities selected all encompass various degrees of risk and hazards. As the study itself is actively seeking to understand the relationship between nationality and perceptions of risk, it is important that the participants are engaging with activities which not only have inherent risks, but also offer unique environments, hazards, decisions and skill sets to navigate these risks appropriately, whether commercially or recreationally.

4.2.2 Survey Design

Survey design and variables throughout have been implemented based on the proposed hypothesis and literature discussed. Additionally, questions have been adapted to the scope of the project and the mixed methods approach. Surveys were designed to be concise, taking approximately 10 minutes to complete. This was designed to keep the participants engaged and find the critical information for the study but not lose the respondent in a survey too long and tedious to complete, risking incomplete responses or lack of interest. Lastly, the surveys were incentivized by a draw to win a free camping trip, courtesy of the Thompson Rivers University AdventureU club (see Appendix A).

4.2.3 Interview Design

Prior to participation in the interviews, participants were instructed to sign a consent form. No interviews involved additional incentive beyond those accompanying the survey participation. Interviews were designed to further investigate the individual's perceptions of risk based on nationality. Interview questions were open-ended to give the participants room to freely discuss their experiences and perceptions of adventure tourism activities. The interview was conducted in two parts. First the interviewee was asked four questions all focused on the adventure experience described in the literature. These first part questions targeted interest/motivation, experiences, risk and the participants home environment (see Appendix B). The second part of the interview was conducted as a video exercise showcasing all eight activities in the study in action. These questions were asked in response to the video to further gauge the emotional response of participants when assessing the risk, thrills, nature and group setting which are associated with the adventure experience (Thompson Rivers University, 2017).

4.3 Data Collection

4.3.1 Sample

The sample selection for the study was primarily drawn from the Thompson Rivers University campus as this location was ideal for a large number of participants with a wide range of nationalities. There was a total of 192 participants in the study spanning 30 different countries. The breakdown of nationality, gender and age is presented in the figures below.

Sociodemographic Overview of Participants (N=192)			
	Gender	Percentage	Total Number
Male		47.4%	91
Female		52.6%	101
	Age		
18-21		20.3%	39
22-25		55.2%	106
26-29		13.0%	25
30-32		3.1%	6
33-35		0.5%	1
36+		7.8%	15

Figure 6, Sociodemographic Overview of Participants

Nationality of Participants (N=192)			
	Nationality	Percentage	Number
Canada		47.4%	91
India		22.4%	43
China		5.2%	10
Japan		2.6%	5
France		2.1%	4
Bangladesh		2.1%	4
Nigeria		1.5%	3
Kenya		1.5%	3
Russia		1%	2
Sri Lanka		1%	2
South Korea		1%	2
UAE		1%	2
Uganda		1%	2
South Africa		1%	2
Australia		1%	2
Hungary		0.5%	1
Sweden		0.5%	1
Germany		0.5%	1
Hungary		0.5%	1
Ukraine		0.5%	1
Pakistan		0.5%	1
Nepal		0.5%	1
Iran		0.5%	1
Philippines		0.5%	1
Jordan		0.5%	1
Zimbabwe		0.5%	1
United States		0.5%	1
Mexico		0.5%	1
El Salvador		0.5%	1
Panama		0.5%	1
Colombia		0.5%	1

Figure 7, Nationality of Participants

4.3.2 Survey Delivery

Surveys were delivered both online and in person, with roughly 50% of responses coming from each distribution channel. Surveys were administered over a period of two weeks from January 7, 2020 to January 21, 2020.

Hard copies were distributed both in and out of classes at TRU over the course of two weeks. Areas of high concentration and mingling such as coffee shops and common areas were targeted for random selection. TRU professors who teach within the Faculty of Adventure, Culinary Arts and Tourism and the School of Business and Economics were the source of distribution through TRU courses.

Online surveys were distributed over the course of two weeks primarily through TRU AdventureU club distribution channels including the club email list, Facebook and Instagram. In addition to these channels the researchers personal Facebook page was used.

4.3.3 Interview Delivery

Three interviews were conducted over the course of one week.

Three participants were selected based on their responses to survey questions #6 & #11-14, which categorized the participants by their demographics including gender, age, experience and cultural distance (how much the participant identifies with their national culture). This selection was done for the purpose of remaining consistent with the literature and hypothesis for the study. As the literature discusses, there are seven influencing factors which determine the individuals risk perception (Morgan et al. 1997 in Fluker, 2005; Slovic, 1990 in Dickson and Dolnicair, 2004). This filtering process allowed for greater accuracy and context within the interview process when determining the influence of nationality in risk perception and adventure tourism activities.

4.4 Data Analysis

This study has encompassed both quantitative and qualitative methods in a mixed methods strategy to approaching the research question. The chi square test, Kruskal Wallis test, and Mann Whitney test have all been applied as part of the quantitative analysis to determine if the null hypothesis may be rejected. A qualitative analysis will then be conducted to further support or refute the quantitative findings. This process of analysis will now be described in detail.

4.4.1 Chi square Test

A chi square test provides the ability to determine whether or not two groups are associated. If the calculated value of chi square is less than the table value at a certain level of significance (in this case 5% significance) for given degrees of freedom, it may be concluded that the null hypothesis cannot be rejected, which suggests that the two attributes are independent. However, if the calculated value of chi square is greater than its table value, the evidence suggests that the null hypothesis may be rejected suggesting a dependency between the two groups. Importantly, it must be noted that chi square is not a measure of the degree of relationship or the form of relationship between two groups but is simply a technique of judging the significance of such association or relationship between two groups (Kothari, 2004). The test will be used to evaluate whether a relationship exists between participants' nationality and desire to experience risk.

4.4.2 Kruskal Wallis Test

In this test, the data is ranked from low to high as if it constitutes a single sample. If there is no difference between the mean of the samples then the sampling distribution of H can be approximated with a chi square distribution. The null hypothesis can be rejected at a given level of significance (5%), if the H value calculated exceeds a threshold table value of chi-square (Kothari, 2004). This test has been applied to determine if there is difference in desire to experience risk between different demographic groups.

4.4.3 Mann Whitney Test

To apply the Mann Whitney test, the data must first be ranked in the same manner as the Kruskal Wallis test and then ranked according to the sample group. If there is no difference between the two groups, then the mean ranks assigned to the values of the two samples should be similar. Rejection of the null hypothesis that there is no difference between the two groups suggests that a difference between groups is more likely (Kothari, 2004). This test has been applied to confirm if there is a difference in desire to experience risk between two demographic groups.

4.4.4 Qualitative Approach

The integration of the qualitative data has been done via an inductive/deductive approach. While it has been discussed that qualitative data analysis has no firm structure which works for every experiment, many scholars have agreed on the inductive/deductive process (Patton, 2002). This analysis has been described as discovering patterns and themes out of the data observed, then creating meaning out of the patterns and themes discovered via contrast with the existing literature (Patton, 2002). This process has been applied to the interview analysis and will be contrasted with the quantitative findings and literature review.

For the hypothesis tested within the scope of this study, the mixed methods above have been used. The analysis of these respective hypothesis will be discussed in the next chapter.

Chapter 5: Analysis

5.1 Testing the Hypothesis

H_0 – There is no difference in desire to experience risk between Canadian and non-Canadian adventure tourism participants.

H_1 - There is a difference in desire to experience risk between Canadian and non-Canadian adventure tourism participants.

5.1.1 Quantitative Analysis

In determining the influence of nationality on perceptions of risk, a chi square test was run to determine if a significant relationship exists between different nationalities when determining participants desire to experience risk in adventure tourism activities. This was tested over two groups, one consisting of only Canadian participants, and the second consisting of only international participants. This distinction was determined by the participant themselves when asked question 14 on the survey "where are you from? (please specify which country)" (see Appendix A).

For the chi square test, the two groups responses were assessed from 1-4 (strongly disagree-strongly agree) when asked to rate their interest in experiencing risk during adventure activities (question #2 on survey). The chi square test revealed a dependence between participants' nationality and response to the question.

International and Domestic Participants Response to Q2 Factor "Experience Risk"			
Observed Values			
Desire to Experience Risk	International	Domestic	TOTAL
(Strongly Disagree)1	11	10	21
(Somewhat Disagree) 2	15	29	44
(Somewhat Agree) 3	46	41	87
(Strongly Agree) 4	27	10	37
Total	99	90	189

Figure 8, Observation of Responses

The figure below shows the chi square test results between international participants and domestic participants when asked to rate their interest in experiencing risk during the adventure tourism activities listed.

Chi Square Test Results			
Observed Values			
Desire to Experience Risk	International	Domestic	Total
(Strongly Disagree)1	11	10	21
(Somewhat Disagree) 2	15	29	44
(Somewhat Agree) 3	46	41	87
(Strongly Agree) 4	27	10	37
Total	99	90	189
Expected Values			
Desire to Experience Risk	International	Domestic	TOTAL
(Strongly Disagree)1	11	10	21
(Somewhat Disagree) 2	23.047619	20.952381	44
(Somewhat Agree) 3	45.5714286	41.4285714	87
(Strongly Agree) 4	19.3809524	17.6190476	37
Total	99	90	189
P=	**0.00673033		

Figure 9, Chi square Test Results

From the chi square test results presented, the test suggests that there is a relationship between nationality and desire for risk. What must be noted however is that this test has a number of assumptions made between the groups which are not accounted for. Many studies have described multiple factors such as gender, age, experience, media, and wealth as informing risk perception (Slovic, 1990 in Dickson and Dolnicair, 2004; Morgan et al. 1997 in Fluker, 2005), therefore further testing should be performed. For further analysis, a Kruskal Wallis test was conducted to further investigate these factors' influence on desire for risk in adventure activities.

The second test analyzed the factors of nationality and gender on risk perception in adventure tourism activities. This was done by conducting a Kruskal Wallis test. For this test, four

groupings were composed of nationalities tested (international, domestic) and gender (male, female). The four groups were categorized as international males, international females, domestic males, and domestic females. By this approach, the test was able to evaluate whether the survey data supported the hypothesis that there was no difference between how the four groups answered the question from the Likert scale provided. The table below illustrates the test results.

Kruskal Wallis Test Results				
Sample Groups	Total Participants (N=189)	Median Value	H Value	P Value
International Males	59	2.95		
International Females	40	2.86		
Domestic Males	32	2.65		
Domestic Females	58	2.51		
			7.4965	0.05765

Figure 10, Kruskal Wallis Test Results

This result suggests that there is no significant difference between how these 4 groups answered this question.

The final analysis was conducted using a Mann Whitney test, which can be used to determine if there is a significant difference in distribution between two groups (in this case international participants and domestic participants). The test revealed the two groups responded differently to this question, specifically that international participants rated "experiencing risk" as a higher value than that of the domestic participants in the study (International Median=2.9, Domestic Median=2.5). These results are presented below.

As a result of the three tests conducted, the evidence suggests that the participants' country of origin influences their desire to experience risk in adventure tourism activities.

Mann Whitney Test Results						
Sample Groups	Total Participants (N=189)	Mean of Ranks	Median Value	U Value	Z - Score	P Value
International Group	99	95	2.9	3455.5		
Domestic Group	90	83.89	2.5	5454.5		
					2.65975	**0.00391

Figure 11, Mann Whitney Test Results

5.1.2 Qualitative Analysis

As discussed in the interview design section, the format of the interview guide was left relatively open in order to allow the participants room to explore and discuss their own perceptions of the adventure tourism experience. As a result of this, some of the questions and answers were unique to each participant. However, the interview remained guided by the topic and is discussed in terms of the defined patterns or trends with relevance to the literature and hypothesis. The first part of the interview was designed to shed light on the participant's motivation to participate in adventure and role of risk in adventure activities. For the second part of the interview, each participant was then instructed to watch a short 1:20 video showcasing the eight activities of the study in practice (TRU Adventure Studies, 2018), and then answer the following questions in response.

These questions have been ordered and discussed by each participant's response. All participants study at Thompson Rivers University in Kamloops, BC, Canada. The first participant was from India studying in the second year of his MBA (Master of Business Administration) at TRU. Participant 1 was relatively new to adventure activities since coming to Kamloops in 2018. The second participant was from United Arab Emirates (UAE) studying in the fourth year of the computer science program at TRU. Participant 2 was also new to adventure since arriving to Kamloops in 2016. The last participant was a local from Kamloops studying in the third year of the geography program at TRU. Participant 3 had relatively average experience in adventure activities.

1. *Tell me how you became interested in adventure tourism? Why did these particular events mentioned spark your interest in adventure tourism?*

In responses to question one, all three participants described accessibility as an important factor for getting involved and interested in adventure tourism. This issue of accessibility seems to manifest itself in three main areas described by each of the participants as natural resources/geography, physical resources/equipment, and human resources/expertise. More specific to nationality or national culture and the influence on adventure tourism, each participant expressed different opinions of their relationship between these variables. Participant 1 discussed how the adventure culture and outdoor community present in Kamloops is much different than that in India. This difference between the two countries has in part influenced the engagement with adventure and the feeling of achievement experienced by participant 1 when developing their downhill skiing skills. Participant 2 discussed that growing up in the desert did not provide much of a culture for adventure in Abu Dhabi. The isolation from this culture influenced the participant to engage much further with the adventure through media and motivated the participant to explore adventure opportunities when the opportunity arrived. However, the participant also mentions that this upbringing resulted in further fear of some activities. Participant 3 held similar perspectives to both 1 and 2 with respect to accessibility and building interest through community. However, different from the first two participants, participant 3 was raised in a location where the culture for adventure was very much present and influential. According to the participant, this exposure to an outdoor community allowed for easier access to adventure activities.

Participant 1

"There was hiking and camping available in the area growing up. However, there was generally less interest for engaging with adventure in India. Going out with friends when young helped influence me to engage with adventure sports. Since coming to Kamloops, the resources and geography available has created more opportunity. The TRU AdventureU club is a very important resource, offering cheap prices, community and different adventure sports to try."

"Growing up in India there were usually two camping trips each year with the school. Mountains and lakes could be visited by hiking in the area and the school had a British influence, so the hiking was cool to see old sites. The hiking around old British artifacts added a cultural incentive to the participating in the experience. Since coming to Canada, the Canadian adventure culture has influenced me to participate more."

Interviewer: "Has incentive to participate changed since coming to Canada?"

"The incentive to participate starts as exploration, then moves to sense of achievement when you begin to repeat the process. For example, learning ski skills has provided me a great sense of accomplishment which is significant to someone from India, because we generally do not grow up skiing."

"The incentive starts with a curiosity for exploration and with more experience the sense of accomplishment increases as a reason to participate."

Participant 2

"In Abu Dhabi, the only adventure tours are things like desert safaris, but I made friends with people who were interested in adventure when I came to Kamloops. Watching media definitely helped inspire sense of adventure. There was a show called 'Yes Theory' which was about discomfort seekers who live life to the fullest and defy normal life doing things such as jumping out of helicopters."

"I engaged with 'Yes Theory' because of a more sheltered upbringing I had in Abu Dhabi but fear of the sports is also present in determining interest. For example, if I see a friend break a bone while snowboarding, I might not do the activity, or thinking about what parents would say if I hurt myself doing this activity."

Interviewer: Does fear motivate you or deter you from the activity?

"Fear stops me more than motivates me. However, I think my fear seems to be more perceived than real sometimes."

Participant 3

"Interest for adventure started in high school with friends who started climbing and hiking on weekends. The interest for me might fade after the activity until boredom hits and then either friends or recalling the experience brings you back to it. The knowledge I developed through doing this stuff in the community led to an opportunity to work at summer camp doing adventure stuff."

Interviewer: How did you get connected to adventure in the community?

"Through friends with greater experience inviting me out to try different adventure activities. Climbing, skiing, hiking, river boating and other Kamloops-based activities were the primary focus. Whatever was accessible was what determined the exposure for the most part depending on geography available and human/physical resources."

Interviewer: Why do you come back to adventure?

"I am not a huge adventurer myself, but it is a fun activity with a group of people. I like the social aspect of doing these activities more than other factors."

2. *Do you have any experience in Adventure Tourism? Tell me about these experiences.*

In responses to question two, all three participants provided further depth to their relationships with adventure tourism, and some responses began to address the role of risk within the adventure tourism experience.

Participant 1 discussed how their experiences and perceptions of adventure is likely different than others from Canada or those with greater experience. The participant then described how this perception created much more value out of activities such as hiking and downhill skiing in the snow because it was something new and exciting for the participant. More specific to risk, the participant then went on to discuss why downhill skiing was preferable to other adventure

tourism activities. The participant responded by first discussing the shift to greater rewards from the skill development and progression challenge before diving further into the root of this challenge and excitement which he ultimately reflected on as overcoming fear of the risk present in downhill skiing. Once again, these findings from participant 1 confirm some of the same ideas shared by previous studies (Fluker, 2005; Dickson and Dolnicair, 2004; Martin and Priest, 1986 in Priest and Gass, 2005; Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014; Ewert, 1985).

Interestingly, when participant 2 responded to the same question, the response differed from those of participant 1 and some of the literature which has been discussed. While the participant certainly reiterates an influence from their upbringing on the attitude and interest toward adventure, the incentive for participation is more consistent with nature than other themes. This same finding was found in Mason et al. (2016), however this study seemed to focus on more experienced individuals. Additionally, the participant reiterates how the challenge of hiking always resonates with memories of the experience but did not specify in detail on the role of this challenge throughout the experience.

When discussing memorable experiences, participant 3 discussed the commercial multi-day trekking experiences he had in the Nepalese Himalaya mountains, bouldering recreationally in India, and working commercially as a guide and facilitator at a summer camp offering adventure activities. With respect to motivation for adventuring, the participant mentioned the social value created out of these experiences which held the greatest value in adventure experiences. This confirms another motivation for adventure participation (Ewert, 1985; Kerr and Houge Mackenzie, 2012). However, Ewert's (1985) claims found that lower experience individuals were more likely socially motivated than more experienced adventurers. While participant 3 may not be seen as a well experienced adventurer by most standards, they are certainly beyond the discovery phases in adventure activities described (Martin and Priest, 1986 in Priest and Gass, 2005). Additionally, participant 3 discusses the notable differences between commercial participation, recreational participation, and commercial facilitation/guiding which helps confirming the differences as described by Fluker (2005).

Participant 1

"I think my interpretation of adventure is different than others based on my level of experience. My most memorable experience would be a winter hike near Kamloops when I saw snow for the first time and reached the summit of the small mountain. I also find great excitement in downhill skiing because it is not something many people in India get to experience. I have tried cross country skiing and I am not as interested in it because it seems less exciting."

Interviewer: Why is downhill more exciting?

"There is a challenge presented and it gets more enjoyable with time and increased skill development. There is also a sense of accomplishment after repeated visits when you see improvement."

Interviewer: Can you elaborate on speed and excitement? How does that feel in the experience?

"There is a sense of fear and risk present in downhill skiing. Overcoming the fear of speed and finding control is where the challenge lies and what I enjoy in the experience."

Interviewer: Fear is vital part of the experience?

"Yes definitely."

Participant 2

"Out of all my experiences, kayaking and hiking trips resonate with me the most. What is most memorable is the challenge of getting to the top of the mountain. The view is always the great reward at the summit. I would say the thrill and nature are top incentives to participate and have remained constant as a motivation to participate. Back home these chances never existed so I hope to take advantage of that opportunity as much as possible."

Participant 3

"My most memorable adventure experiences happened in Nepal. I spent some time there multi-day trekking through the Himalayas. I also spent some time bouldering, which is similar to rock climbing, on the same trip while in India with a group of friends. Additionally, summer camp work has been very rewarding."

Interviewer: Are the motivations and expectations in these different experiences similar?

"On a commercial basis the expectation is higher to create more value out of transaction. It is hard to pinpoint the added value of commercial adventure, but it still offers social value and excitement. On a recreational basis the environment is much more relaxed due to a lack of financial commitment. Climbing and bouldering is always exciting and taking greater risk is optional on a non-professional basis. When guiding or facilitating you bear much more responsibility/liability and the purpose is different than experiencing the adventure as a participant."

3. *How much does risk influence your willingness to participate and your experience? Where do you draw the line and why? What do you think has shaped this decision-making process for you?*

The third question targeted risk. Each of the three participants described the role of risk for them in adventure tourism activities and the ways they manage it. While all three participants agreed that the risk assessment process is shaped by life experience and self-reflection of one's competency, the role that risk played was differentiated. The first participant noted two sides of risk, that it is initially perceived as danger but may serve a positive influence in adventure tourism. The participant then goes on to describe the approach to risk taking as an ongoing cost/benefit analysis. According to participant 1, it is depending on the stage of life and what you have to lose that will determine the value of risk taking in adventure activities. This claim supports the influence of personality as a determinant of risk perception (Morgan et al. 1997 in

Fluker, 2005). However, it may be argued that what one determines as a value worth risking may be determined by culture (Kluckhohn and Strodtbeck 1961 in Hills, 2002).

When asked the same question, participant 2 shared much more of a mitigation approach to risk in adventure tourism activities. The participant's response centered around an awareness of human factors such as ego and group size which the participant associated with risk level present in the activity. When asked about the commercially guided setting, the participant remained consistent that risk level would not necessarily change because the participant trusted intuition over other factors such as knowledge. This response challenges the notion that the approach to commercial adventure tourism changes from a recreational basis (Fluker, 2005).

Participant 3 shared similar thoughts about the role of risk with that of participant 1 in that the risk is what in many ways offers the thrills associated with the activity itself which may serve as a motivation to participate. However, when asked about the commercial basis of adventure and how things change from a recreational basis, the participant reiterated that the guide offers a sense of security and ease which helps the participant contend with the activity more easily than a self-guided approach might.

Participant 1

"My first thought on risk is danger. Although I feel that there is positivity in risk, and it can serve as a motivation. I have a calculated approach to assessing risk. Have others done it? Is there any difference between others and me? If not, I can try it. Building up the competency needed leads to greater comfort in taking more risk."

"There is also a personal evaluation on your stage of life. What are you risking for this experience? This may be family, income, personal injury etc. The cost/benefit has to pay off."

"The assessment is shaped by life experiences from the time you are a kid. Remaining reflective of your own experiences allows you to grow and make better decisions regarding risk."

Participant 2

"Risk tolerance decreases with more people. If there is professionalism and sound decision making, then the risk becomes much more acceptable."

Interviewer: If a commercial setting is applied is the risk tolerance different?

"Still the same process, the risk may decrease but I am very reliant on intuition. Does it feel right or not."

"My assessment process has been shaped by watching peers' experiences and judging my own competency/experience. Being self-aware of ego, the group and other factors influence my risk tolerance."

Participant 3

"Risk is important to think about when making decisions because so much of the risk must be accepted in order to participate with some of these activities. Knowledge is available through guides and I am willing to try almost anything if I am there with a guide and I am aware of the risks. Risk is what offers the thrill to the experience."

Interviewer: Does risk ever serve as an incentive?

"Yes. Since something could happen it creates a challenge and thrill associated to the actions of the activity. While I am not a super risky person, I know the importance of that risk to the activity."

Interviewer: How does commercial guidance influence your risk tolerance?

"Guidance offers more security and ease with the decision making of the activity. However, I do think that risk tolerance does increase with guidance."

"My risk assessment is shaped by my experiences around adventure tourism and personal competency."

4. *Where is home for you? How has your home influenced your relationship with Adventure Tourism?*

When asked about the role of their homes in the relationship with adventure tourism, themes of 'adventure culture' presence (meaning societal norm to participate in adventure tourism activities) or lack thereof, and its impact were constant amongst all three participants. Perhaps the biggest differences arose with respect to family relationships and this influence on perceptions of adventure. Participant 1 began discussing how their experiences growing up were far removed from that of most of the Indian population. This was due to a much more individualist approach from the participant's family than most of India which has a collectivist nature, according to the interviewee. This individualist approach allowed the participant to experience adventure easily without approval from family.

This experience is different than that of participant 2. The second participant discussed the role of family and place as isolating from experiencing adventure tourism. The participant mentions how the awareness about adventure tourism was present through different media sources growing up, however due to lack of adventure available and family perceptions of the activities, he was not able to participate in adventure activities. When asked about this family culture, the participant perceived it as stemming from a mix of both Indian heritage and UAE culture. In addition to the perceived cultural barriers, the participant also made note of age as a possibility for being withheld from adventurous opportunities.

Participant 3 reiterated an outdoor culture rooted in the community of Kamloops. The participant described how this culture created an expectation or norm to participate in adventure tourism related activities around the community.

Participant 1

"Tamil Nadu, India is my home. India culture is collectivist and opposite to North America. Indian families generally live together and support one another throughout their entire lives; however, my upbringing was much different. I was at boarding school since I was eight years old and only saw my parents in the summer. After school I went abroad for my bachelors and then continued here to Kamloops for the MBA. I think that my individualist style upbringing allowed me to be more independent with my decisions to engage with adventure."

"My expectation is that had I not had the experiences through school and instead stayed with my family I would not have had the same outdoor experiences at a young age and therefore might not have had the same relationship with adventure."

Participant 2

"I am from Abu Dhabi but my parents are from India. Abu Dhabi is strange to say home due to the permanent residency requirements, which mean I can no longer hold residency without committing to study there. Since coming to Canada, I have done much more adventuring. Although my awareness of adventure was present when growing up, the knowledge and resources required have only been present since coming to Canada. Isolation from camping trips and other things have incentivized me to engage with adventure when the opportunity arose."

"Parental influence has also served as a deterrent from adventure, I think the fear aspect comes from them. I actually went skydiving in BC but I cannot tell my parents or they would freak out."

Interviewer: Does the family influence resemble UAE or India culture?

"A mix of both I think. Due to the minimal amount of adventure present in the area growing up it didn't give way for those conversations as easy as other places might. Age difference could influence this as well. The younger generation seems to engage with adventure much more than the older population."

Interviewer: But the fear and thrill and risk all remain part of the adventure experience for you?

"For me, yes."

Participant 3

"Kamloops offers lots of adventure tourism in the immediate area. Outdoor activities are very central to the Kamloops culture and certainly influence your upbringing as they become the norm amongst the community."

INTERVIEWER PLAYS VIDEO FROM 0:20 – 2:00

(TRU, 2017)

5. *Did the activities portrayed in the video match your expectations?*

In responses to question five, all three participants described a familiarity with most of the adventure tourism activities portrayed.

Participant 1

"Yeah. They all looked local and I have seen all these before, but I have not done all of them yet."

Participant 2

"Oh yeah, mountaineering looked as expected with the ropes and snow gear. The whitewater kayaking was faster than I had expected though."

Participant 3

"Pretty much yeah, I've had exposure to all of them except ice climbing. So, I haven't done all of them, but I have seen them being done, with the exception of ice climbing."

6. What emotions did you feel during the video? Why? Were there any moments in particular that resonate with you? Why?

In responses to question six, all three participants provided further depth to their relationships with adventure tourism, with each response giving an interesting and unique take on the participants perceptions with various adventure tourism activities described.

Interestingly, participant 1 went on to describe their interest in surfing particularly and the perceptions that they carry about the adventure sport. Participant 1 described how they perceive the risks of sharks and wildlife to be a great concern and inherent in the sport of surfing. Upon further probing to the root of this perception, participant 1 described media and inexperience as two critical factors framing this perception, further supporting the literature (Morgan et al. 1997 in Fluker, 2005; Slovic, 1990 in Dickson and Dolnicair, 2004). Further describing the role of nationality in this perception, participant 1 described India as a place without surfing and therefore nowhere to understand surfing on any level beyond what is available through media.

Participant 2 shared similar ideas of experience and exposure when discussing their perceptions of various adventure activities. Most notably, when participant 2 made mention of mountaineering as seen in the video, the participant described the activity as seemingly "annoying" due to their experiences or lack thereof with snow and snow related adventure tourism activities, suggesting a correlation to geography as another influential factor in perceptions.

Participant 3 discussed both surfing and ice climbing but shared very different perceptions of both as stemming from experience, exposure, and media, similar ideas shared by the other participants. When describing surfing, which participant 3 has some experience doing, feelings of excitement were felt during the video due to recollections of the participant's own experiences. However, when the participant discussed ice climbing, which the participant has never seen done or experienced first-hand, it was feelings of fear which were invoked rather than excitement as felt in the former. This relationship between experience and exposure as seen from all the participants seems to confirm the findings of Martin and Priest (1986) as mentioned in the literature.

Participant 1

"It looked like my bucket list video. I would like to try all of these."

"I have been researching lots about the ocean recently because I am hoping to try surfing this summer, so I was looking up shark attacks and such."

Interviewer: You associate sharks and surfing?

"Yeah. I have seen this in movies, and I don't know any surfers so I thought I should research. The research I saw showed sharks off California so I thought it might be possible in Canada. "

"In other sports, you have much more control, but in surfing it is possible for a wild animal to attack you. For this reason, I think surfing is the highest risk of all the activities."

Interviewer: Where is this perception formed from? Why do you think surfing is high risk?

"Most of these sports are not done in India. Trekking and camping might be done but the others not as much. I have never seen anyone surfing. So, between lack of exposure and media this has become a fear."

Interviewer: Is that a common perception in India?

"Well, there are so many movies about sharks attacking people, and all I knew about North America before coming here was from the movies."

Participant 2

"Ice climbing stood out because it looks dangerous. Trekking resonated because I have done it the most."

"Mountaineering would annoy me I think. Seeing as I am not used to having snow, I know getting it everywhere in your gloves and such would suck."

Participant 3

"All of them get me stoked and look like fun, except I am not sure about ice climbing because I haven't done it"

"Take surfing for example, its super challenging when you are learning, but if you get up once you won the day. So, recalling the feelings of these activities triggers that excitement or emotion for me."

"When seeing the ice climbing, I could feel a sense of fear. But obviously I haven't done it and other people do it regularly and are fine. So, I think that is a result of my inexperience to it."

7. *After watching the video, which activities attract you the most/least? Why?*

When describing which activities looked the most attractive as opposed to the least, each participant offered different perspectives on how they determined their respective responses.

Participant 1 described their interest in various activities as a result of scarcity/accessibility associated with the adventure tourism activity. Participant 1 describes themselves as existing in the exploration realm of adventure, where the primary incentive exists in trying new things above other sources of value in adventure tourism. This phase has once again been described throughout the adventure experience paradigm (Martin and Priest, 1986 in Priest and Gass, 2005). The participant describes this explorer mentality as the incentive to engage with what is not easily accessible over what is. The most attractive were both white water kayaking and ocean kayaking, with ice climbing close behind.

Participant 2 described the sports which offered more instant gratification such as thrill and excitement as opposed to those which are slower and more long term oriented. This was suggested from the most attractive activities being white water kayaking and rock climbing, whereas the least attractive were ice climbing and mountaineering which the participant described as "tiring and cumbersome".

Participant 3 suggested that the interest in participation has a direct correlation with experience. This was described by the participants activity value placed on competency rather than other aspects such as exploration which was described by the first participant. This competency value suggested by participant 3 also confirms the literature discussed that incentive to participate may change as a result of competency (Csikszentmihalyi, 1975 in Csikszentmihalyi, 2014; Ewert, 1985).

Participant 1

"Kayaking on both river and ocean, and perhaps ice climbing would be cool because I have never seen an ice cave or things like that in person."

Interviewer: How does experience in an activity relate to your motivation to participate in an activity?

"I am mainly motivated by exploration. Since I have accomplished so much in skiing, I am getting more interest in learning new things. That does not decrease my interest in skiing, but it does increase my interest in others."

Interviewer: Does the exploration aspect take priority over the challenge with the activity?

"For me I think so. If you know you won't have the ability to go repeatedly then you may as well try new things rather than the same."

"I think a lot of things influence this though. It comes down to opportunity. For surfing, I will only have few opportunities because I don't live near the ocean. However, I do live near a ski hill so I know the possibility of skiing will exist while here."

Participant 2

"The least attractive would have to be ice climbing and mountaineering. They just look tiring and cumbersome."

"I think the most attractive would be, white water kayaking and rock climbing, for the quick thrill and excitement factor."

Participant 3

"Mostly surfing, climbing, trekking, and mountaineering. I have done these the most and have really connected with the activities., whereas the others I have less experience, so I don't connect with them as much. It's not that I wouldn't be interested in them, but I have much easier accessibility and competency in the ones I listed."

Interviewer: On that note, do you think that competency creates value?

"Yeah definitely. For example, in rock climbing if I view it with no experience it just looks like someone climbing a wall but if I have done it then I can understand and resonate with the challenges of certain routes or moves."

Interviewer: Does that competency value still exist on a commercial basis?

"Yeah. There is always value in going back to adventure, however that is."

8. *After watching the video, which activities appear the most/least risky?'*

When discussing the which adventure activities appeared to be risky or not, each participant offered similarity and contrast in their response. This was most evident in the sport of surfing which participant 1 deemed as perhaps the riskiest of the eight, whereas participant 3 deemed it as perhaps the least risky. From the three participants, it is clear that this perception of risk bears a significant relationship to experience based on the responses. This further validates the legitimacy of past studies discussed (Ewert, 1985; Martin and Priest, 1986 in Priest and Gass, 2005; Fluker, 2005; Mason et al. 2016; Robinson, 1992).

Participant 1

"Surfing and Mountaineering are the riskiest, I guess trekking is the least."

Participant 2

"Whitewater kayaking and ice climbing would be the riskiest. As for least risky, I think rock climbing and trekking. Most treks are done on more common routes, so you know people have been there."

Participant 3

"Ice climbing would be the riskiest. Least would be trekking or maybe surfing based on my experiences."

Chapter 6: Limitations

There are limitations to the research.

The first major limitation to the study was the sample size. From the methodology section it is clear that the sample size was limited due to the timeline and environment with which the research was conducted, therefore influencing test possibilities as well. From the literature discussed, seven factors influencing risk perception are evident: gender, age, experience, media, personality, wealth and lastly culture. As culture was the prime variable in question for the study, it is important that the tests can appropriately be conducted without influence from the other variables which notably effect risk perception. The Kruskal Wallis tests conducted were implemented for this specific purpose, which in this case, tested the relationship between gender and nationality. However, once again, due to limited numbers with the sample size, the same tests could not be conducted accurately to account for the other factors mentioned.

To better illustrate, of the sample surveyed, approximately 75% of participants consisted of individuals under the age of 25 and only 11% over the age of 30. As a result of this young demographic of participants, the results may not be representative of all ages. Additionally, the majority of international participants surveyed were international expatriates/students. Once again, this demographic of participants may not be representative of those who remain within their respective country of origin. As international expatriates/students are predisposed to many types of risk within their journey abroad, there may be a separation in risk tolerance between individuals in their home country, and those having already travelled abroad. These challenges presented to the research are discussed further in chapter 8 regarding recommendations and opportunity for further research.

The second major limitation to the study was the degree to which activity perception is uninformed. For the majority of the study (with the exception of the video exercise), the research does not inform the subject on the activities in question. Rather, the study jumps to interpreting perceptions of the participant and the reasoning behind perceptions, primarily, risk perception. This leaves experience factors as greatly influential rather than controlled to better isolate for the cultural variable. As a result of this, the potential implications of the study are limited.

Lastly, the study assumed cultural influence was determined by the participants nationality. In the fast paced global world which adventure tourism now operates within, culture is not limited to one's nationality. This cultural measurement may be misrepresentative of adventure tourism participants and the participant's own culture influencing their risk perceptions.

Chapter 7: Conclusions

The research question sought to further understand how nationality influences perceptions of risk in adventure tourism activities. Throughout the study, this question was investigated via a mixed method approach involving both quantitative and qualitative analysis.

The quantitative analysis was conducted via the testing of the hypothesis "the participants country of origin will impact their motivation to experience risk in adventure tourism activities". This hypothesis was tested via three quantitative tests which rejected the null hypothesis that the participants country of origin will not have an impact their motivation to experience risk in adventure tourism activities. The study found that of both the international and domestic participants surveyed, there was a significant difference under 5% between each groups motivation to experience risk. Both groups rated the value of experiencing risk from 1-4 where 1=strongly disagree and 4=strongly agree. The finding was that the international group median value of 2.9, was significantly greater than domestic group median value of 2.5 when asked to value "experience risk" as a motivation to participate. This suggests that international participants may have a higher motivation to experience risk than that of domestic participants in adventure tourism activities.

To further validate the findings, this study applied a qualitative approach to the research question. These findings were compared to the qualitative interviews conducted with three individuals of different nationalities.

Interviews were conducted with three different participants from three different countries, India, United Arab Emirates, and Canada. All three participants were selected based on similar demographics and experience to best investigate the cultural influence on each individual's perception. The interviews found consistency and challenges to some of the literature discussed but could not draw any major conclusions with respect to the hypothesis. However, differences were observed with respect to perceptions of risk and adventure between the participant's interviewed. This was most notable in the sport of ocean surfing which the participants from India and Canada shared greatly different views on regarding risk perception. When asked about their motivation to experience risk in adventure tourism activities, none of the participants

showed attraction to risk itself but did accept the value of risk in adventure activities. While all the participants shared the value of risk in adventure activities, this was not the primary factor influencing their participation. Furthermore, the qualitative data observed there is a clear relationship between culture and the participants relationship to adventure tourism. This relationship was suggested by all three participants when asked about interest, experience, risk and their nationality in the context of adventure. However, while it may be suggested that the relationship between culture and adventure exists, it cannot be concluded as to how exactly culture influences the perceptions of adventure and risk, as responses varied from participant to participant. Additionally, there appears to be a great correlation between participants' experience and risk perception, which was accounted for but had limited analysis due to the nature of the study.

From a mixed methods interpretation it may be suggested that there is a higher value of motivation placed on risk by international participants than that of domestic participants. However, the study also suggests that risk may not serve as the primary motivation for either international or domestic participants. This further supports the findings from Weber (2001), Mason et al. (2014), and Kerr and Houge Mackenzie, (2012) which found that factors such as nature, socializing, and personal challenge may exist as the primary motivation for participation, all of which were mentioned as motives from participants within this study. Lastly, there is a clear discrepancy between nationality and the culture associated with the participant. The nature of the participants culture is clearly influential, further supporting the literature discussed by Morgan et al. (1997), but the development of this influence is not limited to nationality of the participant. This confirms criticism and limitations noted within the study by Kim et al. (2016) which measured risk perception via a national measurement.

To interpret the findings from these relationships between culture, risk and adventure further, more research is required.

I recommend that future research be conducted on this topic before any in depth recommendations can be appropriately implemented. These recommendations are discussed further in the following chapter.

Chapter 8: Recommendations & Further Research

8.1 Recommendations

From the conclusions of the study it is clear that culture is influential in participants' perceptions of risk surrounding adventure tourism activities. More specifically, there is a greater motivation to experience risk amongst international participants over domestic participants. Considering these findings from the study, adventure tourism businesses operating with both international and domestic markets should evaluate marketing strategies differently between the two groups. By successfully implementing an approach which considers differences in motivation between the two groups, businesses may achieve growth into the global market.

As to how this recommendation can be implemented requires further research.

8.2 Further Research

Future research should consider further analysis of the relationship between culture and other influential variables in the formation of individual risk perception. While this analysis has been conducted between nationality and gender for the purposes of this study, there seems to be great influence placed onto the variable of experience. Based on the sample taken, this study is also unable to determine the applicability of the study to older demographics which may be influential in the relationship between nationality and risk perception.

Another area of recommended research would be further defining cultural influence in the context of adventure. It is evident that this remains influential in perceptions of adventure/risk, but as to how and why remains an area worth exploring.

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APPENDICES

Appendix A: Survey

1. What Adventure Tours are you interested in participating? (Select all which apply)

☐	Ski Touring
☐	Ocean Surfing
☐	Whitewater Kayaking
☐	Rock Climbing
☐	Ice Climbing
☐	Trekking
☐	Sea Kayaking
☐	Mountaineering
☐	Other (Please specify activity)

2. What about these adventures interests you? Please rate each box from 1-4 based on the following definitions & level influence in your decision to participate.

1(Strongly Disagree), 2 (Somewhat Disagree), 3 (Somewhat Agree), 4 (Strongly Agree)

	Personal Challenge
	Experience Risk
	Time in Nature
	Social Status
	Wildlife Viewing
	Quality Time
	Learning Opportunity
	Physical Exercise
	Other (please specify interest & influence level)

3. What type of experience would you expect from these tours? Please rate each box from 1-4 based on the following definitions & level influence in your expectations.

1(Strongly Disagree), 2 (Somewhat Disagree), 3 (Somewhat Agree), 4 (Strongly Agree)

	There will be some danger present
	I will make new friends
	There will be a degree of uncertainty
	The experience will match my skill level
	My guide will be experienced
	It will be safe
	Our group will work as a team
	I will play an active role
	I may get hurt
	Other (please specify expectation & influence level)

4. How much risk do you associate with the following adventure activities? Please rate each box from 1-4 based on the level of risk expected.

1(No risk), 2 (Low Risk), 3 (Medium Risk), 4 (High Risk)

	Ski Touring
	Ocean Surfing
	Whitewater Kayaking
	Rock Climbing
	Ice Climbing
	Trekking
	Ocean Kayaking
	Mountaineering
	Other (please specify activity & risk level)

5. How long have you been aware of these adventure tours? (Please check one box for each activity)

☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Ski Touring
☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Ocean Surfing
☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Whitewater Kayaking
☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Rock Climbing
☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Ice Climbing
☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Trekking
☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Ocean Kayaking
☐ First I am learning of it ☐ Less than 1 year ☐ 1-3 years ☐ 4-5 years ☐ 5-10 years ☐ More than 10 years	Mountaineering

6. Have you participated in any of these adventure tours before? (If yes, please check box)

☐	Ski Touring
☐	Ocean Surfing
☐	Whitewater Kayaking
☐	Rock Climbing
☐	Ice Climbing
☐	Trekking
☐	Sea Kayaking
☐	Mountaineering
☐	Other (please specify activity)

7. If you have participated in any of the above adventure tours, why did you? If you haven't participated in any, please move to next question.

8. If you've never experienced any of the above adventure tours, why not? If you have experienced all the above tours, please move to next question.

9. If you have done some of the above adventure tours but not all, why haven't you participated in those remaining?

10. Have you participated in any of these activities more than once? If yes, why did you go back? If no, please move to next question.

11. Do you currently identify with your home country culture? (Home Country Culture: attitudes, behaviors and values exhibited by your country of origin.)

1 (Strongly Disagree), 2 (Somewhat Disagree), 3 (Somewhat Agree), 4 (Strongly Agree)

☐ 1   ☐ 2   ☐ 3   ☐ 4

12. What is your age?

☐ 18-21 ☐ 22-25 ☐ 26-29

☐ 30-32 ☐ 33-35 ☐ 36+

13. What is your gender?

☐ Male ☐ Female ☐ Other

14. Where are you from? Please specify which country.

15. What is your occupation/what do you study?

☐ Arts ☐ Sciences ☐ Tourism ☐ Business ☐ Law ☐ Nursing

☐ Other (Please Specify)

Please leave your email for contact regarding prize winner & further involvement in research.

THANK YOU!

Appendix B: Interview Guide

INTERVIEW

3 individual interviews.

Total Duration 30 mins

Question List (Targeting Motivations, Expectations, Experience, Cognition & Perception)

My name is Trevor Jones & I am a fourth-year student/Adventure Tourism Guide. I work as a guide in both the sport of sea/ocean kayaking and backcountry skiing. I have participated commercially in all of the sports listed in this study. I am originally from Edmonton, AB, Can.

Brief introduction from interviewee…

You consent to being recorded and participating in the study.

1. Tell me how you became interested in Adventure Tourism? Why did these particular events mentioned spark your interest in Adventure Tourism?

2. Do you have any experience in Adventure Tourism? Tell me about these experiences.

3. How much does risk influence your willingness to participate and your experience? Where do you draw the line and why? What do you think has shaped this decision-making process for you?

4. Where is home for you? How has your home influenced your relationship with Adventure Tourism?

PLAY VIDEO FROM 0:21 TO 2:02 https://youtu.be/bYOutBb7fZE

5. Did the activities portrayed in the video match your expectations?

6. Take me through your emotions during the video (Scared, Anxious, Excited, Nervous, Engaged, etc.). What emotions did you feel during the video? Why? Were there any moments in particular that resonate with you? Why?

7. After watching the video, which activities attract you the most/least? Why?

8. After watching the video, which activities appear the most/least risky?