

RISK AS A MOTIVATION FOR ADVENTURE TOURIST

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Abstract. Adventure activities are commonly associated with risky activities. The affiliation between adventure tourism and risk has made adventure tourism experience distinct from other tourism subset. Therefore risk plays a role as motivation factor for adventure tourists' to participate in adventure activities. However, different study mentioned that adventure tourist's unwillingness to be the subject of actual risk also provide a different view on risk role in adventure tourism. This research aims to investigate the role of risk for adventure tourists' motivation to engage with adventure tourism. This study uses quantitative research methods to achieve its aim. The data was gathered using a self-completion questionnaire, which targeted adventure tourists through the internet. This questionnaire was posted to several adventure-affiliated groups found in social network for foreseeable time and able to get reasonable amount of responds from intended target. The findings confirm that risk affiliation with adventure tourism activities exists through tourism perspective. The findings also confirm that risk is part of tourists' motivation to take part in adventure, hence describe role of risk in adventure activities

Keywords: *adventure, adventure tourists, risks, tourism.*

INTRODUCTION

In these past decades tourism industries expansion has acknowledged as one of the largest economic sectors in the world (UNWTO, 2013). Growing tourism market has helped to open an opportunity to many tourism subsets. One of them is adventure tourism. Furthermore, adventure tourism has grown significantly in the last few years (Williams and Soutar, 2009). Nowadays, an adventure tourism industry has been valued as a multi-million industry (ATTA, 2009). This industry is also predicted to continue its growth in the following years.

Adventure tourism activities known to provide a unique experience for adventure tourists (Beedie, 2003). In relation to this statement, Paul Beedie (2003) describes that remote places with diverse type of natural features such as mountain, lakes, ocean, jungles, dessert islands and others potentially offer enhance experience that rare to get in more "civilise" tourism destination. He also adds that any potential of personal harms produced by the settings of the activities such as bad weather and wilderness generates an excitement in the context of challenge and adventure. According to the explanation above, it is fair to suggest that adventure tourists are willing to face uncertainty and take risk to get their desirable tourism experience (Swarbrooke et al, 2003). However, critically Cater (2005) mentions that participants on adventure tours commonly want to experience thrill and even fear, but don't want to be subject of actual risk. These contradictive arguments give another perspective on risk as attraction for adventure tourists.

Moreover, it has been well documented that safety and security issues that come from

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tourism destination and activities has influenced tourists' purchasing decision (Cooper et al, 2008). However, adventure tourists' believed to accept some degree of risk or even attracted to this element. Based on both statements above, risk could be a deciding factor for adventure tourists purchasing decision. Thus, risk is considered a problematic issue in adventure tourism industry, as it can be either catalyst or obstruction for adventure tourists in choosing their tourism activities.

Thus, this research aims to investigate the role of risk for adventure tourists' motivation to engage with adventure tourism. Furthermore, a few objectives are set on this research to fulfil this aim, which are:

1. To describe the nature of adventure tourism;
2. To identify adventure tourism and adventure tourists typologies;
3. To investigate the role of risk in adventure tourism;
4. To investigate adventure tourists' perspective on risk as a motivation.

LITERATURE REVIEW

Adventure tourism concept comes from the concept of sport tourism. In many literature sport related tourism concept rooted from the discussion of serious leisure. Hence, the literature review will include some discussion on adventure tourism terminology to provide a better understanding of adventure tourism. This discussion will be followed on reviewing adventure tourism association with risk.

Adventure Tourism Terminology

Adventure tourism term come from the development of sport tourism term. In order to deeply understand about adventure tourism, sport tourism term have to be discussed first. Furthermore, tourism originally comes from the manifestation of people's activities in their leisure time that require travelling in the process (Gibson, 2006). Leisure can be define as range of individual's time that is not directly dedicated to work, or work related responsibilities or to other obligated forms of maintenance a self-care (McClean et al, 2008).

Leisure closely associated with freedom and choice of desired activities. It is also customarily used in variety of ways, but principally to fulfil individual's personal needs for relaxation, enjoyment and personal development (Gallan et al, 2013). While it usually involves some form of inclusion in voluntary chosen activity, it may also regard as self-fulfilment or even spiritual experience (Gibson, 2006). Despite its close association with 'not doing anything', leisure for some people may means doing some serious activities to fulfil their self-achievement. This kind of leisure fulfillment is conceptually known as serious leisure.

a. Serious Leisure

Serious leisure can be determined as "the systematic pursuit of an amateur, hobbyist, or volunteer core activity that people find so substantial, interesting, and fulfilling that, in the typical case, they launch themselves on a (leisure) career centered on acquiring and expressing a combination of its special skills, knowledge and experience" (Stebbins, 2007 in Gallant et al, 2013 p.92). In his definition of serious leisure, Stebbins mentions about skill, experience and knowledge acquiring in serious leisure process, which describes heavy engagement between participants and serious leisure activities (Gallant et al, 2013). In addition, Stebbin also mention 6 quality that participants could gain from serious leisure experience, which are: the occasional need to persevere in the activity to overcome

difficulties; the tendency for individuals to create a career of their activities; a significant personal effort which leads to the development of special knowledge, training, or skill; the attainment of some long-lasting benefits; and the formation of a strong Identity with the activity; and a unique ethos that grows around the activity and leads to the development of a special social world. (Stebbin 1982, 1992, 1999 in Barbieri and Sotomayor, 2013). These qualities distinguish serious leisure from casual leisure. Some of the benefits from serious leisure as mention above including recognition in special social world regards as the motivation for participants to commit in serious leisure. The common serious leisure activities is sport. Serious leisure regards as the fundamental term of sport tourism conceptualisation (Gibson, 2006).

b. Sport Tourism

Sport tourism as proposed by Gibson defined as “leisure-based travel that takes individual temporarily outside of their home communities to participate in physical activities (Active Sport Tourism), to watch physical activities (event sport tourism), or to venerate attractions associated with physical activities (nostalgia sport tourism)” (Gibson and Fairley, 2011). The definition purposed by Gibson viewed as the most comprehensive one. In his definition there are three activities that are included in the category of sport tourism activities, there are active sport tourism, event sport tourism, and nostalgia sport tourism. In active sport tourism, tourists travel to participate in sporting activities like participating in Marathon. While, in the event sport tourism, tourist travels to attend sporting event. Nostalgia sport tourism is associated with traveling to live up nostalgic moment in sport, in instance, visiting a sport museum. Furthermore, in its development active sport tourism is segmented by specific sport activities. One of them is adventure tourism.

c. Adventure Tourism Definition

Adventure tourism regards as one subset of active sport tourism. As explained before sport tourism is related with tourist participation in sport activities. In Higham (2005) conceptualisation of sport, he proposed 4 key elements of sport, there are:

1. Sport related to physical activities;
2. Sports are competitive;
3. Sports are institutionalised through such a things as the imposition of rules;
4. Sports are pursued for internal and external rewards; (Higham, 2005)

Although “rules” are regarded as one of the key elements of sport, in many cases of recreational sport, it is not unusual for rule to be modified, or perhaps rewritten over time, modifying existing sport or even giving rise to some new sports in some instances. As a result participation in less regulated and less organised individual sport has become a prominent trend (Higham, 2005). Renowned example of this ‘hybrid’ type of sports include skateboarding, mountain boarding, kite-surfing and ultimate Frisbee. Looking from its activities example, this type of sport is similar if not same as adventure activities, which proves adventure tourism close relation to sport tourism.

Adventure broadly known, as activities that involve challenging a certain amount of discomfort and anxiety, where scared, exhausted and thoroughly tested feelings are sometimes part of its experience (Swarbrooke et al, 2003). Generally, there is an expectation and acceptance adventure might involve a certain level of adversity and unpleasantness. However, if an experience to be regarded as adventure, there has to be a chance that activity can be completed. Therefore, the concept of adventure is closely related to individual mentality, and psychology. So, adventure regards as a subjective and unique feeling to each

individual, hence individual's perception on the situation and themselves will determine the level of adventurous experience for each individual.

Furthermore, Referring to the nature of adventure, adventure travel defines "as any activity trip close to nature that is undertaken by someone who departs from known surroundings to encounter unfamiliar places and people, with the purpose of exploration, study, business, communication, recreation, sport, or sightseeing and tourism". (Addison, 1999 in Swarbrooke et al, 2003). In addition, according to Buckley (2006), adventure tourism distinction from other tourism activities is its nature of activities. He states "adventure tourism principal attraction is an outdoor activity that relies on features of the natural terrain, generally requires specialized sporting or similar equipment, and is exciting for the tours client" (Buckley, 2006). However, according to Paul Beedie's research (2003) the distinction between adventure tourism and other tourism activities is not necessarily about its' activities but more about experiences that come from conducting adventure activities. He argues that people try to enhance their tourism experiences by generating excitement from the uncertainty nature and potential personal harm from adventure activities.

d. Characteristic of Adventure Activities

Adventure activities as the fundamental part of sport tourism has unique character that provided distinct experience to other type of sport tourism. The qualities, which summarize distinct characteristic of adventure activities are as following:

1. Uncertain outcomes;
2. Danger and risk;
3. Challenge;
4. Anticipated rewards;
5. Novelty;
6. Stimulation and excitement;
7. Escapism and separation;
8. Exploration and discovery;
9. Absorption and focus;
10. Contrasting emotion, (Swarbrooke et al, 2003).

Most of these qualities are inter-related and interdependent. In instance, a certain level of uncertainty from the outcome of an activity will create some degree of risk to its participants. However, the unique character of adventure activity is based on the comprehensive preparation including the need of training, high degrees of uncertainty outcome and high levels of risk (Swarbrooke et al, 2003). The last one from those indicators is mentioned in many researches as the 'added value' in adventure tourism. Thus, it is inevitable for risk to come up in the discussion surrounding adventure related activities (Carter, 2006).

e. Adventure Tourism Typologies

Nowadays, adventure tourism activities variety has grown into large number of activities with various level of risk; it ranges from family camping to mountain climbing. As the adventure tourism research grows, these activities has been segmented into several types by many literatures (Swarbrooke et al, 2003; Hudson, 2003; Buckley 2006). The commonly used model to this segmentation introduces two types of adventure tourism, which are soft and hard adventure (Swarbrooke et al, 2003; Hudson, 2003; Buckley 2006). Moreover, these types of adventure activities are more like a continuum with both types as the opposite end. Soft tourism represents type of adventure activities, which involves a low level of risk and

requires less technical experience. In the opposite, hard adventure tourism describes type of adventure activities involving high level of risk and requiring a certain level of technical competency.

f. Adventure Tourists Behavior and Motivation

It is well- documented that motivation is a major determinant for tourist to purchase their travel activities (Cooper and Gilbert, 2008; Chon, 1989).. Thus, in relation to this manner Krippendof (1987) describes that adventure tourists have a strong appetite for “nerve-tingling excitement”, which come from risk and uncertainty nature of adventure tourism. Furthermore, ‘risk’ as the core of adventure experience could create some sort of self-achievement and intrinsic rewards to the individual who overcome it during their participation in adventure activities (Flucker and Turner, 2000) as well as excitement escapism, personal development, socializing, self-discovery and self-actualisation (Swarbrooke, et al, 2003).

The backgrounds variety of adventure tourists makes it hard to define each tourist in one set of personality characteristics. They can also be considered not to have homogeneous tastes of competencies in adventurous activities. However in refers to the typologies of adventures tourism activities (soft – hard adventure tourism), adventure tourists could be divided into types of adventure they choose to participate. Soft adventurers tend to participate in the activities, which have a low level of real risk, require minimal commitment and low level of competencies. In the other hand, hard adventurers finds excitement in the activities with high levels of risk and requiring intense commitment and advance skill in the process.

g. Risk in Adventure Tourism

In previous section, risk was repeatedly mentions in the discussions about adventure. Thus, this section will be discuss about risk, its meaning and its relation with adventure. Furthermore, almost all of adventure discussions highlight risk as the core element of adventure (Cater, 2006; Imbodem, 2012; Swarbrooke et al 2003; Flucker and Turner, 2000). Adventure comprises ‘freedom of choice; intrinsic rewards; and an element of uncertainty, for instance when the experience outcome is uncertain, or its risks are unpredictable’ (McArthur, 1989; in Flucker and Turner 2000). Therefore, the absence of risk will reduce tourists’ satisfaction or worse, losing their desire to commit in adventure activities (Sung et al, 1997). It is fair to suggest risk as the main motivator for adventure tourist (Swarbrooke et al, 2003). Those statements above sum the importance of ‘risk’ in adventure activities.

“Risk” is defined differently for each individual. Nevertheless, risk broadly perceived as the potential to lose something of value (Swarbrooke et al, 2003). This definition exposed the negativity of risk, which obviously will discourage people to pursue it. However, as mentioned before risk is more subjective in term of its definition. In different view, risk is also associated with the chase of positive outcomes. Furthermore, Swarbrooke, et al. (2003) suggest two distinct categories of risk, which are positive and negative risk. Positive risk associated with a risk that can be controlled by person, and mostly perceived as challenge. While, negative risk is associated with uncontrollable risk, which is perceived as danger. Subjective nature of risk is also applied in adventure term.

In summary, adventure is closely related to risk. Every activities, which considered as adventure activities always inherited some degree of risk in it and most of the time risk itself become the main attractions. However, there were some disagreements to risk as the main motivator. Many suggests that people initially looking for some risk in adventure activities but they don’t want to be a subject of actual risk. Hence, ‘perceive risk’ term arisen to

accommodate tourists' desire of risk by creating an imaginary fear. Despite some disagreement regarding the associations of risk and adventure, some scholars suggests that real adventure always involving risk, and there are still many people consider conquering risk and uncertainty as the attraction their looking for. Furthermore, Matlock's (1984) proposes a model that differentiates adventure level in any activities base on uncertainty level and risk contained in those activities and the preparation needed to complete those. Moreover, Varley (2006) offer adventure definition, which could fit in any views of adventure and risk relationship. He defines "adventure as a journey involving not only using but also learning skills while getting close to mortal edge" (Varley, 2006 in Imboden, 2012).

METHODOLOGY AND LIMITATIONS

This study used primary data in its attempt to address the main aim of this research. Data collected will be analyzed using quantitative method. Quantitative method being used to get extensive coverage of the population studied and is considered to be more objective than other approaches (Bryman, 2008).

Furthermore, this study uses a self-completion questionnaire to collect intended information. Questionnaire considered as a common and important data collection method in tourism research (Smith, 2001). The purpose of using questionnaire in data collection is to enable finding to be generalized from sample to population (Finn et al, 2000). This research questionnaire contains set of questions, which aim to investigate adventure tourists' perspective on "risk" position in adventure tourism and its role as motivation. Moreover, this question mostly used closed questions. 'Likert Scale' will also be used at some point of this research questionnaire to measure respondents' attitude (Jennings, 2001).

In order to get the desirable responds, non-probability sampling method were used as the population frame is too large. In non-probability sampling every individual doesn't have the same chance to be selected as sample. In this method the sample is selected from the source of data like visitor attractions, and sporting events (Finn et al, 2000). Since this research questionnaire spread through the internet, the source data used are adventure tourist social groups, which found in the internet. The advantage of using internet survey is its availability to provide more diverse, larger and global population. However, low response and non-response regard as the flawed of internet survey method (Manfreda et al, 2008; Cafever et al, 2007).

This survey held for 4 weeks and able to get 80 responses. This number of responses considered to be low as number of responses initially expected were over 100. Hence, low response considered to be the limitations of this research. Moreover as respondents accepted came from various nationality, thus some extent of information degradation regards as another flaw of this research.

FINDINGS

Based on ATTA survey conducted in 2011, Adventure tourists mostly belongs to three age groups which were 30 – 41, 18 – 29, and 50 – 74. In correlation with that age groups, all of this research respondents belong to all age groups mentioned as seen in the table below, which means that this reached the desirable age groups within adventure online group's member.

Table 1 Respondents' demography

Age Groups	Gender		total
	Male	Female	
18 – 29	39	30	69 (86.2%)
30 – 41	5	5	10 (12.5%)
42 – 49	0	0	0 (0%)
50 – 74	1	0	1 (1.25%)
Total	45 (56.3%)	35 (43.8%)	80 (100%)

In the first part of the questionnaire, respondents were asked regarding their view on element of risk in adventure activities. There were two questions asked to investigate tourists' perspective of risk in adventure activities. The first question asked tourists' agreement on element of risk, while the second asked about the level of risk expected by adventure tourists in adventure activities. Answers of both questions presented as following:

Figure 1 Tousits' view on risk existence in adventure activities

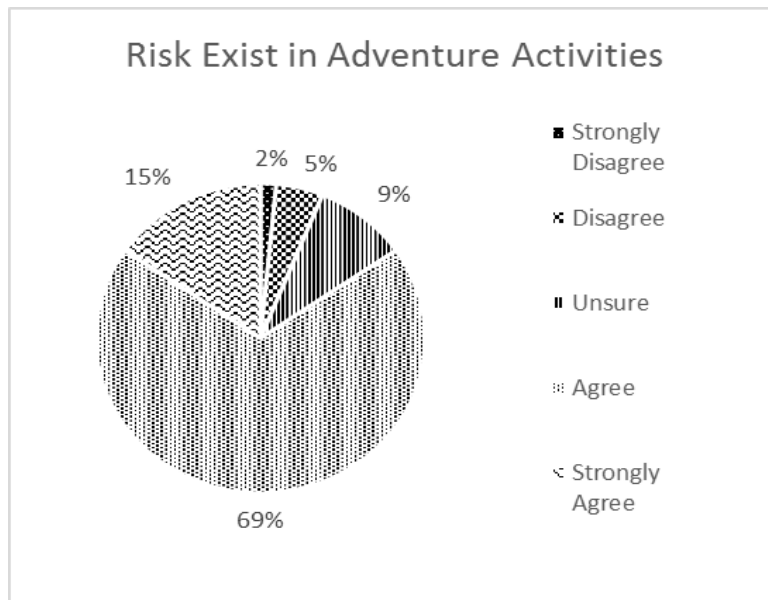
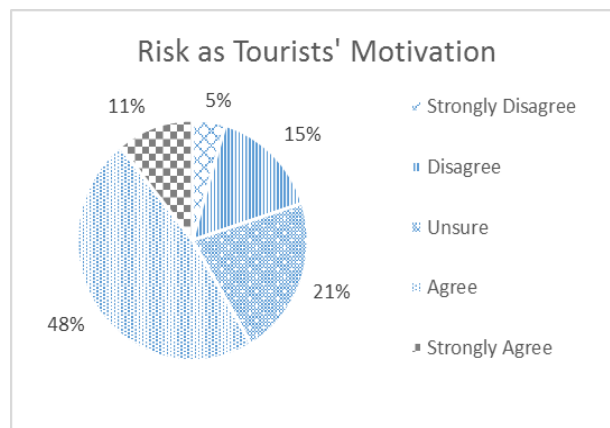


Figure 2 Tousits' expectation of risk level in adventure activities



According to figure 1, most tourists' agree (69%) that risk exist in adventure activities, while only 5% and 2% are disagree and strongly disagree with that notion. However, as seen in Figure 2 most tourists expect adventure activities to be slightly risky (49%) or safe (25%). Moreover, next question in the questionnaire address respondents' agreement on risk as a factor that attract them engaging with adventure activities. This question ask to confirm risk role as motivation for tourists' to participate in adventure activities (Swarbrooke, 2003). The result of this question is illustrated in figure 3.

Figure 3 Risk as tourists' motivation



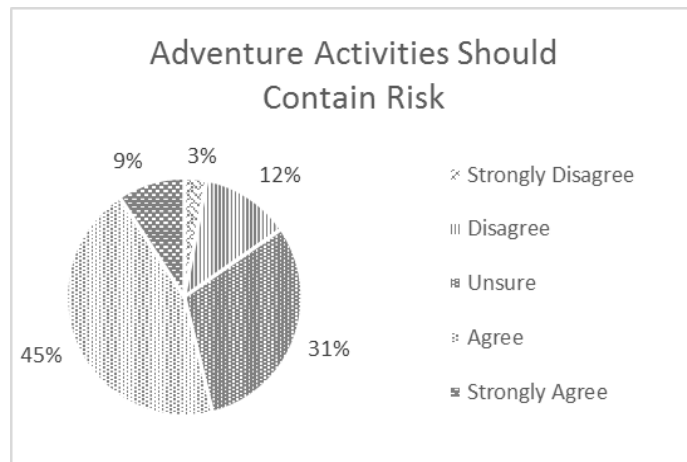
As seen in figure 3, 48% and 15% of the respondents agree and strongly agree that risk were their motivation to participate in adventure activities. Thus, it is fair to conclude that most respondents' answers are leaning towards agreement with the notion of risk as adventure tourists' motivation.

As discussed before in the terms of positive and negative risk, tourists' view on risk in adventure activities are subject to individual preference. This various view described by tourists' expectancies of risk level contain in adventure activities. Subjectivity in risk level may have an influence on tourists' perspective on risk as a motivation in adventure activities. Based on this reason, this research also considered testing the relationship between these two variables. Spearman's correlation test were used to examine the relation between these two

variables and both variables seen as ordinal variables. The correlation value after test is 0.237 with 0.034 significance level. According to the test, these two variables have a low level of correlation.

Finally to complete the investigation on risk in adventure activities, respondents were asked if adventure activities should contain some degree of risk. The responses on this question are described in the figure 4.

Figure 4. Adventure activities should contain risk



The response shows that 45% of tourists agree that adventure activities should contain some risk, while 9% strongly agree with this notion.

DISCUSSION AND CONCLUSIONS

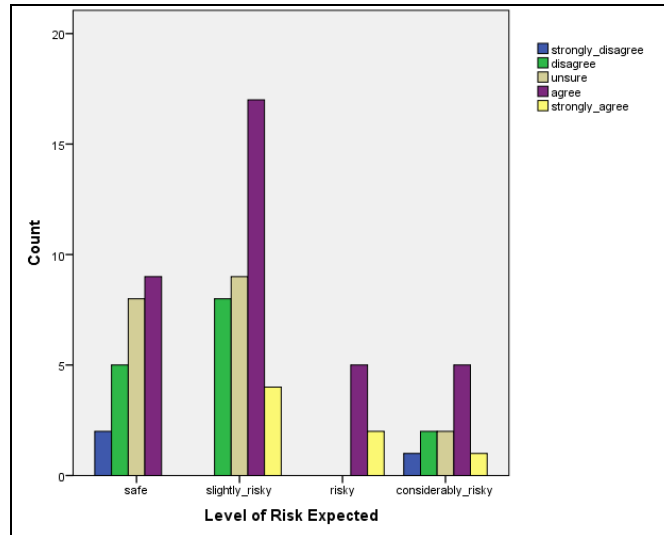
Adventure experiences are closely related with potential harm and uncertainty nature of adventure activities (Beedie, 2003). Adventure experiences also involve scared, exhausted and thoroughly tested feelings which came from the unique character of adventure activities, which contain high degrees of uncertainty outcome and high-levels of risk (Swarbrooke, 2003). Risk as one of the unique attributes of adventure activities conceded through tourists' perspective presented in the Figure 1. In the figure above 84% respondents leaning towards agreement that certain degree of risk exist in tourism activities. Furthermore, the research finding in figure 4 suggests that tourists agree that adventure activities should contain element of risk.

Swarbrooke et al (2003) suggests that risk is the main motivator for adventure tourists to commit in adventure activities. His statement is backed by Krippendorf's (1987) statement, which describes that adventure tourists have a strong appetite for 'nerve-tingling excitement', which come from risk and uncertainty nature of adventure tourists. In relation to this, respondents of the survey conducted for this research also agreed to state risk as their motivation to participate on adventure activities as demonstrated in figure 3.

Tourists' expectancy of risk in adventure activities might also be an influential factor for them to view risk as a motivation. This factor is considered due to the subjectivity nature on how individual perceived risk. The spearman's test indicates low degree of correlation

between tourist's risk expectancy and their agreement on risk as motivation. In this case, individuals that considered that adventure tourism not entirely safe are more likely not to disagree on risk as their motivation on risk. The illustration of the relationship between these variables is as follow:

Figure 5. Relation between Level of Risk Expected and Risk as Motivation



In Summary, this research confirm the role of risk as distinctive feature of adventure tourism activities through tourists perspective. The findings not only confirm that tourists' approve risk existence in adventure activities, but also agreed that risk should be part of adventure activities. These findings suggest that tourist wants to participate with adventure activities despite its risky nature. This statement backs by another finding that suggest tourists' view risk as one of their motivation to involve in adventure activities.

The finding of this research has given a broad view of risk influences on adventure tourists' decision to choose a destination. Furthermore, this research's findings describe risk as a motivation for adventure tourists. However, the subject of this study is considered to be too general. A similar study, which focused on one type of adventure tourist, would be more interesting in the future. Additionally, a research regarding risk influence on one type of adventure tourists for example hard adventurer would give more benefit for adventure tourism industry.

Moreover this research has recommended risk management as a solution for adventure tourism operator to be able to measured risk. In relation to this matter, risk management would have an impact on degree of challenge or actual risk, which occurred from the activities. This event might reduce the influence of risk for adventure tourists. Adventure tourists who view risk as an attraction might feel dissatisfied with reduced risk. Therefore, a study about risk management impact on adventure tourists satisfaction would lead to significant finding that may aided adventure tourism management.

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