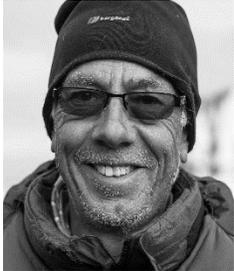


Adventure Tourism

Ian Wall

Abstract



Tourism is not a new phenomenon, its fascinating history can be traced back thousands of years and in many different guises although in its original form it would be completely unrecognizable to modern day practitioners. The Pundits, world conflicts, Imperialism, the Hippies and modern commercial enterprise all add to the story and are responsible for the changing shape of what is now the fastest growing industry worldwide and within that, Adventure Tourism take a huge slice of the market, or it did until the pandemic impacted it. International tourist arrivals declined by 84 per cent between March and December 2020 across the world compared with the previous year. Both the direct and indirect effects are significant with the loss of opportunities for direct tourism related employment and with foreign remittance in decline, the financial advantages of being a popular adventure tourism destination are laid exposed and raw for those developing countries who have little resilience to the negative impact of international affairs. Many developing countries are now experiencing a lack of trading power from their declining foreign reserves.

Keywords: Adventure, Tourism, Wars, Pundits, Hippies, Motivation

Introduction

To the present generation, Adventure Tourism is all about, extremes, mountain biking, off-piste skiing, free-soloing or other high adrenalin activities in a holiday setting, but this has not always been the case. There have been many situations that have motivated the development of this industry to what is now seen as a crucial sector for the expansion of financial sustainability in the third world and developing countries. The ease in which clients can bring litigation in today's society has resulted in much of the 'adventure' being takeout out of the activity in terms of the overall experience. Agents have to work to clients' time frames, they have to virtually guarantee a positive outcome thus meeting clients' expectations, failure to do so could result in financial losses, or worse for the provider. With a lack of an awareness of the history of adventure tourism and the

events that shaped it, the modern providers have no foundation on which to develop the industry to anything beyond a gigantic fair-ground attraction. It appears that the industry is now led by what the suppliers want to offer and not necessarily what the clients demand and anticipate. Is this what clients expect and will this approach form the backbone of sustainable tourism post pandemic?

Data manipulation can easily be achieved to put a ‘spin’ on the real situation. Different countries use different systems to record tourism data so a clear understanding as to what is meant by the term ‘tourist’ is essential, as is the definition of the word ‘adventure’. If a road map to recovery is to be considered against existing tourism data, then a transparent base-line analysis is required by those driving the industry.

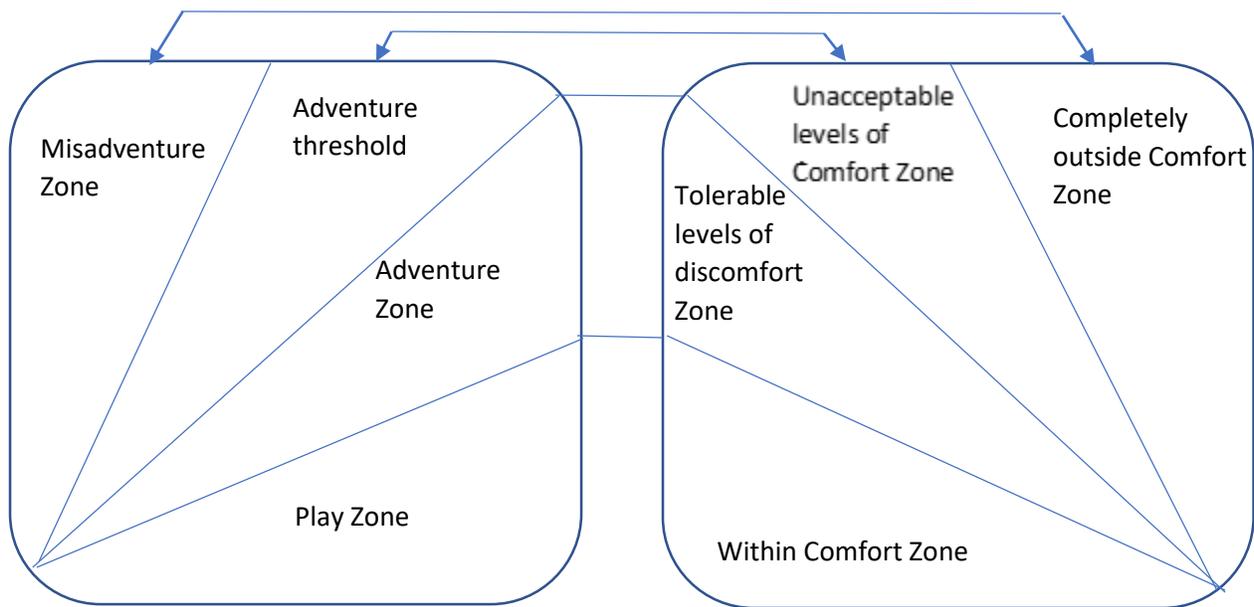
Adventure Tourism or Tourism Adventure?

To understand the possible answers to this question first of all it is important to understand the common definition of ‘Adventure’. An adventure is an exciting experience or undertaking that is typically bold and sometimes risky (Adventure. dictionary.com)¹. Adventures may be activities with some potential for physical danger, however, this risk, perceived or not, is based on individual comfort zones and experience skill levels.

Adventure tourism is based on the premise of ‘adventure’, ‘exploration’ and ‘travel’ that may also hold a ‘perceived or actual, risk’ potentially requiring specialized skills, physical exertion and experienced leadership to help develop the specialised skill base required to meet certain assessed risks that might jeopardise the outcome (i.e. Not having the right technical skills to meet the challenge). In a country like Nepal there are so many unknowns but as a result of a modern time-constrained life-style and the imposition of so many restrictive regulations and permits, certain elements of ‘adventure’ have been removed from the travel packages offered. Itineraries are planned to fit with flight schedules thus removing the element of the ‘unknown time away from home experience’ and detailed risk assessments are developed to avoid any element of possible danger and thus the failure of clients to meet their overall expectations of a trip to Nepal in the old-

¹ Adventure. (2021). Dictionary.com Retrieved September.
<https://www.dictionary.com/browse/adventure>

fashioned sense of the word ‘adventure’. Having said that every trekker, mountaineer or adventure tourist has his or her own threshold of what they perceive as adventure and their related comfort zones. According to the U.S. based Adventure Travel Trade Association, (ATTA) adventure travel may be any tourist activity, including at least two of the following three components; physical activity, cultural exchange or interaction and engagement with nature. It is estimated that four out of ten international travellers incorporate some adventure activities into their travel plans. With such rapid growth, greater numbers of businesses and clients are entering the marketplace, the industry needs clear guidance with respect to adventure travel/activity guide qualifications, knowledge and performance.



Adventure level acceptability based on skill and experience related to Comfort Zones based on frequency of experience

The Importance of Adventure in Our Life

The ‘adventure’ theme has long been used in literature as the central element of a story, the hero or main character going off to face the challenges that the wilderness, or whatever Mother Nature, has to throw at them. Examples include books such as ‘Hatchet’, and ‘My Side of the Mountain’. These books are less about the "quest", such as in mythology or other adventure novels, but more

about surviving on their own, living off the land, gaining new experiences, and becoming closer to the natural world. On other-hand there are many adventures stories that are based on the idea of a quest or a 'reward', the hero goes off in pursuit of a reward, whether it be a skill, prize, treasure or perhaps the safety of another person. With regard to mountaineering this could be the prize of a first ascent or that of reaching a well-trodden famous summit, or just a simple trek in a remote area. On the way, the hero or heroes must overcome various obstacles to obtain their reward or prize (goal).

In today's high-tech world and that of the video-game culture, an adventure game is a video game in which the player assumes the role of a protagonist in an interactive story driven by exploration and overcoming puzzle-solving situations. (Adams, Ernest 1999)² The genre's focus on 'story' allows it to draw heavily from other narrative-based media, literature and film, encompassing a wide variety of literary genres. Many adventure games (text and graphics) are designed for a single player, since this emphasis on story and character makes multi-player design difficult to achieve. However, I digress into a fantasy, all-be-it an addictive, fantasy world. Some of the oldest and most widespread stories in the world are stories of adventure such as Homer's *'The Odyssey'*, the knight errant is presented in the form of the "adventure seeking" character of the late Middle Ages, *'Tom Sawyer'*, *'Raiders of the Lost Ark'* all have heroes in pursuit of rewards.

The adventure novel exhibits these 'protagonist on adventurous journey' characteristics as do many popular feature films, such as *'Star Wars'* and *'Raiders of the Lost Ark'*.

Adventures are often undertaken to create psychological arousal or in order to achieve a greater goal such as the pursuit of knowledge that can only be obtained through a situation involving 'risk'.

Adventurous experiences create psychological arousal (Gomà-i-Freixanet. M 2004)³, which can be interpreted as negative (e.g., fear) or positive (e.g., flow). For some people, adventure becomes a major pursuit within themselves. According to adventurer André Malraux, in his *'La Condition*

² Adams, E. (1999). The Designer's Notebook. Three Problems for Interactive Storytellers. Game Developer. https://www.gamasutra.com/view/feature/3414/the_designers_notebook_three_php

³ Gomà-i-Freixanet, M. (2004). Sensation Seeking and Participation in Physical Risk Sports. On the Psychobiology of Personality. <https://grupsderecerca.uab.cat/zkpq/sites/grupsderecerca.uab.cat.zkpq/files/sensation.pdf>

Humaine, a novel originally written in French (1933)⁴, "If a man is not ready to risk his life, where is his dignity?" Similarly, Helen Keller (Keller, H 1957)⁵. stated that "Life is either a daring adventure or nothing."

Outdoor adventurous activities are typically undertaken for the purposes of recreation or excitement, examples are adventure racing and adventure tourism. Adventurous activities can also lead to gains in knowledge, such as those undertaken by explorers and pioneers, the British adventurer, Jason Lewis, for example, uses adventures to draw global sustainability lessons from living within finite environmental constraints on expeditions to share with schoolchildren. (Lewis J 2021)⁶ Adventure education intentionally uses challenging experiences for learning.

An experience should meet several criteria to be considered an adventure:

1. Be remarkable, that is, worth talking about
2. Involve adversity or perceived risk
3. Bring about personal growth and development
4. Take place over an extended period of time
5. Has no guaranteed or certain outcome

Peak Experiences

Adventure provides an essential ingredient in life for many people, Peak Experiences, the total immersion in an activity that results in all other elements of life's stresses being pushed to the back of the mind. Peak Experiences bring three independent benefits to an individual's life;

Meaning. Peak experiences lead to an increase in personal awareness and understanding and can serve as a turning point in a person's life. These experiences spark young adult's deepest passions.

⁴ Malraux, A. (1936). "The Human Condition", Harrison Smith & Robert Haas. New York.
https://en.wikipedia.org/wiki/Man%27s_Fate

⁵ Keller, H. (1957). The Open Door. Garden City, N.Y. Doubleday.
https://www.azquotes.com/author/7843-Helen_Keller/tag/adventure

⁶ Lewis, J. (2021). Explorer, author, and voice for global sustainability; Moksha Gets a Makeover.
<http://www.jasonexplorer.com/>

Fulfillment. Peak experiences generate positive emotions and are intrinsically rewarding. Young adults who struggle with low self-esteem are able to recognize their achievements and feel proud of themselves.

Spiritual. During a peak experience, people feel at one with the world and often experience a sense of losing track of time. They may also feel a greater sense of purpose. (McLeod Dr S 2020)⁷

In a study that tried to define a peak experience, the results revealed that many participants' peak experiences include some form of;

- discomfort,
- challenge,
- risk,
- physical exertion,
- flow,
- natural beauty in a social group. (McLeod Dr S 2020)⁸

Based on this definition, every day involved on a wilderness program is full of peak experiences. The study also found that peak experiences in outdoor recreation influences an individual's perception of self-actualization (self – potential) by encouraging a shift in perceived needs, and through the building of confidence and composure. By introducing people to a variety of adventure activities that may serve as peak experiences, wilderness programs help students address the underlying reasons that they might have experienced while struggling with signs of depression, lack of energy, low self-esteem, lack of sense of accomplishment and disconnection from others (McLeod Dr S 2020)⁹. Of course, these peak experiences do not only apply to young people but to people across all ages.

⁷ McLeod, Dr. S. (2020). Simply Psychology.
<https://www.simplypsychology.org/maslow.html>

⁸ McLeod, Dr. S. (2020). Simply Psychology.
<https://www.simplypsychology.org/maslow.html>

⁹ McLeod, Dr. S. (2020) Simply Psychology.
<https://www.simplypsychology.org/maslow.html>

Common examples of peak experiences include moments in nature, vulnerable moments with friends, achieving an important goal and offering support to others. Having understood the relevance of adventure in our society now we should consider adventure in terms of 'Tourism'.

Tourism Sectors

There are many different forms of tourism that fall under as many different criteria so to simplify the issue it is recommended that the following three basic forms of tourism be distinguished;

(a) Domestic tourism, which comprises of activities of a resident from within their native country either as part of a domestic tourism trip or part of an outbound tourism trip.

(b) Inbound tourism, which comprises of activities of a non-resident from within the country of reference on an inbound tourism trip.

(c) Outbound tourism, which comprises of activities of a resident visitor from outside the country of residence, either as part of an outbound tourism trip or as part of a domestic tourism trip.

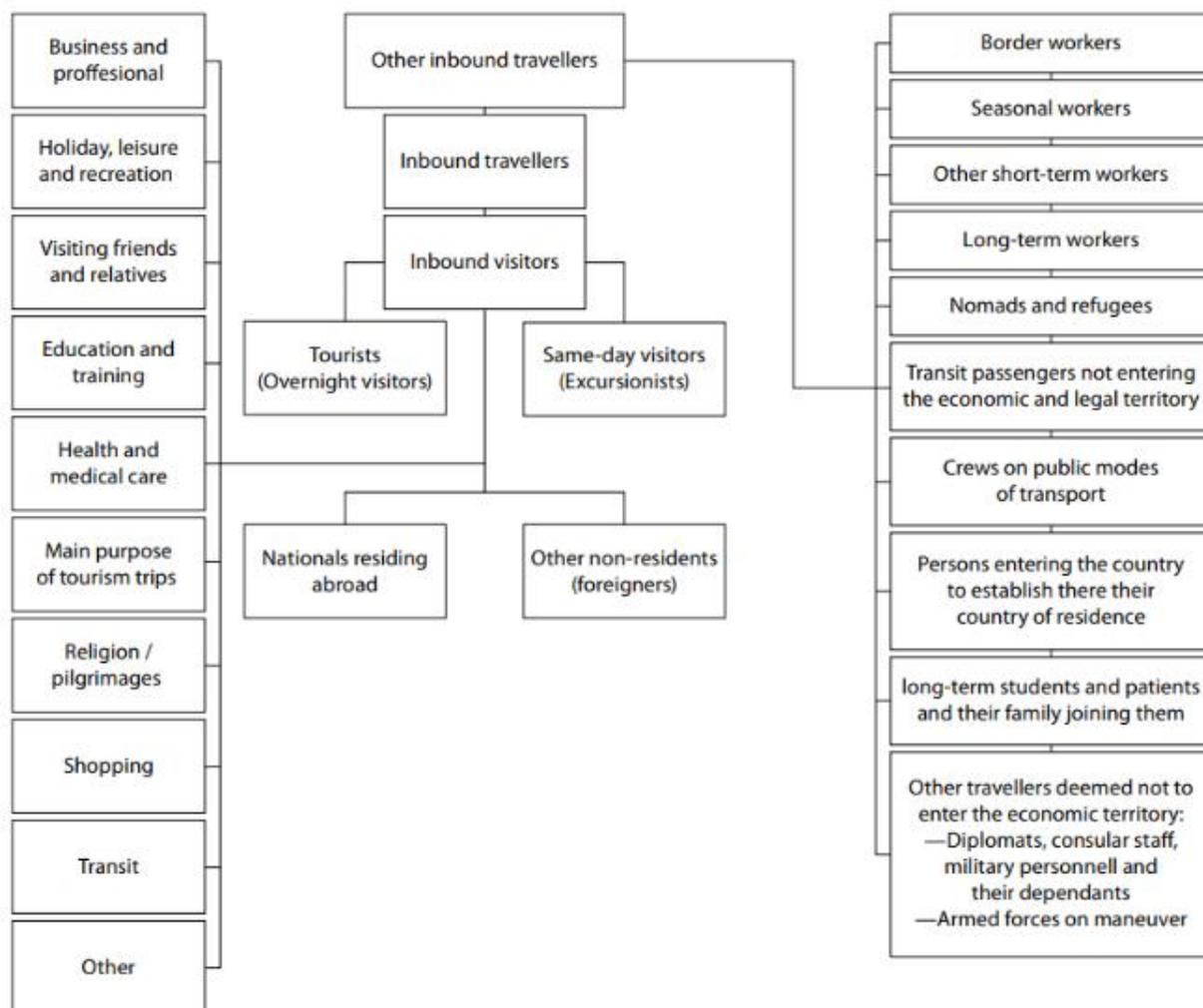
The three basic forms of tourism set out above can be combined in various ways to derive other forms of tourism, in which case the following definitions should be used:

(a) Internal tourism, which comprises domestic tourism and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips.

(b) National tourism, which comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips.

(c) International tourism, which comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips.

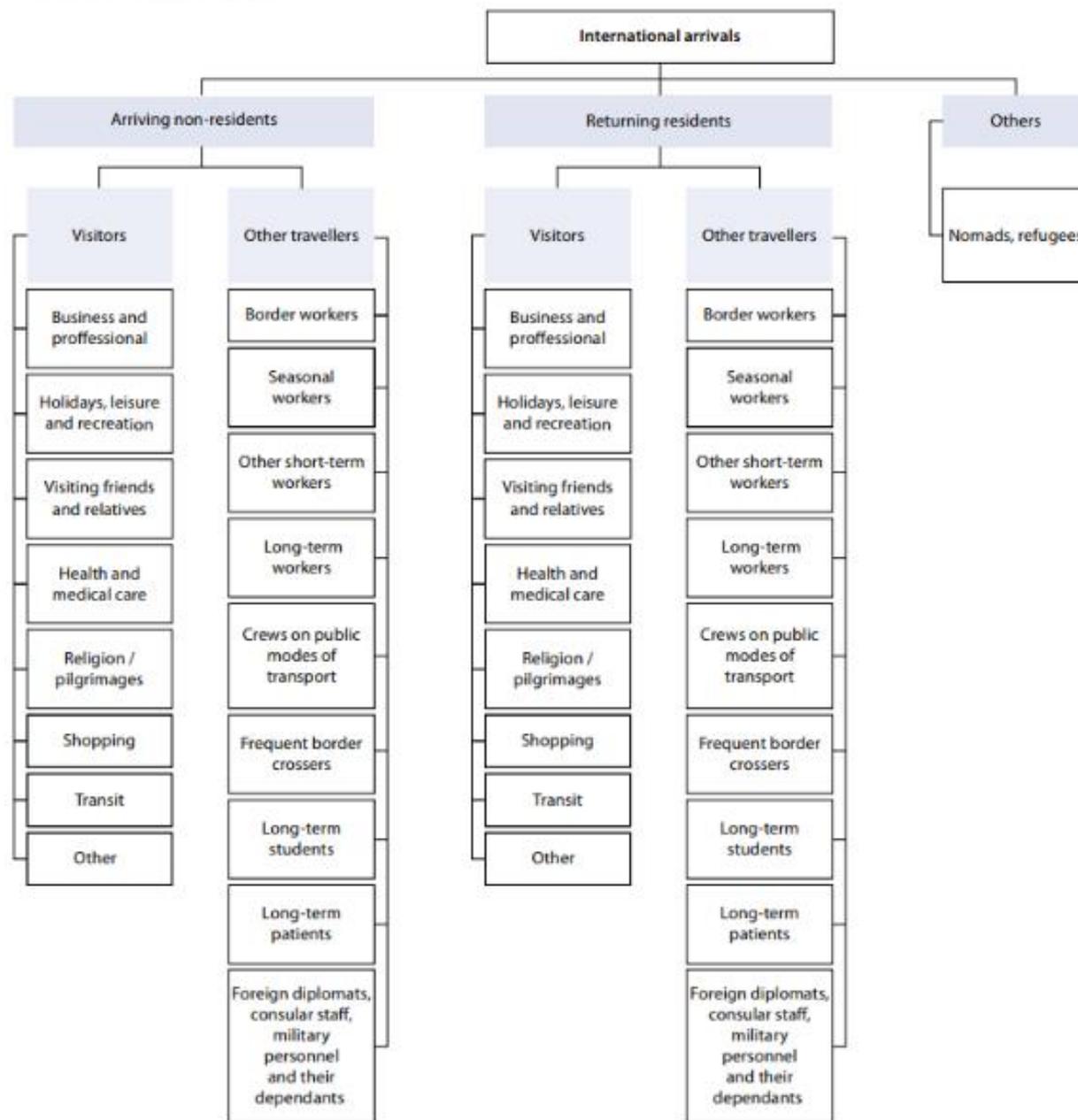
Classification of inbound travellers



It is extremely important that the transparency of recording and reporting tourist data applies appropriate differentiation of the tourist sector and is clearly identified. This is critical when evaluating the economic benefits of tourism as opposed to simple arrival numbers.

The main aim of tourism statistics is to identify visitors from other subsets of travellers. For this purpose, some categories of non-resident travellers are especially relevant for compilers and for analysis; Nationals residing abroad, Transit passengers, Crews, Cruise ship passengers and sailors/flight crews, Frequent border crossers, Students, Patients, Business professionals.

Relationship between international arrivals and different categories of visitors and other travellers



(Diagrams - International Recommendations for Tourism Statistics 2008)¹⁰

¹⁰ United Nations. (2010). International Recommendations for Tourism Statistics.

Keeping in mind the various sectors defined as 'tourism', it is essential to understand that the differences as are often done country by country, source by source and even person by person. There is no consensus concerning the definition of tourism. Nearly every and each institution define "Tourism" differently. But, when it comes to explaining it with the basic terms, we can sum it up as follows;

Guyser Feuler (1905) defined tourism as, "*a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home*" (Esen S, Uyar H; 2010)¹¹

According to Macintosh and Goeldner (1986), "*The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and host in these tourists and other visitors*" (Aniza F; 2015)¹²

"Tourism", the UNWTO defines it as; "*Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.*" (Tugberk; 2010)¹³

Tourism is different from travel. In order for tourism to happen, there must be a displacement, an individual has to travel, using any type or means of transportation (he might even travel on foot, nowadays, it is often the case for poorer societies, but it even happens in more developed countries, and concerns pilgrims, hikers). But all travel is not tourism.

https://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf#page=21

¹¹ Esen, S., Uyar, H. (2010). Competitiveness of Tourism and the Evaluation According International Tourism Competitive Criteria, Researchgate.

<https://www.researchgate.net/publication/228466565>

¹² Aniza, F. (2015). Chapter 2, literature Review.

<http://eprints.polsri.ac.id/2168/3/CHAPTER%20II.pdf>

¹³ Tugberl. (2010). Definition of Tourism (UNWTO Definition of Tourism) / What Is Tourism?

<https://www.tugberkugurlu.com/archive/definintion-of-tourism-unwto-definition-of-tourism-what-is-tourism>

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that;

- It involves a displacement outside the usual environment, this term is of utmost importance and will be revisited later,
- Type of purpose, the travel must occur for any purpose different from that of being remunerated from within the place visited, the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes,
- Duration, only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or beyond an overnight stay. Tourists in transit raises other issues. (UNWTO Definition of Tourism 2010)¹⁴

To answer the original question ‘Adventure Tourism’, or a ‘Tourism Adventure’? I would conclude that an Adventure Tourist is an individual who sets out as a tourist as defined above to have an adventure, while a Tourism Adventure might be a tourist who encounters adventure as part of his or her holiday as a tourist, as an unexpected or unfamiliar event.

If the definitions of Tourist, Tourism and Adventure are now accepted then at this stage I believe it is appropriate to consider the motivation behind entering into the world of adventure tourism.

Human Motivation and the Role of Adventure in History

If we consider the developmental stages of young humans, babies, when they are first born, they take a few weeks to get visually familiar with their new surroundings, they recognise their parents and other important features in their very young lives, soon they attempt to communicate. They begin to develop muscular strength and at around 6 – 13 months, they start to crawl, then between 8 – 18 months they will begin to walk, gingerly at first, but this is their first adventurous journey into their developing unknown world. If you watch young babies, you will notice they never sit still, once they have developed mobility and realise that it can take them to new places, they are into

¹⁴ UNWTO. (2010). Definition of Tourism.

<https://www.tugberkugurlu.com/archive/definintion-of-tourism-unwto-definition-of-tourism-what-is-tourism>

everything and they definitely need watching because although their adventurous spirit is developing their ability to assess risk is not yet on their radar.

In the formative years young children have little understanding of their personal circumstance but develop according to the family status, usually in a loving and secure, from their perspective, family setting. Although, sadly in the modern world this is no longer the case with many children being exposed to all the rigors of this very volatile new world order.

During the ‘Age of Discovery’, an informal and loosely defined term given to the early, modern period in history, from the 15th century to the 18th century when seafaring Europeans explored regions across the globe, most of which were not ‘undiscovered’ but were already inhabited, they were just unknown to Europeans. More recently some scholars refer to this as the Age of European Expansion. (McIntosh I; 1999)¹⁵ This era gave rise to the expansion of many Empires and to the Age of Imperialism, where European colonial powers came to control most of the planet. The pattern of territorial aggression was repeated by many European Empires, most notably the Dutch, Russian, French, and British. From the perspective of many indigenous people, the Age of Discovery marked the arrival of invaders from previously unknown continents. In some areas like North America, Central America, Australia, New Zealand, and Argentina, the Indigenous peoples were abused and driven off most of their lands, being reduced to small, dependent minorities. Ultimately the British Empire became the dominant world force. (Mancall P C; 1998)¹⁶ These were epic voyages of adventure, not ‘discovery’. European overseas exploration led to the rise of global trade and the European colonial empires, with the contact between the Old World (Europe, Asia, and Africa) and the New World (the Americas and Australia), producing the Columbian exchange, a wide transfer of plants, animals, food, human populations (including slaves), communicable diseases and culture between the Eastern and Western Hemispheres. The Age of Discovery and later European exploration allowed the mapping of the world, resulting in a new worldview where distant civilizations were coming into contact with Europeans. At the same time, new diseases were propagated, decimating populations that had not previously been in contact with

¹⁵ McIntosh, I. (1999). Age of European Expansion.
https://en.wikipedia.org/wiki/Age_of_Discovery

¹⁶ Mancall, P. C. (1998). The Age of Discovery, American History.
<https://www.jstor.org/stable/30030873>

the Old World, particularly concerning was the developing situation for Native Americans. The era also saw the enslavement, exploitation, military conquest, and growing economic influence and the spread of European culture and technology by Europe and its colonies over native populations. (Wikipedia)¹⁷

The Industrial Revolution, in modern history, refers to the process of change from an agrarian and handicraft economy to one dominated by industry and industrial scale machine manufacturing. These technological changes introduced novel ways of working and living and fundamentally transformed society. (Britannica.com, 2021)¹⁸

At that time in Britain, the social structure basically consisted of two major class systems, the Upper-Class, a well-established and wealthy sector of society and the lower poorer Working-Class sector. The differences very obviously displayed through their life styles. However, with the development of the move of cottage craft industries to centralized mass production there was a need for Managers to keep the production lines working and overseers to supervise staff, not from the Upper-Class, who felt that these positions were below their status and not from the working class who it was felt were not 'suitable' people for such positions, a new social structure of society was required and the Upper Middle Class developed. This new class needed to have an identity that separated them from both the upper and lower levels of society. With a more structured society the upper middle class, often identified by the term white-collar workers, as opposed to the blue-collar workers who engage in hard manual labour, typically agriculture, manufacturing, construction and the industrial work, enabled them to have a more structured leisure time and with a developing financial resource this led to the development of sporting associations largely during the latter half of the 19th century. Mountaineering, skiing and mountain tourism emerged from this period in a more structured way. In 1865 Thomas Cook opened his first high street shop, a Travel Agency in London to cater for what he recognised as the growing demands of those people with

¹⁷ Wikipedia. Free Encyclopedia. https://en.wikipedia.org/wiki/Age_of_Discovery

¹⁸ Industrial Revolution. (2021). Definition, History, Dates. Britannica. [https://www.britannica.com > event > Industrial-Revolution](https://www.britannica.com/event/Industrial-Revolution)

more free time and money. Thomas Cook was a frontrunner of establishing tourism systems and thus made mass tourism possible, initially in Italy. First, he introduced circular tickets that could be used on almost all Italian railways. These tickets allowed travel by train for a preset number of days along predetermined routes. Secondly, Cook designed a series of hotel coupons to complement the circular tickets, which could be exchanged for lodging and meals at designated accommodation, hotels and guest houses. Lastly, he introduced the circular notes which could be exchanged at designated hotels, banks and ticket agents for Italian lira at a predetermined exchange rate. This system proved to be the foundation of the system that is still in use today, clients book their adventures travels through agents in their home countries who in turn outsource their business to local operators albeit today via the internet. (Homes M; 2015)¹⁹

While Thomas Cook was developing his business in Britain, in Asia one of the greatest projects of 19th century geography was being undertaken, the Great Trigonometric Survey of India. The British, already known for their exploratory traits, wanted geographical information on the lands to the north of India. This was not just out of scientific curiosity, it was also for strategic reasons, the Russians were attempting to expand their empire into Central Asia, and the British feared that they might have set their eyes on gaining the riches of India, which was at that time a British colony and being governed by the British East Indian Company. The Russians and the British both tried to extend their influence in Asia and knowledge of the geography of the region was of utmost importance, during this era this strategic toing and froing came to be known as the 'Great Game'.

However, at that time the border with Nepal was closed as the Nepalese feared a British invasion. In the 1860s, Thomas G. Montgomerie, a captain in the British Survey, realised that the solution to this problem would be to train natives from the Indian border states to be surveyors and have them explore the northern regions disguised as pilgrims, traders and holy men. These native surveyors, known as the 'Pundits' were members of an elite group of people who infiltrated Nepal. (Waller D J 2004)²⁰

¹⁹ Homes, M. (2015). Destination Nation: The Grand Tour, Thomas Cook, and the Arrival of Mass Tourism. University of Toronto Press.

https://en.wikipedia.org/wiki/Thomas_Cook

²⁰ Waller, D. J. (2004). "The Pundits: British Exploration of Tibet and Central Asia," University Press of Kentucky. <https://core.ac.uk/download/pdf/232564131.pdf>

The Pundits were given extensive training in basic surveying, they learned to use the sextant, determine height by measuring the temperature of boiling water and make astronomical observations, they also received some medical and survival training. Through their exploratory efforts they managed to collect vital data that allowed the mapping of areas lying to the north of India (which were forbidden to Europeans, such as Nepal and Tibet) with remarkable precision. They developed a number of tricks to enable them to make their observations without being found out. However, the Pundits worked independently and lived by their wits, they had no back-up plan and if they were caught, they would be treated as spies and many were killed as such. These people could definitely be classified as early Asian adventure tourists, they had no idea as to where their travels would lead them, they didn't know how long they would be away from home and each day was a challenge to survive without being caught.

Ever since man has inhabited the planet there have been conflicts, inter-tribal, ethnic group rivalry, national wars, world wars, the list is endless. During all these conflicts men were sent off into battle and in the majority of cases, in foreign lands hundreds of kilometers from home. They did not understand where they were going, how long they would be away from their families or indeed if they would ever see their families again. Many of the soldiers were young, in their mid-teens, many had never been away from home before and were from the working classes. At a time before the news was broadcast over the old wireless frequencies and centuries before the internet these young men had no idea as to what was awaiting them and for many it was an adventure with a lack of understanding of the perils and atrocities that they might face.

The first world war WWI 1914 – 1918 is regarded as the worst single atrocity that one army has ever inflicted on the other in terms of warfare. In a 'Sense of Adventure' (First World War)²¹ examples are given as to the reasons why some of those young soldiers joined up. Under the terms of the definitions above, these armies could be included in the group, labelled 'mass tourists', they knew nothing of what horrors would be in store for them over the next several months or years, they had no idea of the landscape of their new world, they just set off as ordered. War offered an

²¹ Ministry of Education, (2021). Te Tahuu O Te Matauranga; First World War; NZ Government. <http://www.firstworldwar.tki.org.nz/en/resources/y9-10-fc-a-sense-of-adventure/>

opportunity of foreign travel and adventure, often in the company of peer group friends and in many cases family brothers. These young men were provided this opportunity paid for by their home nation and as a bonus, they also received a wage. The majority of these ‘foot-soldiers, coming from working class backgrounds would possibly have never had the financial resources to have paid for such travels themselves while the officer level came from the middle-upper classes.

Excerpt 1:

Four of us joined up together. We went round together, the four of us, everywhere. There were private telephones in those days. We’d rung up and decided we were going. We went to the parade to join up and that was that ... It was adventure, a new adventure. Partly that and partly patriotism, I suppose. We were frightened that we wouldn’t get there before it finished.

An Awfully Big Adventure: New Zealand World War One Veterans Tell Their Stories by Jane Tolerton (Penguin New Zealand, 2013), pages 8-9

Excerpt 2:

Shortly before the Battle of Passchendaele, [Dougie] Harle and two old school friends, Norman Shrimpton and Ken Luke, went on leave to Boulogne. For many New Zealanders, the war was a great adventure. The very real possibility of being killed or maimed was often pushed to the back of the mind as these young men lapped up their first taste of overseas travel. The opportunity to visit places such as Boulogne, with its famous port and Roman-walled old town, was one of the reasons these old school friends had enlisted in the first place. The food, wine, sights and smells would have been a welcome diversion for young men who were about to participate in what has been described as New Zealand’s greatest disaster.

From www.nzhistory.net.nz/media/photo/dougie-harle

Excerpt 3:

For many who volunteered, the motivation may not have been a desire to fight. The sense of adventure or the promise of overseas travel were also important; for others, joining up was an alternative to unemployment or a way of escaping an unpleasant situation at home. But for all of these people war had become an acceptable risk, one which few dared to resist because to do so threatened their male identity. A generation of propaganda had drummed home the lesson that fighting for Empire was essential to manhood.

A Man’s Country? The Image of the Pakeha Male – A History by Jock Phillips (Penguin Australia, 1996, revised version), page 163

“One of the positive things that emerged from the war was the feeling of comradeship, supporting one another through the bitter and difficult times and sharing such humour and fun as we could

find or made for ourselves. When we returned home (from the war) we really missed our mates, and felt as if we were living in a vacuum.” (Taylor W; 1978)²²

As a result of the new world order, post the first world war, nations were struggling not only to rebuild their infrastructure but also their national esteem. With various national Empires being situated around the world those people with an adventurous character had the opportunity to seek professional positions in diplomatic and top-level administrative services abroad and in regions that gave access to the mountains and other areas providing adventurous opportunities in distant and far off lands. India was still a member of the British Empire and consequently British mountaineers had access to the Indian Himalaya and set about securing positions in the East India Company that thus gave them the opportunity to explore and climb many of the significant peaks in the Indian Himalaya.

The first significant attempt to climb Everest occurred in 1921 and was organised by the British. The organisation of that expedition was based very much on a military plan and with many of the leaders and organizing committee having survived the horrors of WW I they did so with a very callous approach to possible death. (Davis W 2011)²³

Adventure tourism in the form of war was again linked to the idea that war was an adventure by James Forbes who stated:

‘An Alpine Journey is perhaps the nearest approach to a campaign [war] with which the ordinary civilian has a chance of meeting. He has some of the excitements, and many of the difficulties and privations of warfare, without any of its disgusting and dreadful features. He combats only the elements, storms only the fortresses of nature, yet he has continually in his mind the consciousness of the power by which he is surrounded, and at times overawed (Forbes J, 1900)²⁴

²² Taylor, W. (1978). The Twilight Hour. A Personal Account of World War I. Self-Published.

<http://www.firstworldwar.tki.org.nz/en/resources/y9-10-fc-a-sense-of-adventure/>

²³ Davis, W. (2011). Into the Silence. Penguin.

<https://www.penguinrandomhouse.com/books/37923/into-the-silence-by-wade-davis/>

²⁴ Forbes, J. D. (1900). Travels Through the Alps. London, Black.

<https://www.sac-cas.ch/de/die-alpen/james-d-forbes-travels-through-the-alps-8464/>

Tourism stagnated between the first and second world wars but by the late 1940s travel was again becoming possible, albeit expensive. Various nations were considering expeditions as a way to inflate their perceived position in the new world. Between 1950 and 1960 there were over seventeen nationally funded expeditions to the Antarctic regions alone, seven expeditions set out to attempt Everest by various routes, all the 8000m peaks were attempted several times and eventually climbed, many of the major world rivers were descended and deserts crossed all within this approximate time frame.

The publicity these expeditions received acted as a 'driver' for many with a need to experience adventure. As in all commercial situations once the demand had been recognised there came the suppliers. Travel agents were being established around the world, often by those who were involved in the initial exploration of the wilderness regions of the world to service the needs of others. Today there are thousands of specialist agents acting as 'middle men' between clients and in country operators to provide adventure tourism opportunities on a commercial basis.

In 1955, America became embroiled in the Vietnam War and on college campuses throughout the United States student movements developed in part, as opposition to U.S. involvement, These students were not often directly engaged in politics, but they were very vocal in their agitation against the idea of sending so many young American soldiers to fight in what became a very dirty war. Known as Hippies, these young people were largely white, middle-class teenagers and twenty-somethings who belonged to what demographers call the baby-boom generation, children being born to parents who had recently returned home from Second World War conflicts. These children, now young adults, felt alienated from middle-class society, which they saw as dominated by materialism and repression. Hippies developed their own distinctive lifestyle, whereby they constructed a sense of marginality. They experimented with communal or cooperative living arrangements, and they often adopted vegetarian diets based on unprocessed foods and practiced holistic medicine. Hippies were also known for their unique life-style involving music and drugs and were often referred to as 'flower children'.

Nepal goes onto the Tourist Map

One of the outcomes of the Hippy movement was the rejection of authority and the adoption of a 'free-lifestyle' and ultimately the overland routes to S E Asia were established offering young people the opportunity to search out new physical and psychological horizons. Between the mid-1950s and late 1970s, many thousands of travellers followed the 'hippy trail'. For some, it was a 'happening', an expression of the 1960s counter-culture and for many of those the use of drugs including opium or hash was a key part of the experience. For others, it was just a great adventure, a chance to travel cheaply and encounter unfamiliar cultures. Young people from Europe and the US headed east, usually overland, turning their backs on tourist itineraries, passenger jets and package tours to engage with other cultures on their own terms. They travelled in their own cars and vans, often with other like-minded people, or they used local public transport. A minority set out on foot, picking up rides along the way. The route from London to the Nepal and the capital, Kathmandu was the most celebrated route, though many travellers stopped in India or continued to southeast Asia. What distinguished this trail from earlier journeys was the nature and intentions of its participants. As Rory MacLean notes in '*Magic Bus*', his 2006 history of the phenomenon, they comprised 'the first movement of people in history travelling to be colonised rather than to colonise'. (Openskies Magazine)²⁵

This movement put Nepal on the tourism map and was the first evidence of the international mass tourism movement in Nepal.

Col Jimmy Roberts conceived the idea of 'trekking' in 1965 and established the first trekking company in the world, Mountain Travel, Nepal. This model has been refined many times not only in response to client demands but also because of the accessibility to remote areas and the development of equipment and skills to enhance the experience for the client.

Modern adventure tourism includes various activities and with different levels of technical interaction and assistance, paragliding, mountain biking, jeep safaris, deep water submarine dives, yachting and white-water activities, it is no longer a simple case of 'trekking' although trekking is

²⁵ Openskies Magazine. The Rise and Fall of the Hippy Trail. Inflight Magazine. Emirates.
<https://openskiesmagazine.com/the-rise-and-fall-of-the-hippie-trail/>

still one of the largest adventure activity sectors world-wide. Today Adventure Tourism can be divided into two main categories.

Hard Adventure, which refers to activities with high levels of risk, requiring intense commitment, advanced skills and requires the participants to have undergone some form of physical and technical training. From the clients' perspective the majority will require the services of a professional technical guide and preorganized infrastructure. These people will be highly motivated.

Soft Adventure, refers to activities with a perceived lower level of risk, requiring minimal commitment and basic skills, most of these activities are led by people designated as local leaders or guides.

With the introduction of commercial expeditions adventure tourism has taken on another dimension. With the availability of technically proficient expedition in-country agents many experienced adventure tourism participants are ready to buy into services while not necessarily requiring the fully serviced package. For example, infrastructure and basic services might be secured from agencies while the actual activity is undertaken independent of agent support (without local guides or support once the adventure activity is underway).

Traditionally, the supply chains vary from destination to destination, however, the makeup of the most involved adventure supply chain activities is typically as follows. Home based agents > In-country in-bound operator / Outbound country operator > ground handlers (technical adventure staff), although in this modern age and with the advent of the internet many adventure tourists are able to plan their own 'expeditions'.

As in many countries, Tourism has been an economic driver in Nepal and a critical part of financial sustainability in the developing world, however now in the shadows of the pandemic the question on every-one's lips is, 'how will the new world look, will tourists still fly to developing nations with the pandemic far from being under control and how can we attract those travelers who are prepared to fly?'

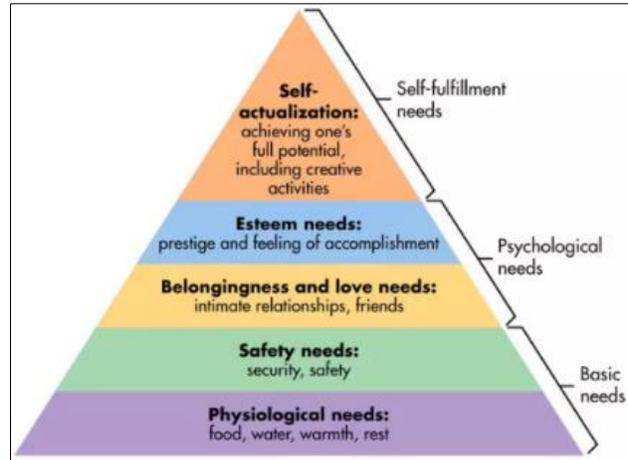
To be in a position to develop a road map out of the pandemic situation, firstly one needs to understand the motivation for people to undertake adventurous tourism and also their expectations from their intended experiences and indeed their suppliers.

If specific hard adventure activities are considered in the first instance, there are two sectors of 'tourists, a) the hardcore technically experienced adventurers who will run their own personal expeditions with minimal local support, they will expect less pressure from the authorities to do this or to do that, providing they keep within the law of the land. They will expect their competence and professionalism to be recognised. Then there is sector b), the 'adventure clients' who will expect safe, but challenging experiences, they will want to improve their technical skills and learn new ones and maybe over an extended multiday period. They will expect experienced and technically skilled activity guides, a robust risk assessment to have been done, but probably all set within the comfort zone of a specific conclusion date. Apart from specific skills, clients will also expect all the common expectations of value for money, appropriate accommodation, clean, hygienic and appropriately nutritious food and increasingly more attention to covid related health protocols. etc. Then there is sector c), the 'soft adventure' where the clients will have a greater expectation of issues concerning value for money, appropriate food and accommodation, guide supervision and risk assessment as well as the guide's ability to educate, inform, motivate and in general, a more soft, personal sort of supervision. It has been very noticeable that in both 2020 and 2021 in Nepal, there were a high number of hard adventure clients who were prepared to risk the covid issues for the sake of climbing Everest, yet there were very few soft adventure-level trekkers who were more concerned about the pandemic health issues.

To follow that line of thought to the next stage we need to understand the different levels of motivation driving both elements of adventure tourists. Why are 8000m climbers visiting Nepal yet trekkers are not?

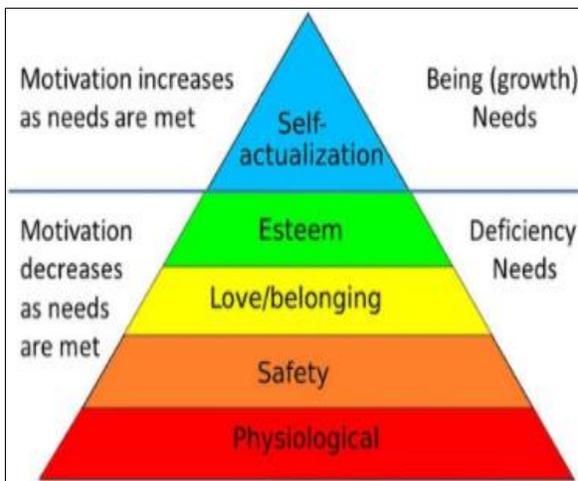
Motivation

In the opening paragraph of this paper the value of adventure in an individuals' life was explained. However, need is one thing but what is it that is required to push the individual to fulfilling that need? 'Maslow's hierarchy of needs' is an idea in psychology proposed by Abraham Maslow in his 1943 paper "A theory of Human Motivation" (Maslow A 1954)²⁶.



For an individual to feel in a position of security to undertake hard adventurous activities they need a lower development of hierarchical security. Needs from lower down in the hierarchy form must be satisfied before individuals can attend to needs higher up the scale.

It is well known that individuals can benefit in their professional careers if they have summited Everest and for many that reward is the motivational driving factor. Maslow went onto expand what he termed as the Expectancy Valence Theory (Vroom V H 1964)²⁷



Expectancy Valence Theory has three components:

Expectancy is the individual's belief that effort input will lead to the intended performance goals and thus a successful outcome. Hence Everest clients will have spent many months training hard for their expedition. The Expectancy is the belief that one's effort (E) will result in attainment of desired performance

²⁶ Maslow, A. (1954). Motivation and Personality. Resourced Simply Psychology 2020 www.simplypsychology.org/maslow

²⁷ Vroom, V. H. (1964). Organizational Behaviour. Essential Theories of Motivation and Leadership. Expectancy Theories; Chapter 7. https://books.google.com.np/books?hl=en&lr=&id=kUO5NWwaySYC&oi=fnd&pg=PA94&dq=Vroom+V+H+1964&ots=UH6zChJoFM&sig=ySzR96HaRbWskCZqo0mopSZ6Gts&redir_esc=y#v=onepage&q&f=false

(P) goals. Usually based on an individual's past experience, self-confidence (self-efficacy), and the perceived difficulty of the performance standard or goal. Perceived control is the individuals believe that they have some degree of control over the expected outcome. When individuals perceive that the outcome is beyond their ability to influence expectancy their motivation is low.

The first ascent of the Matterhorn was a prized summit during the Golden Age of Mountaineering. After many attempts, Whymper, with the Italian guide Carrel, they eventually became rivals with Carrel strongly believing that as the Matterhorn was on the Italian-Swiss border an Italian should be the first to set foot on the summit, not an Englishman. Whymper set off up the Hornli Ridge at 05.30 hours on the 13th July 1865 while his rival, the Italian guide Carrel, was attempting to climb from the Italian side of the mountain. Whymper reached the summit at 13.40 hours on the 14th just a short time before Carrel who was only two hundred meters below the summit at the time, but once Carrel realized that he would not claim the grand prize of the first ascent he and his team descended despite the fact that he could have easily made the second ascent. He lost motivation at that time, however, he succeeded to summit a fortnight later. (Wikipedia)²⁸

Effort = Reward

Valence is the unique value an individual places on a particular outcome, desirability of rewards on offer. Summiters will receive rewards for their success, this could be in the form of a career enhancement or even a directional change in career which in turn is based on individual needs, goals, values and sources of motivation. Valence is characterized by the extent to which a person values a given outcome or reward. This is not an actual level of satisfaction rather the expected satisfaction of a particular outcome.

As a result of his success on the Matterhorn Whymper's reputation elevated him to being the most experience mountaineer of his generation and the well-known author of the best-selling book at the time '*Scrambles Amongst the Alps*' (Whymper. 1871)²⁹

²⁸ Wikipedia. First Ascent of the Matterhorn

https://en.wikipedia.org/wiki/First_ascent_of_the_Matterhorn

²⁹ Whymper, E. (1871). *Scrambles Amongst the Alps* (First Edition). First Century Hutchison Ltd.

<https://www.abebooks.com/book-search/title/scrambles-amongst-the-alps/author/edward-whymper/first-edition/>

Value = ego, financial, emotional, prestige...

Instrumentality the belief that success will bring rewards. This reward may present itself in the form of winning a slalom, mountain bike race, promotion, recognition or sense of accomplishment, summiting Everest. Instrumentality is low when the reward is the same for all performances given, as in a 'Finished' certificate. Another way that instrumental outcomes work is through commissions. With commissions performance is directly correlated with outcome (how much money is made). If the Nepalese Government suddenly decided to stop issuing summit certificates and the record keepers stopped acknowledging successful ascents, would the numbers attempting to summit Everest decline?

With such interest in the Matterhorn, Whymper knew that if he could claim the first ascent he would become famous and thus improve his earning capacity from writing and giving lectures at the Alpine Club.

Summit of Everest = promotion = financial sustainability, career change

The valence refers to the value the individual personally places on the rewards. $1 \rightarrow 0 \rightarrow +1$ (expectations)

Thus: -

- 1= avoiding the outcome FAILING
- 0 = indifferent to the outcome BREAKING EVEN
- +1 = welcomes the outcome ACHIEVING +

In order for the valence to be positive, the person must prefer attaining the outcome to not attaining it. (Highly motivated).

These situations and outputs are not so critical in trekking, if a trekker feels the pandemic health situation is too risky, they have little to lose if they defer their trek for another year. However, if an Everest client defers their expedition, then they might lose the opportunity and fitness forever.

Having reviewed the definitions related to tourism and the motivation that pushes people towards tourism and in particular Adventure Tourism it is now important to understand the value of tourism to the national economy.

Tourism is one of the fastest-growing economic sectors and a catalyst for economic growth and development, with a significant impact on trade, job creation, investment, infrastructure development and social inclusion. In 2019, international tourism grew faster in the global economy for the ninth successive year, at 3.6 percent for travel and tourism versus 3.2 percent for global gross domestic product (GDP). International tourist arrivals increased from 697 million in 2000 to 1.5 billion in 2019. This growth has been interrupted only in 2001 when it dropped to nil after the 9/11 attack on the World Trade Towers, in 2003, as a consequence of SARS (−0.4%), in 2009, following the global economic crisis (−4%), and then in 2020, when COVID-19 spread around the world and related restrictions on mobility and travel delivered an unprecedented shock to the sector.

The cross-cutting nature of tourism and its sustained growth over recent decades offer immense opportunities for the overall advancement of the 2030 Agenda for Sustainable Development. As the ‘17 Sustainable Development Goals’ (SDGs)³⁰ (WHO)³⁰ and the 169 corresponding targets focus the world on a new direction, tourism can and must play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace. Tourism has the potential to contribute – directly and indirectly to all of the SDGs, and in particular those that specifically relate to tourism. SDG 8, suggests that to ‘Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all’. SDG 12, states, ‘Ensure sustainable consumption and production patterns,’ and SDG 14, ‘Conserve and sustainably use the oceans, seas and marine resources for sustainable development’. As outlined above, tourism is a key vehicle for fostering economic and social growth and a powerful force for inclusive and sustainable development. Its full potential can be achieved only through a management approach that embraces the principles of ‘Sustainable Tourism 4’ and focuses on achieving the SDGs as we near 2030.

³⁰ W.H.O. Sustainable Development Goals (SDGs).
https://www.who.int/health-topics/sustainable-development-goals#tab=tab_1

Conclusion

In this paper I have tried to analyse tourism and the role of adventure tourism in terms of definitions, justifications, examples and psychological theories. In a country like Nepal mountain tourism (adventure tourism) plays a significant part in contributing to the country's GDP, however more significantly is its role in terms of sustainability for the middle hill communities. In Nepal the impact has been particularly hard on employment and this pandemic will result in a deeper unemployment impact than initially expected by the International Labor Organization and United Nations Development Program (The Asia Foundation 2021)³¹ as layoffs among formal full time employed workers in the tourism sector start to dominate the statistics. Worse is the combined impact on the 'invisible' 3 in 4 workers involved in informal employment within the tourism sector, primarily those from the middle hill districts who not only have lost their livelihoods but do not have access to tips and local payments received from tourists crucial in tiding them over in these times. (Shah, S.)³²

Adventure will undoubtedly take on a new format when travellers return and they will return, Everest is still there as are the pilgrimage sites, the culture and festivals but client expectations will have changed and the question is 'What will tourism be like in the aftermath of the unprecedented crisis caused by the COVID-19 crisis?'

What is clear, however, is that tourism will recover and contribute to reigniting hard-hit economies and societies thanks to its capacity to adapt to changes and offer innovative solutions to new challenges. In every country, the conjunction of decisive competitiveness factors and the alignment of public administrations and private sector stakeholders to coordinate efforts will be required in order to ensure full economic recovery. As a driver of socioeconomic growth, tourism should be identified as a priority in the political agenda in the post COVID-19 era and the factors that contribute to the competitiveness of the sector will play a key role in positioning it at the forefront

³¹ The Asia Foundation. (2021). A Rapid Assessment; The Impact of the Covid-19 Pandemic on Employment in Middle-order Cities of Nepal.

<https://asiafoundation.org/wp-content/uploads/2021/04/Impact-of-the-Covid-19-Pandemic-on-Employment-in-Middle-order-Cities-of-Nepal.pdf>

³² Shah, S. (2021). What next for Nepal's Informal Economy Actors? Nepal Economic Forum.

<https://nepaleconomicforum.org/neftake/what-next-for-nepals-informal-economy-actors/>

of recovery efforts while contributing to the fulfillment of the Sustainable Development Goals (SDGs) (Pololikashvili, Z, Tang, D. 2021)³³

Unless tourism revives over the next few months Nepal will suffer, as will many other countries who rely on tourism as their main source of foreign currency. As the foreign currency reserves dwindle there will be less purchasing power available in situations where the dollar market governs international trade.

³³ Pololikashvili, Z., Tang, D. (2021) W.T.O. Boosting Tourism Development through Intellectual Property. <https://www.e-unwto.org/doi/pdf/10.18111/9789284422395>

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