ADRENALINE, FEAR OR CURIOSITY?

EXPLORING INDIVIDUALS' MOTIVATIONS TO ENGAGE IN ADVENTURE TOURISM

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Adventure tourism is a fast-growing niche sector within tourism. This study aims to identify the primary motivations and constraints for individuals participating in adventure tourism. Emphasis was put on adventure participants' travel pattern behaviors (local residents/ tourists) and the new factor of COVID-19. Only some studies have examined constraints within adventure tourism, including motivations, travel, and COVID-19. A total of 240 individual's participated in a 10-15-minute survey that focused on 37 motivations and constraints pulled from previous literature. The findings highlighted personal improvement and destination experience as the key motivators to participate in adventure tourism, while traveler anxiety was the key constraint holding participants back. It also gave insight into how adventure tourism continues to be popular despite the pandemic.

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Chapter One

Introduction

Adrenaline pumping through tourists' veins as they jump out of a plane, fear taking over on the edge of a waterfall or a sense of curiosity hiking through a jungle. Each of these activities are motivated by a specific trait leading one towards participation in adventure tourism. Adventure tourism, a niche in tourism (Adriana, 2019), is one of the fastest-growing tourism sectors, with approximately $112 billion in revenue generated globally in 2020 and an estimated $1.1 trillion by 2028 (Adventure Travel Trade Association, 2015; Allied Market Research, 2021). Particularly, adventure tourism in New Zealand continues to grow. In 2010, it was a 3-billion-dollar industry with over 850,000 international visitors each year participating in at least one adventure activity (Otago Daily Times, 2010). As of 2021, Iceland was voted by the Adventure Travel Trade Association (ATTA) as the top place for adventure tourism based on its safety, welcoming, adventure, and readiness (infrastructure and resources), closely followed by Switzerland, New Zealand, and Germany (Peter, 2021). Correct marketing based on individual motivations, constraints, and location creates an economic growth opportunity for adventure tourism destinations.

The definition of adventure tourism includes an aspect of physical activity occurring, generally in an outdoor natural environment, with an aspect of risk or cultural emersion (e.g., Hall, 1992; Swarbrooke, et al., 2003; Buckley, 2007). It incorporates both soft adventures, less risk involved (Swarbrooke, 2013) for beginners (Beckman, et al., 2017) and hard adventures consisting of more significant challenges and more risk (Swarbrooke, 2013) for higher skilled adventurers (Buckley, 2015; Patterson & Pan,

2007). Even so, individuals' decisions to involve in adventure tourism are complicated, which includes their motivations and constraints. Motivation is the driver that moves individuals to take action (Schiffman & Kanuk, 2004). Push and pull are factors of motivation that focus on both the internal and external motivators of adventure tourism (Dann,1997; Bindu, 2013; Giddy, 2015; Kim, et al., 2003; Naidoo et al., 2015; Pomfret, 2006; Pomfret & Bramwell, 2014; Uysal & Jurowski, 1994). Push emphasizes all the factors that drive an individual's decisions to participate in the activity (Sánchez-Oro, et al., 2021), while pull refers to why a particular destination was chosen (Klensosky, 2002). Opposite motivations are constraints, the components that reduce enjoyment and satisfaction, restricting participation (Tsai & Coleman, 1999; Jiang, et al., 2020) in adventure tourism.

Previous literature has shown the motivations of tourists (push and pull factors), and their constraints also known as individual's barriers to participate in an activity (e.g., Buckley, 2012; Dann, 1977; Loredana, et al., 2020; Zheng, et al., 2016). However, little has been studied on motivation correlation with travel patterns- local versus travel, including the recent impacts of COVID-19. UNWTO reported a 60- 80 percent decrease in tourist journeys (Roman, et al., 2020). With travel restrictions from COVID-19 in place, this triggered an increased engagement in local and regional tourism (Sharma, 2020). Outdoor Industry (2021) also recorded 2020 as the highest number of outdoor participants, with 53 percent of Americans participating in an outdoor activity, leading the way for research on motivations, constraints, and its connection to adventure tourism destinations.

Problem Statement

Although research has been conducted on motivations and constraints within tourism, limited knowledge exists on the connection of participants' motivations/constraints with adventure tourism. Especially involving participants' travel patterns (local residents/tourists) with the added factor of COVID-19. The purpose of this study is to identify the following:

- What are the primary motivations for individuals participating in adventure tourism?
- What are the significant constraints for individuals participating in adventure tourism?
- Does COVID-19 have an effect on local residents' and traveling tourists' behaviors?

The answers to these questions can provide implications on how adventure tourism activities can better market themselves to consumers' motivations, diminishing constraints and adjusting campaigns based on geography segments (local resident/tourist), and how these attractions can be better incorporated into destination marketing.

Chapter Two

Literature Review

Adventure tourism is a special interest category within tourism (Poon, 1993). This niche has a tendency to include some of the same individuals participating in nature-based tourism, discovery/cultural tourism, expedition tourism and eco-tourism (Swarbrooke, et al., 2003; Buckley, 2012). In 1990, adventure tourism formed its own association - Adventure Travel Trade Association (ATTA) to connect all of those who participate and represent this subsector. As of 2015, ATTA claimed adventure tourism to be one of the fastest growing divisions of tourism. Amidst this growth, it has become more known and accessible to the public (Buckley, et al., 2014; Pomfret & Bramwell, 2014) through commercialization of the adventure sector (Cloke & Perkins, 2002; Puchan, 2005), as well as the push for environmentally conscious activities that bring one closer to nature (Buckley, 2016; Jin, et al., 2019).

2.1 Defining Adventure Tourism

Throughout literature, adventure tourism has struggled to have a clear definition. In 1992, Hall stated that adventure tourism involves an element of risk and takes place in a natural environment (Hall 1992; Swarbrooke, et al., 2003). Buckley stated that adventure tourism is a set of activities that normally occur outdoors and appear exciting to the consumer (Buckley, 2007). Giddy and Webb (2018) have a similar definition of participating in activities outdoors but included the term natural setting. Sandler (2016) stated that adventure tourism is inclusive of at least three elements: a) physical activity, b) cultural immersion and c) a natural environment, while the ATTC (1990) states that traveling individuals must incorporate two out the three choices stated by Sadler (2016)

above. Although each definition is slightly different, they all have common attributes. This study will use the definition that adventure tourism includes an aspect of physical activity occurring, generally in an outdoor natural environment, with an aspect of risk and/or cultural emersion (e.g., Hall 1992; Swarbrooke, et al., 2003; Buckley, 2007).

Adventure tourism breaks down into two main categories: soft and hard, each including air, water and land-based activities (Loredana, et al., 2020). Soft adventure tourism refers to less risk being involved (Swarbrooke, et al., 2003) with minimal skills required (Beckman, et al., 2017). These activities are usually for beginners and consist of help from a guide (Beckman, et al., 2017). Individuals who participate in soft adventure actives tend to enjoy hiking, snorkeling and gentle canoeing. Hard adventure tourism has greater challenges and more risk (Swarbrooke, et al., 2003). Typically, these activities are performed by higher skilled adventurers who know preventable measures from risk (Buckley, 2015; Patterson & Pan, 2007), but can also be for those with less skill willing to learn. Individuals who participate in hard adventure activities tend to engage in rock climbing, skydiving and white-water rafting. Many of these activities can be closely related to high-level sporting competitions like the Olympics or X-games (Loredana, et al., 2020).

2.2 Adventure Tourism Motivation

Motivation propels individuals to take action (Schiffman & Kanuk, 2004). Tourist motivations are constantly being studied in tourism research (Crompton, 1979; Ryan & Glendon,1998). Comprehension of an individual's drive to participate in a select activity or experience (Schiffman & Kanuk, 2004) enhances an organization’s marketing (Gilbert & Hudson, 2000; Buckley, 2003; Williams & Soutar, 2009; Giddy, 2018) while giving

fundamental insight on what a tourist wants (Ryan & Glendon, 1998). Human behavior in tourism is often dictated by motivation as to why many would allocate time, resources and their life towards an activity with no tangible gain (Buckley, 2012). These key motivators are shown primarily through push-pull motivational theory (Dann, 1997; Klensosky, 2002; Llewellyn-Smith & McCabe, 2008; Bindu, 2013; Giddy, 2015; Kim, et al., 2003; Naidoo et al., 2015; Pomfret, 2006; Pomfret & Bramwell, 2014; Uysal & Jurowski, 1994).

Push and pull factors contribution to motivations, although now common was first implemented by Dann in 1977 (Bindu, 2013; Giddy, 2015; Kim, et al., 2003; Naidoo et al., 2015; Pomfret, 2006; Pomfret & Bramwell, 2014; Uysal & Jurowski, 1994). Push-pull motivational theory is now the primary theory for tourism as it deals with both the activity and destination (Klensosky, 2002; Llewellyn-Smith & McCabe, 2008). These motivators focus on both the internal (what an individual seeks out of the experience) and external (where an individual chooses to have an experience) motivators towards adventure tourism (Dann, 1977). Push emphasizes all the factors that drive an individual's decision to do the adventure activity (Sánchez-Oro, et al., 2021), emphasizing the "why" behind seeking out specific activities (Giddy & Webb, 2018). Meanwhile, pull refers to why a particular destination - the environment and location where an activity takes place was chosen (Klensosky, 2002; Giddy & Webb, 2018).

Originally, research on adventure tourisms push motivators fell within a risk-seeking behavior spectrum (Robinson, 1992, Celsi et al., 1993). In previous studies it was determined that risk (Loredana, et al., 2020; Giddy, 2018; Buckley, 2012) is the primary push motivator within adventure tourism as a sense of danger is the primary driver

(Buckley, 2012; Laing & Crouch, 2009; Fluker & Turner, 2000; Manfredo, Driver & Tarrant, 1996; Giddy, 2018; Robinson, 1992; Celsi et al., 1993). However, there is much more to the motivations of adventure tourism than just physical risk. Thrill-seeking, has started to take its place as a key motivator pertaining to adventure tourists (Buckley, 2015; Buckley, 2016; Kerr & Mackenzie, 2012; Cater, 2006; Carnicelli-Filho et al., 2010) with the addition of rush (Loredana, et al., 2020), sensation seeking and excitement (Buckley, 2012, 2015; Fuchs & Reichel, 2011; Mackenzie et al., 2013; Kerr & Mackenzie, 2012; Llewellyn-Smith & McCabe, 2008; Gyimóthy & Mykletun, 2004; Zuckerman, 1971, 1983; Beckman, et al., 2017; Giddy, 2018).

As shown in Table 1 below, other key identified push motivators from active tourism literature include overcoming a fear, a participant's gain of achievement, and overcoming challenges to reach goals. An individual's ability to learn skills to have the expertise to perform difficult tasks and improve by exploring new ideas and expanding knowledge on a particular activity motivates participants. One's ability to stay active and maintain physical fitness while obtaining personal growth and self-exploration inspires others. Social interaction is an enjoyment that allows participants to share an activity with others, enhancing kinship and respect from others while developing new friends. It also allowing a level of competitiveness with others or one's self. Another main motivator is to escape from one's everyday life: a change in routine from work and home, a chance to relax, to slow down to relieve stress both mentally and physically, all while gaining an unforgettable experience (Table 1).

Table 1: Push Motivators

Push Motivator	Source
Thrill	Buckley, 2015 Carnicelli-Filho, Schwartz & Tahara, 2010
Fear	Buckley, 2012
Achievement	Buckley, 2012 Dann, 1977
Improving Skills	Buckley, 2012 Giddy, 2018 Jin, Xiang, Weber & Liu, 2019
Stay active	Turnbull & Uysal,1995 Buckley, 2012 Beckman, Whaley & Kim, 2016 Özdemir, 2020
Excitement with Activity	Buckley, 2012, 2015 Fuchs & Reichel, 2011 Mackenzie et al., 2013 Kerr & Mackenzie, 2012 Llewellyn-Smith & McCabe, 2008 Gyimóthy & Mykletun, 2004 Zuckerman, 1971, 1983 Beckman, Whaley & Kim, 2016 Giddy, 2018
Social	Buckley, 2012 Yuan & McDonald, 1990 Turnbull & Uysal,1995 Cha, McCleary & Uysal, 1995 Giddy, 2018 Crompton, 1979

	Jin, Xiang, Weber & Liu, 2019
Escape	Buckley, 2012 Crompton, 1979 Yuan & McDonald, 1990 Özdemir, 2020 Turnbull & Uysal, 1995 Oh, Uysal & Weaver, 1995 Giddy, 2018
Compete with Others	Buckley, 2012
Learn a New Skill	Buckley, 2012 Giddy, 2018 Jin, Xiang, Weber & Liu, 2019
Personal Growth	Pereira &Gosling, 2019 Crompton 1979
Relax	Yuan & McDonald, 1990 Cha, McCleary, and Uysal, 1995 Jin, Xiang, Weber & Liu, 2019
Adrenaline Rush	Loredana, Cornelia, Tabita, Diana, M., & Ioan, 2020
Unforgettable Experience	Loredana, Cornelia, Tabita, Diana, M., & Ioan, 2020
Sense of Pleasure	Buckley, 2012, 2015 Fuchs & Reichel, 2011 Mackenzie et al., 2013 Kerr & Mackenzie, 2012 Llewellyn-Smith & McCabe, 2008 Gyimóthy & Mykletun, 2004 Zuckerman, 1971, 1983 Beckman, Whaley & Kim, 2016 Giddy, 2018

Pull motivators are the drivers that pull an individual to a particular destination over another (Giddy & Webb, 2018; Klensosky, 2002). Table 2 shows what literature has identified travel destination motivators to be experience and exploration of nature/new scenery focused, and appreciation of nature's beauty. These may include visiting an unusual location, something new and different that hasn't been commercialized, bragging to others, posting on social media as a way of mass bragging, and unique experiences that can only be replicated once for an individual. The ability to experience the destination's local culture and historic heritage as well as being fully immersed in a culture's adventure activities, recommendations from other travelers, the popularity of a destination and the aspect of being away from home are also motivators. Lastly, the quality of the facilities at the destination and the safety of the destination play a huge role in choosing, planning and staying at a particular destination (Table 2.).

Table 2: Pull Motivators

Pull Motivator	Source
Experience and Explore Nature/New Scenery	Buckley, 2012 Beckman, Whaley & Kim, 2016 Yuan & McDonald, 1990 Giddy, 2018 Özdemir, 2020
Visit an Unusual Location	Sirakaya, Sheppard, & McLellan, 1997
Bragging	Özdemir, 2020 Loredana, Cornelia, Tabita, Diana, M., & Ioan, 2020
Unique Experience	Loredana, Cornelia, Tabita, Diana, M., & Ioan, 2020
Experience the Destinations Local Culture and Historic Heritage	Özdemir, 2020 Pereira & Gosling, 2019 Yuan & McDonald, 1990 Turnbull & Uysal, 1995 Oh, Uysal & Weaver, 1995 Sirakaya & McLellan, 1997 Loredana, Cornelia, Tabita, Diana, M., & Ioan, 2020

Other recommended	Jin, Xiang, Weber & Liu, 2019
Destination Popularity	Özdemir, 2020
Quality of Facilities	Yuan & McDonald, 1990 Jin, Xiang, Weber & Liu, 2019
Safety	Oh, Uysal & Weaver, 1995 Sirakaya & McLellan, 1997 Jin, Xiang, Weber & Liu, 2019
Away from Home	Loredana, Cornelia, Tabita, Diana, M., & Ioan, 2020
Post on Social Media	Loredana, Cornelia, Tabita, Diana, M., & Ioan, 2020

2.3 Adventure Tourism Constraints

Barriers to participate (Backman & Crompton, 1989) was a common focus in early tourism literature. Now the focus has shifted to constraints - ‘constraints are factors that limit participation or reduce the level of enjoyment and satisfaction’ in tourism (Tsai & Coleman, 1999; Jiang, et al., 2020, pg. 486). Crawford, Jackson and Godbey (1991), created a hierarchical model of leisure constraints that touched on three main areas: intrapersonal, interpersonal and structural. Intrapersonal connects an individual's participation to an activity including their interest, skills and shyness (socialness). Interpersonal refers to a participant’s lack of people to go with while structural focuses on external factors such as money, time and convenience (Crawford, et al., 1991).

Additional researchers have identified ‘unfamiliar culture’ (Chen, et al., 2013), ‘language barriers and lack of security’ (Lai & Harrill, 2013) and ‘landscape experiences’ (Zheng, et al., 2016) as constraints with nature-based activities. Although constraints have been identified in leisure tourism, little has been studied within the realm of adventure tourism.

Throughout literature, adventure tourism has been studied by characteristics, equipment malfunctions, destinations, psychological aspects, security and products (Buckley, 2007; McKay, 2013; Schott, 2007). Buckley (2012) estimated that over 50 studies had been conducted on participant motivations with more to come. However, many of these previous studies focused on those known in the field of adventure tourism who are regular participants (Buckley, 2012). Sung (2004) specifically studied adventure travelers: behavior, decision-making, and target markets but little focus has been on average travelers’ motivation, especially those in the Midwest region.

2.4 Travel Patterns

As early as the 1970s, adventure tourism hit the tourism world as a new form of recreational participation. New Zealand is one of the leading countries to have adventure tourism connected to their country's international image (Tourism New Zealand, 2001). In the 1908s, researchers identified that prior knowledge and experience had influenced individuals' preferences toward outdoor tourism (Hammitt, 1981). Schreyer, Lime, and Williams’s (1984) concluded that the frequency of participation measures the experience, and that prior experience can help dictate future experiences. Lehto, O'Leary, and Morrison (2004) continued research on previous experience influencing an individual's next travel experience focusing more on the number of trips having no impact on risk level, just an impact on less participation within the destination. Research further

examined this construct and tested it between residentials and traveling tourists. It was found that many residents are satisfied with their local tourism and wish to continue development based on what they experienced from global travel (Draper, et al., 2011).

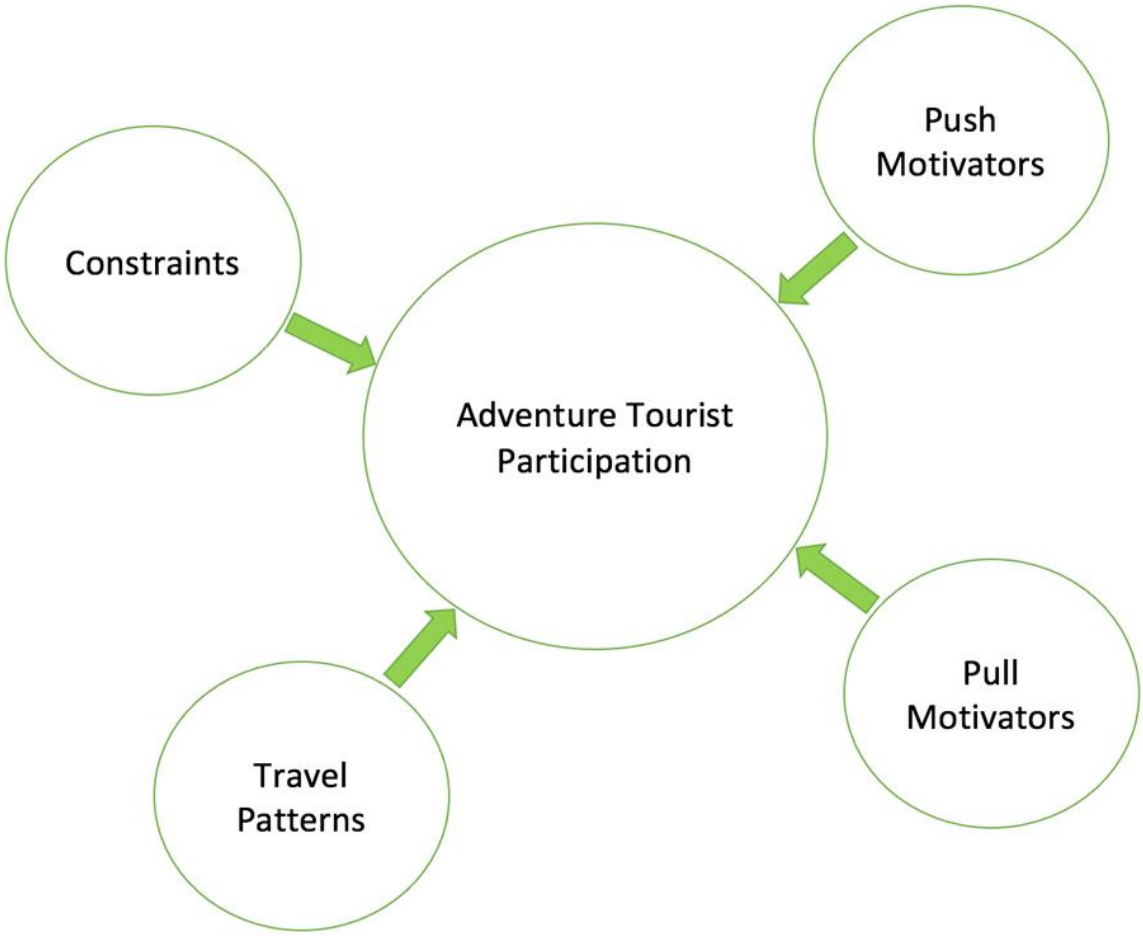
COVID-19 has impacted the tourism industry significantly; globally, UNWTO reported a 60% - 80% decrease in tourist journeys (Roman, et al., 2020). With travel restrictions in place, this triggered an increased engagement in local and regional tourism (Sharma, 2020). However, there is a positive for the recreational industry; Outdoor Industry (2020), has recorded the highest number of outdoor participants, with 53 percent of Americans participating in an outdoor activity. Unfortunately, no study has been done thus far on post-pandemic recreational numbers as countries are starting to open back up.

UNWTO defines a "Person-trip as one person on a trip away from home overnight in paid accommodations or on a day or overnight trip to places 50 miles or more [one way] away from home with; tourism encompassing "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." (UNWTO, n.d.). Although there has been an influx in local tourism, little is known about adventure tourism motivations and the connection between local residents and traveling tourist.

2.5 Conceptual Model

A conceptual model was created for this study based on previous literature (Figure1). The model consists of four elements having an impact on an adventure tourist’s participation. These elements are push motivators, pull motivators, constraints and travel patterns (distance, COVID and willingness) of a participant.

Figure 1: Conceptual Model



Chapter Three

Methodology

3.1 Research Design

This exploratory study used a survey approach to analyze individuals' motivations, constraints, and travel patterns around adventure tourism. With a quantitative approach, the survey was designed to focus on five key measurements: a) adventure tourists' push and pull motivations, b) constraints holding participants back, c) adventure participants' travel patterns, d) the effects COVID had on participants and e) the demographics of participants. Each component was recorded either by the Likert scale (Likert, 1932) or by numerals assigned to categories within the survey (Robert et al., 2009).

Motivation propels individuals to take action (Schiffman & Kanuk, 2004). For this study, adventure tourism measurements push and pull are defined by internal (what an individual seeks out of the experience) and external (where an individual chooses to have an experience) motivators towards adventure tourism (Dann, 1977). Push encompassed all the factors that drive an individual's decision to do the adventure activity (Sánchez-Oro, et al., 2021), stressing why individuals seek out specific activities (Giddy & Webb, 2018). Using a 5-point Likert scale -strongly disagree to strongly agree- 15 different options (located in Appendix A) on push motivators were given for respondents to choose from, guided by the question:

- Why do you participate in adventure tourism?

Using the same 5-point Likert scale -strongly disagree to strongly agree- 11 different options (located in Appendix A) on pull motivators were given for respondents to choose, guided by the question:

- Why do you travel to a destination to participate in adventure tourism?

The second key measurement constraints were defined as barriers to participation (Backman & Crompton, 1989) focusing on what limits participation or reduces the level of enjoyment and satisfaction (Tsai & Coleman, 1999; Jiang, et al., 2020). The question demonstrated this concept:

- Why would you not participate in an adventure activity?

Using a Likert scale -strongly disagree to strongly agree- 11 different options on constraints were given for respondents to choose, outlined in Appendix A.

The third measurement of adventure participants' travel patterns was based on the UNWTO definition of a traveler. Focusing on participants' past and future travel behaviors by using a Likert scale -Never to Always (weekly) this gathered by the questions:

- How often do you participate in adventure activities locally (within 50 miles of your residence)?
- How often do you take day trips to participate in adventure activities?
- How often do you take overnight trips (more than 50 miles) to participate in adventure activities?
- How often do you take domestic trips (more than 50 miles) to participate in adventure activities?

- How often do you travel internationally to participate in adventure activities?
- How likely will you participate in adventure activities within the next six months?
- How likely will you travel for adventure activities within the next six months?

The fourth measure is the effects COVID -19 had on individuals' participation in adventure tourism activities. Using a 5 -point Likert scale -from strongly disagree to strongly agree- participants where asked specific questions on COVID-19 participation and travel.

- I have participated in more adventure activities locally
- I have avoided travelling for adventure activities
- COVID has no impact on my adventure tourism activities
- I have taken more domestic trips for adventure activities
- I have taken more international trips for adventure activities

The last measurement was the demographics of one who participates in adventure activities and tourism. Demographics included age, education, income, children, relationship status, gender, occupation, adventure activity and adventure status. Adventure activity involved giving participants a list of 16 activities, participants indicated if they had participated in the activity, have not participated but interested and not interested at all. The activities (most have variations to make the easier or harder) included:

Hiking/trekking	Rock climbing	Snowboarding/skiing
Mountain biking/cycling	Zip lining/high ropes	Motocross sports
Kayaking/canoeing	Paragliding/Parasailing	Bungee jumping
Snorkeling/ Scuba diving	White water rafting	Skydiving
	Variations of waterskiing	Base jumping
		Cliff jumping/Diving
		Surfing

For adventure status respondents were then given the choices of beginner/novice, intermediate, and advanced/extreme which they could categorize themselves into guided by the question:

- When it comes to participating in adventure tourism activities, I consider myself a____?

All survey questions and subcategories are located in Appendix A.

3.2 Data Collection

Non-probability convenience sampling through social media was chosen for this exploratory study due to expenses and propitious moment of the study. The survey was conducted over two months via Qualtrics, an online surveying platform, in which a URL link was sent to participants directly and posted on social media platforms. Each participant was given an informed consent document and then represented by a number. A pre-test was conducted in one week, in which 30 participants answered all 24 survey questions (Appendix A). From that pre-test, it was decided that two questions on future travel needed to be added. These additional questions where:

- How likely will you participate in adventure activities within the next six months?
- How likely will you travel for adventure activities within the next six months?

In total, 240 individuals completed the survey, with an average time of 10-15 minutes.

3.3 Data Analysis

All data were calculated through Statistical Package for the Social Sciences, widely known as SPSS. Before the linear regression analyses, tests were conducted to examine the reliability of scales and principal component analysis (PCA). Firstly, the data was cleaned by removing the missing data and incomplete responses. Secondly, a descriptive analysis was conducted to report all sample characteristics (Table 3). Thirdly, a principal component analysis (PCA) test was conducted on the motivations and constraints of adventure tourists (Table 4). PCA is one of the most well-known techniques for interpreting and breaking down data while maintaining as much 'variability' as possible (Jolliffe, 2005). Following Jolliffe's (2005) suggestion, items with a loading value less than .55 and cross-loading were removed.

To test the reliability of these constructs, a scale reliability test was conducted in Table 7. Cronbach's *a* test had to be equal to or greater than 0.700 to be considered valid for this study. It should be noted that the constructs: human relations, social, and health, and not the following safety, were not included in the final regression due to their low reliability score on the scale. Included in the final regression were the constructs of personal improvement, sensation experience, pleasure, destination experience, safety and facilities, bragging on social media, physically nervous, and lack of money. Included also were the demographics (age, college education, gender, age, adventure status, and if they have children).

For the final analysis, a linear regression was used due to the ability to order variables and control the effects that predictors may have on the dependent variable (Hair

et al., 1998). The two dependent variables used for this regression were a) an individual's participation in adventure activities within the next six months and b) how likely an individual would travel for adventure tourism in the next six months. The first model examined the relationship of demographics to the dependent variables, the second added in the motivation constructs, and the third incorporated all of the constraints.

Chapter Four

Results

4.1 Sample Characteristics

As shown in Table 3, the final sample consisted of 240 individuals. The demographic characteristics included age, gender, employment status, relationship status, education, number of children, adventure activities, and participants' adventure status. The average age of participants was 38 (M= 38.22), with 65.8% of respondents having children, 63.2% married, 57% working full time, and 67.2% being female in gender. Concerning respondents' adventure activities, 87% have participated in soft tourism, while 18.9% participated in hard tourism. Interestingly, 75.1% of participants are interested in hard adventure activities but have not yet had the chance to participate. Lastly adventure status, 87.7% considered themselves intermediate in their adventure skills and participation.

Table 3: Sample Characteristics

Variable		*N*	*Valid precent*
Age			
(M= 38.22; SD=13.761)			
Gender	Male	74	31.5
	Female	158	67.2
	Other	3	1.3
Employment Status	Working Full-time	134	57.0
	Working part-time	34	14.5
	Unemployed	0	0.0
	Homemaker	29	12.3
	Student	24	10.2
	Retired	12	5.0
	Other	2	0.8
Relationship Status	Single	48	20.5
	Married	148	63.2
	In relationship	27	11.5
	Widowed	3	1.3
	Divorced	7	3.0
	Other	1	0.4
Education	Highschool	21	9.0
	College/University	141	60.3
	Graduate/Professional	72	30.8
Have Children	No Children	82	34.2
	Children	158	65.8
Adventure Status	Beginner/Novice	18	7.6
	Intermediate	207	87.7
	Advance/Extreme	11	4.7
Soft Adventure Activities	Interested/Participated	202	87
	Interested/Not Participated	27	11.7
	Not Interested	3	1.3
Hard Adventure Activities	Interested/Participated	44	18.9
	Interested/Not Participated	174	75.1
	Not Interested	14	6.0

4.2 Travel Patterns

One of the study goals is to explore individuals' travel patterns to participate in adventure tourism. The characteristics of these questions are displayed in Table 4. Notably, 75% of individuals participate in local adventure tourism activities several to every couple of years. A typical pattern is a higher percentage of the answer "every couple of years" between 40.5% - 57% among all categories, excluding international travel, which had a 67% never.

Table 4: Adventure Travel to Participation Characteristics

Variable		*N*	*Valid precent*
Participate locally	Never	17	7.2
	Every couple of years	96	40.5
	Several times a year	82	34.5
	Monthly	29	12.2
	Weekly	13	5.5
Day trip participation	Never	18	7.6
	Every couple of years	98	41.4
	Several times a year	94	39.7
	Monthly	24	10.1
	Weekly	3	1.3
Overnight participation	Never	44	18.6
	Every couple of years	123	51.9
	Several times a year	62	26.2
	Monthly	8	3.4
	Weekly	0	0.0
Domestic participation	Never	41	17.3
	Every couple of years	135	57.0
	Several times a year	54	22.8
	Monthly	6	2.5
	Weekly	2	0.4
International participation	Never	160	67.5
	Every couple of years	70	29.5
	Several times a year	5	2.1
	Monthly	2	0.8
	Weekly	0	0.0

This study is interested in understanding the impacts of COVID-19 on the samples' participation in adventure tourism. As indicated in Table 5, 39% of participants did participate in more local activities while 32.9% did not, suggesting little impact. The rest of the COVID-19 variables followed suit with little to no differences between taking more trips or not, apart from international travel, which only had a 5.2% increase in trips. Interestingly many individuals remained neutral on the subject.

Table 5. COVID-19 Characteristics

Variable		*N*	*Valid precent*
Local participation during COVID-19	Did not participate in more local activities	77	32.9
	Neutral	65	27.8
	Participated in more local activities	92	39.3
Avoided traveling during COVID-19	Avoided travel	82	35.2
	Neutral	57	24.5
	Continued to travel	94	40.3
COVID-19s Impact on Adventure Activities	COVID has impacted activities	95	40.8
	Neutral	47	20.2
	COVID has no impact on activities	91	39.1
Domestic traveling during COVID-19	Did not take more domestic trips	79	33.9
	Neutral	80	34.3
	Took more domestic trips	74	31.8
International traveling during COVID-19	Did not take more international trips	178	76.7
	Neutral	42	18.1
	Took more international trips	12	5.2

4.3 Exploratory Factor Analysis Results

The results of the principal component analysis are shown in Table 6. Eleven new constructs were identified using the variables from push/pull motivations and constraints. Push motivation constructs were personal improvement, sensational experience, and self-pleasure, which accounted for 57% of the variance. Pull motivators of destination experience, facility popularity and safety, and social media bragging accounted for 59.2% of the variance. Lastly, participants' constraints of being physically nervous and lacking money accounted for 42.5% of the variance within that principal component. All of these constructs are found reliable with a Cronbach's *a* greater than 0.7 shown in Table 7; constructs with a Cronbach's *a* value less than 0.7 are removed.

Table 6. Principal Component Analysis

Variables *Push Motivations*	*PC1* *Personal Improvement*	*PC2* *Sensation Experience*	*PC3* *Self-Pleasure*	*PC4* *Social*
Sense of thrill		0.728		
To overcome fear	0.499		-0.583	
To gain a sense of achievement	0.764			
Improving my skills	0.728			
To stay active	0.742		0.424	
Excitement		0.643		
To be social			0.484	*0.629*
To escape		0.527		
To compete with others				*0.745*
To learn a new skill	0.622			
To gain personal growth	0.695			
To relax			0.580	
Adrenaline rush		0.832		
Unforgettable experience		0.671		
For a sense of pleasure		0.492	0.673	
Variables *Destination Pull Motivations*	*PC1* *Destination*	*PC2*	*PC3*	

	Experience	*Facility Popularity & Safety*	*Social Media bragging*	
Experience and explore nature/new scenery	0.860			
Unusual location	0.866			
Brag to others			0.802	
Unique experience	0.696			
Experience the destinations local culture and heritage	0.599			
Other recommendations		0.563		
Destination is popular		0.675		
Quality of the facilities at the destination		0.795		
Safety of the destination		0.778		
Away from home	0.552			
Post on social media			0.862	
Variables Constraints	*PC1 Physically Nervous*	*PC2 Lack of Money*	*PC3 Personal & Health*	*PC4 Time &Safety*
Lack of time				-0.0652
Lack of money		0.775		
Do not want to purchase equipment		0.681		
Cannot afford the equipment		0.856		
Too scared/nervous	0.813			
Unfamiliarly with destination	0.528			
Afraid to be physically injured	0.825			
Lack of Skills	0.79			
I do not want to comply with safety				0.758
I do not have people to go with me			0.83	
My health doesn’t allow me			0.703	

Table 7. Results of Measurement Scale Reliability Tests

Variable	*Mean*	*Std. deviation*	*N of items*	*Cronbach's a*
Personal Improvement	3.90	.742	5	.834
Sensations Experience	3.87	.784	5	.787
Pleasure	4.01	.845	2	.628
Destination Experience	4.23	.616	5	.766
Safety and Facilities	3.66	.673	4	.700
Bragging Social Media	1.99	.996	2	.923
Physically Nervous	3.27	.902	4	.757
Lack of Money	3.759	.912	3	.719

4.4 Linear Regression Model

Linear regression was conducted on two dependent variables: the participants plan to travel within the next six months and the individual's willingness to participate in adventure tourism within the next six months. The regression results are stated in Table 7 and broken down into three models for each dependent variable. The first regression looked at the predictors of an individual's likelihood to travel in the next six months. At stage one the model included demographics and explained 5.6% of the variance (R^2 = .056, p=.025) Within this set predictors on travel were found to be age (β = .216, p=.039), having children (β = -.248, p=.018), and adventure status (β = .235, p=.006). At stage two, the model included demographics and motivations to participate; this explained 27.8 % of the variance (R^2 = .278, p<.001). Within this set predictors of travel were found to be age (β = .230, p=.016), personal improvement (β = .260, p=.004), destination experience (β = .329, p<.001), and facility popularity and safety (β = -.169, p=.028). At stage three, the model included demographics, motivations, and participation constraints; this explained 33.4% of the variance (R2 = .334, p=.002). Within this set predictors of travel were found to be age (β = .216, p=.022), personal improvement (β = .235, p=.010),

destination experience (β = .331, p<.001), and physically nervous (β = -.253, p=.001). These results indicate that the demographic age, motivators of personal improvement and destination experience, and constraints of nervousness are key predictors of if an individual will travel in the next six months for adventure tourism.

The second regression was run, looking at predictors of an individual's likelihood to participate in adventure activities within the next six months. At stage one, the model included demographics and explained 4.8% of the variance (R^2 = .048, p=.039). Within this set, predictors of participation were one's adventure status (β = .222, p=.010). At stage two, the model included demographics and motivations to participate; this explained 29.9 % of the variance (R^2 = .299, p<.001). Within this set predictors of participation were personal improvement (β = .378, p<.001), and destination experience (β = .239, p=.004). At stage three, the model included demographics, participants' motivations, and constraints, explaining 32.5% of the variance (R^2 = .325, p=.030). Within this set predictors of participation were personal improvement (β = .381, p<.001), destination experience (β = .251, p=.002), and physically nervous (β = -.205, p=.009). These results indicate that motivators of personal improvement, destination experience, and constraints of nervousness are key predictors of whether an individual will participate in adventure tourism activities within the next six months.

Table 8. Linear Regression Model

Dependent Variable: Next 6 months Travel

Model	*Variable*	*Standardize Coefficient Beta*	*Significance*
1	(Constant)		.693
	Age	.216	.039*
	Gender	.060	.477
	EduHighSchool	-.035	.679
	EduAdvance	-.043	.615
	Have Children	-.248	.018*
	Adventure status	.235	.006**
2	(Constant)		.004**
	Age	.230	.016*
	Gender	.041	.594
	EduHighSchool	.009	.906
	EduAdvance	-.054	.478
	Have Children	-.128	.179
	Adventure status	.107	.179
	Personal Improvement	.260	.004**
	Sensational Experience	.049	.593
	Self-Pleasure	.071	.434
	Destination Experience	.329	<.001**
	Facility Popularity & Safety	-.169	.028*
	Social Media bragging	-.078	.315
3	(Constant)		.456
	Age	.216	.022*
	Gender	.072	.330
	EduHighSchool	.005	.948
	EduAdvance	-.045	.536
	Have Children	-.101	.272
	Adventure status	.038	.627
	Personal Improvement	.235	.010*
	Sensational Experience	.018	.847
	Self-Pleasure	.037	.673
	Destination Experience	.331	<.001**
	Facility Popularity & Safety	-.137	.065
	Social Media bragging	-.047	.529
	Physically Nervous	-.253	.001**
	Lack of Money	-.121	.103

*p<.5; **p<.01

Dependent Variable: Next 6 months Participation

Model	*Variable*	*Standardize Coefficient Beta*	*Significance*
1	(Constant)		.023
	Age	-.005	.964
	Gender	.023	.782
	EduHighSchool	.022	.796
	EduAdvance	-.011	.901
	Have Children	-.168	.109
	Adventure status	.222	.010*
2	(Constant)		.087
	Age	.005	.960
	Gender	-.010	.890
	EduHighSchool	.070	.342
	EduAdvance	-.035	.640
	Have Children	-.027	.769
	Adventure status	.060	.446
	Personal Improvement	.378	<.001**
	Sensational Experience	-.006	.946
	Self-Pleasure	.147	.100
	Destination Experience	.239	.004*
	Facility Popularity & Safety	-.109	.146
	Social Media bragging	-.022	.771
3	(Constant)		.661
	Age	.012	.896
	Gender	.012	.871
	EduHighSchool	.069	.343
	EduAdvance	-.032	.658
	Have Children	-.012	.895
	Adventure status	.011	.887
	Personal Improvement	.381	<.001**
	Sensational Experience	-.051	.586
	Self-Pleasure	.121	.172
	Destination Experience	.251	.002**
	Facility Popularity & Safety	-.084	.258
	Social Media bragging	.000	.998
	Physically Nervous	-.205	.009**
	Lack of Money	-.032	.668

*p<.5; **p<.01

Chapter Five

Conclusion

This study explores and attempts to understand individuals' primary motivations and constraints for participating in adventure tourism. In addition, this study analyzed respondents' push/pull motivators, constraints, and demographics to recognize the key variables that could predict one adventure tourism travel and participation status. In doing so, it was found in the linear regression that demographic age, motivators of personal improvement and destination experience, and constraints of nervousness are critical predictors if an individual will travel in the next six months for adventure tourism. Similar results were concluded about individuals' participation in adventure tourism in the next six months as motivators of personal improvement, destination experience, and constraints of nervousness were vital predictors. Previous studies identified thrill, risk, and excitement as the main reasons for participation (Davis-Berman & Berman, 2002; Demirhan, 2005; Heggie & Heggie, 2012), which was not confirmed in this study. Though previously insignificant, the opposite occurred for personal improvement (Giddy & Webb, 2016) and was identified as a key motivator in travel and participation. Consequently, destination experience coincided with Giddy and Webb's (2016) study that destinations' environmental motives are key for adventure tourists. Future research should emphasize a specific destination in determining the exact motives that bring participants to it.

The study also showed that COVID-19 had little to no effect on individuals' tourism behaviors concerning adventure tourism. This could be due to the nature of adventure tourism being outdoors allowing the tourism to be continuously popular

regardless of a pandemic. This in turn contradicts Roman, et al., (2020) study that stated COVID-19 would decrease tourism. The outcome of these COVID-19 related questions contributes a great opportunity for adventure tourism. They show that adventure tourism is a form of niche tourism that can continue on throughout a pandemic due to its outdoor nature and social distancing capacity. Future research should go in a more in-depth level to see how participants' activity difference between a pre, during, and post-pandemic world.

The findings indicate that personal improvement (achievement, personal growth, improve and learn new skills, stay active) and destination experience (Explore nature/scenery, unusual location, unique experience and aspect of local culture) are the top motivators for individuals to participant in and travel for adventure tourism. Personal improvement creates an opportunity for adventure tourism locations, both hard and soft, to partner with organizations that already promote personal improvement. Personal improvement locations can include the YMCA, gyms and wellness centers to list a few. A partnership can allow adventure venues to advertise their activities at these locations during in-season. In return adventure venues (who operate on a seasonal bases) can promote gyms and wellness centers for there off seasons, always promoting personal improvement and skill development throughout the year. In the same sense, destination experience which focuses on the exploration and uniqueness can partner with transportation sector involving airlines, bus lines and cruises. For example, cruises already focus on unique experiences and locations, adventure destinations can take advantage of this and appeal to a larger number of potential patrons who are already searching for that once in a lifetime experience.

A threat to adventure tourism is individuals being physically nervous to participate this could include lack of skills, afraid to be injured and overall scaredness. A way to combat this constraint would be for adventure venues to focus on testimonials, education, and “safety nets”. Testimonials can include video clips, quotes/statements or pictures of previous individual's actively doing the activity and talking through their own emotions and thoughts surrounding the activity. Education focuses on breaking down the activity into manageable pieces, focusing on teaching participants how to operate all equipment and what to do if something goes wrong. Lastly “safety net”, primarily a need within hard adventure tourism focuses on 2 parts, a) adventure venues to have well trained staff who are able to walk participants through any situation and b) allowing participants to practice or try an activity in a safe zone before going out and doing the activity on their own. By addressing this constraint to adventure tourism, activities in both hard and soft tourism can focus on easing participants nervousness. Future studies should examine these motivations and constraints with specific adventure activities category to give further clarity of exact promotions.

Being an exploratory thesis study, many limitations came to light. Firstly, convenient sampling gave a limited number of respondents without a wide variety of demographic responses. Therefore, future research should follow a random sampling method and cast a wider net to gain more diverse respondents. Secondly, this study relies heavily on self-reported data, which is subjective in nature. Lastly, data analytics can only go so far, future studies can use multiple research methods- like mixed methods. Future research should focus on motivations with specific adventure activities to clearly define the motivations that draw them to the destinations and adventure.

Appendix A

Survey Questions

Start of Block: Informed Consent
Q1 Participation in this survey helps to better understand the pushes, pulls and constraints of adventure tourism.
Informed Consent
For compliance purpose, we would like to confirm your willingness to participate in this survey. Please read the attached file (Informed Consent) for information, if you agree to participation this survey, please select " I willingly agree to participate under the terms described above" and click "Continue".
By this selection, you are providing your informed consent to participate in this survey. You may stop taking this survey at any time.
If you do not agree to participate in this survey, select prefer not to participate and click continue.

- I willingly agree to participate under the terms described above (1)
- I prefer not to participate (2)

End of Block: Informed Consent
Start of Block: Screening Questions
Q2 Are you older than 18 years of age?

☐ YES (1)

☐ NO (2)

Q3 Do you reside in the Midwest region of the United States?
If yes, please select the state you live in

- No (1)
- Yes (2)

Q4.a If yes, please select the state you live in

o Illinois (1)

o Indiana (2)

o Iowa (3)

o Kansas (4)

o Michigan (5)

o Minnesota (6)

o Missouri (7)

o Nebraska (8)

o North Dakota (9)

o Ohio (10)

o South Dakota (11)

o Wisconsin (12)

Q4.b If no, which state do you reside in?

_____

End of Block: Screening Questions

Start of Block: Adventure Tourism

Q5 We are interested in understanding your participation in adventure activities. Please indicate your interest and if you have participated in any of the adventure activities listed below.

	I Have Done it (1)	I have not done it but I'm interested in trying (2)	I have not done it and am not interested in trying (3)
Snowboarding/Skiing (1)	•	•	•
Hiking/Trekking (2)	•	•	•
Mountain biking/Cycling (3)	•	•	•
Rock Climbing (4)	•	•	•
Motorcross Sports (5)	•	•	•
Zip lining/High Ropes (6)	•	•	•
Bungee Jumping (7)	•	•	•
Skydiving (8)	•	•	•
BASE jumping (9)	•	•	•
Paragliding/Parasailing (10)	•	•	•
Kayaking/Canoeing (11)	•	•	•
White water rafting (12)	•	•	•
Snorkeling/Scuba diving (13)	•	•	•
Diving/Cliff Jumping (14)	•	•	•
Surfing (15)	•	•	•
Variations of Waterskiing (16)	•	•	•

Q6 When it comes to participating in adventure activities I consider myself

- A beginner adventurer (1)
- An intermediate adventurer (2)
- An advanced adventurer (3)
- An extreme adventurer (4)
- Interested in the activities but have yet to participate (5)
- Not interested and have not participated (6)

Q7 How often do you participate in adventure activities locally (within 50 miles from your residence)?

- Always (weekly) (1)
- Most of the time (monthly) (2)
- About half the time (several times a year) (3)
- Sometimes (every couple of years) (4)
- Never (5)

Q8 How often do you take day trips to participate in adventure activities?

- Always (weekly) (1)
- Most of the time (monthly) (2)
- About half the time (several times a year) (3)
- Sometimes (every couple of years) (4)
- Never (5)

Q9 How often do you take over night trips (more than 50 miles) to participate in adventure activities?

- Always (weekly) (1)
- Most of the time (monthly) (2)
- About half the time (several times a year) (3)
- Sometimes (every couple of years) (4)
- Never (5)

Q10 How often do you take domestic (more than 50 miles) to participate in adventure activities?

- Always (weekly) (1)
- Most of the time (monthly) (2)
- About half the time (several times a year) (3)
- Sometimes (every couple of years) (4)
- Never (5)

Q11 How often do you travel internationally to participate in adventure activities?

- Always (weekly) (1)
- Most of the time (monthly) (2)
- About half the time (several times a year) (3)
- Sometimes (every couple of years) (4)
- Never (5)

Recode in final analysis – never (1), always (5)
Q12 Why do you participate in adventure tourism activities?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
To get a sense of thrill (1)	•	•	•	•	•
To overcome fear (2)	•	•	•	•	•
To gain a sense of achievement (3)	•	•	•	•	•
Improving my skills (4)	•	•	•	•	•
To stay active (5)	•	•	•	•	•
For the excitement that comes with the activity (6)	•	•	•	•	•
To be social with others (7)	•	•	•	•	•
To escape from everyday life (8)	•	•	•	•	•
To compete with others (9)	•	•	•	•	•
To learn a new skill (10)	•	•	•	•	•
To gain personal growth (11)	•	•	•	•	•
To Relax (12)	•	•	•	•	•

For the adrenaline rush (13)	•	•	•	•	•
To get an unforgettable experience (14)	•	•	•	•	•
For a sense of pleasure (15)	•	•	•	•	•

Q13 Why do you travel to a destination to participate in adventure tourism?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
To experience and explore nature/new scenery (1)	•	•	•	•	•
To visit an unusual location (2)	•	•	•	•	•
To brag to others (3)	•	•	•	•	•
To have a unique experience (4)	•	•	•	•	•
To experience the destination local culture and historic heritage (5)	•	•	•	•	•
Because of others recommendations (6)	•	•	•	•	•
Because the destination is popular (7)	•	•	•	•	•
Quality of the facilities at the destination (8)	•	•	•	•	•
Safety of the destination (9)	•	•	•	•	•
To be away from home (10)	•	•	•	•	•
To post on social media (11)	•	•	•	•	•

Q14 Why would you not participate in an adventure activity?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Lack of time (1)	•	•	•	•	•
Lack of money (2)	•	•	•	•	•
I do not want to purchase equipment (3)	•	•	•	•	•
I cannot afford the equipment (4)	•	•	•	•	•
I am to scared/nervous (5)	•	•	•	•	•
Unfamiliarity with destination (6)	•	•	•	•	•
Afraid to be physically injured (7)	•	•	•	•	•
Lack of skills (8)	•	•	•	•	•
I do not want to comply with safety (9)	•	•	•	•	•
I do not have people to go with me (10)	•	•	•	•	•
My health doesn't allow me (11)	•	•	•	•	•
Other (12)	•	•	•	•	•

Q15 How has COVID impacted your participation in adventure tourism activities?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I have participated in more adventure activities locally (1)	•	•	•	•	•
I have avoided traveling for adventure activities (2)	•	•	•	•	•
COVID has no impact on my adventure tourism activities (3)	•	•	•	•	•
I have taken more domestic trips for adventure activities (4)	•	•	•	•	•
I have taken more international trips for adventure activities (5)	•	•	•	•	•

Q16 How likely will you participate in adventure activities within the next six months?

- ○ Very unlikely (1)
- ○ Unlikely (2)
- ○ Neutral (3)
- ○ Likely (4)
- ○ Very Likely (5)

Q17 How likely will you travel for adventure activities within the next six months?

- ○ Very unlikely (1)
- ○ Unlikely (2)
- ○ Neutral (3)
- ○ Likely (4)
- ○ Very Likely (5)

End of Block: Adventure Tourism

Start of Block: Last block - demographics

Q18 How old are you?

_____

Q19 How do you describe yourself?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer to self-describe (4)
  _____
- Prefer not to say (5)

Q20 What best describes your employment status over the last three months?

- Working full-time (1)
- Working part-time (2)
- Unemployed and looking for work (3)
- A homemaker or stay-at-home parent (4)
- Student (5)
- Retired (6)
- Other (7)

Q21 What is your relationship status?

- Single (1)
- Married (2)
- In relationship (3)
- Widowed (4)
- Divorced (5)
- Other (6) _____

Q22 What is the highest level of education you have completed?

- Some high school or less (1)
- High school diploma or GED (2)
- Some college, but no degree (3)
- Associates or technical degree (4)
- Bachelor's degree (5)
- Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.) (6)
- Prefer not to say (7)

Q23 How many children do you have?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 or more (5)

Q24 What was your total household income before taxes during the past 12 months?

- Less than $25,000 (1)
- $25,000-$49,999 (2)
- $50,000-$74,999 (3)
- $75,000-$99,999 (4)
- $100,000-$149,999 (5)
- $150,000 or more (6)
- Prefer not to say (7)

Q25 Any additional comments

_____

End of Block: Last block - demographics

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Curriculum Vitae
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Education

August 2020-December 2022
Master of Science in Event Tourism
Indiana University degree earned at Indiana University-Purdue University Indianapolis

Graduate Certificate in Crime Analysis
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Bachelor of Science, Tourism Event and Sport Management
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Awards

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Publications

Liu-Lastres, B., Bufkin, A., Cecil, A., (Under review). Developing a risk profile of female business travelers in pandemic times. *Routledge Handbook of Gender in Tourism: Views on teaching, Research and Praxis book.*

Liu-Lastres, B., Bufkin, A., Kim, H, (In-press). Crisis Communication and Organizational Learning: A Case Study of the 2010 New York City Bed Bug Crisis. In Paraskevas and Ghaderi (Ed.), *Organizational Learning in Tourism and Hospitality Crisis Management*. UK: De Gruyter

Bufkin, A & Liu-Lastres, B. (2021). Careless or Cautious: Investigating Young Tourists' Risky, Spontaneous Sexual Behavior, Research Presentation at the 2021 Academy of Leisure Sciences Annual Conference on Research and Teaching. (Online).

Liu-Lastres, B., Han, Wen, & Bufkin, A. (2020). Does Workplace Happiness Matter? Examining the Relationships Between Workplace Happiness, Well-being and Employee Outcomes Among Ethnic Minority Workers in the Foodservice Industry. Invited presentation at the 2020 SHFM National Conference. (Online).