



THEORETICAL FOUNDATIONS OF ADVENTURE TOURISM AND ITS IMPORTANCE IN TOURISM EDUCATION

(Thesis)

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Despite its importance, adventure tourism has received less scholarly attention. The most relevant research comes from outdoor recreation. The research focuses on psychological aspects such as thrills, conflicts, and norms, safety concerns such as injuries and insurance, environmental, social, and economic implications, and involvement and management. Little research has been conducted on the structure of adventure tourism products and their business features. Future study topics include operational audits, commercial statistics, client profiles, site geography, equipment manufacturing, safety and insurance, recreation ecology, adventure destination marketing, and the relationship between amenity migration and lifestyle. Adventure tourism is a significant but understudied field in tourist education. As a result, in order to determine future goals, the study goes over the major subjects addressed in adventure tourism research thus far. This review does not seek to summarize the conclusions of each individual published study, but rather to identify the significant trends in the research literature as a whole. To make this as simple as feasible, clusters of similar references are presented in tabular format.

The amount of references provided in tables does not necessarily indicate research effort, as certain topics may have recent reviews while others do not. Rather, the table names and format are intended to convey the study themes uncovered, while the references are there to demonstrate the evidence that underpins these patterns. Adventure tourism has been variably defined. The term “guided commercial tours” refers to outdoor activities that rely on natural terrain, need specialized equipment, and provide an engaging experience for tour clients.

Several books are relevant to adventure tourism, including those on:

- adventure programming in outdoor education;



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- sports tourism;
- human adventure psychology;
- extreme sports philosophy;
- product structure.

The majority of relevant study literature, however, appears to come from other domains such as tourism, outdoor recreation, and outdoor education. Texts on ecotourism, recreational tourism, protected area tourism, and even wilderness management say little or nothing about adventure tourism, with the exception of a brief mention of commercial outfitters and outdoor recreation activities.

Few authors have explored the structure of individual adventure tourism offerings. However, there are numerous descriptions of commercial and individual outdoor leisure activities at specific adventure sites, as well as evaluations of participation rates and preferences.

Land management is increasingly focusing on adventure tourism and recreation. The individual's discipline background will likely influence their choice of research priorities. With that caveat, here are some of the suggestions highlighted:

- case studies of adventure tourism products and services as a basis for general trend and patterns of tourism education.
- commercial statistics: how many adventure tours offer what products where and at what price.
- tourist motivation: when, where and for how long they travel, and how such patterns depend on demographic factors.
- similarities and differences between adventure tourism and non-commercial adventure recreation, so as to apply recreation research to adventure tourism
- geography of icon and secondary sites for different adventure activities, both extreme and soft adventure.
- manufacture and sale of adventure equipment: technologies, designs, materials, models, prices, volumes, partitioning between manufacturers, changes in product mixes over time, alliances between manufacturers and lobby groups.
- social impacts of adventure tourism operations on local residents and communities learning



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Most commercial adventure tourism research is based on outdoor recreation literature. Adventure tourism deserves its own research. So far, the emphasis appears to have been on the individual individuals, their risks, and experiences. The economics and geography of adventure tourism products, packages, and suppliers appear to have been overlooked.

The scope of research questions has been broadly formulated. After completing the research work, the researcher realized that it is important to clearly specify and narrow down research questions as much as possible to make the questions clear, and this will result in more specific results. The level of focus of the study could have been increased as well.

Judging from the limitations of the research, it can be concluded that the research on this research topic needs to be extended to provide more in-depth investigation by elaborating on the data collection methods, data analysis tools, formulating research aims, objectives and questions. In the future, one suggestion is to expand the case study area to identify further reforms and regulations in order to increase the sample size of adventure tourists and adventure tour agencies, and to include different adventure tour sites.

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