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MOTIVATIONAL INFLUENCES OF
FINNISH ADVENTURE TRAVELLERS

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ABSTRACT

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This paper was written to look into the motivational influences of Finnish adventure travellers. Aim was to study what gave the tourists the idea to go adventuring in the first place and what makes them continue doing so.

The study was done as a qualitative research with semi-structured interviews. The aim of the interviews was to gain insight from the travellers and mirror the views against the theories of Pearce, Plog and Cohen in order to see if Finnish adventure traveller fits to the typologies established by these researchers. In the thesis are comparisons made to the research on imaginery of adventure travellers by Laing and Crouch to see if Finnish adventure travellers' imaginery is similar to the ones Laing and Crouch made based on their research. Participants for the study were searched from online forums, blogs and through personal connections. Interviews themselves were conducted face to face or through online video conference tools. The report was written in a narrative form.

Conclusions found during the research confirm that Finnish adventure travellers fit the typologies by the before mentioned researchers. The main driving force to go adventuring is escapism, which is seen as the most important reason for travelling today. The connection to the imaginery research is not very clear even though some similarities can be seen. This may be due to the small number of participants in the study.

TIIVISTELMÄ

Tekijä	Mika Krum
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Tämän paperin tarkoitus on selvittää suomalaisen seikkailumatkailijan motivaatio-tekijöitä. Mikä sai heidät aloittamaan seikkailun ja mikä ajaa jatkamaan seikkailua.

Tutkimus on tehty kvalitatiivisilla menetelmillä ja itse tutkimus tehtiin teema-haastatteluna. Haastatteluiden tarkoitus oli löytää yhtäläisyyksiä Pearcen, Plogin sekä Cohenin kehittämiin typologeihin. Lisäksi haastattelijoiden mielikuvia verrataan Laingin sekä Crouchin tutkimukseen aiheesta. Haastateltavat etsittiin internetin kautta sekä sosiaalisten yhteyksien kautta. Raportti on kirjoitettu keronnallisenla tyylillä.

Tutkimuksen perusteella voidaan päätellä että suomalaiset seikkailijat sopivat edellä mainittujen tutkijoiden typologeihin varsin suoraan. Eskapismi myös voidaan lukea matkailijoiden pääasialliseksi syyksi lähteä matkustamaan. Yhteys Laingin sekä Crouchin tutkimukseen on hatarampi. Pieniä yhteyksiä on mutta pienen haastateltavien määrän vuoksi yhteyttä ei voi varmistaa.

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1 INTRODUCTION

Adventure tourism has been under limited amount of research but some definitions have been made. Ralf Buckley (2006) defines adventure tourism as the activities in which a tourist can participate without any need of previous experience. On the other end of the scale are the travellers who seek more than a short activity within a recreational holiday trip. Swarbrooke, Beard, Leckie and Pomfret (2003) emphasise that adventure tourism is more related to the mental state of the traveller than to the physical activities that he or she takes part in.

Another difference between the definitions is what the traveller seeks. When one considers what a traveller seeks from the activity is not a relaxation but a complete experience where one escapes the normal everyday routines by embarking on an adventure that puts the traveller's skills to a test. The tourist on the other hand joins the adventure activity more as an observer and chooses not to put himself/herself at risk.

From these views that are very far apart from each other we can draw a conclusion that in order to take part in adventure travel a person is seeking more than just an enticing experience. More important than just being there is to actively take part in the action, to take some risk. This also brings in theories about how to differentiate different adventurers and Shephard and Evans (Novelli 2011, 203), for example, made the difference between hard and soft adventure by defining the willingness of taking risk, and how committed the traveller is to the activity. To further specialise the theory social factors can as well be added to it. Which can bring two more dimensions i.e. those of group and individuality tourism; Examples could be as simple as diving as a part of a cruise, whitewater rafting along a river and for the former to an extreme activity of conquering a mountain by yourself.

This paper will focus on hard adventure tourism by trying to identify the motivations that drive travellers into choosing the more risky adventure rather than the safer traditional recreational holiday.

Adventure tourism can be seen as a leisure activity taking place at a remote location and it tends to be associated with a high level of activity. Another consideration is that adventure tourism has to include an exploration and expedition quality in it. So, from this base one could assume that in adventure tourism there is a higher desire for escapism compared to a traditional holiday. And another assumption one can draw from the definitions is that adventure travellers also look for some form of self-realisation and are willing to push themselves more to their physical and mental limits and seek extreme or exotic activities in order to get a sense of achievement. A big motivator that guides a traveller to take part in an adventure holiday could be a childhood dream that the traveller wants to achieve.

When considering the stereotypical view of Finns as people who are in connection with nature related activities, be it hiking or hunting, it would be interesting to see on how much of the theories about adventure travellers will fit the mould on why people would take part in an expensive and a short timed adventure travel to a remote location.

1.1 Aim of research

Research problem

The aim is to try to find out why people go on to adventure holidays. These types of holidays are usually very expensive and demand a lot from the traveller. The financial sacrifice is even bigger when you consider that compared to a “normal” holiday trip, a safari in Kenya for example, is a lot shorter as for a week in the safari you can get easily a two or three-week-holiday at some traditional recreational vacation site.

Research question

Why does a traveller select to participate in an adventure travel? The question can raise several questions from the customer point of view, from the basic definition of adventure travel and about the selection process. There is the possibility to consider the motivations of the travellers and what they are willing to risk on their travels. Linked to the likes and motivations of the traveller is the selection process

and what the traveller is willing to go through in order to take part in the selected activity.

A whole another problem is the definition of the term adventure tourism. As there still is debate about the definition of what actually tourism business is there is even more uncertainty on how to define adventure tourism. Swarbrooke, Beard, Leckie and Pomfret (2003) came into the conclusion that adventure tourism would be best defined by the state of mind of the traveller instead of the activities done.

1.2 Restrictions

In this work I will restrict the subject into activity and/or expedition tourism field. These are likely the most obscure areas of tourism for Finns. Of course, there are entrepreneurs who organise activities within Finland but another restriction of this work is to limit the travels to locations outside of Finland.

2 TOURISM

The concepts of tourism

World Tourism Organization defines tourism as something which takes the traveller away from his/her usual environment. Usually added to this definition is an overnight stay in order to differentiate the traveller from someone who is taking part in some leisure activity near his/her permanent residence.

The forms of tourism

As the target of this study is to find motivational sources of adventure travellers it will rule out any forms of mass or business tourism and the focus will be on adventure travellers. An adventure traveller can be hard to define. The difficulty comes from the fact that adventure is an objective subject depending on the traveller himself/herself and his/her past experiences and skill levels that he/she possesses. A kayak trip along a coastline can be a real adventure for some person who has not kayaked before but other, more experienced person might see this as a relaxing exercise. This kind of activity based travels are usually sought in search for escapism from modern society and they can vary from the said kayaking to mountain climbing or survival courses.

Besides being activity based adventure tourism can be intellectual as well, where the reason for travelling can be to seek contact with remote culture, for example in the search for authenticity or maybe to learn something new about the travel destination or to enlighten oneself.

2.1 Adventure tourism typologies

As adventure tourism is a broad and varied subject there has been attempts to categorise it into smaller, easier sections which are easier to manage. Commonly the categories get divided by the challenge level of the journey into easy or hard adventures.

These categories have been drawn either as flow charts, where the easier adventure is a mere down scaled version of the harder possibilities the traveller could be a part of. Difference is usually the risk involved and this is managed, for example, by the location or involving guides and vehicles in the journey. These variables are used to divide the adventure into “soft” or “hard” categories and in some cases these are further divided into smaller typologies (Novelli, 2011). The nature of the travel could be such a divider – for example is the journey more recreational in its nature or a competitive one? One more division is to categorise the travel into being either activity or location driven.

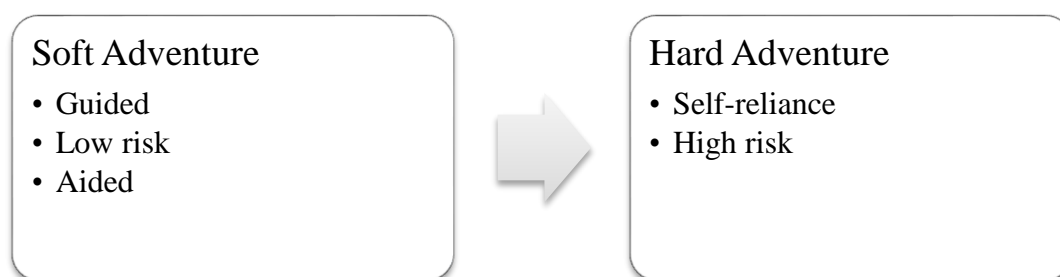


Figure 1 Soft to hard adventure

The common feature of these typologies is that they mostly are created in terms of a product or destination orientation. But as an adventure is a highly personal experience so the most useful typology is the simple soft versus hard adventure scale. In most cases the traveller starts as a soft adventurer and as s/he gains experience s/he will progress into the other end of the spectrum and can be later described as a hard adventurer.

Consumer behaviour

Consumer behaviour is a difficult area of study and it is even more complicated within tourism field. Traveling cannot be thought of as a product in its traditional sense. Instead a holiday – especially an adventure travel - is a big financial and emotional investment by the traveller. Instead of thinking about a product one has to think more about a service in which the traveller takes himself/herself part as much as the provider of the experience. In the case of a more challenging adventure the provider might not take part at all in the experience beyond providing starting

gear or guidance. Another problem adventure travel has is the influence of matters beyond the control of the traveller or the provider, for example weather can create an obstacle which cannot be conquered but instead the traveller has to either create an alternative plan to progress along or completely give up on the adventure. Intangibility of tourism services adds another difficulty into trying to build a model about consumer behaviour within tourism. In the end the models created usually are of an academic nature and lack proper empiric testing (Horner and Swarbrooke 2007). There is a general idea of problem-solving plan which the various models suggest and which consists of developing the idea of the wanted travel experience, pre-purchase planning and the purchasing and executing of the travel and finally the evaluation of the holiday after completion.

Decision process

Factors influencing the purchase-decision process can be divided in to two groups- motivators and determinants (Horner & Swarbrooke, 2007). Motivators define if a person is willing to take a holiday, when s/he is willing to go on to this holiday and what the travel destination will be. In tourism rarely no single motivator alone is enough. Adventurous travellers most likely are motivated by escapism, learning or physical challenges they want to overtake, the ultimate desire being the chance to get away from regular everyday life.

Determinants decide if a traveller is able to go on a holiday and if this possibility exists then what kind of a holiday s/he will participate. Health and financial restraints are the most important for adventure travellers. Outside sources of determinants are not considered as important as the goal in adventuring is usually self-driven and the need for self-fulfilment takes a more important role. It is stated that rational decision making is a myth in tourism in general as travellers can easily choose to ignore the determinants that they do not agree with but instead choose to fulfil the images and ideas they have (Horner and Swarbrooke 2007). This is even more dominant for adventure travellers and makes it easy to dismiss for instance the voice of tour operators.

Storytelling

Storytelling can be traced to the beginning of humankind as a device to view and explain the world around us. In addition to informing us about the world stories are used to express our personal values and beliefs (Maurer, 2008). On a national level stories are part of the culture and individuals use storytelling as a way to find their place within their culture.

As tourism, and adventure tourism especially, deals with intangible services it is becoming more important to attach interesting stories to the travel services in order to make a guaranteed success. Because adventure travellers seek experiences beyond their own normal life stories can be a powerful catalyst for a traveller. For this reason participants will be asked if there is some special story which inspired them to go on their journey, or whether they consider themselves to be storytellers.

2.2 Motivational behaviour

Travel motivations can be broadly categorised to three major segments; Escapism, authenticity and identity. Escapism has been described as a major reason for travelling since studies have been conducted whether the traveller is trying to get away from his/her normal life or from the shackles of the western culture altogether. Adventure travellers seek to dislodge themselves from their normal surroundings which leads us to believe that escapism is a definite motivation factor for them.

Authenticity was first connected with the authenticity of the travel destination. From this attempt of looking for authentic places that mass tourism had not yet spoiled the view of authenticity has spread to mean more immaterial definitions as well. As societies are evolving instead of being static the lines between real and fake experiences are also evolving. This has birthed the idea that instead of locational authenticity travellers look for a place where they feel at touch with themselves. This existential authenticity has been noted to allow explanations of traveller behaviours that are hard to objectify – experiences and interactions, for example.

Identity motivates travellers to seek experiences that help them to sculpt or reform their self-image towards something more appealing to themselves. In today's society where it is encouraged to have a story of oneself and travelling is also seen as a tool to fit identity into this narrative image the traveller tries to fill. In addition to this process of trying to fit in the society itself travellers also seek self-realisation or self-actualisation from their travels (Maslow, 1971).

2.2.1 Travel career pattern

Basing on Maslow's theory of human motivation Philip L. Pearce (2005) has been working on travel career pattern theory and after various revisions his work can be considered to be one of the most completed tourist motivation theories currently used. Maslow's theory is so complete that it provides a solid structure on which Pearce (2005) build the Travel career pattern theory. The reason for basing the theory on Maslow's work was that it had a solid framework into where human needs

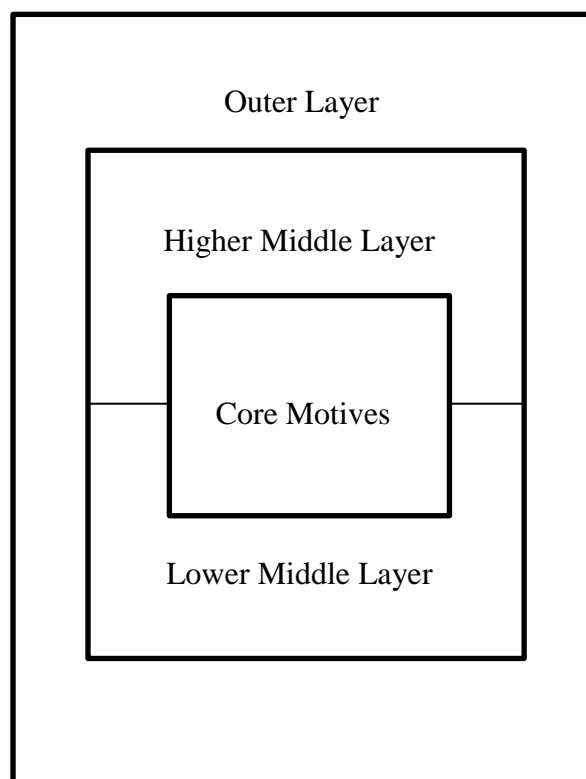


Figure 2 Travel career pattern

can be organised. Also, the concept of self-actualisation contains the ideas of individual choice and self-determination that can be held to be important motivations for travellers.

Travel career pattern can also be seen to incorporate the ideas of soft and hard adventure in its idea how an experience changes the motivations of the traveller. More experienced travellers put more weight on self-development than those with less experience – which is a direct connection with TCP and soft vs. hard adventure theory.

In his research Pearce (2005) has identified core motives common for all travellers; Novelty, escape/relax and relationship came as important motivations for travellers across all interviewed. The less important additional motives which didn't affect the decision process as much Pearce based on the outer layer of his pattern. Motivations such as social background and nostalgia were put here. The middle layer is what changes in accordance to the experience of the traveller. Those with less experience put more weight to self-actualisation motives and as they progress in their travel "career" and gain more experience self-developmental motives become more important.

Pearce's theory can be applied quite directly to adventure travellers. Those with less experience will go for less risky travels that utilise for example vehicles. As the traveller gets more experience s/he will gravitate to destinations or travels which demand more skills and can be labelled as hard adventures. From the core motives of Pearce's theory adventure travellers mostly follow their need to escape from the daily routines.

2.2.2 Ventureness

Stanley C. Plog (2004) created his traveller typology theory based on the psychological concepts of psychocentricity and allocentricity. The terms were re-labeled as dependables and venturers, dependables being people who are not prepared to seek out experiences outside their known routines. There is unwillingness to reach outside of their immediate proximities – both in physical and mental ways. Plog

defined dependables also as cautious and conservative in their practises. When they are willing to use their wealth dependables trust big, well known brands and familiar authoritative figures rather than try something new. Preference to well-made structures and plans are also a trait for dependables. They also like to spend time with their families and friends in familiar surroundings rather than going for new destinations.

Venturers are on the opposite end of Plog's scale and are more open minded to new experiences and are ready to seek out answers themselves rather than look for the guidance of authoritative figures. Plog states that venturers are more willing to spend their income to seek out new experiences than dependables. This means that in traveling venturers look for new locations and are willing to go on trips by themselves or with strangers. In his research Plog came to the conclusion that out of travellers about 2½ percent are dependables and roughly 4 percent are venturers, the rest spreading out on a normal curve in between these two categories.

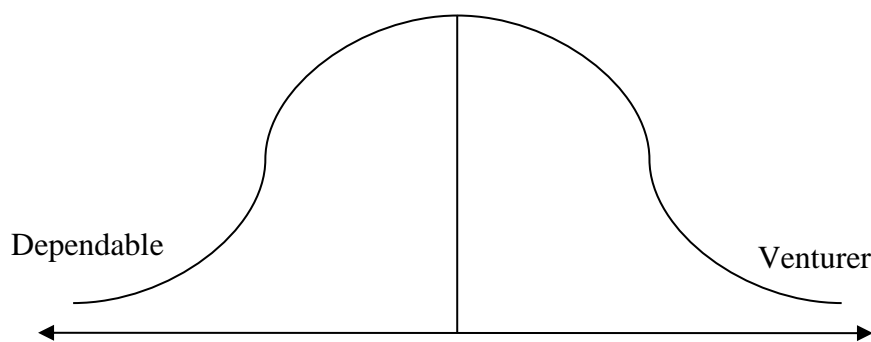


Figure 3 Psychographic Personality Types

As can be seen from the definitions of adventure travel and the descriptions of venturers and dependables adventure travellers are on the venturer end of Plog's scale. His research confirmed this and showed that venturers comprised over 40 percent of soft adventurers and over 30 percent of hard adventurers. Dependables made 10 percent of soft and hard adventurers.

2.2.3 Institutionalized and noninstitutionalized forms of tourism

Erik Cohen (2004) build a theory on tourism on the psychological needs of travellers – what tourists want to have during travels compared to what they want to leave behind. The result is a theory with four archetypes; the organized and individual

mass tourist, the explorer and the drifter. First two categories are people who book their travels and activities through agencies. Organized travellers have their journeys fully organized beforehand and go through a set program designed by agencies – package tours are a good example. Individual travellers differ in that they plan their travels themselves, but still book activities through agencies. These two categories Cohen labelled as institutionalized forms of tourism.

The other two categories Cohen discovered are explorer and drifter. Both of these types arrange trips without the aid of agencies. Explorers retain a contact to their everyday life by keeping some touch to their own culture – for example returning to a hotel at the end of days and during daytime doing their own activities away from it. Explorers are not afraid at being directly in contact with the local people and are willing to, for example, learn the local language to manage on their own while traveling. Drifters seek to completely sever connections to their work life while traveling. They fully adopt to the local culture while traveling and interact with locals to the point of working in order to gain wealth to keep up traveling. Backpackers could be seen as an example of drifters. Cohen labelled these two categories as noninstitutionalized forms of tourism.

The institutionalized form of tourism is completely ran by the tourism industry and agencies and in the process of making a location more accessible for average tourists – and this in turn alters the location or sight itself. As more travellers arrive to the sight the more it turns into a mass destination which in turns affects the locals who move along elsewhere which can be still considered to be a more authentic place. This process means that the industry that seeks to bring people away from their normal life to learn of other cultures in some way keeps the traveller in a bubble that shields them from the authentic locals. The noninstitutionalized travellers are path seekers who go for places where mass tourism has not reached yet. Explorers are the group that the industry looks for in the search for new locations. As explorers retain some connection to their own culture there is a base from which the industry can grow. Goa could be thought as an example of this – originally a backpacker location which now can be seen as a near average beach destination.

2.2.4 Metaphors and imagery of adventure travellers

In their study about the motivations and reasons of travellers to take an extraordinary journey Lang and Crouch (2008) were able to conclude that one can categorize the motivations into seven broad basic categories. The study focused on frontier and adventure experiences. One of the aims of this paper is to see what similarities Finnish adventure travellers have to the study, if any.

Desire and passion could be the biggest motivation for an explorer of olden days to do feats that no person had performed before. There is a great mental image of 'virgin' lands that the traveller aims to conquer. Ranulph Fiennes and Robert Scott for example used vocabulary like this to describe why they set on to their expeditions. The image in the traveller's mind is that he has to go on to the journey and he or she simply cannot resist the lure of the destination.

Fate and destiny is something that makes the traveller unique in the way that there is a feeling that he or she has to do something. For example Virginia Morell described that finding the source of Blue Nile "was, of course, my destiny". This kind of reasoning is likely linked to the travellers childhood fantasies and dreams of being a frontier traveller which s/he then focuses to some destination that becomes the destiny which to fulfil.

Myths and legends are metaphorical comparisons for quests which the travellers give themselves as the reason to go on a journey. They seek to fulfil something similar as in the ancient legends of Greeks. Often the motivation is as will to achieve a transformation or revelation by completing the journey which is seen as a test of oneself.

Somewhat related to myths and legends is the **explorers journey** motivation, when a traveller seeks out to follow the footsteps of an earlier explorer. This can as well be tied to the desire to achieve something that an historical figure did before him. From here one is able to see the differentiation of adventurers and explorers. As one of the interviewees of Laing and Crouch said he cannot be an explorer despite the arduous travels he does simply because there is nothing to discover anymore. The

previous explorers can as well be seen as companions for the traveller, as they try to achieve something with the same mind-set as the ones have done before them.

In some way **dreams, mystery and illusion** is a motivation for all but mass tourism. Travelling in itself is an act to get away from the normal routines of the travellers everyday life. For adventure traveller this is even truer as the destination is often that much more different so the journey can be seen as dreamlike and mystical journey. One adventurer, for example, describes that his climb of the Everest as a magical event which exceeded his wildest imaginations.

Fantasies and fairy tales are somewhat related to myths and legends. The adventurer sees the journey as something from a work of imagination, comparisons can be made to Arabian Nights, Brothers Grimm and to works of Tolkien. The chance to relive something from within the traveller's own imagination fuels him to see the extraordinary sights he has set as his goal.

A traveller can be seen to be motivated by **performance or 'play'** when in addition to fulfilling a personal goal the traveller seeks out to prove to others what he has achieved. These motivations can be similar to actors but instead of a stage the journey itself (and the traveller) is the focus of interest.

3 RESEARCH METHODS

3.1 Emic and etic perspectives

Emic research studies the phenomena as a whole object and the researcher is seen as part of the phenomena. As the subject is being observed as a single large entity it is believed that by being part of the study the researcher understands the results more easily. Emic research is thus subjective and the results can have multiple realities instead of there being a single outcome that can be considered to be true (Gayle, 2001).

In etic research the study is broken into smaller segments which are viewed as holding an absolute truth which is tested against a hypothesis. As the results are thought to be true the researcher has to distance himself/herself from the subject and the study is considered to be objective instead of subjective.

3.2 Qualitative and quantitative methodologies

Qualitative research is used to highlight specific phenomena's within a larger field. The sample size is small in most cases and there is no assumption that the results of the study can be applied to another group or in a larger populous. The data collection methods also bring the researcher closer to the subjects, interviews or focus groups, for example, and this makes the researcher part of the study – and the results are subjective as well. Participant selection is non-democratic as the subjects are hand-picked in most cases which doesn't give everyone a chance to partake in the study. Results are not broken down but rather shown in a narrative form in which they are received from the study subjects. The fact that answers are not converted to numerical absolutes also mean that there might not be a correct answer to receive. In addition the researcher's involvement in the study makes the results subjective means that they cannot be compared against a hypothesis (Gayle, 2001).

Quantitative methodology start with a hypothesis which the researcher tests by gathering information. Because there is a hypothesis the answers the researcher gets have to be broken down so they can be represented in numerical format that can be

analysed. Because the aim is to find information that can be tested the answers have to be true answers and the researcher has to keep at a distance to the subject so his/her views won't interfere and this makes quantitative methodology an objective methodology as well.

As this study aims to find out motivational, whole answers for a phenomena which cannot be exactly measured or numerically compared to other research it is labelled as pure research instead of applied. Pure research can be used to test social studies and theories for example on how Maslows motivational theories work within tourism. There are considered to be seven approaches on how to conduct research based on the information which is needed; Explonatory, descriptive, explanatory, causal, comparative, evaluative and predictive out of which the four first ones can be used for pure research. As this study tries to find reasons for adventure travelling it is categorised as explanatory research which tries to find a reason for something – the “why” of a certain phenomenon. Causal research uses a hypothesis as basis which rules it out as an approach.

The nature of the study – focus being to understand what travellers find meaningful - makes qualitative methodology a natural choice since the information gathered is of multiple realities which cannot be precisely measured. There are six qualitative theoretical frameworks to conduct research; Symbolic interactionism, phenomenology, heuristic research, ethnomethodology, ethnography and grounded theory. Symbolic interactionism is used to find social patterns on how humans act or react in certain situations. Heuristic research is open ended psychological and social study which does not have a clear goal and the researcher is open to branch the research into new directions if needed. Ethnomethodology tries to find the reason for the actions of the study target within his/her everyday environment. Ethnography studies tries to explain different cultures or groups in their natural setting. Grounded theory tries to create a usable theory for a certain phenomenon for future studies. Out of these positions this study will use the phenomological framework since the focus is on gathering in depth descriptions of the motivations which create the driving force for adventure travelling.

3.3 Qualitative research methods

Qualitative methods for data gathering are interviews – either in structured, semi-structured or unstructured form. Interviews can be thought as conversations between the researcher and the study participant(s). In unstructured interviews the participant is leading the conversation and the researcher input is minimal. These interviews are long but can result in large quantities of information for the researcher. On the other hand, as there is little to no guidance by the researcher, the material is completely subjective and there is little to no use for it outside the study. Semi-structured interviews are more directed by the researcher. In these it is possible to guide the conversation to a wanted direction and the researcher can prod the participant in order to clarify or explain the answers in more detail. The Main idea is still to allow the participant a lot of freedom of expression. Unlike these two interviews, structured interviews are objective and fixed in their nature. Polls and surveys for example are structured interviews (Gayle, 2001).

Other methods for qualitative data gathering are participant observations, focus groups, longitudinal studies, Delphi technique, case studies action research, visual methods and documentary method. Longitudinal studies are used to research a group over a longer period of time. Delphi technique is used to consult experts until a, agreement upon the study subject is reached.

3.4 Chosen research method

As there is no hypothesis and information being gathered is subjective the research is chosen to be conducted by semi-structured interviews. This will give the participants a possibility to freely express their idea of what adventure is and answer to the open ended questions how they feel is correct. It will also give the chance for the interviewer to guide the conversation if it seems to be steering away from the subject of adventure travel. Interviews will be conducted face to face or by Skype.

The interviews for the study were started in October 2015 and the aim was to get six to eight interviews done by the end of November. The participants were

searched from online forums, travel companies that specialise in adventure traveling and through acquaintances. The forums used included Matkafoorumi.fi, Pallontallaajat.net, alfabbs.fi and moottoripyora.org. The interviews are analysed on the spot by making notes and after the interview from the recording. The analyses should be completed by the first week of December.

Problems which might arise due to the method is the risk of the interviewer getting too involved and guiding the conversation too much. Also, there is no way to validate the answers the participant gives.

4 IMPLEMENTATION OF RESEARCH

4.1 Interview subjects

The search for interview subjects was done on internet forums, through acquaintances and through certain travel organisers. Forums used were www.moottoripyora.org, www.alfabbs.fi, www.pallontallaajat.net, www.matkafoorumi.fi and www.matkaendurot.net. Travel organisers contacted were Tres Hombres Adventures and PeterPanMaaailma.

The only real qualification mentioned in the contact message was to ask that the person should consider herself to be an adventurer in his/her own opinion.

"I am looking for subjects to take part in interview for a thesis research about adventure travel – "Motivational Influences of Finnish Adventure Travelers". Allekirjoittanut etsii tutkinnon lopputyöhön liittyen haastateltavaksi immeisiä jotka kokevat olevansa seikkailijoita matkailun saralla. Työn aihe on vapaasti käännettyä "Suomalaisen seikkailumatkailijan motivaatiotekijät". The interview will not take long unless you yourself have a lot of stories to share.

The interviews can be done face to face if you are in the capital region or in Ostrobothnia. If you want to meet at a café or a similar place I can pick up the tab. Also, if location is an issue a Skype or a phone interview can be arranged.

You can contact me via a private message on the forums or by e-mailing me at Mika_VAMK@yahoo.com

If you don't consider yourself to be an adventurer yourself but know someone who fits the picture suggestions are gladly considered"

The interviewees who agreed to take part were between 35 and 60 and most were male as only two woman were found to take part in the research. Two of the interviews were conducted face to face and the rest were conducted through Skype, out of which one utilised a video feed. All but one participant lived in Finland. The

interviews varied between 20 and 40 minutes depending how much the participant went into their travel stories.

4.2 Interview deconstruction

The interviews were recorded and during the interview memos were written along the questionnaire script as tags. The tags then were arranged along the main points of the interviews. Focus points were travel history which started the interview. The next point was the start of adventure travels and motivations to start adventuring – possible stories which inspired the beginning for example. The following focus was to get insight into why the participant continues to go on adventure travels and if there is need to top the previous journey. The last point was to know if the need to travel is physical, spiritual or to act as a storyteller – and to know what kind of an adventure traveller the participant considers himself/herself to be. The interview ended on future plans and on comments about travelling, the research and the interview.

5 RESULTS

5.1 Deconstruction of interviews

For interpreting the interviews they can be divided into eight broad categories to help the analysing the answers:

1. Self-description of oneself as a traveller
2. Definition of an adventurer
3. Travel history and first adventure
4. What inspired to go on an adventure
5. Feelings during adventuring
6. What drives to continue adventuring
7. Need to top previous adventure
8. Motivational self-categorising

The first three of the categories are direct information from the interviewed travellers. The aim is to get a view on the participant's travel career ladder. Also the answers give an image of the typology of a Finnish adventure traveller, to see a clear typology into which she fits can be found. As a result we will get an image on what an adventure traveller is according to the participants. These answers can be used to compare Finnish adventure travellers against the commonly used typologies of travellers and as well see if the participant's travels have evolved according to Travel Career ladder model imagined by Pearce.

The next four categories give an idea of what inspires a Finnish person to go adventuring – the motivational examples that drove them to try adventuring themselves. We also get some idea about the mental process travellers go through during their adventures on how they tell us about their feelings while on the road, and what drives them to seek out new adventures. Lastly we also get an idea if there is a self-

competitive edge among the participants that motivates them onwards. This section of the answers gives us an idea if a Finnish adventurer's imagery of his/her travels fits any of the categories that Laing and Crouch came up in their study in 2009.

The last category is gathered by the researcher according to the answers given by the participants during the interviews. It contains all the broad categories the traveller can be fitted into.

5.1.1 Self-description as a traveller

All the interviewees described themselves as lifestyle travellers. One of the female participants said that her traveller categories have evolved with the situations of her life. Travels before family, during the family years and after children moved on are clearly different from each other. Another stated that traveling is the goal of his life; "Traveling defines me as a person". Three interviewees described themselves as backpackers, and when considering what backpack traveling means five participants in total can be seen to fit to the image. For example one of the female travellers said that she likes to travel with as little planning as possible and with the mind-set of being careful but never to be afraid of the future. One of the male participants stated on traveling with the backpacker mentality but as well considered to be an organiser and a guide as well. All of the travellers stated the important red thread in their travels is to emphasise the travel itself instead of some destination as a goal for the travels. From these descriptions we can see Finnish adventure travellers fitting into Plogs venturesomeness scales venturer category of being open to new experiences and seeking these experiences outside their familiar surroundings.

5.1.2 Definition of an adventurer

Five participants were able to come up with an answer about defining an adventurer. Everyone agreed that in the core is the mental attitude towards traveling. One of the interviewees said that everyone can be an adventurer; "It is an attitude question foremost". Four of the answerers said that adventurer is someone who seeks out new experiences. In the search for new experiences an adventurer also accepts the

risks of the journey, dares to go out of her normal surroundings and is willing to go along with the ride.

5.1.3 Travel history and first adventure

The travel history of five participants could be fitted to the Travel Career ladder theory Pearce developed. The travels of these persons evolved in a similar escalation as described by Pearce in his theory, so that as the travellers gained more experience their journeys became larger. The journeys evolved according to skills of the travellers but life situations gave boundaries on how the travels changed. One of the motorcyclists moved on from traveling near his home on to other regions of Finland and then onwards to other reaches of Scandinavia. On the other end of the scale was another motorist who first travelled in Finland, then in other European countries and lastly took her around the world on a motorbike. Two of the participants followed the traditional backpacker ideology; the style of traveling stayed simple but destinations became further from home and the time used grew. The other traveller started in going on small tours in India while working there and later in life went to a multiple month long journeys in South-America. Another on started his adventures in going around the Crimean peninsula and later toured around the world for three years. One of the motorist's career grew from going around the EU countries to then relatively unknown Balkan countries and lastly to travel to the Pamir region east of Caspian Sea. The last two travel careers differ from the others as they are limited by both participants' life situations. The first career started with hitch hiking as a teenager on to family holidays during the family years and now as the children has moved on she has evolved on to traveling more as a backpacker. The last participant's travels are also limited by family reasons – time available for traveling is very limited so the travels are focused to nearby regions across the Russian border as an everyday explorer. From these replies it can be confirmed that in addition to being labelled as venturers Finnish adventure travellers fit into Cohen noninstitutionalized types. Differentiation between explorers and drifters is harder to make as most use hotels or motels in certain situations but all nearly all were willing and open to the thought of camping in their travels and fully break the connection to normal life.

5.1.4 Inspiration for first adventure

Four participants mentioned different blogs or travel stories as an external source for inspiration to go adventuring. For example Long Way Round was mentioned by two of the motorists as a source for motivation. Horizons Unlimited community was also mentioned as an inspirational source. Curiosity was most often mentioned self-drawn inspiration by four participants. Three mentioned that curiosity about different cultures was important to them – curiosity about different people was also mentioned as well curiosity about cultural history. Similar to curiosity was the desire to see new places and new experiences which was mentioned by three travellers. One of the travellers said that self-challenging is an important inspirational source for going on her around the world trip. Here we can see a similarity to the research of Laing and Crouch. In their research a participant replied that nowadays there is no chance for to be an explorer of the old sense, so Laing and Crouch concluded category explorers journey for people who seek to replicate old journeys. Two of the interviewees here mentioned The Long Way Round as an influence for their travels – and another of them even replicated this in her own journey around the world.

5.1.5 Feelings during adventuring

Six participants out of the seven stated feeling of wonder or discovery as the most memorable feeling; “Sense of being near something grand” as one of the traveller said. “Feelings of doing something wonderful.” was another quote. Related to wonder and discovery is the sense of completion and achievement by one of the participants. Similar thoughts was described by another traveller: “Traveling teaches growth, you are able to survive quite unbelievable things when you put yourself to it. “ Escapism can be seen in the answer by one of the around the world traveller’s description of achieving a sense of peace and feeling good during traveling. On similar vein was the sense of “being in touch with the moment” by another traveller and lastly one participant saying that he felt free during traveling. Descriptions given by the participants here have a similar feel as the dreams, mysteries and illusions category devised by Laing and Crouch in their studies. Participants give an

image of fulfilling their dreams when they travel. This is especially evident in the two backpackers' answers as they describe their month long travels. Similar images can be viewed by the around the world travelled woman as all described how they are one with themselves or in the centre of the moment while traveling.

5.1.6 What drives to continue adventuring?

Escapism can be seen as a major force for the participants. Four people directly told this as a motivator for adventuring. "Escapism gives a way to escape from normal life" was a straight quote from one of the travellers. Freedom can be seen as a synonym for escapism and two people mentioned it as a driving force traveling. Downshifting was mentioned by two persons and it can as well be seen as part of escapism. To one participant the planning process itself was so integral that it could be seen as much as escapism as the actual execution of the plans he had done. Two travellers stated that curiosity to see new places drove them forward. This exploration was also reason for one traveller in addition to then making guides for other travellers so they could reach the places as well. One participant added that the experiences he had gathered during traveling define him as a person – and in life his goal is rather to gather experiences instead of material possession.

5.1.7 Is there a need to top previous adventure?

None of the interviewees stated any need for going on a more extreme experience from the previous adventure. One of the participants said that "Travels can't be compared on the distance or the difficulty of the journey – they are unique in their own ways". Another one said that new sceneries is the only thing needed. One traveller stated that only thing he would increase is the time used on the journey, but also said that he doesn't think this makes it harder or difficult than the previous one. Lastly one traveller said that adventures can be found close by as well and therefore there is no real need to go more extreme.

5.1.8 Motivational self-categorising

Every participant can be seen as an explorer among some other descriptive. Of other categories escapism and storytelling can attached to three travellers. One of the participant can be seen as a guide which can be as a sub-category of a storyteller. Other categories that can be made are more idealism related. One of the participants can be thought of as a lifestyle traveller and another can be thought to be a dreamer.

6 CONCLUSIONS

Looking at the answers given by the participants strengthens the theories provided earlier. All of the participants have evolved during their travels in some way towards what can be described as an adventurer. Three or four of the adventurers could be considered to be hard adventurers depending on how one views the definition. They travel long distances on their own in unknown areas and have to rely on themselves to make the journey. The other participants seek similar experiences but want to have more control of the risks involved and thus are more fitted to be called soft adventurers. All of the travellers also fitted to the ventureness end of the theory that Plog had created. The major reason for traveling for everyone was to escape from their normal everyday life. This escapism is viewed to be an important motivation for all modern traveling by many researchers, including Plog and Pearce. When considering Cohen's theory there is a clear conclusion that the participants are all noninstitutionalized travellers. Within this, however, making the cut between drifter and explorer is harder to make. Everyone was willing to go seek the original local cultures while traveling but at some point made a contact with their "home" culture in some minor form – either be it contacting family by some means, usually the internet – or by at some point choosing to stay at a hostel or hotel for a night or two.

All participants can be seen to have evolved in a similar way described by Pearce's travel career ladder. They have an inner motivation which drives them to go adventuring and as they feel that their skills improve the travels evolve accordingly. This means that either the distances or time used for travels extends as fitting. One of the participants had his travels limited by other factors out of his control but nevertheless he had made travels plans beyond what could be done, perhaps to be fulfilled if someday there was time.

Laing and Crouch did their study by interviewing and going through the writings of hard adventurers and devised from these their categories but there are small similarities in the categories when considering the replies of this studies participants. The connection comes from the descriptive answers how the participants describe

their feelings. Words like “wondrous” and “grand” came up with in interviews and these can be connected to Laing and Crouches dreams, mysteries and illusions category. Similarly there is a connection to the explorers’ journey category. The participants follow blogs to find new locations and thus follow the paths of others, albeit on a smaller scale instead of, say, polar or mountain expeditions of the old.

6.1.1 Final thoughts

This paper shows that the Finnish adventure traveller fits to the theories made of tourism typologies and where in them the adventure travel is considered to be. Similarly Pearce’s theory of Travel Career Ladder can be seen when viewing how the participants’ travels have evolved. The connection to the imaginery, myths and legends of Laing and Crouch is looser which may come from the fact that the Finnish view on historical tales is different from those of Central European cultures. The small number of interviews makes it difficult to make direct conclusions and, thus, the conclusions of this research can be open to rendition by the reader.

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APPENDIX 1

Questionnaire

- Background questions
 - Gender
 - Age
- Past travel experience
 - How did start travelling
 - First destinations
 - What age
 - With whom
 - How would you describe yourself as traveller
- Adventure travelling
 - Who is an adventurer
 - First adventure
 - What influenced to start adventuring
 - Why went
 - Feelings during and after
 - Why drives on to continue adventuring
 - Is there a need to “top” the previous experiences
 - Physical / mental / ideology
 - Considers to be explorer / survivor / dreamer
- Future plans
- Comments