

## Study of the Prominent Factors Influencing Adventure Tourism

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**ABSTRACT:** The observations of foreign travelers are very crucial in selecting a suitable adventure event. This examine is undertaken with the purpose of understanding the attributes foreign vacationers keep in mind while deciding on adventure tour. Based on the data gathered from 59 foreign travelers visiting Oman, the critical factors primarily based on the adventure tour package were recognized. This paper additionally targets to see if the adventure tourism enhances the destination image. The attributes are related to demographic and geographic characteristics of the tourists. The findings are discussed to conclude on selection of adventure activity for overseas vacationers.

**KEYWORDS:** Tourism, Adventure tourism, consumer behavior, destination image,

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### I. INTRODUCTION

Adventure tourism is a form of niche tourism which includes exploration or travel to natural and remote areas, where the traveler will face unpredicted events. Adventure tourism is steadily growing among the tourists who are fond of adventure, unlike typical beach vacation. Hiking expeditions, trekking, bungee jumping, rafting and rock climbing are often mentioned as examples of adventure tourism. Growth of tourism industry is influenced by factors like Exploration, risk and safety, location and confidence and fear. All the factors have the capacity to contribute growth in adventure tourism. Many developing countries are focusing on expansion of adventure tourism activities for the development of economy. Therefore, the tourism industry has become more competitive. The preferences of the participants related to the adventure activities cannot be explicitly identified, which lead the organizers to deal with problems, such as losing potential customers. The satisfaction level of the participants has been used to evaluate the service and the adventure activities. In order to recognize the consumer behavior and decision-making process of consumers with regards to adventure activities the tourism industry service providers should try to identify and understand the various factors influencing this decision-making process. Identification of the critical factors impacting decision making will help the service providers design the effective marketing strategy. This study was conducted to identify factors of selecting adventure activities, which have significant effects on participants adventure preferences.

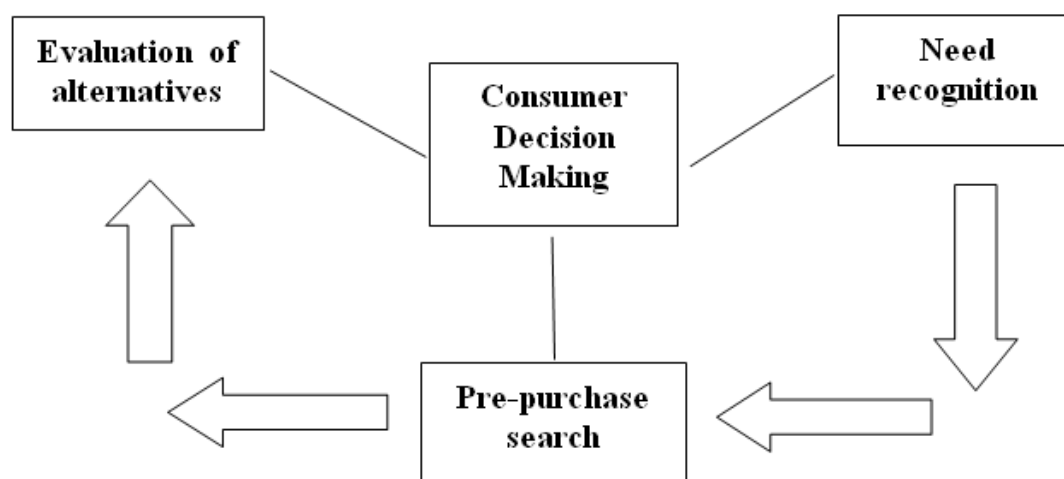


Figure 1.1 Consumer Behavior Model

## **II. LITERATURE REVIEW**

This paper is based on development of adventure tourism development of ThatheVondo located in South Africa. A justifiable adventure tourism development was predicted to locate ThatheVondo in the market, to develop adventure activities, improve living standards in various communities, and enable overtaking their competitors. From the research an observation of adventure tourism expansion in ThatheVondo and the possibility of this sort of tourism development was done. From this study we conclude that an adventure destination certainly has the potential to expand and grow in the minds of the tourist, if all the important factors are enhanced. (Tshipala NN & Coetzee WJL, 2012)

The examines main goal is to discover whether it might be viable to start a adventure tourism enterprise in Vaasa. The study includes definition of tourism product, enhancement and development of adventure tourism and marketplace segmentation. The findings and discussion has been utilized to evaluate the involvement of students of Vaasa University of Applied Sciences in adventure tour events and their acquaintance about the local adventure tourism enterprises. The objective was to examine if youngsters are important for the successful adventure enterprise.(Krista Miettinen & Marika Pajari, ADVENTURE TOURISM IN VAASA, 2014)

The study Perception of host community towards expansion of tourism activities in Oman, tourism has developed the quality of services in restaurants and hotels; it also enhances the understanding of other cultures. Hotel selection also depends on the number of tourists visiting that hotel and recommending it to the other tourists, in different social media platforms. The hotel selection could be because of its presence in the social media.(Chandel , Varshney, & Kumar, 2016)

This study is based on the recent growth of adventure tourism in Scotland in 2004 by the public sector. The study focusses on the relationship between sports and tourism by the public sector and the way they have used this aspect to enhance adventure tourism. The study evaluates the changes made to attract tourists to Scotland. The paper examines the importance of photography as a tool for tourism promotion. This paper concludes that the relation between sports and adventure is very critical as risk is an important factor that leads to enhancement of adventure tourism.(Stephen J.Page, William Stelle, & Joanne Connelle, 2006)

This study examines the distribution channels structure and the attributesmanipulating the most critical channel selection. It is relatedtothe adventure tourism operators in Queenstown, New Zealand. This studygives more priority ‘destination image’ and the attributesaffecting the selection of an adventure. This study observed a range of direct and indirect marketing prospects used to grow adventure businesses as a result of these technological advances.(Christian Schott)

This examine focuses on outdoor activities. The prominent elements are: mental, which include thrills, conflicts and norms; safety, such as injuries, illnesses and insurance; impacts, whether or not ecological, social or financial; and participation and control. Future research consists of:operational audits; industrial data; customer characteristics; site geography; device manufacture; protection and coverage; endeavor ecology; journey vacation spot advertising. Specially,In particular, focus is on individual participants, their risks and experiences.

(Buckley, 2006)

## **III. OBJECTIVES**

1. To study the consumer behavior in Adventure tourism
2. To study the factors influencing the participation in adventure tourism
3. To offer suggestions to the service providers based on the consumer behavior in adventure tourism

## **IV. RESEARCH METHODOLOGY**

This study is a quantitative and descriptive in nature and the paper is completely on secondary data. The data were collected from different journals, papers, magazines, internet, articles and newspapers; hence, the researcher, being a resident of Oman, is himself conscious about the prominent factors influencing adventure tourism in Sultanate of Oman. Oman is rapidly growing in its tourism sector. Oman is a mostly known for its fascinating destination for lovers of rich culture, ancient history and visual landscapes. This study helps to identify the prominent factors influencing adventure tourism in Sultanate of Oman. An existing scale was modified to measure the importance of adventure tourism among foreign tourist. The data concerning the importance of a factor had to be provided by the foreign tourist who has an interest in adventure tourism. The respondent was required to read each factor and specify the level of importance he/she assigns to that factor in adventure tourism.Questionnaire was basically distributed among the foreign tourist in various hotels and tourist’s spots. Data was collected on the important demographic details like gender, nationality, age, and income level of the respondent.

#### 4.1 Data Collection

The population is defined as the foreign tourist interested in acquiring an adventure tourism activity in Oman. Foreign tourists visiting major adventure destinations across the Sultanate of Oman were approached for data collection. Data was collected from 59 respondents. Respondents were mainly from USA and Europe.

### 1. Data Analysis

#### 1.1 Demographic profile of the respondents

<b>Male</b>	<b>69%</b>
Female	31%

**Table 4.1.1** Showing Gender of the respondents  
69% of the respondents were Male tourists of different nationalities

Student	17.5%
Home-maker	14%
Self-employed	36.8%
Employee	31.6%

**Table 4.1.2** showing occupation of respondents  
36.8% of the respondents were self-employed and 31.6% were employed. Rest of the respondents were students and home makers' i.e. 17.5% and 14% respectively.

20-25	8.9%
25-30	23.2%
30-35	48.2%
35-40	19.6%
40-45	0

**Table 4.1.3** showing age of respondents  
49 % of the respondents were aged between 30-35years, 24% were aged between 25-30years.

Asian	6
European	39
Middle East	2
North American	8
South American	1

**Table 4.1.4** showing nationality of respondents

The respondents were of different nationalities, where 39 respondents were European, 8 were North American, 6 were Asian, 2 were from Middle East and 1 was South American.

Monthly	18.6%
Half yearly	11.9%
Yearly	18.6%
Occasionally	23.7%
Rarely	23.7%

**Table 4.1.5** showing frequency of adventure trip  
24% of the respondents responded that they undertake adventure activities rarely or occasionally. However, a significant percentage of respondents mentioned that they go for adventure trip Monthly, half yearly or yearly.

## V. TOURIST BEHAVIOR

### 5.1 References/Information sources influencing Decision Making in Adventure Tourism

Factors	Average degree of influence
Price	3.77
Psychological (confidence, fear)	4.09
Safety & insurance	4.42
Recreation	3.89
Lifestyle	3.61
Ease Availability	3.88
Destination Image	4.08

**Table 5.1** showing factors of degree of influence

From the following we can conclude that Safety& insurance, psychological and destination image are the most important factors that influence adventure tourism.

Activities	Yes	No
Paragliding	78	22
Sky diving	79	20.3
Hiking	52.5	47.5
Swimming with sharks	44.8	55.2

**Table 5.2 showing activities you would like to see in Oman**

From the following the sample shows that paragliding and sky diving are the most anticipated adventure tourists want to see in the Sultanate of Oman.

### 5.2 Regression analysis

The Table 8 in the analysis output shows us the important factors considered in adventure tourism

Variables Entered/Removed			
Model	Variables Entered	Variables Removed	Method
1	Destination Image, Price, Lifestyle, Safety & Insurance, Easy Availability, Psychological (fear, confidence, etc.), Recreation <sup>a</sup>		Enter

a. All requested variables entered.

**Table 5.2.1 showing variables entered/removed**

The Table 9 indicates the multiple linear regression and their statistics. It is found that the adjusted R<sup>2</sup> of the model is .520 with the R<sup>2</sup> = .546. This shows that the linear regression clarifies 52.0% of the variance in the data.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 <sup>a</sup>	.546	.520	.659

a. Predictors: (Constant), Destination Image, Price, Lifestyle, Safety & Insurance, Easy Availability, Psychological (fear, confidence, etc.), Recreation

**Table 5.2.2 showing model summary**

The Table 10 is the F-test. The linear regression's F-test has the null hypothesis that the model explains zero variance in the dependent variable (in other words R<sup>2</sup> = 0). The F-test is highly significant; thus, we can assume that the model explains a significant amount of the variance in murder rate.

#### ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.805	7	2.544	5.863	.000 <sup>a</sup>
	Residual	22.127	51	.434		
	Total	39.932	58			

a. Predictors: (Constant), Destination Image, Price, Lifestyle, Safety & Insurance, Easy Availability, Psychological (fear, confidence, etc.), Recreation

b. Dependent Variable: Do you enjoy Adventure tourism?

**Table 5.2.3 showing ANOVA**

The Table 11 approximations include the intercept and the significance levels. From the analysis it shows that recreation is the most significant variable. It also shows the recreation has a higher influence than other attributes by relating the standardized coefficients (beta = .507 versus beta = .333).

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.108	.698		3.020	.004
	Price	-.306	.111	-.350	-2.759	.008
	Psychological (fear, confidence, etc.)	.164	.135	.168	1.213	.231
	Safety & Insurance	.060	.160	.051	.375	.709
	Recreation	.515	.139	.524	3.704	.001
	Lifestyle	-.053	.128	-.053	-.414	.681
	Easy Availability	.004	.123	.004	.032	.975
	Destination Image	.078	.115	.084	.679	.500

a. Dependent Variable: Do you enjoy Adventure tourism?

**Table 11 showing coefficients**

$$\text{Adventure tourism} = \text{Price} + \text{Psychological} + \text{Safety \& Insurance} + \text{recreation} + \text{Lifestyle} + \text{Easy availability} + \text{Destination Image}$$

$$(-.306) + (-.164) + (.060) + .515 + (-.053) + .004 + .078$$

The analysis of the above study shows that recreation, safety & insurance and destination image are the most important factors considered by respondents in adventure tourism.

## VI. CONCLUSION

The study was considered with the aim of understanding the prominent factors influencing adventure tourism. Based on a survey of foreign tourists, the study identified the rating of 7 factors on their level of importance in adventure tourism hallowed with natural beauty. It is high time that Oman cashes in on its high potential for its Adventure tourism. Adventure tourism has to become part of the main tourism sector of Oman, rather than something on the edge of the tourism industry. The governmental agencies and the private sectors should enhance adventure tourism to accomplish the objective.

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