The Trail of Adventure Tourism in Senior Generation

Mohammad Fakhruddin Mudzakkir, Roy Setiawan, Sanju Khuma Singh, Ahmad Fauzi

Department of Management, Economic and Business Faculty, Universitas Airlangga
e-mail: Fakhruddin@unikama.ac.id

Abstract : The main aim of this research is to explore what factor that determines of senior generation doing adventure tourism. More specifically in this study, not all ages were studied but only in the old generation. Using case study and data collection used interview techniques. There were two participants who were interviewed by both participants aged > 50 years and had done more than 20 times doing trail adventure activities. This research used snowball sampling techniques. Overall there are five identifiable factors related to factors that drive senior generation to do trail adventure activities: maintaining healthy body, strengthening brotherhood, returning to nature and nostalgia.

Introduction

Adventure tourism is one of the fastest growing tourism sectors, has high value for customers and supports the local economy (Beckmann, Martin, Petrak, & Sproule, 2014), and is one of the important niche markets in the tourism industry, (Williams & Soutar , 2009) as well as a type of tourism that provides risky, dangerous and adrenaline experiences especially to injury and loss opportunities (Kane, 2004). One's risk-taking behavior tends to change with personality and age, a person's tendency to take risks of adolescence, peaking in adulthood and declining in old age (Dohmen et al., 2011). A study by Eyes, Josef, and Hertwig (2016) states that in most countries the courage to take risks tends to decline as people age. Trail adventure is a hard activity that requires a stronger physical and the ability to minimize the risk to anticipate existing obstacles, because not completely obstacles can be controlled by adventurer. For people who have a young age this is not a problem, because young people have more physical strength greater. Even like challenges and trying to find a sensation, (Hallingberg, Van Goozen, & Moore, 2016). The target of developing the tourism sector in this

area is targeted at the rich, educated and aged, (Cater, 2017), this is mainly related to the needs when adventure and need much money swhile doing adventure, there are at least two industries that can be driven through this activity is the tourism industry and manufacturing industry motors. The challenge for the industry is to understand appropriately the potential and effective demand of the old-age market so as to provide a product commensurate with its needs, (Patterson, 2006).

Community behavior in the context of adventure tourism has been conducted by several researchers with more research on adventure tourism relationships with possible risks, (Bentley & Page, 2008; Cater, 2006; Holm, Lugosi, Croes, & Torres, 2017). Some other researchers link adventure with individual factors when performing adventure activities, such as, emotional factors, (Carnicelli-Filho, 2013), satisfaction factors and behavioral intention, (Williams & Soutar, 2009), affective factors (Hagen & Boyes, 2016), stress and emotion (Houge Mackenzie & Kerr, 2013), freedom, (Kane, 2004), fear factors, (Carnicelli-Filho, Schwartz, & Tahara, 2010), and emotional life factors (Carnicelli-Filho , 2013). These studies have not discussed the specific types of adventure tourism especially trail adventure. If categorized by the type of adventure there are several studies, namely Climbing and mountaineering, rafting and kayaking, (Carnicelli-Filho et al., 2010), skydiving and parachuting (Allman, Mittelstaedt, Martin, & Goldenberg , 2009), surfing and sailboarding, (Buckley, 2002), skiing and snowboarding, (Gilbert & Hudson, 2000), off-road driving, (Williams & Soutar, 2009). Among these studies did not focus on the older generation as the object of research, but on internal and external motivation. It is therefore important to explore with a specific object.

Research on the behavior of the community on a two-wheeled trail motor with the purpose of tourism conducted on clay terrain is still very little, and (Watson, Legg, & Reeves, 2009). More specifically in this study, not all ages were studied but only in the elderly. This is because parental behavior is a paradox, on one side of this activity is an extreme sport, falling from the motor or wound is a sure thing to happen, the motor is broken from mild to burned or broken into two is not a strange thing. Nevertheless can be found from every adventure event there are always people who are old but follow the activities of the trail adventure. Ideal his elderly people are no longer follow a challenging and risky activities and require a lot of energy. According to Chen, and Lin (2018) that 33% of parents who ride motorcycle have an accident.

This event according to the author is something unique. In old age, usually some people enjoy the success gained, both economically and socially. Some of the behaviors of tourists in old-age adventure tourism can be found in other studies, for example Patterson (2006) suggests that older generations over 50 enjoy travel to create fun, relaxation or visit relatives and travel to visit sites historic.

Anderson and Langmeyer (1982) states that the older generation's destination is rest and relaxation, visiting relatives, traveling to historic sites and following tour packages, and spending time with friends and relatives, physical health and fitness (Romsa & Blenman, 1989). In addition to the paradox, when viewed from the economic side is a person who has more income than the age below, when there are the younger meet older people who have more expensive motor trail and branded than the younger or safety guard equipment better than others . In addition, in doing the trail of adventure, old people do it in groups. Based on these various backgrounds, this research question is why the older generation do the trail of adventure activities? Answers to this research question can at least answer the various contradictions of the phenomenon that occur while increasing the insight of the literature on the least research related to this.

Literature review

Adventure Tourism and Risks

Consumer culture theory describes the dynamic relationship between the consumer and the market place, in the process of acquiring consumers, consuming and disposing goods and services (Arnould & Thompson, 2005). The study of consumer behavior is wide enough in scope. Consumption in the broad context can be experience. Experience as a product is contextually massively marketed in the industry. One industry that seeks to offer experience is adventure tourism. The term tourism is defined as the study of how a person comes out of his ordinary habitat, then the industry responding to his/her needs, and there is an impact that he/she and the industry have on the socio-cultural, economic and environmental environment (Jafari, 1977). Adventure tourism is the development of mass tourism that originally defines the traveler to seek a sacred, meaningful, and romantic experience (Erik, 1979). According to adventure tourism is an activity that is uncertain, new and uncomfortable for individuals who experience it, (Fletcher, 2005). There is a shift in the meaning of adventure tourism developed from the concept of recreational, by adding the concept of risk. Risks not only as loss value, but more recognized as in the concept of experience risk, (Kane, 2004). This confirms that the adventure tourism element is the experience of tourists to products at risk.

Adventure tourism is more in outdoor setting, especially nature. Weber (2001) explains that not all adventure tourism activities in nature are risky, if done without risk, it is called the roads, whereas adventure in nature contains risks and uncertainties. Risks in this context are at risk for the individual who is doing the adventure. Not all adventure tourism is risky, especially when associated with each type of adventure, there are adventures that are hard activities and soft activities. In addition, the risk in adventure tourism is a paradox if it is associated

with an operator of an adventure service provider, since operators tend to actually protect against risks such as injury that could result in unnecessary medical and legal costs and publicity (Buckley, 2012). Of course, for adventure service providers will avoid high risk for business continuity. The risks in the context of the trail adventure are likely to be large, due to factors such as track uncertainty, physical strength of riders, motor power, soil types (sandy soil more easily passed than in soil mixed with water), weather and nature. In addition, for riders if this activity is done periodically every week, of course the use of service providers will require a high cost inclined not to use the service provider the trail of adventure service. Therefore, risk reduction efforts are only done by riders and their own groups. However, risk alone is not sufficient to understand adventure behavior, (Pain & Pain, 2005).

The Trail of Adventure Tourism

There are several terms used to understand tourism in the context of consumer experience in the context of a motor adventure trail. Two wheel tourism and dirt bike tourism, both used in the same context. The concept of two wheel tourism is part of drive tourism. The concept of drive tourism begins with the behavior of people who want to feel freedom and travel independently, (Shih, 2006). Drive tourism can be defined as a tour that focuses on a journey from one region to another by own or rent car and during travel involved in tourism activities (Prideaux, Wei, & Ruys, 2001). Nevertheless this tour is not driven primarily because of the issue of using larger fossil fuels, this is in contrast to the relatively fewer uses of motors in fuel use, so motorbike tours are more considered sustainable that allow for more promotion as part of tourism, Cater, 2017).

Experience gained by riders when driving larger than drive tourism. In addition, drive tourism is more oriented to the destination. It is different from the two wheel tourism that more emphasis on experience gained by tourists. This is because consumer involvement when driving a motorcycle is higher, (Cater, 2017). High involvement ensures riders feel more sensation, and freedom of expression but with due regard to skill, motor and physical strength. According to Blackman and Haworth (2013) that there is a relationship between driving a motorcycle with adventure tourism. The appeal is the risk that can be generated, but in fact the risk can be controlled by the riders themselves. The important thing of this phenomenon is that for riders the experience of driving explorers or adventures on the roads in the winding nature is an activity that requires good driving skills, physical and mental strength, and this is a challenge. The stronger the physical and the mental it will reduce the risk that can happen.

Method

Adventure tourism activities are found in some cities in East Java, Indonesia. This activity is mostly done in mountainous areas. The city is surrounded by mountains that are more numerous than other cities, so the city has many groups of trail adventure conducted by diverse ages and background, so researchers chose Malang as a representative place to conduct research. Adventure trail activities are conducted in groups usually 5 to 10 on every weekend. In some cities in East Java have dozens or even hundreds of groups of riders who each periodic tour by riding a trail bike in the forests and beaches for recreational purposes.

Research Design

In this study the authors use a case study approach. According to Mills, Durepos, and Wiebe (2010) a case study approach can be used to study rare phenomena. Research on the trail adventure conducted by senior generation is still limited, so it is expected that this approach will be useful for future studies. This study uses case study. The case studies gives each case to function in relating case or action in certain case (Eisenhardt, K. M. (1989))

Data Collection

Methods of data collection using interview techniques, where previous researchers prepare protocol interview. There were two participants who were interviewed by both participants aged> 50 years and have done more than 20 times on trail adventure activities, this criterion is based on the consideration that participants who have these criteria have experience not just do trail adventure. One of the participants was interviewed using the Javanese language with consideration because the customs respect the elderly, this is so that participants get comfort when interviewed. The participant's convenience is expected to assist the interviewer when exploring participants' experiences while doing the trail adventure.

Sampling and Technique Analysis

The sampling technique used snowball sampling, where the first researcher gave the researchers instructions to whom the next interview was conducted. The results of interviews in audio form are transcribed in written form. Analytical techniques use content analysis through coding techniques. The coding technique done in this research is open coding and axial coding. To ensure the validity of the research in this study triangulation. Triangulation method in this research use 1). Triangulation of data sources, which in addition to conducting research interviews to observe the activities of trail adventure conducted by participants, in addition researchers also did dig information from photos or video made by participants to test the validity of data. 2). Triangulation among researchers, where the results

of the researcher's coding confirmed by other researchers, this is done to ensure the objectivity of the resulting data.

Findings and Discussion

Overall there are five identifiable factors related to factors that drive senior generation to do trail adventure activities: maintaining healthy body, maintaining healthy body, strengthening brotherhood, returning to nature and nostalgia.

Maintaining Body Health

The results of the analysis show that some of the benefits of trail adventure activities that trail adventure is useful for exercising the heart and reflexes of the body, refreshing activity, keeping the stamina in order not to wobble, so as not to hurt like everyone else.

.... trail adventure activity can make a fresh body so that this activity can not be stopped ..

This activity is useful to maintain stamina so that my body stay healthy in old age

.. even though the body feels sore after completing the trail adventure then this activity is still done so that not infected diabets and heart disease ...

In addition participants also shared the experience that doing the trail adventure is a cardiac training activity and decision making reflex where the rider is required to reflectively determine the correct track to pass. This is because the tracks in the forest can not necessarily be passed smoothly, so it needs a good feeling to determine whether the track can be passed or not.

... in my mind the activity of trail adventure is useful to train decision making reflex, because when doing trail adventure we practice decide uncertainty track..

Some of these benefits can be interpreted as the concept of maintaining a healthy body. This shows that for "senior generation" there is a need that can be fulfilled by the trail adventure is a healthy body. Previous research conducted by Romsa and Blenman (1989) states that one of its factors is health and body fitness.

Feel the Freedom

For senior-generation trail adventure activities encourage to feel the freedom because when adventure does not feel the burden of work and can laugh with colleagues in the group.

Apparently when we are adventure, we can laugh with friends and laugh freely. So far we have been laughing at work, only to be joking, pleasure of this adventure trail activity can not be obtained from other places and communities that tend to be formal... it's just really free of language ...

The activity of the adventure trail in the forest is an activity where the riders get out of their daily habits to look for something different. Daily routine activities in the form of rules, overreaching targets sometimes suppress a person's feelings so that people will try to find experiences or activities that can reduce it even in different forms of everyday life to feel freedom.

Cultivate Brotherhood

Risk in the trail adventure is done in groups of 3 to 8 people, rarely encountered person doing this activity individually, activities conducted in groups are done so that at any time when falling, bike damaged mapun physical injury can be assisted people in the group.

Everyone who was there, met in the adventure is a brother, one lane is the language. It's really like a brother, we're not familiarize ourselves, but the fellow trail is really one brother so. The word ... like aremania

Wilson, Hallo, Sharp, Mainella, and McGuire (2017) in his research stated that one factor for senior generation is to be part of the group when doing adventure. This shows the role of the group for senior generation when doing the trail adventure is very important, in the context of the trail adventure because of the risk uncertainty then the group activity in the trail adventure cultivate brotherhood.

Back to Nature

Another factor affecting senior generation doing trail adventure activities is back to nature. Adventure trail activity is done in nature that is in the forest. The natural natural environment and the friendly community encourage the rider to perform the activities of the trail adventure.

... when young is busy with education, after that busy with career, after so many years we do, we go back to nature ..
.... villagers love to see us, We are also polite with them, when we take a break, they ask us to stop by, this way we have not found in town for so long.

138

Nature for the rider presents the challenge of doing an active trail adventure because of the uncertainty of tracks in the forest, because the track is clay, certainly not a challenging thing if this activity is done on the highway. Track in the forest constantly changing, tracks that can be passed at certain times can not be passed again because of rain and wind, this is a challenge for the rider to conquer the track. In addition to natural factors on the environment another factor is the friendly village community even at times can help the rider if there are difficulties.

Nostalgia

For senior-generation trail-adventure activities does not appear suddenly, it's easier if the person in the past has a motor-related experience. As the age increases a person leaves the motor-related activities that are then preoccupied with a variety of jobs and households that are of course another priority that must be done. However, if the activation is fulfilled then the long memories of the trail activity will reappear. Actually the first desire that emerged because of my youth who really liked motor racing

.. for the education of children we have prepared ... we also have already thought home, meaning there are things that we go back to youth ...

For senior generation, nostalgia is an important travel motif, because it revives the memories of the past, (Sellick, 2004). Young memories encourage senior generation to feel young again when doing the trail adventure.

Conclusion

The activities of adventures tourism in the mountains are quite developed. This research focuses on that the motivational factors that encourage the senior generation to do adventure tourism are maintaining body health, feeling the freedom, cultivate brotherhood, back to nature, nostalgia. It is important for marketers that this is a fairly developed market in the future.

References

Allman, T. L., Mittelstaedt, R. D., Martin, B., & Goldenberg, M. (2009). Exploring the Motivations of BASE Jumpers: Extreme Sport Enthusiasts. *Journal of Sport & Tourism, 14*(4), 229-247. doi:10.1080/14775080903453740

Anderson, B. B., & Langmeyer, L. (1982). The Under-50 and Over-50 Travelers: A Profile of Similarities and Differences. *Journal of Travel Research, 20*(4), 20-24. doi:10.1177/004728758202000405

Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research,, 31*(4), 868-882.

Beckmann, C., Martin, N., Petrak, N., & Sproule, K. (2014). *Global Report on Adventure Tourism*. Retrieved from Madrid, Spain: http://cf.cdn.unwto.org/sites/all/files/pdf/final_1global_report_on_adventure_tourism.pdf

Bentley, T. A., & Page, S. J. (2008). A decade of injury monitoring in the New Zealand adventure tourism sector: A summary risk analysis. *Tourism Management, 29*(5), 857-869. doi:https://doi.org/10.1016/j.tourman.2007.10.003

, I. E., & Greenspan, I. (2008). High (on) Technology: Producing Tourist Identities through Technologized Adventure. *Journal of Sport & Tourism, 13*(2), 89-114. doi:10.1080/14775080802170312

Blackman, R. A., & Haworth, N. L. (2013). Tourist use of mopeds in Queensland. *Tourism Management, 36*, 580-589. doi:https://doi.org/10.1016/j.tourman.2012.09.001

Buckley, R. (2002). Surf Tourism and Sustainable Development in Indo-Pacific Islands. I. The Industry and the Islands. *Journal of Sustainable Tourism, 10*(5), 405-424. doi:10.1080/09669580208667176

Buckley, R. (2012). Rush as a key motivation in skilled adventure tourism: Resolving the risk recreation paradox. *Tourism Management, 33*(4), 961-970. doi:10.1016/j.tourman.2011.10.002

Carnicelli-Filho, S. (2013). The Emotional Life of Adventure Guides. *Annals of Tourism Research, 43*, 192-209. doi:10.1016/j.annals.2013.05.003

Carnicelli-Filho, S., Schwartz, G. M., & Tahara, A. K. (2010). Fear and adventure tourism in Brazil. *Tourism Management, 31*(6), 953-956. doi:https://doi.org/10.1016/j.tourman.2009.07.013

Cater, C. I. (2006). Playing with risk? participant perceptions of risk and management implications in adventure tourism. *Tourism Management, 27*(2), 317-325. doi:10.1016/j.tourman.2004.10.005

Cater, C. I. (2017). Tourism on two wheels: Patterns of motorcycle leisure in Wales. *Tourism Management, 61*, 180-189. doi:10.1016/j.tourman.2017.02.007

Chen, S. J., Chen, C. Y., & Lin, M. R. (2018). Risk factors for crash involvement in older motorcycle riders. *Accid Anal Prev, 111*, 109-114. doi:10.1016/j.aap.2017.11.006

Eisenhardt, K. M. (1989). Building Theories from Case Study Research. *The Academy of Management Review, 14*(4), 532-550.

Erik, C. (1979). A Phenomenology of Tourist Experiences. *Sociology, 13*(2), 179-201. doi:10.1177/003803857901300203

Fletcher, R. (2005). *The Call to Adventure: An Ethnographic and Textual Study of Adventure Ecotourism through Whitewater Paddling.* University of California, Santa Barbara.

Gilbert, D., & Hudson, S. (2000). Tourism demand constraints: A skiing participation. *Annals of Tourism Research, 27*(4), 906-925. doi:https://doi.org/10.1016/S0160-7383(99)00110-3

Hagen, S., & Boyes, M. (2016). Affective ride experiences on mountain bike terrain. *Journal of Outdoor Recreation and Tourism, 15*, 89-98. doi:10.1016/j.jort.2016.07.006

Hallingberg, B. E., Van Goozen, S. H. M., & Moore, S. C. (2016). Characteristics associated with risk taking behaviours predict young people's participation in organised activities. *Journal of Adolescence, 53*, 189-194. doi:10.1016/j.adolescence.2016.10.008

Holm, M. R., Lugosi, P., Croes, R. R., & Torres, E. N. (2017). Risk-tourism, risk-taking and subjective well-being: A review and synthesis. *Tourism Management, 63*, 115-122. doi:10.1016/j.tourman.2017.06.004

Houge Mackenzie, S., & Kerr, J. H. (2013). Stress and emotions at work: An adventure tourism guide's experiences. *Tourism Management, 36*, 3-14. doi:10.1016/j.tourman.2012.10.018

Jafari, J. (1977). Editor's page. *Annals of Tourism Research, 4*(4), 182. doi:https://doi.org/10.1016/0160-7383(77)90035-4

Kane, M. J. (2004). Adventure tourism: The freedom to play with reality. *Tourist Studies, 4*(3), 217-234. doi:10.1177/1468797604057323

Mills, A. J., Durepos, G., & Wiebe, E. (2010). Encyclopedia of Case Study Research, . In (Vol. 1 & 2): Sage Publications, Thousand Oaks, CA.

Pain, M. T. G., & Pain, M. A. (2005). Essay: Risk taking in sport. *The Lancet, 366*, S33-S34. doi:10.1016/s0140-6736(05)67838-5

Patterson, I. (2006). *Growing older: tourism and leisure behaviour of older adults* (First ed.). Nosworthy: CABI.

Prideaux, B., Wei, S., & Ruys, H. (2001). The senior drive tour market in Australia. *Journal of Vacation Marketing, 7*(3), 209-219.

Romsa, G., & Blenman, M. (1989). Vacation Patterns of The Elderly German. *Annals of Tourism Research, 16*, 178-188.

Sellick, M. C. (2004). Discovery, Connection, Nostalgia. *Journal of Travel & Tourism Marketing, 17*(1), 55-71. doi:10.1300/J073v17n01_04

Shih, H.-Y. (2006). Network characteristics of drive tourism destinations: An application of network analysis in tourism. *Tourism Management, 27*(5), 1029-1039. doi:https://doi.org/10.1016/j.tourman.2005.08.002

Weber, K. (2001). Outdoor adventure tourism: A Review of Research Approaches. *Annals of Tourism Research, 28*(2), 360-377. doi:https://doi.org/10.1016/S0160-7383(00)00051-7

Williams, P., & Soutar, G. (2009). Value, Satisfaction And Behavioral Intentions In An Adventure Tourism Context. *Annals of Tourism Research, 36*(3), 413-438. doi:10.1016/j.annals.2009.02.002

Wilson, D. L., Hallo, J. C., Sharp, J. L., Mainella, H. F. P., & McGuire, F. A. (2017). Activity selection among baby boomer national park visitors: The search for a sense of adventure. *Journal of Outdoor Recreation and Tourism, 19*, 37-45. doi:10.1016/j.jort.2017.06.001