

**The role of risk and safety in shaping the experiences of guided adventure tourists: A case study of sea-kayak and multi-day walking participants**



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## **The role of risk and safety in shaping the experiences of guided adventure tourists: A case study of sea-kayak and multi-day walking participants**

How guided outdoor activity participants perceive hazards and risks, and what attitudes they bring to the guided experience regarding safety and responsibility, has not been widely investigated in the academic literature to date. This report documents research which seeks to address this gap, conducted over the summer of 2006-2007 in the South Island of New Zealand. The study developed a two-stage questionnaire to investigate participants' levels of experience in two soft-adventure activities (sea-kayaking and walking), their reasons for undertaking a guided trip and their awareness of hazards they expected to encounter. Their opinions and attitudes towards safety and responsibility were also explored through a series of 7-point Likert-type questions both pre- and post-experience. The researchers worked in cooperation with an adventure tourism company that offered guided walking (hiking) and sea kayaking experiences. Consequently, the sampling method employed was one of convenience, and resulted in 103 guided kayaking and multi-day walking participants completing the questionnaire. Results indicate that considerations of risk and safety play an important, but complex, role in the decision making of soft-adventure tourists. Furthermore, the guided experience makes a significant difference to participants' perceptions of safety and risk, their attitudes toward shared responsibility, and the acceptance of hazards as part of the outdoor experience. The research finds limited evidence that these nature-based tourists have unrealistic expectations about management of their safety during the activities. Results are discussed within the context of challenges faced by commercial, nature-based tourism operators, and the apparent social preoccupation with risk reduction in outdoor and adventure settings.

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# 1. INTRODUCTION

This study is about risk in natural resource recreation and tourism settings. Throughout the world, millions of people every day visit national parks and other protected areas in which natural hazards inhere. Many visitors are either unaware of, or fail to recognise, these natural hazards. People travel to national parks anticipating a degree of adventure, to escape routines, and to witness the grandeur of natural landscapes (Espiner, 2001). Ironically, the very qualities that attract people to natural places may also put them at risk (Bean, 1989; Martin, 2000; Greenway, 1996).

In promotional literature and picture postcards, the central themes or images through which New Zealand is sold as a tourism destination are those of landscape and nature, and mountains in particular (Cloke & Perkins, 1998; Dilley, 1986; Shultis, 1989). The scenic theme is augmented by an attempt to market New Zealand as a clean, friendly and safe destination (Tourism New Zealand, 2006; Page, 1997), an image that presents something of a paradox when aligned with the risk and adventure activities that are also promoted to tourists in New Zealand (Espiner, 2001).

Although New Zealand's tourism industry is built upon its natural attractions, little is known about the risks perceived by visitors to these areas (Espiner, 2001). Similarly, the attitudes of managers and tourism operators with respect to the phenomenon of risk are relatively unknown. The study reported here investigates two of New Zealand's guided nature-based tourism experiences, and builds on the work of Espiner (2001) who examined risk perceptions of visitors and conservation managers in Westland National Park. That research identified a variety of theoretical and applied propositions which require testing in other recreation and tourism contexts.

The primary research objectives addressed in this study were:

1. To explore the reasons behind participants' decisions to undertake an outdoor activity as part of guided trip.
2. To explore guided participants' understandings of the risks and hazards to which they expose themselves when undertaking outdoor activities, and to identify any potential gaps between client and guide perceptions of risks and hazards in the adventure tourism context.
3. To identify and evaluate attitudes towards risk, safety and responsibility among clients participating in guided activities a natural resource setting.
4. To situate the findings within the context of the 'risk society' (Beck, 1992).

The management of visitor safety is an issue of paramount importance to outdoor recreation and visitor service agencies. With visitor numbers to many protected natural areas increasing each year, and with a significant proportion of these visitors originating from countries overseas, the issues of safety, risk management, and liability need intensive research. Furthermore, given the importance of natural attractions in terms of New Zealand's international market niche, it is crucial that aspects of risk, safety, and liability are understood. Tourists are likely to be vulnerable to risk owing to the situational and affective characteristics of this leisure context (Espiner, 2001). If tourists are more vulnerable to risk, this has implications for international visitor management and the wider issues of moral obligation and social contract, particularly in an increasingly globalised world (McLuhan & Powers, 1989).

This report documents a case study of guided soft-adventure (Christiansen, 1990) tourists' perceptions of hazards, safety and individual responsibility in a nature-based coastal setting of New Zealand. Following a review of relevant literature on 'the risk society', risk and hazard perception, and multiple aspects of the adventure tourism industry (including legal liability, the question of individual responsibility and safety), the study methods are described and the main results are presented. The research objectives form the framework for the final discussion and appraisal of the findings.

## 2. LITERATURE REVIEW

### 2.1 INTRODUCTION

Tourism is an important contributor to the New Zealand economy. For the year ended June 2006, 2.2 million international visitors came to New Zealand, spending an estimated seven billion New Zealand dollars (Ministry of Tourism, 2006).

As a tourist destination, New Zealand has always been marketed as a 'scenic wonderland', utilising the country's natural landscapes. For instance, a 1930s tourism promotion claimed: "it is the marvellous variety and natural beauty of the Dominion's scenery, however, which has perhaps earned it the greatest distinction overseas" (cited in Ateljevic & Doorne, 2002, p. 657). Likewise, today, tourists are lured to New Zealand through advertising dominated by images of wilderness, rivers and mountains (Cloke & Perkins, 1998; Perkins & Thorns, 2001). Between the start and end of the 20th century, however, a significant change occurred in tourism advertising. While tourists in the early part of the 20th century were predominantly encouraged to come and view New Zealand's scenery, today natural landscapes are depicted as the backdrop to adventurous activities inviting tourists to come and not only view, but also participate (Cloke & Perkins, 1998; Perkins & Thorns, 2001; Ateljevic & Doorne, 2002). In fact, Perkins and Thorns (2001, p. 186) have argued that the tourist experience is more of a performance where "...active bodily involvement; physical, intellectual and cognitive activity..." are combined with 'gazing' or viewing, but it is the active *doing* that is emphasised, rather than *seeing*.

Interaction with natural landscapes is one of the defining characteristics of the tourism sector that has become known as adventure tourism. Adventure tourism has grown substantially since the late 1980s and 1990s and is now a significant part of New Zealand's tourism industry (Berno, Moore, Simmons & Hart, 1996; Page, 1997; Cloke and Perkins, 1998). The potential significance and importance of the adventure tourism sector to the economic success of New Zealand's tourism industry was illustrated in a study that found people's satisfaction with outdoor activities was an important factor affecting the likelihood of them recommending New Zealand as a destination (Danaher and Arweiler, 1996).

Another important dimension of New Zealand's reputation as a tourist destination is its image as a safe, clean and friendly place to visit (Page, 1997; Bentley & Page, 2001; Henzell, 2006). Consequently, events which have potential to tarnish this reputation attract significant media interest and concern for the future of the industry. Examples of such events include three mountaineering tragedies at the end of 2003 (see for example Davidson, 2004), and the vicious attack on a Dutch couple in Northland (Henzell, 2006). Events such as these, not only negatively impact the individuals and companies concerned, but also have the potential for wider detrimental effect throughout the industry. The consequences of a negative event involving adventure tourism participants was illustrated in 1994 after an international tourist was killed while white water rafting. Subsequent rafting patronage was reduced by half (McLauchlan, 1995), and Queenstown lost an estimated \$2 million dollars (Greenway, 1996 May). Similarly, following a scenic plane crash at Milford Sound in 1989, patronage of scenic flights decreased by up to 50% (Greenway, 1996 May). Incidents such as these highlight, somewhat paradoxically, that the natural landscapes attracting people to New Zealand can also put them at risk (Bean, 1989). Thus, the issues of safety, risk and responsibility are of central prominence for adventure tourism operators.

The literature reviewed in this section identifies and discusses research in relation to the adventure tourism industry in New Zealand with a focus on safety, risk and responsibility. It also includes overseas research and literature, as well as that relating to the wider areas of risk perception and hazard awareness. Before turning to these issues, however, it is important to outline the wider societal context within which adventure tourism operates.

## 2.2 THE 'RISK SOCIETY'

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The 'risk society', as defined by Beck (1992, p. 22), is where "the unknown and unintended consequences come to be a dominant force in history and society." Contemporary western democracies now appear preoccupied with increasing safety and reducing risk (Furedi, 1997). This preoccupation with risk reduction and safety seems to be a relatively recent phenomenon because the history of the use of the word 'risk' indicates that it was often used in a positive sense. Risk *taking* was traditionally viewed as heroic, exemplified by explorers such as Christopher Columbus, who sailed into the unknown in the hope of discovering new lands. In contrast, society today usually emphasises the negative aspects of risk (Douglas, 1992). Furthermore, at the beginning of the 20th century, Ernest Shackleton promised an adventure that would entail a hazardous, dangerous journey and where success was doubtful. Over 5000 people applied (Allen-Craig, 2002).

Today, however, safety has become a fundamental value, while hazard and danger are monitored and mitigated, their presence quashing many potential adventures. According to Furedi (1997, p. 4), every public and private place is now assessed from a safety perspective, to the extent that the focus on risk is the "defining characteristic of contemporary society" (Furedi, 1997, p. 4). This assertion seems to be supported by a tourism study of modern day travellers which found that the avoidance of risk and the pursuit of safety are important considerations for travellers choosing a destination, especially since the terrorist attacks of September 2001 (Floyd & Pennington-Gray, 2004).

This societal preoccupation with risk influences the media and the societal interpretation adventure accidents receive. Furedi (1997, p. 69) also argued that there is a new moral consensus which stigmatises people who ignore safety advice. Furthermore, this new risk morality holds that "those who put others at risk are condemned and blamed for the misfortune that they caused" (*ibid*). Similarly, Douglas (1992) noted that western society, at least, condemns the exposing of others to risk and, therefore, every death (or accident) is caused by someone's negligence, hereby removing people's individual responsibility. If this is society's attitude towards risk and safety, adventure tourism operators need to understand the expectations that their clients may bring with them when they undertake guided outdoor activities.

## 2.3 ADVENTURE TOURISM IN NEW ZEALAND

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With the growth of the adventure tourism industry over the last 20 years, considerable attention has been given to its definition (see for example Bentley, Page and Laird, 2001; Schreyer, Lime & Williams, 1984; Hall & McArthur, 1994; McLauchlan, 1995; Cloke & Perkins, 1998; Morgan, 1998; Palmer, 2004; Williams & Soutar, 2005; Carter, 2006). Several definitions of adventure tourism have been developed. The definition of adventure tourism offered by Bentley et al. (2001, p. 32) is indicative of most: "commercially operated activities involving a combination of adventure and excitement pursued in an outdoor environment."

Beyond a simple definition, adventure tourism activities are typically organised along an adventure continuum ranging from soft adventure, to high adventure (Christiansen, 1990). Irrespective of where a specific activity lies on the continuum, Anderson (1984; cited in Hall & McArthur, 1994, p. 114) has identified the following characteristics as common to all commercialised adventure activities.

*Complete organisation and equipment for all participant needs.*

*Provision of outdoor experience otherwise unavailable to individuals through lack of experience, confidence and organisation.*

*Exposure to natural areas and environments that are relatively undisturbed that otherwise wouldn't be experienced because of the reasons stated above.*

*Providing participants with a high degree of safety and environmental awareness.*



These characteristics highlight that adventure tourism has made certain outdoor recreation activities available to relative novices who otherwise would not have the time, skill or resources to participate. To this extent, it is expected that many adventure tourism participants will never have engaged with the activity before. Lack of experience was illustrated in a Maritime Safety Authority survey where 69% of white water rafting participants had never rafted before (Central Market Research Associates, 1995). This finding is significant in the adventure tourism context because I emphasises that “a beginner may choose to participate in a recreation activity based upon a much more restricted set of info (sic) than a person with a more extended history of use” (Schreyer, Lime & Williams, 1984, p. 36).

Not only does the adventure tourism industry allow inexperienced people to participate in adventurous activities, but the activities are actively marketed as only requiring an adventurous spirit, with no experience required (Cloke & Perkins, 1998). To quote Palmer (2004, p. 56):

*Attracting a market with little or no skill of experience in sports like canyoning or mountaineering, a variety of commercial operators now offer sporting neophytes the chance to take part in a range of frontier challenge activities, that are billed as ‘high thrill, low risk’. In doing so, these activities are sold to an inexperienced tourist market in such a way that the ever present possibility of death and danger is rationalised away from experience.*

Palmer (2004, p. 58) goes as far as calling adventure tourism advertising “discursive manipulation” which has removed the inherent risk and danger, and resulted in activities that were once only done by alternative, extreme, skilled adventurers being introduced into the mainstream, creating the impression that anyone can do it. However, as Palmer also noted, this has created something of a paradox, where, on the one hand, anyone can participate, yet on the other hand ‘expert guides’ are required for safety. She also argued that, by appealing to these people, it has fundamentally altered people’s perceptions of risk, trust and danger.

As such, adventure tourism participation is increasingly including people who do not know the levels of risk involved (Gold, 1991). However, recent tragedies (such as the Interlaken canyoning disaster (Palmer, 2004) and white water rafting deaths in New Zealand (for example), indicate that participation does not come without its risks (Carter, 2006). It has also been noted that adventure tourism participants are unique in that they are usually on holiday and, therefore, have relaxed attitudes and reduced inhibitions which exposes them to risks that would normally be avoidable (Bentley & Page, 2001; Espiner, 2001). This has contributed to a “just turn up” phenomenon which does not require individuals to take responsibility for their own abilities and limits (Palmer, 2004). Allen-Craig (2002) argued that the commercialisation of adventure has lead to adventure activities being more about how much people can pay, rather than their level of skill.

Consequently, due to lack of activity experience and the way adventure tourism activities are marketed, adventure activity participants’ understanding of the risks and hazards involved in participating maybe severely limited. What is perhaps of most concern is that no research attention has been given to the implications for adventure tourism operators of providing for such an inexperienced market (Bentley, Page, Meyer, Chalmers and Laird, 2001). In the absence of comprehensive information about hazard awareness and risk perception in an adventure tourism context, the literature on how people perceive risks and hazard awareness in general will be discussed.

## 2.4 RISK PERCEPTION AND HAZARD AWARENESS

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*It is people that transform the natural environment into resources and hazards, by using natural features for economic, social and aesthetic purposes* (Burton, Kates & White, 1993, p. 32).

The majority of hazard awareness research has investigated how individuals and groups evaluate and respond to various natural and technological hazards (Kasperson & Dow, 1993). This research has also largely been conducted in rural, agricultural and less developed areas that are vulnerable to natural disasters (Butzer, 1989; cited in Kasperson & Dow, 1993), rather than in a recreation or adventure context. In comparison, more risk perception research has been conducted in relation to adventure and recreation. Literature relating to hazard awareness will be discussed first, followed by that relating to risk perception.

### 2.4.1 HAZARD AWARENESS

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Hazard awareness research identifies several key findings. First, the perceptions and assessments of lay people and experts differ. Typically, lay people tend to incorrectly perceive the risk of natural and technological risks, where as experts with knowledge and experience regarding the relevant risk tend to have a more accurate understanding (Douglas, 1992; Burton, Kates & White, 1993; Kasperson & Dow, 1993; Gregory, Loveridge & Gough, 1997; Furedi, 1997). Second, individuals differ in appraising hazards, perceiving options of how to deal with them and deciding what to do (Burton, Kates & White, 1993). Thus, individual perceptions have a geographical, social, economic, cultural and temporal component (Gregory, Loveridge & Gough, 1997). Third, urban people are less informed about natural hazards and terrain because they have limited experience in natural environments. For example, in Austria, city dwellers built chalets in avalanche paths (Bauer, 1972; cited in Burton, Kates & White, 1993). Finally, the strongest influences on peoples' perceptions of hazards are their personal experiences and the media (Slovic, 1993; Siegrist & Gutscher, 2006). The implications here for adventure tourism are similar to those discussed in the previous section. If a large proportion of participants have never participated in these activities they have no previous experience on which to base their perceptions of risk and hazard on; therefore their hazard awareness is likely to be low and inaccurate, either underestimating or overestimating the risks and hazards involved (Slovic, 1993; Furedi, 1997). Likewise, the media portrayal of outdoor activities and events could also lead people to have inaccurate perceptions and understanding of the risks and hazards involved.

Research in New Zealand has investigated people's preparedness and awareness of natural hazards. This research showed that despite New Zealand being especially vulnerable to natural hazards, people are not prepared (Gregory, Loveridge & Gough, 1997). A reason suggested from international research for lack of preparedness is that people perceive that public services should provide the necessary assistance (Burton, Kates & White, 1993). The implication for adventure tourism is that people could be increasingly reliant on the operator for risk and hazard management and take less responsibility for it themselves. Espiner (2001) found some evidence of this reliance among visitors to a natural attraction who commonly reported the belief that "they wouldn't let us come here if it wasn't safe".

While there has been much research investigating hazard awareness, Kasperson & Dow (1993, p. 194) concluded that "the current base of understanding of hazard perception is at once impressive and uneven with accumulated evidence in depth in some areas but gaps in knowledge in others." One such area in this knowledge gap is adventure tourism.

Little research has been done to investigate how adventure tourism participants perceive the risks involved or their awareness of the hazards inherent in natural environments. However, one study that has been done investigated the hazard awareness of visitors to Franz Josef and Fox Glaciers in the South Island of New Zealand (Espiner, 1999; 2001). This study concluded that people only had a "rudimentary appreciation" (Espiner, 1999, p. 37) of the hazards they were exposing themselves to

when they visited these areas with one in five failing to report awareness of a single hazard. New Zealand visitors identified a greater number of hazards than overseas visitors. Espiner also identified several factors that contributed to this; two of them were unrealistic visitor goals and expectations, and moderately high visitor perceptions of safety. This study represents an important contribution to understanding issues of hazards and safety in natural environments; but was limited to the public provision context. The current work will add another layer to understanding these issues through analysis of the commercial adventure tourism context, in which an explicit contract is entered into between operator and participant.

## 2.4.2 RISK PERCEPTION

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Important findings within the risk and adventure literature are that risk acceptance is greater if the risk activity is voluntary (Bean, 1989; Slovic, 1993; Furedi, 1997). People are also more willing to tolerate risks from activities that are seen as being highly beneficial (Starr, 1969; cited in Slovic, 1993). Furthermore, like hazard awareness, risk perception is also an individual phenomenon as shown by Slovic's study where he found groups of college students, active club members, experts and a women's league group rated a variety of natural and technological hazards differently (Slovic, 2000).

Research regarding risk and adventure has largely been influenced by the adventure definition put forth by Ewert. He stated:

*what distinguishes...[adventure] activities from those more commonly associated with outside recreation is a deliberate seeking of risk and uncertainty of outcome...While both forms of recreation involve elements of skill...only in outdoor adventure pursuits is there a deliberate inclusion of activities that may contain threats to an individuals health (Ewert, 1989).*

This definition of risk, along with Miles and Priest's (1990) theory of peak adventure,<sup>1</sup> has seen most adventure recreation research investigate the relationship between risk and competence (Priest & Bunting, 1993). It has been concluded that, like hazard awareness, risk perception changes with activity experience and competence (Carpenter & Priest, 1989; cited in Priest & Bunting, 1993; Brannan, Condello, Stuckum, Vissers & Priest, 1992).

While this theory of risk has been largely accepted as helpful in explaining adventure participation, Walle (1997) proposed an alternative called 'insight theory'. He argued that insight theory, whereby risk is a side effect of adventure, but not a prerequisite, was a better theory to explain participation in adventure because it allowed for a broader definition of adventure activities which could include activities not generally associated with high levels of risk, such as fly fishing. This is a particularly important contribution given that not all people who participate in adventure/outdoor activities actively pursue risk (Bean, 1989; Carter, 2006). Nevertheless, there is always some level of inherent risk when participating in adventure activities as acknowledged in the following quote from a rafting brochure.

*Any adventure trip is not without an element of risk. Danes Shotover raft Ltd cannot be held responsible for personal injury or for personal equipment lost or damaged (cited in Cloke & Perkins, 1998, p. 207).*

In adventure tourism research, a common conclusion is that adventure tourism participants often misperceive the risks to which they are exposing themselves. For example, in research performed in New Zealand, Bentley, Page and Laird (2001) found that activities, such as horse riding and four-wheel motor biking, posed the greatest risk to tourists based on accident data, but were not perceived as high risk by participants. They also concluded that independent adventure seekers were at greater risk than those who undertook guided trips. Not only do they misperceive risk, but white water rafting

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<sup>1</sup> The theory of peak adventure states that to achieve peak adventure one must match their degree of competence with their perception of risk.

participants, for example, do not expect any degree of real risk, danger or fear (Central Market Research Associates, 1995).

## **2.5 SAFETY IN ADVENTURE TOURISM**

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Little research has been done into how individuals manage safety when participating in adventure tourism activities. Carr (2002) postulated that, given that international tourists are seeking out guided mountaineering experiences, then obviously they are seeking the safest wilderness experience possible. Furthermore, several studies have shown that safety is an important consideration when people undertake adventure activities (Hall & McArthur, 1994; Central Market Research Associates, 1995; Carr, 2001). The Maritime Safety Authority survey of white water rafting participants in Queenstown New Zealand revealed that people had total faith in the guides for safety, but that they were confused about the safety instructions and were unsure of how and when they might need to use the safety skills they were taught. Furthermore, 38% of participants expected more pre-water training than they were given and 25% felt the rafting trip was more dangerous than they expected (Central Market research Associated, 1995). Findings such as these draw attention to possible inadequacies in the risk and safety information expected by adventure tourism participants.

Moreover, Morgan (1998) concluded that more information regarding the risks and dangers involved in adventure activities is beneficial for the adventure experience. For example, in his study of participants in white water rafting and sea kayaking, Morgan found that more information at pre-trip briefings led to increased participant vigilance of dangers and, consequently, participants were more conscious of the competencies required to deal with risks. Subsequently, if participants have knowledge of the true risks and then voluntarily expose themselves to them, they are more likely to concentrate and gain the intrinsic rewards associated with adventure participation, which could result in a higher quality leisure experience. The extent to which adventure tourism participants hold attitudes, such as these, across different activities is an important outcome of the current study.

## **2.6 THE QUESTION OF RESPONSIBILITY IN ADVENTURE TOURISM**

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*Most people don't have the time or want to reach a level of independent competence in many adventure activities, so in effect they go shopping for the expertise, handing the duty of care to someone who does have the right certificate or training (The Guardian, 29/7/99; cited in Carter, 2006, p. 318).*

The issue of responsibility in adventure has focused on the commercial context within which adventure tourism operates. Carter (2006) wrote that, in an increasingly litigious society, the responsibility for risk management lies increasingly with operators and licensing authorities as it is they who will have to demonstrate to the courts that appropriate procedures were followed. He argued further that the significant characteristic of adventure tourism “is that tourist participation involves the handing over of a significant part of the responsibility for that risk management to the adventure provider in question” (Carter, 2006, p. 318). Despite this conclusion, no research has been done into the attitudes adventure tourism participants hold regarding responsibility for safety and risk management while they are involved in adventurous activities.

A study that investigated public perceptions of natural hazards in New Zealand can shed some light on the attitudes that the general public hold regarding responsibility for risk and safety. This study found that individuals believed that they should be responsible for themselves in natural hazard preparation. In fact, people generally had low-expectations of government assistance in a natural disaster event, a finding the authors attributed to recent government restructuring which placed greater emphasis on personal responsibility (Gregory, Loveridge & Gough, 1997). In a commercial adventure tourism context, however, due to people opting to participate in activities and the financial contract entered into between operator and client, people's attitudes regarding responsibility in this context may be

somewhat different. The current study will help to determine what attitudes towards personal responsibility are held in this commercial context.

While empirical research is limited, it seems plausible that society will find death and injury harder to accept in a commercial (adventure tourism) context (Cloke & Perkins, 1998). Weber (2001) argued that it is the context within which adventure takes place (commercial or non-commercial), that determines where responsibility and skill for managing the environment and associated risks lie. As such, society has quite a different attitude towards risk in commercial adventure tourism and has a greater expectation for safety in commercialised settings. This is summed up in the following quote from Cathye Haddock (quoted in Greenway, 1996, p. 48):

*Society's reaction to a death will relate to the fact that the operator has assumed responsibility for the health and safety of its clients, not to whether the activity was inherently dangerous. If an activity is offered as a commercial service, society expects that the operator will take care of the risks involved, and will therefore react more strongly if a death results, even if the activity is statistically safe as driving a car.*

Berno, Moore, Simmons and Hart (1996) also suggested that it is the commercial context of adventure tourism which influences participant perceptions of adventure activities:

*So not unlike those who seek the 'safe' thrills of a horror movie or roller coaster ride, tourists may engage in highly exciting adventure tourism activities with the perception that they are placing themselves at minimal risk of harm due to the nature of the tourism context.*

Thus, they concluded that tourists use adventure tourism as a risk management tool whilst on holiday.

The conclusion that the responsibility largely lies with adventure tourism operators seems to stem from the fact that adventure tourism participants cannot be expected to know, or understand the true extent of the risks and hazards that they expose themselves to (Gold, 1991; Cathye Haddock, quoted in Greenway, 1996). For example, 25% of white water rafting participants did not know fully what they were getting themselves into (Central Market Research Associates, 1995). This has resulted in public pressure for the adventure tourism industry to become more transparent and provide ways for people to assess the actual risk in which they are placing themselves (Bentley & Page, 2001; Carter, 2006). Although perhaps contradictory, it is also not appropriate in an "era of growing litigation to place emphasis on consumers, since they may not be adept at assessing if appropriate safety systems are in place" (Bentley & Page, 2001, p. 706). Similarly, according to Beck (1992), a feature of the risk society is specialisation, in which individuals are less able to make risk judgements concerning aspects of their lives.

Thus, it seems that adventure tourism operators are expected to inform participants of the hazards and risks involved, in a way that they can understand, but accept ultimate responsibility for safety themselves. Espiner (1999) raised another important concern in that by attracting visitors from multiple overseas countries, New Zealand is introducing people who have differing attitudes to the extent that they are personally responsible for their own safety, therefore the cross-cultural implications of responsibility, risk and safety cannot be ignored. Similarly, Central Market research Associates (1995) found that expectations of a white water rafting trip were associated with nationality.

How society views risk and responsibility in adventurous outdoor activities has also been explored through socially constructed narratives (Davidson, 2004). Davidson identified three such narratives in newspaper reports of three mountaineering incidents at the end of 2003. First, the death of four Latvians on Mt Cook was rationalised by them being insufficiently aware of the specific climbing conditions in New Zealand. Second, the death of three mountain guides and one of their three clients on Mt Tasman was put down to them being victims of circumstance and that humans were not solely responsible. Third, incidents such as this one should not be confused with incidents where lack of experience and inappropriate technique is used as was the case when nine Malaysians who had no snow or ice experience were rescued off Mt Cook shortly before the Tasman accident. Thus, it appears that society needs to identify who is responsible for risk and safety in the outdoors.

In light of the way society rationalised the Mt Tasman accident, it appears that, to some degree, society does accept the inherent risks imposed by the natural environment when participating in adventure activities. This leads Davidson (2004, p. 49) to the following conclusion:

*Perhaps the most significant question raised by the Mt Tasman accident in this regard is whether it is perhaps unwise – if not irresponsible – to suggest that there can be such a thing as a ‘completely safe’ adventure tourism destination, if this means that tourists are hereby unprepared for the possibility that not all risks in adventure – as in life- can be calculated and mitigated, even by the most experienced and cautious among us.*

## **2.7 LIABILITY AND LEGISLATION IN THE NEW ZEALAND ADVENTURE TOURISM INDUSTRY**

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*While risk is a vital element of the adventure tourism experience, from a legal perspective, the debate is over how much of the risk rests with the operator and how much rests with the willing participant (Callander & Page, 2003, p. 19).*

The dominant theme in the previous section was that adventure tourism operators should be responsible for the risks and dangers to which they expose people during the experiences they provide. Adventure tourism operators also have both a legal and an ethical obligation to operate within limits of risk and protect client safety (Gold, 1991; Allen-Craig, 2002; Williams & Soutar, 2005). Thus, it is also important to acknowledge the legislative environment within which the sector operates.

### **2.7.1 THE LEGAL CONTEXT**

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The New Zealand adventure tourism industry consists of a wide range of companies, offering diverse adventure activities. While there are governing and regulatory bodies for some activities (for example, Sea Kayaking Association New Zealand), there is no single organisation governing adventure tourism practices. This has resulted in difficulty in determining the overall and relative safety of the industry (Bentley & Page, 2001). Williams and Soutar (2005) concluded that this lack of regulation has resulted in uncontrolled growth and increased the potential for risk and litigation.

In the absence of industry specific legislation, two New Zealand statutes are influential when considering the roles and responsibilities of those providing and facilitating adventure tourism experiences. These are the Injury Prevention, Rehabilitation and Compensation Act 2001 and the Health and Safety in Employment (HSEA) Act 1992. Under these two statutes, adventure tourism operators owe a duty of care to their participants, and are therefore able to be charged with negligence should they fail to provide the appropriate standard of care to their participants.

#### *Health and Safety in Employment Act, 1992*

The Health and Safety in Employment Act 1992 (four amendment acts have also been produced 1998, 2002, 2004 and 2006) is the statute that relates to the health and safety of employees and other people at work, or affected by the work of others. Employers are required to ensure the safety of employees and to not only identify, but also mitigate or eliminate potential hazards. This obligation also extends to others in the work place such as adventure tourism participants. To do this, adventure tourism operators need to work with the standards and codes of practice that are applicable to their business.

#### *Injury Prevention, Rehabilitation, and Compensation Act 2001 (Formerly the Accident Rehabilitation and Compensation Act, 1992)*

The Injury Prevention, Rehabilitation, and Compensation Act 2001 (five amendment acts have also been produced, two in 2003, two in 2005 and one in 2007) was first introduced as the Accident Rehabilitation and Compensation Act in 1972. This statute provides New Zealanders with an accident policy that offers no fault compensation. It is especially novel because it provides for overseas tourists while visiting New Zealand (Callander & Page, 2003). As such, no damages for personal injury can be brought against any provider or operator if the accident is covered under the legislation. The original

legislation was amended in 1982 and 1992, which resulted in a narrowing of the definition of 'accident' and reduced compensation amounts. Consequently, some personal injuries are not covered by the legislation and could be grounds to bring action against adventure tourism operators. This was made evident in the *Palmer vs Danes Shotover Rafts Ltd* case where Justice Thomas is quoted as saying "to the extent that the statutory cover is extended, the right to sue at common law is removed; to the extent that the cover is withdrawn or contracted, the right to sue is revived" (cited in Callander & Page, 2003, p. 16). Given these changes, adventure tourism participants could be at risk of personal injury accidents not covered by the legislation (food poisoning, hypothermia and giardia, for example). Consequently, adventure tourism operators could potentially be at risk of litigation. However, to date all cases have been settled out of court, so are yet to be fully tested within the judicial system.

## **2.8 CONCLUSION**

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While there is a considerable literature relating to aspects of hazard awareness and risk perception, relatively little research has been conducted in the adventure tourism context. A small number of studies have examined adventure tourism participants and safety but, with the exception of Espiner (1999; 2001), knowledge of the opinions and attitudes of adventure tourism participants towards risk, safety and responsibility is very limited. Furthermore, the likelihood that the highly publicised deaths in the adventure tourism industry are only the tip of the iceberg (Page, 1997), and the fact that no single agency is charged with monitoring safety and accidents, makes gaining an accurate understanding of industry safety difficult. In light of these observations, there needs to be a greater research emphasis on tourist health and safety issues. In particular, given the growing interest in the New Zealand back country and adventure activities generally, a clearer understanding of the health and safety risks faced by international tourists is required. More specifically, Bentley & Page (2001) have called for more primary research into how risk is explained to tourists, a sphere of particular relevance at a time when adventure tourism companies may be exposed to high social expectations, increasing litigation and potential for conviction.

This project seeks to contribute to greater understanding of the health and safety issues faced by adventure tourism participants, and the development of a more comprehensive appreciation of the attitudes and opinions held about risk and responsibility.

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## **3. METHOD**

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### **3.1 INTRODUCTION**

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The study used a two-phase questionnaire in order to examine multiple dimensions of the guided adventure tourism participants' perceptions of hazard, safety and responsibility. The research was undertaken in the South Island of New Zealand between December 2006 and January 2007. This section documents the selection of participants and the construction of the research instrument.

### **3.2 SELECTION OF PARTICIPANTS**

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Respondents for this study were obtained using a sample of convenience and self-selection in co-operation with a commercial tourism company in New Zealand. Owing to this particular sampling method used, the responses from the sea kayaking and multi-day walking participants reported in this study cannot be generalised to other adventure activity participants. The company was purposely chosen as the researcher already established a relationship with the company, the main activities offered by the company are participated in by a number of tourists to New Zealand (sea kayaking and walking), and the projected number of guests during the period of the study was considered sufficient to obtain an acceptable sample size.

Participants who could not read or comprehend the information sheet provided to all potential respondents were excluded on the basis of being unable to give informed consent in English. People arriving more than ten minutes after the standard check-in time were also excluded due to a lack of time to complete the questionnaire before their trip departed.

### **3.3 INSTRUMENT**

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A two-stage questionnaire entitled 'Opinions and Attitudes towards Risk and Safety in Adventure Tourism' was designed specifically for this study to investigate the expectations and experiences of guided kayaking and walking participants regarding hazards, safety and responsibility (see appendix 1). The questionnaire consisted of both closed and open-ended questions. Owing to time constraints, this questionnaire was not validated or standardised, and holds face validity only.

The two-stage approach was used to enable comparison between the expectations of guided outdoor activity participants and their actual experiences. Respondents completed stage one, which consisted of four sections, prior to their pre-trip briefing. The first section sought information relating to demographics, booking methods and motivations for participating in the outdoor activity. The second section requested information regarding people's outdoor activity experience and reasons for participating in a guided trip. Questions in this section were open-ended to allow unprompted comments on the reasons people had chosen a guided option. Section three required participants to identify the hazards they expected to encounter whilst on their trip. Finally, the fourth section required respondents to indicate their level of agreement with a series of statements pertaining to opinions and attitudes regarding safety and responsibility in guided outdoor activities. A seven-point Likert-type scale was used, ranging from 'does not describe my thoughts at all' (1) to 'describes my thoughts exactly' (7).

Stage two of the questionnaire was completed by respondents at the conclusion of their trip (a time lapse of between 1 and 5 days). This stage required people to identify the hazards they had encountered or observed whilst on their trip and repeat the opinion towards safety and responsibility



questions (with tense alterations). A final question was included that required people to rank their top six reasons for recommending this trip to a friend.

Data were then entered into SPSS Version 15 (Statistical Package for Social Scientists) and analysed using descriptive and inferential non-parametric statistical tests.

### **3.4 PROCEDURE**

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Data were collected over the 2006-2007 summer season with the co-operation of a guided kayaking and walking company, which enabled access to guided outdoor activity participants. Ethical approval to conduct the study on human subjects was gained from the Lincoln University Human Ethics Committee and informed consent was gained from each participant. Participation in this project was voluntary and anonymity was guaranteed in all written and presented results by aggregating the data for analysis. Each questionnaire was allocated a three-digit code that was only used to match the two stages of the questionnaire and, if necessary, to enable participants to withdraw their consent at a later time after they had completed and returned the questionnaire.

During the data collection period, each of the guiding company's guests undertaking a guided kayak trip or multi-day guided walking trip, was approached by the researcher, briefed on the nature of the research and invited to participate. Other verbal instructions were not usually given, with the exception of when specific questions were asked. Although the company offered other trips and combinations of activities, in the interests of simplicity, the project was restricted to these two trip types. Completed questionnaires were collected directly from the participants at the beginning and end of each trip.

The response rate for stage one of the study was 99% with 103 of 104 guided sea kayaking and multi-day walking participants agreeing to take part out of 104 participants who were approached. The one person who declined to participate did so because he did not have his glasses with him and was unable to read the questionnaire. Stage two was completed by 97 of the respondents who had previously completed stage one (103), giving a response rate of 94%. The difference in the number of respondents completing stages one and two is because a small number of participants did not return to the company office at the conclusion of the trip.

The final sample comprised of 42 guided multi-day walking participants and 60 guided sea kayakers. One person failed to indicate what activity they were participating in, they did however, answer the questions pertaining to their opinions and attitudes regarding risk, responsibility and safety in guided outdoor activities, so have been included in those analyses.

### **3.5 INTERVIEWS**

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The trip operators were also involved in the construction of the questionnaire, particularly the section designed to gather information regarding participant hazard perceptions. In addition, three interviews were conducted with sea kayaking and walking guides to provide baseline and informed data regarding the significant hazards and risks tourists could potentially encounter when participating in multi-day walking and sea kayaking trips.

## **4. RESULTS**

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### **4.1 INTRODUCTION**

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This section of the report documents the results of the two-phase survey of participants in guided sea-kayaking and multi-day walking activities in the South Island of New Zealand. The data represent 103 pre-trip and 97 post-trip questionnaires.

The section is organised around the various components of the questionnaire beginning with an outline of the characteristics of the sample surveyed. This is followed by an analysis of the reasons respondents gave for undertaking a guided trip, and aspects of their hazard awareness. Further analysis of hazard and risk perception develops from here, including the presentation of material about participants' attitudes to safety and personal responsibility in adventure tourism environments. Throughout the results section, a comparison of the pre- and post-trip responses and between the two activity types is made.

### **4.2 CHARACTERISTICS OF THE SAMPLE**

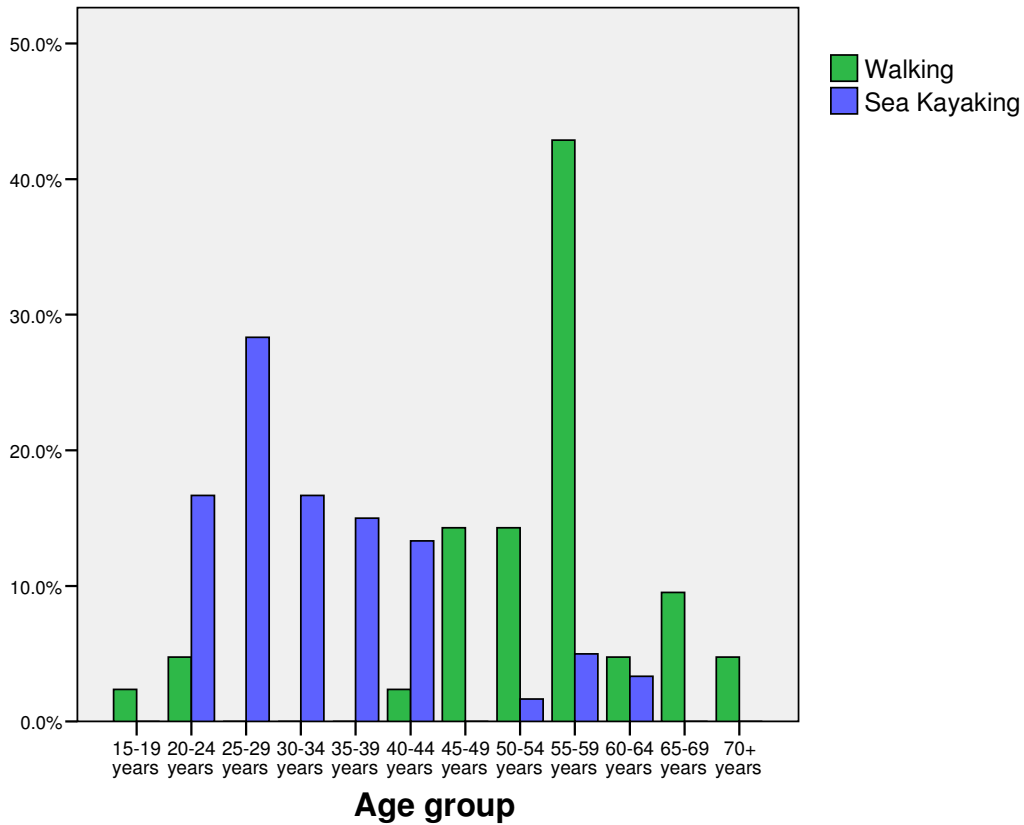
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The characteristics of the sample are reported below with respect to participants' age, gender, country of origin and level of previous experience. The data provide useful profile information and illustrate some important differences between the two activity types.

#### *4.2.1 AGE*

The age of respondents for the total sample ranged from 15-19 years to 70 year or older. The mean age group for the total sample was 35-39 years.

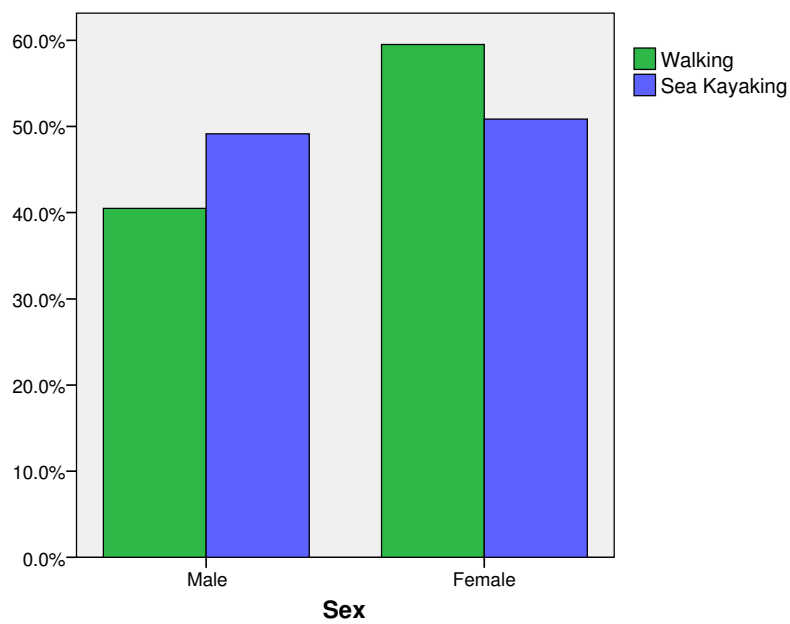
The age range revealed a bimodal distribution which, upon closer analysis, is related to the activity types (see Figure 1). On average, guided sea kayakers (mean age group = 30-34 years) were younger than guided multi-day walkers (mean age group = 50-54 years). This relationship between age and activity choice was found to be statistically significant using Chi square analysis [ $\chi^2 = 42.066$ ,  $df = 2$ ,  $p < 0.01$ ]. This indicates that younger respondents were more likely to choose a guided sea kayaking trip than a multi-day guided walk.



**Figure 1: Age range by activity type (n = 102)**

#### 4.2.2 SEX

Women are slightly over-represented in the sample as a whole (45% male, 55% female), a feature especially apparent in the guided multi-day walker group (see Figure 2).



**Figure 2: Sex by activity type (n = 102)**

### 4.2.3 COUNTRY OF ORIGIN

Respondents represented ten different countries, and most (83%) were from countries other than New Zealand. The three most common countries across the total sample were Australia, United Kingdom and New Zealand. However, when individual activities are considered, marked differences in country of origin can be seen. Walking participants only represented four different countries (Australia, New Zealand, United Kingdom and USA/Canada), whereas sea kayakers were from all ten countries represented by the total sample (see Figure 3). Figure 3 shows that the largest group by country for multi-day walking participants was Australia, whereas for sea kayaking it was the United Kingdom.

When the relationship between country of origin (New Zealand or overseas participants) and activity chosen was investigated using Chi square analysis, a statistically significant relationship was apparent [ $\chi^2 = 4.655$ ,  $df = 1$ ,  $p < 0.05$ ]. Thus, overseas participants are more likely to go sea kayaking than multi-day walking.

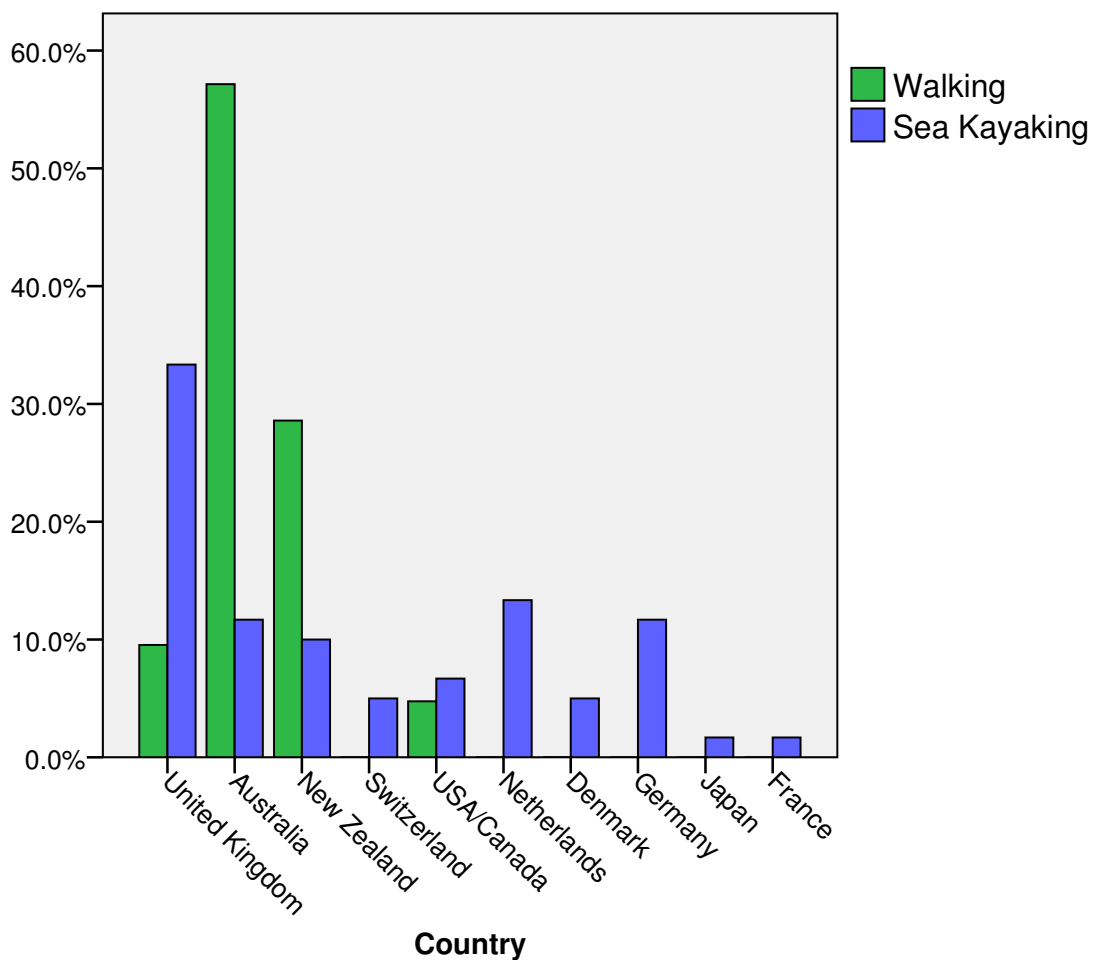


Figure 3: Country of origin by activity type (n = 102)

### 4.2.4 EXPERIENCE

The questionnaire also sought information regarding respondents' levels of experience in both guided and independent contexts. The majority of respondents (63%) had participated in their chosen outdoor activity before. When this is considered by activity type, a greater proportion of sea kayakers (49%), than multi-day walkers (19%) had never participated in their chosen activity before.

Of those who had participated in either walking or sea kayaking before, 60% had done so independently (as well as guided). The remaining 40% had only participated in their activity as part of guided trips. When this is considered at the activity level, it can be seen that a greater proportion of sea kayakers (53%) had not participated in their activity independently compared with 27% of walkers. It can be concluded, then, that for this sample, guided walkers brought with them more activity experience, to the guided context, than sea kayakers. This is probably not surprising given that walking is usually more accessible and is less equipment intensive. Furthermore, for this sample nearly half of all sea kayaking respondents were complete novices.

### 4.3 REASONS FOR PARTICIPATING IN WALKING OR SEA KAYAKING

In stage one of the questionnaire, respondents were presented with 13 different reasons people commonly give for participating in outdoor activities (Manning, 1999). Respondents were asked to use a 7-point scale (7 = describes my reasons exactly, 1 = does not describe my reasons at all) to indicate how closely each reason described their reasons for participating in either multi-day walking or sea kayaking. This section details the responses to this part of the questionnaire.

Figure 4 uses the mean scores to rank the reasons people gave for participating in sea kayaking or multi-day walking trips. The three most common reasons for participating in guided walking and sea kayaking activities are ‘to view scenery’ (M = 6.35), ‘to see new places’ (M = 6.25) and ‘to experience wildlife/nature’ (M = 6.18). This finding reinforces the importance the physical landscape has for outdoor experiences. The findings also show that ‘to take risks’ (M = 2.95) is not a primary reason for respondents’ participation in guided sea kayaking or walking activities.

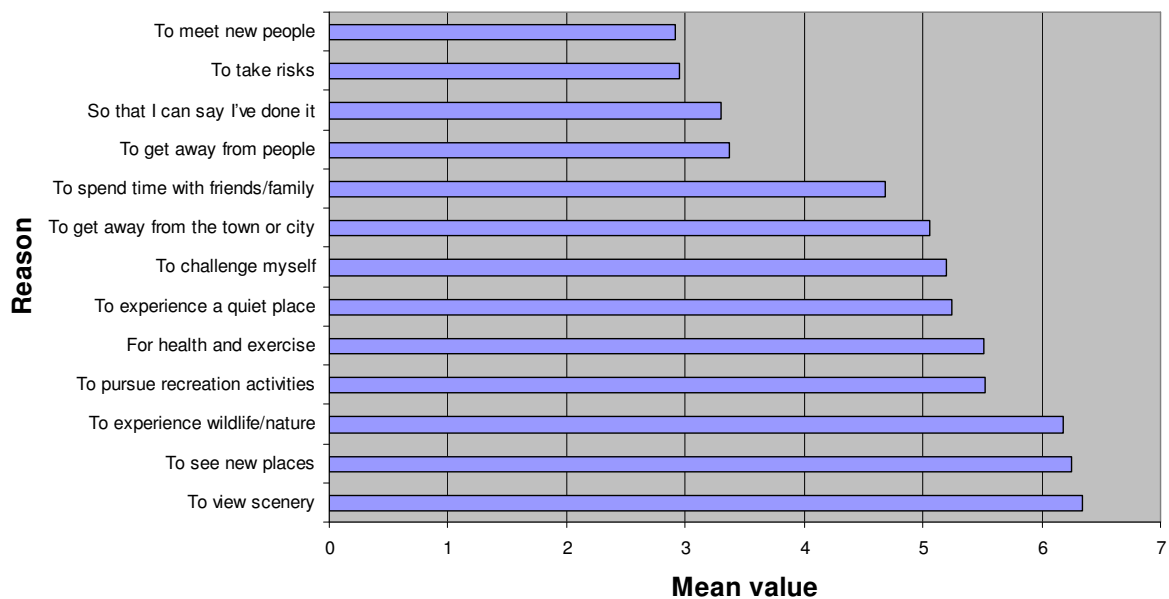
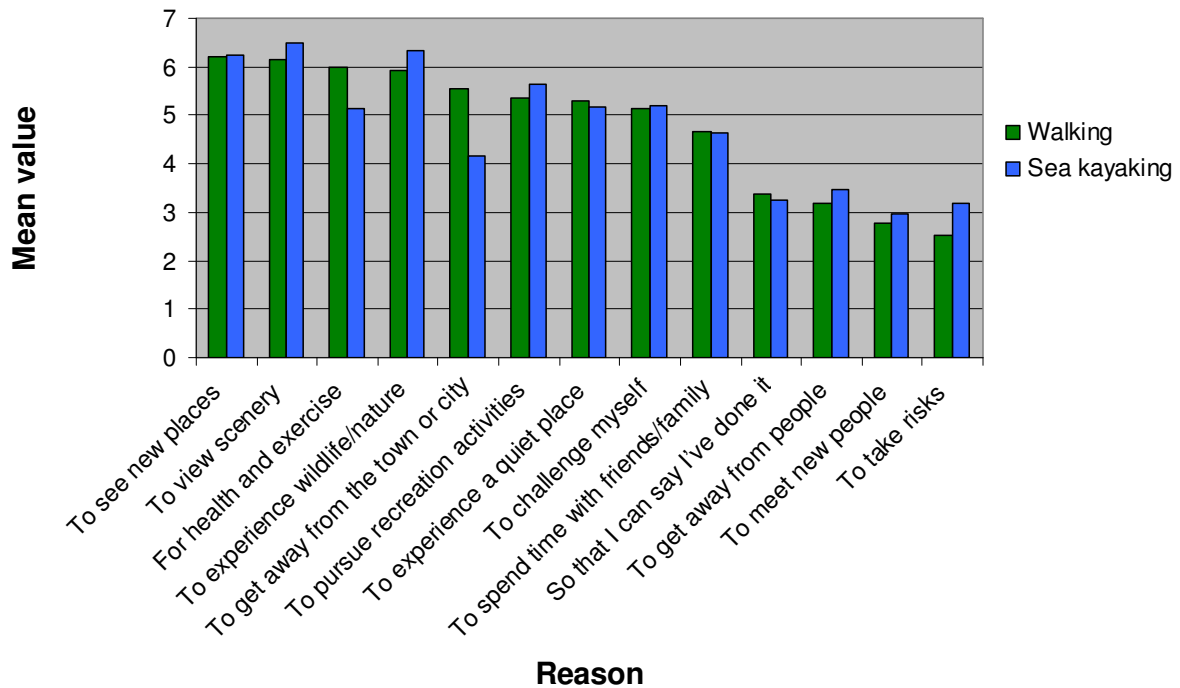


Figure 4: Reasons for participating in guided sea kayaking or multi-day walking trips (n = 100-103)

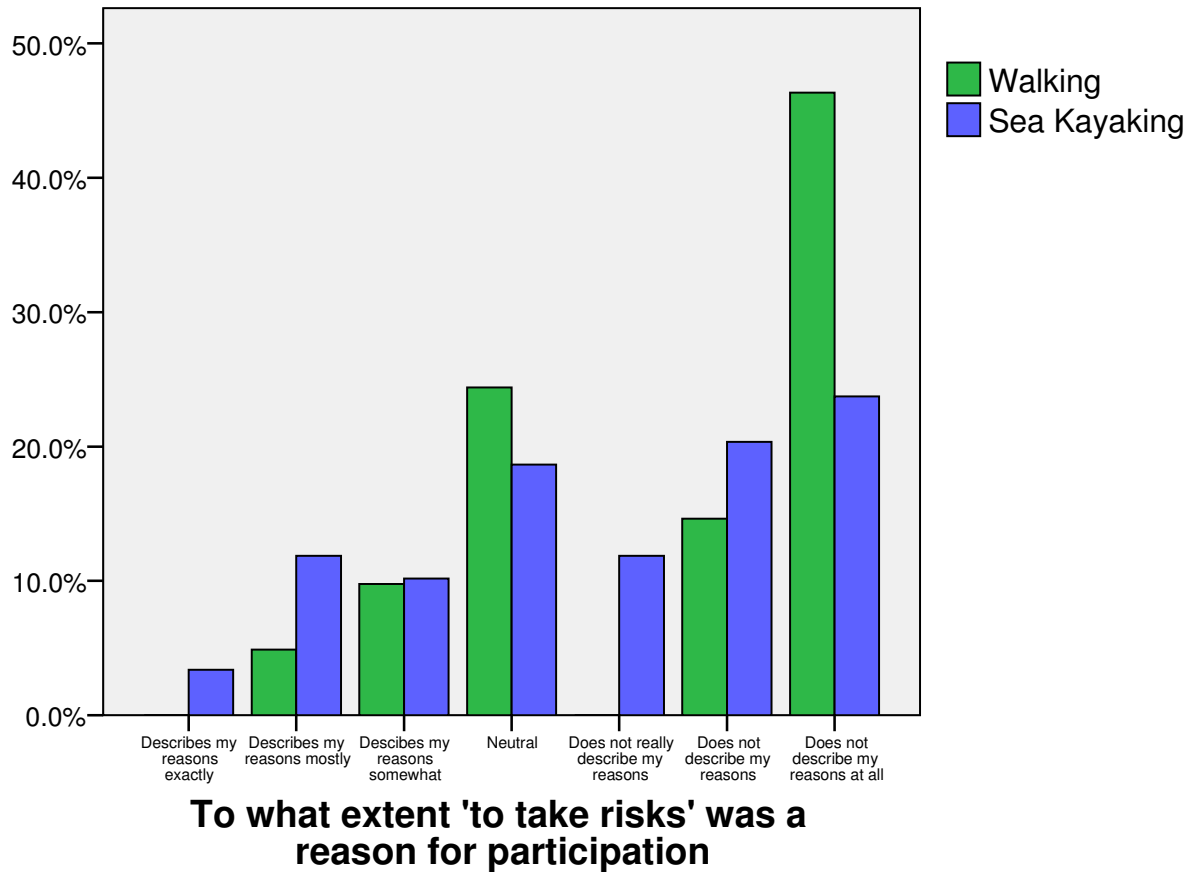
When the reasons for undertaking a guided walking or sea kayaking trip are considered at the activity level, both sea kayakers and walkers rated ‘to see new places’, to view scenery’ and ‘to experience wildlife/nature’ among the top reasons for participation (see Figure 5).



**Figure 5: Reasons for participating in sea kayaking or walking trips by activity type (n = 100-103)**

Some differences between the two activities were also found for the reasons: ‘to get away from the town or city’, ‘for health and exercise’, ‘to view scenery’ and ‘to take risks’. Although ‘to take risks’ was ranked in the bottom five reasons for participating in sea kayaking or walking, due to the objectives and nature of this study the relationship between activity type and the reason ‘to take risks’ was investigated further.

For sea kayakers, 26% of participants reported that ‘to take risks’ described one of their reasons for participation either exactly, mostly or somewhat. In comparison, only 15% of walkers reported that ‘to take risks’ was one of their reasons for participating. However, no walkers reported ‘to take risks’ as describing their reasons exactly, compared with 3% of sea kayakers (see Figure 6).



**Figure 6: To take risks' as a reason for participating in guided walking and sea kayaking trips (n = 101)**

Further investigation was undertaken using a Mann-Whitney U test, which found a statistically significant difference between walkers and sea kayakers for the reason 'to take risks' [ $Z = -1.991$ ,  $p = 0.046$ ]. This showed that sea kayakers were more likely to report 'to take risks' as being a reason for participating than walkers. A statistically significant relationship was also found between country of origin (New Zealanders vs non-New Zealanders) and the reason 'to take risks'. A Mann-Whitney U test showed that New Zealanders indicated that the reason 'to take risks' more closely described their reasons for undertaking their outdoor activity than non-New Zealanders [ $Z = -2.354$ ,  $p = 0.019$ ].

#### 4.4 WHY A GUIDED TRIP?

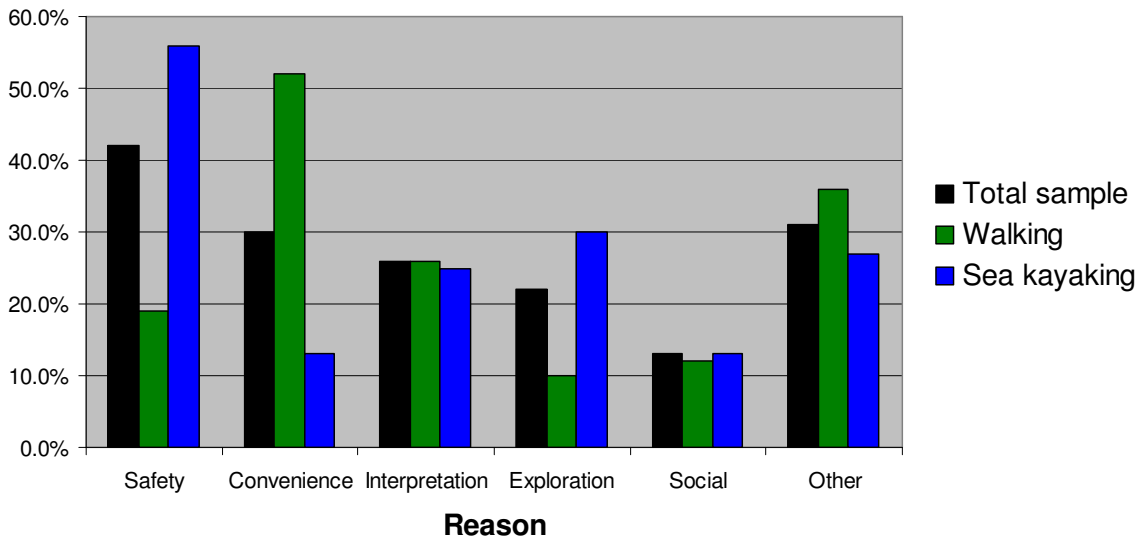
Participants were asked an open-ended question which required them to explain why they had chosen to participate in either multi-day walking or sea kayaking as part of a guided trip. Following post-coding, five distinct groups of reasons emerged. These are convenience, safety, interpretation, social, and exploration. A sixth category was created to house the reasons not matching any of the five main themes (see Table 1).

<b>Reason for participation</b>	<b>Explanation</b>
<i>Convenience</i>	Guided trips save time, ensure bookings and provide necessary equipment. They also allow an element of luxury with beds being guaranteed and food and wine provided
<i>Safety</i>	Guided trips help compensate for a lack of experience or confidence to undertake a trip independently. Perceptions of guides' local knowledge provides a degree of reassurance, with particular reference to tides, currents and weather patterns
<i>Interpretation</i>	Guides have knowledge about flora and fauna, natural and cultural history which enhances the experience
<i>Social</i>	A guided trip ensures a social experience – that there will be some aspect of sociality or company, be it with current friends wanting to undertake the activity together, spending time with family or meeting people with similar interests
<i>Exploration</i>	A guided trip allows participants to explore new places, or visit them via different means
<i>Other</i>	This category contains all other responses given. Each response included in this category did not fit one of the above five categories and the occurrence of each reason was not sufficient enough to warrant a separate category

**Table 1: Classification of reasons for participating in a guided activity**

Figure 7 shows the distribution of respondents who indicated that each of the categories was among their reasons for undertaking a guided trip. Since respondents' comments often referred to more than one main reason, the results in Figure 7 do not add up to 100.





**Figure 7: Reasons given for participating in guided outdoor activities (total sample n = 101, walking n = 42, sea kayaking n = 59)**

Figure 7 shows that the most commonly mentioned theme among the reasons for undertaking the activity with a guide was ‘safety’ (42%). This emphasis on safety is interesting because as noted above, the participants in this study were not actively seeking risk, yet at the same time it appears that for just over 40% of participants they perceived enough risk in the activity to warrant expert assistance in the form of a guide. Social reasons were offered the least often.

When the reasons people chose to participate in a guided trip are compared between activity groupings, it can be seen that a greater proportion of sea kayakers gave ‘safety’ as a reason than multi-day walkers, but that a greater proportion of multi-day walkers gave ‘convenience’ as a reason (see Figure 7). This could suggest that people consider sea kayaking to inherently involve more risk than multi-day walking, or that their skills/experience was such that they felt they could not manage that perceived risk. This relationship between activity and safety was found to be statistically significant using Chi square analysis [ $\chi^2 = 13.486$ ,  $df = 1$ ,  $p < 0.01$ ], as was the relationship between activity and convenience [ $\chi^2 = 15.898$ ,  $df = 1$ ,  $p < 0.01$ ]. A further notable difference is in the exploration category where a greater proportion of sea kayakers gave this to be a reason than multi-day walkers. This relationship was also statistically significant [ $\chi^2 = 5.169$ ,  $df = 1$ ,  $p < 0.05$ ].

During stage one respondents were asked a series of questions to determine their experience (both guided and independently) in the activity. As a result of these questions, three primary groups of people could be identified. These groups are:

1. Those who have never participated in the activity (37% - see section 4.2.4 Experience)
2. Those who had only participated in the activity as part of guided trips (40% - see section 4.2.4 Experience).
3. Those people who had participated as part of a guided trip and independently (60% - see section 4.2.4 Experience).

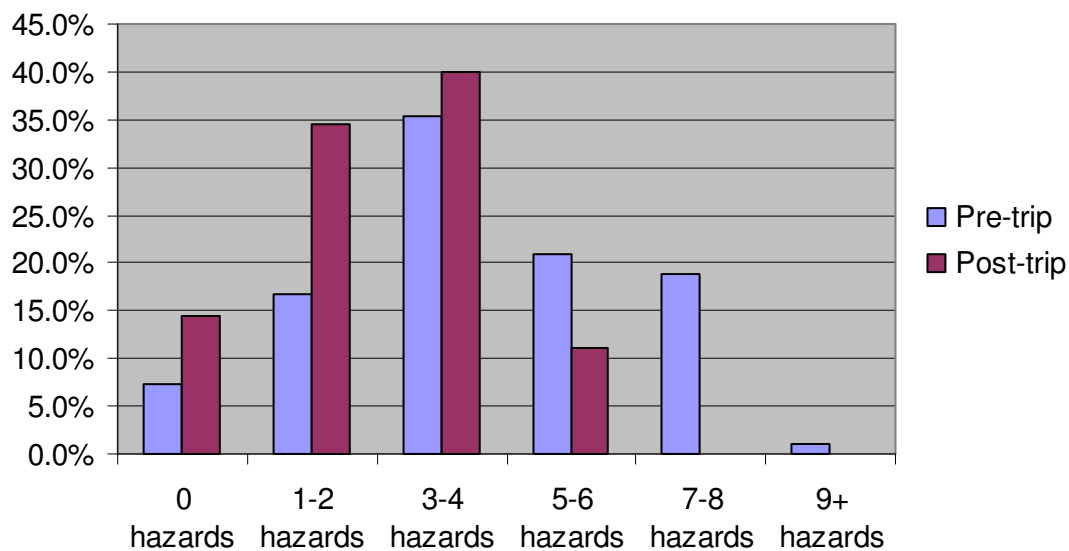
Chi square analysis showed a statistically significant relationship between whether or not respondents had participated in their chosen outdoor activity independently before and whether or not safety was part of their reason for undertaking a guided trip. Further analysis showed that those respondents who had not participated in their chosen activity independently before were more likely to give safety as a reason for undertaking a guided trip than those who had participated independently [ $\chi^2 = 18.591$ ,  $df = 1$ ,  $p < 0.01$ ]. Analysis found no statistically significant relationships between nationality or gender with respect to reasons for undertaking a guided trip.

## 4.5 HAZARD IDENTIFICATION AND AWARENESS

In both stages of the questionnaire, respondents were asked whether or not they expected to encounter any hazards while on their guided walking or sea kayaking trip. Of the total sample, 10% of respondents indicated that they did not expect to encounter any hazards whilst on their trip. While most of these responses were from sea kayakers (2 walkers & 8 sea kayakers) chi square analysis showed that there was no statistically significant relationship between activity type and hazard expectation. Post-trip, 13% of all respondents reported that they had not experienced any hazards during their trip. As with the pre-trip results, post-trip more sea kayakers (9) than walkers (3) reported not experiencing any hazards.

### 4.5.1 NUMBER OF HAZARDS IDENTIFIED PRE-TRIP AND POST-TRIP

Respondents were asked to indicate whether they expected to encounter specific, potential environmental hazards, from a list of 18, while participating in their outdoor activity. They were also given the opportunity to identify any other hazards they expected to encounter by way of an open-ended question. In the post-trip questionnaire, respondents were asked to indicate from the same list of 18 environmental hazards whether or not they encountered or observed each of the hazards while participating in their activity. Figure 8 shows the percentage of participants that identified different numbers of perceived hazards pre-trip and post-trip.



**Figure 8: Number of perceived hazards identified by guided outdoor activity clients pre-trip and post-trip (pre-trip, n = 96, post-trip, n = 90).**

Figure 8 shows that guided outdoor activity participants (pre-trip) expected to encounter a higher number of hazards than they perceived they actually experienced (post-trip). Other analysis (not shown) revealed a pre-trip mode of 4 hazards versus a post trip mode of 3 hazards. The change in number of hazards perceived after participation in their activities was investigated further using Wilcoxon Signed Ranks test which showed there was a statistically significant difference between the number of hazards identified pre-trip and the number identified post-trip [ $Z = -5.748$ ,  $p = 0.000$ ]. This suggests that, in the case of the walkers and sea kayakers studied, respondents were prepared to accept a higher level of hazard, or had anticipated experiencing a higher level of risk than they subsequently believed they experienced.

The number of hazards identified pre-trip were similar between sea kayakers and walkers. A Mann Whitney U test showed no statistically significant difference. Post trip, however, a Mann Whitney U test revealed a statistically significant difference between the number of hazards observed or experienced by walkers and sea kayakers [ $Z = -2.038, p = 0.042$ ]. It seems that walkers observed or experienced more hazards than sea kayakers. This could be a result of age differences between the two groups. No statistically significant differences were found when a Mann-Whitney U test was used to analyse the relationship between country of origin (New Zealanders vs non-New Zealanders) and number of hazards identified.

4.5.2 TYPE OF HAZARDS IDENTIFIED

Prior to embarking on their respective activities, respondents were asked to assess the likelihood of experiencing 18 specific hazards associated with outdoor environments relevant to their trips. These hazard scenarios were identified following consultation with sea kayaking and walking guides who confirmed which hazards were most significant to participation in the two activities. Figures 9 and 10 present data on the hazard awareness of the two activity groups. Guided sea-kayakers seem to have a mixture of accurate and inaccurate expectations regarding the hazards they may encounter. While a vast majority (89%) identified ‘sun exposure’, just over half of the respondents noted ‘strong winds’ (53%) and ‘deep water’ (60%) as hazard conditions. A much smaller proportion (30%) of the sample acknowledged ‘collision with another boat’ as a hazard. Among guided walkers (Figure 10), there seemed to a firmer awareness of potential hazards, with the majority identifying ‘sun exposure’ (88%) and ‘cold, wet weather’ (69%) as hazardous prior to the trip. A little over half (57%) of the walkers identified ‘uneven, rocky ground’ as a source of potential hazard.

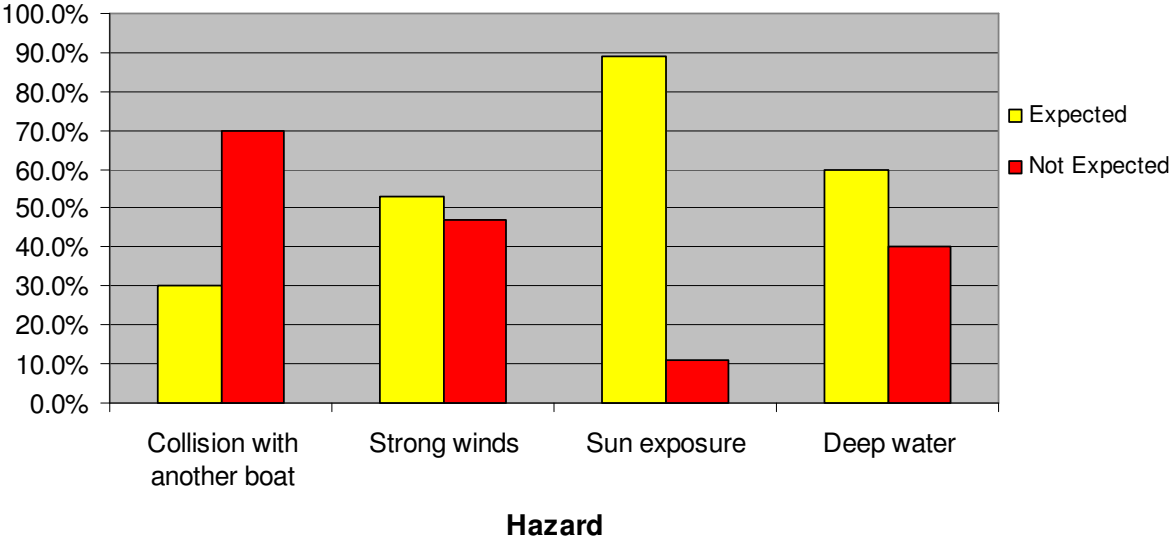
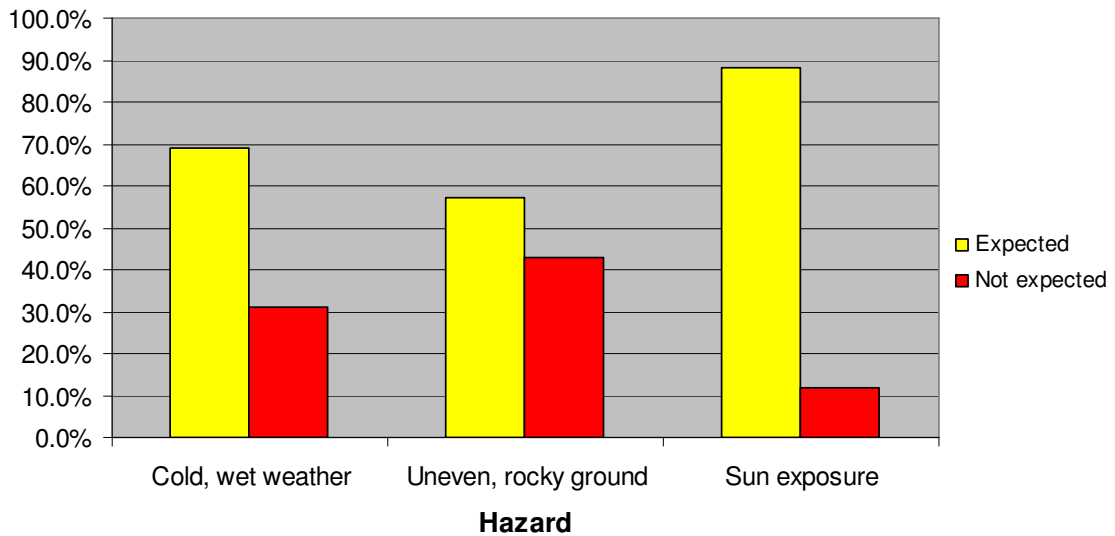


Figure 9: Guided sea kayaking participants and their expectations regarding the presence of potential hazards as identified by sea kayak guides (n = 51)



**Figure 10: Guided walking participants and their expectations regarding the presence of potential hazards as identified by walking guides (n = 41)**

In the post-trip questionnaire, respondents were asked if the pre-trip briefing conducted by the guiding company had made them aware of any hazards that they did not expect to encounter. From the total sample, 14% of respondents indicated that the pre-trip briefing *had* raised hazards they had not expected to be part of the trip. This suggests that the information provided to some participants, or the medium through which it is conducted, may not accurately reflect the hazards involved in the outdoor activity, contributing to an inaccurate awareness of the hazards involved.

Further analysis by activity type revealed that sea kayakers (20%) were significantly more likely than walkers (5%) to report learning of unexpected hazards in the pre-trip briefing ( $\chi^2= 3.357$ ,  $df= 1$ ,  $p>0.033$ ). This could indicate that sea kayakers are generally less prepared and knowledgeable about what their outdoor activity involves than guided multi-day walkers. The pre-trip briefing, therefore, could be a more important time for ensuring participants are prepared for the trip in the case of sea kayaking, than walking. Those who had indicated that the pre-trip briefing informed them of hazards they had not expected were asked to identify those hazards. These are listed in Table 2.

Sea kayaking	Walking
<i>Other boats</i>	<i>Dangerous surf</i>
<i>Capsizing</i>	<i>Sandflies</i>
<i>Spray skirt tag</i>	
<i>Tired arms</i>	
<i>Windy</i>	
<i>Deep water</i>	

**Table 2: Hazards that were identified during the pre-trip briefing that some participants did not expect to be part of their trip**

## 4.6 ATTITUDES TO RISK AND SAFETY

To address the third objective of this research (Section 1.0), in the final sections of both the pre- and post-trip questionnaires, respondents were asked to indicate, on a 7-point scale, how closely a series of statements were to their own thoughts. These statements represented four themes:

1. The role safety plays in the decision to undertake a guided trip;
2. Opinions of safety information provided;
3. Awareness of risks and hazards; and
4. Attitudes toward responsibility for risk and safety.

This section of the results addresses each of these themes directly. In the presentation of data, mean scores are derived from responses to a 7-point Likert-type scale, on which 1 = ‘does not describe my thoughts at all’ and 7 = ‘describes my thoughts exactly’. Where percentages are given, they include responses to each pole of the scale statement and the mid point. (ie, 1, 2 & 3 have been reclassified as ‘does not describe my thoughts’ and 5, 6 & 7 represents ‘does describe my thoughts’).

### 4.6.1 ROLE SAFETY PLAYS IN THE DECISION MAKING PROCESS TO UNDERTAKE A GUIDED TRIP

Given the detrimental impact accidents and negative media coverage has had on participation in adventure tourism activities in the past (scenic flights and white water rafting, for example – Section 2.1) a series of statements was developed to ascertain what role safety played in adventure tourism participants’ decisions to undertake a guided trip. Several studies have already shown that safety is an important consideration for participants (see for example, Central Market Research Associates, 1995; Hall & McArthur, 1994), but it is not known to what extent these views are held across different activities, especially in soft-adventure activities such as kayaking and walking. Participants were only asked to think about the statements in Table 3 and indicate the extent to which each matched their own decision-making process during phase one of the questionnaire.

Q.no.	Statement	Mean
35	When I choose a company to book a guided outdoor trip with, their reputation for safety is an important consideration.	5.64•
39	When deciding to undertake this trip, I sought advice about safety from friends/family.	2.43
42	My personal safety was an important consideration for me when deciding to undertake this trip.	4.02★
43	When deciding to undertake this trip, I never thought about safety.	2.96★
46	When deciding to undertake this trip I assumed that because I was on a guided trip I would not have to worry about safety.	3.52
49	When deciding to undertake this trip, I made enquires regarding safety with [company name].	2.39
52	When deciding to undertake this trip I thought about safety, but it did not concern me.	4.48
55	When deciding what outdoor activities I will participate in while on holiday I consider the risks and hazards I might encounter.	5.31

**Table 3: Mean scores of statements relating to the ‘role safety plays in the decision making process to undertake a guided outdoor activity trip’ (★ = significant result for country of origin, • = significant result for gender).**

In choosing activities in which to participate while on holiday (Q55), 78% of respondents indicated that they *did* consider the risks and hazards they might encounter. Although this was an important consideration for people’s holidays, just 42% of the sample indicated that personal safety was an important consideration in choosing to participate in their particular guided walking or sea kayaking trip (Q42). Among respondents, overseas visitors (M=55.01) were more likely than New Zealanders (M=37.81) to agree with this statement [ $Z=-2.248$ ,  $p=0.025$ ]. Similarly, New Zealand respondents (M=65.22) were less likely than overseas visitors (M= 49.20) to have ‘thought about safety’ (Q43) when deciding to undertake the trip [ $Z=-2.118$ ,  $p=0.034$ ]. Nevertheless, the majority (77%) of people indicated that the company’s reputation for safety was an important consideration (Q35), a finding especially true for women (M=58.69) who differed significantly from men (M=40.49) on this item [ $Z=-3.238$ ,  $p=0.001$ ]. Such findings imply that safety is an important factor considered by these visitors.

About half (54%) of respondents indicated that they had thought about safety, but that it did not concern them (Q52). More specifically, and perhaps more importantly within a commercial context, over one third (37%) of the sample indicated that they were not worried about safety because they were undertaking a guided trip. Almost one third of participants (n = 28) sought advice about safety, prior to their trip (18% from family and friends, 9% from the trip operator).

#### 4.6.2 OPINIONS OF SAFETY INFORMATION GIVEN

Previous research has suggested that the risk and safety information provided to adventure tourism participants is inadequate (Section 2.5). The statements outlined in Table 4, therefore, were designed to investigate participants’ opinions of the safety information they were given, both before arrival and during the pre-trip briefing. These questions were asked both pre- and post-trip to enable comparisons of people’s opinions that frame the guided experience.

Q.no.	Pre-trip question	Mean	Q.no.	Post-trip question	Mean
48	I like information regarding safety prior to participating in my trip.	6.25★	17	I would have liked more information about safety prior to participating in my trip.	2.27
53	The information I received prior to my arrival at [trip operator], described the possible hazards and risks accurately.	3.53•	22	The information I received prior to my arrival at [trip operator], described the possible hazards and risks accurately.	4.88★
33	I have an accurate understanding of the physical difficulty of this trip.	5.34■	19	The physical difficulty of this trip was accurately described to me prior to my involvement.	4.42
40	The pre-trip briefing should give me all the necessary safety information I need for this trip.	6.28	18	The pre-trip briefing gave me all the necessary safety information I needed for the trip.	5.69■
			20	The pre-trip briefing was a good description of the hazards and risks involved with the trip.	5.56

**Table 4: Mean scores of statements relating to respondents’ opinions on safety information given (★ = significant result for country of origin, • = significant result for gender, ■ = significant result for activity).**

#### *Information received prior to arrival*

With regard to the provision of safety information, 90% of respondents indicated that they like to receive information regarding safety prior to participating in guided outdoor activities. This was especially true for international visitors ( $M=53.93$ ), who were significantly more likely to agree with Q48 than their New Zealand counterparts ( $M=40.14$ ) [ $Z=-2.005$ ,  $p=0.045$ ]. From the total sample, 13% of respondents would have liked more safety information prior to participating. To ascertain what safety information they felt was missing requires further research.

Prior to participating in their guided trip, 25% of respondents felt that the information they received prior to their arrival described the possible risks and hazards accurately (Q53). After participating, however, 50% of respondents felt that the information they received prior to their arrival described the possible risks and hazards accurately (Q22). Thus, people were more likely to agree with this statement following their trip, suggesting that participants can more accurately assess the hazards and risks, and the relevance of the pre-trip briefing once they have experienced their guided trip. A statistically significant difference was found between the pre-trip and post-trip scores using a Wilcoxon Signed Ranks test [ $Z=-4.001$ ,  $p=0.000$ ]. Additional tests revealed that this finding was especially true for men ( $M=57.88$ ), who scored this item significantly higher than women ( $45.25$ ), and for New Zealanders ( $M=66.63$ ) who scored the item significantly higher than international visitors ( $M=45.52$ ) [ $Z=-2.216$ ,  $p=0.027$ ; and  $Z=-2.781$ ,  $p=0.005$ ].

#### *The pre-trip briefing*

The majority of respondents (96%) indicated that they expected the pre-trip briefing to give them all the necessary safety information for the trip (Q40). Almost half (49%) indicated that this statement described their thoughts exactly. Following their trip, 72% of respondents felt that the pre-trip briefing *did* give them all the necessary safety information they required during their trip (Q18), the difference suggesting that an important proportion of respondents felt additional safety information was needed. This was particularly the case for guided walkers ( $M=40.61$ ), who scored the post-trip item (Q18) significantly lower than guided sea-kayak participants ( $M=53.86$ ) [ $Z=-2.532$ ,  $p=0.011$ ].

Three quarters of all respondents felt that the pre-trip briefing was a good description of the risks and hazards involved with the trip (Q20).

#### *Physical difficulty of the trip*

Prior to participating in their guided trip, 78% of respondents felt they had an accurate understanding of the physical difficulty of their trip. Sea-kayakers ( $M=57.56$ ) were significantly more likely than walkers ( $M=42.85$ ) to agree with the expected physical difficulty statement (Q33) [ $Z=-2.558$ ,  $p=0.011$ ]. Post-trip, only 56% of respondents agreed that the physical difficulty of the trip was accurately described to them prior to their involvement. A Wilcoxon Signed Ranks test revealed a statistically significant difference between the pre-trip and post-trip scores [ $Z=-2.539$ ,  $p=0.011$ ].

### 4.6.3 AWARENESS OF RISKS AND HAZARDS

If the information provided to adventure tourism participants before their involvement in a guided outdoor activity is inadequate, people may not have an accurate understanding of the hazards and risks inherent to natural environments. For commercial operators, this could potentially raise issues of liability. Based on this proviso, the statements presented in Table 5 were developed to ascertain people’s perceptions of their own understanding and awareness regarding the hazards and risks they were exposing themselves to.

Q.no.	Pre-trip question	Mean	Q.no.	Post-trip question	Mean
38	I have an accurate awareness of the hazards and risks I will encounter on this trip.	5.35■	21	I did not have an accurate awareness of the hazards and risks before the pre-trip briefing.	2.79
37	I accept that hazards are part of participating in outdoor activities.	6.32	10	I accept that hazards are part of participating in outdoor activities.	6.59
44	I have not thought about the hazards and risks that might be part of the place I will be visiting on this trip.	2.81	14	Having completed this trip, I feel I have a greater awareness of the hazards and risks associated with being in the outdoors.	4.14
41	In general, I consider the outdoors to be a dangerous place.	3.02•	16	In general, I consider the outdoors to be a dangerous place.	2.67•

**Table 5: Mean scores relating to respondents’ awareness of risks and hazards (• = significant result for gender, ■ = significant result for activity).**

#### *Awareness*

Prior to their trip, the majority (80%) of respondents felt that they had an accurate awareness of the hazards and risks they would encounter on their guided trip (Q38). This was especially true for sea-kayakers (M=56.04), who had significantly higher agreement with this statement compared with walkers (M=43.92) [ $Z = -2.118, p = 0.034$ ]. Post-trip, 20% of respondents felt that they *did not* have an accurate awareness of the risks and hazards associated with their trip prior to the pre-trip briefing (Q21). When considered alongside the pre-trip results (Q38) (Table 5) the results are compatible.

Almost two-thirds (64%) of respondents reported thinking about the risks and hazards that might be part of the area they are visiting prior to their participation in the activity. When compared to sea-kayakers (13%), walkers (24%) were over-represented among those who claimed they *had not* thought about the risks and hazards. Post-trip, 44 per cent of the total sample thought their awareness of the risks and hazards in the outdoors had increased.

#### *Acceptance of hazards in outdoor activities*

Before commencing their trips, almost all respondents (96%) accepted that hazards were part of outdoor activities (Q37). Just over half (55%) of respondents indicated that this statement described their thoughts “exactly”. Following participation in the activities, the level of complete agreement with this statement had risen to 70%. A Wilcoxon Signed Ranks test showed that the differences between mean scores pre- and post participation was statistically significant [ $Z = -2.585, p = 0.010$ ].



### *The outdoors as a dangerous place*

Prior to participating in their trip, 16% of respondents indicated that they thought the outdoors was a dangerous place (5% walkers, 22% sea kayakers). Similar results were found post-trip (7% walkers, 22% sea kayakers). When the mean scores for each condition were analysed using a Wilcoxon Signed Ranks test, a statistically significant difference between the pre-trip and post-trip scores was found [ $Z = -2.474$ ,  $p = 0.013$ ]. After participation in their activities, respondents were less likely than before their trip to agree with the statement 'in general, I consider the outdoors to be a dangerous place'. Overall, males ( $M = 59.3$  and  $54.38$ ) agreed more strongly with this statement than women ( $45.31$  and  $43.31$ ) in both the pre- and post-trip conditions [ $Z = -2.470$ ,  $p = 0.014$ ; and  $Z = -2.005$ ,  $p = 0.045$ ].

#### 4.6.4 ATTITUDES TOWARDS RESPONSIBILITY FOR RISK AND SAFETY

Research has shown that lay people's perceptions of risks and hazards can be inaccurate (Section 2.4.1), therefore, people's self-assessment of their awareness of the risks and hazards associated with adventure tourism participation could also be incorrect. If this is the case, their attitude towards responsibility for safety and risk management becomes important. The statements in Table 6 were designed to investigate people's attitudes regarding responsibility for risk and safety within the guided context.

Q.no.	Pre-trip question	Mean	Q.no.	Post-trip question	Mean
47	Safety and risk management on guided outdoor trips is the responsibility of both me and the guide/operator.	6.14★	7	Safety and risk management on guided outdoor trips is the responsibility of both me and the guide/operator	6.73•
34	I am fully responsible for my own safety while on this trip.	5.54•	5	During the trip there were times when I felt I was responsible for my own safety.	5.59•
45	I accept that, even though I am participating in a guided trip, accidents may still happen.	6.23	13	I accept that, even though I was participating in a guided trip, accidents may still happen.	6.56
51	The guides and operator are fully responsible for my safety while I participate in this trip.	2.71	12	During the trip, the guides and operator were fully responsible for my safety.	2.51
54	I expect to feel safe at all times while on this trip.	5.09	11	At times, I felt unsafe on this trip.	1.86
50	Guided trip operators should inform me about the possibility of injury and accident prior to me placing a trip booking.	4.86	15	The possibility of injury and accident was higher than I was informed of prior to me participating in this trip.	2.07
36	Participating in this activity, without a professional guide is not safe.	3.65■	9	Participating in this activity, without a professional guide is not safe.	3.19 ■★
56	I expect to be physically challenged on this trip.	5.63	8	This trip was physically more challenging than I expected it to be.	3.52
			4	The guides managed my safety appropriately.	6.58
			6	This trip was safer than I had expected.	4.52

**Table 6: Mean scores for statements relating to respondents' attitudes toward responsibility for risk and safety (★ = significant result for country of origin, • = significant result for gender, ■ = significant result for activity).**

### *Responsibility for safety*

Many respondents indicated a firm acceptance of responsibility for safety while participating in their guided activities, with a majority (84%) to some extent agreeing that they were fully responsible for their own safety on their guided trip. Analysis of mean scores reflects this moderately strong agreement with statements pertaining to full individual responsibility (M=5.54) and partial responsibility for own safety (M=5.59). Pre-trip, men (M=57.86) were more likely than women (M=44.48) to agree with the statement 'I am fully responsible for my own safety while on this trip' [Z= -2.384, p= 0.017]. The highest agreement scores (pre-and post-trip) were associated with statements about shared responsibility between clients and guides (6.14 and 6.73), and acceptance of the fact that, despite the guided context, accidents may still happen (6.23 and 6.56). A Wilcoxon Signed Ranks test showed there was a statistically significant difference between the pre- and post-trip scores given for the shared responsibility for safety statement (Q47 and Q7) [Z= -4.342, p= 0.000]. Thus, overall, respondents showed greater agreement with this statement post-trip than pre-trip.

When the post-trip data were analysed by gender, women (M=52.26) were significantly more likely to agree with the shared responsibility for safety statement than their male counterparts (M=43.06) [Z= -2.379, p= 0.017]. Similarly, overseas visitors (54.03) showed stronger agreement with the shared responsibility statement than New Zealand respondents (39.69) [Z= -2.046, p= 0.041]. In the pre-trip condition, a small proportion (14%) of respondents indicated that guides and operators should be fully responsible for client safety (Q51). This was more common among walkers (19%) than sea-kayak participants (10%). Analysis of the post-trip data revealed that these proportions had not changed.

### *Acceptance that accidents may still happen on guided trips*

The vast majority of respondents agreed, at least to some extent, that participation in a guided activities may lead to accidents. This finding was clear in both the pre-trip (91%) and post-trip conditions (98%). Acceptance of the possibility of accident appeared to increase following participation in the activity. A Wilcoxon Signed Ranks test showed a statistically significant difference between the pre- and post-trip scores for the statement 'I accept that, even though I am participating in a guided trip, accidents may still happen' [Z= -2.883, p= 0.004].

### *Expectations of safety and challenge*

Pre-trip data indicate that the majority of respondents expected to feel safe at all times (Q54, 69%) and that guided trip operators should inform them of the possibility of injury and accident prior to booking (Q50, 65%). Following participation in their activities, a small proportion (10%) reported feeling unsafe at times (Q11), a finding more common among walkers (17%) than sea-kayakers (6%). Importantly (from the point of view of accurately communicating the nature of adventure activities), 13 per cent of all respondents felt that the possibility of injury and accident was higher than they were informed of prior to participation. Once again, this view was more prevalent among walkers (19%) than sea kayakers (8%). Overall, nearly half of respondents (44%) agreed that their trip was 'safer than expected' (M=4.51) and almost all (95%) agreed that the guides had managed their safety 'appropriately'. The majority (86%) had expected to be physically challenged on the trip, and a third (35%) agreed that their activity was *more* physically challenging than expected.

### *Guided vs independently*

Prior to undertaking the activities, one third (36%) of respondents agreed that participation without a professional guide was not safe. This was especially true for sea-kayakers, of whom 43 per cent agreed with the statement (Q36). Following participation in the guided activities, 24 per cent of all respondents, and 28 per cent of sea-kayakers, agreed that undertaking the activity without a guide was unsafe. When pre- and post-trip mean scores for this statement were analysed, statistically significant differences were found between sea-kayakers (58.84 and 54.77) and walkers (39.52 and 40.44) [Z= -3.295, p= 0.001; and Z= -2.549, p= 0.011]. Further analysis (Wilcoxon Signed Ranks Test) of the pre- and post-trip scores for this statement confirmed that the strength of agreement declined following participation [Z= -2.380, p= 0.017]. Post-trip, respondents were less likely to agree that participation without a guide was unsafe, a result found to be especially true for participants from outside New Zealand (M=51.69) when compared to New Zealand participants (M=35.38) [Z= -2.160, p= 0.031].

## 5. DISCUSSION

### 5.1 INTRODUCTION

In this final section, each of the research objectives is discussed in relation to the results generated by this research.

#### 5.1.1 OBJECTIVE 1.

*To explore the reasons behind participants' decisions to undertake an outdoor activity as part of guided trip.*

This study sought to determine the reasons people elect to undertake outdoor activities as part of a guided experience. Before questioning participants about their reasons for participating in a guided experience, they were asked to indicate their reasons for participating in sea kayaking and multi-day walking more generally. These reasons will be discussed first.

In general, it appears that participants engaging in soft-adventure activities, such as sea kayaking and multi-day walking (as defined by Christiansen, 1990) are not, for the most part, seeking risk. As a reason for participation, 'to take risks' was ranked in the bottom five reasons for the total sample, and for both multi-day walkers and sea kayakers. This indicated that, for the majority of participants, 'to take risks' had no role in their reasons for participating. From the total sample, only approximately one fifth of respondents indicated that 'to take risks' described one of their reasons either *somewhat*, *mostly* or *exactly*. This is perhaps not surprising because typically soft-adventure activities involve a lower degree of risk than high-adventure activities. An understanding of how soft-adventure tourists perceive issues of risk, safety, and responsibility is vital, though, because owing to the nature and accessibility of these types of activities, a greater proportion of tourists are likely to participate in activities such as multi-day walking and sea kayaking compared with mountaineering, for example.

This is particularly important when considered alongside the findings regarding participants' previous exposure to, and experience of, an outdoor activity. This study revealed that approximately half of all sea kayakers and almost 20% of all walkers had never participated in their chosen activity previously. These proportions are smaller than those reported in previous studies (see for example, Central Market Research Associates, 1995) and support the literature that discusses the way guided outdoor activities attracts participation from relative novices. It also illustrates that the accessibility of an adventure activity could dictate the level of experience participants bring with them. For example, walking (or tramping as it is called in New Zealand), is likely to be more accessible than sea kayaking (or white water rafting).

Analysis showed several statistically significant differences between activity experience and reasons for undertaking a guided trip. Respondents who had not previously participated in their outdoor activity independently were more likely to give safety as a reason than those participants who had participated independently.

The risk-taking motive did appear to be more relevant to activity type and country of origin. Sea kayaking participants and New Zealand participants were more likely to indicate that 'to take risks' was a reason for their participation. The small number of New Zealand participants makes it difficult to investigate these relationships further, but this is an area that would benefit from additional research. The implication of this for guided outdoor activity management is that soft-adventure activities which involve a degree of inherent risk need to be managed in such a way that participants are either not exposed to risk, or so that they do not perceive an element of risk in their experience. It is important to note, however, that this is not likely to be the case for other adventure activities (e.g. mountaineering, base-jumping) where the presence of risk is often part of the attraction.

This project identified five general reasons for why people chose to participate in *guided* walking or sea kayaking trips. Safety featured as the most commonly mentioned reason for undertaking a guided trip with 42% of all respondents indicating that safety was one component of their reason. So, while soft-adventure participants are not motivated to participate by seeking risk, they are motivated to participate with a guided company out of concern for safety. Thus, this result appears to be consistent with previous studies which reported that people used guided trips as a means to manage safety (Berno, et.al., 1996).

Once again, at the activity level, differences in reasons given were apparent. Sea kayakers were more likely to give safety as a reason for choosing to participate in a guided trip. This result could indicate how outdoor activity participants perceive the relative risk of different activities. For example, 59% of sea kayaking participants gave safety as a reason, compared with 19% of walkers which could be a result of respondents perceiving sea kayaking as being more 'risky'. In comparison, walkers (51%) were more likely than sea kayakers (14%) to give 'convenience' as being part of their reasons for undertaking a guided trip. Thus, the type of activity seems to influence people's reasons for participating in a guided trip. These results could also be influenced by age and experience. For example, in general, the multi-day walkers in this study were older and more experienced than the sea kayakers, therefore, the opportunity to have everything organised was possibly a significant attraction of the guided experience for such people. Further investigation is required to verify this.

For guiding companies, one implication of these findings is the importance of tailoring experience opportunities to match the reasons people participate (based on experience, age and activity) by emphasising the safety aspect of sea kayaking, for example. While safety was the reason given most commonly, in many cases it was one of several reasons listed by the participant. The results cannot determine the relative importance people place on each of the reasons they gave. To ascertain the emphasis people place on safety as a determining factor for undertaking a guided trip, further research should be conducted.

### 5.1.2 OBJECTIVE 2.

*To explore guided participants' understandings of the risks and hazards to which they expose themselves when undertaking outdoor activities, and to identify any potential gaps between client and guide perceptions of risks and hazards in the adventure tourism context.*

The guided experience appears to influence adventure tourism participants' perceptions of environmental hazards. This study found that, in general, participants expected more environmental hazards to be present than were perceived as part of the experience. This could indicate that people are reasonably prepared for encountering risks and hazards in natural resource settings, as a result of the guiding company's pre-trip briefings and other promotional material.

There appears to be a significant gap between participants' ability to identify environmental hazards and the opinion of kayaking and walking guides. Participants in both activity groups were limited in their ability to identify the most likely hazards (as determined by guides), and only half of sea-kayakers identified 'strong winds' as a hazard, a third identified collision and sixty per cent 'deep water'. Walkers appeared more familiar with the likely hazards encountered. This finding, coupled with the analysis of the extent to which unexpected hazards were revealed at the pre-trip briefing, suggests that sea-kayakers need more focussed information about hazards. These findings reiterate the research literature which suggested that lay people can have an inaccurate awareness of hazards.

A prominent concern with these results is that the participants in this study signed a waiver that detailed the hazards to which they would be exposing themselves. This could suggest that such means of communication are ineffective and not appropriate for conveying this necessary information to guided outdoor activity participants. Participation in guided outdoor activities appears to increase people's acceptance of the hazards in nature-based adventure environments. Adventure tourism operators could, therefore, have an important educative role to play.

People's ability to cope with the physical difficulty of the trip is one factor that can influence the hazards to which and risks individuals are exposed. This study found that only 56% thought the physical difficulty of the trip was accurately described to them. Clearly, perception of physical difficulty is an area where accuracy needs to be improved.

### 5.1.3 OBJECTIVE 3.

*To identify and evaluate attitudes towards risk, safety and responsibility among clients participating in guided activities a natural resource setting.*

Respondents' attitudes to risk, safety and responsibility varied by activity type, gender and country of origin. Participation in the activity itself also appeared to influence attitudes and perceptions, as respondent assessments often differed in pre-and post-trip conditions.

Consideration of safety and risk appears to play an important, but not a simple, role in the decisions of soft-adventure tourism participants. Many reported 'considering' risk and safety but fewer appeared to rate it as a key factor contributing to destination or activity choice. More than a third of respondents indicated that while safety was a factor, it was not a concern to them because they were participating in a guided trip. This suggests that some people expect guided trips to be safe and for all risk and safety issues to be managed by the operator and, therefore, implies a heavy reliance on the operator for management of risk and safety. It may also suggest that people are transferring all responsibility for these concerns to the operator and may be illustrative of the "just turn up" phenomenon discussed by Palmer (2004). Once again, there are differences within the sample, with New Zealanders less likely to report safety considerations than non-New Zealanders, and women more likely than men to do so. Almost all respondents reported that they liked to receive information about safety prior to participating.

Walking and sea kayaking guides use the pre-trip briefing for two main purposes: 1) to provide information about the trip (such as timetables etc); and 2) to convey the necessary safety information to participants. Almost all respondents indicated that their expectation was that the pre-trip briefing would provide *all* necessary safety information. However, 72% of respondents felt that the pre-trip briefing had actually provided them with all the necessary safety information. Thus, it appears that some people would have actually liked to have known more about risk and safety prior to participating. Participants' expectations of their pre-trip briefings could be investigated further.

Half of all participants felt that the information they received prior to their arrival at the guiding company accurately described the risks and hazards involved after they had participated in their trip. In particular, this is an area that could be investigated further as to whether or not participants expect more accurate information regarding safety issues, risks and hazards prior to booking or arriving. At present it seems that most information relating to guided trips relates to the experience and administration. Results from this study show that New Zealand participants were much more likely than their international counterparts to agree that the information they were given prior to their arrival at the guiding operator location accurately described the possible hazards and risks. This may indicate that a differentiated risk communication strategy is required to ensure adequate and accurate safety information is available to the known range of clients.

While most people felt safe during their guided trip, an important minority (13%) clearly felt less comfortable at times during their kayaking or walking experience. This could be related to the safety information issue discussed above. It also presents a challenge to adventure tourism guides to accurately identify and manage these clients more carefully.

#### 5.1.4 OBJECTIVE 4.

*To situate the findings within the context of the 'risk society'*

This study has attempted to explore what clients on a guided adventure tourism experience feel about risk and safety. The findings reported here suggest that considerations of risk and safety play an important, but complex, role in the decision making of soft-adventure tourists. Furthermore, the guided experience makes a significant difference to participants' perceptions of safety and risk, their attitudes toward shared responsibility, and the acceptance of hazards as part of the outdoor experience.

Almost all respondents (both pre- and post-trip) indicated that they accepted that hazards were a part of outdoor activities. Similar results were found for acceptance that accidents could still happen even though respondents were participating in a guided trip. These results appear to conflict with the adverse societal reaction when accidents in guided outdoor activities do happen. One possible explanation is that those actually participating in outdoor activities do accept the presence of hazards and the possibility of accidents, but that the societal reaction and opinion is from those not involved or participating in commercially guided outdoor activities.

The results of this study may also show that, in the context of commercially organised outdoor recreation and tourism, the risk sensitivity of guides and operators is filtering through to clients. If this is happening, it is positive for the management of such pursuits, as shared responsibility for risk and safety is likely to be the only sustainable approach. It is also possible, however, that there is a gulf between participants' claims about individual responsibility and the reality of loss resulting from outdoor recreation and tourism engagements. Especially in such soft-adventure pursuits as reported on here, it seems unlikely that injuries or deaths associated with the activities would be willingly accepted.

## 6. CONCLUSION

The central contribution of this study is to the understanding of risk in natural resource recreation and tourism. Following Espiner (2001), the case study discussed here has attempted to investigate the significance of risk via three interrelated dimensions: i) the perceptions of individual guided visitors; ii) the perceptions and beliefs of those facilitating the tourist experience in the natural resource setting; and iii) the social context in which individuals and organisations operate.

The ‘risk society’ demands that its members ‘worship’ safety, and those who ignore safety advice are likely to be stigmatised (Furedi, 1997). This presents a dilemma for facilitators of nature-based recreation and tourism experiences in New Zealand and, indeed, many other parts of the world. Operating a guided tourism business which utilises natural landscapes with inherent hazards and risks in a society preoccupied with increasing safety and reducing risk presents a number of challenges, as well as some opportunities.

Increasing demand from international visitors for ‘authentic’, nature-based soft-adventure experiences has led to the development of a considerable market segment within New Zealand’s tourism industry. Commercial guiding companies have capitalised on this trend and created businesses that cater for a wide range of nature-related activities and experiences, many of which include an inherent risk element. The fundamental challenge for such commercial operators is to effect an appropriate balance – one which involves coordinating activity participants’ competencies, aptitudes for risk, and knowledge of likely hazards, alongside a growing social reluctance to accept the negative outcomes of risk. Guiding companies have a unique opportunity, however, to inform and educate their clients in a way not afforded to their public sector counterparts in resource-based recreation management. The ability to negotiate a social contract around the concept of risk and hazard exposure, as well as more actively manage specific individuals’ experiences of those hazards, is an important advantage in a society in which safety and risk management feature so prominently. In such a climate the opportunity to directly negotiate risk and hazard exposure with participants in nature-based activities, is likely to lead to further enterprise in the soft-adventure tourism market.

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## 8. APPENDICES

### Appendix 1: Copy of the two stage questionnaire

Code

# Opinions and attitudes towards risk and safety in adventure tourism

## Stage one

This questionnaire is part of a research project on the adventure tourism industry. It is being conducted by Erin Smith, a postgraduate student at Lincoln University. The purpose of this questionnaire is to find out about your experience and your views regarding the hazards, risk and safety involved in participating in outdoor activities.

I am interested in **your views**, so there are no right or wrong answers. Your response is valued and will be treated in strictest confidence. Please fill this questionnaire out **individually** and try to complete each question as best you can. If you have any questions, please ask the questionnaire administrator.

This questionnaire has two stages, each to be completed at different times. This is stage one, please complete it now. After your trip, you will be given stage two to complete. The purpose of the code number in the top right hand corner is for matching stages one and two of the questionnaire, it is not possible to determine the identity of individual participants from this code.

Thank you for taking time to complete this questionnaire.

1. Which of the following [operator name] trips are you participating in today?  
(Please tick  one only)

- 1.  [Option A ]
- 2.  [Option B ]
- 3.  [Option C ]
- 4.  [Option D ]
- 5.  [Option E ]
- 6.  Other (please specify) \_\_\_\_\_
- 7.  Don't know

2. Please state the country you live in during most of the year. \_\_\_\_\_

If you stated New Zealand, where do you usually live? \_\_\_\_\_

3. Are you  Male? or  Female?  
(Please tick  )

4. Which category describes your age?  
(Please tick  )

- |                                       |                                       |  |
|---------------------------------------|---------------------------------------|--|
| 1. <input type="checkbox"/> 15-19 yrs | 5. <input type="checkbox"/> 35-39 yrs | 9. <input type="checkbox"/> 55-59 yrs  |
| 2. <input type="checkbox"/> 20-24 yrs | 6. <input type="checkbox"/> 40-44 yrs | 10. <input type="checkbox"/> 60-64 yrs |
| 3. <input type="checkbox"/> 25-29 yrs | 7. <input type="checkbox"/> 45-49 yrs | 11. <input type="checkbox"/> 65-69 yrs |
| 4. <input type="checkbox"/> 30-34 yrs | 8. <input type="checkbox"/> 50-54 yrs | 12. <input type="checkbox"/> 70 yrs +  |

5. How did you **first** hear about [operator name] outdoor trips?  
(Please tick  one only)

- 1.  Surfing the internet
- 2.  Travel agent
- 3.  Pamphlet/brochure
- 4.  Travel magazine
- 5.  Word of mouth
- 6.  Guide book
- 7.  Other (please specify) \_\_\_\_\_

6. How did you book your [operator name] trip?  
(Please tick  one only)

- 1.  Direct telephone call
- 2.  Internet
- 3.  Travel agent
- 4.  Other (please specify) \_\_\_\_\_

Below is a list of reasons that people commonly give for participating in outdoor activities. Please indicate, on the following scale, how accurately each describes **your** reasons for undertaking this trip. To do this, please circle the appropriate number. On the scale, 1= describes my reasons **exactly** and 7= does not describe my reasons **at all**.

<b>Describes my reasons exactly</b>				<b>Neutral</b>					<b>Does not describe my reasons at all</b>
<b>1.</b>	<b>2.</b>	<b>3.</b>	<b>4.</b>	<b>5.</b>	<b>6.</b>	<b>7.</b>			<b>7.</b>

<b>7.</b>	To meet new people	1.	2.	3.	4.	5.	6.	7.
<b>8.</b>	To see new places	1.	2.	3.	4.	5.	6.	7.
<b>9.</b>	To get away from the town or city	1.	2.	3.	4.	5.	6.	7.
<b>10.</b>	So I can say that I've done it	1.	2.	3.	4.	5.	6.	7.
<b>11.</b>	To experience nature/wildlife	1.	2.	3.	4.	5.	6.	7.
<b>12.</b>	To view scenery	1.	2.	3.	4.	5.	6.	7.
<b>13.</b>	To spend time with friends/family	1.	2.	3.	4.	5.	6.	7.
<b>14.</b>	To challenge myself	1.	2.	3.	4.	5.	6.	7.
<b>15.</b>	To take risks	1.	2.	3.	4.	5.	6.	7.
<b>16.</b>	To pursue recreation activities	1.	2.	3.	4.	5.	6.	7.
<b>17.</b>	For health and exercise	1.	2.	3.	4.	5.	6.	7.
<b>18.</b>	To experience a quiet place	1.	2.	3.	4.	5.	6.	7.
<b>19.</b>	To get away from people	1.	2.	3.	4.	5.	6.	7.
<b>20.</b>	Other (please specify)	1.	2.	3.	4.	5.	6.	7.
<b>21.</b>	Other (please specify)	1.	2.	3.	4.	5.	6.	7.

**22.** Which outdoor activity are you participating in today?  
(Please tick )

- Tramping/hiking/bushwalking (Overnight)
  Sea kayaking

**23.** Have you ever participated in **this** outdoor activity before?  
(Please tick )

- Yes
  No

If you answered **Yes**, please go to **Part A on page 4**.  
If you answered **No**, please go to **Question 24**.

24. If you answered **No** in **Question 23**, why did you choose to participate in **this outdoor activity** as part of a guided trip?  
(Please list your reasons in the box provided)

**Please go to Part B on page 6.**

**Part A**

25. Have you ever participated in this outdoor activity **without** a professional guide?  
(Please tick )

1.  Yes                      2.  No

If you answered **No**, please go to **Question 26**.  
If you answered **Yes**, please go to **Question 27**.

26. If you answered **No** in **Question 25**, why do you choose to participate in **this outdoor activity** as part of a guided trip?  
(Please list your reasons in the box provided)

**Please go to Question 30 on page 5.**

27. If you answered **Yes** in **Question 25**, on average, approximately how many times would you participate in this outdoor activity without a professional guide each year?  
(Please tick  one only)

- 1.  Less than once a year
- 2.  Once a year
- 3.  Two or three times a year
- 4.  Four to six times a year
- 5.  Seven to 10 times a year
- 6.  More than 10 times a year

28. Other than this trip, where else have you participated in this outdoor activity?  
(Please tick  as many as apply to you)

- I have done this activity locally [name of area]
- I have done this activity in the South Island of New Zealand
- I have done this activity in the North Island of New Zealand
- I have done this activity in countries outside of New Zealand

29. Why did you choose to participate in **this outdoor activity** as part of a guided trip this time?  
(Please list your reasons in the box provided)

30. How many **other times** have you participated in this outdoor activity as **part of a guided trip**?  
(Please tick  one only)

- 1.  This is my first time participating in a guided trip for this activity
- 2.  Once before
- 3.  Twice before
- 4.  Between 3 and 5 times
- 5.  Between 6-10 times
- 6.  More than 10 times



31. If this is **not** your first time participating in **this outdoor activity** as part of a guided trip, please give details of up to **three of your most recent** guided experiences in the following table (an example has been given).

Location	Duration
Milford Track – New Zealand	5 days

**Please go to Part B below.**

## **Part B**

32. Below is a list of hazards that **can occur** in the outdoors. For each one, please indicate whether or not you **expect** to encounter that hazard on the trip you are about to participate in. To do this, please tick  only those hazards you **expect to encounter**.

- |  |   |
|--|---|
| 1. <input type="checkbox"/> I do not expect to encounter any hazards while on this trip. |   |
| 2. <input type="checkbox"/> Rock falls   | 10. <input type="checkbox"/> Falling trees        |
| 3. <input type="checkbox"/> Strong winds   | 11. <input type="checkbox"/> Large holes          |
| 4. <input type="checkbox"/> Sun exposure   | 12. <input type="checkbox"/> Flooding             |
| 5. <input type="checkbox"/> Sharks   | 13. <input type="checkbox"/> Land slides          |
| 6. <input type="checkbox"/> Breaking waves over rocks                                    | 14. <input type="checkbox"/> Cold, wet weather    |
| 7. <input type="checkbox"/> Snow avalanches  | 15. <input type="checkbox"/> Stinging insects     |
| 8. <input type="checkbox"/> River crossings  | 16. <input type="checkbox"/> Lightning            |
| 9. <input type="checkbox"/> Collision with another boat                                  | 17. <input type="checkbox"/> Uneven, rocky ground |
|  | 18. <input type="checkbox"/> Deep water           |

In the box provided, please list any other hazards you expect to encounter, not included in the above list.

The following questions relate to your general opinion and attitude towards risk and safety when participating in guided outdoor activities. Please read each statement carefully, and indicate how well each statement describes your thoughts by circling the corresponding number. On the scale, 1= describes my thoughts **exactly** and 7= does not describe my thoughts **at all**.

Describes my thoughts exactly	Neutral					Does not describe my thoughts at all	
1.	2.	3.	4.	5.	6.	7.	

33.	I have an accurate understanding of the physical difficulty of this trip.	1.	2.	3.	4.	5.	6.	7.
34.	I am <b>fully</b> responsible for my own safety while on this trip.	1.	2.	3.	4.	5.	6.	7.
35.	When I choose a company to book a guided outdoor trip with, their reputation for safety is an important consideration.	1.	2.	3.	4.	5.	6.	7.
36.	Participating in this activity, without a professional guide, is not safe.	1.	2.	3.	4.	5.	6.	7.
37.	I accept that hazards are part of participating in outdoor activities.	1.	2.	3.	4.	5.	6.	7.
38.	I have an accurate awareness of the hazards and risks I will encounter on this trip.	1.	2.	3.	4.	5.	6.	7.
39.	When deciding to undertake this trip, I sought advice about safety from friends/family.	1.	2.	3.	4.	5.	6.	7.
40.	The pre-trip briefing <b>should</b> give me <b>all the necessary</b> safety information I need for this trip.	1.	2.	3.	4.	5.	6.	7.
41.	In general, I consider the outdoors to be a dangerous place.	1.	2.	3.	4.	5.	6.	7.
42.	My personal safety was an <b>important</b> consideration for me when deciding to undertake this trip	1.	2.	3.	4.	5.	6.	7.
43.	When deciding to undertake this trip, I <b>never</b> thought about safety.	1.	2.	3.	4.	5.	6.	7.
44.	I <b>have not</b> thought about the hazards and risks that might be part of the places I will be visiting on this trip.	1.	2.	3.	4.	5.	6.	7.
45.	I accept that, even though I am participating in a guided trip, accidents <b>may</b> still happen.	1.	2.	3.	4.	5.	6.	7.

46.	When deciding to undertake this trip I assumed that because I was on a guided trip I would not have to worry about safety.	1.	2.	3.	4.	5.	6.	7.
47.	Safety and risk management on guided outdoor trips is the responsibility of <b>both</b> me and the guide/operator.	1.	2.	3.	4.	5.	6.	7.
48.	I like information regarding safety <b>prior</b> to participating in my trip.	1.	2.	3.	4.	5.	6.	7.
49.	When deciding to undertake this trip, I made enquires, <b>about safety</b> , with [operator name].	1.	2.	3.	4.	5.	6.	7.
50.	Guided trip operators should inform me about the possibility of injury and accident <b>prior</b> to me placing a trip booking.	1.	2.	3.	4.	5.	6.	7.
51.	The guides and operator are <b>fully</b> responsible for my safety while I participate in this trip.	1.	2.	3.	4.	5.	6.	7.
52.	When deciding to undertake this trip I thought about safety, <b>but</b> it did not concern me.	1.	2.	3.	4.	5.	6.	7.
53.	The information I received <b>prior</b> to my arrival at [operator name], described the possible hazards and risks accurately.	1.	2.	3.	4.	5.	6.	7.
54.	I expect to feel safe at all times while on this trip.	1.	2.	3.	4.	5.	6.	7.
55.	When deciding what outdoor activities I will participate in while on holiday, I consider the risks and hazards I might encounter.	1.	2.	3.	4.	5.	6.	7.
56.	I expect to be physically challenged on this trip.	1.	2.	3.	4.	5.	6.	7.

**This is the end of stage one. Please return your completed questionnaire to the administrator now.**

**Enjoy your trip!**

Code:

# Opinions and attitudes towards risk and safety in adventure tourism

## Stage two

This is the second stage of the questionnaire that you began prior to your trip. I am interested in your views regarding the hazards and risks of participating in outdoor activities *now that you have completed your trip*. Some questions may appear to be repeated from stage one, but please do your best to answer all of the questions.

Please complete this questionnaire now and return to the administrator.

1. Thinking back to the time when the guide/operator spoke to your trip group about safety and what to expect on the trip (the pre-trip briefing), were you made aware of any hazards that you **did not expect** to be part of your trip?  
(Please tick )

1.  Yes                      2.  No

If **Yes**, please list them in the box provided below?  
If **No**, please go to the next question.

2. During your trip, which (if any) of the following possible hazards did you encounter or observe? (Please tick  as many as you encountered and/or observed)

- |                             |  |                              |                      |
|-----------------------------|--|------------------------------|----------------------|
| 1. <input type="checkbox"/> | I did not encounter or observe any hazards on my trip. | 10. <input type="checkbox"/> | Falling trees        |
| 2. <input type="checkbox"/> | Rock falls   | 11. <input type="checkbox"/> | Large holes          |
| 3. <input type="checkbox"/> | Strong winds   | 12. <input type="checkbox"/> | Flooding             |
| 4. <input type="checkbox"/> | Sun exposure   | 13. <input type="checkbox"/> | Land slides          |
| 5. <input type="checkbox"/> | Sharks   | 14. <input type="checkbox"/> | Cold, wet weather    |
| 6. <input type="checkbox"/> | Breaking waves over rocks                              | 15. <input type="checkbox"/> | Stinging insects     |
| 7. <input type="checkbox"/> | Snow avalanches  | 16. <input type="checkbox"/> | Lightning            |
| 8. <input type="checkbox"/> | River crossings  | 17. <input type="checkbox"/> | Uneven, rocky ground |
| 9. <input type="checkbox"/> | Collision with another boat                            | 18. <input type="checkbox"/> | Deep water           |

In the box provided, please list any other hazards you encountered or observed not included in the above list.

3. Of those hazards you have **ticked above or noted in the box**, were there any that you **did not expect** to encounter or observe?  
(Please tick )

1.  Yes                      2.  No

If you answered **Yes**, please circle, on the above list, those hazards you **did not expect** to encounter during your trip.  
If **No**, please go to the next question.

The following questions relate to your general opinion and attitude towards risk and safety when participating in guided outdoor activities. Please read each statement carefully, and indicate how well each statement describes your thoughts by circling the corresponding number. On the scale, 1= describes my thoughts **exactly** and 7= does not describe my thoughts **at all**.

Describes my thoughts exactly	Neutral					Does not describe my thoughts at all	
1.	2.	3.	4.	5.	6.	7.	

4.	The guides managed my safety appropriately.	1.	2.	3.	4.	5.	6.	7.
5.	During the trip there were times when I felt I was responsible for my own safety.	1.	2.	3.	4.	5.	6.	7.
6.	This trip was safer than I had expected it to be.	1.	2.	3.	4.	5.	6.	7.
7.	Safety and risk management on guided outdoor trips is the responsibility of <b>both</b> me and the guide/operator.	1.	2.	3.	4.	5.	6.	7.
8.	This trip was physically more challenging than I expected.	1.	2.	3.	4.	5.	6.	7.
9.	Participating in this activity, without a professional guide is not safe.	1.	2.	3.	4.	5.	6.	7.
10.	I accept that hazards are part of participating in outdoor activities.	1.	2.	3.	4.	5.	6.	7.
11.	At times, I felt unsafe on this trip.	1.	2.	3.	4.	5.	6.	7.
12.	During the trip, the guides and operator were <b>fully</b> responsible for my safety.	1.	2.	3.	4.	5.	6.	7.
13.	I accept that, even though I was participating in a guided trip, accidents <b>may</b> still happen.	1.	2.	3.	4.	5.	6.	7.
14.	Having completed this trip, I have a greater awareness of the hazards and risks associated with being in the outdoors.	1.	2.	3.	4.	5.	6.	7.
15.	The possibility of injury and accident was higher than I was informed of prior to me participating in this trip.	1.	2.	3.	4.	5.	6.	7.
16.	In general, I consider the outdoors to be a dangerous place.	1.	2.	3.	4.	5.	6.	7.
17.	I would have liked <b>more information</b> about safety <b>prior</b> to participating in my trip.	1.	2.	3.	4.	5.	6.	7.

<b>18.</b>	The pre-trip briefing gave me <b>all the necessary</b> safety information I needed for the trip.	1. 2. 3. 4. 5. 6. 7.
<b>19.</b>	The physical difficulty of this trip was <b>accurately</b> explained to me prior to my involvement.	1. 2. 3. 4. 5. 6. 7.
<b>20.</b>	The pre-trip briefing was a good description of the hazards and risks involved with the trip.	1. 2. 3. 4. 5. 6. 7.
<b>21.</b>	I did not have an accurate awareness of the hazards and risks <b>before the pre-trip briefing.</b>	1. 2. 3. 4. 5. 6. 7.
<b>22.</b>	The information I received <b>prior</b> to my arrival at [operator name], described the possible hazards and risks accurately.	1. 2. 3. 4. 5. 6. 7.

**23.** Thinking about your trip as a whole, would you recommend this trip to a friend?  
(Please tick )

1.  Yes                      2.  No

**24.** Please list your reasons, for the answer you gave in **Question 23 above**, in the table provided, starting with the most important reason, then the second most important and so on.

1.	4.
2.	5.
3.	6.

**23.** Please feel free to write any additional comments you may have, either about this trip or this questionnaire, in the box provided.

**This is the end of stage two. Thank you for taking time to participate in this project, your involvement is greatly appreciated.**

**Please return your completed questionnaire to the administrator now.  
Enjoy the rest of your holiday!**