Motivators for going on Holiday, with principle Focus on Extreme Sport

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration

Tourism and Hospitality Management

Submitted to Dr. Astrid Dickinger

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Vienna, 15th June 2012
Affidavit

I hereby affirm that this Bachelor’s Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

__________________________________  ______________________________________
Date                                     Signature
Abstract

In this bachelor thesis the author intends to answer the following research question: “Motivators for going on holiday, with principle focus on extreme sport”. The aim is to find out what motivates people who practice extreme sports to go on holiday and is extreme sports a motivator? In order to find the answer, the author uses qualitative research in form of in-depth interviews to analyze the data. 10 respondents between 20 and 26 years of age are interviewed about their holiday expectations and passion for extreme sport.

In the literature review the author provides a theoretical overview on motivation and its most important aspects. The author goes on to explain what makes people travel and mentions literature about the current growth of the extreme sport industry. Also included are different social groups who have their own particular needs when travelling, as well as the high risks associated with extreme sport.

Knowing tourists needs and motivators for going on holiday is of foremost importance for holiday destinations to survive on the competitive market. The author’s interest is to unveil the role extreme sport plays in holiday planning. Is it of importance or do people feel a vacation is simply about relaxing?
Acknowledgement

First of all I would like to thank my parents for enabling me to visit this lovely university. Studying at Modul University was a pleasure, as was meeting all the interesting people who I will keep as friends.

Furthermore, I would like to very much thank Dr. Astrid Dickinger for agreeing to be my supervisor and for giving me the support I needed throughout the writing of my thesis.

Finally, I thank the respondents for sharing with me their private thoughts regarding the thesis topic.
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1 INTRODUCTION

1.1 Presentation of the problem and focus of the thesis

In this very modern and technical world, the tourism industry has to keep up with the developments and different expectations of tourists. Knowing the motivators for why people go on holiday is very important for the tourism industry. If a person thinks of an activity that brings enjoyment and is satisfactory, he or she establishes motivation (Iso-Ahola, 1982). It is the strongest driver of travel behaviour because people are interested in satisfying their needs (Mayo and Jarvis, 1981). If the destination’s offer reflects the people’s desire, they have a greater chance to be successful.

There are many differences in why people choose a particular destination or particular “thing to do” for their holiday. Furthermore, the choice also depends on whether men, women, parents with children, couples, young or elderly people are planning the holiday.

In this thesis the research question will be how important extreme sport is in the tourism sector, in other words, if it is a motivator for people to go on holiday.

Yiannakis and Gibson (1992), identified 15 different tourist roles (Yiannakis and Gibson, 1992). These are:

1) Sun lover (Enjoys relaxing in the sun, prefers places near the ocean.)
2) Action seeker (Seeks parties, going to night clubs and one-night stands)
3) Anthropologist (Interested in the local citizens and learning their culture)
4) Archaeologist (Enjoys the history of the place his is visiting, views archaeological sites)
5) Organized mass tourist (Prefers organized package tours, like buying souvenirs and taking pictures)
6) Thrill seeker (Loves taking risks, chooses activities causing an adrenalin rush such as sky diving)
7) Explorer (Interested in exploring new places and like the challenge of reaching these)
8) Jetsetter (Seeks company of celebrities, stays in luxurious resorts and goes to exclusive night clubs only)
9) Seeker (Wants to find the purpose in life and enhance his spiritual and personal knowledge)
10) Independent mass tourist (Rather makes own arrangements but does also visit regular tourist attractions)
11) High class tourist (Travels first class, chooses most luxurious hotels and restaurants)
12) Drifter (Does not stay in one place for long, lives a hippie-type lifestyle)
13) Escapist (Wants to get away, enjoys peace and quiet in relaxing environments)
14) Sport tourist (Main goal is to pursue sportive activities during the holiday)
15) Educational tourist (On holiday for adopting new skills and expanding his knowledge) (McGuiggan and Foo, 2004 adapted from Yiannakis and Gibson, 1992)

This “Table of the 15 leisure-based tourist roles” (Yiannakis and Gibson, 1992) lists and explains the different types of tourists. It has been very helpful because it enables easy segmentation of holidaymakers and creates an understanding for the different desires and motivations people have.

It shows that they are all different, except for slight similarities between for example the “jetsetter” and the “high class tourist” and also the “thrill seeker” and the “sport tourist”. For the latter one of the main motivators without a doubt, would be extreme sports. Especially “thrill seekers” long for high excitement activities, including short emotional highs (Yiannakis and Gibson, 1992). On the contrary, for the “escapist”, who seeks peace and a relaxed holiday, extreme sports will probably not be a motivator.

The frequency of existence of the roles “thrill seeker” and the “sport tourist” will play a major part in finding out if extreme sports actually are a motivator for going on holiday and if it’s role in the tourism sector is significant.
Moreover, different countries have different motivators. Austrian citizens’ specific motivators for going on holidays will be addressed in this thesis.

Mountaineering is a popular type of extreme sport and especially attractive to thrill seekers. Like birdwatchers, also mountaineers are proactive in preserving the environment. Mountaineering comprises challenging, risky and physical activity, whereby the line between tourists and mountaineers hardly exists anymore. The consequence of this development is the decision of Adventure Tourism, to make mountains generally accessible to both: professional mountaineers and tourists (Beedie and Hudson, 2003), which indicates that this sport becomes more of a motivator for holiday makers.

Furthermore, when writing about extreme sports, one also has to take the danger and accident side into consideration. This Thesis will include the importance of ensuring safety for tourists, since any kind of injury or health problem could lead to negative word of mouth and consequently fewer visitors (Bentley and Page, 2001).
1.2 Aims of this BBA Thesis

The aim of this Thesis is to unveil the most common motivators people have to go on holiday. Special focus will be on extreme sports, as one wants to prove that it has become more and more popular for tourists to pursue adventures holidays. They return home with many new impressions and experiences bringing them to their limits.

Even though the focus will lie on extreme sports, there are of course other ways which enable people to find and live through new dimensions of excitement.

This paper will explain many different drivers which make humans go on holiday, as they simply want an escape from everyday life.

1.3 Research Questions

This thesis will unveil the motivators people have when planning a vacation, whereby the focus will lie on finding out which role extreme sports plays in this context.

*The aim will be to answer following questions:*

What are common motivators for holidaymakers?

What are the motivators for people doing extreme sports?

Is extreme sports a motivator?

Why do people choose to make extreme sports part of their holiday?

Which extreme sport is the most popular among the respondents?
1.4 Approach

The approach of writing this Thesis is examining secondary data and desk research, mainly about the topic “Motivators for Tourism” and “Extreme sports” and doing in-depth interviews with people who practice extreme sports. The respondents will include kitesurfers, off path skiers, water rafters, mountaineers and people with a passion for skydiving.

2 LITERATURE REVIEW

2.1 The Motivation Process

When speaking of motivation one refers to the process of making people act the way they do. When a consumer feels a need for a particular product or service the process of motivation leads him toward satisfying his need. As long as the person feels this need, he or she is in a state of tension and strives for either reducing or completely getting rid of the need. Two different types of needs are distinguished; firstly the need could be utilitarian. An example is when a person has the desire to buy many healthy vegetables to achieve a functional or practical benefit. Secondly, the need could be hedonic, which refers to it involving emotions and fantasies (Solomon, 2006).

The Marketers goal is to produce exactly those products and services that allow the consumers to reduce their tension caused by the need. Therefore, if a customer feels the need for an adventurous holiday, the travel agents goal is to find the most suitable options. If he succeeds the customer’s tension caused by the need is reduced or eliminated (Solomon, 2006).

2.2 Motivational Strength

Solomon (2006, 119) describes motivational strength as “the degree to which a person is willing to expand energy to reach one goal as opposed to another reflects on his or her underlying motivation to attain that goal”. There are many different theories that try to explain the reason for why people behave the way they do.
Many of them come to the conclusion that people have a limited amount of energy, which they use for the attainment of their individual goal.

2.3 Biological and Learned Needs

When the topic of motivation was first worked on, research explained behaviour as being an instinct and that all species are born with it. Nowadays this opinion does not count anymore because it is hard to prove whether an instinct really exists or not. According to Solomon (2006, 119) “an instinct is inferred from the behaviour it is supposed to explain”. For example, somebody has the longing to reach a higher status and to achieve this, the consumer buys a product that is a sign of status, like the newest BMW model (Solomon, 2006).

First of all Solomon (2006) describes the drive theory. Its main focus lies on biological needs. These biological needs cause an unpleasant state of arousal (Solomon, 2006) for example when a person has had a hard workout, he or she will feel very thirsty and be motivated to get some water as fast as possible.

Secondly, the expectancy theory is explained. In addition to the drive theory, it focuses more on cognitive factors. According to Solomon (2006) the expectancy theory proposes “behaviour is largely pulled by expectations of achieving desirable outcomes-positive incentives-rather than pushed from within” (Solomon, 2006, 121). An example is when we decide to buy one product instead of another because we are of the opinion it will provide us with a more positive outcome.

Lastly, the motivational direction is described by Solomon (2006, 121), he says “motives have direction as well as strength”.

When a person feels the need for a particular product, he or she has the possibility of choosing from a large variety. If a woman feels the need of having a new perfume, she has many different brands and smells to choose from to reach her goal. It is the company’s objective to convince the consumer that their product is the one that will help reach their goal more efficiently than the competition.
2.4 Motivations for going on Holiday

Identifying the motives people have for choosing a particular destination to go on holiday are very helpful for the operators of the tourist destinations. Until today, there are 9 motives that have been identified. These motives are separated into the socio-psychological and cultural category. According to Crompton (1979) the 7 belonging to socio-psychological are: Escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of relationships and facilitation of social interaction. The 2 remaining motives, novelty and education are assigned to the cultural category and start playing a role when a destination offers specific qualities (Crompton, 1979). In addition to these, the other 7 motives have nothing to do with the attributes a destination offers, they need the destination to function, Crompton (1979, 408) explains “as a medium through which the socio-psychological needs can be satisfied”. 

Especially because there are many more socio-psychological than cultural motives, the tourist industry should put greater effort into considering them when creating tourism products promotion strategies. According to Howard and Sheth (1968, 409) “disequilibrium or tension in the motivational system occurs when some need arises.” This disturbance makes the person look for something that satisfies his or her need and also, as Howard and Sheth (1968, 409) say, “restores the equilibrium”.

Since tourists tend to choose the destination that is able to satisfy their particular needs to the highest degree, destinations are in constant competition. Berkman and Gilson (1978, 409-410) state: “motivation is considered a critical variable because it is the impelling and compelling force behind all behaviour”. This indicates that destinations should always be aware of what the most current tourist motivators are.

Since more and more people have started to develop an interest in understanding what tourism is all about, researchers have changed their way of thinking too. They do not only consider the number of people that come to visit a destination and the money they bring- but are also eager to understand why they choose the particular
destination in the first place, why they decide to visit again, or for what reasons they
do not become repeat customers (Sue Beeton, 2006).

2.4.1 What makes People Travel?

Dann (1977) looked for answers to the question “what makes people travel”. In his
opinion, researchers merely kept their focus on “why people travel” and not on the
factors that actually make them choose a destination. The concepts of “pull” and
“push” play a significant role when the topic of tourist motivation is discussed.
“Push” factors are those that have to do with the traveller himself. Dann (1977, 411)
argues they are “socio-psychological motives of anomie which drive a person to
taking a holiday”, for example desperately needing a break after working hard for a
very long time, or simply needing an escape from everyday life. All these are “push”
factors that are the motivators for a person to take a vacation. On the other hand
are the “pull” factors, according to Dann (1977, 411), the “socio-psychological
motives of ego-enhancement, driving a person towards taking a holiday”. The
promotional activities a destination has to offer are regarded as a typical “pull-
factors”. Dann (1977) carefully watched some destinations promotional activities
and their effect on the decision making process of potential customers. Their
function should be to “pull-in” customer by showing them what they can acquire
and what awaits them if they choose this destination. If a person is looking for a
fancy hotel including a beach view and high class wellness Spa and a destination
promotes itself as being able to offer all these wants, it is very likely that the
potential customer will become an actual one (Dann 1977; Crompton 1979).
Dann (1977, 411) answers his question “What makes people travel” to the highest
extent through the concepts of “anomie” and “ego enhancement”, as mentioned
above. He states that “underlying the anomie hypothesis is the need that man has
for love and affection and the desire to communicate with his fellow man”. Dann
(1977) is of the opinion that people often feel left alone in their everyday life and try
to escape from this loneliness by going on holiday. Just the same, for Dann (1977,
411) the concept of ego-enhancement drives people to go on holiday.
He states: “man requires to be recognized, and travel provides opportunity for ego-
enhancement or self-recognition”.

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For Hill (1965) people go on holiday because they feel internally damaged and have the need for rest and an escape from everyday life to fill up their resources. When this person goes on holiday, according to Hill (1965, 411) “the holiday maker is hoping to take in and store ‘internal goods’ with which he will return enriched, regenerated and recharged to his own environment”.

2.5 Understanding Destination Choice

The choice of which destination holiday makers are going to choose is a very difficult one to anticipate for tourism researchers. Knowing more about this fact is of foremost interest to all parties offering a holiday experience, developing theories of tourism and for those responsible for marketing and the development of destinations (Moscardo, Morrison, Pearce, Lang and O’Leary, 1995).

The main areas investigated with the aim of finding out the reasons for why holiday makers choose a specific destination are: research developing destination choice models, research into destination image and attraction, research into travel motivation and market segmentation studies (Moscardo, Morrison, Pearce, Lang and O’Leary, 1995). According to Moscardo, Morrison, Pearce, Lang and O’Leary (1995), the Destination choice model is the best support in understanding the destination choice process from a theoretical perspective. Moreover, the destination choice model also has its focus on and identifies the destination image, investigating which offers are used to attract visitors.

There is also a third area which the destination choice model refers to as relevant concerning choice of destination; the market segmentation research. As explained by Moscardo, Morrison, Pearce, Lang and O’Leary (1995, 111), “it has links with images of destinations and understanding travellers”.

Lastly, because of the interest in understanding why people choose to travel in general, the area of travel motivation is the final aspect suggested by the destination choice model, as being relevant for choosing a particular destination (Moscardo, Morrison, Pearce, Lang and O’Leary, 1995).

All four areas of the destination choice model mentioned above, have contributed much valuable understanding about the destination choice process. Nevertheless, a
direct connection between travellers and destinations could not be established (Moscardo, Morrison, Pearce, Lang and O’Leary, 1995). As a result, Moscardo, Morrison, Pearce, Lang and O’Leary (1995) investigated the predictions collected from the destination choice model, with the purpose of bringing the connection between travellers and destinations closer together. Not only the destination choice model itself, but also many researchers propose that activities establish a link between travellers and destinations. Former studies connected to the destination choice model showed when travellers evaluated the destinations ability to satisfy their needs, the activities it offered played a significant role. This leads to the conclusion that if destinations are aware of the activities tourists enjoy and can provide these, they will not have problems attracting them. Gunn (1988, 111) defines attractions in his discussion of a functioning tourism system, “as the major resource offered to visitors by destinations, and attractions can be defined as places in regions that not only provide the things for tourists to see and do but also to offer the magnetism for travel.” Gunn (1988, 111) also explains that if a destination is eager to match demand to supply, it is necessary for the tourism planners to be aware of what activities their guests prefer most and their “actual participation in activities”. Likewise, the study of Moscardo, Morrison, Pearce, Lang and O’Leary (1995) resulted in there being a connection between the benefits travellers seek during their holiday and the activities they pursue. Moreover, because most destinations offer a range of activities, their destination vacation marketers are able to make sure they promote and communicate the right activities to the right segments. Activity-based travellers will be attracted by different offers than relaxation-based travellers. Furthermore, their study revealed three travel benefit clusters which all preferred different activities during their holiday, these are: social status, self-development and escape. This finding gives numerous destinations the opportunity of targeting their promotional campaigns more precisely and developing the right marketing strategies.
2.5.1 Understanding the Components of a Marketing Mix for Destinations

Morrison (1989) describes eight components of a marketing mix which also support precise marketing and enable better understanding of the needs and behaviours of the different types of tourists and their individual motivators. These eight components are: product, pricing, people, packaging, programming, place, promotion and partnership.

An example showing several of Morrison’s components is Queensland, Australia. This County has different features and attractions that are attractive to each of the three target groups (social status, self-development and escape). It is a very tropical and coastal region allowing access to World Heritage rainforests, beaches, tropical islands and the Great Barrier Reef. Considering Morrison’s first component “product”, Queensland offers a suitable holiday for the “escape group” with its wide range of beach activities, dining and entertainment.

Because of its access to wilderness, national parks and the option of going on short guided tours, Queensland is also able to satisfy basic needs of the “self-development group”. However, because Queensland does not provide a wide selection of museums or galleries and cannot offer enough options for historical or cultural activities, this group cannot be fully satisfied. Nevertheless, there are enough opportunities for the development of these missing opportunities which could lead to an increase in Queensland’s attractiveness for the second group.

The third group, “social status”, is the most difficult to satisfy for this destination as there are not many facilities for different types of sports such as golf and tennis which this group especially enjoys to undertake. In this case the destination has to make a decision of either adding the missing offers necessary to satisfy this clusters’ needs or to concentrate on the other groups and more or less leave out this market segment (Morrison, 1989).

Another of Morrison’s (1989) components is “packaging” and “programming”. Here tour operators offer specific packages for the specific market segments. Using the example of Queensland, packages targeting the “self-development group” consist of access to wilderness areas and allowing insight into Australian cultural activities. On the other hand packages targeting the “escape group” include high class dinners, casinos, the beach and should be held in the resort itself.
In fact, by using Morrison’s marketing mix components for promotion, especially valuable outcomes can be achieved. When shooting an advertising campaign, the needs of the different groups can be included, depending on which one is targeted. For example if an advertisement should be attractive for the “escape group” it should include the activities and features they are interested in. If Queensland develops an advertisement for this group, it would include the beaches, resorts and the possibility of water sport. The “self-development group” has a different set of needs, indicating that an advertisement targeting this group would need to consist of completely different features such as cultural activities (Moscardo, Morrison, Pearce, Lang and O’Leary, 1995). Moscardo, Morrison, Pearce, Lang and O’Leary (1995, 121), have determined “by providing a link between motivations and destination choice through benefits and activities, the present form of research promises to be of both theoretical and practical value”. Likewise, other experts in the tourism industry state peoples’ motivations for going on holiday lead to an understanding why people decide to go on holiday the way they do (Moscardo, Morrison, Pearce, Lang and O’Leary, 1995).

2.6 Different Theories about the Importance of Travel Motivation

Because travel motivation is one of the most essential issues in tourism studies and plays an important part in the development of tourism, it has always been a fundamental topic in tourism literature (Crompton 1979; Dann 1981; Galloway 1998; Veal 1997 and Wahab, 1975).

According to Crompton (1970), it is much more difficult to explain the critical factor “Why” people go on holiday, than “How, “When”, “Who” and “Where”. Gunn (1988), Mill and Morrison (1985) note that studying tourist behaviour begins with motivation. Furthermore, they say it encourages the understanding of systems of tourism. Crompton (1979), Iso-Ahola (1982), and Fodness (1994, 226) state “motivation is commonly seen as the driving force behind all actions”.

In spite of there being some consensus about the basic significance of motivation, according to Jafari in 1987, “no common theoretical understanding had emerged at that time”. Even today Jafari’s statement is accurate. Although there has been some
progress, this area of study has not been completely agreed on - neither on its theoretical, nor on its conceptual framework (World tourism organization, 1999). Although it is clear that this area of study is of foremost importance, there are nevertheless challenges in studying the topic. The usual techniques used to measure reasons for travel, for example “for pleasure” or “for business”, are too obvious. Therefore, Gee, Choy, and Makens (1984, 226) suggest that “the motivations or underlying reasons for travel are covert in that they reflect an individual’s needs and wants”. Also French, Craig-Smith, and Collier (1995, 226) are of the opinion that it is a great challenge to study travel motivation. For them the difficulty lies in “the wide range of human needs” and “methodological difficulties”. Moreover, according to Smith (1995, 226), “the universality of the topic potentially poses problems in constructing theories that apply across cultures.”

However, in face of all difficulties, the research on travel motivation continues extensively. Um and Crompton (1990) and Lue, Crompton and Fesenmaier (1993, 226), report “it has been widely suggested that various tourist visitation patterns are the result of a destination choice process that, in turn, is influenced powerfully by tourists’ motives and backgrounds”. Moreover, Mansfeld (1992) says, by improving travel measurement and motivation, the understanding of travel choice and travel behaviour will be enhanced. Moscardo et al. (1995) has a similar suggestion, that travel motivation will be more interesting to tourism managers and marketers if it is on the one hand connected to activities and on the other to destination choice. Pearce (1993, 226) says “although there has been awareness of the need to develop motivation theories, existing approaches only partially meet all requirements of a good theory”.


2.6.1 The Travel Career Ladder

The travel career ladder is one of the latest theories of tourist motivation. The focus of current research lies in the modification, development and possible growth of this theory (TCL; Pearce, 1988, 1991, 1993). The theory of the Travel Career Ladder (TCL) was created by Pearce (1988, 1991, 1993), Pearce and Caltabiano (1983), and Moscardo and Pearce (1986) and has its origin from Maslow’s (1979) hierarchy of motivation.

According to the travel career ladder, tourist motivation consists of the following five levels: relaxation needs, safety and security needs, relationship needs, self-esteem and development needs, and self-actualization and fulfilment needs. These needs are ranked as purported by Maslow (1970), starting with the relaxation needs at the bottom level, one rank higher come the safety and security needs, followed by relationship needs, self-esteem and development needs and at the highest rank are the fulfilment needs. In spite of this ranking, holiday makers do not resemble only one of these levels, but it is proposed that each traveller resembles one level stronger than others. The suggestions Maslow provided are only a partial appreciation of the origin of the travel career ladder, as also the idea of a career in leisure or tourism played a considerable part in the development of the travel career ladder (Hughes, 1937; Goffman, 1961). This concept says that the more holiday experiences people have, the more their travel motivation changes.

Pearce and Lee (2005, 227) explain, “people may be said to have a travel career, that is, patterns of travel motives that change according to their life span and/or accumulated travel experiences”. But until today the travel career concept has not yet been fully applied in motivation research. However, Pearce and Lee (2005, 227) report “the idea of career has been recognized in the leisure research area with the concept of specialization”. This concept in turn was developed by Bryan (1977, 227) who suggests, “there are distinct classes of participants who exhibit unique styles of involvement for a given recreational activity”. Bryan (1977) claims that when the simple participation of a person in an activity becomes a “very focused involvement” (Bryan, 1970, 227) he or she has developed specialized interest in the activity. This newly developed specialization concept has been approved by many leisure studies and increases the meaningfulness of the “career” approach to the study of tourism (Chipman and Helfrich, 1988; Kuentzel and McDonald, 1992; McFarlane, 1994).
2.7 Importance of Authenticity in Motivation

The concept of authenticity has a long history (Pearce and Moscardo, 1986) and has its genesis in Heidegger’s (1967) idea of “eigentlich da sein”-authentic existence. Yet, for Heidegger (1967) the main interest lay in the “authenticity of the existing subject” (Waller and Lea, 1995, 111), and when speaking of Tourism “it is the authenticity of the gazed-upon object that comes into question” (Waller and Lea, 1995, 111). McCannell (1973) was the first who made a connection between the idea of authenticity and tourist’s motivation for going on holiday. Waller and Lea (1995, 111), explain, “if the object is not authentic, then the subject’s experience of it cannot be”. McCannell (1973) proposes that tourists search for authentic experiences during their vacation because they do not find these in their daily routine. He considers Goffman’s (1959) concept of front and back regions and separates places for tourism into the two. Front regions are the ones where people try hard to deliver an authentic experience for their tourists. On the contrary, in the back regions the people continue their everyday lives whether tourists are visiting or not. Most places however, provide a mix of back and front. McCannell (1973, 111) claims that although “tourists demand authenticity” from the region they are visiting, it is often difficult to differentiate between true authenticity and played authenticity which is only an act.

In contrast, Boorstin (1961, 111) is of the opinion that the term “tourist” describes people who are willing to experience “pseudo-events” and are not really looking for authenticity. They enjoy the kitschy things destinations provide for them. For Boorstin (1961) the term “traveller” describes people who truly seek authenticity from the place they visit. McChannell is not in accordance Boorstin’s view.

Cohen (1979a) offers the idea of five different models of tourist experience. He says there are many different reasons to go on holiday, instead of only one single tourist type. Cohen’s (1979a) five different modes are: recreational, diversionary, experiential, experimental and existential models. He is aware of the fact that this model is contemplative and agrees that it is necessary to consider holiday makers percipience of a scene. Furthermore, according to Cohen (1979a), it is not difficult to depict tourism settings as front stage or back stage because it is necessary to differentiate the nature of the particular place from the impression it gives the holiday maker. Pearce and Moscado (1986) add the argument that not only the
manner of the perception of a particular place counts when exploring how authentic it is, but also the fact that peoples demand for authenticity could change. Therefore, Pearce and Moscado (1986, 112) conclude, “enjoyment of a situation will be mediated by people’s preferences for authenticity as well as their perceptions of it”.

2.8 Different Groups with Different Holiday Motivators

2.8.1 Motivators of Gays

The gay tourism market has been growing steadily in the last couple of years. According to Thompson (1997, 615), “it is a very lucrative niche market, especially in the USA”. The London Tourist Board in the United Kingdom is supporting gay and lesbian travelling. It hosts tourism exhibitions for this niche and makes sure American men are aware that London is able to offer them a perfect holiday matching their needs (Kennedy, 1998). Other cities are also trying to attract gays’ attention. Events in Amsterdam like the “1998 Gay Games” or “the Sydney Mardi Gras” are just two of many examples (Clift & Wilkins, 1995). But this development does not only have advocates. Especially citizens of the Bahamas and the Caymen Islands are not pleased with so many gays and lesbians arriving (McDermott, 1998). Moreover, in the United Kingdom a questionnaire reviled that not all guest-apartments and hotels are happy with accommodating gays or lesbians in double rooms (Tuck, 1998).

Recent British surveys have explored the assumption, that for many young gays the possibility of having sex with new partners during their holiday is a strong motivator and the outcome supports this assumption (Ford&Eiser, 1996; Bloor et al. 1997; Thomas et al., 1997; Anon, 1997). Taking this into account, the destinations gays like to visit, such as the Greek Island Mykonos, Ibiza, Sitges, Gran Canaria, London, Florida, or L.A., make a point of supplying their potential gay visitors with travel guides. “The Spartacus” (Gmünder, 1997) is one of these guides and offers all necessary information on the right places and contexts providing opportunities for sex (Clift and Forrest, 1999).
2.8.2 Motivators of the Mobility Disabled

The mobility disabled are another group that have their own particular motivators for going on holiday. There most important one is that there should not be much risk connected to their holiday. This has its origin from them receiving their severe injuries during exercising extreme sports such as sky diving or motorcycle racing (Ray and Ryder, 2003). Another need the disabled have is for their hotel to be accessible. They are often sceptical of their travel agent being able to find a hotel which really enables them easy access to all facilities despite being captured in a wheelchair (Ray and Ryder, 2003). In spite of their disability many physically impaired people have an interest in sports and outdoor activities. Therefore, hotels that offer wheelchair sport such as quad rugby are clearly more attractive for this consumer niche (Ray and Ryder, 2003). Also a simple activity such as gardening brings much enjoyment to disabled travellers (Fost, 1998). As reported by Holmes (1999, 62), “many companies have made or adopted specific products so that the disabled can participate.”

Nevertheless, offering the handicapped what they need is more difficult than one expects, especially for the airline industry. The airport is the place in which the troubles of going on holiday start. If something goes wrong and a flight is delayed or cancelled, mobility disabled people are caught in their wheelchair. Others without this handicap can sleep on the floor or on benches while waiting for the problem to be solved (Ray and Ryder, 2003). But the mobility disabled have to sit up in their chair for hours or in the worst case even for a few days, which is very tiresome. Moreover, if the battery of the wheelchair runs out it becomes immobile and the disabled person cannot move at all. In this kind of situation, an eminent motivator of mobility disabled people is to be supplied with a new wheelchair from the airline until their own can be recharged or fixed. But this is not easy because, first of all, free cots from the Red Cross are reserved for only “really sick” people. Secondly, according to the national council on disabilities (Consumer Reports Travel Letter, 2000), this request can often not be honoured because the wheelchairs are a false promise and in reality do not exist. However, if the rare case occurs and a wheelchair does exist, it is in most cases only provided in connection with a long delay. Reynolds (2000) explains that there has been a large increase in disabled people complaining about the way they are being treated by travel businesses. Because of all the troubles the mobility disabled have to face and the fact that their
needs cannot be met as efficiently as they should, Mann (1999, 57-58) announces that “there is a sense that Congress is ready to pass intervention legislation unless the US airline industry ‘cleans up its act in the handling of and treatment of passengers’”. This seems to have an effect, as the Consumer Reports Travel Letter (2000) informs that airlines assure a great improvement in their services toward disabled people. Yet it remains arguable if they hold their promise and establish beneficiary programmes (Consumer Reports Travel Letter, 1999; Consumer Reports Travel Letter, 2000). The main purpose of discussing this matter is not only to make aware of how bad the airline service toward disabled people is, but much more to find out their actual travel needs and travel motivation. The Wall Street Journal (Pager, 1999, 58) introduces the disabled as “a very important and increasing consumer niche”. They have more money to spend than one would expect and are an ample group which continues growing. As reported by the Census Bureau (Kahn, 2000, 65) “there are almost 50 million disabled consumers in the United States”. If destinations and businesses choose to target this consumer niche, it will probably not only turn out to be feasible but simultaneously “show concern for diversity and sensitivity” (Williams, 1999, 58).
2.8.3 Motivators of the Japanese

The Japanese are another large group which has its own particular motivators for going on holiday. It is a fact that Japan managed to achieve the world’s biggest growth in outbound international tourism in the 1980’s (Ahmed and Krohn 1992; Hall 1994) and as Polunin (1989), Sharpe and Ziff-Levin (1990, 33), state, “it became recognized as Asia’s leading generator of international tourism.” Due to this it is especially interesting for destinations to be aware of the specific needs and motivators Japanese visitors have.

The study conducted by Cha, McCleary and Uysal, (2008) found that for Japanese holidaymakers the motivation factors that hold particular significance are knowledge and adventure, but also relax, travel bragging, family and sports are very important to them (Cha, McCleary and Uysal, 2008). For the Japanese culture it of especial interest to attain as much knowledge as possible and be able to experience adventure during their holiday. Because travelling abroad is a symbol of status for the Japanese (Lundberg and Lundberg, 1993) and working hard and especially long hours is still part of their culture, it is a notable difficulty to be able to take a leave and visit a foreign country. Hence, when thinking of going on holiday the Japanese should always keep in mind, that the knowledge and adventure motivators give them the possibility to see new sides of the world, explore new cultures and learn something new. Also, all this enables them to perform their job more efficiently, as they have collected additional know-how and broadened their horizon (Cha, McCleary and Uysal, 2008).

For Cha, McCleary and Uysal (2008, 38) the purpose of their study was “to delineate the motivations of Japanese overseas travellers using a factorcluster market segment approach”. The Japanese respondents were split into three different groups, based on their six primary motivation factors. These groups are: sports seekers, novelty seekers, and family or relaxation seekers (Cha, McCleary and Uysal, 2008). Moreover, according to Cha, McCleary and Uysal (2008, 38), “this finding can be useful to marketers when planning marketing strategies such as promotion and product development because it provides the different motivation factors for the different clustered groups”.

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2.9 Extreme Sports

Pursuing extreme sports has become more and more popular over the recent years. Especially the Himalayan and Polar regions are having many overseas visitors looking for excitement and according to Gyimóthya and Mykletunb (2004) they go there to perform different kinds of trekking, white water rafting, rock climbing and of course mountaineering. It is a phenomenon to psychologists that there are so many people who choose to perform these risky and often life threatening activities. According to Gyimóthya and Mykletunb (2004) these people are looking for an escape from everyday life and are seeking experiences that only very few others have experienced before. Especially researchers have an interest in finding out more about the motivation people have for performing very dangerous types of sports. As mentioned in the introduction, Yiannakis and Gibson (1992), identified 15 different tourist roles:

1) Sun lover (Enjoys relaxing in the sun, prefers places near the ocean.)
2) Action seeker (Seeks parties, going to night clubs and one-night stands)
3) Anthropologist (Interested in the local citizens and learning their culture)
4) Archaeologist (Enjoys the history of the place his is visiting, views archaeological sites)
5) Organized mass tourist (Prefers organized package tours, like buying souvenirs and taking pictures)
6) Thrill seeker (Loves taking risks, chooses activities causing an adrenalin rush such as sky diving)
7) Explorer (Interested in exploring new places and like the challenge of reaching these)
8) Jetsetter (Seeks company of celebrities, stays in luxurious resorts and goes to exclusive night clubs only)
9) Seeker (Wants to find the purpose in life and enhance his spiritual and personal knowledge)
10) Independent mass tourist (Rather makes own arrangements but does also visit regular tourist attractions)
11) High class tourist (Travels first class, chooses most luxurious hotels and restaurants)
12) Drifter (Does not stay in one place for long, lives a hippie-type lifestyle)
13) Escapist (Wants to get away, enjoys peace and quiet in relaxing environments)
14) Sport tourist (Main goal is to pursue sportive activities during the holiday)
15) Educational tourist (On holiday for adopting new skills and expanding his knowledge) (McGuiggn and Foo, 2004 adapted from Yiannakis and Gibson, 1992)

This list is helpful, as it allows an easy segmentation of holidaymakers and creates an understanding for the different desires and motivations they hold. For those allocated to the group of “anthropologists”, the point of travelling is to meet new, interesting people, discover foreign places and explore unknown cultures. Holiday makers such as “thrill seekers” or “sport tourists” are after something different. They do enjoy foreign scenery like most other tourists, the difference lies in how they see it. “Thrill seekers” are adrenaline junkies and for this reason find a scenery much more appealing when it has some kind of exciting activity attached to it. For example water rafting through a river at a rapid pace instead of just a gentle boat ride. Or bungee jumping into the canyon’s instead of simply having a walk through them (The world’s best travel experiences for thrill seekers, Travel Grove.com).

2.9.1 What is Really Extreme?

If one only considers the theoretical aspect, any kind of tourism can be seen as extreme and adventurous because it is an escape from everyday life and the holiday makers seek the new and unknown (Gyimóthya and Mykletunb, 2004). Adventure tourism consolidates travel, sport, and outdoor recreation (Beddie and Hunson, 2003). Christiansen (1990) and Trauer (1999, 626) report, “it might be considered a growing subset of tourism”. According to Simmel (1971, 857), “the most general form of adventure is a dropping out of the continuity of life”. Moreover, he says that “it includes a constant dialogue and comparisons between the mental images and perceptions”. This can be approved as true for every holidaymaker, no matter if he or she is experiencing an exciting safari type holiday, or a relaxed city trip (Cohen, 1979).
For many people it is a mystery why anyone would put his or her live into danger by doing extreme sports. Whether it is water rafting down the steepest waterfalls, climbing up the highest mountains or bungee jumping into a canyon, all these activities go hand in hand with an extreme risk. It is hard to understand what drives these thrill seeking sportspeople. According to Ewert (1989, 857), “that is probably the reason for describing adventure tourism in terms of motivation”.

Outdoor adventures can be very different concerning their extent of danger. This fact raised discussions about what can actually be defined as real adventure and extreme sport (Weber, 2001). If one compares white water rafting and geocaching, which is an outdoor game in which the participants go on a treasure hunt using GPS-enabled devices that navigate to a specific set of GPS coordinates where the participants hope to find the hidden geocache (Geocashing.com). Both of these sport types are set outdoors and adventurous, but nevertheless white water rafting is by far more dangerous than geocaching.

Walle (1997, 57) is of the opinion that activities like fly-fishing or birdwatching are “dominated by intuitive or conscious insight and knowledge seeking”. Birdwatching is a type of wildlife recreation that has increased in popularity (U.S. Fish and Wildl. Serv. 1988) and the already considerable number of participants is said to be continuously growing (Filion et al. 1992). According to Hvenegaard et al. (1989), Wiedner and Kerling (1990, 361) “it strongly represents a potential economic and political influence for wildlife conservation efforts.” For this reason it is important to make sure that birdwatchers requirements are met, in order to achieve the conservation of wildlife and gain as much support as possible. Nevertheless, Weber (2001, 857) is sceptical as to whether birdwatching and similar types of sports should be described as adventurous or extreme, as they do not contain any associations with “danger, risk, loss or jeopardy” (Weber, 2001, 857). Gyimóthya and Mykletunb, (2004) are of the opinion that the answer to the question whether risk or insight are the most important motives or side effects in adventure tourism especially depends on the pull and push factors. Furthermore, people who live in the secure western world, are said to lack the “Ulysses factors”, which is “the experimental search for novel and uncertain experiences as a basic human motivation” (Anderson, 1970, 857-858). They are not satisfied with their lives and yearn for more exciting activities and happenings that activate them. By engaging in extreme and adventurous sports
they are able to satisfy their “Ulysses-needs” (Anderson, 1970). In addition, these activities also enable the sportspeople to achieve status, self-actualization and also enables them to construct a new identity (Anderson, 1970).

2.10 Hard and Soft Tourism

Mountaineering has become progressively more popular. In former times Mountaineering involved either walking or climbing. Beddie and Hudson (2003, 626) explain that until today mountaineering has been “subdivided, re-invented and redefined: Climbing is now adventure climbing or sports climbing; abseiling has become an end in itself; hill walking in exotic places has been redefined as trekking; scrambling has emerged as a hybrid activity with its own definitive guidebooks; cycling has moved `off-road´ as mountain biking; canyoning has emerged as an adventure activity, and bungee jumping is now well developed”.

People particularly enjoy spending their adventure holiday in the mountains because they offer, as Hamilton-Smith (1993) calls it “serious leisure”. Holiday makers that choose to make adventure the centre of their vacation, are looking for exciting, unforeseen situations that take them to their limits and offer new experiences and challenges. They are aware of the fact that there is no guarantee of them remaining unharmed during their adventure, but this is precisely the excitement they wish to generate (Beddie and Hunter, 2003)

Due to the fact that more and more thrill seekers are drawn to the mountains, tour operators are motivated to offer increased numbers of adventure trips. This may, in future, lead to a discussion about whether the difference between real mountaineering and adventure tourism needs to be highlighted or not.

Possibly the amount of adventure one engages in is the most important factor when it comes to the development of adventure tourism. According to Price (1978, 627), “adventure by numbers” cannot be extant because, as Miles and Priest (1999, 627) explain, “Adventure is broadly accepted to be about uncertainty of outcome”. The real and true outdoor recreation is an activity that is not planned and the outcome has to be uncertain (Priest, 1999).

The classification of adventure tourism is a complex concept. A study was undertaken by Sung, Morrison, and O’Leary (2000, 632) in which they described six
specific groupings: soft nature, risk equipped, question marks, hard challenge, rugged nature, and winter snow. According to them, “activity should be one of the primary bases used to analyse adventure tourism”. Also the Adventure Travel Society (2000) is of the opinion that adventure tourism must be classified according to activity. They divide the different types of extreme and adventurous sports in to either “soft” or “hard”. The “soft” types are camping, hiking, biking, animal watching, horseback riding, canoeing, and water skiing and the “hard” types of sports are mountaineering, white water rafting, scuba diving, and mountain biking (Adventure Travel Society, 2000).

2.11 Accidents in Extreme Sports

The safety of tourists while performing any kind of extreme sport is of great importance to the country they are visiting and in which they are exercising the risky sport. Even though New Zealand is a small country, it has the possibility of offering a large variety of extreme sports and is known as “The adventure capital of the world”. It’s landscape, of which one third is a nature reserve, allows tourists to through live amazing experiences and exciting outdoor activities. The variety reaches from bungee jumping, over walking on a glacier through to skiing on an active volcano or abseiling into a canyon (Adventuresportsholidays.com, 2012).

According to Page and Meyer (1996) overseas tourists are in greater danger of getting hurt during adventure tourism which is especially due to an unknown road environment and foreign marine. A destination has to take especial account of this fact, as safety is of particular importance concerning the image of the country. If a place is known to be unsafe and has a reputation for having accidents happen, tourists will start to distance themselves from this destination and search for a safer one.

Page and Meyer (1996, 707) found New Zealand to be a “safe, clean and relaxed environment”. It’s adventure industry has been growing at a fast pace which leads to the necessity of reviewing safety standards, because the more extreme sports is performed - the higher the possibility of accidents. Many agencies in New Zealand decided to examine the existing safety regulations and as a result the discussion
paper on “Safety Management in the Adventure Tourism Industry” authored by the Tourism Policy Group (Ministry of Commerce, 1996) and other initiatives emerged. The paper mentioned above makes a point of explaining how important it is for all the involved to understand how much risk and danger is involved in pursuing extreme and adventurous sports. Furthermore, it documents accidents that happened in the past and also supports the formulation of safely policies. The Ministry of commerce (1996, 707) define adventure tourism as “commercially operated activities involving a combination of adventure and excitement pursued in an outdoor environment”. It is estimated that 10% of overseas tourists that visit New Zealand, come to perform an adventurous and exciting activity (International Visitor Survey 1992–93, New Zealand Tourism Board, 1993). Of the 10% about 200,000 choose to do jet boat riding and 50,000-100,000 choose rafting, caving, mountain biking or even bungee jumping. All these activities behold different levels of risks. When speaking of activities with a low level of risk, tramping or bushwalking would be mentioned. In addition activities of higher risk would be mountain recreation (Johnston 1989) and the especially dangerous white water rafting (Greenaway, 1996; McLaughlan, 1995; Hall and McArthur, 1991 and Weiss, 1991) which according to Hall and McArthur (1991) causes 70% of adventure injuries and 50% of deaths in Australia.

Even though the health of tourists seems to be of interest to researchers, except for the report on this topic composed by the World Tourism Organization (1996), there is too little focus on tourism safety (Page and Meyer 1996). Safety measures are very important factors for tourists when choosing a destination and should therefore be taken seriously if the destination wants to build a good reputation for itself (Bovet 1994; World Tourism Organization 1996 and World Tourism Organization, 1996).

2.12 Tourism in Austria

For the Austrian service sector tourism plays a particularly important role. Moreover, it is number one of the world when it comes to the highest tourist revenue per capita. Austria’s main attractions are the Alps where visitors from all over the world come to pursue different kinds of sporting activities in both the winter and summer seasons (Solsten, 1994).
Regions offering skiing holidays are dependent on having enough snow. If there is too little snow, visitors tend to go to higher altitude regions, because these have more possibilities of offering natural snow due to the very low temperatures. Tourists are in favour of the natural snow experience and only except fake snow provided by snow machines for a short duration. Therefore, if ski slopes consist of fake snow instead of natural snow for their entire holiday, tourists will be dissatisfied (Unbehaun, Pröbstl, Haider, 2008). Concerning the summer season, mountaineering, mountain biking, canyoning, paragliding, rafting and kayaking are the types of sports people come to pursue in the Austrian Alps (austria.info, 2012). According to Statistic Austria (2012) Austria has gained 2.1% of overnight stays in this year’s winter season 2011/2012 compared to last year. Furthermore, since tourism in Austria is an ever-growing sector in the Austrian economy and continues to grow steadily, much money is being invested. This is done to accomplish an even better transport and summer sports infrastructure, as well as to meliorate the systems of the ski lifts. By attaining these enhancements, tourism in Austria aims to offer an outstanding holiday experience 365 days of the year (Austrian National Tourist Office, 2012).

3 Hypothesis

These hypotheses are based on findings from literature and stated according to the predictions associated with the research question “is extreme sport a motivator for going on holiday?”

1) If a person decides to go on holiday and enjoys practicing extreme sport, then he or she will choose a destination offering extreme sports.

2) If someone enjoys windsurfing, then this person will choose to go to the sea for his or her vacation.
3) If someone enjoys skiing, then this person will choose to go to snowy mountains for his or her vacation.

4) If a person is adventurous, then he or she will not only want to relax during his or her holiday.

5) If a person who practices extreme sports has taken all necessary precautions, then it is less likely for him or her to have an accident.

6) If a person’s family or close friends are into a particular type of extreme sports, then this person will get into doing this particular sport to.
4 Methodology

4.1 Qualitative Research

When differentiating qualitative and quantitative research one finds that even though they are very opposed one cannot distinguish them completely. Qualitative research is when primary data is collected by asking questions to a small amount of interviewees and also observes them. In addition quantitative research is performed with a large amount of respondents and data is collected by distributing questionnaires with specified questions.

More typical differences between the two methods are (Hair, Busch et al., 2000):

- Time of execution: qualitative methods have relatively short time frames, quantitative methods significantly longer time frames.
- Type of analyses: qualitative methods use subjective, interpretive or semiotic analyses. Quantitative methods in addition use statistical, descriptive, causal predictions and relationships.
- Generalizability of results: The generalizability is very limited with the qualitative methods and very good with quantitative methods.

Researchers use qualitative research methods for example, when they attempt to find out business problems or opportunities, have an interest in developing a new product or repositioning product and service images that are currently on the market. A further reason for using qualitative research is when they are in the position of developing measurements that should support the investigation of specific market factors (Hair, Busch et al., 2000)

The main advantages for using qualitative methods are that the data collection is timely and economic since there are only few respondents involved, as well as the fact that it provides in-depth data about what the interviewees think, believe, feel, their emotions and attitudes. Very advantageous is also, that the researcher is able to record actual behaviours himself and does not have to trust reported behaviours. A Disadvantage of qualitative methods is the lack of generalizability, reliability and validity. Another is the difficulty of finding well-trained researches that have the prerequisites and can perform all the necessary steps for conducting qualitative
research. (Hair, Busch et al., 2000). Researchers need to be talented in interpersonal communication and be able to interpret what the respondents are saying. This is not as significant for quantitative researches. Furthermore, the use of open ended questions, a non-structured format and only a limited number of respondents is typical for the collection of qualitative data. This type of data collection is used in most explorative research attempts. Quantitative methods consist of structured questions, a large amount of respondents and the research is descriptive and causal (Hair, Busch et al., 2000)

### 4.2 In-depth Interviews

One of the qualitative research methods is the in-depth interview. It collects useful qualitative data which can be used for many different purposes, for example identifying issues, refining programs, assessing needs or strategic planning. In-depth interviews are performed by asking open ended questions and through these the depth of information from a small amount of participants is discovered. It is a very different method compared to surveys. An In-depth interview is a discovery-oriented method which allows the interviewer to reach deeply into the interviewee’s thoughts, opinions and feelings towards the particular subject. The characteristics of in-depth interviews also include open-ended questions which should start with, for example “why” or “how”, so the interviewee cannot just answer “yes” or “no”, but gives a detailed answer. Moreover, in-depth interviews have a semi-structured format. Although the questions that lead through the interview are planned, it is of importance that the interview is conversational and further questions follow from previous answers. While performing an in-depth interview the interviewer records what the respondent is saying and observes him or her carefully concerning verbal and non-verbal behaviours. The interviewer conducting the in-depth interview should be open minded, not judge or criticize the respondent. He should be flexible and responsive, patient-let the respondent take his time when answering. Being a good observer and of course a good listener are very important attributes, as well as attending fully to what the respondent is saying. The interviewer should paraphrase the interviewee’s words to
show he is paying attention and also must reflect on the emotions coming across (Guion, Diehl and McDonald, 2006).

Kvale (1996) discovered seven stages for conducting in-depth interviews which should help running through ones work correctly and efficiently:

Stage 1: Thematizing. This stage describes the importance of clarifying the purpose of the interview.

Stage 2: Designing. After the purpose is clear the interview process should be designed in such a way that the desirable information can be determined.

Stage 3: Interviewing. In this stage the actual interview takes place.

Stage 4: Transcribing. After having performed the interview the stage of transcribing comes, in which the interviewer writes out all questions and answers he recorded during the interview.

Stage 5: Analysing. In the 5th stage the interview transcripts are analysed and the interviewer reads out and identifies the most important themes mentioned by the interviewee.

Stage 6: Verifying. Here the gathered information is examined to make sure it is credible.

Stage 7: Reporting. In this last and final stage the outcome of the in-depth interview is shared. The person who performed the interview does this by either writing a report or reporting orally. (Kvale, 1996)

4.3 Selecting Experts

It is of great importance that the selected researcher is well educated in the field of study. If not, it is advised to do additional research on the topic and to inform oneself about the knowledge of other researchers concerning the relevant literature. Another way a researcher can broaden his or her knowledge is by speaking to a person who has already done this type of research and has worked
with the topic of interest. According to Babbie (1998) this informant’s knowledge consists of a mix of facts and personal points of view. Moreover, Babbie (1998, 12) states “It would be ideal if the relationship between the researcher and his informant goes beyond just the researcher’s research role”. Babbie (1998, 12) also explains “the researcher makes a point of choosing a type of informant that is mostly typical for the group studied- someone who has the right views and opinions”. Even though this seems to be the best way, Babbie (1998) warns that a well educated informant is often willing to take part in the investigation because it makes him or her especially important. This leads to the fact that the focus shifts away from the researcher himself, who should actually be the one playing the main role in the investigation.

An expert is defined by Rubin (1995, 12) as being “a person with in depth knowledge about a research topic”. The expert gets his knowledge either by having worked in that particular field or by having done much research on the topic. It is expected from the experts, that they have no problem with talking about their experiences and knowledge concerning the topic of interest and are willing to share it with the current researchers. As stated by Shaw (1999, 12-13) “it is crucial for the respondents to be questioned in a place they are familiar with and feel comfortable in”. Difficulties many researchers have to face, especially when wanting to conduct an interview with an executive, is firstly the fact that it is costly and secondly, it can take a long time until they manage to get an appointment (Hair, Busch et al., 2000). How many interviews are conducted depends on the quality of the data and also how complex it is. If after a couple of interviews the answers of the respondents start to overlap, it is a sign for the researcher of having conducted enough interviews and for having collected the necessary information (Rubin and Rubin, 1995).

Furthermore, Rubin and Rubin (1995) explain that because in qualitative research the quality, richness and content of information counts more than the number of equal answers, this is a rightful way of evaluating the necessary amount of interviews.
4.4 Field Phase

In this thesis the aim is to find out whether extreme sport is a motivator for people to go on holiday. Therefore, in-depth interviews will be performed with several people who have done and are still actively doing extreme sport. The respondents are going to be questioned in order to find out which types of extreme sports are the most popular and if extreme sports is a reason for them to go on holiday. The interviewees are going to be asked about their experiences, how they got into extreme sports, what they feel when practicing it and if their holiday is only complete when including some kind of exciting activity.

The key questions of these interviews are going to be:

1) How would you describe the perfect holiday? Does it include extreme sport?
2) When you go on holiday, what are the main motivators?
3) Is extreme sport one of them?
4) How does this influence your holiday planning?
5) What type of extreme sport do you practice?
6) When did you start?
7) How did you get into it?
8) Do you consider it dangerous? Have you had any accidents?

After the interviews are concluded the outcome will show what the respondents think about extreme sports, what it does for them and if they would suggest it being a motivator.

On the one hand the outcome could be that extreme sport is a motivator and the respondents could not imagine a holiday without extreme sports being a part of it. On the other hand they could say extreme sports is a hobby of theirs and they like to practice it during their leisure time, but particularly when away on holiday they rather relax and do nothing.

The method in-depth interview is going to explore the opinions and feelings of the respondents towards extreme sports. The findings will clarify if extreme sport contributes to holiday experiences and if it is a motivator for going on holiday.
5 Results

5.1 Description of the Sample and Process

In order to answer the research question and identify whether extreme sports is a motivator for people to go on holiday, the author chose 10 respondents, 6 men and 4 women. They originated from Austria, Italy, Ecuador, Germany and Croatia and were between 20 and 26 years old. The factor they all had in common was their passion for extreme sport. Especially kitesurfing was popular amongst the respondents, but also scuba diving and snowboarding. One of them was a particular adrenalin junkie and did her first sky dive when she was only 16 years old. Another respondent is part of Italy’s national team of snowboard cross and will participate in the x-games and world cup competitions. He especially was not able to imagine a holiday without exciting activities. Only one of the respondents was into martial arts. He practices muay thai and links his destination choice to this extreme sport, which results in him going to Thailand often. Moreover, he is one of the best examples for a true “thrill seeker” as he longs for excitement and gets depressed if he cannot satisfy his need.

All 10 respondents where asked 8 questions about the topic using in-depth interviews. The author made use of the social network “Facebook” in order to find appropriate respondents. A large number of people volunteered and the most diverse and interesting were chosen as the sample. A convenient location was selected for the respondents, as it was of importance for them to feel comfortable in their surroundings. The interviewer travelled to meet the respondents; either at work, university or their homes. Each interview lasted between 20 to 45 minutes and the whole series was completed over a period of 3 weeks. The interviewer took notes of the responses and additionally made use of a voice recorder.

The respondents were very happy to talk about the topics holiday motivation and extreme sports. They were eager to give the author much insight into their passion. All of them were proud to be into their type of sport, as it seems to show braveness and strong self-confidence if one dares to practice such activities.
5.1.1 Key Findings

The findings collected through the in-depth interviews point into a very clear direction. The majority of respondents claimed extreme sports is their main motivator when going on holiday.

Respondents need for extreme sports during their holiday

“Being on holiday is not just about lying around on the beach, I need excitement and want to do something extreme” - Respondent interview 3, male, age 22

“First of all there must be the possibility of doing something adventurous when on holiday” – Respondent interview 4, female, age 26

“Being on holiday is not only about lying in sun but having exciting experiences” – Respondent interview 5, male, age 23

Concerning the question “How would you describe your perfect holiday”, 7 out of 10 interviewees responded by including the beach. It seems to be the place where people are best able to forget the worries of daily life.

Examples of the respondents perfect holiday:

“For me the perfect holiday is simply relaxing on the beach and being in the sunshine” – Respondent interview 9, female, age 23

“The perfect holiday includes travelling to different beaches, having perfect weather and kitesurfing” – Respondent interview 6, male, age 21

“For my perfect holiday I need warm weather, the beach and many activities” – Respondent interview 4, female, age 26

For each and every respondent extreme sport was a motivator for going on holiday. Most of them described it as being something they cannot do at home, due to too little time or lack of the necessary resources. Moreover, they are seeking life experiences out of the norm in order to get their minds away from what is happening at home.

To the question how they got into extreme sport, most of them had the same reason: their family or friends. Only 3 of the respondents started doing extreme
sports without any influence from someone else. One of the respondents stated that skiing had simply become too boring for him. He is always on the lookout for new challenges and therefore decided to start snowboarding, as it is less controllable than skiing.

Examples of how respondents got into extreme sports

“Skiing was not exciting enough I switched to snowboarding”- Respondent interview 3, male, age 22

“My older brother was into kitesurfing and kayaking so I figured why should I not try it too”- Respondent interview 2, female, age 21

“I got into kitesurfing because my dad is the sales manager for “best kiteboarding” in Germany.”- Respondent interview 6, male, age 21

Furthermore, each interviewee was very much aware of the danger that extreme sports beholds and 6 of the 10 respondents actually did get injured. Kitesurfing turned out to be the most dangerous extreme sports amongst the respondents as it caused the most injuries.

Examples of respondents’ accidents:

“During kitesurfing I got hit by lightning”- Respondent interview 6, male, age 23

“After a lot of kitesurfing I developed chronical shoulder pain”- Respondent interview 2, female, age 21

“I tore my cruciate ligament during snowboarding”- Respondent interview 8, male age 20

In general one can say the respondents’ replies were quite homogenous. Except for slight differences in the ratio between how much sport and how much relaxing should be part of their holiday, the respondents were all of the opinion that extreme sports is a motivator for them to go on holiday.
5.1.1.1 Examining the hypothesis:

_Hypothesis 1_ was supported as 9 out of the 10 respondents choose a destination depending on whether it offers activities and the possibility of practicing their type of extreme sport.

The outcomes of the in-depth interviews also supported _hypothesis 2_ as all respondents who enjoyed any type of surfing said a place at the sea is their perfect holiday destination.

_Hypothesis 3_ was confirmed, as all respondents that were into some kind of winter sport chose destinations accordingly.

The _4th hypothesis_ was not supported, as only one of the respondents actually said relaxing is her main reason for going on holiday. 4 of the respondents claimed to enjoy a mix out of relaxation and extreme sports and 5 said that practicing extreme sports and adventurous activities are their main motivators.

_Hypothesis 5_ was supported to an extent, as 5 of the 10 respondents thought that, as long as they were knowledgeable about their extreme sport, concentrated on what they were doing, made sure all the equipment was in perfect condition and took all necessary precautions, they were able to reduce the risk of having an accident.

_Hypothesis 6_ was confirmed, as 6 out of the 10 respondents were motivated too start practicing extreme sports by their family or close friends who practiced the sport before them. One respondent said Felix Baumgartner, a famous Austrian who does most dangerous extreme sports and is known for trying to break one extreme sports record after the other, was his role model. Only 3 of the respondents claimed it was their own idea to start a particular type of extreme sports.

6 Conclusion

The purpose of this paper was to find out what people’s motivators for going on holiday are and particularly if extreme sports is one of them. More and more people are on the search for challenging and exciting experiences when they are on holiday and away from their daily routine. Literature on this topic suggests that extreme sport in particular is becoming a stronger motivator than it was in former times. The authors aim therefore was to further investigate the reasons for going on holiday of
people who practice extreme sport. This was done by conducting in-depth interviews with a relevant sample group.

Beedie and Hudson (2003), suggested that the number of people that are spending their holiday mountaineering is increasing and that the line between tourists and mountaineers hardly exists anymore. They saw this as a sign that practicing extreme sports during ones holiday in general is increasing in popularity. Their suggestions correspond with the author’s findings that extreme sport is a strong motivator for going on holiday. Almost all of the respondents were searching for exciting experiences and an escape from everyday life. This is in further accordance with Anderson (1970) who stated that people who live in the secure western world especially lack the “Ulysses factors”, which means they are not satisfied with their lives and yearn for exciting activities. Extreme and adventurous sports enable them to satisfy their “Ulysses-needs” (Anderson, 1970). Furthermore the respondents elaborated that these activities enabled them to achieve status, self-actualization and distraction from everyday life. This is supported by Hill’s (1965) opinion that the reason why people go on holiday is because they seek an escape from everyday life to fill up their resources.

Research suggests that whether or not extreme sport is a motivator for going on holiday depends on the type of holiday maker. 15 different tourist roles have been identified and 2 of these, the thrill seeker and the sport tourist are important with regards to the topic of extreme sport. Most tourist roles amongst the author’s respondents were the thrill seeker and sport tourist with additional traces of sun lover, action seeker, explorer and educational tourist. The in-depth interviews performed by the author indicate an increasing number of sports tourists and thrill seekers with a definite growth in the interest for extreme sports. They also indicate that adventure tourism has become more popular over the past years. This leads to the conclusion that relaxation during the day and partying at night as the major motivators for young holiday makers is simply not enough anymore. Even though the sample group was preselected with regard to their interest in extreme sports, the interviewer still was surprised by the almost unanimous declaration that a holiday is not satisfying without a fair share of exciting, adrenalin raising activities. This leads to the necessity for destinations to add more exciting sporting activities to
their usual offers. Doing this will enable them to attract a greater variety of types of tourists, from the “thrill seeker” to the “escapist”.

Thrill seeking in particular raises the important question of safety. Safety is a major issue for any destination, whatever they do. All respondents from the in-depth interviews appeared very much aware of the dangers going hand in hand with practicing an extreme sport. They agreed that, if thrill seeking tourists and their destination both are knowledgeable and adhere to the necessary safety measures the probability of having an accident can be kept to a minimum. Bovet (1994) and the World Tourism Organization (1996) support these findings as they state that safety measures are very important factors for tourists when choosing a destination and should therefore be taken seriously if the destination wants to build a good reputation for itself. If a resort is known to be unsafe and too many accidents have happened there, the number of visitors does decrease dramatically.

The concept of Hughes (1937) and Goffman (1961), which says that the more holiday experiences people have, the more their travel motivation changes, was not supported as most respondents built up their skills and know-how in particular types of sports and continued pursuing these. However, one must take into account that the respondents were all at a relatively young age which suggests that their motivation could still change. Nevertheless, the author’s outcomes point more into the direction of Bryan’s (1977) claim that when the simple participation of a person in an activity becomes a “very focused involvement” (Bryan, 1970, 227) he or she has developed a specialized interest in the activity.

The authors’ findings that the respondents planned their holidays depending on their personal interests support other research indicating that motivators for going on holiday vary from person to person and group to group. Gee, Choy, and Makens (1984, 226) stated “the motivations or underlying reasons for travel are covert in that they reflect an individual’s needs and wants”.

The respondents’ choice of destination based on whether it offers the activities they are interested in, is in accordance with the notion that activities establish a link between travelers and destinations. The studies of Moscardo, Morrison, Pearce, Lang and O’Leary (1995) showed that when travelers evaluated the destinations
ability to satisfy their needs, the activities it offered played a significant role. This demonstrates how important it is for destinations to include a variety of interesting and challenging sports activities into their offerings.

Ultimately, the author was able to answer the research question of this thesis “Is extreme sports a motivator for going on holiday?” with Yes. Both the theory researched as well as the conducted in-depth interviews lead to the outcome that extreme sport is an important motivator.

The development of extreme sports in the tourist industry, the fact that it has become more popular and is an important motivator for people to go on holiday, can be viewed as positive, especially as it enables people to bond with nature, feel its strength and learn to respect it. The author holds the opinion that sport is one of the most important aspects of a healthy life. The more extreme it gets, the more dangerous it can be, but nevertheless, the activity helps people to grow and develop confidence in themselves while they reach, explore and extend their limits.
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8 Appendix

Appendix 1: In-depth interviews about the topic holiday motivation and extreme sports

Interview 1

Male, 24 years, from France.

1) How would you describe the perfect holiday?

The perfect holiday is when I can do both 100% sport and 100% relaxing. Also I want to discover new things, plan activities and be in a completely different environment and be away not only physically but also mentally. I want to return home with new thoughts and new insights and have had good and bad times, because also being in critical situation is important as they bring you further. When everything is perfect you cannot grow in who you are.

2) When you go on holiday, what are the main motivators?

My main motivator first of all is simply being somewhere else because its different and I need to get out, get away from my daily routine. I want to be able to practice muay thai and have other options of extreme sports. Additional holiday motivators are people, climate, food, beach and excitement.

3) Is extreme sports one of them?

Yes.

4) How does this influence your holiday planning?

I chose the destination depending on what types of sports it offers. Thailand is the destination I go to especially because of the “Tiger Camp” for muay thai. Or I go Mount Blanc France, which offers the highest European mountain climbing and free-ride snowboarding. It takes you 6 hours to get up and then only half an hour to get down. I also chose going to the Tatra Mountains to do snowboarding and climbing
there. The destination was chosen because of the sport and also the hotel and what I packed was all suited to do the sport.

5) What type of extreme sport do you practice?

Muay thai, mountain climbing, snowboarding and downhill biking.

6) When did you start?

The Martial arts types of sports, karate and muay thai I started when I was 6 years old. I was the Austrian champion twice in fighting and one in technique. I started snowboarding when I was 12, climbing when I was 10 and downhill biking when I was 14.

7) How did you get into it?

I got into karate and muai thai karate through school, as it offered a martial arts club and my Mother asked me if I would like to get into it. My parents were skiers and I chose snowboard instead as I is more of a thrill to me. My dad was a climber in the Czech Republic, so I started climbing through his influence.

8) Do you consider it dangerous? Have you had any accidents?

Other people make me aware of the danger, I do not really think to much about it myself- especially with muay thai. But I know exactly what to expect, am not scared and actually like the danger and want to be challenged! Danger makes it more exciting. But I try to keep the risk low through adapting to the setting. In extreme sports it’s all about making the right decision in every second. It is oneself who has to be in control. If a situation suddenly gets dangerous and you think too much it can be too late. You have to me the master in defeating, not the victim. If I am the master and something happens to me, it was my decision. With muay thai, even if your opponent is bigger than you, if make the right decisions you can win.

If you don’t lose control you won’t get hurt. The insecure one will have more chances to hurt than the one sure of himself. It’s also about proving to yourself that you are strong and feel comfortable in your own skin. I actually like being hurt, because it gives me the feeling of being alive.
Interview 2

Female, 21 years, from Italy.

1) How would you describe the perfect holiday? Does it include extreme sport?

The perfect holiday is a mix between sports and relaxing.

2) When you go on holiday, what are the main motivators?

Going to a new place, one I have never been before. My main motivator is my feeling- either I feel like having a beach holiday or a city holiday.

3) Is extreme sports one of them?

Yes.

4) How does it influence your holiday planning?

I plan my holiday based on the sports I want to do. It’s no fun being somewhere where one doesn’t have the possibilities to practice the sport one thinks is fun and one is good at.

5) What type of extreme sport do you practice?

I kitesurf and snowboard.

6) When did you start?

I started kitesurfing and kayaking one year ago, snowboarding 6 years ago and have done horseriding since I was a little girl.

7) How did you get into it?

My older brother was always into kitesurfing and kayaking so I figured why should I not try it too. I especially love the thrill of kitesurfing so much and therefore got hooked on this kind of extreme sort as well. I stated snowboarding because skiing
simply got too boring for me. Horse riding was my own idea probably every little girl is excited about horses.

8) Do you consider it dangerous? Have you had any accidents?

Yes, I am definitely aware of the danger, especially because I have had quite a few injuries. After falling of a horse I got a stress fracture, broke my tail bone twice and also my lumbar vertebra. After a lot of kite surfing I developed chronic shoulder pain which means I should not to too much of this sport anymore until my shoulder pain gets better.

**Interview 3**

Male, 22 years, from Italy.

1) How would you describe the perfect holiday? Does it include extreme sport?

For me the perfect holiday is not just lying around on the beach, I want to have many new and especially extreme experiences.

2) When you go on holiday, what are the main motivators?

Sport is definitely my main motivator.

3) Is extreme sports one of them?

Yes.

4) How does this influence your holiday planning?

I choose the destination depending on whether it is good for kitesurfing or snowboarding.

5) What type of extreme sport do you practice?
I do professional snowboarding, as I am in the national team of snowboard cross in Italy, participate in the world cup competitions and even got invited to this years x-games. Additionally I also love kitesurfing and kayaking.

6) When did you start?

I started snowboarding when I was 6 years old, kitesurfing 3 years ago, and kayaking 6 years ago.

7) How did you get into it?

I started with skiing, but because it was not exciting enough I switched to snowboarding. I decided to get into kitesurfing and kayaking because I also wanted to have sports to do in the summer.

8) Do you consider it dangerous? Have you had any accidents?

I am aware of the fact that extreme sports are dangerous, but as long as I train hard and know exactly what I’m doing the risk is not that high. Outsiders often think it’s crazy what I do, but in reality it’s not. I made a point of starting small and only taking higher slopes when I felt I was good enough and ready too. Of course I have still not been able to completely avoid injuries. Once I broke my arm during snowboarding and have had quite a few concussions.

Interview 4

Female, 26 years, Croatia.

1) How would you describe the perfect holiday? Does it include extreme sport?

The perfect holiday is in a place at this warm, close to the beach, has sunny weather and a lot of activities. The northern part of world is especially interesting to me, so my perfect holiday would be somewhere there.
2) When you go on holiday, what are the main motivators?

First of all there must be the possibility of doing something adventurous. Just relaxing is not my main motivator. But nevertheless, I do want to learn new things about different cultures, eat interesting food and also be able to do some sightseeing.

3) Is extreme sports one of them?

Yes.

4) How does this influence your holiday planning?

I decide what kind of sports I want to do during my holiday and choose the destination that meets my expectations. For example when I want to go kite- or windsurfing the best places to go are Costa Rica, Dubai, Portugal, Australia or America. Parachuting I did in my home country Croatia.

5) What type of extreme sport do you practice?

I do kitesurfing and windsurfing. The difference is that when windsurfing you regulate the seal yourself and when kitesurfing the wind pulls you. I also love the adrenalin rush of parachuting, when you jump out of airplane.

6) When did you start?

When I was 16 I parachuted for the first time. At the age of 12 I started windsurfing and only last year did I start kitesurfing.

7) How did you get into it?

One day I decided just playing tennis and all these “normal” types of sports were too boring for me. I wanted to get into more dangerous things and be out in nature. Member of my family have been into windsurfing which gave me the idea of getting into it as well.
8) Do you consider it dangerous? Have you had any accidents?

When I was younger I never really thought about what consequences there could be or about the danger connected to the more extreme type of sports. Now I do think about this more, but I like to play with the nature’s power and until now I have remained uninjured and I hope it stays that way.

Interview 5

Male, 23 years, from Austria.

1) How would you describe the perfect holiday?

I am always in for an adventure. My perfect holiday is not only about lying in sun but doing exciting experiences, since in everyday life one does not really have that opportunity.

2) When you go on holiday, what are the main motivators?

My main motivator is being able to have an exciting time.

3) Is extreme sports one of them?

Yes.

4) How does this influence your holiday planning?

For example I make sure that the destination I choose has appropriate cliffs so I have the possibility of skydiving.

5) What type of extreme sport do you practice?

I do skydiving, snowboarding, kitesurfing and snowkiting which is basically the same thing as kitesurfing just on a snowboard and in the snow.
6) When did you start?
I got interested in extreme sports when I was 14 and today am proud owner of a skydiving license.

7) How did you get into it?
Felix Baumgartner was my role model. Because of what he does I got into extreme sports myself. Snowkiting however, I first watched on “youtube” and though it was so cool and had to try it out.

8) Do you consider it dangerous? Have you had any accidents?
I broke finger once during skiing but that was all until now. I am aware of the dangers, but am of the opinion, that if one has a wide rage of knowledge about the sports one is doing, one can keep oneself safer than without. For example before one goes skydiving the weather needs to be checked, one has to make sure that he wind wont suddenly turn or a storm might come up.

Interview 6

Male, 21 years, from Germany

1) How would you describe the perfect holiday? Does it include extreme sport?
The perfect holiday is travelling to many different countries just for doing the extreme sports I love since I can do them at home or during university.

2) When you go on holiday, what are the main motivators?
The beach, warm, sunny weather and perfect wind conditions.

3) Is extreme sports one of them?
Yes.
4) How does this influence your holiday planning?

I choose my winter holiday destination depending on whether I can snowkite and snowboard there. For winter sports I am mainly in the US, Germany, Austria or Switzerland. In summer the destination has to offer a possibility and necessary conditions for kitesurfing. I have done kitesurfing all over the world including Germany, Egypt, Dominican Republic, Denmark, US, Brazil, Cape Town and Switzerland.

5) What type of extreme sport do you practice?

Kitesurfing, snowkiting and snowboarding

6) When did you start?


7) How did you get into it?

I got into kitesurfing because my dad is the sales manager for “best kiteboarding” in Germany and also teaches kitesurfing. I was so talented that I got a sponsorship and also became a real fan of this sport.

8) Do you consider it dangerous? Have you had any accidents?

Yes! Kitesurfing is one of the most dangerous types of extreme sports. Nature can kill you since you cannot easily foresee what happens with wind water. My Dad had bad accident. He was paying complete attention to his beginners when suddenly the wind direction changed which made his kite loop and pulled him up in the air and then slammed him down a few meters further onto the rocks. I once got hit by lightning, but thank God I got away with just a concussion.

I find snowboarding is not as dangerous, but snowkiting definitely is too, because wind conditions also play a huge role.
Interview 7

Female, 22 years, from Austria.

1) How would you describe the perfect holiday? Does it include extreme sport?

The perfect holiday is a mix between fun activities, adrenalin rising sports and also relaxing. Moreover, it would include nightlife as well as cultural activities and sightseeing.

2) When you go on holiday, what are the main motivators?

The climate, the beach, nature and the possibility of doing different kinds of activities.

3) Is extreme sports one of them?

Yes.

4) How does this influence your holiday planning?

I make sure to only choose destinations that can offer me what I want. This definitely includes a wide range of sports and adventure. I most enjoy Canada for bungee jumping and skydiving, Egypt for parasailing, and Australia for river rafting, windsurfing, surfing, scuba diving and cross-country biking.

5) What type of extreme sport do you practice?

Bungee jumping, parasailing, skydiving, river rafting, wind surfing, surfing, scuba diving, cross-country biking

6) When did you start?

When I was 18 years she started going on summer trips, where I discovered my passion for extreme sports.
7) How did you get into it?

I always liked being on rollercoasters and since if always on the look out for new thrills I figured I should get into extreme sports.

8) Do you consider it dangerous? Have you had any accidents?

No, I haven’t had any accidents. I have always been very careful and as long as one complies with the safety checks one has a good chance of being safe. I did the license for skydiving because I believe that by increasing ones theoretical and practical knowledge about a specific type of sport one can avoid accidents to a large extent. I find scuba diving is the most dangerous and uncontrollable type of extreme sports I do, because the oxygen in the blood can turn to fluid and if one swims back up too fast this can lead to a stroke. Moreover, I think it is always a good to make sure one is in company of an expert or at least another person- one should never do any kind of extreme sport on ones own!!

Interview 8

Male, 20 years, from Austria.

1) How would you describe the perfect holiday? Does it include extreme sport?

For me the perfect holiday is in the mountain in winter and on the beach in summer. But wherever I am I want my friends with me.

2) When you go on holiday, what are the main motivators?

My main motivators are first of all Party- every place I go has to offer nightlife and as meeting pretty girls from other countries is always great. But of course I want to be able to do many activities and sports during the day.

3) Is extreme sports one of them?

Yes, but more in winter than in summer.

4) How does this influence your holiday planning?
In winter I choose the destination which is able to offer the best snow conditions for snowboarding. In summer I often go to Barcelona for skateboarding as it is known to be THE skateboard capital of the world.

5) What type of extreme sport do you practice?

Mainly snowboarding and skateboarding but I have now also found an interest in surfing and kitesurfing. I am also getting more and more into parkour, that’s when you just run straight through the city, no matter which obstacle is in your way- you have to get over it.

6) When did you start?

I started snowboarding when I was 11 year old and skateboarding when I was 12. Surfing, kitesurfing and parkour last year.

7) How did you get into it?

My family is very ski orientated and was a bit sad when decided to start snowboarding instead. I think it is a more exciting and cooler sport. I got into skateboarding together with friends- we thought it would be fun and until today have become quite professional. Also surfing, kitesurfing and parkour I tried out with friends, we love doing exciting activities together.

8) Do you consider it dangerous? Have you had any accidents?

Skateboarding is dangerous and I have had uncountable bruises. I tore my cruciate ligament during snowboarding and only got better with therapy. During snowboarding and skateboarding accidents mainly happen just because of small things like a little too much ice on the ski-run.
Interview 9

Female, 23 years, from Ecuador.

1) How would you describe the perfect holiday? Does it include extreme sport?

For me the perfect holiday is simply on the beach and in the sunshine.

2) When you go on holiday, what are the main motivators?

My main motivator being able to relax and in-between doing an exciting activity that the destination offers.

3) Is extreme sports one of them?

Yes.

4) How does this influence your holiday planning?

I do not plan my holiday based on just sports, but when I am at a destination on the beach and nearby the possibility to do something exiting is offered to me that’s great and I go straight for it. For example when I am in Croatia or at home in Ecuador I never miss the opportunity of bungee jumping. Scuba diving I enjoy most in Galapagos.

5) What type of extreme sport do you practice?

Bungee jumping and scuba diving.

6) When did you start?

I started both about 4 years ago.

7) How did you get into it?

My friends motivated me to try out bungee jumping and scuba diving is just something everybody does at home in Ecuador so I definitely wanted to get into it too.
8) Do you consider it dangerous? Have you had any accidents?

Yes, I think bungee jumping is very dangerous because if something goes wrong the chance of surviving is very small. It only costs 6 dollars and I always wondered is this worth my life?? I always am worried if they even take care of the equipment properly. In Croatia was very concerned about safety as they seemed very easy going, didn’t ask any questions and just let me to it. In Switzerland however, they didn’t let me jump because I hadn’t had enough experience back then.

I am glad to say I haven’t had any bad accidents, just a bit of back pain after bungee jumping and a head ache because of swimming back up too fast while scuba diving.

**Interview 10**

Male, 24 years, from Italy.

1) How would you describe the perfect holiday?

The perfect holiday consists of 50% relax 50% adventurous activities- a good combination between the two and partying

2) When you go on holiday, what are the main motivators?

How much money it costs, which places I haven’t seen yet. The weather is more of a motivator when I am on a summer beach holiday then on a city trip.

3) Is extreme sports one of them?

Yes.

4) How does this influence your holiday planning?

I choose the destination depending on what kind of extreme sports I want to do. I go to Brazil for surfing and love being in Austria for snowboarding, mountain climbing and ice climbing.

5) What type of extreme sport do you practice?

Mountain climbing, ice climbing, snowboarding and surfing.
6) When did you start?

8 years ago I started being interest in extreme sports.

7) How did you get into it?

I got into it through friends and family.

8) Do you consider it dangerous? Have you had any accidents?

One really has to be aware of the risks. You have to concentrate properly and make sure the equipment is in good shape especially when climbing. I slipped off a rock and my rope saved me from falling. When I was 12 we climbed up a mountain and couldn’t get down anymore because it was too steep and a helicopter had to come and rescue us.