

Being, Knowing, Becoming

TOURIST

DR JELENA FARKIĆ • DR MARIA GEBBELS



THE ADVENTURE TOURIST

THE TOURIST EXPERIENCE

Series editor: Richard Sharpley

The Tourist Experience series addresses a notable gap in the literature on Tourism Studies by foregrounding the tourist experience in a cohesive and thematically structured manner.

Taking a novel approach by presenting both short-form publications and long-form monographs exploring issues in the tourist experience, the series will seek to build a comprehensive set of texts that collectively contribute to critical discourse and understanding of the contemporary tourist experience. Short-form publications will review specific types of tourist by focussing primarily on the influences and nature and significance of their experiences within a socio-cultural framework while longer titles will embrace contemporary empirical and conceptual perspectives and debates as a means of understanding experiences.

Recent volumes:

Un-ravelling Travelling: Emotional Connections and Autoethnography in Travel Research

Sue Beeton

Forthcoming Volumes:

The Responsible Tourist: Conceptualizations, expectations and dilemmas Dirk Reiser and Volker Rundshagen

The Sport Tourist
Sean James Gammon

The Mindful Tourist: The power of presence in tourism Uglješa Stankov, Ulrike Gretzel and Viachaslau Filimonau

THE ADVENTURE TOURIST

Being, Knowing, Becoming

BY

DR JELENA FARKIĆ

University of Greenwich, UK

AND

DR MARIA GEBBELS

University of Greenwich, UK



United Kingdom – North America – Japan – India Malaysia – China Emerald Publishing Limited Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Copyright © 2022 Dr Jelena Farkić and Dr Maria Gebbels. Published under exclusive license by Emerald Publishing Limited.

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. No responsibility is accepted for the accuracy of information contained in the text, illustrations or advertisements. The opinions expressed in these chapters are not necessarily those of the Author or the publisher.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80071-850-0 (Print) ISBN: 978-1-80071-849-4 (Online) ISBN: 978-1-80071-851-7 (Epub)



ISOQAR certified Management System, awarded to Emerald for adherence to Environmental standard ISO 14001:2004.

Certificate Number 1985 ISO 14001



CONTENTS

List of Figures and Tables About the Authors Acknowledgements			vii ix xi				
				1.	Introd	duction: Being, Knowing, Becoming	1
						Conceptualising and Contextualising Adventure 1.1.1 Adventure as Risk, Challenge and Pushing the	2
	Boundaries of the Familiar	3					
		1.1.2 Adventure as Seeking Convenience, Comfort and Wellbeing	4				
	1.2	Book Outline	5				
2.	Enframing Adventure Tourism in 21st Century		9				
	2.1	The Fast, Anxious, Troubled World	9				
	2.2	Adventure Tourism – The Potted History	11				
		2.2.1 The Industry Perspective	11				
		2.2.2 Academic Inquiry	13				
	2.3	Slow Adventure	16				
	2.4	Feminising Adventure	23				
		2.4.1 Constraints to Adventure Tourism	24				
		2.4.2 Negotiation Strategies	25				
		2.4.3 Benefits of Adventure Tourism	25				
	2.5	Summary	26				
3.	. Guided Adventures		33				
	3.1	Convenient Adventurers and Commodified Adventures	33				
	3.2	Guides' Roles, Responsibilities and Competencies	35				
	3.3	The Guides' Perception of their Role	38				
		3.3.1 Facilitating Immersion Transformation and Wellbeing	39				

4.	Hosp	pitality in Adventure Tourism	49
		Being Implaced	50
		4.1.1 The Meaning of Home	51
		4.1.2 The Meaning of Comfort	53
	4.2		54
	4.3	Hospitableness, Reciprocity and Care	57
	4.4	Hospitable Skills	58
	4.5	Fostering Hospitality through Adventure Guiding	60
5.	Constructing Comfort in the Outdoors		67
	5.1	More-than-human Agency	68
		5.1.1 Accommodation, Food and Drink	68
		5.1.2 Technologies and Outdoor Gear	71
		5.1.3 Outdoor Atmospheres	73
		5.1.4 Serendipitous Encounters with Wildlife	75
	5.2	Human Agency	79
		5.2.1 Communitas	79
		5.2.2 Friluftsliv	82
		5.2.3 Hygge	84
	5.3	Moments of (Dis)Comfort	86
	5.4	Becoming Comfortable	88
6.	Future Adventures and New Horizons		95
	6.1	Passing Presents and Futures	97
Index			101

LIST OF FIGURES AND TABLES

Figure 1.	Guided Adventure Tour, Nigardsbreen Glacier,	
	Norway.	34
Figure 2.	Areas of Guides' Competencies According to the	
	ATGS (2021).	37
Figure 3.	Outdoor Hospitality Essentials.	56
Figure 4.	Scallops Cooked on Fire (Ardnish Peninsula, Scotland).	7C
Figure 5.	Protective Gear Enabling Tourist Activities (Isle of Coll,	
	Inner Hebrides, Scotland).	72
Figure 6.	The Encounter with a Common Seal (Loch Kishorn, Scotland).	76
Figure 7.	Norwegian Friluftsliv Outing (Sognefjord, Norway).	83
Figure 8.	Creating Hygge-like Atmospheres in the Outdoors	
	(Arisaig, Scotland).	86
Table 1.	Hospitable Skills of Outdoor Guides.	60



ABOUT THE AUTHORS

Dr Jelena Farkić is a Teaching Fellow at the University of Greenwich, London, UK. Prior to joining Greenwich, she gained experience through work in both academia and tourism industry. She has acted as a Coordinator of the Adventure Tourism Research Association activities since 2015 and is a Member of its steering group. Her current research focusses on the ways in which human subjective wellbeing can be enhanced through slow adventure, natural selfness, forest bathing (shinrin-yoku) or hygge. She has published in highly ranked journals such as *Journal of Sustainable Tourism, Annals of Tourism Research*, *Tourism Geographies and Hospitality & Society*.

Dr Maria Gebbels is a Programme Leader for MA International Tourism and Hospitality Management at the University of Greenwich. Before joining academia, she has worked in the hospitality industry and has continued her involvement by collaborating with the Institute of Hospitality as an Editorial Member of the HQ magazine. Her latest research focusses on gender issues and women career advancement in hospitality as well as training restaurants in prisons. The outputs of her research have been published in highly ranked journals such as *International Journal of Contemporary Hospitality Management* and *Work*, *Employment and Society*.



ACKNOWIFDGFMFNTS

Many of the ideas that we played with and put forward in this book emanate from different times, places, moods, conversations, encounters, dreams or aspirations. Securing the resource that had always seemed scarce for putting these ideas together, appeared somewhat more accessible in the year of lockdowns, travel immobilities and all sorts of restrictions. This, in turn, allowed us more time for getting acquainted with hidden corners of our homes, experimenting with different writing positions, and exploring literature we had always wanted to read but never got round to. Be it ever so humble, there is no place like home. As one of the early existentialists told us, dwelling is not primarily inhabiting but taking care of and creating that space within which something comes into its own, and flourishes. So as ever, for every yin, there is a yang, and we started dwelling in writing these pages, thriving on the extended time at home. What we eventually produced is a story on how to make ourselves comfortable in the world; in the role of an adventure tourist; in the times when more than ever we need to escape, unwind, reset and be looked after.

Some thankyous are in order, we believe. Firstly, humongous thank you to the publishers for supporting our ideas; to the editorial team for being understanding when we needed more time for writing; to the designer who created a fabulous setting inspired by the Great Outdoors for our book cover; to the guides whose voices are heard in this book; to the colleagues and friends who we continually consulted and who provided feedback on some parts of this book; and most importantly, to the members of our families for sending positive vibes and nourishment throughout this process.

We also wish to acknowledge the fact that getting entangled in the process of writing turned to be rather adventurous, yet intrinsically homely: it allowed for dwelling, bonding, sharing, intimacy, small pleasures and comforting moments. And we should thank each other for that.

We also thank you, dear reader, for choosing to read this book, and wish you a very warm welcome to its pages.