



ADVENTURE AS PHENOMENON IN MARKETING TOURISM

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ABSTRACT

Adventure tourism itself might play an important role in the economy of any area, but it has some specifics. The necessity of realizing adventure tourism can often be a short answer to the question of lack the interest of potential tourists about the natural beauty or historical sights of the area. However, its overall involvement means many times more investment than a profitable effect. Analysis the conditions of optimal realization and the role of adventure tourism can lead to its effective application as well as to the proper marketing activities. The paper uses modelling to analyse impact of adventure on tourism as well as prediction regarding the visitors' attendance using the statistical least square method.

KEYWORDS : marketing, adventure, tourism, modelling

INTRODUCTION

Nowadays tourism industry plays an important role also by its position within the economy of the state. However, it is clear that in addition to the quality of accommodation [1], a number of factors influence the benefits of tourism. One of the major factors is the ability of managers to attract tourists with creation an interesting program for them. So the decision of managers for the proper program can directly influence the interest of the tourists for the destination.

There are many factors that influence decisions of managers. [2] For the business success it is important which of the factors the managers count as more or less important. Regarding tourism, especially in marketing, the managers should put stress especially on making opportunities of memorable experiences for tourists [3]. Adventure is a kind of activity that could influence the tourists' decision for the certain destination to visit. Trying to specify adventure as activity, the authors usually stress the sport and physical involvement of the tourists in the activity.

A group of authors, unified by Editor Simon Hudson, examines adventure as part of sport tourism [4]. Nevertheless, the authors put the emphasis on adventure tourism the way that the adventure tourism is counted on the same level as sports tourism along with nature tourism, health tourism, business tourism, educational tourism, spectator tourism, recreational tourism and competitive tourism.

Adventure itself requires a certain degree of courage as a state of mind and sometimes also a necessary physical condition. It also means that every adventure includes the necessity of taking a certain degree of risk to attract tourists. According to the level of risk, the adventure market is divided into the following categories:

- hard, such as for example: heli-skiing, white-water kayaking, rock climbing, etc. It involves extreme sports and attracts so-called "danger rangers," as it involves physical exertion with a serious risk;
- soft, for instance sea cruise [5], which mainly involves noradrenaline activities and attracts especially families.

Of course, organizing adventure as a risky activity is associated with a great responsibility of organizers, as organizers must also take into account the unpredictable behaviour of adventure recreationists [6] for which they are responsible. Despite the risks associated with organizing the adventures, marketing managers can no longer rely solely on the natural beauties of the tourist destination while providing business-related tourism [7]. Sarah Pyke, Heather Hartwell, Adam Blake and Ann Hemingway conducted a research embedding a well-being philosophy for tourism destinations' strategies [8]. Also important is the relationship between values,

behavioural intentions and satisfaction of the tourists in the context of adventure tourism [9].

ADVENTURE AS PHENOMENON IN TOURISM

Adventure in tourism is a phenomenon that can directly influence the number of tourists in the area, especially by its strong motivation for direct participation in activities.

Originally, adventure tourism was considered to be especially sporting activities. At present, the term is understood in a wider context, with emphasis being placed on emotional experience. From this point of view, to think of the term "adventure tourism" we are aware of the necessity of connecting with something new and unknown. Expectation of something unusual is usually a strong motivation for the visitors. To stress the adventure itself, visitors must also get: excitement, adrenaline, thrill, an acceptable level of risk, and finally the feeling of success that the individual has mastered something difficult.

It goes without saying that the organizer as such will provide visitors not only an unusual sensation, but also, above all, photographic material that has a greater meaning over time than adventure itself.

MODELLING THE VISITORS' ATTENDANCE TO ATTRACTIONS

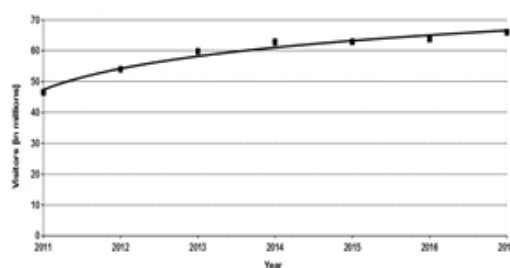


Figure 1: number of visitors [in millions] to Merlin Entertainments' attractions worldwide from 2011 to 2017 with a trend line to prediction

Sources: www.statista.com/statistics/663914/number-of-visitors-merlin-entertainments-worldwide/

Prediction regarding the future attendance of visitors, which is illustrated in Figure 1, is expressed with the formula:

$$f(x) = 9.87 \ln x + 47.38 \quad (1)$$

The value for index of determination:
 $R^2 = 0.97$

The value of the determination index means a high level of accuracy for the formula (1).

Disneyland Paris as an example of adventure tourism in European space

If we are to realize the real impact of adventure on tourism, we can show it, for example, on the case of Disneyland in France. When examining the amount of visitors to the Disneyland Park itself, we find that it is almost equal to the number of international overnight visitors to Paris. Attractions that are focused on activities are characterized, in particular, by the fact that the visitor does not become a passive viewer but is directly drawn into action. Some of the actions are more or less physically demanding. However, they are appropriate and able to motivate different age categories.

Figure 2 expresses the number of international overnight visitors to Paris compared to Disneyland visitors. We can see how strongly Disneyland was attractive compared to Paris. Although the number of attractions in Paris has increased steadily, Disneyland retains some more or less stable numbers of visitors.

The total number of international overnight visitors to Paris compared to Disneyland visitors can be compared according to the following formula:

$$\text{Difference} = \frac{n_P - n_D}{\text{Time Period}} = \frac{n_P - n_D}{1 \text{ Year}} \quad (2)$$

Difference in formula (2) is expressed through variables n_P , expressing number of international overnight visitors to Paris per year and n_D as Disneyland visitors per year.

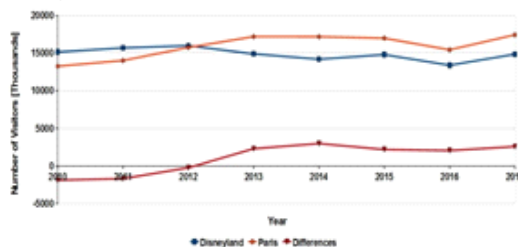


Figure 2: Number of international overnight visitors to Paris compared to Disneyland

Sources: www.statista.com/statistics/310377/international-overnight-visitors-to-paris/

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CONCLUSIONS

The contribution deals with the adventure tourism, trying to define the concept and the overall impact of adventure on the amount of visitors on the region. An example of Disneyland in France stresses the influence of amusement facilities on tourism development. Analysis with modelling uses statistical method of least squares to express the prediction of the future attendance of visitors to Merlin Entertainment attractions. The value of the index of determination means the high accuracy of expression.

Our future research in this field will focus on expressing the importance of adventure as part of tourist attractions for the development of the tourism industry.

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