Empowerment and women in adventure tourism: a negotiated journey

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Factors of negotiation strategies for women in adventure tourism

Feelings of Empowerment

DETERMINATION
- Motivation & passion
- Gender is irrelevant
- Using their femininity

PLANNING & PREPARING
- Research the destination
- Adventure connections
- Training
- Anticipate future adventures

THE NEED TO PRIORITIZE
PARTICIPATION & MAKE CONSIDERATIONS
- Make time
- Be flexible with time
- Adjust adventure of choice
- Replace adventure of choice