

Conceptualising family adventure tourist motives, experiences and benefits

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FIGURE 1: CONCEPTUAL MODEL OF FAMILY ADVENTURE TOURISM

1. Before & during adventure holiday

Family holiday motives

- Parents: family health, well-being, togetherness, shared experiences, & identity as good parents
- Children: novelty, fun, stimulation, excitement, relaxation, escapism & socialising

Family holiday experiences

- Family dynamics, harmony, togetherness & separateness
- Parents: ordinary experiences, opportunities for relaxation & togetherness
- Children: fun, exciting & new experiences, safety & comfort

Family holiday benefits

- Improvements in family well-being, functioning, cohesion, togetherness, bonding, communication, solidarity & relationships
- Long-lasting memories

Family adventure tourism motives

- Combination of family holiday motives & adult adventure motives
- Sensory, active, meaningful, extraordinary, unforgettable & emotionally charged experiences.
- Generativity including development of children's skills & a family legacy
- Extrinsically &/or intrinsically motivated

2. During adventure holiday

Family adventure tourism experiences

- Combination of family holiday experiences & adult adventurer experiences
- Action-packed, challenging, exciting, intense, sensory & adrenalin-inducing activity-based experiences
- A range of safe & challenging experiences in familiar & unfamiliar environments
- · 'Micro flow' &/or 'deep flow' experiences
- Self-efficacy, mastery, past experience & performance, environmental factors & verbal persuasion
- Intra-family dynamic of experiential reversals

3. During & after adventure holiday

Family adventure tourism benefits

- Combination of family holiday benefits & adventure tourism & recreation benefits
- Improved self-development, & problem solving ability
- Consolidation of family values & traditions, enhanced cooperation & trust between family members
- Maintaining a state of equilibrium
- Development of adaptability & flexibility skills, & coping strategies to deal with challenges

Adult adventurer motives

Categories: activity performance, nature & spirit, social position Skills development, gaining experience, natural environment, challenge, risk, thrill seeking & achievement

Adult adventurer experiences

- Optimal flow experiences
- Collective efficacy, shared efficacy beliefs & influences on efficacy
- Collective flow & emotional contagion
- Telic-paratelic motivational states

Adventure recreation & tourism benefits

- Women: sense of freedom, selfdevelopment, social encounters, heightened bodily experiences, female company, empowerment
- Adventure racers: flow, exploration, socialising & self change