

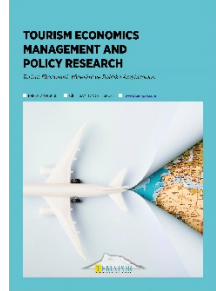
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Adventure Tourism Motivations

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ABSTRACT

From the literature review, it can be concluded that there is a growing demand for adventure tourism, with tourists visiting previously undiscovered destinations. Despite the rise in demand for adventure tourism around the world in recent years, little research has been done on the motivations of adventure travelers, particularly in developing countries such as Kyrgyzstan. A survey was conducted as part of this study to better understand the motivations of adventure travelers. The findings are based on surveys completed by 385 people who participated in adventure tourism activities in Kyrgyzstan. To better understand travelers' motivations, a push and pull factor method was applied in this study. The target population of the study was foreign tourists visiting the country. As the results show, novelty, experience change, fun and enjoyment, escapism, a new sensation, and relaxation and relieve from stress and tension were identified as important push factors. Interestingly, the attractiveness of the physical environment is the sole significant pull factor. These findings also showed that the environment is significant in attracting tourists to Kyrgyzstan. They also show that the other pull factors have an insignificant impact on tourists.

1. INTRODUCTION

From the literature review, it can be concluded that there is a growing demand for adventure tourism (Cater, 2006; Giddy & Webb, 2015), with tourists visiting previously undiscovered destinations (United Nations World Tourism Organization [UNWTO], 2014). Moreover, the range of activities labeled as "adventure tourism" is also growing (Buckley, 2010). Despite fears that the sector would experience an economic downturn, it has grown steadily in recent years, demonstrating that adventure tourism is a particularly resilient segment (Adventure Travel Trade Association [ATTA], 2015). Participants in adventure tourism activities spent around \$263 billion between 2009 and 2012 (ATTA, 2016). It is believed that in 2040, the majority of the people in first-world countries will be over 50, and they will also be in good health (Beedie & Hudson, 2003). According to Christiansen (1990), many adventure tourists today are elderly, retired, have enough money to travel, and are in good health. In Kyrgyzstan, this development is also evident, and there has been growth in adventure tourism activities (ATTA, 2018). Despite the rapid rise of adventure tourism activities worldwide in recent decades, little research has been conducted into the travel motivations of adventure tourism participants (Beedie & Hudson, 2003; Sung, 2004; Naidoo, Ramseook-Munhurrin, Seebaluck, & Janvier, 2015). More knowledge about the travel motivations of adventure tourism participants can be beneficial to destination marketers and governance.

Through a case study in Kyrgyzstan, the adventurers' motivational behaviors were examined. The undiscovered natural resources of the country make it possible to organize a wide range of adventure activities such as mountaineering, trekking, hunting, wildlife watching, horseback riding, rock climbing, snowboarding, helicopter-skiing, caving, rafting, and skiing (Aga Khan Development Network, 2001; Yeşiltaş, 2009; Jenish, 2017). Most of the questionnaires used in the study were obtained in Ala-Acha National Park. The National Park is considered a favorite place for hikers, trekkers, horse trekkers, picnicking weekenders, and mountain climbers. The need for further research of adventure tourism motivations in different countries was mentioned in the study by Giddy &

Webb (2016). In general, there was a lack of research on adventure tourism motivations in post-Soviet countries, particularly in Kyrgyzstan. As a result, the purpose of this study is to examine the travel motivations of adventure tourism participants in order to address this gap.

There have been numerous methods used to analyze tourism motivations. Among other techniques the push and pull factor approach is frequently applied in investigating tourists' motivations (Uysal & Jurowski, 1994). According to this theory, people are forced by internal forces that make them travel while also being dragged to specific destinations by external forces. A deeper understanding of these forces is vital in attracting this lucrative segment (Ross & Iso-Ahola, 1991; ATTA, 2013). Therefore, this study employs a push-pull strategy to examine adventure travelers' motivations.

2. CONCEPTUAL FRAMEWORK

2.1 Motivation for Adventure Tourism Activities

Identifying what constitutes adventure travel can be difficult (ATTA, 2013). Difficulties exist because there is no widely acknowledged definition of adventure tourism among scholars. Moreover, many other niche sectors have similar characteristics to adventure tourism, including ecological and active tourism (Pomfret & Bramwell, 2014). According to Priest (1992), an activity should contain four features in order to be categorized as an adventure:

1. The participant should not be forced to take part in the activity;
2. the tour should be conducted in a natural setting;
3. danger should be attached;
4. the outcome of the activity should be unknown.

Walle (1997) claims that tourists define adventure differently because they all have different purpose in adventure. However, some researchers point out that adventure activities often have several distinct key elements. They can be elements such as "uncertain outcomes, danger and risk, challenge, anticipated rewards, novelty, stimulation and excitement, escapism and separation, exploration and discovery, absorption and focus, and contrasting emotions" (Swarbrooke, Beard, Leckie, & Pomfret, 2003, p.9). Although the majority of scholars in their studies use a widely known definition by Hall (1992), who suggested that adventure tourism involves components of risk and includes the natural setting.

The motivations of adventure tourists have been studied by many researchers. Many early studies mainly focused on the risk (Morgan, 2000; Shoham, Rose, & Kahle, 2000; Fluker and Turner, 2000). However, recent research has found that individuals are motivated by the perception of risk, or what is known as the thrill, not the real risk (Cater, 2006; Buckley, 2012). In his study, Cater (2006) mentioned the major problem that arises out of the identical wording of real and perceived risk and suggested the following explanation: "Real risk is statistical, a numerical estimation of the likelihood of an event, and although it influences perceived risk, this is as much, if not more, influenced by cultural factors varying from urban myths to media coverage" (p. 322). Cater (2006) claimed that adventure tourists embark on a journey in pursuit of thrills and considered it a vital feature. This study was supported by another study conducted by Buckley (2012).

Further, some researchers have claimed that neither risk nor thrill play an important role for tourists participating in activities (Walle, 1997; Kane, Tucker, 2004). For example, Walle (1997) considers "gaining insight" to be the primary goal for adventure tourism enthusiasts, whereas "risk" is merely a by-product of the activities. According to him, the insight theory is wider than the risk theory. This theory is also supported by Kane and Tucker (2004). According to them, individuals are mainly motivated by identity development as "adventurers."

More recent research has revealed that the motivations of adventure travelers are far more complicated (Giddy & Webb, 2016; Pomfret & Bramwell, 2016; ATTA, 2017). For instance, Pomfret and Bramwell (2016) stated that motivations like "catharsis," "challenge and risk," and "mastery" drive the modern adventure tourism market. New research conducted by ATTA (2017) shows that, more than any other motivating factor, adventure participants are in search of transformative experiences. They do not accept transformation as a happy byproduct of their quest for fun and thrills, but as a need for individual progress and change.

2.2 Push and Pull Factors Theory

Motivation is described as the driving forces that motivate humans to take action, and it is one of the most frequently used concept in tourism research. (Jeong, 2014). As Crompton (1979) pointed out, motivational factors are vital in understanding the behavior of a tourist. Although there are many techniques available for identifying motivations, a bibliographic assessment related to tourist motivation shows that "push" and "pull" factors are used by many researchers (Dann, 1977; Kozak, 2002; Kim, Lee, & Klenosky, 2003; Pomfret, 2006; Pomfret & Bramwell, 2014; Giddy, 2015; Naidoo et al., 2015). This technique is widely used by scholars because it permits one to obtain an understanding of both internal and external factors that play a vital role when individuals take decisions (Pomfret, 2006).

Individuals are 'pushed' to travel because of factors such as "exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction" (Dann, 1981, p. 191). There are other 'push' forces which are regarded to be socio-psychological dimensions are thrill, escape from everyday life, boredom mitigation, and surprise (Lee & Crompton, 1992). Additionally, novelty seeking is often stated as one of the main driving forces among participants (Dimanche & Havitz 1994). They are also driven by their inner feelings to evaluate their own bodily capabilities and be more on the go (Smerek, 2010), as well as to gain personal satisfaction (Gibson & Singleton, 2011). The "push factors" also include desires to have fun (Beedie & Hudson, 2003) and meet new people (Kludge, 2005). On the contrary, pull factors are those forces which make tourists take part in tourism activities after they make the decision to travel (Lam & Hsu, 2006). The pull factors include advertising campaigns, the internet, as well as destinations through which tourists are encouraged to get involved in a specific tourism venture (Goossens, 2000). The marketing mix developed by destinations is also considered an important factor in drawing tourists towards certain countries (Kotler, Armstrong, Wong, & Saunders, 2008).

Naidoo et al., (2015) conducted a study to investigate the motives of baby boomers engaging in activities considered to be an adventure. The study found that the primary motives for travelers were "for fun and enjoyment, relieve from tension and stress, escape from the daily routine, relaxation and refreshment, as a way to experience change, try something new and seek new sensations" (p. 248). However, most of the participants in this study indulged in low-risk activities, showing that they were not motivated by risk-seeking factors. When assessing pull factors, it became clear that participants were overwhelmingly motivated by the physical environment of the destination. Another study conducted by Giddy and Webb (2015) on the impact of the natural setting on adventure tourists' decision-making also used this method. Their research indicated that push factors were many and various, and almost all the factors were equally significant. However, findings also indicated that some participants were mostly driven by the thrill/risk factor. The results of the study also revealed that participants visited the area only because of the adventurous activities that were available in the area.

2.3 Adventure Tourism in Kyrgyzstan

According to the Adventure Travel Trade Association's reports, the number of adventure tourists visiting locations around the world, particularly in developing countries, has grown significantly in recent years (2015). According to the report published by ATTA (2018), Kyrgyzstan remained in the top five adventure destinations in Eastern Europe and Central Asian countries in 2018. The ATTA also assesses the destination's image as an adventure travel destination, and again, the country ranked first in this pillar among the developing countries. Kyrgyzstan has several initiatives aimed at improving this particular tourism sector, with the slogan "Something New, Something Different." It's important to mention that the World Nomad Games, which were one of the government's initiatives, also have significant impact on drawing adventure travelers to the country. The World Nomad Games are the biggest international project initiated by the government in 2012 for the preservation and revival of the culture of nomadic civilization. The Games also successfully enhanced the country's unique brand on the global stage by attracting international media attention.

Adventure tourism research in Kyrgyzstan is relatively limited. Currently, there are no statistics available regarding the number of adventure travelers visiting Kyrgyzstan because there has been no rational system put in place. According to some researchers, adventure tourists primarily come from Europe, post-Soviet countries, North America, Australia, and New Zealand, including developed East and Southeast Asian countries (Turdumambetov, 2005; Komissarov & Mamaserikov, 2014).

The country is blessed with many admirable natural and cultural assets, such as Issyk-Kul Lake, which is considered to be one of the largest alpine lakes in the world, a part of the famed "Silk Road," as well as the Tian-

Shan mountains (Yeşiltaş, 2009). The country is committed to preserving and conserving these natural resources (Schofield & Maccarrone-Eaglen, 2011) and its unique cultural heritage.

As Breedie and Hudson (2003) mentioned, the majority of the people in developed countries live in big cities. For them, undiscovered natural places represent escape environments that provide enjoyment, stimulation, and adventure experiences. Mountainous countries have advantages in the development of certain kinds of tourism subsectors (Mountain Agenda, 1999), in particular, adventure activities, as the mountains offer a range of adventure activity options (Breedie & Hudson, 2003). The rich natural assets of Kyrgyzstan make it possible to organize a wide range of adventure activities, including mountaineering, trekking, hiking, horseback riding, hunting, wildlife watching, snowboarding, and skiing (Aga Khan Development Network, 2001; Yeşiltaş, 2009; Jenish, 2017).

It's important to note that, despite growing world demand for travel services and an abundance of tourist resources, the revenue that Kyrgyzstan gets from this industry is still very low (Turdumambetov, 2014). According to some experts, Kyrgyzstan is realizing only 12–20% of its tourism potential (Turdumambetov, 2014; Jenish, 2017). As aforementioned, Kyrgyzstan has all the natural and cultural assets needed for organizing a variety of adventure activities and attracting foreign tourists, though they are not currently being successfully marketed.

3. Methods

In this study, a self-administered survey questionnaire with two parts is used, along with a quantitative research technique. It is pointed out by some researchers that quantitative research is the best method in the investigation of relationships and the examination of cause-effect phenomena (Gray & Airasion, 2000). The first part of the survey has been designed to determine respondents' demographic profiles. The first section's questions focused on variables like age, education, and gender, as well as place of origin. The second part of the questionnaire consisted of 15-item scale questions, which were adapted from Naidoo et al. (2015). These questions investigated 15 'push' and 'pull' motives for taking a trip to a particular tourist destination for a vacation. The 'agree-disagree' scale was also used by other researchers (Giddy & Webb, 2016; Naidoo et al., 2015). Out of these 15 motivational questions, 8 are considered to be push factors, and the rest of the 7 questions are pull factors. The 8 internal motivational factors comprised of questions including 'experience change', 'try something new', 'for fun and enjoyment', 'to relieve from stress and tension', 'to escape from daily routine', 'to relax and refresh', 'to seek out new sensations', and 'a need for risk-seeking'. On the other hand, other factors such as 'higher income', 'better health', 'more free time', and 'physical environment', 'advertising campaigns', 'promotion packages', and 'word of mouth' are external motivational pull factors. As Kozak (2002) stated, a Likert-type scale is the most appropriate for tourist-based studies because tourist motivation is multidimensional and they usually have more than one experience while traveling.

The survey questionnaire was developed in English, translated into Russian and Turkish, and reviewed by bilingual researchers to check phrases and language accuracy. After improvements, the polished survey questionnaire was employed to obtain data from international adventure tourism travelers in Kyrgyzstan.

3.1 Study Area

In this study, 420 surveys were conducted to learn about the motivations of foreign visitors partaking in adventure tourism activities in Kyrgyzstan. Of the 420 questionnaires, 90 were submitted to three tour operators operating in Bishkek on May 20th and completed by tourists by the end of August 2017. The remaining 330 surveys were conducted by the researcher himself in Ala-Archa National Park (Figure 1).

The park is a popular destination for local and international adventure enthusiasts since it provides a diverse range of natural resources for a variety of adventure activities. The gorge is also a convenient place for young hikers, trekkers, horseback riders, picnicking weekenders, and skilled mountain climbers. The national park is also home to more than 50 mountain peaks, including many large and small glaciers and alpine passes. At an altitude of 3,350 meters, two climbing base camps are located. They provide nice shelters from the wind, snow, and cold outside. The national park can be explored year-round, but it is recommended to visit the park starting from July to September. The Ala-Archa national park has been selected specifically because of the significant number of foreign adventure travelers that are found in the gorge.



Figure 1. Location of the Ala-Archa National Park in Kyrgyzstan.

3.2 Data Collection and Analysis

Only travelers who took part in adventure tourism activities were allowed to participate in this study. The following activities were included: hiking, trekking, mountain climbing, and horse riding. The prerequisites for the participants set by the author were: (1) international adventure tourist; (2) older than 18 years; (3) understand one of the three languages (i.e. English, Russian, or Turkish); and (4) had had an adventure experience while traveling around Kyrgyzstan.

In this study, respondents were chosen by means of convenience sampling. The researcher approached tourists who appeared to be speaking a foreign language. All potential participants were asked preliminary questions to determine whether they were within the required criteria. When eligibility is established, the researcher explained the purpose of the research to the visitors, providing information about himself and the survey. They were also told that the confidentiality of the provided information would be protected. Respondents participated in the survey voluntarily. In order to get a significant number of valid questionnaires, the survey is carried out face-to-face. Subsequently, 330 questionnaires were collected from August 5th to August 30th, 2017. As mentioned before, an additional 90 questionnaires have been completed by tourists who visited Kyrgyzstan with three tour operators. In total, 420 questionnaires have been obtained from international adventure tourists. Of the 420 completed questionnaires, 385 were found usable, with an attendance rate of 91.6%.

The collected data is analyzed in several ways. First reliability test was conducted for all factors, and the result of Cronbach's Alpha was 0.872. With respect to respondents' demographic data, basic percentages were calculated. Basic descriptive statistics are made for all Likert scale data, including the standard deviations and means for factors. In addition, one-sample t-tests were used to test significance levels, both statistical and practical, and Cohen's d for effect size. Respondents were requested to score claims on a 1–5 scale, and if the mean was more than 3.4, the factor was considered significant. The analysis' findings are expressed as p-values at the 0.05 significance level. In addition, Cohen's d was used to construct the practical significance test, and Cohen's d greater than 0.20 was considered practically significant.

4. Results and Discussion

This discussion is based on facts gathered from 385 valid survey questionnaires, which were obtained from participants in the Ala-Archa national park and three adventure tour operators in Bishkek. Firstly, responses related to the profile of the participants are considered. Secondly, the results of the push and pull motivation factor analysis are discussed.

4.1 Profile of Respondents

The respondents' profile includes age, gender, place of origin, as well as the level of education. Table 1 shows that 60.1 percent of respondents are males while the remaining 39.9 % are females. With regard to age, over a third of the respondents are under 30 years old (41.1%), followed by the ages of 31 to 40 years (20.6%) and 41 to 50 years (16.1 %). The next demographic characteristic is the place of origin. Participants from Europe constitute the biggest percentage (49.6 %), followed by post-Soviet countries (19.3 %), Middle East (14.9 %), and Asia and

the Pacific (10.8 %). Only 5.4 % of the respondents are from the Americas. These findings indicate the fact that Kyrgyzstan is a well known adventure destination among European adventure seekers. In terms of education, a significant number of respondents are highly educated: 40.2 % hold bachelor's degrees, 29.2% hold master's degrees, and 9.1 % hold PhD or higher degrees. These findings are consistent with previous study, which revealed that adventure travelers were well-educated. (Sung, 2004; ATTA, 2013; Pomfret & Bramwell, 2014).

Table 1. Characteristics of Respondents

Respondent profile	Percentage (n = 385)
Gender	
Male	60.1
Female	39.9
Age	
< 30	41.4
31–40	20.6
41–50	16.1
51–60	12.9
61+	9
Place of origin	
Americas	5.4
Asia and the Pacific	10.8
Europe	49.6
Middle East	14.9
Commonwealth of Independent States	19.3
Level of education	2.5
Less than a high school diploma	8.8
High school diploma	10.2
College degree	40.2
Bachelor's Degree	29.2
Master's Degree	9.1
Ph.D. or higher	

4.2 Adventure Tourism Push Factors

In the tourism literature, internal forces that cause a person to seek out specific tourism experiences are referred to as "push factors." 'Try something new' is the most powerful pull factor identified in these findings. This factor also has a low standard deviation, indicating that most tourists regard it as a significant motivator. 'Experience Change' too does have a higher mean and a lower standard deviation. Another variable with a relatively high mean is "For fun and Enjoyment."

Additionally, responses show a higher mean score in the 'To escape from daily routine' factor, which means they preferred to be away from their daily lives and make some kind of change to them. As seen in Table 2, "to seek out new sensations" also has an equal mean as "to escape from daily routine". Both factors are important motivational factors among adventure seekers. 'To relax and refresh' has a relatively higher mean than the rest of the five factors, which suggests tourists were seeking a calm place to relax and refresh from the hustle and bustle of daily activities. Another result is a relatively high mean found for 'To relieve stress and tension' among participants. Another factor, 'A need for risk-seeking' has a low mean and a higher standard deviation, suggesting the existence of discrepancies in the importance of this factor.

In addition, each element is evaluated for its relative importance in terms of total motivations. If a factor has a value greater than 3.4, it is considered significant. Seven of the eight push factors, including 'Try something new,' 'Experience Change,' 'For pleasure and enjoyment,' 'To escape from daily routine,' 'To seek out new sensations,' 'to relax and refresh,' and 'To alleviate from stress and anxiety,' were found to be statistically significant. This suggests that a variety of factors influence a person's decision to engage in adventure activities. Even though the mean of 'To relieve stress and tension' is higher than 3.4, it is just marginally so, and hence not significant. When it comes to practical significance, six factors withstand tests of practical significance: 'Try something new', 'Experience Change', 'For fun and enjoyment', 'To escape from daily routine', 'To seek out new sensation', and 'To relax and refresh'.

Table 2. *Significance Levels, Means, and Standard Deviations of Push Factors*

Questions	Mean	Std. Deviation	p (df = 384)	Cohen's d
Try something new	4,24	,919	.000	0.91
Experience change	4,10	,989	.000	0.71
For fun and enjoyment	3,99	1,042	.000	0.56
To escape from daily routine	3,84	1,195	.000	0.37
To seek out new sensation	3,84	1,146	.000	0.38
To relax and refresh	3,67	1,266	.000	0.21
To relieve from stress and tension	3,50	1,321	.143	n/a
A need for risk-seeking	2,75	1,332		

NB: Since the sample mean was less than 3.4, the significance level for the factor "a need for risk-seeking" was not calculated. As a result, that area is left empty. The 'n/a' in the Cohen's d indicates that this test was not applied since the p value was not statistically significant.

4.3 Adventure Tourism Pull Factors

External motivational factors that push tourists to a destination are known as "pull forces." As shown in Table 3, "attractiveness of the physical environment" is found to have the highest mean among pull factors and supports the notion that the importance of environmental factors among adventurers has increased. The 'attractiveness of the physical environment' is the only other pull variable that is statistically and practically significant. "It was recommended by someone" is also has higher mean. Conversely, the factor "better health" is found to be an unimportant pull factor. The importance of environmental elements in drawing adventure tourism visitors to a location is highlighted by these studies. Furthermore, they show that the environment was the main factor in attracting travelers to this particular place. As seen in the table for the pull factors, the remaining five components have only a minor influence on the decision process. To summarize, the figures shows that the environment represents an essential impact in the motivations of adventure tourism participants in Kyrgyzstan.

Table 3. *Significance Levels, Means, and Standard Deviations of Pull Factors.*

Questions	Mean	Std. Deviation	p (df = 384)	Cohen's d
Attractiveness of the physical environment	4,22	1,043	.000	0.78
It was recommended by someone	3,19	1,469		
Better health	2,84	1,413		
More free time	2,44	1,290		
Promotion packages	2,17	1,378		
Advertising campaign	2,13	1,330		
Higher income	2,03	1,192		

5. Discussion and Conclusion

Presumably, this is the first paper to look into adventure travelers' motivations in Kyrgyzstan. The results of this study show that the primary push factor for adventure travelers to engage in adventure tourism was 'Try something new', thus confirming previous studies (Swarbrooke et al., 2003; Patterson, 2006; Giddy, 2018). This finding indicates adventure tourists' interest in discovering previously unknown places and seeing new things. This fact should be taken into account by authorities for marketing purposes in order to make adventurous activities more accessible to tourists. In particular, countries that have many undiscovered natural resources can organize new tours or include new destinations to their existing itineraries in order to attract additional tourists. Other key push factors identified in this study were "experience change," "for fun and enjoyment," "escape from daily routine," "seek out new sensations," "relax and refresh," and "relief from stress and tension." The primary push factors for tourists to engage in adventure activities, according to Naidoo et al (2015), were 'for pleasure and enjoyment,' 'to seek out new sensations,' and 'to escape from everyday routine.' Similarly, the current research supports these findings. As expected, the findings of this study support prior research that revealed that risk is unimportant

element in adventure travelers motivation (Kane & Tucker, 2005; Giddy & Webb, 2016). In this survey, the majority of participants engaged in adventure tourism, which included minimal risk activities.

The finding also indicates that for adventure travel enthusiasts, "the physical environment" was the very influential pull factor. The key pull motivation factor discovered here is consistent with the findings of recent studies conducted by several scholars who discovered the physical environment to be an essential component in attracting adventure tourism participants (Naidoo et al., 2015; Giddy, 2018). It demonstrates the significance of environmental factors in drawing adventure tourism visitors to a location. The majority of participants are from European countries and were drawn by the country's pristine natural resources that make it possible to organize different kinds of adventure activities. Tour operators and destination planners should consider the fact that the nature is the most essential pull factor in attracting participants to this specific destination. Furthermore, it is critical to recognize the importance of the nature in attracting foreign tourists and to guarantee that the natural environment is preserved in its purest form in order to facilitate frequent tourist visits. As observed from collected results, factors 'It was recommended by someone', and 'More free time' are found to be unimportant, thus supporting a recent study conducted by Naidoo et al. (2015).

Furthermore, the findings contradict earlier research (Kim et al., 2003; Patterson, 2006; Naidoo et al., 2015) suggesting people engage in adventure activities to improve their health. In the current study, "better health" is found as an unimportant pull factor. Additionally, "promotion packages" are also not a significant pull factor for respondents to engage in adventure. Likewise, the current study supports previous findings (Naidoo et al., 2015). The other two pull factors, "higher income" and "advertising campaign" are the least important among respondents. It is evident from the results that adventure tourists were not much influenced by "advertising campaigns" and were neglected by marketers. Despite the fact that this study was done in a specific region of Kyrgyzstan, the findings have significant implications for adventure tourism research.

According to the literature review, this sector is among the biggest emerging sub-sectors of the travel market. Additionally, the number of activities labelled as "adventure tourism" is also increasing. Therefore, it is suggested to further research on the motivations of adventure travellers in other geographic contexts. Undoubtedly, a clear understanding of adventure tourists' motivations will facilitate efficient adventure tourism planning, development, and management.

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