Tourists' Motivation in Focus: Contrasting Push and Pull Factors of Tuba's Adventure Tourism

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ABSTRACT

This study examined the motivational factors that influence participation in soft and hard adventure tourism in Tuba, Benguet. Soft adventure activities in the area include camping, swimming, and nature walks, while hard adventures involve hiking, cave exploration, and ziplining. The objective of the research was to compare the motivations of tourists and locals to provide a clearer understanding of how these factors differ and overlap. A qualitative comparative approach was used, and participants were selected through snowball sampling. Data were collected through interviews with 25 participants, composed of 16 tourists and 9 locals. Responses were analyzed using thematic analysis to identify recurring patterns and themes. Results show that soft adventure tourism is mainly motivated by low engagement and leisure, while hard adventure tourism is driven by thrill-seeking and adrenaline. Both groups, however, share motivations related to personal growth and fulfillment, balancing relaxation and challenge. Push and pull factors such as social influence, personal priorities, convenience, and accessibility also play a significant role in shaping participation. The study concluded that although soft and hard adventure activities differ in their primary motivational drivers, they also share important similarities. These findings provide useful insights for tourism development in Tuba, emphasizing the need to improve accessibility, design packages suited to different adventure levels, and promote activities that appeal to both tourists and locals.

Keywords: *Adventure Tourism; Soft Adventure Tourism; Hard Adventure Tourism; Tourist Motivation; Push and Pull Motivation*

INTRODUCTION

Adventure tourism is one of the fast-growing sectors in the tourism industry, which provides activities that deal with some risk, challenge, and excitement in a natural setting (Bentley, 2024; Janowski, Gardiner, & Kwek, 2021). This broad category thus has appeal to soft and hard adventure tourists alike. In this context, soft adventure tourism implies tours (e.g., cultural tourism and camping) with very low risk and little skill (Gilpin, 2023), involving mostly hard, high-risk, or physically intense activities such as mountaineering, scuba diving, and spelunking (UNWTO, 2022; Alwi, 2020).

In the Philippines, adventure tourism encompasses both options, given the natural landscapes and cultural heritage at its disposal (Nguyenvan *et al*., 2024). Tuba, Benguet, is a prime example that offers different soft and hard adventures. Its amazing views contrasted with relatively unknown attractions offer a good opportunity for adventure travelers (Hilotin, 2024).

Although the concept of adventure tourism is expanding, research on the factors affecting tourists' choice between soft and hard adventure activities is limited, especially in geographic and cultural contexts such as Tuba (Bichler & Peters, 2020). So far, the studies conducted indicate the possibility of risk profile, physical disability, previous experience, and expectations being contributing factors (Bui & Kiatkawsin, 2020; Nguyenvan *et al*., 2024). Nevertheless, motivation studies in the tourism world may fall short of naming the conscious and unconscious psychological desires and behavioral intentions that activate these choices.

In previous studies, researchers have focused more on either soft adventure tourism or hard adventure tourism as a separate area of study, and there has been limited research directly comparing the two. This study addresses that gap by providing a comparative analysis of the factors that motivate and influence tourists to participate in soft or hard adventure activities and choose one over the other. In doing so, it provides a clearer understanding not only of the distinct motivational factors of each type but also of adventure tourism as a whole.

This study examined the factors that drive tourists to engage in both soft and hard adventure tourism in Tuba, Benguet. It sought to identify what key factors were related to the enjoyment of activities, whether relaxation or thrill, as to how these were matched with Tuba's natural features and activities. The results are to assist local communities and tour operators in marketing this tourism product and in developing tour packages that would be appropriate for different tourist needs and expectations.

A framework known as "push and pull motivation theory" used two main categories of motivating forces to describe human behavior, which were push motivation and the pull motivation. Push motivation, or internal motivation, was the inner force that motivated people to take action to satisfy their unfulfilled needs or prevent unfavorable outcomes. Pull motivation, or the external motivation, on the other hand, was where people were drawn to favorable results or desired circumstances by this outside pull (Fromm, 2024).

Moreover, according to Hoang *et al*., (2022), in the push and pull motivation theory, tourists are drawn to a particular attraction by destination features that create a cognitive destination image for them, but push factors, like the desire to go somewhere, are also present. Furthermore, pull motivation tends to be influenced by the information about the destination, unique image, and availability. On the other hand, escapism, knowledge, and cultural experiences are examples of push motivation, while personal factors play a role in both types of motivation (Duong *et al*., 2023). Knowing the factors that influenced tourists, using this theory might have helped tour operators in strategizing and customizing their services with the preferences of tourists.

Adventure tourism emerged as a significant part of tourism, offering unique destinations that satisfy both personal and external traveler demands. Tourist choice motivations are key in developing effective actions for the tourism industry and enhancing overall experiences. This study is based on push and pull motivation theories (Hoang *et al*., 2022; Duong *et al*., 2023). It aimed to examine these motivations and their impact on tourist decision-making, exploring how internal motivations and external destination attributes are linked (Gross *et al*., 2023). The research focused on the difference between soft and hard adventure tourism in Tuba, Benguet, aiming to inform the creation of tailored marketing strategies and tourism policies to establish Tuba as a premier adventure tourism destination.
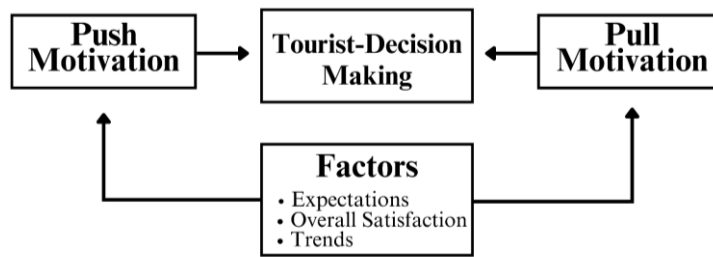
Figure 1. Adapted Push and Pull Motivational Factor in Tourists-Decision Making
by Guzel, Sahin & Ryan (2020)

The "Push and Pull theory of Motivation" by Guzel *et al*., (2020) closely aligned with this research. Originally developed in Lee's (1996) migration study, the theory was adapted to tourism to explain how internal (push) and external (pull) factors influence tourist behavior and decision-making. Push factors are internal motivations, like the need to escape, seek cultural enrichment, or gain knowledge. These drive individuals to travel, satisfying unmet desires or escaping undesirable situations (Bichler & Peters, 2020; Hoang *et al*., 2022). In contrast, pull factors are external attributes of a destination that attract tourists, such as accessibility, destination information, and appealing images. For example, travelers seeking adventure or relaxation are drawn to destinations with strong cultural identity and efficient transport systems (Bui & Kiatkawsin, 2020; Duong *et al*., 2023).

This study's conceptual framework explored how push and pull motivations interact. Push factors like internal attributes influence a tourist's decision to travel, while pull factors, such as destination accessibility and information, help determine which destination to choose. Expectations, satisfaction, and trends mediate these motivations, influencing whether the decision leads to repeat visits or positive word-of-mouth. Changing tourism patterns also mediate push-pull motivations, influencing tourist decisions and experiences over time. This framework will provide insights into the motivational factors affecting tourists' decision-making in soft and hard tourism, helping destination marketers and tour operators create targeted campaigns that appeal to both internal motivations and the unique attributes of the destination.

The research study aimed to evaluate the motivations and factors that drive tourists to participate in soft tourism and hard tourism in Tuba, as well as the impacts of the activities on tourist satisfaction and the local community.

Specifically, this current study aimed to provide solutions to the following problems:

1. What drives tourists to engage in:
   - Soft Tourism
   - Hard Tourism
2. How do factors like overall satisfaction, expectations, and trends significantly influence tourist motivation?

This study focused on identifying the motivational factors that influence tourists to participate in soft and hard adventure tourism activities in Tuba, Benguet. It examined both internal (e.g., escapism, cultural experiences, knowledge) and external (e.g., accessibility, destination image) motivators. Activities explored included hiking, ATV riding, swimming, ziplining, camping, and spelunking. The study targeted both local residents and visiting tourists of Tuba, Benguet. It was limited to adventure tourism in Tuba and did not cover other tourism forms or compare Tuba with other domestic or international destinations. Key factors analyzed included personal attributes (e.g., age, gender, risk tolerance) and socio-economic variables (e.g., income, education).

This study provided valuable insights into the factors influencing soft and hard tourism in Tuba, aiding local communities and tour operators in enhancing visitor participation and satisfaction. It broadened and advanced the academic knowledge regarding tourism by filling in the gaps in the research with clear outcomes for sustaining local tourism and community development.

Local Government of Tuba: The study offered reliable data on tourist preferences and behavior, helping guide sustainable tourism policies, promote Tuba as a top destination, and balance environmental conservation with economic growth.

Academe: It addressed research gaps in local tourism environments and enriched theoretical knowledge on tourist motivation, offering a reference for further studies.

Future Researchers: Provided a foundation for further studies on tourism impacts, experiences, and motivations in similar local contexts.

Tour Operators: Helped improve understanding of traveler expectations to enhance marketing, services, and tour package development.

Previous studies have investigated soft and hard adventure tourism, these two have most often been treated separately or only discussed adventure tourism in general. There are still little studies that directly compare the reasons why tourists choose soft and hard adventure activities in places such as Tuba, Benguet. Previous studies have not fully explained how push and pull motivations relate to tourists' expectations, satisfaction, and future plans in destinations that provide both adventure types. Another gap in literature is related to the role of these motivations in providing guidance for local tourism strategies and support for community development. The research addresses existing gaps by analyzing the differences between soft and hard adventure tourism activities in Tuba Benguet. This study offers new understanding about how internal and external motivations shape tourist decisions which benefits marketing strategies and tour package development and sustainable tourism management.

METHODS

The study utilized a comparative qualitative research design to explore the motivational factors driving tourists and locals to participate in either soft or hard adventure tourism in Tuba, Benguet. The researchers used a qualitative approach to capture complete insights into experiences, motivation, and decision-making that is difficult to be measured quantitatively.

A modified and adapted interview questionnaire from Kanaolkhar (2022) was applied by the researchers. The first section of the interview questionnaire consists of demographic information of the participants such as age and gender. The second section consisted of open-ended questions that explored motivation and experiences in soft and hard adventure tourism in Tuba, Benguet. The researchers prepared consent forms and ethical protocols prior to data collection. A formal request letter was submitted to the authorities in Tuba to seek permission for conducting the study.

The respondents of this research were tourists and locals who had participated in adventure tourism activities in Tuba, either soft or hard adventure tourism. The study used a snowball sampling technique to identify participants, recruiting future participants from acquaintances who also participated in either soft or hard adventure tourism in Tuba, Benguet. This approach allowed for rich insights from hard-to-reach populations.

The researchers started interviewing selected participants when consent was given. Informed consent was obtained and the respondents were asked to discuss their individual experiences, motivational factors and justifications for selecting either hard or soft adventure tourism in Tuba, Benguet. Interviews were conducted face-to-face and each session was audio recorded with the participants consent. In order to continue the snowball sampling process participants were asked to suggest acquaintances that also participated in either soft or hard adventure tourism in Tuba, Benguet.

This study interviewed 25 individuals who have participated in both soft and hard adventure tourism activities in Tuba. This number was considered sufficient because the point of saturation was reached, the point at which the responses become repetitive and no new theme emerges(Webster, 2024). Saturation is typically reached in qualitative studies with 20 to 30 participants (Guest et al., 2020), therefore 25 respondents are enough to guarantee accurate and thorough results.

Table 1. Participants' Profile

Age Group	Male	Female	Total
17 - 19	-	5	5
20 - 29	7	11	18
30 - 40	1	1	2
Total	8	17	25

The participants included tourists (64%) and locals (36%), allowing for a comparative exploration of visitors' expectations and local perspectives. They ranged in age from 17 to 40 years old, with a significant portion being young adults. The majority were female.

The study used thematic analysis to explore travelers' perspectives, experiences, and motivations through open-ended responses, providing a greater understanding of their decisions regarding soft and hard tourism in Tuba. Through open-ended responses, the study employed theme analysis to explore travelers' perspectives, experiences, and motivations, providing a greater understanding of their decisions regarding soft and hard tourism in Tuba. This approach made it possible to code and analyze data in an orderly manner that went beyond numerical results. To ensure a more thorough knowledge of the factors influencing tourists' travel decisions, a comparative method was also used to discover significant similarities and contrasts in their preferences.

The researchers acknowledged potential assumptions that might affect how the study on motivational factors of tourists in Tuba's soft versus hard tourism was framed, how the data was interpreted, and how the results were anticipated. They utilized interviews to obtain a range of viewpoints in order to lessen bias, and they remained reflexive at all times to guarantee an equal and objective assessment.

This research provided valuable insights into tourist motivations, aiding local stakeholders in enhancing tourism strategies and services in Tuba. Respondents participated voluntarily, after being fully informed of the study's purpose and procedures, and their identities were safeguarded through strict confidentiality and secure data handling. A respectful and inclusive environment was maintained throughout, ensuring participants' rights were honored. Moreover, data access was limited to the researchers and adviser, with all data securely stored and deleted three months post-study to prevent misuse.

RESULTS AND DISCUSSION

In response to SOP 1, which sought to identify what drives tourists to engage in soft or hard adventure tourism, Figure 2 below lists the main motivating factors that influence travelers to engage in such activities. The first common factor is "personal growth and fulfillment," which leads to self-discovery and strengthened self-esteem. The balance between relaxation and challenge is another common motivation. These results align with Janowski *et al.* (2021), who emphasized that adventure tourism increasingly attracts individuals not only for thrill but also for transformation and self-development. However, there are differing motivations between the two types. Soft adventure tourism is driven by "low engagement," as it requires little physical effort and offers the opportunity for learning and fun, which supports Bichler and Peters (2020), who argued that soft adventure tourists are driven by cultural enrichment and nature appreciation with minimal risk. On the other hand, hard adventure tourism is driven by the thrill and adrenaline rush provided by high-energy, physically stressful activities, targeting individuals who want to experience extreme challenges, that supports with Bui and Kiatkawsin's (2020) findings that hard-adventure participants often seek extreme challenge to validate skills and achieve personal accomplishments. These differences confirm Bentley's (2024) psychological perspective that adventure experiences offer varying benefits, stress relief, excitement or deeper self-concept development.

Using the push and pull motivation theory, the findings show that people travel for two main reasons: push factors (internal desires) and pull factors (attractions of the destination). Push factors include the desire for personal growth, self-discovery, and confidence. Soft adventure tourists look for fun and learning with low risk, while hard adventure tourists seek extreme challenges for self-validation. Pull factors come from the destination itself. Soft adventure is attractive because of safety, easy access, and cultural experiences, while hard adventure draws people with rugged landscapes and high-risk activities. In short, push factors create the desire to travel, but pull factors influence whether tourists choose soft or hard adventure.
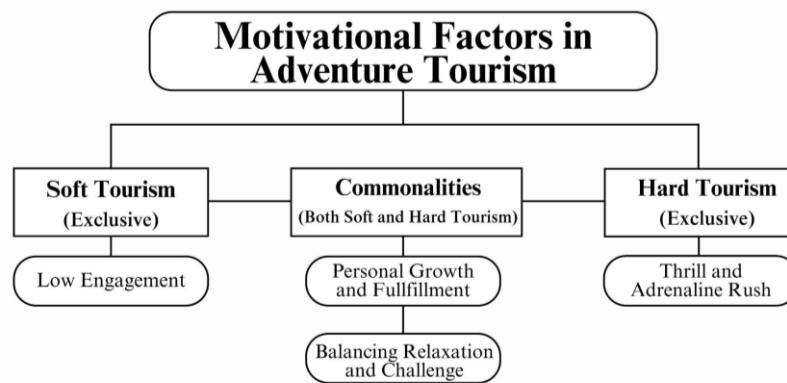
Figure 2. Comparative Analysis of Tourists' Motivational Factors in Soft
and Hard Adventure Tourism

In response to SOP 2, the study shows how tourist motivations are categorized into push and pull motivations, with several influencing factors in between, as shown in Figure 3 below. Factors influencing motivations are beyond just satisfaction, expectations, and trends. Push motivations come from within a person and are based on personal desires and needs. These include the wish to explore and experience new places and cultures, the need for relaxation and well-being as a form of stress relief, personal priorities and decision-making based on values and lifestyle, social influence and trends shaped by peers and social media, budget and practical considerations that affect affordability, and expectation versus reality based on past travel experiences and perceptions, reflect the arguments of Hoang *et al.* (2022) and Duong *et al.* (2023) that tourists are influenced by intrinsic drivers. On the other hand, pull motivations come from the features of the destination itself that attract tourists. These include the quality of services and facilities such as accommodations and transportation, breathtaking views like natural landscapes and landmarks, and the convenience and accessibility of adventure sites for those seeking fun and outdoor activities align with Nguyenvan *et al.* (2024), who emphasized that destination attributes strongly affects behavioral intentions in hard adventure contexts. This gives a clearer view of what drives people to travel and how they choose where to go.

When analyzed critically using the push and pull theory, the findings suggest that push factors create the desire to travel, while pull factors influence the final choice of destination. For example, a traveler may feel an internal push to relax or escape stress, but they choose a destination because it offers appealing pull elements like scenic views or high-quality facilities. Social media trends and peer influence also act as indirect push factors by shaping personal aspirations, while destination marketing strengthens pull factors by highlighting unique attractions. This shows that tourist motivation is not based on one side alone, it is an interaction where internal needs meet external offerings. Understanding this relationship is important because it explains why tourists with the same push factor such as a desire for adventure may choose very different destinations based on the pull elements they find most appealing.
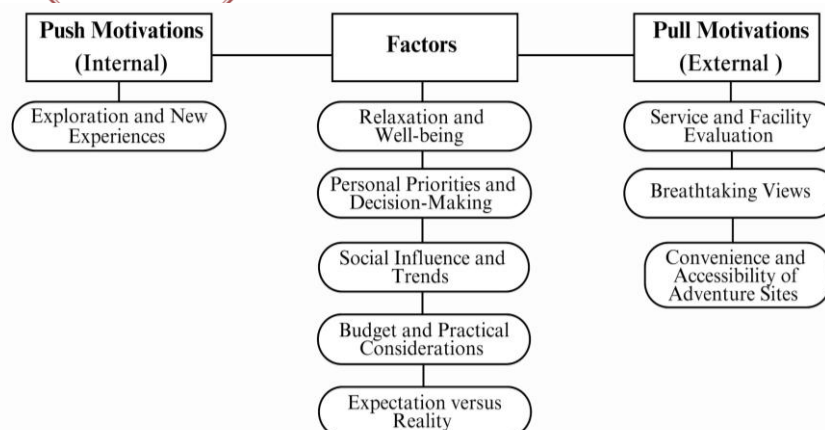

Figure 3. Motivational Factors (Push, Pull, Factors)

The figure below compares the motivational factors that influence both locals and tourists, revealing six distinct motivations for locals, two for tourists, and ten common factors that are shared

between them. Locals are mainly driven by convenience, accessibility, and familiarity, as nearby adventure sites make it easy and require little effort for them to engage in activities. They prefer low-effort, fun activities and tend to stick to what they know, showing low interest in trying unfamiliar or challenging adventures. Their motivation is also influenced by their connection with the community and a sense of belonging, which adds comfort to their experiences. However, locals are less likely to engage in exploration and new experiences, as they value comfort and confidence in familiar settings.

On the other hand, tourists are motivated by social influence and the quality of services and facilities at adventure sites. Recommendations from family, friends, and online platforms play a big role in encouraging them to try new activities, and they expect higher standards in service and safety, supports the study of Kalbekov (2024) and Alwi (2020), who noted that high standards and professional facilitation are critical in attracting adventure participants. Tourists are generally more open to new and unfamiliar experiences, often participating in adventures they find exciting or trending. Despite their differences, both groups share common motivations such as stress relief, personal growth, and practical considerations like budget, time, and responsibilities. They also seek cultural learning and meaningful experiences, but tourists show more willingness to explore and try new things, while locals tend to stay within their comfort zones, which confirms that adventure tourism appeals across a wide spectrum of experiences (Gilpin ,2023)

When analyzed through push and pull motivation theory, these results show a strong difference in how internal and external factors influence locals versus tourists. Push factors like stress relief, personal growth, and the need for cultural learning exist in both groups, but they manifest differently. Locals prioritize comfort, familiarity, and a sense of belonging, which act as internal drivers for choosing low-risk and nearby activities. In contrast, tourists are internally pushed by curiosity, novelty-seeking, and the desire to create memorable experiences. Pull factors also play a major role in shaping choices. For locals, pull motivations such as convenience, accessibility, and familiar settings make nearby sites attractive. Tourists, however, respond to pull elements like high-quality services, safety, and the uniqueness of the destination. Marketing and social media also amplify these pull factors for tourists by highlighting exciting and trending activities.

This comparison shows that while both groups share some common push motivations, locals are more influenced by practical and emotional comfort, whereas tourists respond strongly to pull factors that promise unique and quality experiences. This suggests that adventure tourism strategies should differentiate between the two groups: promoting convenience and familiarity for locals, while emphasizing unique attractions and high standards for tourists.
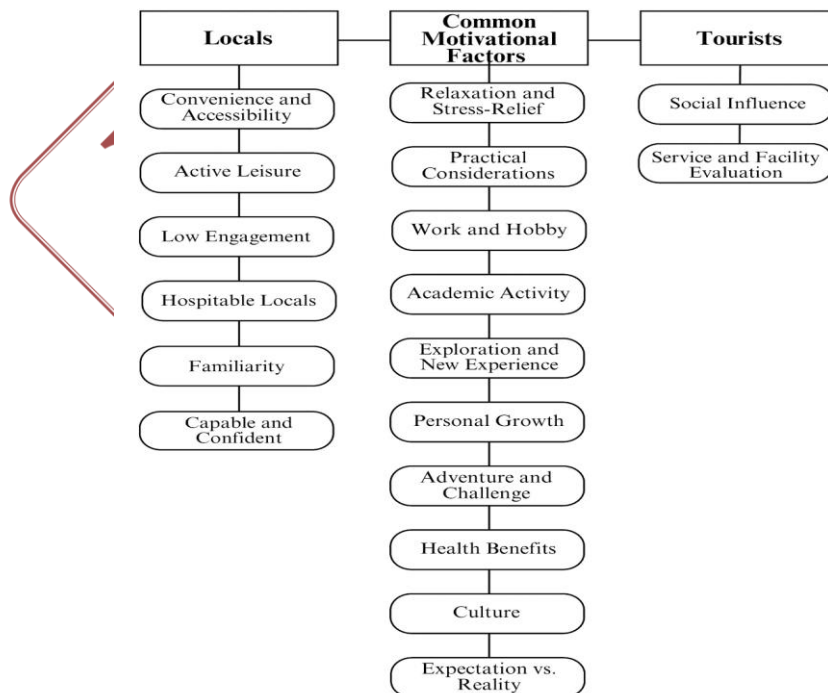

Figure 4. Comparison of Motivational Factors of Locals and Tourist

The findings suggest that tourists are driven more by relaxation, exploration, and the quality of service and facilities of attractions which implies that tour operators should develop comprehensive tour

packages that combine both soft and hard adventure activities while ensuring high quality of service and facilities. Furthermore, improving information systems can make it convenient and easily accessible for tourists. For local governments, the findings highlight the importance of improving attraction infrastructure to ensure the safety and security for tourists. Additionally, cultural learning has been identified as one of the factors which indicates that policies should be well-established to protect cultural heritage and establish respect for local traditions.

CONCLUSION

The following were derived conclusions based on the findings of the study:

Findings from this study, specifically addressing SOP 1, show that tourists engage in adventure tourism for different reasons, yet their motivations often converge. Soft adventure tourism attracts individuals seeking low-engagement activities that are fun with little physical effort, which makes it suitable for people of all ages and fitness levels. This supports the study of Lujun (2021) that states soft tourism appeals to those interested in relaxation, leisure, and sensory experiences. Hard adventure tourism, on the other hand, appeals to thrill-seekers motivated by adrenaline, challenge, and the sense of accomplishment that comes with overcoming physically and mentally demanding activities. Hard adventure tourists often prioritize certain high-risk activities to demonstrate experience rather than those who consider themselves soft adventure tourists, added Kalbekov (2024). While these differences exist, both soft and hard adventure tourists share core motivations such as personal growth, self-fulfillment, and balancing relaxation with challenge. However, soft adventure appeals to those seeking low physical engagement, learning, and fun, while hard adventure attracts thrill-seekers craving adrenaline and extreme physical challenges. This highlights the role of adventure tourism, regardless of intensity, in enhancing the process of creating more seller-specific and sustainable adventure tourism experiences (Nguyen et al., 2024). Thus, fostering self-improvement and creating lasting memories.

With regards to SOP 2, the study revealed that tourist motivations are shaped by a combination of internal (push) factors- such as the desire for new experiences, relaxation, social influences, and practical considerations-and external (pull) factors, including destination attributes like quality service, scenic beauty, and accessibility. This dual framework clarifies how personal desires interact with destination appeal to influence travel choices.

Moreover, differences were observed between locals and tourists. Locals prioritize convenience, familiarity, community connection, and low-effort activities, often favoring comfort and known experiences over exploration. In contrast, tourists are more influenced by social recommendations, service quality, and are generally more open to novel and challenging adventures. Despite these differences, both groups share motivations related to stress relief, personal growth, cultural learning, and practical constraints like budget and time.

In summary, this study emphasizes the shared and divergent motivations behind soft and hard adventure tourism. Its novelty lies in the comparative perspective that distinguishes locals from tourists while highlighting universal motivations. Practically, these findings suggest that Tuba can enhance its competitiveness by offering flexible tour packages that integrate both soft and hard activities, improving accessibility, and leveraging social influence and digital platforms to meet the diverse motivations of adventure travelers.

Recommendations

Based on the findings and conclusions of the study, the following recommendations are offered:

A. For Future Researchers:

1. Expand the Scope of Study

Future researchers should expand the study beyond Tuba and include cultural, socio-economic, and environmental aspects of adventure tourism. Studying multiple areas and using a mixed-method design can offer broader insights for stakeholders.

2. Examine the Long-Term Impact of Adventure Tourism

Researchers should explore long-term effects on mental health, physical well-being, personal growth, and lifestyle. This can reveal if adventure tourism leads to lasting changes like risk-taking, environmental awareness, or continued outdoor activity.

3. Explore the Role of Technology

Future studies should examine how social media, apps, and technologies like VR influence tourist behavior and destination choices. Research can also focus on digital marketing, online feedback, and safety tools to understand technology's role in tourism growth.

4. Study Social and Cultural Influences

Researchers should study how peers, beliefs, and trends affect adventure tourism participation. This can help tourism businesses tailor experiences that align with cultural values and social interests.

B. For Tour Operators:

1. Comprehensive Tour Packages

To effectively cater to different types of adventure tourists, providers should tailor their offerings according to the distinct motivations of soft and hard adventure seekers. For soft adventure tourists, it is important to develop activities that require low physical effort while emphasizing learning, fun, and personal growth-such as guided nature walks, cultural workshops, or wildlife observation tours. Conversely, for hard adventure tourists, designing high-energy and physically challenging experiences like rock climbing, white-water rafting, or extreme sports is essential. Ensuring these activities meet safety standards and provide the desired adrenaline rush will attract thrill-seekers looking for extreme challenges.

2. Improve Accessibility of Adventure Sites

Tour operators should improve accessibility to adventure sites. Locals are more likely to visit nearby attractions. Improvements can include transportation services for remote sites and better information systems like directions and maps. This can increase engagement, attract a wider market, and enhance visitor experience.

3. Customized Offerings for Soft and Hard Adventure Seekers

Tour operators should tailor offerings to the distinct motivations of soft and hard adventure seekers. Soft adventure tourists prefer activities with low physical effort that emphasize learning, fun, and personal growth, such as guided nature walks, cultural workshops, or wildlife observation tours. Hard adventure tourists seek high-energy and physically challenging experiences like rock climbing, white-water rafting, or extreme sports, which must be safe and deliver the adrenaline rush that attracts thrill-seekers.

4. Motivation-Driven Marketing Strategies

Marketing strategies should leverage both push and pull motivational factors to connect with potential travelers on multiple levels. Promotional materials should highlight internal desires such as self-discovery, stress relief, and cultural learning to resonate with tourists' intrinsic motivations. At the same time, emphasizing destination attributes like breathtaking landscapes, quality accommodations, accessibility, and safety will appeal to external pull factors. Utilizing social media, testimonials, and influencer endorsements can further enhance social influence, making adventure experiences more appealing and trustworthy.

5. Differentiated Engagement for Locals and Tourists

It is also crucial to differentiate approaches when targeting locals versus tourists. Locals tend to prioritize convenience, familiarity, and community connection, so promoting accessible, low-effort activities and fostering community engagement through events and loyalty programs can increase their participation. Tourists, on the other hand, are generally more open to novel and challenging adventures and place greater importance on service quality and safety. Offering diverse, trending experiences with high standards and providing comprehensive information and recommendations will encourage tourists to explore and try new activities.

6. Strengthening Quality and Safety Standards

Enhancing service quality and safety across all adventure offerings should be a priority. Investing in staff training to deliver excellent customer service and maintaining high standards for equipment and emergency preparedness will help ensure that both soft and hard adventure tourists feel secure and well-supported. This focus on quality will build trust and satisfaction, encouraging repeat visits and positive word-of-mouth. Additionally, practical considerations such as flexible pricing, packages, and scheduling options should be incorporated to accommodate varying budgets and time

constraints. Clear information about accessibility and transportation options will make adventure sites more reachable and appealing to both locals and tourists, removing potential barriers to participation.

7. Cultural Integration and Sustainable Tourism

Integrating cultural and meaningful experiences within adventure tourism can satisfy the shared motivation among travelers for deeper, more enriching journeys. Collaborating with local communities to offer authentic cultural interactions not only enhances tourists' appreciation of the destination but also strengthens community ties and supports sustainable tourism development.

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