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Push and Pull Motivations for Participation in Adventure Tourism: Foreign Tourist Perspectives

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Abstract: Adventure tourism has a significant impact on visitor motivation and sustainable tourism development. People who like physical activities have been particularly drawn to adventure tourism in recent years. Adventure tourism is a valuable economic asset in the context of sustainable development. Adventure tourism contribute to the local economy by strengthening links and raising local people's living standards. Furthermore, those involved in adventure tourism stand out with tourist motivations such as being generally healthier, more financially affluent, having a better education, and having a greater burning desire for novelty, escape from daily life, and authentic experiences that can be had in natural sites. The purpose of this research is to find out why visitors desire to participate in adventure tourism, and to give recommendations for tour operators to improve adventure and promote sustainable development. In-depth qualitative interviews with foreign tourists revealed main, secondary, and tertiary motives for adventure tourism and sustainable development. Based on these findings, a conceptual theme of adventure tourism is proposed to guide future research and activities that promote sustainable development.

Keywords: Sustainable Tourism, Adventure Tourism, Extreme Activities, Winter Activities, Tourist Motivations, Push And Pull Factors, Sustainable Development

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1. Introduction

This study emphasizes adventure tourism as a sustainable development alternative to tourism and tourist products. Adventure tourism is frequently associated with outdoor activities. This type of tourism involves connecting with nature and taking risks, which may require specialized skills and physical exertion. At least two of the following factors are required: physical activity, contact with nature, and cultural immersion through genuine encounters with locals or indigenous peoples. By stressing these elements, adventure tourism adheres to sustainability principles, establishing a stronger connection with environment, helping local businesses, and developing cross-cultural understanding. Adventure tourism growing faster than the global tourism growth rate. There is growing evidence that these forms of travel have positive effects on reflection, personal meaning, and pro-environmental outcomes in relation to other forms of tourism [1].

In the mid -1800s, adventurers began to push the limits of mountain climbing and river rafting, with the first ascent of the Matterhorn in 1865 and decent of the Colorado River in 1869. Shortly thereafter, two key institutions were formed. The National

Geographic Society and Explorers Club. These institutions are supporting adventures tourism continuously until today.

Previously, the travel and tourism business were overlooked and not seen as a priority in the economy. However, given Uzbekistan's geographical area and tourist resources, it has the potential to become a high-earning and significant contribution to the country's overall economic performance and sustainable development [2], [3]. Uzbekistan provides beautiful vistas and sweeping landscapes. The location has potentials for tourism because of natural water bodies such as tiny and large lakes with turquoise color tinges, the tallest mountain ranges, reservoirs, hot radon springs, jagged snow peaks with cliffs, and waterfalls. Throughout the year, the temperature is moderate, if not constant. Uzbekistan has a country's diverse tourist resources, which includes a distinctive landscape and natural attractions. Bioclimatic conditions also enable travelers to actively participate in wellness and sports tourism, particularly during the winter.

Uzbekistan's historical and cultural legacy, which represents the region's lengthy history, is principally related with the history of the Great Silk Road (Fergana-Tashkent-Samarkand-Bukhara-Urgench-Khiva). Uzbekistan is geographical area where tourists are mainly interested in visiting cultural and historical sites, which are largely concentrated in Samarkand, Bukhara, Khiva, and Tashkent. As a result, they will spend less time in Uzbekistan than those who participate in a variety of other tourism activities. However, if the government wants tourists to stay longer and to promote return visits to discover locations more than once, they must promote other types of tourism, such as adventure and sustainable tourism.

1.1 Aim of the study

To determine the push and pull motivation factors that encourage international tourists to participate in adventure and sustainable development.

1.2 Statement of the problem

The problem of this study is to examine visitors' behavior who are undertaking adventure tourism activities. Additionally, the push-pull relationship will be measured in a sustainable development context. This study provides a deeper understanding of what drives the international tourist's decision to travel. This study will provide tourism industry stakeholders with valuable information to help promote sustainable development and improve adventure travel, as well as identifying potential product bundles that can be used for market segmentation.

1.3 Objectives of the study

The objectives of this paper are three-fold. First, it attempts to understand the underlying roles of facilities of adventure activities and proper training that effects international tourists' choice of Tashkent AmirSay Ski resort as an extreme activity at a holiday destination. Second, it identifies the relationship between push and pull motivational factors that encourages international tourists to choose different types of adventure activities and sustainable development. Third, it explores safety measurements that could be internal or external motivation of international tourists who want to enjoy adventure activities in Tashkent, Uzbekistan.

- a. To analyze the key roles of adventure tourism facilities and proper training that effects tourist motivation to participate to adventure tourism activities.
- b. To identify the relationship between push and pull motivation factors that allows international tourists to participate adventure activities and sustainable development in Tashkent Uzbekistan.
- c. To explore safety standards that will have a significant effect on tourist motivations.

1.4 Research questions for qualitative analysis

This study developed some of the motivation related research questions below:

1. What are the main key roles of adventure tourism facilities and proper training that effect tourist motivation?
2. What is the relationship between push and pull motivational factors that effect to international tourist to participate adventure activities and unsustainable development in Tashkent, Uzbekistan?
3. Could safety measurement be internal and external tourist motivation?

1.5 Significance and scope of the Study

The significance of this study is to improve the role of safety measurement, proper training and facilities in the travel industry, establishment of adventure activities for international tourists in Tashkent, Uzbekistan. Secondly to determine the push and pull factors that have positive effect on international tourists' motivation to participate adventure activities and sustainable development, to provide opportunities for tourism suppliers and investors to market their products.

2.0 Literature review

A literature review will be introduced in order to identify the theoretical factors associated with push and pull factors, as well as the motivations for international visitors to participate in adventure tourism in Uzbekistan. For the purpose of creating appropriate hypotheses, previous research on the connections between these constructs will also be examined.

2.1 Definition of tourism motivations

A deeper understanding of travel motives will aid in market segmentation, allowing tourism marketers to more effectively distribute their limited tourist resources. It has been claimed that a segmentation method based on motives will assist the tourism industry since it may offer cues and/or insights that destination marketers could utilize in creating and advertising their tourist locations. The significance of understanding motives for tourists because:

- (1) it will pave the way for the development of better goods and services;
- (2) satisfaction with tourism experiences is inextricably linked to the initial motives of tourists;
- (3) motives must be identified and prioritized before a destination marketer can fully understand tourist decision-making processes.

Without an understanding of the traveler's motivations, effective tourist marketing is difficult [4], [5], [6]. As a result, because motivation is the driving force behind all human conduct, it appears to be a crucial factor. One of the key factors influencing leisure travel is motivation. Therefore, by better defining the value of tourist behavior and eventually forecasting or influencing future travel trends, academics will be able to better explain what drives individuals to travel. Delineating underlying motivations also provides helpful information for comprehending the decision-making processes involved in destination choice [7], [8].

When making decisions, especially when it comes to travel or trip planning, tourist motivation is crucial because tourists frequently decide to visit and return to a location for a variety of reasons. By categorizing and combining the causes, tourism agents or other stakeholders will be able to increase the number of visitors, encourage them to stay longer, enhance their enjoyment, and change any anti-social behavior. Tourist motivation as, "encouraging visitors to take high levels of activity and overcome challenges or changes." As it was already established, motivation typically entails persuading others to change in order to achieve the desired result. Additionally, motivation is the force behind human behavior's direction, restraint, and perseverance [9]. The notion of "travel motivation" has

been classified into different levels and integrated with numerous elements of social, psychological, economic, situational, and environmental changes.

Motivation is the energy that propels human actions and decisions (Park, Kim). This study adopts Fodness' definition of motivation as the force that directs all behavior as described by Uysal, Plog, Dann, Crompton, Ahola, Beard and Ragheb, Virdi and Traini (1990), Baloglu and Uysal, Uysal and Jurowski, Klenosky, Snepenger (2006), Biswas, Ancuta, and Simková are just a few of the many studies that have focused on the reasons why tourists choose to travel. Han's (2017) study also showed that tourists care about the environment and are prepared to act sustainably [10], [11], [12]. They declare their "intention(s) to engage in sustainable travel behaviors and motivations, engage in recycling behaviors, and safeguard natural and local resources". The author claimed that this has the practical relevance that, "marketers of tourist locations should actively discover efficient strategies to...(satisfy) these consumers' moral responsibilities to conduct motivation and behavior when travelling" [13], [14].

2.2 Definition of adventure tourism

The core of adventure includes a number of significant and interconnected elements, including uncertain outcomes, danger and risk, challenge, anticipated rewards, novelty, stimulation and excitement, escapism and separation, exploration and discovery, absorption and focus, as well as contrasting emotions. Uncertainty was highlighted as a distinctive aspect of the adventure experience paradigm, highlighting its key role within adventure activities. While an adventure is extremely possible if all of these components are present, it will not be one if any of them are present alone. The elements are compatible with "rapid adventure".

Adventure tourism is defined by the Adventure Travel Trade Association (ATTA) as, "a trip (traveling outside of a person's normal environment for more than 24 hours and not more than one consecutive year) that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion" (Adventure tourism development index). A total of 34 different sorts of activities are included in the study, ranging from physically taxing outdoor pursuits in the wild to calling on friends and family, seeing a historical location, and taking part in volunteer tourism programs. According to this description, adventure tourism is developing faster than both overall tourist growth and cruise tourism, another rapidly rising industry. Its data includes Iceland, Germany, New Zealand, Norway, Switzerland, Canada, Australia, Finland, Austria, and Denmark as the top 10 destinations for adventure travel. Because of the Asian population's thirst for adventure, ATTA anticipates that this growth will continue. However, political changes may affect the movement of tourists in various ways, and the collapse of democracies worldwide may increase the possibility of unjust treatment and a lack of assistance from the home nation in specific crisis situations [15].

A hazy notion and a diverse industry where new activities are always emerging are both seen as adventure tourism. Due of its complexity, adventure tourism is more akin to a category than a concept. Uncertainty was highlighted as a distinctive aspect of the adventure experience paradigm, highlighting its key role within adventure activities. While an adventure is extremely possible if all of these components are present, it will not be one if any of them are present alone. The elements are compatible with "rapid adventure".

Adventure as defined is mostly a "state of mind" and "an attitude" of the individual. As adventure is about involving, thrilling, and testing participant abilities, this may be seen as one pillar in comprehending the appeal of adventure tourism. Pushing one's own boundaries is a crucial component in discovering one's own self. An adventure tourist's "rush sensation" is their greatest gain. "The simultaneous sense of thrill and flow associated with the successful performance of an adventurous activity at a high level of competence" is what the term "rush" means. The term "thrill" in this context refers to "a solely adrenalin-

based physiological response," while the term "flow" refers to "any sort of skillful activity when the exponent's mental attention coincides totally with their physical practice, such that they are 'intensely engrossed'. Adventure as a mental state, and their study takes into account the experiences of the individuals.

2.3 Definition of sustainable development

Sustainability addresses how humans may coexist with the natural world while protecting it from harm and destruction. This perspective distinguishes three aspects of sustainability: ecological (reproducibility of resources), social (equity), and economic (efficiency and growth).

Sustainability necessitates the protection of natural capital and ecological diversity, which is why tourism must also be sustainable. Indeed, sustainable tourism signifies a paradigm change in the way tourism is understood. Sustainable tourism is defined as tourism that serves the needs of both tourists and host regions, protects places and the environment, and creates future opportunities.

The relationship between tourism and sustainability has been thoroughly researched in the literature. The natural and man-made environment of a location is a critical component of the tourism product offering. It is critical to strike a balance between tourism and the environment, which has gained significant attention in the literature, particularly since the 1990s. The notion of sustainable development requires that all resources be managed in such a way that economic, social, and aesthetic needs are addressed while maintaining the cultural integrity, essential ecological processes, biodiversity, and living systems of the place in question. Sustainable tourism must consequently provide services and goods that are in harmony with the environment, the community, and local cultures, so that they benefit rather than suffer from tourism development.

2.4 Statement of hypotheses for quantitative analysis

Based on the literature review, this study establishes that there are three characteristics of motivations - key roles of facilities, and proper training, and the safety measurement effects on tourist motivations that take into account the main characteristics. It then formulates the following hypotheses:

H1. The key roles of proper training and adventure tourism facilities will have a positive effect on international tourist motivations.

H2. Pull factors are more important than push factors in determining whether international tourists are more likely to participate in adventure activities.

H3. Innovation (such as timing, price, frequency and comfort) will have a significant positive effect on the motivations of international tourist to choose an adventure tourism location and sustainable development.

H4. safety measurements (such as low risk, high risk and no risk) has a significant positive effect on international tourist motivation.

2. Methodology

This study used a qualitative approach to research. This will enable an analysis of the particular push and pull variables that impact on adventure tourism motives. The research technique as the comprehensive measures taken by a researcher before beginning a research project. A qualitative research technique is an effective tool for investigating specific occurrences since it explains human nature and how individuals make sense of their surroundings and lives. This sort of analysis looks at people's attitudes in everyday circumstances and is less technical than quantitative approaches, making it perfect for researching tourism and hospitality issues. This research can be conducted through ethnographic fieldwork and/or a combination of methodologies that are more inductive and explorative in nature. Such procedures can include interviews, participant or non-participant observations, and focus groups.

Research design

The general goal of this research is to establish ways to assist the growth of adventure tourism and sustainable development in Uzbekistan, and visitor motivations for adventure tourism. The use of research philosophy in research means that qualitative research is based on interpretivism, whereas quantitative research is based on positivism. Interpretivists want to understand the subjective meaning of social behavior in order to conduct their research technique. As previously stated, this study employed a qualitative research technique. The research design is the method used to answer the interview questions using empirical data.

Method of Data collection

A total of 20 interviews will be conducted by one-to-one interview with international tourists that are visiting the AmirSay Resort in Tashkent. Activities at the Resort include sledding, skiing, snowboarding, paragliding, snow building, skijoring, night snow skiing, snow trekking, snow kiting, ski bobbing, ice climbing, snowmobiling, and one long distance winter zip lining that are among the outdoor, extreme activities available. In accordance with sustainability criteria, the activities covered in this study will focus on winter-based adventure experiences. Additionally, recent research has shown the increased importance of natural surroundings in adventure tourism experiences, allowing for a more in-depth analysis of pull variables. A convenience sample of 20 international tourists will be used to conduct this research at the resort. The tourists will be approached and asked whether they would be agreeable to answer several questions about their motivations to participate in adventure tourism.

Study area

The Amir soy Resort started operation in 2019 which is located at an altitude of 2,494 meters on the northern slopes of Maigashkan's Tien Shan mountains. Because of its closeness to Tashkent and the Islam Karimov International Airport, Amir soy is very appealing for adventure tourists. The 65-kilometer travel takes less than two hours, thanks to an excellent high-altitude route that leads to a high-quality parking space at the resort. Unfortunately, there is no public transportation in Amir soy. During the season, competent, English-speaking local and foreign teachers are available to teach skiing and snowboarding lessons. The resort provides a broader range of amenities and infrastructure, particularly for summer guests. A hotel, year-round restaurants and cafés, a sauna complex, and several more amenities are available. A summer camp location is already in operation. Hiking routes are also available, which are surrounded by beautiful mountain views. Quad bikes may be hired, and there is a special quad biking area where travelers can enjoy themselves.

Data analysis

There are many steps to analyze qualitative data, including: organizing the ideas and concepts, developing overarching themes in the data, ensuring reliability and validity in the data analysis and findings, identifying possible and plausible explanations for the findings, and providing an overview of the final steps. This study's data analysis procedure began with an examination of the collected data. This will be accomplished by listening to the recordings, transcribing interviews from the tape recording to files on the computer, then reviewing and analyzing the written transcripts that have been translated into English.

3. Results and Discussion

The interviews were conducted with international tourists who visited the AmirSay winter resort in Tashkent, Uzbekistan. There were 11 males (55%) and 9 females (45%) interviewed. Two of the respondents were 70 years of age, the majority of respondents were between the ages of 20 and 30. Another 30% of respondents were 31 years or older.

Respondents were mainly from Russia (25%), while many were from Asian countries such as Indonesia, Thailand, China, and India. In addition, several were from Central Asian countries such as Afghanistan, Kazakhstan, Tajikistan and Kyrgyzstan. One couple was from Germany while another was from Somalia. The respondents were employed in a variety of positions that included manager, tour guides, hotel receptionist, dentist, nurse, interpreter, salesman, businessman, accountant, farmer, shopkeeper, teacher, bank staff, lawyer, and barber in various economic sectors.

The majority of the respondents had more than five years of work experience. Only two were retired, while the other two were students. According to the demographic profile, the majority of the respondents were traveling with their families such as husband, wife, mother, brother, sisters, and a minority of them with friends, with only two of them being solo travelers.

Family status of the respondents

Base on the respondent's family status, 45% of them were married and 45% were single, while 10% were divorced. A total of 50% had children ranging from two to 41 years, with one couple having twins aged two years old. One couple had grandchildren aged two, three and five years old. The other ten respondents did not have any children.

Based on the collected data from the interviews that were transcribed and then coded, four major themes emerged, which were identified and categorized as follows:

- (1) The motivations and preferred activities at the adventure tourism resort,
- (2) The need for further training of the adventure tourism instructors,
- (3) The importance of safety precautions at the adventure tourism resort,
- (4) The availability of adventure tourism equipment and instruction at the resort.

All these themes will be presented and discussed below by analyzing the opinions, perceptions, and feelings of the respondents who were interviewed at the AmirSay winter resort.

Discussion

Theme 1: The motivations and preferred activities at the adventure tourism resort

All respondents expressed different motivations for visiting the AmirSay resort, which included the thrills and excitement associated with participating in winter adventure activities; the love of nature and the outdoors; the beauty of the surroundings; and the different types of local halal food experienced at the resort.

By far the most important motivation was the excitement and feelings associated with participating in a wide range of winter adventure activities.

Nesar (aged 28) stated ...“these activities give me more adrenaline and the motivation to be adventurous, to try hard extreme activities such as skiing and snowboarding”.

Peter (71 years) also stated ...“Even though I am an older person I still love extreme activities and it's the reason that we visited AmirSay resort. I love to try winter activities like snowmobiling, snowboarding, hiking, snow tubing, and snow biking”.

Katy (aged 30) also stated that ...“I love to do all the winter activities at the resort, but mostly I love snowboarding and snow zip line, and it's very exciting to watch the surroundings from the top of the mountain”.

Dahir (aged 34) expressed similar feelings ... “The weather is so cold but its adorable here, hiking in the snow, snow zip line, ice skiing, snowboarding, snowmobiling every single one of them perfect,”.

Theme 2. The need for further training of adventure tourism instructors

Based on the interviews one of the themes that emerged was that Uzbekistan faced a shortage of adventure and training and experts.

Most of visitors stated that the resort staff lacked the ability to speak in English.

Peter (aged 71) stated that ...especially the knowledge of the English language is very poor in general. The main thing is they are very hospitable, they try their best to deliver best service to us at the resort, hotel and cafeterias". He suggested that in order to improve tourism in Uzbekistan, the government should provide training in English or other spoken language courses.

Katy (aged 30 years) expressed similar feelings ..."the extreme activities experts need more training. The main problem is language as communication is vital to me. It's important for me to really understand risks that I can face during the extreme activities in order to avoid any harm. They must be sent to another country in order to get proper training.

According to Dahir (aged 34) ..."One important thing is they are very poor in English language; they should invite foreign experts or they should send they workers to study about more adventure tourism in fact".

Theme 3. The importance of safety precautions at the adventure tourism resort

Almost all respondents stated that there were no much major problems with safety precautions at the resort and overall, respondents felt that all the safety precautions had been taken in order to avoid hazards. However, there are still some minor issues which was highlighted by some respondents.

Katy (age 30) mentioned ...the lack of signs and billboards for trespassing in restricted areas. At the resort there are some places that are not permissible to enter or do activities there. They should put some signs or billboards for not trespassing".

Similar feelings were expressed by Dahir (aged 34) ..."signs need to be installed in order to avoid injuries because at the resort many children are also enjoying activities with their parents".

Theme 4. The availability of adventure tourism equipment and instruction at the resort

Almost all respondents stated that resort had sufficient adventure equipment and instructions that were very important to reduce risks during the activities.

Jane (aged 30) agreed stating that ...there is plenty of equipment to do winter extreme activities but for snowmobiling they had very few and you have to wait longer to use one. "The resort should bring more snow mobiles in order to avoid queuing and crowding.

Fahma (aged 32) felt that ..."there was some major problems with instruction, and that all the staff were in a hurry to give instructions about how to use the equipment. The instruction time was so short and hard to understand clearly.

Jawed (aged 28) felt that ...manager or owner of resort should figure out how to give instruction fully and efficiently by using technology, a big screen, monitor or projector give instruction for everyone at the same time.

One of the respondents Chen (aged 31 years) mentioned the ...need for instruction in different languages, "If the resort employs multiple languages for instruction of equipment and activities, it will be more effective. Second, they do not utilize any technology to provide instruction at the minimum, they should be using mobile phones to provide video tutorials".

4. Conclusion

Adventure Travel is linked with Ecotourism through the common focus on nature based experiences wildlife and ecologically sustainable and low impact travel and tourism. Both types of travel promote the use of nature environments and provide sustainable low-impact activities that minimize damage to ecosystems.

Adventure travel is for more physically-challenging travel and pertains to locations that offer rafting, kayaking, rock climbing, trekking, and hiking. Those that travel to see natural landscapes are also driven by desire for challenge, novelty, and adrenaline. While there are many bright benefits to adventure travel, it can also pose environmental and safety risks if not practised sustainably.

Unlike this, traditional tourism is based on sustainable, conservation and giving back to the community through the benefits of tourism. Its goal is to preserve natural resources and biodiversity, while supporting local economic development. Ecotourism activities commonly consist of observation of wildlife, hiking, visits to protected areas. Eco tourists want a learning experience and are, on the whole, dedicated to low-impact travel and that the host culture has to be respected.

Indicating the relevance of the department of adventure as well as ecotourism in Uzbekistan, "foreign arrivals in Uzbekistan rose 363 percent this year, the single greatest increase worldwide, according to information for 2024," highlights the research. The most particular visitors interests reflected changing tourist preferences towards experiential and nature oriented travel with adventure, ecotourism, cultural heritage and gastronomy tourism as the most highlighted segments.

Citing the research, the study identifies multiple constraints hindering sector growth including a lack of surrounding infrastructure, trained professionals, risk mitigation systems, adequate equipment and medical infrastructure. We need to train for, invest in and develop policy to deal with these shortcomings.

For further research, there also needs to be more geographical coverage, a bigger sample size and the use of different data collection techniques (for e.g. online survey) in order to have a more solid ground on adventure and ecotourism development.

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