

**ANALYTICAL STUDY ON ADVENTURE TOURISM
DESTINATION MANAGEMENT CONCERNING EXPENDITURE
ON ADVENTURE ACTIVITIES****Štefko R., Šambronská, K., Matušíková, D.,
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Abstract: Adventure tourism represents a popular and developing type of tourism, which requires new research concepts due to its changes. Before the pandemic period, the destinations of adventure tourism were developing dynamically. The pandemic limited its activities due to restrictions related to travel and the opening of tourism businesses. Future development thus needs new management approaches that reflect new research of adventure tourist profiles. The main goal of the study is to analyse the Slovak participant in adventure tourism with regard to its expenditures associated with adventure tourism. The survey was performed using a questionnaire survey method on a sample of 135 respondents. The results were evaluated using contingency tables (relative abundance), and the established hypotheses were evaluated using Pearson's chi-square test. An important finding found within the expenditures on adventure tourism is that the type of adventure activity and the choice of destination influence its participants. Therefore, the Slovak participant in adventure tourism corresponds with the findings of foreign studies. The study is actually due to the current pandemic situation where adventurous tourism. It brings results from the new-pandemic period, which has not yet been studied in scientific research. The findings can serve as a basis for the management of adventure tourism destinations due to the change in the behaviour and preferences of its participants, even in the context of expenditure. The novelty of the study is based on new updating of the previous studies sourcing from the period of the turn of the millennium and later of the so-called period of adventure tourism expansion. The findings can be beneficial due to current changes in the tourism market when the emphasis is on higher individuality and the natural environment in the consumption of tourism products. Current management of tourist destinations should respect this important fact.

Key words: tourism destination management, adventure tourism, participant of adventure tourism, expenditures on adventure activities,

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Introduction

The development of tourism requires appropriate managerial approaches to its progress and subsequent management in specific tourism destinations. In recent years, there has been a noticeable requirement from the point of view of destination management for profiling individual destinations through selected specifics. Due to the high preference for entertainment and adventure from the tourist participant side, a number of destinations with an orientation towards adventurous tourism are emerging. For this reason, it is necessary to adapt the management of tourist destinations to link the requirements of the market, the primary potential and the offer of tourism facilities in the destinations.

The general tasks of the management of adventure tourism destinations, according to Pizzeria and Osebik (2012), Reyner et al. (2017), include:

- Improving attractiveness and image,
- Consultation with local/regional citizens,
- Tourist services (e.g. information, organization of events),
- External marketing (e.g. brand policy),
- Development of a coordinated destination strategy,
- Representation of local/regional interests.

Destination management with a focus on adventure tourism should accept the following specifics while creating:

- it is an area that can have different potentials due to the predominant elements of the environment: mountains, air, water, and land – destination management in creating adventure tourism products should use the potential of environmental features, given the attractiveness, safety and availability of the product to the adventure tourist (Gracan, Gregoric, Sotosek, 2018),
- it is an area that overlaps with other tourism offerings – adventure tourism takes place in standard destinations – the distillery manager should pay attention to the separate zones for adventure tourism (Buckley, 2007),
- it is an area that offers "meaningful" participation in a specific activity, while accessibility to the destination may be difficult to access or lack scenic appeal (CBI, 2021).
- it is an area that offers "meaningful" participation in a specific activity, while accessibility to the destination may be difficult to access or lack scenic appeal (CBI, 2021).
- to know the uniqueness of the environment, on the basis of which clearly communicate and present its competitive advantage in the changing tourism market (Gracan, Gregoric, Sotosek, 2018; Lakner et al., 2018).

According to the above mentioned, it is clear that the specifics of the management of adventure tourism-oriented tourism destinations are primarily focused on the potential of the natural environment.

Other specifics that adventure destination management must accept and apply are:

- several products/types of tourism are offered within one destination. While adventure tourism is one of them, each type of tourism has its own image and brand,

which is based on and respects the uniqueness of the destination brand (Janowski, Gardiner, Kwek, 2021),

-adventure tourism products must bring added value for visitors as well as for the area where the adventure tourism destination is located (Janowski, Gardiner, Kwek, 2021; Reyner et al. 2017),

-accept social trends – demographic, social and psychosomatic, which influence the choice of destinations and products of adventure tourism from the side of the consumers (Berniny, Cracolici, 2015; Buckley, 2007; Androniceanu and Tvaronavičienė, 2019),

-pay attention to the quality and attractiveness of the adventure tourism product provided by the facilities (companies and specific guides) in the destination (Buckley, 2007),

-take into account the specifics of seasonality (summer and winter season, out of season period) (Gracan, Gregoric, Sotosek, 2018),

-take measures regarding safety in the performance of adventure activities, in the framework of which the management of adventure destination must pay attention to the excellent technical condition of the necessary equipment, or pay attention to the safe place/area within which the activities take place (CBI, 2021).

The management of adventure tourism destinations must manage destinations of this type in order to provide popular escape routes from the normal, consumer lifestyle and mass tourism, as well as environmental, cultural and economic benefits for the area in which the adventure tourism destination is located. Among these benefits can be included: attracting customers with high economic (financial) value, promoting sustainable practices and supporting local economies (ATDI, 2016; Gusakov et al., 2020; Vaničková and Szczepańska-Woszczyna, 2020; Androniceanu et al., 2021).

Destination management of adventure tourism in the adventure tourism product dimension focuses on two main areas. The first is the natural environment area, and the second is focused on the demands of physical activities (hard and soft adventure tourism). In the broader sphere of adventure tourism products, destination management must consider three other aspects of this specific product type – skill utilization, cultural experience, and engagement/place of control. These five aspects of adventure tourism determine the adventure tourism product (Janowski, Gardiner, Kwek, 2021).

The study pays special attention to the segment's basic characteristics and its expenditures associated with participation in adventure tourism as a prerequisite for the successful management of the needs of adventure tourism development.

Literature Review

The management of adventure tourism destinations, in particular, should consider the specificities that are based on the nature of this type of tourism. It should respect the main aspects of adventure activities as a challenge in the context of a certain kind of discomfort, expected danger or risk, change, alternation, emotional commitment,

transience, uniqueness and non-transferability, unpredictability, overcoming of own boundaries etc. (Taylor, 2013; Sung et al., 2000; Khan et al., 2021).

The basic components entering the process of managing adventure tourism destinations include in particular: *primary potential* of the destination in the form of natural potential; a *tourism object and its product* in the form of individual tourism businesses and their services; and the inherently mentioned *adventure guide* as an essential part of adventure tourism products.

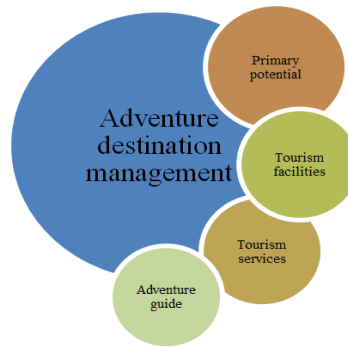


Figure 1: Basic components of Adventure tourism destination management

Source: Authors' elaboration

Primary potential in this case perceived as the natural potential (Mitríková et al., 2019; Jarábková, 2007) is necessary to satisfy the needs of tour participants, providing space for a certain dose of risk or exceptional experience. Gracan, Gregoric and Sotosek (2018) state that adventure tourism is mostly practiced in a natural environment, in an unusual, remote and wild destination. Successful management of such destinations can help create its economic formation by establishing a proper product for this specific segment (Sucháček et al., 2017). A simple change of environment, a change of stereotype, and a desire to experience something extraordinary are the main motives on which product management should be established.

Product management should respect the essence that an outdoor experience involving perceptions of health and safety is part of the product sold (Carnicelli-Filho, 2013). In the context of adventure product management, several authors, such as Modiano (2011), Sung et al. (2000), Buckley (2006) and others, analyse adventure tourism product subtypes like adrenaline tourism, “thrillcation”, “extreme tourism”, “controlled edge tourism”, and “danger tourism”. They concerned detailed in specifics and orientation of the niche segment. For the purpose of this study, the division of adventure tourism into two basic types was important for the basic product concept to specify the profile of the adventure tourism participants for effective tourism destination management. Mentioned types were: soft adventure tourism, which is less physically demanding activities and Hard adventure tourism -

activities involving a high degree of risk, requiring a high degree of abilities, skills and responsibilities of the participant (Hudson, 2003; Schott, 2007; Syrovátková, 2013; Kotíková, 2013; Naidoo et al., 2015; Zielińska and Bačík, 2020). Another important product division for adventure destination management according to the participant's involvement can be active and passive (Kotíková, 2013; Syrovátková, 2013; Castanho et al., 2020), which creates the base for activities development and management. By knowing the profile of potential respondents and their preferences, activities can be appropriately selected, and their provision subsequently managed. The management of adventure tourism destinations should also consider the work of a guide as an integral part of this type of tourism (Carnicelli-Filho, 2013). Especially hard tourism requires highly qualified guides who possess special skills (Cheng et al., 2018).

Expenditure of tourism participants in connection with adventure tourism

Expenditures represent a decrease in cash (or their equivalents) in order to achieve the returns (Agag and Eid, 2020); Maele et al. (2019) add that they are measurable. They represent a reduction in the amount of finance for businesses and individuals (Štefko, Fedorko, Bačík, 2014).

Adventure tourism participants are willing to pay for authentic, unique, attractive activities and adventure tourism products to help regional development where Sucháček et al. (2018) mention that territorial development cannot be achieved without territorial growth. Adventure tourism products, which pull the tourist out of everyday life, require skills and resilience, give a sense of uniqueness and importance (after mastering the activity with a certain risk and a dose of safety). They have successfully completed (and will compete again) with all other tourist products at their price points (UNWTO, 2014).

Expenditures on tourism participation are presented in a number of studies. Valdez, Tamagni and Zarfandini (2004) conducted a study aimed at getting to know the individual segments of tourists visiting the South of Argentina, while one of the monitored factors was the expenditure on tourism within the analysed segments. Garcia-Sánchez, Fernández-Rubio and Collado (2013) analyse the factors that influence the tourists' decision about the expenditures in the destination, resulting from length of stay and daily expenditures. Gómez – Déniz and Pérez – Rodríguez (2019) deal with the total expenditure of tourists due to their length of stay in a selected holiday destination. As the examples of other authors who have studied tourism expenditures are Crouch et al. (2007); Bernini a Cracolici (2015); Gómez–Déniz, Dávila-Cárdenes, Boza-Chirino (2021) and others. Kiráľová and Hamarneh (2017) marginally mention expenditures in the context of sport tourism development, which is linked closely to adventure tourism.

Expenditures in adventure tourism were examined with a relatively small number of authors and mostly concerned with examining expenditure on specific activities or products within adventure tourism. Bowker et al. (1996) examined the expenditures (based on an individual travel cost model and alternative travel specifications) of adventurers rafting down a predatory river, determining the cost between \$ 89 and \$

286. Ewert (1996) analyses expenditures on equipment, air transportation, food, guide services, and transportation related to the adventurous activity of climbing a mountain on McKinley Hill in Denali National Park. He concludes that despite significant tourist expenditures, the impact of adventure tourism is positive and has a significant economic impact on local communities.

Barnes et al. (1999) dealt with the expenditures of tourists for the product of adventure tourism watching animals in the wild. They monitored expenditures in the structure, the total price of the holiday, expenditures for entering the park, or expenditures as a contribution to the protection of wild animals. Buckley (2007), in the part of the work, states that most adventure tourism activities have a recognizable commercial signature measured by the duration of the activity to the expenditures of the participant, the consumer of the activity (i.e., the price per person per day). Other authors who have dealt with the issue in the studies of the expenditures of participants in adventure tourism and its activities are, for example Davis et al. (1996), Grijavla et al. (2002), Park et al. (2002), Parson et al. (2003) Sekhar (2003) and Downward et al. (2020). Collective studies deal with the impact of adventure tourism on society, analyse it from a financial point of view, and have been published in the last decade.

Within the adventure tourism study of Intrepid (2018), a specific section was devoted to expenditure on adventure activities and purchases related to them (food, equipment rental, etc.). The study states that only 6% of respondents controlled the financial budget. Other respondents practicing adventure activities stated that expenditures on adventure tourism did not play an important role. On average, \$ 3,000 per person with an average journey time of eight days was identified.

The study, the European market potential for adventure tourism, commissioned by the CBI (2021), states that adventure tourism contributes greatly to the local economy. About two-thirds of the money spent on adventure trips remains within the home country. Expenditures for adventure tourism amount to approximately 350 EUR (per day per participant in adventure tourism).

Potential of Slovakia for adventure tourism

Slovakia belongs to the countries with outstanding potential for developing adventure tourism in the world. It has rich natural resources that can attract adventure tourism enthusiasts worldwide. The diverse vertical division of the territory makes Slovakia a suitable destination for soft and hard adventure tourism tips.

With the proper use and protection of natural resources, Slovakia can compete with high-ranking countries around the world. This is proof of the annual survey conducted by ATTA, the Adventure Tourism Development Index (hereinafter ATDI), which assesses the potential and products of the country's adventure tourism. ATDI ranks Slovakia among the TOP 10 best developing countries globally in terms of adventure tourism. The organization created two types of rankings according to the development of adventure tourism in individual countries of the world. The first ranking consists of countries that are still developing in the field of adventure tourism (location of Slovakia, table 1.) and the second-ranking, which consists of countries

with developed adventure tourism (ATDI, 2011; ATDI, 2016; ATDI, 2018, ATDI, 2020). Slovakia's main competitor in Europe is the neighbouring country – Czech Republic. Other important competitors are overseas destinations, such as Israel (2nd place), Estonia (3rd place) and Chile (6th place), whose positions change in the ranking every year (ATDI, 2018). There is no ranking for the next years after 2018, maybe because of the pandemic.

Table 1. Ranking of Slovakia as an adventure tourism destination (based on ATDI score developing countries) in selected years

Country	Ranking 2010	Ranking 2016	Ranking 2018	Ranking 2020
Slovak republic	2.	5.	4.	3.
Czech republic	5.	1.	1.	1.
Poland	17.	8.	5.	8.
Hungary	13.	11.	13.	15.

Source: own processing based on ATDI, 2011; ATDI, 2016; ATDI, 2018, ATDI, 2020

Influence of Covid-19 pandemic on the expansion of adventure tourism

Before the Covid-19 pandemic, adventure tourism was one of the fastest-growing tourism trends. According to the international organization Adventure Travel Trade Association (hereinafter "ATTA"), the annual increase in adventure tourism was + 17%, while in 2050, it could create up to 50% of the main reasons for traveling. This was evidenced by a 2010 survey conducted by ATTA, Xola Consulting (Xola) and The George Washington University (2010). The survey stated that adventure tourism earned \$ 89 trillion worldwide. A repeated survey from 2013 (conducted by the same organizations) showed a 195% increase in sales, which represents the amount of 263 trillion US dollars (approximately 246 trillion euro) in adventure tourism (UNWTO, 2014). The Covid-19 pandemic has slowed this growth, with the latest ATTA survey (2021) showing an 86% drop in adventure tourism participants by 2020, causing adventurous tourism service providers to lose about 80% in 2020 compared to 2019. On the one hand, the pandemic caused financial losses and a reduction in capacity in destinations with the potential for adventure tourism; on the other hand, it stimulated the emergence of new products in adventure tourism.

On the other side, ATDI (2020) concludes that the need for sustainable leadership within the adventure destination management is evident, with a focus on resistance to external fluctuations, ingenuity and efficiency in product creation. In the present, it is more urgent today than ever before. Without recognizing the changes in the preferences and characteristics of the target segment in each component (including the expenditures to adventure tourism), it is impossible.

Research Methodology

The main goal of the study is to analyse the Slovak adventure tourism participant with regard to its expenditures associated with adventure tourism.

The research was carried out using a questionnaire. 135 respondents of Slovak nationality took part in the research. Respondents were addressed in tourism destinations, while the basic selection criterion was real participation in adventure tourism. The study was carried out from May 2020 to September 2020 (summer season) and December 2020 to January 2021 (winter season) – outside the lockdown restriction in the country. The data collection of the questionnaire survey was carried out in a personal form in the field in selected destinations of adventure tourism.

In order to fulfil the goal of the study, the data from the questionnaire were partially evaluated using contingency tables in order to present the profile of the Slovak adventure tourism participant. As part of the study of the profile, special attention was paid to the expenditures of adventure tourism participants, where the following hypotheses were established:

H1: There is a statistically significant relationship between the intensity of participation in adventure tourism and the income of the respondents.

H2: There is a statistically significant relationship between expenditures on adventure activity and the type of adventure activity (soft and hard) of the respondents.

H3: There is a statistically significant relationship between the expenditure (price) on the adventure activity and the destination in which the respondents performed the adventure activities (domestic and foreign destination).

Hypotheses will be considered to be accepted if a statistically significant relationship is demonstrated, with a test value of $p < 0.05$. To test the relationship between the variables, Pearson's chi-square test was used. Overall, the questionnaire was evaluated using contingency tables, consisting of two or more frequency tables. The study presents its main findings.

Study Results

The total number of respondents actively involved in adventure tourism activities was 135, while the share by gender was 49% women and 51% men.

The first part of the study brings a basic overview of the adventure tourism participant. The reason why is that it is inevitable to know in detail the target segment and its specifics while managing the adventure destination.

The results of the age structure are shown in Figure 2. It divides the selected respondents into four age groups. The first group of respondents aged 16-25 years were mostly young people (22.96%), of which the most numerous group were students (58.84%), employed (22.58%), as well as unemployed (22.58%). The second group of respondents, aged 26-35 (3.70% of respondents), most of them were employed (94.92%), but also 5.08% were unemployed respondents. The third group of respondents, aged 36 to 45, was 17.04% of respondents. Within it, 86.96% of the respondents were employed. In the case of the unemployed in the specified age category, it was the remaining 13.04%. The fourth group of the respondents aged 46-55 years consisted of 16.30%, where all respondents were employed.

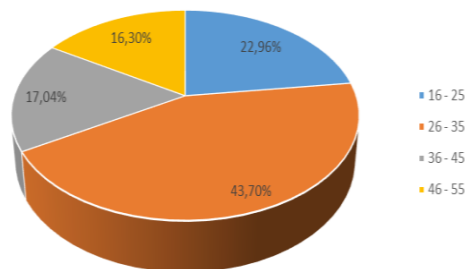


Figure 2: Age structure of Slovak adventure tourism respondents

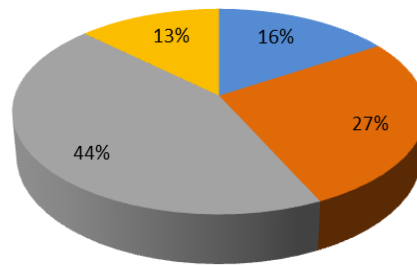
Source: own processing

Of the total number of respondents, according to their current economic status, up to 77.78% of respondents were employed, 12.6% were students, 9.6% were unemployed. No other economic status (e.g., pensioners, women on maternity leave, etc.) was identified in the research.

When asked about the type of adventure tourism that respondents are more interested in, it can be stated that 62% of respondents prefer soft adventure tourism. This kind is linked to less physically demanding activities; it is more attractive for women (66.67%) than for men (33.33%). On the contrary, mainly men 80.39% seek hard adventurous tourism, while this type is sought after by only 19.61% of women. This may be due to the fact that it mainly involves activities including a high degree of risk, where it is necessary to have a high degree of abilities and skills.

How often do Slovak respondents generally perform activities related to adventure tourism? Of the total number of respondents, 62% perform adventure activities several times a year and 20% several times a month. It logically means that more than 80% of respondents perform adventure activities repeatedly, so they do not practice it only once. 12% of them practice them once a month and 6% once a year. The second part of the study is focused on finding out the evaluation of expenditures of Slovak participants on adventure tourism.

Figure 3 divides the selected respondents into four groups according to monthly income. In the first group, the monthly income ranged from 0 to 500 €, the predominant were currently unemployed (59.09%), followed by students (36.36%), who may have, in addition to school, either a part-time job or a job on a permanent basis, and finally employed (4.55%). In the second group, the monthly income ranged from 501 - 1000 €, as well as in the third group, where the monthly income ranged from 1001 - 1500 €, the respondents were exclusively employed (100%). In the last, fourth group, there were respondents whose monthly income exceeded the amount of 1501 €, while they were almost exclusively employed respondents (75%), surprisingly there were also students (25%).



■ 0-500 eur ■ 501-1000 eur ■ 1001-1500 eur ■ 1501 eur and more

Figure 3: Monthly income of Slovak adventure tourism respondents

Source: own processing

The first hypothesis is the transition between the characteristics, the description of the Slovak participant in adventure tourism, and its financial status (in a study focused on expenditures on adventure tourism). The first hypothesis (H1) was focused on finding out the relationship between the intensity of participation in adventure tourism and the income of Slovak participants in adventure tourism. Hypothesis testing (H1) was performed at a significance level of $\alpha = 0.05$.

Table 2. Testing the relationship between the intensity of participation in adventure tourism and the income of Slovak participants in adventure tourism

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	174.339	9	.000
Likelihood Ratio	174.559	9	.000
N of Valid Cases	135		

Source: own processing from SPSS program

Pearson's chi-square test result is 177.339, at 9 degrees of variance, statistical significance is $p = 0.000$. Based on the result ($0.000 < 0.05$), hypothesis H1: There is a statistically significant relationship between the intensity of participation in adventure tourism and income of the respondents, and it has been confirmed. It can be stated that the intensity of participation in adventure tourism is influenced by the income of respondents.

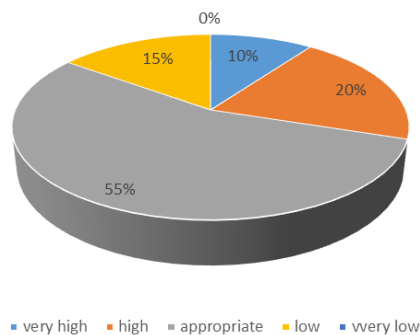
While analysing the expenditures that respondents are willing to spend on the participation in adventure activities, respondents stated a minimum amount of 40 Euro, a maximum amount of expenditure was 2500 Euro, where the respondent described the mentioned price as reasonable. The average expenditure on adventure activity was 385.78 Euro (see Table 3).

Table 3. Descriptive statistics of the variable expenditure of a participant in adventure tourism

<i>Expenditures</i>	
Mean	385.78
Standard Error	38.98
Median	190
Mode	150
Standard Deviation	452.99
Sample Variance	205198.39
Minimum	40
Maximum	2500
Count	135

Source: own processing

With regard to the expenditures of adventurous activities, it was ascertained how respondents perceive them, whether they think they are high or low. The results are shown in Figure 4. The majority of respondents were of the opinion that the expenditures for adventure activity are reasonable (60.74%). The term reasonable, average expenditure means € 325. In other cases, prices were either very high (4.44%) or high (20%), possibly low (14.81%).

**Figure 4: Expenditures on adventure tourism activities of Slovak respondents**

Source: own processing

The amount of expenditures for adventure tourism is also influenced by the destination in which the adventure activities are carried out. Surprisingly, 74% of respondents performed adventure activities in their native Slovakia; the remaining 26% preferred practicing them abroad. The fact that Slovakia is an attractive destination for 20.74% of respondents and even a desirable destination for 43.70% of respondents could also have contributed to such a good result.

Testing the H2 hypothesis, which determined the relationship between expenditure on adventure activity and type of adventure activity (soft and hard), was performed at a significance level of $\alpha = 0.05$.

Table 4. Testing the relationship between the expenditures on an adventure activity and the type of adventure activity

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.319	4	.023
Likelihood Ratio	12.518	4	.014
N of Valid Cases	135		

Source: own processing from SPSS program

Table 4 shows the Pearson's chi-square test result, which is 11.319, at 4 degrees of variance, statistical significance is $p=0.023$. Based on the result ($0.023 < 0.05$), H2 was confirmed. It is possible to conclude that the type of adventure activity is influenced by the expenditures on adventure activity of the respondents.

The third hypothesis focused on examining the relationship between the expenditures to adventure activity and the destination, in which the performed activity of the respondents was held (domestic/foreign adventure destination). The expenditures were categorized into one of the expenditure groups (1-50, 51-100, 101-500, 501-1000 and over 1001 €).

Table 5. Testing of relationship between the expenditure to adventure activity and the destination held

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.125	4	.000
Likelihood Ratio	30.799	4	.000
N of Valid Cases	135		

Source: own processing from SPSS program

The Pearson's chi-square test result, mentioned in Table 5, is 29.125, at 4 degrees of variance, statistical significance is $p=0.000$. Based on the result ($0.000 < 0.05$), hypothesis H3: There is a statistically significant relationship between the expenditure (price) on the adventure activity and the destination in which the respondents performed the adventure activities (domestic and foreign destination) was confirmed.

It is possible to conclude that the type of the adventure activity is influenced by the destination in which the respondents performed the adventure activities.

Discussion

Management of the adventure tourism destination should monitor (when creating the adventure product) and consider the finding concerning the target segment. In concrete, the specifics that are needed to follow are segments' characteristics, the motive of its participation in adventure tourism, preferences concerning the destination and its offer, the choice of the adventure tourism products and the requirements on the adventure tourism products as well as the acceptance and the perception of the physical skills of the tourists. The economic and financial aspect of the topic is no less important. In the case of linking the segment and product of adventure tourism, one of the indicators that management of the adventure tourism destination should monitor is the amount of the expenditures that adventure tourism participants are willing to pay for the offered products.

In the presented research, respondents' monthly income ranged from 1001 to 1500 €, were single, with the university education. Based on these facts, it can be agreed with the theory of the adventure tourism segment, which was carried out by members of three organizations – The George Washington University (GWU), Adventure Travel Trade Association (ATTA) and Xola consulting (Xola) in 2010 (Adventure Tourism Segment). This finding can be beneficial for tourism service providers (travel agencies, agencies, specific guides, etc.) while creating an offer of their products.

As it is stated in the study, several authors paid attention to finding out the concrete expenditures in adventure tourism. In 1996, Bowker et al. stated that adventure tourism participants' expenditures were between 89 and 286 US dollars (76-245 €). The study of Intrepid in 2018 mentions the average expenditures of 3 000 USD per person (app. 2500 €) with an average length of stay of 8 days, approximately 312 € per day. The study of CBI in 2021 concretes the expenditures on adventure tourism in the amount of 350 € (per person per day).

There is a noticeable increase in expenditure in the time horizon, which, however, may not be only caused by an increase in prices for consumed services provided within the framework of adventure tourism.

Within the analysis of the present study, the average costs of Slovak participants in adventure tourism were found to be 385.78 Euro. Therefore, it is possible to adhere to and identify with the findings of the CBI study (2021), which was carried out on European adventure tourism participants.

Limitations of the Study

Several limitations can be identified in the study. Mainly it was a pandemic period when the study was held. Restriction of movement (also within the districts of Slovakia, not only across the borders of the states) and the closure of tourism establishments impacted the number of respondents, data collection within various areas of Slovakia, where adventure activities are offered, and provided.

A certain limitation is also the finding that Slovak participants prefer the home country and its offer to destinations of adventure tourism. It is advisable to verify this finding after the end of the pandemic.

Most of the studies related to adventure tourism were focused on finding out the motives and characteristics of the participants in adventure tourism. Studies focusing on tourism expenditures are published in professional journals mostly by the authors Crouch et al., 2007; Bernini a Cracolici, 2015; Gómez-Déniz, Dávila-Cárdenes, Boza-Chirino, 2021. Their field of research is general or with a focus on other types of tourism, such as adventure tourism. It can be stated that the research of adventure tourism on an economic basis in professional publications is insufficient. Published studies focusing on adventure tourism expenditures are related to the product of adventure tourism as well as to the concrete components of adventure tourism. The nature of the analyzed expenditures on adventure tourism in the studies is fragmented in terms of subject matter, territorial as well as in terms of time.

Benefits and Further Utilization

For future researchers, it might be recommended to follow up on presented research and focus on the offer of destinations (with a more comprehensive assessment of the quality of natural potential), which may affect the preferences of participants in adventure tourism. From the presented primary research, several questions can be derived that can be answered in the future. For example: Is participating in adventure tourism related to work intensity? What are the dimensions of the product of adventure tourism in Slovakia? Can we talk about the environmental burden of adventure tourism in Slovak destinations? What proportion of personal finances is spent on adventure tourism? Alternatively, what is the stability of tourism expenditures, including adventure tourism, in economically unstable times and others?

As none of the mentioned professional literature specifies the division of the adventure tourism offer, one of the results of the study for the theoretical aspect of adventure tourism destination management is the following proposal of the structure of the adventure tourism offer:

- primary offer* – recreational area in which adventure tourism takes place,
- secondary offer* – long-term services (specific guides, tour operators offering services in the field and active tourism, accommodation facilities, catering and transport services),
- tertiary resp. additional offer* – short-term used services, meaning: bars, cafes, wellness, etc.

Conclusion

The study contributes to the findings in the area of expenditures on adventure tourism. According to the study respondents, Slovak adventure tourism participants are mostly good earners. Within the results, a group of students who were sufficiently

and financially secured were identified. The authors assume that these students (25% with an income of over 1,500 euro per month) work in addition to their studies to afford to participate in adventure tourism, which they described as high in terms of expenditures.

A positive finding of the study is the prevailing preference for domestic adventure tourism destinations. Naturally, this finding may be influenced by the current situation, but on the other hand, it can be assumed that in addition to expenditures on adventure activities, the price of PCR test (currently for a self-payer of 50 euro, September 2021) after returning from abroad is not costly. At the same time, during the mandatory quarantine (when returning from abroad), it is possible to ask the employer to work from the home.

By pointing out the evaluation of the potential of Slovakia, based on the Adventure Tourism Development Index (table1) for developing countries, from the point of view of the offer of adventure activities, Slovakia can rank among the countries with rich and varied sports and adventure activities. Despite the fact that the offer does not cover the entire territory of Slovakia (in the context of mountainous potential), resp. It is not possible to carry out adventurous activities in all its areas, traveling for the above activities fulfils the importance of tourism "travel for a temporary period, to a place outside permanent residence". The summary of selected destinations (areas) with the most attractive offer of adventure activities shows that Slovakia. However, it is a small European country, and it can be an excellent choice in terms of natural potential (individual areas) and the offer of adventure activities.

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STUDIUM ANALITYCZNE ZARZĄDZANIA MIEJSCAMI TURYSTYKI PRZYGODOWEJ W ODNIESIENIU DO WYDATKÓW NA DZIAŁALNOŚĆ PRZYGODOWĄ

Streszczenie: Turystyka przygodowa jest popularnym i rozwijającym się typem turystyki, który ze względu na swoje zmiany wymaga nowych koncepcji badawczych. Przed okresem pandemii dynamicznie rozwijały się kierunki turystyki przygodowej. Pandemia ograniczyła

jego działalność ze względu na ograniczenia związane z podróżami i otwieraniem firm turystycznych. Przyszły rozwój wymaga zatem nowych podejść do zarządzania, które odzwierciedlają nowe badania profilu turystyki przygodowej. Głównym celem opracowania jest analiza słowackiego uczestnika turystyki przygodowej pod kątem wydatków związanych z turystyką przygodową. Badanie przeprowadzono metodą ankiety na próbie 135 respondentów. Wyniki oceniono za pomocą tabel kontyngencji (względna liczebność), a postawione hipotezy oceniono testem chi-kwadrat Pearsona. Ważnym wnioskiem, jaki stwierdzono w wydatkach na turystykę przygodową, jest to, że rodzaj aktywności przygodowej i wybór miejsca docelowego wpływają na jej uczestników. Słowacki uczestnik turystyki przygodowej koresponduje zatem z wynikami badań zagranicznych. Badanie jest aktualne ze względu na obecną sytuację pandemiczną, w której występuje turystyka przygodowa. Przynosi rezultaty z okresu nowej pandemii, który nie został jeszcze zbadany w badaniach naukowych. Wyniki mogą służyć jako podstawa do zarządzania destynacjami turystyki przygodowej ze względu na zmianę zachowań i preferencji jej uczestników, nawet w kontekście wydatków. Nowość opracowania polega na nowej aktualizacji wcześniejszych opracowań zaczerpniętych z okresu przełomu tysiącleci, a później tzw. okresu ekspansji turystyki przygodowej. Wyniki mogą być korzystne ze względu na obecne zmiany na rynku turystycznym, kiedy nacisk kładzie się na większą indywidualność i środowisko naturalne w konsumpcji produktów turystycznych. Obecne zarządzanie destynacjami turystycznymi powinno respektować ten ważny fakt.

Słowa kluczowe: zarządzanie destynacją turystyczną, turystyka przygodowa, uczestnik turystyki przygodowej, nakłady na działalność przygodową,

关于冒险活动支出的冒险旅游目的地管理分析研究

摘要：探险旅游是一种流行的、发展中的旅游类型，其变化需要新的研究概念。在大流行之前，冒险旅游的目的地正在动态发展。由于与旅行相关的限制和旅游业务的开放，大流行限制了其活动。因此，未来的发展需要新的管理方法，以反映对冒险旅游概况的新研究。该研究的主要目标是分析冒险旅游的斯洛伐克参与者与冒险旅游相关的支出。本次调查采用问卷调查法，对135名受访者进行抽样调查。使用列联表（相对丰度）评估结果，并使用 Pearson 卡方检验评估已建立的假设。在冒险旅游支出中发现的一个重要发现是，冒险活动的类型和目的地的选择会影响其参与者。因此，冒险旅游的斯洛伐克参与者符合外国研究的结果。由于当前流行的冒险旅游形势，该研究是实际的。它带来了新流行时期尚未在科学研究中研究的结果。由于参与者的行为和偏好发生变化，即使在支出背景下，这些发现也可以作为冒险旅游目的地管理的基础。该研究的新颖性基于对从千禧年之交和后来所谓的冒险旅游扩张时期采购的先前研究的新更新。由于当前旅游市场的变化，当重点是旅游产品消费中的更高个性和自然环境时，这些发现可能是有益的。目前对旅游目的地的管理应该尊重这一重要事实

关键词: 旅游目的地管理, 探险旅游, 探险旅游参与者, 探险活动支出