



**Title:** Exploring the attitudes of Chinese tourists towards adventure tourism in Queenstown, New Zealand.

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**EXPLORING THE ATTITUDES OF CHINESE TOURISTS  
TOWARDS ADVENTURE TOURISM  
IN QUEENSTOWN, NEW ZEALAND**

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## **Abstract**

The purpose of this research is to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown, New Zealand. The research questions raised are as follows: 1. To identify how likely Chinese tourists are to participate in particular adventure tourism activities, 2. To determine how Chinese tourists perceive the level of risk of different adventure tourism activities in Queenstown, 3. To explore what motivates Chinese tourists to participate in adventure tourism in Queenstown, 4. To ascertain what prohibits/stops Chinese tourists from participating in adventure tourism in Queenstown. A positivism research design was used for this research in order to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown. It used the mixed methods approach – questionnaire and interview. Questionnaires were completed by 170 Chinese tourists in Queenstown. Nineteen interviews were carried out for this research. The results of this research show that the top three adventure activities done by the largest number of participants were ledge swing, jet boating and bungy jumping. Meanwhile, bungy jumping was the most popular adventure activity for participants aged between 18 and 25 years. Ledge swing was the most appreciated by the group of the participants who were over 26 years old. The safest adventure activity was ledge swing for participants aged between 36 and 44 years. There are six main factors which motivated the participants to participate in adventure activities in Queenstown: personal interest and curiosity, accepting personal challenge, seeking novelty or a new experience, sharing experience with family or friends, experiencing the beauty of nature or scenery, and assurance of safety. The five factors that prohibited the participants from trying adventure activities included time constraints, concerns about risk, huge physical challenge, purely enjoying the beauty of nature or showing no interest/having no plans. Overall, this research aims to provide some reference information for future research in this field and in the adventure tourism industry.

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## **Chapter one: Introduction**

### **1.1 Significance of this study**

This aim of this research is to explore the attitudes of Chinese tourists towards adventure activities in Queenstown. This research is significant because it focuses on a current and significant topic - adventure tourism. Adventure tourism has grown fast worldwide over the past years. The adventure tourism industry is on the edge of exponential growth all over the world (Data library research, 2020). Furthermore, travellers are keen to visit unexplored destinations for enjoyment (Data library research, 2020). Firstly, from the global context, it helps to attract high-value customers (Rex, 2018), support local economies (Joyce, 2018), and promote environmental development (UNWTO, 2014, p. 11). In the New Zealand context, it also contributes to a growing number of adventure tourists and is boosting the economy (New Zealand government, 2019). In Queenstown, developing the adventure tourism industry is beneficial for increasing the number of adventure tourists, driving the growth of local accommodation and airline industry, as well as supporting the local tourism enterprises (Jenkins, 2018).

In a global context, the growing importance of adventure tourism can be predicated. In particular, adventure operators have reported an average of USD 3,000 spent per person, with an average trip length of eight days (UNWTO, 2014, p.10). Additionally, adventure tourists are typically risk-taking and passionate. Adventure tourism has attracted customers who have the willingness to pay a premium for thrill and excitement (Rex, 2018). Thirty percent of adventure travellers spend \$2000-3000 per person on average; another 33 percent of adventure tourists spend between \$3000-5000 per person and 22.5 percent of adventure consumers typically spend \$5000-plus per person on average (Rex, 2018). Furthermore, adventure travel could create the opportunity for both local and outside investment to support a particular economy (Joyce, 2018). Tour operators are dedicated to creating ongoing relationships that provide local jobs and otherwise minimize local profit “leakage” (Joyce, 2018). In addition, developing adventure tourism markets can create social entrepreneurs who elevate entire communities, economies and ecosystems with travel as the catalyst, “sparking economic growth across multiple industries in destinations where it is given strategic focus” (Joyce, 2018). Moreover, according to UNWTO (2014, p.11) adventure tourism encourages sustainable practices since adventure tourism practitioners and policymakers adhere to

sustainable environmental practices. This is because tourism practitioners and policymakers are aware that without the pristine natural environments and meaningful cultural experiences, the adventure tourism destination would lose its competitiveness (UNWTO, 2014, p.11).

In the New Zealand context, according to ATTA (2018, p. 14), New Zealand ranks as one of the top ten countries in the world for adventure tourism. In addition, international tourists have formed a strong force in stimulating the development of the adventure tourism sector. In 2012, over 500,000 international tourists experienced adventure activities during their stay in New Zealand, which formed 51 percent of the holiday market in New Zealand (Wait & Harman, 2013). More recently, adventure tourism in New Zealand has attracted a growing number of international tourists seeking authentic experiences (New Zealand government, 2019). More than half of the international visitors chose to participate in adventure activities during their stay in New Zealand and jet boating, as the representative of adventure activities, was the most popular 'pure' adventure activity (New Zealand government, 2019). In addition, adventure activity participants stayed longer in New Zealand on average, at 20.2 days versus 11.4 days for non-adventure activity holiday visitors (New Zealand government, 2019). Furthermore, international tourists contribute a significant amount to the New Zealand economy. Visitors taking part in adventure activities spent \$4,061 on average during their time in New Zealand, which is more than the expenditure of non-adventure participants (New Zealand government, 2019). The global adventure travel tourism market is predicted to be worth more than US\$1.3 billion by 2023, with a compound annual growth rate (CAGR) of 17.4 percent (New Zealand government, 2019).

In the Queenstown context, Queenstown is a particularly significant tourism destination in New Zealand. In the long term, a higher proportion of visitors are projected to stay in commercial accommodation, which is likely to be driven by an increase in international visitor numbers (Jenkins, 2018). The Ministry of Business, Innovation and Employment has estimated that a total of 5.4 million guest nights were spent in Queenstown in 2011 (Jenkins, 2018, p. 18). Moreover, Queenstown as one of the main adventure destinations, has stimulated the development of the airline industry. In the year to December 2017, the total number of passenger movements increased to 2 million in Queenstown airport (Jenkins, 2018, p. 21). Twenty eight percent of these were international passengers (ie landing from overseas) and 72% were domestic passengers (which also includes international passengers landing from other New Zealand towns and cities such as Auckland) (Jenkins, 2018, p. 21). The make-up of

international passengers passing through the Queenstown airport also differs from other ports in New Zealand. Furthermore, Queenstown has supported the internationalisation of successful local tourism enterprises, with local businesses such as Skyline, Magic Memories and AJ Hackett operating successfully in a number of other countries (Jenkins, 2018, p. 24).

This research is also important as it could help to fill a gap in tourism management research and to provide further research information for this field. There is a wealth of literature on the topic of adventure tourism field. Many studies have been conducted about the reasons why tourists are keen to experience adventure tourism activities or on motivational factors that encourage tourists to choose adventure activities (Albayrak & Caber, 2018; Beckman, Whaley & Kim, 2017; Hodeck & Hovemann, 2002, p. 203; Page, Steele &Connell, 2006; Schlegelmilch &Ollenburg, 2013, p. 50). Some of these studies focus on the tourist experience or satisfaction (Maccarthy, O' neill and Williams, 2006; Rickly-Boyd, 2012; Tsaur, Yen, &Hsiao, 2013). There are some other researches which are related to New Zealand adventure tourism activities (Bently, Page & Walker, 2004, p. 283; Monasterio, 2005, p. 3), which concentrated on the safety perspective of New Zealand adventure activities. Other research is connected with Queenstown adventure tourism, which mainly explores the travel motivations of Chinese FITS (Free Independent Travellers) (Lu, 2014) and Queenstown's famous brand for adventure tourism (Cater, 2006). A detailed literature review is provided in Chapter three. These literatures show that there is limited information about Chinese tourists' attitudes towards adventure tourism and Queenstown adventure tourism. This research is designed to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown. It is based on the underlying perception that Chinese tourists have been considered as the second largest tourism market for New Zealand (Tourism New Zealand, n.d.), and that Queenstown is a representative resort of adventure tourism in New Zealand. Therefore, through doing this research, some findings about Chinese tourists' attitudes to adventure tourism in Queenstown will be obtained. To some extent it will fill the gap in tourism management research or provide some reference research information for other researchers when they carry out a study in the tourism management field.

A further element of significance in this research is that it could offer some reference information for adventure operators and tour providers in Queenstown. The focus of this research is on Chinese tourists' attitudes and adventure tourism in Queenstown. In order to learn about the attitudes of Chinese tourists towards adventure tourism in Queenstown, some

significant questions are raised. These are designed to gather information about demographics, travel behaviours, likelihood of participants to try adventure activities in Queenstown, perceptions of risk to adventure activities, and factors that motivated Chinese tourists to try adventure activities in Queenstown or stopped them from participating. As a result, this research could help tour operators learn more information about Chinese tourists who chose or did not choose adventure tourism in Queenstown, and the adventure activities that are most favoured by Chinese tourists. Therefore, to some extent this research could be helpful to assist them in adjusting their market strategies and plans to appeal to more Chinese tourists.

In this research, mixed methods have been utilised to collect the primary data for exploring Chinese tourists' attitudes to adventure tourism in Queenstown. According to Saunders et al. (2016, p. 170) concurrent mixed methods research refers to the separate use of both quantitative and qualitative methods within a single phase of data collection and analysis. This can ensure that both types of data are collected and analysed together to provide a richer and more comprehensive response to the research question. In this research, qualitative data was gathered mainly through interviews and quantitative data were collected through questionnaire. Questionnaires gathered information in relation to information regarding demographic profiles, travel behaviour, likelihood of participants to try adventure activities in Queenstown and perceptions of risks to adventure activities, and motivational factors that encouraged Chinese tourists to be willing to experience adventure activities and factors that stopped them from participating in adventure tourism activities in Queenstown. Interview questions were intended to explore deeper views of Chinese tourists who have done or have not done adventure activities in Queenstown, which can offer more in-depth answers to the research aim and objectives of this research. The triangulation of two forms of data helped to provide extra credibility and some in-depth personal responses to support the findings. The overall purpose of mixed methods studies is that the combined use of quantitative and qualitative approaches could provide a better understanding of research questions and complex phenomena than using mono method (Creswell & Clark, 2007). Therefore, in this study both quantitative and qualitative data in this research were collected, which was helpful to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown more comprehensively.

## **1.2 Background and setting**

The subject of the research is the adventure tourism industry in Queenstown, New Zealand and the issues relating to Chinese tourists' attitudes towards adventure tourism. It is a fact that adventure tourism industry supports the development of accommodation, the airline industry and local tourism enterprises in Queenstown (Jenkins, 2018). The stable political environment and positive tourism policy promoted by the New Zealand government is also an important element for tourism in Queenstown. More specifically, New Zealand ranked as the world's third most stable country in the Fund for Peace 2016 Fragile States Index (New Zealand immigration, n.d.). The Ministry of Business, Innovation and Employment and the Department of Conservation will take measures to coordinate the Government's tourism efforts across the public sector (Ministry of Business, Innovation and Employment, 2019). They will focus on improving tourism outcomes by allocating resources to the tourism system and seek opportunities to engage and coordinate with whanau, iwi, businesses, regions and communities, and so on (Ministry of Business, Innovation and Employment, 2019).

The further significant element for Queenstown adventure tourism is about the legislation guarantee in the field of tourism. New adventure tourism safety guidelines have been introduced for canyoning, caving and indoor rock-climbing operators following a review of safety in the sector (NZ Herald, 2013). The guidelines are created in consultation with adventure activity experts, attaining funding and support from the Ministry of Business, Innovation and Employment (NZ Herald, 2013). In the meantime, adventure operators must accept safety audits in order to be registered under the Adventure Activities Regulations (2016) (WorkSafe, 2017). The safety audit standard for adventure activities (March 2017) sets out the requirements for a safety management system for operators covered by the adventure activity regulations (2016) (WorkSafe, 2017). The regulations also cover many paid adventure activities (WorkSafe, 2017).

Technology advancement is another important element for the Queenstown adventure tourism industry. Specifically, the better Wi-Fi connectivity and broadband services are able to improve the visitor experience and expand New Zealand business capability, which will ensure the tourism industry builds internationally competitive advantages (Ministry of Business, Innovation and Employment, 2016). Tourism 2025 recommends that the New Zealand government devotes more funding to extending access to low cost Wi-Fi and broadband

(Ministry of Business, Innovation and Employment, 2016). Also, it suggests that the government devotes more funds to aviation infrastructure and technology as well as upgrading Airways New Zealand's navigation technology (Ministry of Business, Innovation and Employment, 2016). The future of New Zealand's tourism industry is being shaped by Lightning Lab Tourism programme, which is a three-month accelerator based at Christchurch Airport. This programme is focusing on building a sustainable innovation ecosystem for the future of tourism in New Zealand (Scoop News, 2019). Therefore, adventure tourism in Queenstown as a part of the tourism sector is emphasised and supported by the New Zealand government from political, legal and technological aspects.

This study focuses on Queenstown as a research destination not only because developing adventure tourism in Queenstown stimulates the growth of the local accommodation and airline industry, and supports the local tourism enterprises (Jenkins, 2018), but also because Queenstown is the birthplace of adventure tourism in New Zealand (Tourism New Zealand, 2019). The Queenstown region has always been a magnet for adventurers and entrepreneurs, who became the mainstay of New Zealand's adventure tourism industry (Tourism New Zealand, 2019). World-first innovations such as commercial jet boating and bungy jumping have forged Queenstown's enduring reputation as the 'Adventure Capital of the World' (Tourism New Zealand, 2019). Queenstown attracts more than three million visitors a year, and offers around 220 activities and attractions throughout the four seasons (Tourism New Zealand, 2018). Additionally, Queenstown is endowed with several advantages and therefore it is considered to be a significant tourism destination for tourists. Specifically, Queenstown has a stunning location and a long history, which play an important role in helping Queenstown to become an important tourism destination (Lundqvist, 2016, p. 36). Moreover, Queenstown has a lot of other features to offer such as beautiful scenery, outdoor activities, and beautiful vineyards, which give a significant element in building the tourism destination position of Queenstown (Lundqvist, 2016, p. 39). This makes Queenstown a highly suitable setting in which to base this study.

This research focuses on studying the attitudes of Chinese tourists because Chinese outbound tourism has developed exponentially in recent years. Also, China is New Zealand's second-largest international visitor market and one of the most valuable in terms of its holiday visitor spend (Tourism New Zealand, n.d.). The unprecedented growth of the Chinese tourism market driven by strong economic performance and increasing disposable income has seen a boom in

outbound tourism, which is appreciated by more and more Chinese citizens (UNWTO, 2019, p.12). More specifically, China's per capita disposable income was consistently 28,228 yuan (\$4,165) in 2018, up 6.5 percent year-on-year in real terms (China daily, 2019). In 2018, urban and rural per capita disposable income reached 39,251 yuan and 14,617 yuan separately, up 5.6 percent and 6.6 percent after deducting price factors (China daily, 2019). Furthermore, China has been the largest source market in the world since 2012, growing at a fast rate in recent decades (UNWTO, 2019, p.12). The number of outbound travel departures in China increased from 4.5 million in 2000 to 150 million in 2018, with an average annual double-digit growth of 16% (UNWTO, 2019, p.12). This calls for a better understanding of not only the New Zealand market, but also the psyche of the average Chinese tourists whose cultural and social background have a strong tourism demand.

In New Zealand, international visitor spending reached \$11.1 billion in 2018 with spectacular growth from Chinese tourists, highlighting the dependence on that market (Cropp, 2019). Total spending by internationals rose 6 percent in the year to December, and the contribution from China was up 14 per cent to \$1.68b, making it second only to Australia (Cropp, 2019). Industry sources cited a number of reasons for buoyant spending by the Chinese who accounted for 448,000 of the 3.9m visitor arrivals in 2018 (Cropp, 2019). Moreover, millennials tended to be much bigger spenders, especially on activities such as skydiving, bungy jumping, helicopter flights and jet boating (Cropp, 2019). As a result, it can be seen that it is highly suitable to choose Chinese tourists as the research population for this study.

In terms of the researcher's personal experience, she is Chinese and has experienced some adventure activities in Queenstown. She found that there were many options regarding adventure tourism activities there and that Queenstown is an appealing tourist destination. There are many theories regarding the reasons why tourists choose particular adventure activities in Queenstown. Some of these will be explored in detail in Chapter two. For example, Maslow's Needs Hierarchy Theory (1943, 1954) is one of the most significant motivation theories, which may contribute to finding out the reasons why Chinese tourists in Queenstown are willing to experience adventure activities. The Travel Career Ladder Theory may help classify some types of Chinese tourists' motivations and related factors affecting their travel choices to some extent. Elaboration Likelihood Model may be helpful in explaining the likelihood that Chinese tourists participate in adventure activities in Queenstown to some degree. The psychometric paradigm (adapted from Slovic, 1987) may be beneficial in

analysing the perception of risk of Chinese tourists to adventure activities in Queenstown. It is the case, therefore, that both the researcher's personal experience and theoretical models show that studying Chinese tourists' attitudes to adventure tourism activities in Queenstown is a suitable research question.

There are some studies that utilised the quantitative method to examine the travel motivations and behaviours of Chinese tourists to New Zealand (Lu, 2014; Mao, 2018). Guided by the previous studies, the present study mainly adopts the quantitative approach to explore the attitudes of Chinese tourists to adventure tourism in Queenstown. The self-administrated questionnaire was employed as a research instrument. Therefore, the positivist paradigm is the philosophical underpinning of this study because "quantitative research is generally associated with positivism, especially when used with predetermined and highly structured data collection techniques" (Saunders et al., 2016, p. 166). Also, during the process of data collection, positivist researchers attempt to stay detached from this research and do not intervene with participants' opinions. Deductive approach has been utilised in this research since this type of approach is usually connected with the positivism philosophy and a deductive approach normally starts with a social theory (The Saylor Foundation, 2018, p. 20). Additionally, Collis and Hussey (2009, p. 56) stated that positivism research involves a deductive process with a view to providing explanatory theories to understand social phenomena. Therefore, in this research design, positivism has been made use of as the research philosophy to guide this research during the whole process and deductive approach has been adopted to help conduct this research.

### **1.3 Research aim and objectives**

**Research aim:** As mentioned above, although there are many studies in this field, nevertheless, very little attention has been paid to Chinese tourists' attitudes and adventure tourism in Queenstown. This aim of this research is to explore the attitudes of Chinese tourists towards adventure tourism activities in Queenstown, New Zealand. To fulfil this aim, four objectives are proposed as follows:

**Research objectives:**

1. To identify how likely Chinese tourists are to participate in adventure tourism activities
2. To determine how Chinese tourists perceive the level of risks of different adventure tourism activities in Queenstown

3. To explore what motivates Chinese tourists to participate in adventure tourism in Queenstown
4. To ascertain what prohibits/stops Chinese tourists from participating in adventure tourism in Queenstown

#### **1.4 Limitations and Delimitations of this study**

**Limitations:** This is a research thesis which allows the researcher to finish it within around nine months' duration and submit the report for assessment. Thus, the time available to study the research question and aims is constrained by the deadline of this thesis. The scope is limited to Chinese tourists who are in Queenstown and adventure tourism in Queenstown. Hence, the research will be confined to a small group and the results will not be able to be generalised to a wider population. Furthermore, the results will not be able to be generalised to the whole adventure tourism industry in New Zealand.

**Delimitations:** This research will focus on studying the attitudes of Chinese tourists towards adventure tourism in Queenstown. Although there are many tourists from different countries or from the local areas in Queenstown, this research will only discuss Chinese tourists. Likewise, there are many types of tourism in New Zealand which will be introduced in Chapter two such as recreational tourism, cultural tourism, health tourism, convention tourism, and incentive tourism. This research will only concentrate on studying adventure tourism which is considered to be one of most important tourism sectors in New Zealand. Meanwhile, there are many popular adventure tourist spots in New Zealand such as Auckland, Rotorua, Wanaka, and West Coast. However, the research destination is only set in Queenstown with the exclusion of other adventure tourism tourist spots in New Zealand.

#### **1.5 Structure of this thesis**

The study consists of six chapters. Chapter one is the introduction which gives a brief overview of the research and also introduces the research aims and objectives, the significance, the background, the scope, limitations and delimitations of the study. A theory and industry analysis is carried out in Chapter two. Firstly, it explores some significant theoretical models for helping to understand the aim and objectives of this research. Also, this chapter contains the current situational analysis of the adventure tourism industry in Queenstown and the Chinese market. Chapter three is a review of the literature relating to the field of adventure

tourism. It discusses what others have written about adventure tourism in a general context such as the motivations behind tourists choosing adventure tourism, tourists' experience and satisfaction, and risk perceptions of tourists to adventure tourism. It also presents the research information about New Zealand adventure tourism, Queenstown tourism and Chinese tourists in New Zealand. The methodology is presented in Chapter four, which illustrates how the study will be carried out. The research will take a positivist philosophy and deductive approach, collecting data from questionnaire as well as interviews to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown. Chapter five presents the results of this research. The researcher will also use the data collected from the questionnaire and interviews to explore the likelihood of Chinese tourists participating in adventure tourism, their perception of risk in adventure tourism, and the reasons why Chinese tourists choose or are unwilling to experience adventure activities there. Chapter six provides a conclusion to this thesis, which will illustrate the purpose of this study, the relationship to previous studies, limitations of the present study, and recommendations for further research.

## **Chapter two: Theory and Industry Analysis**

### **2.1 Introduction**

The purpose of this chapter is to examine the theoretical background of the research topic, and the current industrial environmental aspects which affect the adventure tourism industry in Queenstown and Chinese tourists in New Zealand. The PESTLE model is applied to conduct the industry analysis, and the main theory related to the research question and the objectives will be determined referring to academic journals and books. Theoretical analysis will be conducted around Maslow's Needs Hierarchy Theory (Maslow, 1981), Travel Career Ladder Theory (Pearce, 1988), Travel Personality Theory (Plog, 1974), Elaboration Likelihood Model (Petty et al., 1981) and Risk Perception Model (Slovic, 1987). The industry analysis will then be studied from the perspective of all the macro – environmental factors, which consist of the Political, Economic, Social, Technological, Legal, and Environmental elements.

### **2.2 Theoretical analysis**

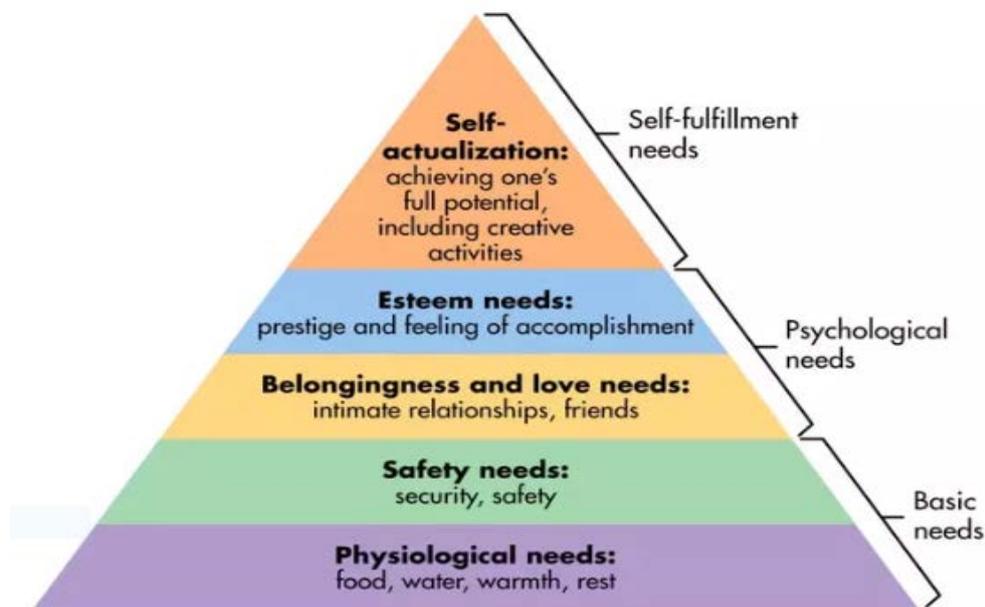
#### **2.2.1 Maslow's Needs Hierarchy Theory**

Maslow's Needs Hierarchy Theory (1943, 1954) is one of the most significant motivation theories. It was first applied in clinical psychology. Maslow stated that human beings have five levels of needs (Figure 2.1). He also claimed that people were motivated to meet certain needs and that some needs preceded others. As Figure 2.1 shows, the first level are physiological needs, which include the biological requirements for human survival such as air, food, drink, shelter, clothing, warmth, sex and sleep (Maslow, 1981). Maslow thought that the human body could not function well if the biological requirements were not satisfied. Maslow regarded the physiological needs as the most important and all the other needs became secondary until these needs were met. The second level needs are about safety, meaning security, order, law, stability, and freedom, and so on, that people require to survive in society (Maslow, 1981). Thirdly, it presents the need for love and belonging. Maslow believed that after physiological and safety needs were fulfilled, the third level of human needs was social, involving feelings of belongingness (Maslow, 1981). Also, Maslow pointed out that this level of human need involves interpersonal relationships which comprise friendship, intimacy, trust, acceptance, receiving and giving affection and love (Maslow, 1981). The fourth level of human need is to

do with esteem. Maslow categorised esteem needs into two categories, respectively: esteem for oneself (such as dignity, achievement, mastery and independence) and the desire for reputation or respect from others (such as status and prestige) (Maslow, 1981). Maslow explained that the need for respect or good reputation was most significant in children or adolescents and takes precedence over real self-esteem or dignity. Finally, Maslow writes about self-actualization needs, which means realizing personal potential, fulfilment, seeking personal growth, and peak experiences. (Maslow, 1981).

Later, the five-stage model was expanded to include cognitive, aesthetic and transcendence needs. Maslow's seven stage model and eight stage model were developed during the 1960s and 1970s ((Maslow, 1981)). The sixth category, the cognitive needs of human beings, refers to knowledge and understanding, curiosity, exploration, need for meaning and predictability (Maslow, 1981). Maslow states that the seventh category of aesthetic needs comprise appreciation and search for beauty, balance, and form, (Maslow, 1981). Lastly, transcendence needs were proposed by Maslow. Here, Maslow indicates that people are motivated by values which transcend the personal self (e.g., mystical experiences and certain experiences with nature, aesthetic experiences, sexual experiences, service to others, the pursuit of science, religious faith) (Maslow, 1981). Maslow's hierarchy of needs has been used to understand tourists' behaviours before. For example, Pearce and Caltabiano (1983) utilised Maslow's hierarchy of needs theory to investigate tourists' motivations and behaviours.

Figure 2.1  
*The Five-tier Model of Human Needs*



Note. Human beings have five levels of needs. From *Maslow's Needs Hierarchy Theory*, by S. McLeod, 2020, simply psychology (<https://www.simplypsychology.org/maslow.html>)

### 2.2.2 Travel Career Ladder Theory

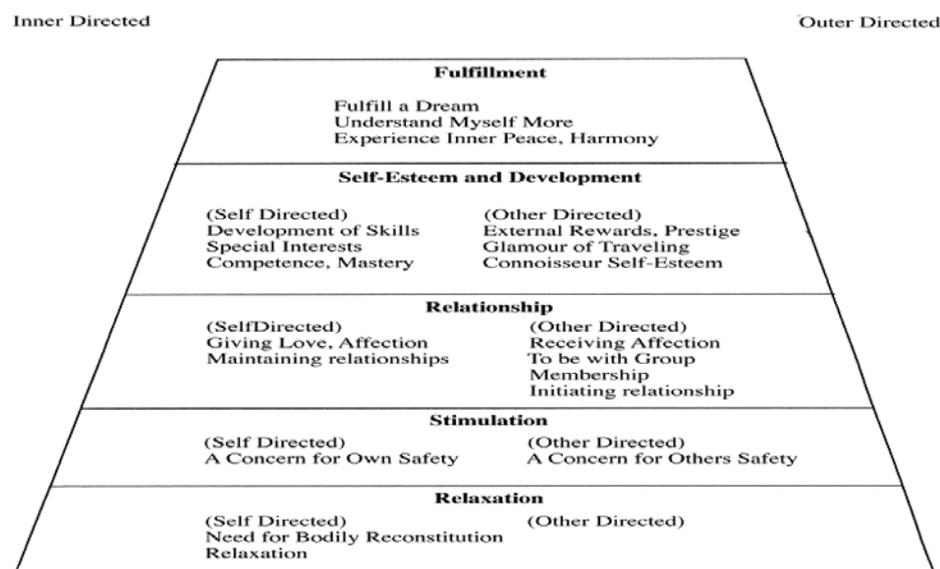
The notion of "Travel Career Ladder" (TCL) was first used by Pearce in his book, *The Ulysses Factor*, in 1988. The Travel Career Ladder theory was based on Maslow's Needs Hierarchy Theory. Maslow's theory has usually been applied to studies of motivation, but the Travel Career Ladder mainly targets the five steps which influence travellers' motivations (Ryan, 1998) (Figure 2.2). According to Ryan (1998) the travel career ladder emphasised all the tourist patterns or motivations rather than a single motivation for travelling. The five motivational levels described in the scheme are: a concern with biological needs (including relaxation), safety and security needs (or levels of stimulation), relationship development and extension needs, special interest and self-development needs, and fulfilment or deep involvement needs (Ryan, 1998).

According to Ryan (1998) the Travel Career Ladder model sets out a career goal in tourism behaviour. When tourists become more experienced, they seek satisfaction of higher level needs. The travel career ladder model also shows that it is like the stages of a career in lies that

people may start at different levels and it is more possible that their levels of need will change during their life cycle. The direction of the change within the Travel Career Ladder varies. Some people may ascend the ladder on the left hand side of the system, while others may go through all the steps on both the left and right hand side of the model (Ryan, 1998).

This model may be beneficial for exploring some types of Chinese tourists' motivation and related affected factors. The travel career ladder theory is often applied to research relating to travel motivations. For instance, Paris and Teye (2010) explored backpacker travel motivations in their study and they stated that motivation could be influenced by previous travel experience. In this research, Paris and Teye (2010) used the travel career ladder to explore their research questions. Meanwhile, Lu's research (2014) aimed to explore the motivations of Chinese FITS (Free Independent Travellers) to New Zealand. It applied the travel career ladder to help understand the research questions. Mao (2018) studied the topic of travel motivations and behaviours of mainland Chinese students in New Zealand. In his research, the travel career ladder was cited to help comprehend the research questions and aims.

Figure 2.2  
The Travel Career Ladder Model



Note. Five steps that influenced tourists' motivations. From "THE TRAVEL CAREER LADDER: An Appraisal," by C. Ryan, 1998, *Annals of Tourism Research*, Volume (25), p.938 ([http://tourismanalysis.yolasite.com/resources/Ryan\\_1998\\_travel%20career%20ladder.pdf](http://tourismanalysis.yolasite.com/resources/Ryan_1998_travel%20career%20ladder.pdf))

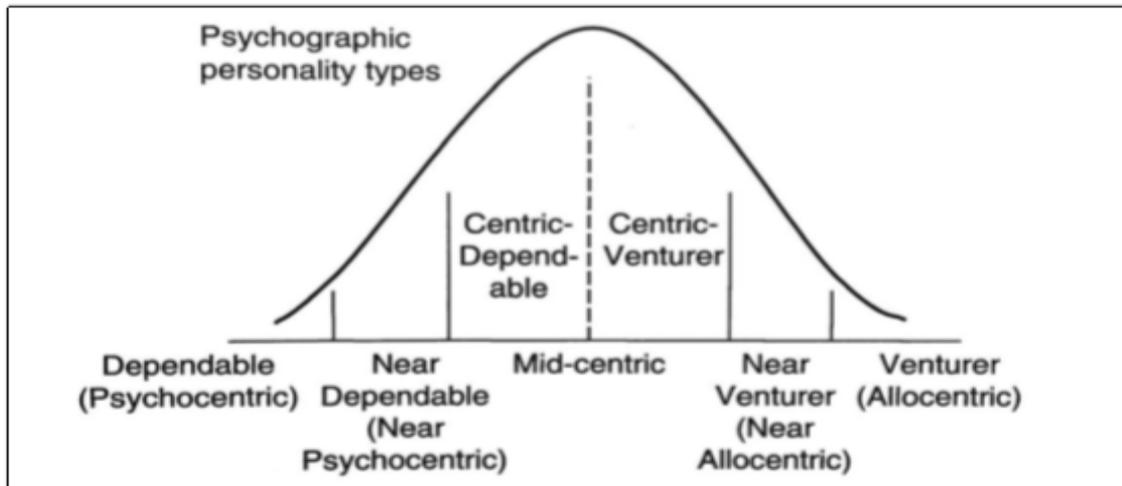
### 2.2.3 Travel Personality Theory

Stanley Plog's Travel Personality Theory (1974) is counted as one of the most useful models

to understand tourists' typologies, and their personalities based on psychographic traits. It explores how far these traits impact on tourists' preferences while selecting suitable tourism destinations. Plog's Travel Personality Theory (Figure 2.3) divided tourists into three major types, Allocentric, Midcentric, and Psychocentric. In addition, these categories could be further broken down into Near-Allocentric and Near-Psychocentric. The term, 'Allocentric' was from the root words 'Allo', which means 'varied in form' and "Centric" means 'focusing of interest patterns on varied activities' (Mathew et al., n.d.). The Allocentric tourists, also called 'Ventures', are the individuals who seek new experience, and enjoy interacting with people from different cultural backgrounds (Mathew et al., n.d.). The ventures devote themselves to exploring the unusual places and prefer adventure activities. Moreover, the ventures are keen on making choices that involve some degree of risk factors because they have strong confidence that they can control or manage whatever they have to face while travelling (Mathew et al., n.d.).

Plog (1974) stated that travellers' psychographics could determine their travel patterns and preferences and destinations' popularity because they attract specific types of tourists over time and they follow a relatively predictable pattern of growth and decline in popularity. Therefore, the model can be useful for providing reference information for planning and designing the tourism infrastructure as well as for incorporating appropriate strategies for marketing tourism destinations (Mathew et al., n.d.). To a certain extent, the model does not really help to forecast where travellers are likely to visit; however, it is highly effective in suggesting where they would ideally like to visit. Therefore, to some degree, it is related to this study. For example, it can be made use of to examine which type of adventure activities Chinese tourists in Queenstown will prefer to choose, and what kind of travel patterns or characteristics they would like to select.

Figure 2.3  
*The Travel Personality Model*



*Note.* Psychographic personality types. From *Tourism and Hospitality: Concept, Component, status and Trends (Module 32: Stanley Plog's Psychographic Model)*, by R. Mathew et al., n.d. Mhrd([http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\\_content/S001827/P001850/M030116/ET/15258466761.32.Q1.pdf](http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001850/M030116/ET/15258466761.32.Q1.pdf))

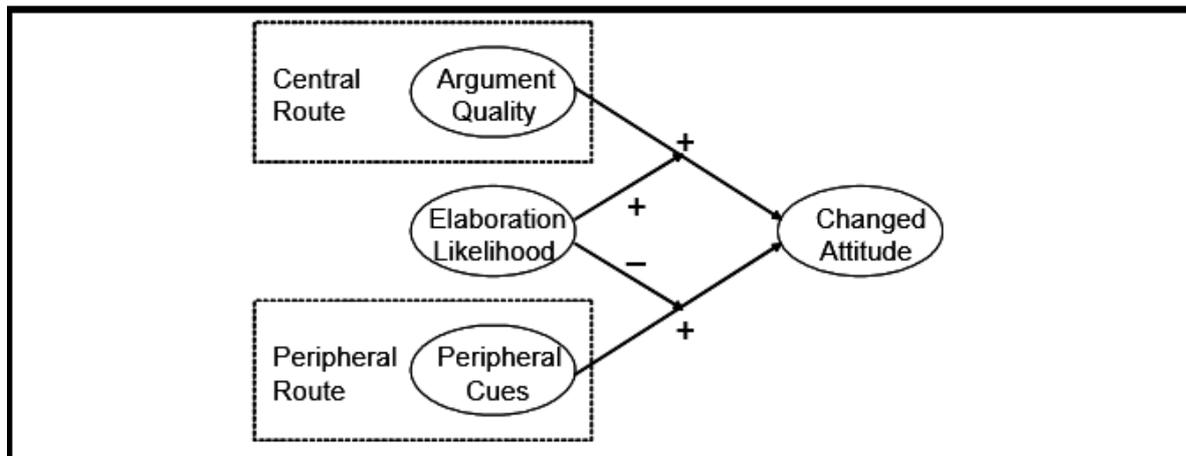
### 2.2.4 Elaboration Likelihood Model

Elaboration Likelihood Model was based on previous social psychological research of attitude change. Petty et al. (1981) proposed ELM so as to help understand how a person deals with a variety of persuasion processes. Petty et al. (1981) claimed that the cognitive effort people make to process an argument depends on their likelihood of elaboration. The degree of elaboration likelihood means the extent to which a person carefully evaluates the argument. As can be seen in Figure 2.4, Elaboration Likelihood model suggests that there are two different persuasion routes, central and peripheral, which differ in the "elaboration" or the amount of thoughtful information processing for an individual. When individuals have a high level of ability to process the arguments and are highly involved with the arguments, attitude changes could be affected through the central route (Petty & Cacioppo, 1986). On the other hand, when individuals do not have a high level of ability and are not highly involved with the arguments, attitude changes could be influenced through the peripheral route (Petty & Cacioppo, 1986). In this case, individuals devote limited cognitive effort to processing information because of a lack of ability and motivation.

This theory is specifically chosen because it relates directly to influencing processes and their

impacts on human perceptions and behaviour. Besides, it also explains why a given influence process may cause differential outcomes via different users in a given usage setting. In this study context, it will be considered as a scientific method to judge how Chinese tourists will persuade themselves to choose some types of adventure activities in Queenstown, and how they evaluate the level of their acceptance for adventure activities.

Figure 2.4  
*Elaboration Likelihood Model*



*Note.* Two routes of the impact of persuasion processes on consumer attitudes. From "Influence processes for information technology acceptance: an elaboration likelihood model," by A. Bhattacharjee and C. Sanford, 2006, *MIS Quarterly*, p.809 (<https://www.jstor.org/stable/25148755?seq=1> )

### 2.2.5 Risk Perception Model

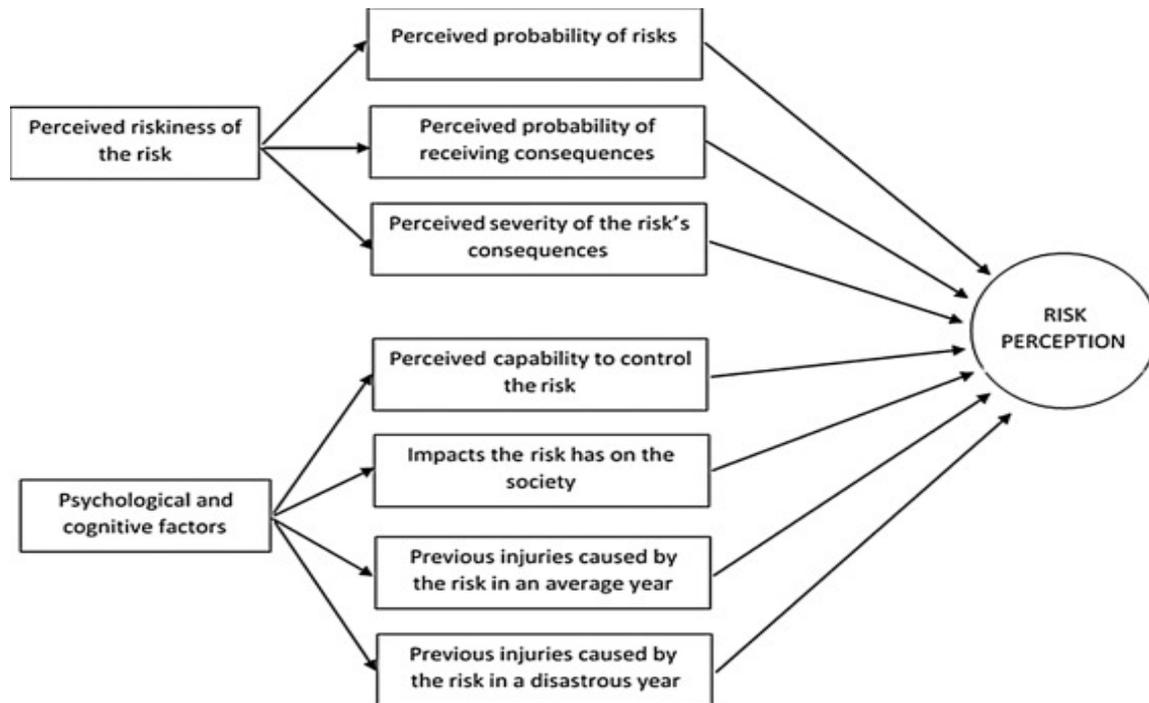
The psychometric paradigm for studying risk perception was discussed in Slovic et al.'s (1982) and Slovic's (1987). These studies developed a risk taxonomy to understand and predict people's responses. The taxonomy aims to explain how adversely people perceive particular risks and identify the similarities and differences in risk perception among individuals and groups (Slovic, 1987). This paradigm used psycho-physical scaling and multivariate analysis techniques in order to produce quantitative representations or cognitive maps of risk attitudes and perceptions (Slovic, 1987). As Figure 2.5 shows, in the psychometric paradigm, questions were raised, allowing people to make quantitative judgments about the perceived riskiness of various risks and the desired level of regulation of each (Slovic et al., 1982). This strategy has proved that risk perception is quantifiable and predictable (Le & Arcodia, 2018). Meanwhile,

this strategy may serve as an effective technique for identifying similarities and differences in risk perception among individuals and groups (Le & Arcodia, 2018).

The risk perception model (Figure 2.5) comprises perceived riskiness of the risk, and psychological and cognitive factors. Perceived riskiness of the risk includes the perceived probability of risk, the perceived probability of receiving consequences, and the perceived severity of the risk's consequences. It shows that people judge the existing risks of certain activities. Psychological and cognitive factors are made up of people's perceived capability to control the risk, the impacts the risk has on society, previous injuries caused by the risk in an average year, and previous injuries caused by the risk in a disastrous year. It shows that people mainly expand their perceptions of risks according to their knowledge or psychological level.

Therefore, it can be used as an important theory to help to understand the way that Chinese tourists coming to Queenstown for a trip will judge the risk level of various adventure activities. The judgement of the risk level of adventure activities may be through their risk perceptions such as perceived riskiness of the risk and psychological and cognitive factors. Thus Chinese tourists can decide whether to experience the adventure activities or not in Queenstown.

Figure 2.5  
*The psychometric paradigm*



*Note.* The psychometric paradigm. From "Risk perceptions on cruise ships among young people: Concepts, approaches and directions," by T. Le and C. Arcodia, 2018, *International Journal of Hospitality Management*, volume (69), p.107 (<https://www.sciencedirect.com/science/article/abs/pii/S0278431916301888?via%3Dihub>).

### 2.2.6 Summary

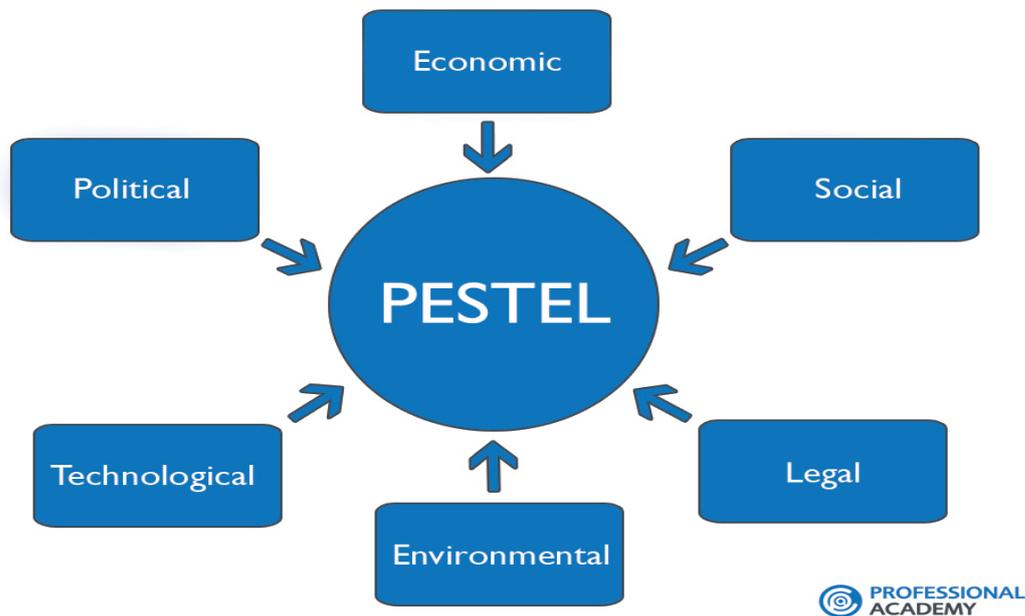
According to the study of the above theory constructs, each model has relevance to the research topic to some extent, directly or indirectly. According to Maslow (1981), it can help to identify the reasons why Chinese people in Queenstown choose adventure activities and the motivations behind tourists experiencing adventure activities. But this model of Maslow focuses more on exploring the needs of human beings at different stages. Ryan (1998) explored the five steps which affected travellers' motivation, and their tourism behaviours. This is related to the objective of this study. For example, it may help to understand why Chinese tourists are willing to participate in adventure activities in Queenstown. The travel personality theory discussed tourists' typologies and tourists' preferences when selecting suitable destinations. However, this theory has less relevance to the topic of this study because this research is not seeking to understand why Chinese tourists select Queenstown as tourism destination rather than other

similar tourism destinations. The Elaboration Likelihood model was proposed in order to explain how a person deals with different persuasion processes, which comprised two routes—central and peripheral. Which route people prefer depends on their cognitive ability and involvement. This has a closer relationship to this research topic because it may be helpful for comprehending the likelihood of participants to try adventure activities in Queenstown. A conceptual model of risk perception divided risk into different categories to predict people's response. It is made up of perceived riskiness of the risk, and psychological and cognitive factors, which will help in the analysis of the research objectives. To be specific, it may be beneficial for explaining the perceived risk level of Chinese tourists to adventure activities in Queenstown.

### **2.3 Industry Analysis**

PESTEL analysis is a strategic framework in the marketing world, which is often used to evaluate the external environment for a business or an organisation (Professional Academy, 2018). The PESTEL model breaks down the opportunities or threats in the external environment into political, economic, social, technological, environmental, and legal factors (Figure 2.6). Tourism can be classified into six distinct categories depending on the purpose of travel (Tourism notes, n.d.). More specifically, recreational tourism is a type of tourism which helps people escape from everyday life and enjoy leisure time on the beach or other places (Tourism notes, n.d.). Cultural tourism satisfies the tourists' curiosity in cultural aspects such as visiting ancient monuments (Tourism notes, n.d.). Adventure tourism includes activities such as hiking and skiing. Health tourism involves visiting places for treatment such as hot springs (Tourism notes, n.d.). Conventional tourism refers to tourists travelling overseas or within a country for professional reasons or interest (Tourism notes, n.d.). Incentive Tourism is when incentives are offered by major companies to dealers and salesmen who achieve high targets in sales (Tourism notes, n.d.). All of these tourism forms can be found in New Zealand. In this study, adventure tourism in Queenstown, which is named as the capital of adventure tourism, will be explored. As the Chinese market is becoming the second largest market in the New Zealand tourism industry (Tourism New Zealand, n.d.). This research will concentrate on Chinese tourists and Queenstown adventure tourism. The PESTEL analysis below encompasses two areas: Chinese tourists and adventure tourism in Queenstown, New Zealand.

Figure 2.6  
*PESTEL model*



*Note.* All the external environmental factors (PESTEL factors). From *MARKETING THEORIES – PESTEL ANALYSIS*, by Professional Academy, n.d. (<https://www.professionalacademy.com/blogs-and-advice/marketing-theories---pestel-analysis>)

### 2.3.1 Political

#### **Political stability**

According to New Zealand immigration (n.d.), New Zealand still holds its national position or political stability in a turbulent world. It was also ranked the world's third most stable country in the Fund for Peace 2016 Fragile States Index (New Zealand immigration, n.d.). It ranks among the world's top 10 countries for adherence to the rule of law according to the World Justice Project (WJP) 2017 Rule of Law Index (New Zealand immigration, n.d.). It has a parliamentary democracy developed from the British model, with a single-chamber house of representatives. New Zealand government is effective, which are often re-elected. Typically 75-80% of New Zealanders can vote according to their preferences in general elections because a representative parliament allows the public to be engaged with the political process (New Zealand immigration, n.d.). The New Zealand government actively encourages investors from all over the world to get involved with the New Zealand economy (New Zealand immigration,

n.d.). As a result, New Zealand has created excellent transport and logistics systems, and has a high-standard telecommunications system for investment.

### **Government policy**

The Ministry of Business, Innovation and Employment and the Department of Conservation will take measures to coordinate the Government's tourism efforts across the public sector (Ministry of Business, Innovation and Employment, 2019). It will improve tourism outcomes by taking an all-of-Government approach to the tourism system and look for opportunities to engage and coordinate with whanau, iwi, businesses, regions and communities. Secondly, the government will conduct long-term sustainable funding mechanisms, including implementing the International Visitor Conservation and accompanied strategic investment plan, and identifying and responding to the tourism-related actions (Ministry of Business, Innovation and Employment, 2019). The government will also consider and evaluate options to allow more strategic revenue and pricing decisions by the Department of Conservation (Ministry of Business, Innovation and Employment, 2019). Thirdly, the government will adopt destination management and planning destination management (Ministry of Business, Innovation and Employment, 2019). This includes working with local government and other regional stakeholders to take a strategic, coherent and consistent approach when deciding how they want to plan, manage, market and develop their destinations (Ministry of Business, Innovation and Employment, 2019). Finally, the government will implement the Tourism Data Domain Plan, identifying future trends that could influence the tourism system and coordinate and share data and insight to support the industry (Ministry of Business, Innovation and Employment, 2019).

Therefore, the political stability and strong tourism strategy conducted in New Zealand lay a strong foundation for a boom in adventure tourism. The adventure operators in New Zealand have introduced a variety of adventure activity strategies to attract domestic and international tourists.

### **2.3.2 Economic**

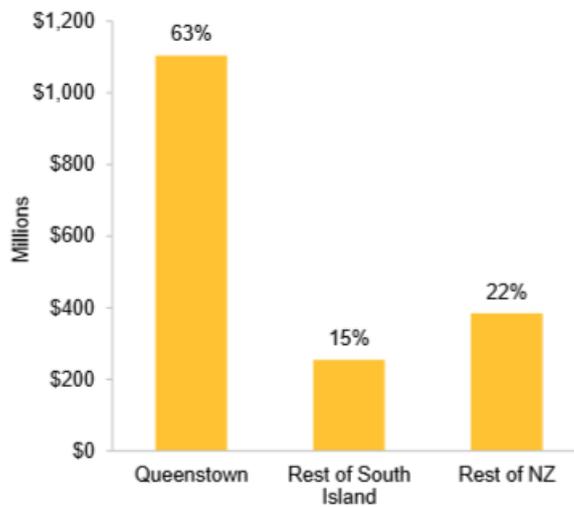
#### **Economic growth**

According to New Zealand immigration (n. d.), political stability and effective governance has stimulated economic growth. New Zealand has long enjoyed stable economic conditions. From 2000 to 2007, the New Zealand economy increased by an average of 3.5% each year (New

Zealand immigration, n. d.). The economic drop in the 2008 and 2009 recession was shallow in comparison to other advanced economies, and since 2010, annual growth has reached an average of 2.1% (New Zealand immigration, n.d.). In addition, UN World Tourism Organization (UNWTO) reported that China was the world's largest outbound tourism market regarding expenditure in 2018 (The blue swan daily, 2019). Tourism spending was up 8% year-on-year to USD277 billion and Chinese spending surpassed the next largest market which was the US with USD144 billion in expenditure (The blue swan daily, 2019).

Queenstown plays an important role in attracting visitors to New Zealand, with attractive factors such as its spend, seasonal patterns and regional dispersal, and creating satisfying economic benefits (Jenkins, 2018). International visitors' credit card spending patterns show that international visitors have the capability to spend more than 40–50% of their total spend in Queenstown (Jenkins, 2018). Tourists who come to New Zealand mainly because of Queenstown generate a total of \$452–\$640 million outside Queenstown (Jenkins, 2018). International visitors who spent more than 40–50% of their total NZ credit card spend in Queenstown spent a total of \$1.44–1.74 billion per annum in New Zealand (Figure 2.7). Also, as can be seen from Figure 2.7, that of the overall NZ spend, \$988 million to \$1.10 billion (63–69%) was spent in Queenstown, \$157–\$254 million (11–15%) was spent in the rest of the South Island and \$292–\$384 million (20–22%) was spent in the North Island.

Figure 2.7  
 Location of spending by overseas visitors, YE August 2017



*Note.* Location of spending by overseas visitors who spend at least 40% of their total NZ credit card spend in Queenstown, YE August 2017. From *sustainable tourism growth in Queenstown final report*, by Jenkins, 2018 (<https://www.qldc.govt.nz/media/nazhf4fd/1803-sustaining-tourism-growth-in-queenstown-final-report.pdf>)

### Consumer income

China's per capita disposable income was consistently 28,228 yuan (\$4,165) in 2018 (China daily, 2019), up to 6.5 percent year-on-year in real terms. In 2018, urban and rural per capita disposable income rose to 39,251 yuan and 14,617 yuan respectively, up 5.6 percent and 6.6 percent after deducting price factors. The National Bureau of Statistics (NBS) shows that the real growth of per capita disposable income in rural areas was faster than that in urban areas in 2018, indicating a narrowing of the urban-rural income gap (China daily, 2019). Chinese per capita consumer spending increased by 6.2 percent year-on-year in real terms to reach 19,853 yuan in 2018 (China daily, 2019). By 2020, China aims to double the per capita income of its urban and rural residents from the beginning of 2010 levels to build a moderately prosperous society (China daily, 2019).

The economic growth in New Zealand and Queenstown as well as the increase of Chinese consumer income could boost the adventure tourism industry in Queenstown and expand the Chinese tourism market in New Zealand.

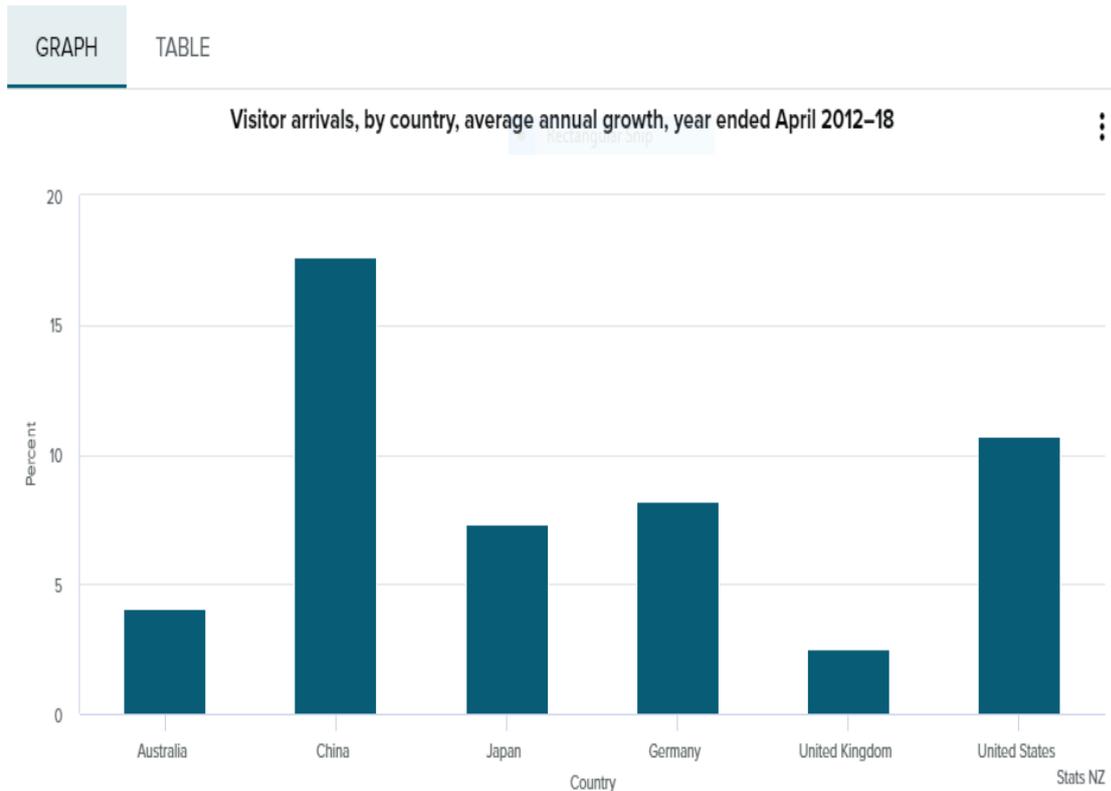
### **2.3.3 Social**

#### **Population growth**

New Zealand continues to experience consistent growth in international visitor arrivals, up to 7.8% for the YE March 2018 with key markets (Tourism Industry Aotearoa, 2019). This growth is in line with an increase in domestic and international air connectivity (New Zealand Tourism State of the Industry, 2018). International air capacity has expanded by 4% to 10.4 million seats and domestic air capacity has grown by 5.5% to 17.1 million seats (New Zealand Tourism State of the Industry, 2018). This increase in capacity has helped to support growth in key source markets such as Australia, China, USA and UK (New Zealand Tourism State of the Industry, 2018).

China is New Zealand's second tourism largest market (New Zealand tourism: Facts and figures, 2014). There were more than 222,000 visitors per year from China whose arrival rate was up 2.7 per cent in September 2014 (Tourism New Zealand, 2014). China's interest in New Zealand has continued to grow because of a visit from high-profile celebrity Yao Chen who was married in Queenstown in 2012 (New Zealand tourism: Facts and figures, 2014). Also, it is because of the recent broadcast of the Chinese reality show 'Dad, Where Are We Going?' (New Zealand tourism: Facts and figures, 2014). This show portrayed Chinese celebrities travelling around New Zealand and taking part in tourism activities, and was assumed to be watched by more than 400 million viewers (New Zealand tourism: Facts and figures, 2014). Moreover, the number of visitors went up by 46,500 from April 2017 (Statistics New Zealand, 2018). Arrival numbers from China experienced an average annual growth of 18% since April, 2012 (Statistics New Zealand, 2018). As Figure 2.8 shows, visitor numbers increased from 168,200 in April 2012 to 444,900 in April 2018 (Statistics New Zealand, 2018).

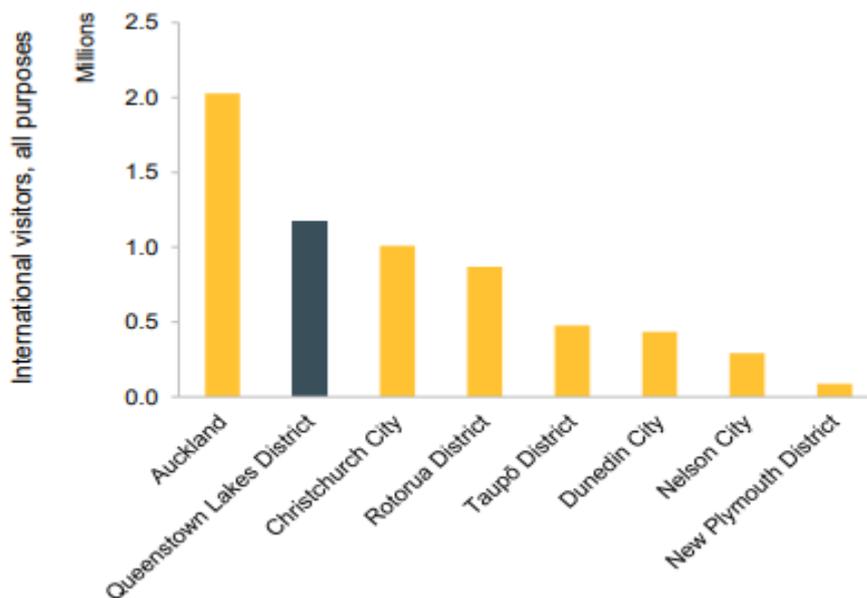
Figure 2.8  
*Visitor arrivals*



*Note.* Visitor arrivals, by country, average annual growth, year ended April 2012-18. From *Visitor numbers down, but arrivals from China continue to grow*, by Stats NZ, 2018 (<https://www.stats.govt.nz/news/visitor-numbers-down-but-arrivals-from-china-continue-to-grow>)

Queenstown Lakes is New Zealand’s most popular international tourist destination (Jenkins, 2018). Among New Zealand’s main tourist centres, Queenstown has an unparalleled ratio of international tourists-to-residents. In 2016, Queenstown lakes hosted 1.17 million international visitors (Figure 2.9). The number of passengers flying through Queenstown Airport is growing. Queenstown Airport is the third busiest international airport in New Zealand (Jenkins, 2018). In the year to December 2017, the total number of passenger movements increased to 2 million (Jenkins, 2018). Twenty eight percent of these were international passengers (landing from overseas) and 72 percent were domestic passengers (which also includes international passengers landing from other New Zealand towns and cities such as Auckland) (Jenkins, 2018). The make-up of international passengers passing through the airport differs from other airports in New Zealand.

Figure 2.9  
*International visitor arrivals*



*Note.* International visitors, YE June 2017. From *sustainable tourism growth in Queenstown final report*, by Jenkins, 2018

(<https://www.qldc.govt.nz/media/nazhf4fd/1803-sustaining-tourism-growth-in-queenstown-final-report.pdf> )

### **The youth market**

A number of experts presented their opinions based on research to build a picture of China’s outbound tourists such as their demographic profiles, travel behaviour and tourist preferences (New Zealand – China Trade Association, 2018). Kate Deng from Kate Travel shared key trends in Chinese tourist behaviour from the FITS (free independent travellers) market, which included growth in self-drive holidays, adventure tourism and sharing experiences with friends and family when they are back home through social media. The main travellers are called ‘millennials’, who were born between the 1980s and 1990s, and perceive travel as a way to enjoy life rather than purchasing products. They prefer to travel with friends and are normally a female-dominated group; they constitute 62 percent (New Zealand – China Trade Association, 2018).

The number of international tourists and Chinese tourists in New Zealand or in Queenstown is increasing, and the youth group who are keen on adventure tourism in China is considered to

be a potential market to New Zealand, especially to Queenstown adventure tourism. All of them predict that the development of adventure tourism in Queenstown will be accelerated.

#### **2.3.4 Technology**

Technology is the trend reshaping the local tourism sector (Start Technology Business, 2018). The new MYOB Business Monitor survey shows that half of the country's tourism businesses believe that technology will significantly change the way they operate in the next 10 years (Start Technology Business, 2018). MYOB New Zealand general manager Carolyn Luey claimed that tech trends will play an increasingly significant role in the tourism sector. For instance, tourism agencies are using anonymous mobile data and big data analytics to better understand how tourists travel around New Zealand (Start Technology Business, 2018).

Better Wi-Fi connectivity and broadband services will be able to improve the visitor experience and expand New Zealand's business capability, which will ensure that the tourism industry is internationally competitive (Ministry of Business, Innovation and Employment, 2016). Analysis by Tourism New Zealand, International Visitor Survey micro-data shows that the lack of free Wi-Fi is the main reason why people evaluate accommodation poorly (Ministry of Business, Innovation and Employment, 2016). Tourism 2025 recommends that the New Zealand government devotes more funds to extending access to low cost Wi-Fi and broadband, investing in aviation infrastructure and technology and upgrading Airways New Zealand's navigation technology (Ministry of Business, Innovation and Employment, 2016).

The future of New Zealand's tourism industry is being shaped by Lightning Lab Tourism programme, which runs a three-month accelerator based at Christchurch Airport and focuses on building a sustainable innovation ecosystem for the future of tourism in New Zealand (Scoop News, 2019). For example, AirGuides, a marketplace where travellers can book unique trips made by trusted storytellers has developed partnerships with high-profile content creators and sold its first tour through the platform (Scoop News, 2019). Tourism Ticker, a news and information service for the tourism sector, is launching a new data-driven market intelligence service: Ticker Insights (Scoop News, 2019). Road Guru, a platform for local drivers and guides to connect with travel agents, has converted its early adopters (Scoop News, 2019).

The technology which has been invented and will be brought into the New Zealand tourism sector will continue to improve tourists' travelling experience and build loyal customer relationships. In addition, tourists may recommend to their family and friends to visit New Zealand, even choosing Queenstown as tourism destination.

### **2.3.5 Legal**

The New Zealand Tourism Board Act 1991 witnessed the establishment of Tourism New Zealand to market New Zealand as a tourist destination for the long-term benefits of the New Zealand economy (Ara Institute of Canterbury, 2020). Tourism NZ has two main subsidiary companies. One is Qualmark New Zealand, which provides quality assurance standards for tourism products and services. The other one is i-Site which delivers information to visitors while tourists are in NZ (Ara Institute of Canterbury, 2020). New adventure tourism safety guidelines (NZ Herald, 2013) have been introduced for canyoning, caving and indoor rock-climbing operators following a review of safety in the sector. The guidelines were created in consultation with adventure activity experts, attaining funding and support from the Ministry of Business, Innovation and Employment (NZ Herald, 2013). After the government launched a review of risk management and safety in the outdoor and adventure tourism sector in 2009, the guidelines (2013) were developed by the Tourism Industry Association.

Health and Safety at Work (Adventure Activities) Regulations (2016) deals with the provision of adventure activities. They set out the process for becoming registered as an adventure activity operator and make it an offence for unregistered operators to offer adventure activities to participants (Health and Safety at Work (Adventure Activities) Regulations, 2016). (WorkSafe, 2017). This means that operators need to work through the criteria and decide if the activities they provide are adventure activities. If they are, then the operator must get registered by WorkSafe (2017). Meanwhile, adventure operators must undergo safety audits in order to be registered under the Adventure Activities Regulations (2016). The safety audit standard for adventure activities (March 2017) sets out the requirements of a safety management system for operators covered by the adventure activity regulations (2016) (WorkSafe, 2017). The regulations also cover many paid adventure activities, although activities run by sports clubs and schools are excluded from the regulations in most circumstances (WorkSafe, 2017).

The New Zealand Tourism Board Act 1991, the Health and Safety at Work (Adventure Activities) Regulations 2016, and the new adventure tourism safety guidelines (2013) have been presented. These require tour providers and tourists to obey the regulations and regulate their behaviours while they are in New Zealand or Queenstown.

### **2.3.6 Environmental**

The concept of environmental sustainability encompasses dealing with climate change, and managing the natural resources effectively so that these resources are available for future generations (New Zealand tourism guide, 2020). Environmental sustainability has been defined as meeting the needs of the present human beings without compromising the ability of future generations to meet their needs. An environmentally sustainable organisation aims to participate within its community, seeking to balance society, the economy and the environment within its operations (New Zealand tourism guide, 2020).

New Zealand's environment and scenery are the primary drawcards for international visitors (New Zealand tourism guide, 2020). Tourism is New Zealand's largest export earner, accounting for over 19% of this country's export earnings (New Zealand tourism guide, 2020). New Zealand tourism operators and industry bodies are working together to reduce impact on the environment. One of the initiatives being adopted by New Zealand tourism operators is the Green Globe programme, which is promoted by an international organisation dedicated to furthering sustainable travel and tourism (New Zealand tourism guide, 2020). Green Globe is a worldwide benchmarking and certification system for the travel and tourism industry and encompasses the triple bottom line of economic, social and environmental management (New Zealand tourism guide, 2020). Its New Zealand presence is administered by the Sustainable Business Company, which assists tourism operators in all areas of sustainable development and facilitates the growth of Green Globe (New Zealand tourism guide, 2020).

The New Zealand Government has taken a leading hand, launching an Environmentally Sustainable Tourism Project to build on a successful pilot programme in Northland (New Zealand tourism guide, 2020). Six regions in New Zealand participated in the Sustainable Tourism project between 2005-2008, utilising resources from the New Zealand Tourism Strategy 2010 Tourism Strategy Fund (New Zealand tourism guide, 2020). The Sustainable Tourism project aims to establish six regional sustainable tourism charters committed to

sustainable practices (New Zealand tourism guide, 2020). The participants in these six regions have to develop the tourism industry in line with promoting New Zealand as a 'clean and green' destination. For example, they should improve the environmental performance of participating tourism operators. In addition, they must provide methods to improve individual business capability around sustainable practices. Finally, they have to focus on increasing the number of businesses actively incorporating sustainable business practices. All of these actions that participants will take show that an environmental sustainable tourism project can ensure the development of New Zealand as a clean and green tourism destination.

As discussed above, it can be seen that the Globe programme, which is one of the most significant projects adopted by tour operators in New Zealand, focuses on a balanced development of economic, social and environmental management. The Environmentally Sustainable Tourism Project that developed in Northland, New Zealand, and was extended to six main regions, also concentrates on environmental protection while developing the tourism industry. As a result, this may help to stimulate the sustainable development of tourism sector to some extent.

### **2.3.7 Summary**

In the industry analysis section, it has been noted that a steady political and economic environment supports the growth and sustainability of the adventure tourism industry in New Zealand and it contributes to improving the travel patterns of the consumers. Social factors indicate that more Chinese tourists would be more willing to visit New Zealand or Queenstown because they can experience more tourism activities in a safe place. Economic growth shows that New Zealand, including Queenstown, has been considered as a popular tourist destination. The disposable income of Chinese people is increasing year on year, which predicts that Chinese consumers have the economic capability to pay for the adventure activities in Queenstown. Population growth indicates that New Zealand or Queenstown tourists have a rising trend, which is positive for the adventure tourism sector because more tourists will purchase adventure tourism activities when they are in New Zealand. The youth market is conducive to the development of adventure activities in New Zealand or Queenstown as young Chinese people are more enthusiastic about seeking novelty, and enjoying different lifestyles through participating in adventure activities. The advancement of technology is becoming a key competitive tool to the adventure tourism industry since more tourists can view the

adventure items online or have superior adventure tourism experiences while travelling in New Zealand or Queenstown. Recent changes to legislation may influence Chinese tourists when considering taking part in adventure tourism activities. Also, operators need to be registered now, and have safety audits and safety guidelines in order to ensure the quality of adventure activities that they provide to the tourists. Effective environmental measures to some extent assist adventure tourism in developing sustainability. Overall, the elements of the macro environment help to identify the benefits which impact on the adventure tourism industry which are applicable to every region in the country.

## **2.4 Conclusion**

This chapter has discussed the theoretical background of the research topic, and the current industrial environment aspects which influence the adventure tourism sector in Queenstown and the Chinese market in the New Zealand tourism industry. In the first section, it introduced a variety of theories which are relevant to tourists' motivations such as Maslow's Needs Hierarchy Theory, the Travel Career Ladder theory, and the Travel Personality theory. Then the elaboration likelihood theory was, which may be helpful for comprehending the likelihood of the participants to participate in adventure tourism activities in Queenstown. Afterwards, risk perception theory was described to help understand the risk perceptions of Chinese tourists to adventure tourism activities in Queenstown.

In the second section, the PESTEL analysis of Chinese outbound tourism in New Zealand, particularly in Queenstown, was described from the perspectives of Political, Economic, Social, Technological, Legal, and Environmental factors. It shows that New Zealand (especially Queenstown) has the capability to guarantee that the adventure tourism industry is booming. Specifically, the steady political environment and strong tourism strategies promoted by the New Zealand government which have been introduced, provide a positive background for developing adventure tourism in Queenstown. The increasing tourism economy and consumer income also indicate the rising trend of tourism sector in New Zealand, especially in Queenstown. The social factors indicate that adventure tourism in Queenstown, as one sector of tourism, is becoming popular for international tourists. The technological progress in the tourism industry of New Zealand predicts that a growing number of tourists may be attracted to New Zealand, especially to Queenstown, as more advanced technological and superior services may be accessible to tourists. Moreover, tour operators need to be registered and

audited now. They are also required to obey the tourism guidelines (2013) and Health and Safety at Work (Adventure Activities) Regulations, 2016, in order to ensure the high quality services provided for tourists. Regarding environmental elements, the New Zealand government has taken a leading hand, launching an Environmentally Sustainable Tourism Project in order to balance the benefits of the economy and the environment.

The next chapter will focus on exploring the literature that is related to the aim and objectives of this research.

## **Chapter three: Literature Review**

### **3.1 Introduction**

This literature review will explore general tourists' motivation, experience and satisfaction of adventure tourism, as well as perceptions of risks and injuries. Then it will examine the situation of adventure tourism in New Zealand and Queenstown and Chinese tourists in New Zealand. Firstly, the theme that will be explained is the motivation behind tourists choosing adventure tourism and to explore some key reasons why tourists are keen to experience the hard or soft adventure activities. Secondly, it will examine the literature in relation to adventure tourist experience and satisfaction, interpreting the relationship between them. Thirdly, it will discuss the perception of risk that adventure tourists have from different perspectives, and analyse the specific accidents or injuries when tourists participate in adventure activities. Fourthly, it will identify the development and research situation of adventure tourism in New Zealand. Fifthly, the theme will be around the specific place – Queenstown - and discuss its adventure tourism. Finally, it will concentrate on visit characteristics, travelling purpose, and travelling activity in New Zealand. At the end of this chapter, a table will be used to present the summary of the core literature review discussed in the previous sections.

### **3.2 Purpose of the literature review**

The purpose of this literature review is to examine the literature in relation to the field of adventure tourism. The aim of this research is to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown, New Zealand. Four objectives that have been proposed: 1. To identify how likely Chinese tourists are to participate in adventure tourism activities, 2. To determine how Chinese tourists perceive the levels of risk of different adventure tourism activities in Queenstown, 3. To explore what motivates Chinese tourists to participate in adventure tourism in Queenstown, 4. To ascertain what prohibits/stops Chinese tourists from participating in adventure tourism in Queenstown. The first theme of this literature review is to explore the motivations that stimulated tourists to participate in adventure activities in a global context, which is consistent with the third objective. In addition, researching the motivational factors behind adventure tourism from global perspectives will provide reference information for studying the reasons why Chinese tourists are encouraged to try adventure activities in Queenstown. The second theme refers to experience and satisfaction

about adventure tourism, which also can help explain why Chinese tourists are willing or unwilling to choose adventure tourism in Queenstown. Obviously, this is related to objective one, three and four of this research. Furthermore, the third theme is designed around the risk perceptions and injuries that happened in adventure tourism, which is connected with objective two. Moreover, this will yield research information for answering the objective two of this research. The final themes are related to New Zealand, Queenstown and Chinese tourists, because a particular geographical area and research population have been selected.

### **3.3 Motivations for tourists to choose adventure tourism**

Adventure tourism is gradually becoming popular with tourists as a way to appreciate nature. Hudson et al. (2002, p. 203) stated that a growing number of people live a busy city life. They also suggest that it is worth escaping the city to touch mountains, lakes, oceans, jungles, and desert islands, which provide unique relaxation, pleasure, and potential adventure (p. 203). Giddy and Webb (2018) utilised a quantitative approach using self-administered questionnaires to examine environmental attitudes and adventure tourism motivations in South Africa. In this study they claimed that 'Nature Appreciation' was found to be an important motivational factor (p. 282). Likewise, research conducted by Hodeck and Hovemann (2016) employed a self-constructed questionnaire to compare active sport tourists at a German highland destination in the summer and in the winter season. Findings from their study showed insignificant differences between summer and winter tourist groups, but the most attractive target was to experience nature (p. 343). Luo and Deng (2008) focused on examining the relationship between environmental attitudes as measured by the new environmental paradigm (NEP) and nature-based tourism (NBT) motivations based on data collected from a national forest park in China. Their study suggested that tourists who tried to get rid of issues related to city life preferred to return to nature, occupying 15.2% of total variance (p.399). A study by Albayrak and Caber (2018) identified German tourists' reasons to experience white-water rafting during their vacation. In this study they argued that " while almost half of these tourists had already participated in one of the adventure activities (i.e. white-water rafting), they may be presumed to show interest in joining other nature or adventure-based activities at the destination" (p. 69). Clearly, there is evidence in the literature to show that experiencing nature is a motivational factor for tourists participating in adventure tourism.

Adventure tourism seems to be a way for sharing experience with friends or family. Kane and

Tucker (2010) identified that attending adventure tourism activities could help tourists to enjoy happy times with the family, which was also regarded as the key reasons that tourists were keen on adventure tourism activities. According to Luo and Deng (2008, p. 399), tourists wanted to participate in adventure tourism in order to strengthen the relationships with family and friends, experience more freedom and seek opportunities for certain psychological rewards. Albayrak and Caber (2018, p. 69) also supported this opinion by stating that one group of tourists, called active vacationers, tend to experience adventure tourism by participating in various activities with their family members and friends. Their study also showed that "like the Active Vacationers, most of the Moderate Vacationers are male (63.4%), who participated in the rafting activity with family members (58.7%)" (p. 69). Obviously, evidence in the previous literature review can be found to demonstrate that shared experience with family is considered as a motivational factor that led tourists to attend adventure tourism activities.

Adventure tourism is one way to help tourists get a new experience. The result of a study by Schlegelmilch and Ollenburg (2013) suggested that the majority of tourists were engaged in adventure tourism, motivated by escaping their daily routines and trying something different from the usual (p. 50). Kane and Tucker (2010) identified that attending adventure tourism activities could help tourists to relax, and explore a new destination. Naidoo et al. (2015) collected data through the use of a questionnaire to better understand the adventurers' motivational behaviour. They found that the principal motivations for baby boomers (those born between 1946 and 1964) to indulge in adventure tourism was to refresh as a way to experience change, try something new and seek new sensation (pp. 248-249). Obviously, it can be seen that obtaining a new experience is also an important motivational factor for tourists to consider if they are willing to do adventure tourism activities.

Adventure tourism is also considered as one way for accepting physical challenges. Mohamed et al. (2018) conducted research which determined the visitor profile and visit characteristics in Kampar from the perspective of adventure tourism. The findings from this research showed that 63.7% of the participants expressed that the main factor that motivated them to visit Kampar was their interest in adventure tourism activities, which comprised interaction with the environment and a physical challenge, such as white-water rafting. Naidoo et al. (2015, p.249) pointed out 49.4% participants agreed that they were motivated by the charm of the potential physical exercise. They also suggested that the most important appeal to participate in adventure tourism were the physical environment and better health because of the benefits of

physical environment (p.249). Caber and Albayrak (2016) focused on clarifying the motivation of rock climbing tourists and investigating the relationship between tourist motivation and overall satisfaction. They argued that the rock climbing experience had an effect on rock climbing tourists' motivation and low-experienced rock climbers were more likely to experience rock climbing as a physical challenge than high-experienced rock climbers (p.82). According to Albayrak and Caber (2018, pp.69-70) Challenge Seeker Vacationers, 51.7% males and 48.3% females, feel challenged to show their abilities and to improve their physical, social, and intellectual skills through adventure activities. It is apparent that there are studies showing that taking physical challenges is regarded as one important motivational factor for tourists experiencing adventure tourism activities.

Adventure tourism is appreciated by tourists owing to its risky characteristics. Research conducted by Page et al. (2006) examined the role of photographic material as a tool for tourism promotion and offered an analysis of this form of material using content analysis based on the research methodology utilised by Schellhorn and Perkins for holiday brochures in Scotland. Their study agreed that the representations of risky adventure tourism activities, such as hill walking and mountain biking, would attract tourists' attention and motivate them to attempt adventure tourism by promoting the overall destination image. Allman et al. (2009) used semi-structured interviews to explore motivations for participation in the extreme sport of BASE jumping. The study by Allman et al. (2009) showed that the most prevalent motivational factors for participation in the extreme sport of BASE jumping were that it is regarded as a risky experience, describing that the gains of participating in high-risk pursuits as essential to a person's overall quality of life. According to Schlegelmilch and Ollenburg (2013, p. 51), risk/fear/thrill was highlighted in adventure tourism marketing, which played an important role for unskilled young adventure tourists, because the majority of adventure tourists regarded fear as a challenge although it could not be taken for the main motivator for tourists to participate in adventure tourism. Apparently, research that was conducted in this field illustrates that feeling risky is also a significant motivational factor for tourists to choose adventure tourism.

Adventure tourism to some extent is a way to seek self-development. In an exploratory study, Allman et al. (2009, p.240), found that "the primary values include: a sense of accomplishment, in which participants 'feel successful', experience a 'sense of empowerment', or gain 'self-confidence'", because respondents can feel 'accepted' as 'part of a community', 'a sense of identification with others', and 'sharing an 'understanding' about each other, learning to control

and overcome fear. Beckman et al. (2017) focused on exploring the relationships that adventure motivations have with adventure experiences such as emotional response and place attachment, and behavioural outcomes from whitewater rafters at the Ocoee River in Tennessee. They stated that "it is important to note that adventure tourists are driven by the need for heightened mental stimulation rather than physical exertion" (p. 264). According to Albayrak and Caber (2018, p. 69) "Competence/Mastery and Intellectual factors emerge as the most important white-water rafting motivations in the current study", especially for Challenge Seeker Vacationers who were very enthusiastic about their rafting experience and consequently were motivated by Intellectual and Competence/Mastery. The result of a study by Schlegelmilch and Ollenburg (2013, p. 50) showed that a lot of participants who engaged in adventure tourism were attempting to seek self-fulfilment through adventure and socializing. It can be clearly seen that seeking personal development is also perceived as a motivational factor for tourists trying adventure activities.

Adventure tourism is also stimulating the tourists to cultivate novelty. Giddy and Webb (2018, p. 282) identified that five of the nine motivational factors were found to be statistically significant. Their study also showed that 'Novelty' emerged as the strongest motivational factor in considering adventure tourism motivations in these results, with a mean of 4.27 (p. 282). Luo and Deng (2008, p.399) found that Novelty/Self-Development, Return to Nature, Knowledge/Fitness, and Escape are important factors that encouraged tourists to try adventure tourism, wherein Novelty/Self-Development accounts for the largest portion (19.6%) of total variance. Their study further suggested that people who emphasised the development of skills and abilities were more active in probing new things and new environments; they would be more likely to emphasize humans' power and abilities to control and manage nature (p.399). According to Caber and Albayrak (2016, p. 82) 'climbing novelty seeking', 'climbing tourism infrastructure', and 'reclusiveness' could be regarded as the important pull motivation factors for low-experienced rock climbers. Naidoo et al. (2015, p. 248) found that the principal motivation for baby boomers to experience adventure tourism was to have fun and enjoyment, and the purpose of some baby boomers who were engaged in adventure was to seek novelty. Schlegelmilch and Ollenburg (2013, p. 50) argued that "fun" and "excitement" seemed to be the key attributes in relation to "adventure" for youth travellers. Besides, they suggested that around 90 per cent of respondents in this study liked adventure activities because they are interesting (p. 50). A study by Cater (2006) examined the fact that the motivation of tourists who experienced adventure tourism was not for demanding actual risks. His study confirmed

that the main motivation for all adventure activities was to seek fun and excitement. It is clear that seeking novelty is one of the most important motivational factors that has been examined in the previous studies.

### **3.4 Tourist experience and satisfaction**

The literature also shows that tourists get satisfaction through their exciting experience in adventure tourism. Tsaour et al. (2013, p.370) found that "the relationships among mountain climbers' transcendent experience, flow and happiness are significantly positive", which suggests that the tourists' experience of mountain climbing can generate feelings of satisfaction and happiness. Rickly-Boyd (2012) collected data by employing the existential authenticity concept developed in tourism studies. The result of his study also showed that "former lifestyle climbers express similar sentiments when they reflect on their travels and experiences, as a time of happiness, simplicity, and freedom" (p. 100). MacCarthy et al. (2006) explored the concept of customer satisfaction related to the scuba-diving experience. Their study suggested that factors "such as equipment reliability, safety and operator efficiency (functional service) as being important criteria in determining customer satisfaction", which also could be gained from the dive itself: water clarity, number and quality of 'swim-throughs', type, colour, volume of marine life and a raft of other experiences (p. 551). Klaus and Maklan (2011) through their research proposed a conceptual model of sports tourism customer experience in the context of a mountain-biking extreme sport camp. A study by them showed that hedonic enjoyment and personal progression were significant experience factors, because hedonic enjoyment and personal progression played an important role in evaluating the total customer experience, in turn, generating customer satisfaction and repeat purchasing (pp. 1350-1351). Morgan et al. (2005) asserted that over one third of the sea-kayakers had experienced 'fabulous scenery', 'saw dolphins' and 'stars', offering a pattern of responses underlying their enjoyment of the adventure (p. 85). Pearce et al. (2017) found that tourists could attain the emotional outcome of awe through their nature-based tourism experiences in a coastal wilderness (p. 375). Overall, it is clear that there are studies that show that tourists can obtain enjoyment or satisfaction through experiencing adventure tourism activities.

Adventure activities can provide tourists with satisfaction through strengthening relationships or interaction with others. Baklien et al. (2016) focused on the strong belief in nature as having an innate health-providing effect, the hypothesis realised by examining what Norwegian

families with young children experience when walking in the forest. Their study found that the purpose of hiking for a whole family in the countryside was to do an activity together, cultivating the relationships between family members and creating a relaxed environment without societal worries and stress, and enjoying the existential experience of belonging, which would improve mental health (pp. 49-50). According to Rickly-Boyd (2012, p. 100), tourists could be free from social constraints to focus on their favourite sports, and experience the leisure time with family or friends to gain satisfaction and happiness. Pearce et al. (2017, pp. 369-373) stated that the respondents could get an inspiring experience and have satisfaction because of the presence of charismatic marine fauna enabling them to see and interact with these animals. Thus, studies have been done which demonstrate that tourists are able to obtain satisfaction through experiencing happy times with others when undertaking adventure tourism activities.

Adventure activities can guarantee satisfaction to tourists through improving themselves. Tsaor et al. (2013, p. 370) asserted that transcendent experience could effect flow and happiness through the mountaineering activity, which creates a physical environment for tourists to be spiritually inspired. The transcendent experience influences happiness and flow, and therefore, the flow experience gained was an important source of happiness for mountain climbers. Pearce et al. (2017, pp. 369-373) claimed that the participants could have a pleasurable experience and satisfaction since the aesthetics of the Kimberley coast offered the tourists the opportunity to enjoy the unique landscape, with its vibrant and contrasting colours, memorable sunsets, and ecological phenomena such as Montgomery Reef and the Horizontal Falls. In addition, the result from their study showed that the respondents would get the chance to reflect on and obtain a different perspective of the world through experiencing the Kimberley coasts' myriad ecological and geological attractions (p.373). Therefore, there is evidence demonstrating that tourists are able to gain satisfaction or happiness through acquiring a broader mental outlook.

### **3.5 Tourists' perception of risks and injuries in adventure tourism**

Adventure tourists hold certain perceptions of risks about the adventure activities they are engaged in. Cater (2006, p. 321) in a seminal study of adventure tourism in Queenstown, stated that in commercial adventure tourism, negative consequences were known about and some tragedies were mentioned before tourists experienced the adventure tourism activities; however, the danger could not be a part of adventure attraction. He researched participants' perception

of risks when engaging in commercial adventure activities. The respondents were asked if they realised the possibility of the risk of fatality or serious injury, and 94 percent of the participants thought that it would not happen or did not exist (p. 321). According to Cater (2006, p. 321), the participants also strongly disagreed with the possibility of minor injuries such as bruises or sprains. He also suggested that participants in adventure tourism and recreation accepted these risks to some extent as a key part of the destination's environment because of their interest in this kind of environment. In a similar vein, Morgan et al. (2005, p. 80) argued that although factors of the trip such as enjoying wildlife and natural landscape could be regarded as the most attractive point for the sea-kayakers, however, the duration of the activity and the unpredictability of the adventure risk factor were more significant to rafters, who had high expectations about the standard instructions and perceived a great possibility of serious injury that was related to the sea-kayakers. Bentley et al. (2001) in their study found that based on accident statistics, participants did not perceive high risk in adventure activities. The above studies clearly illustrate that tourists have their own particular risk perceptions to adventure activities.

Tourists' perception of risk differs because of personal knowledge and preferences. Dickson and Dolnicar (2004) found that the level of perceived risk in adventure tourism was different from the real risks, and was likely to vary from individual to individual. They concluded that "the concept of risk in the area of touristic buying behaviour was extended to account for a positive component of perceived risk, which becomes especially relevant in the consumer behaviour setting of the sub-market of adventure tourism" (p.5). According to Schlegelmilch and Ollenburg (2013, p.48), over 65 per cent of participants thought that adventure activities should give them a thrill/adrenalin rush. However, they identified that half of all participants believed that it was not significant /of little importance for them to seek the risks of adventure (p. 48). The study by them also showed that only 8 per cent of respondents expressed that "it is very important for an activity to be risky in order to qualify for the term adventure" (p. 49). It is obvious that in previous studies, risk perceptions of tourists to adventure tourism are different.

The literature also discusses the injuries and accidents arising from adventure tourism activities. In adventure tourism activities, some injuries or accidents happen. Smithuis et al. (2016, p. 2) found that "in the study period, 43 patients presented with complaints after diving. Bentley et al. (2008, p. 400) stated that serious harm injuries happen around just a few activities, like

ecotourism, tramping, rafting, and horse riding; these activities were found to involve high levels of injury in previous research. According to Monasterio and Mei-Dan (2008, p.74), the overall risk of non-fatal injury associated with modern skydiving has been estimated to be between 48 and 174 per 100,000 jumps. Furthermore, the results of their study suggested that the BASE jumpers appeared to have a reasonable understanding of the rate of injury in relation to the sport, as they assumed that the accident frequency from BASE jumping was 0.5%, which was very similar to the accident frequency found in this study (0.4%) (p.74). According to Bentley et al. (2001) the adventure activities in New Zealand with high risk such as moving vehicles or animals, cause injuries or accidents at the highest rate. To conclude, there are studies in the global context and in the New Zealand context which show that accidents or injuries may happen when doing adventure tourism activities.

### **3.6 Adventure tourism in New Zealand**

#### **3.6.1 Context or development of adventure tourism in New Zealand**

A number of adventure activities are popular among tourists in New Zealand. According to Bently et al. (2004, p. 282) the most common adventure activities preferred by tourists in New Zealand included scenic flights (15%), kayaking (14%), mountain guiding (6%), white water rafting (6%) and horse riding (6%). According to Bently et al. (2008, p. 397) operators provided land-based (33%), water-borne (28%), or combined land- and water-based (27%) activities. Their study further indicated that the most popular activities for tourists were ecotourism (20%), horse riding (12%), sea kayaking (9%), multi-adventure (9%), diving (7%), and tramping (6%) (p. 397). Evidently, there is some research showing that a series of adventure activities are favoured by adventure tourists in New Zealand.

#### **3.6.2 Characteristics or demographics of adventure tourists in New Zealand**

Overseas male tourists are more likely to choose adventure activities during their stay in New Zealand. According to Bently et al. (2004, p.282), operators reported 643,167 clients from January to December 2002, but the number of clients ranged from under 20 to 128,000. In addition, their study suggested that "one-half (51%) of adventure tourism clients during the period of the analysis were estimated to be male, and just 14% were children under the age of 16 years" (p. 282). They further argued that around 15% of businesses had no child clients, and

over 50% had 5% or fewer child clients (p. 282). Moreover, they asserted that some 53% of clients were reported to be overseas visitors, with 30% being domestic clients, and 17% being local leisure clients (p. 282). Monasterio (2005, p. 3) stated that 49 out of a total of 60 questionnaires handed out were completed and returned, and they showed that 44 subjects (90% of the adventure participants) were male. His study also pointed out that the median age at the start of the study was 33 years and most participants had been involved in the sport for over 5 years (p. 3). According to Bently et al. (2008, p. 397) "operators reported 936,226 clients during the 12-month period January to December 2005, with the number of clients ranging from 10 to 142,000". Their study further claimed that 49% of adventure tourism tourists during the period of the analysis were male, and just 11% were children younger than 16 years (p. 397). They asserted in this study that around 62% of tourists were reported to be overseas visitors (p. 397). Monasterio and Mei-Dan (2008, p. 72) in their study stated that of the 35 participant adventure tourists who completed the questionnaires, 34 (97%) were male, 19 (54%) were single/unmarried, and most (27; 77%) did not have children. They further indicated that "14 participants (40%) were from the North American continent, 13 (37%) from Europe, 6 (17%) from Oceania, and two (6%) from Israel" (p. 72). The results by their study also showed that 35 of the participants were involved in other adventure sports—such as skydiving and rock climbing/alpinism (p. 72). Obviously, some previous studies show that adventure tourism activities in New Zealand appeal to many male tourists from other countries.

### **3.6.3 Safety of adventure tourism industry in New Zealand**

Accidents or injuries in New Zealand's adventure industry through tour operators have been reported on. According to Bently et al. (2004, p. 283), in the last 12 months, "1,095 injury incidents were recorded, of which 148 (16%) were serious harm incidents (requiring hospitalization), at an average of 1.6 serious harm incidents per operator" (p. 283). Monasterio (2005, p. 3) pointed out that "results at baseline revealed that 23 (47%) climbers had been involved in a total of 33 accidents", which included 10 severe, 16 moderate, and 7 mild accidents. According to Monasterio and Mei-Dan (2008, p. 72) participants estimated that the frequency of "near misses" from jumping was 3% and injury was 0.5%. The results of their study suggested that "twenty eight accidents (72%) predominantly involved the lower limbs, 12 (31%) involved the back/spine, 7 (18%) the upper limbs, and 1 (3%) was a head injury" (p. 72). It is apparent, therefore, that previous studies show that adventure tourism may have some risks.

There are some studies about tourists' safety threat or safety improvement barriers through the investigation of tour operators. Bently et al. (2004, p. 283) claimed that 97% of respondents ranked weather conditions as a threat to client safety, and some 29% of operators ranked this factor as the number one threat to client safety. According to Bently et al. (2004, p. 284), when the large number of small businesses represented in the survey were asked to identify any barriers to improving safety for their customers, the cost of compliance with safety measures was the most frequently mentioned as the biggest barrier to safety. They further asserted that "several respondents in this survey noted the requirement to retain a degree of realism in the natural environment, so that all risk was not removed, but the risk was managed" (p. 284). According to Bently et al. (2008, pp. 397-398), when operators were asked to rank the top five factors regarded as barriers to providing total client safety from a list of factors generated largely from the findings of the 1999 and 2003 surveys of New Zealand adventure tourism operators, they were, respectively, - client and activity factors, environment factors, and work organizational and management factors (p. 398). This clearly demonstrates that there are some potential existing threats for tourists' personal safety when doing adventure tourism activities.

### **3.7 Tourism in Queenstown**

#### **3.7.1 Context or development of adventure brand in Queenstown**

Queenstown built its adventure brand as the 'adventure capital of the world'. Cater (2006, p.433) in his study found that Queenstown has established its reputation as 'adventure capital of the world' because of a range of adventure activities. He indicated that it means that Queenstown undoubtedly has established itself as a significant adventure tourism resort, not only within New Zealand, but also on the global scene (p.433). The results of his study further show that Queenstown has become a premier adventure tourism resort from the early grassroots development of commercial jet boating and rafting (p. 433). Moreover, he pointed out in this study that recently, with bungee jumping, skydiving, and paragliding being brought in, these all capitalized Queenstown's history as a tourist spot associated with frontier adventure (p.433). However, he stated that ignoring the importance of adventure companies' efforts and just seeing this reputation as being merely self-generating, would be totally wrong, because such advertising strategies clearly reinforce the reputation of Queenstown as a place where adventure activity takes place (p. 433). Obviously, this is an important study which shows that

Queenstown has been renowned for its popularity as an adventure brand.

Queenstown brings the adventure ethic into its adventure tourism and develop its sources to attract more tourists. Cater's study (2006) claimed that although not too many visitors actually participate in adventure activities in Queenstown, the adventure ethic is still a dominant one in the place-myth (p. 436). Moreover, he stated that the resident population go white water rafting at least twice, do a bungy jump more than five times and go jet boating more than ten times whilst they are in the town (p. 436). The result of his study shows that Queenstown has been so successful at establishing its reputation that some distinct factors have emerged, for example, the existence of an already established market and a tourism infrastructure that cannot be overlooked (p. 436). He indicated in his study the fact that tourists have progressively become more international, and thus they are more willing to experience Queenstown adventure activities (p.436). With adventure tourism merely creaming off the existing tourism product, it has the potential to boost tourism, especially in terms of length of stay (p. 436). The above study clearly shows that Queenstown has the potential to attract more visitors to experience adventure tourism activities.

### **3.7.2 Travelling characteristics of tourists in Queenstown**

Queenstown is regarded as a significant tourism destination for tourists. A study by Lu (2014) explored the travel motivations of Free Independent Travellers (FIT) from mainland China to Queenstown, aged between 18 and 35 years old. Lu (2014, p. 71) found that nearly 80% participants visited Queenstown for the first time and they preferred to travel alone, followed by with their friends or with their spouse. Her study also suggested "8-14 days was the most appropriate length of stay for Chinese FITs" and single FITs constituted more than half of the total 108 participants, and over half of them had attained a bachelor's degree (p. 71). Lu's study also identified that FITs mainly went to Queenstown for sightseeing (p. 71). She found that the five most significant motivational factors were to "appreciate cultural and natural features. Relax physically and/or spiritually. View outstanding scenery. Experience different and new lifestyles and /or traditions. Visit a place I have not visited before" (p. 71). She also claimed that it was least important to attend adventure activities (p.71). Lundqvist (2016) carried out a study into the components of a successful strategy process, with focus on execution and implementation in the adventure tourism destinations of Voss in Norway and Queenstown in New Zealand. In his study, one of interview participants compared Queenstown to the Alps

in Europe, where tourists went mainly for sightseeing, stressing the importance of the background scenery of cafés and hotels as well as the fact that Queenstown has four seasons (p. 36). There are many literature reviews showing that Queenstown as a tourism destination is favoured by tourists.

### **3.7.3 The evaluation of local businesses to Queenstown as a tourism destination**

Lundqvist (2016) interviewed a few business companies in Queenstown about their opinions on superior service of Queenstown and the key factors that led Queenstown to be successful. Lundqvist (2016, p. 36) stated that one interviewee as a participant thought that the stunning location and long history played an important role in helping Queenstown become an important tourism destination. The findings from this research also showed that one of interview participants believed that the landscape is very stunning and is tailor-made for the adventure activities such as skydiving, river rafting, quad biking, hiking and skiing, which made Queenstown different and appealing (p.37). In his study, one of the interviewees mentioned that Queenstown has officially been regarded as the number one destination in New Zealand on Trip Advisor, which is useful for the success of Queenstown (2016, p. 39). Further, another interview respondent asserted that Queenstown has a lot of services to be offered to everyone, such as beautiful scenery, outdoor activities, beautiful vineyards and risk activities for those tourists who prefer, which is significant in building the tourism destination position of Queenstown (2016, p. 39). It is obvious that the above important study shows that Queenstown have been evaluated as a good tourism destination because of its superior offerings to tourists.

Lundqvist's study also explored the interviewees' (the business companies') opinions about Queenstown's tourism strategy. For instance, when one interviewee was asked about the local tourism strategy, this interviewee stated that local tourism companies should place importance on the target groups and focus on the Chinese market (2016, p.36). According to Lundqvist (2016, p. 37) when another interviewee was asked about the strategy of Queenstown tourism, he stated that he could understand the difficulties with the stakeholders as they are trying to meet the needs of, and trying to tailor it to, every tourist. He further identified in this research that this interviewee stressed that they were worrying about a recent strategic change towards a more "soft adventure" tourism destination, and he was afraid that they might lose what Queenstown originally became known for (pp.37-38). It is apparent that the Queenstown tourism strategy has aroused the attention of local businesses.

### **3.8 Chinese tourists in New Zealand**

#### **3.8.1 Characteristics of Chinese tourists in New Zealand**

There are many studies examining Chinese tourists who selected New Zealand as a tourism destination. Fountain et al. (2011) conducted a study about Chinese tourists' motivations, expectations, and behaviour with respect to their travel in New Zealand. Fountain et al. (2011, p. 76) in this study indicated that percentage of gender of Chinese tourists was even, which was respectively 48.1% males and 51.9% females, and that 33.1% participants had visited New Zealand before. Lou's research (2014) aimed to explore the Chinese international students' adventure travel motivations and identify the relationship between the demographic characteristics and the motivational variables. Lou (2014, p.31) in this study claimed that 18-30 students accounted for the largest proportion of the sample, which was 92.2%; of these 50.3% of respondents were male, and 49.7% of them were female. Research by Ryan and Zhang (2006) assessed the market segment of Chinese visitors in New Zealand and the related motivators for their holiday in New Zealand. They stated that 71.9% participants were 19-25 years old, and 48.9% were males and 51.1% were female (p. 97). According to Long (2012, p. 30) the participants who were 18-29 years old made up 32.4%, and respondents aged over 60 years old accounted for 11.3%. His study further indicated that 80.3% respondents reported that it was the first time for them to visit New Zealand (p.30). Chan (2009) conducted research to address sustainable tourism about the Chinese inbound visitor market to New Zealand. The result by Chan showed the majority of the respondents were in the age groups of 30-49 (47.1%) (p. 98), with 51.4% females, and 48.6% males (p.65). Clearly, the above studies have identified the travelling characteristics of Chinese tourists who chose New Zealand as a tourism destination.

The literature shows that Chinese tourists usually travel with friends, family members, or just on their own. According to Fountain et al. (2011, p. 76) half of the participants (53.6%) travelled with their family members or spouse and 42% participants travelled with their friends. They also suggested that a small percentage of respondents were either travelling alone (2.8%) or with business associates (1.7%) (p. 76). Lou (2014, p.31) claimed that 79.7% of China-born students preferred to travel with their friends on their adventure trips, and tourists who travelled with family members, alone or bought package tours were respectively 11.7%, 6.3% and 2.3%. Ryan and Zhang (2006, p. 97) identified that of the sample, travelling with friends occupied the highest share at 54.4%, followed by travelling with friends, family and relatives at 16.9%.

The result by Long (2012, p. 32) showed that the largest number of respondents travelled with others including family, relatives and friends, and only 22.5% of the participants were on the holiday alone. According to Chan (2009, p. 137) from the results of the study, it was identified that there was a larger percentage of respondents travelling around New Zealand with a tour group (54.3%), and then there were independent Chinese travellers (45.7%). Mao (2018, p. 58) identified that the majority of the participants (77.2%) preferred to travel with their friends. Travelling with family (34.1%) ranked second and the percentage of those travelling with a partner (25.8%) and alone (23.2%) was similar (p. 58). It is obvious that research on the travelling companions of Chinese tourists to New Zealand has been done in the above studies.

### **3.8.2 Travelling purpose of Chinese tourists to New Zealand**

A common theme in the literature shows that Chinese tourists visit New Zealand mainly for natural scenery, adventure activities and relaxation. Fountain et al. (2011, p. 76) found that the most attractive points for Chinese travelling to New Zealand were enjoying natural scenery and New Zealand's green and clean image. According to Lou (2014, p.31) 25% participants stated that the main purpose for travelling was to learn about New Zealand culture and 3.1% respondents asserted that they travelled for adventure activities. He also indicated in this study that 'giving me a thrill' is the most representative interpretation when experiencing adventure activities, followed by the 'has to be risky' factor (p. 31). Moreover, he claimed that the importance of adventure activities which 'had to impress my friends' took the third place, followed by the factor 'has to be in a remote area' (p. 31). According to Ryan and Zhang (2006, p. 97) 'to have fun and relax' had the highest mean of 5.97 followed by the item 'just to do something different' with the mean score of 4.90 when choosing to visit New Zealand. They also asserted that 'to go sightseeing' occupied the third highest mean of 4.83. Mohsin (2008, p. 28) identified that Mean of Leisure Motivational Scale scores of the respondents in the sample indicated that relaxation and intellectual motives were high with "to relax physically" (mean = 5.07); "mentally relax" (mean = 5.05); "increase my knowledge" (mean = 4.90); "to discover new places and things" (mean 4.64) and "see new cultures" (mean = 4.59), which occupied the top five places. Clearly there is evidence showing that Chinese tourists come to New Zealand mainly to appreciate nature, for relaxation or to try out adventure activities.

### **3.8.3 Sightseeing as one significant activity for Chinese tourists in New Zealand**

Chinese tourists were satisfied with sightseeing when travelling to New Zealand. Fountain et al. (2011, p. 76) stated that in terms of activities engaged in during their stay in New Zealand, over 80% of the participants asserted that they had visited natural scenery. The study further suggested that regarding their New Zealand experience, Chinese visitors were satisfied with their experience of natural scenery (p. 76). Chan (2009, p. 96) asserted that when Chinese visitors were asked what major activities they participated in whilst visiting New Zealand, the majority of respondents stated that they participated in sightseeing (77.1%). Moreover, Chan (2009, p.77) claimed in this study that when studying the level of satisfaction of the respondents, he identified that a number of items were found to be important and satisfying to visitors. They comprised factors such as sightseeing, and 'going to places I have never been to' (p. 77). These studies show that Chinese tourists are attracted by sightseeing alone, and that this is an important motivational factor to visit New Zealand.

### **3.9 Summary of this chapter**

As discussed above, the literature review of this chapter mainly relates to motivations for tourists to select adventure tourism, tourist adventure experience and satisfaction, and perceptions of risks with adventure tourism and injuries. Then it discussed the findings of previous studies about New Zealand adventure tourism, Queenstown tourism and Chinese tourists in New Zealand. This literature review provides a useful backdrop against which to explore the motivation of Chinese tourists to Queenstown and their attitudes towards adventure tourism. Table 3.1 provides a summary of the core literature that has been identified in this chapter. It will focus on methodology that has been applied in this research in the next chapter.

**Table 3.1**  
*Summary of the core literature and key authors*

Topic	Sub topic	Key authors	Significant points
<b>3.3</b> Motivations for tourists to choose adventure tourism		Hudson et al. (2002, p. 203) Giddy and Webb (2018) Hodeck and Hovemann (2016)	Appreciate nature
		Kane and Tucker (2010) Luo and Deng (2008, p. 399) Albayrak and Caber (2018, p. 69)	Share experience with friends or family
		Schlegelmilch and Ollenburg (2013) Kane and Tucker (2010) Naidooa et al. (2015)	Get a new experience
		Mohamed et al. (2018) Naidooa et al. (2015, p.249) Caber and Albayrak (2016)	Accept physical challenges
		Page et al. (2006) Allman et al.(2009) Schlegelmilch and Ollenburg (2013, p. 51)	Owing to its risky characteristics
		Allman et al. (2009, p.240) Beckman et al. (2017) Albayrak and Caber (2018, p. 69)	Seek self-development
		Giddy and Webb (2018, p. 282) Luo and Deng (2008, p.399) Caber and Albayrak (2016, p. 82)	Cultivate novelty
	<b>3.4</b> Tourist experience and satisfaction		Tsaur et al. (2013) Rickly-Boyd (2012) MacCarthy et al. (2006)
		Baklien et al. (2016) Rickly-Boyd (2012, p. 100) Pearce et al. (2017, pp. 369-373)	Interacting with others to satisfy tourists
		Tsaur et al. (2013, p. 370) Pearce et al. (2017, pp. 369-373)	Improving themselves to satisfy tourists
<b>3.5</b> Tourists' perception of risks and injuries in adventure tourism		Cater (2006, p. 321) Morgan et al. (2005, p. 80) Bentley et al. (2001)	Adventure tourists hold the certain perceptions of risks
		Dickson and Dolnicar (2004) Schlegelmilch and Ollenburg (2013, p.48)	Tourists' perception of risks differs because of personal knowledge and preferences.
		Smithuis et al. (2016, p. 2) Bentley et al. (2008, p. 400)	Injuries and accidents arising from adventure tourism activities.
<b>3.6</b> Adventure tourism in New Zealand	Context	Bentley et al. (2004, p. 282) Bentley et al. (2008, p. 397)	Popular adventure activities in New Zealand
	Characteristics of adventure tourists	Bentley et al. (2004, p.282) Monasterio (2005, p. 3) Bentley et al. (2008, p. 397)	Overseas male tourists are more likely to choose adventure activities during their stay in New Zealand.
	Safety of adventure tourism industry	Bentley et al. (2004, p. 283) Monasterio (2005, p. 3) Monasterio and Mei-Dan (2008, p. 72) Bentley et al. (2008, pp. 397-398 )	Accidents or injuries in adventure tourism in New Zealand or tourists' safety threat
<b>3.7</b> Tourism in Queenstown	Context	Cater (2006 )	Adventure capital of the world'. Adventurous ethic into and developing its sources to attract more tourists.
	Travelling characteristics	Lu (2014) Lundqvist (2016)	Queenstown - one tourism destination
	The evaluation to Queenstown	Lundqvist (2016)	Key factors that led Queenstown to be successful and tourism strategy in Queenstown
<b>3.8</b> Chinese tourists in New Zealand	Characteristics of Chinese tourists	Fountain et al. (2011) Lou (2014, p.31) Ryan and Zhang (2006) Long (2012, p. 30 ) Chan (2009) Mao (2018, p. 58)	Chinese tourists travel usually with friends, family members, or just alone to New Zealand
	Travelling purpose of Chinese tourists	Fountain et al. (2011, p. 76) Lou (2014, p.31) Ryan and Zhang (2006, p. 97) Mohsin (2008, p. 28)	Travelling mainly for natural scenery, adventure activities and relaxation.
	Sightseeing as one significant activity for Chinese tourists in New Zealand	Fountain et al. (2011, p. 76) Chan (2009, p. 96)	Tourists were satisfied with sightseeing in New Zealand

## Chapter Four: Methodology

### 4.1 Introduction

The methodology chapter will identify a suitable research approach to conduct this research. The research design will be explained mainly based on the way of discussing the research provided by Saunders et al. (2016, p. 164) at the beginning of this chapter. It is made up of research philosophy, purpose of the research design, research strategy and primary research methods. Moreover, it will specifically introduce two types of data collection methods – delivery questionnaire and interview. Firstly, the purpose of the questionnaire, the questionnaire design, pilot study, procedures, and participants and sample of questionnaire will be described. Then the purpose of the interview, the interview design, procedures, and participants and sample of the interviews will be illustrated. In addition, this chapter will determine how to analyse the data. The procedures used to analyse the quantitative data will be showed firstly and then the way that the qualitative data was analysed will be demonstrated. Finally, this chapter will discuss the ethical considerations and other limitations and delimitations related to this research process.

### 4.2 Application of this research topic to the research onion

The following table summarises the research design and application to the overall research methodology:

**Table 4.1**  
*Summary of research design*

<b>Research philosophy</b>	Positivism
<b>Purpose of the research design</b>	Descriptive
<b>Research Strategy</b>	Mixed method - concurrent
<b>Primary research methods</b>	Questionnaire and Interview

#### 4.2.1 Research Philosophy

Positivism has been applied in this study. According to Saunders et al. (2016, p. 135) there are five major philosophies, which are respectively positivism, critical realism, interpretivism, postmodernism and pragmatism. Positivism refers to the philosophical stance of the natural

scientist and entails working with an observable social reality to produce law-like generalisations (Saunders et al., 2016, p. 135). Positivism typically utilises large samples and the scientific methods to attain the measurable facts. A positivist approach involves remaining neutral and detached from the research and data so as to avoid influencing the findings. Positivism is appropriate for this research because it uses a large sample of tourists and has collected mainly quantitative data through questionnaire responses. However, critical realism focuses on explaining what we see and experience (Saunders et al., 2016, p.138). In - depth historical data of pre-existing structures and emerging agency is analysed, which have methods and data types to fit subject matters. Therefore, it is deemed as inappropriate. Interpretivism emphasises that human beings are different from physical phenomena because they create meaning (Saunders et al., 2016, p. 140). Interpretivists typically use small samples and in-depth investigations. Obviously, it is not suitable for this research. Postmodernism stresses the role of language and power relations, seeking to question accepted ways (Saunders et al., 2016, p. 141). It focuses on absences, silences and oppressed meanings, interpretations and voices, hence, it is not suitable for this study. Pragmatism asserts that concepts are only relevant where they support action (Saunders et al., 2016, p.143). It focuses on problems-solving, practices and relevance. This research is focused on research questions and objectives, not reaching the effective practical findings. Thus, it is not suitable for this research.

#### **4.2.2 Purpose of the research design**

According to Saunders et al. (2016, p. 174) research can be designed to fulfil an exploratory, descriptive, explanatory or evaluative purpose. Descriptive research questions are likely to begin with, or include, either 'who', 'what', 'where', 'when', 'how' (Saunders et al., 2016, p. 175). Descriptive research approach has been applied in this study since the aim of this research is to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown. The research objectives are to determine how Chinese tourists perceive the level of risk of different adventure tourism activities in Queenstown, to identify how likely they are to participate in adventure tourism activities, to explore what motivated Chinese tourists to participate in adventure tourism in Queenstown, and to ascertain what prohibited/stopped Chinese tourists from participating in adventure tourism in Queenstown.

### 4.2.3 Research Strategy

Mixed methods approach has been made use of in this research to collect the primary data. Several definitions exist for mixed methods research. Greene et al. (1989) defined mixed methods research designs as those that included at least one quantitative method (designed to collect numbers) and one qualitative method (designed to collect words). Johnson and Onwuegbuzie (2004) indicated that mixed methods research is the class of research where the researcher mixed or combined quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study. According to Saunders et al. (2016, p. 170), concurrent mixed methods research refers to the separate use of both quantitative and qualitative methods within a single phase of data collection and analysis. This can ensure that both types of data collected are analysed together to provide a richer and more comprehensive response to answer the research question, which in this context is to explore the attitudes of Chinese tourists to adventure tourism in Queenstown.

As discussed above, this research is descriptive research. Both qualitative and quantitative data are collected. Quantitative data was collected through questionnaire and qualitative data was gathered mainly through interviews. One hundred and seventy valid questionnaires were received. The questionnaire included questions about the demographic profile, travel behaviour, likelihood of trying adventure activities and perception of risk level to adventure activities, and factors that motivated Chinese tourists to experience adventure activities or stopped Chinese tourists from trying adventure activities. The interview questions aim to explore the deeper views of Chinese tourists who have done or have not done adventure activities in Queenstown, making it clear what the attitudes of both groups of participants to adventure tourism in Queenstown are. This can offer more in-depth answers to the research questions and objectives. The overall purpose of mixed methods studies is that the combined use of quantitative and qualitative approaches can provide a better understanding of research problems and complex phenomena than using mono method (Creswell & Clark, 2007). Better understanding is able to be obtained, for instance, by triangulating one set of results with another and thereby enhancing the validity of inferences (Tashakkori & Teddlie, 2011). In this research context, findings concluded from the questionnaires can be complemented by the results from the interviews. In particular, it can compare and triangulate the findings from both methods on the factors that motivated Chinese tourists to try adventure tourism and those that stopped them from doing adventure activities. This means the triangulation of two forms of data in this study is conducted,

thus helping to provide extra credibility and some in-depth personal responses to support the findings from one of data collection methods in this research.

#### **4.2.4 Research methods**

This research has used two types of methods for collecting data - questionnaire and interview. In terms of the questionnaire part, the purpose of the questionnaire, the questionnaire design, pilot study, research procedures, participants and sample, and the data analysis will be clearly introduced. Then, the purpose of the interviews, the interview design, procedures, participants and sample, and the data analysis will be explained concisely.

### **4.3 Method for quantitative data collection – Questionnaire**

#### **4.3.1 Purpose of questionnaire**

According to Dudovski (2019) there are several types of questionnaires such as computer questionnaire, telephone questionnaire, mail questionnaire, and delivery questionnaire. Saunders et al. (2016, p. 440) claimed that delivery and collection questionnaire means that the researcher delivers by hand to respondents and collects later. This met the requirements of data collection methods of this research because this research aims to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown. As long as the researcher went to the spot in person, she could approach the participants the research needs. In this research context, the purpose of the questionnaire (**see Appendix (C)**) is to gather the data about Chinese tourists' attitudes to adventure tourism in Queenstown. Specifically, as the objectives of this research have suggested, firstly, this questionnaire is to explore how likely Chinese tourists are to experience adventure activities in Queenstown. Secondly, it aims to identify how Chinese tourists perceive the level of risk with different adventure tourism activities in Queenstown. Thirdly, it is to explore what motivates Chinese tourists to participate in adventure tourism in Queenstown. Finally, it has the purpose of ascertaining what prohibits/stops Chinese tourists from participating in adventure tourism in Queenstown.

After these four objectives are identified, large number of Chinese tourists and some particular adventure activities will be targeted. Questionnaire has the capability to achieve this because it can address a large number of issues and questions of concern in a relatively efficient way with

the possibility of a high response rate. According to Gray (2004) the questionnaire is one of the most popular methods used in quantitative research. He also stated in his study that questionnaires could provide a standardised assessment since the participants were able to be targeted and tested by the same questions and the same way. In this research, the researcher needs the participants to answer the same questions in the same way in order to guarantee the credibility and validity of data. Moreover, to understand the Chinese tourists' attitudes to adventure tourism in Queenstown, requires quantified information. Then a questionnaire can help to classify Chinese tourists' decision-making or attitudes to adventure tourism activities in Queenstown and offers the quantitative data for this research. For instance, this quantified information may include different types of behavioural patterns such as travel frequency, travel expenditure, travel purpose and travel companion. In addition, information about the likelihood of the participants to try adventure activities, the risk perceptions, and factors affecting the choices of Chinese tourists also needed to be acquired.

Tolich and Davidson (2003) emphasised that the questionnaire enabled researchers to have the opportunity to investigate the relationship between different variables or the cause and effect factors. In this research, the researcher can compare the data differences in different age or gender groups. Also, it can explore the relationship between the likelihood of the participants to do adventure activities and participants in different age groups or gender groups. In addition, the theme of this research is to investigate what the Chinese tourists' attitudes is to adventure tourism in Queenstown. As mentioned above, a large size of research sample is required. To achieve this aim, questionnaire was deemed as a suitable method to discover the Chinese tourists' attitudes with a large sample. Moreover, in previous similar research such as Lu's study (2014) and Mao's study (2018) which both focused on travel motivations of Chinese people in New Zealand, questionnaire was thought of as a good tool to collect numerical data.

#### **4.3.2 Questionnaire design**

When a questionnaire is designed, some principles should be considered. Gray (2004) considered that the maximum length of a questionnaire range from four to six pages, otherwise respondents become impatient while answering the questionnaire, and the responses to the questionnaire could thus be affected badly. In addition, the topic of the research should be explicitly expressed in the questionnaire as, "If the respondents are clear about what you are trying to find out and why, they are much more likely to respond appropriately and helpfully"

(Gillham, 2000, p. 38). In this research, the questionnaire was designed firstly in English, and then was translated into simplified Chinese by the researcher because Chinese tourists were chosen as the research population and simplified Chinese was much easier to understand. In total, the questionnaire designed for this research has four pages. At the beginning of this questionnaire, the participants were informed about the research topic and benefits clearly, and what they can do for the researcher.

Veal (2017) underlined that the researcher should be aware of the length of the questionnaire, which also should be easy to understand by participants, by using familiar words and avoiding vague explanations. In terms of types of questions, a variety of formats could be employed; using the right format increases the response rates (Gray, 2004). For instance, when asking questions related to travel companions, selected responses questions would be preferred. Since the personal information such as gender and age was usually a specific answer not a subjective opinion, it was easier for respondents to answer those questions by ticking the options already designed by the researcher on the questionnaire rather than writing down their gender and age (Gillham, 2000). In this research, the questions were outlined on this questionnaire based on previous studies to some extent. The questionnaire was made up of two parts – close-ended questions and open-ended questions (**see Appendix (C)**). They all use concise and easy words to deliver the information to the respondents. First of all, close-ended questions were drawn from three aspects. The first question included a demographic profile (age, gender, marital status, monthly income level, and region of China). The second question comprised travel behaviour (travel companion, travel frequency and travel purpose). In these two questions, the respondents just needed to tick the boxes rather than writing any subjective opinions, which could help them save time and increase the response rate.

Moreover, Likert scale questions were set to measure people's attitudes or motivation in this research. Likert's technique in the questionnaire provided the opportunity for respondents to show the extent to which they agreed or disagreed with a particular opinion, and their answer could be coded and quantified (Veal, 2017). Furthermore, as Netigate website (2019) noted, open-ended questions in the questionnaire, as another type of question, had the capability to complement quantitative questions to give a valuable insight. More specially, open-ended questions helped the researcher gather additional information, allowing her to see the bigger picture. In addition, open-ended questions offered the researcher an opportunity to discover something that would be likely to be missed. In this research context, the third question was

about likelihood to experience adventure activities for Chinese tourists during their stay in Queenstown and around the perceptions of risk to adventure activities (see **Appendix (C)**). A total of 15 popular adventure items were proposed to participants to evaluate on a seven-point Likert scale form and a four-point Likert scale form respectively. These adventure activities mainly were based on adventure activities in Queenstown's official website (n.d.), which referred respectively to bungy jumping, jet boating, skydiving, skiing, paragliding, mountain biking, water rafting, four wheel driving, canyon swing, horse riding, ziptrek, ledge swing, canyoning, luge, quad bike/motor bike tour. The seven-point Likert scale ranged from 'I have already done this during my stay in Queenstown', 'definitely', 'very probably', 'probably', 'possibly', 'probably not', to 'definitely not'. The four-point Likert scale was designed from 'high', 'moderate', 'low', to 'none'. Secondly, two open-ended questions (see **Appendix (C)**) were asked of the participants. These questions were about motivational factors that encouraged the Chinese tourists to select adventure activities or prohibited them from experiencing adventure activities in Queenstown.

#### **4.3.3 Pilot Study**

Conducting a pilot survey prior to the actual and large-scale questionnaire can present many benefits and advantages for the researcher. One of these is the exploration of the particular issues that may potentially have an antagonistic impact on the questionnaire results. In this research context, a pilot questionnaire was conducted, informing the respondents (some Chinese students of SIT as tourists in Queenstown) that these questionnaires were in the pre-test phase. The respondents were asked their opinions of the questionnaire, and to offer their comments and suggestions. After obtaining and analysing the results of the pilot questionnaires, it was found that the respondents were unfamiliar with some of the adventure activities. Therefore, the names of some particular adventure activities translated into Chinese by the researcher were altered into more suitable ones that the participants could understand.

#### **4.3.4 Procedures**

Queenstown was selected as the research destination according to the aim and objectives of this research. In actual process of data collection, the data was collected during two periods in November, 2019. A total of 170 valid questionnaires were obtained. There were two reasons why the researcher chose November as the research time frame. Firstly, it was close to the end

of 2019, and a number of Chinese people who worked in companies had an annual vacation for more than one week. Secondly, because of beautiful scenery and nice weather, it was the summer tourist season in Queenstown, and therefore a good time to attract elderly retirees from China.

In the first instance, the researcher went to Arrowtown and Queenstown’s skyline ticket office and cruise harbour on the 8<sup>th</sup>, November, 2019. In these places, the researcher approached the Asian people to ask them if they came from China. If they did, the researcher explained to them that she was doing research about Chinese tourists’ attitudes to adventure tourism in Queenstown for her Master’s dissertation for SIT. She needed participants to fill in the questionnaires for a few minutes. If the Chinese people approached by the researcher in Queenstown were willing to do it, questionnaires were distributed to them. Table 4.2 shows the number of the questionnaires which were completed by participants at different sites for the first time.

**Table 4.2**  
Numbers of questionnaires completed at different times

Research sites	Numbers of questionnaires	Reasons for selecting certain sites
Arrowtown garden	8	<i>Note.</i> Twenty-minute drive from Queenstown. It is considered as one of most important tourist spots for Chinese tourists.
Cruise harbour	7	<i>Note.</i> Alongside Lake Wakatipu there existed several ticket offices for different activities such as jet boating and Maori culture cruise
The skyline ticket office	22	<i>Note.</i> It provided popular adventure activities such as lunge, and mountain biking. An increasing number of tour buses drove a group of Chinese tourists there for experiencing the adventure activities with tourist season coming.

During the period from 21<sup>st</sup> to 24<sup>th</sup> of November, 2019, the data was collected again in Queenstown. The skyline ticket office, bungy jumping and Shotover jet station, dumpling restaurant, and Cody’s restaurant, and Queenstown Lake were chosen as the specific research destinations, because it was easy to target the Chinese tourists at these places. The way in which researcher approached the participants was the same as before. The numbers of questionnaires at different research sites for the second time are displayed in Table 4.3.

**Table 4.3***Numbers of questionnaires completed at different sites*

Research sites	Numbers of questionnaires	Reasons for choosing certain sites
The skyline ticket office	36	<i>Note.</i> As mentioned in table 4.2
The jumping and Shotover jet station	40	<i>Note.</i> A large group of Chinese tourists had the tendency to consult the activity information and wait for the tour bus outside the bungee jumping and Shotover jet station
The dumpling restaurant and Cody's restaurant	53	<i>Note.</i> These restaurants were selling Chinese style food. Especially, the Cody's restaurant offered lunch or dinner for tour group.
Queenstown lake	4	<i>Note.</i> It was a good site for tourists to relax and enjoy beauty of lake and nature.

#### 4.3.5 Participants and Sample

The research participants were Chinese tourists in Queenstown. Firstly, to specify the research scope, the participants recruited as research population were from China, including Hong Kong, and Taiwan. As the Chinese government policy stated, Hong Kong and Taiwan are indisputably part of China. Secondly, the participants are Chinese tourists over 18 years old. Finally, the participants were Chinese tourists who had come to Queenstown once or more than once in the past. As mentioned in the industry analysis of Chapter two, it is apparent that Chinese outbound tourism has been developing very fast and that China is considered as the second largest tourism market for New Zealand. Therefore, it is worth exploring the attitudes of Chinese tourists towards adventure tourism in Queenstown. In addition, as explained in the literature review of Chapter three, some studies on Chinese tourists and New Zealand adventure tourism have been conducted. However, these studies mainly explored the travel motivations of university students or FITS (Free Independent Travellers) (Lu, 2014) who experienced adventure tourism in New Zealand. Compared to previous studies by others, this research was concerned with a wider range of Chinese tourists. The selection of sampling method is an important part of carrying out a research. A good sample design needs to meet four main criteria: goal orientation, measurability, practicality and economy (Kish, 1995). This research utilised convenience sampling, so, international tourists who had bought tickets and had time to participate in this research when the researcher was in Queenstown. Convenience sampling, known as availability sampling, is a specific type of non-probability sampling method, relying

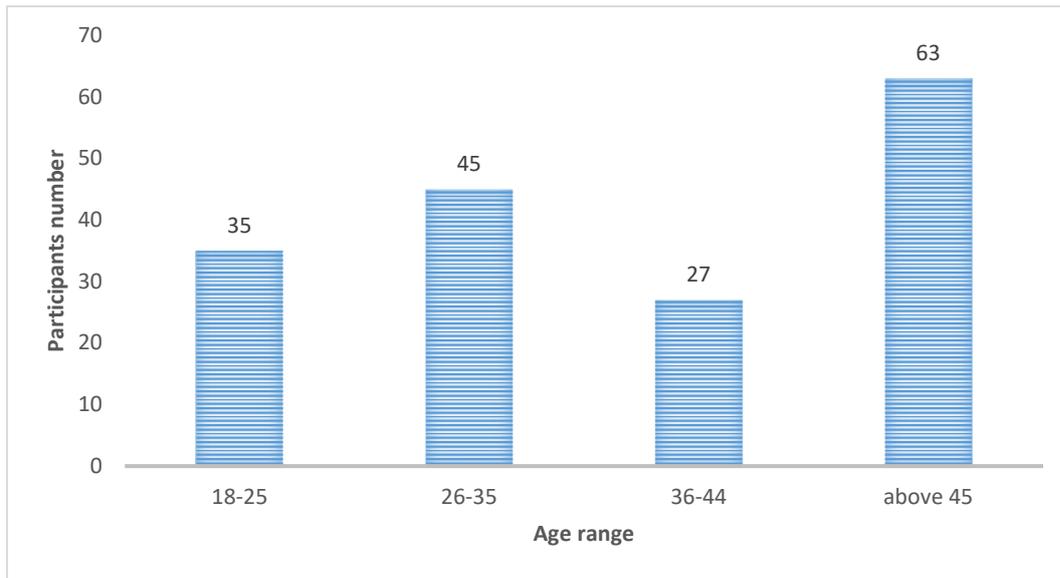
on data collection from population members who are conveniently available to participate in a study (Dudovskiy, 2019). Dudovskiy (2019) also stated that convenience sampling is a type of sampling where the first available primary data source be used for the research without additional requirements.

Before collecting research data, it is significant to make a determination about the sample size representing the total population of Chinese tourists in Queenstown. The sample is a representative group from the population. Basically, the larger the sampling size, the more accurate the statistic (Sirakaya-Turk, 2011). However, 100% accuracy never exists in statistics unless the researcher is able to conduct the survey over an entire population. In addition, for the researcher of this study, accuracy of data was not the only thing she considered; cost, time and access to the participants were also core factors that she needed to consider. Hoyle (1995) suggests that the optimum sample size was from 100-200. Therefore, in this research, 200 questionnaires were distributed to Chinese tourists over 18 years old in Queenstown, and 170 responses were returned during a specific period in November, 2019. The response rate was 85%, which is regarded as high. The demographic characteristics of this sample calculated from 170 questionnaires in this research will be showed with graphs in the following figures. The demographics profile includes age, gender, marital status, monthly income level and region of China, travel companions, and travel frequency.

### **1. Age**

The number of respondents who belonged to different age groups is shown in Figure 4.1. It also demonstrates that the respondents who were above 45 years old occupy the highest proportion – 37.1%. The number of participants between 36 and 44 years of age accounts for 15.9 % being the lowest proportion among the total participants. The percentage of respondents between 18 and 25 years of age was 20.6%. The participants aged between 26 and 35 years old comprised 26.5%.

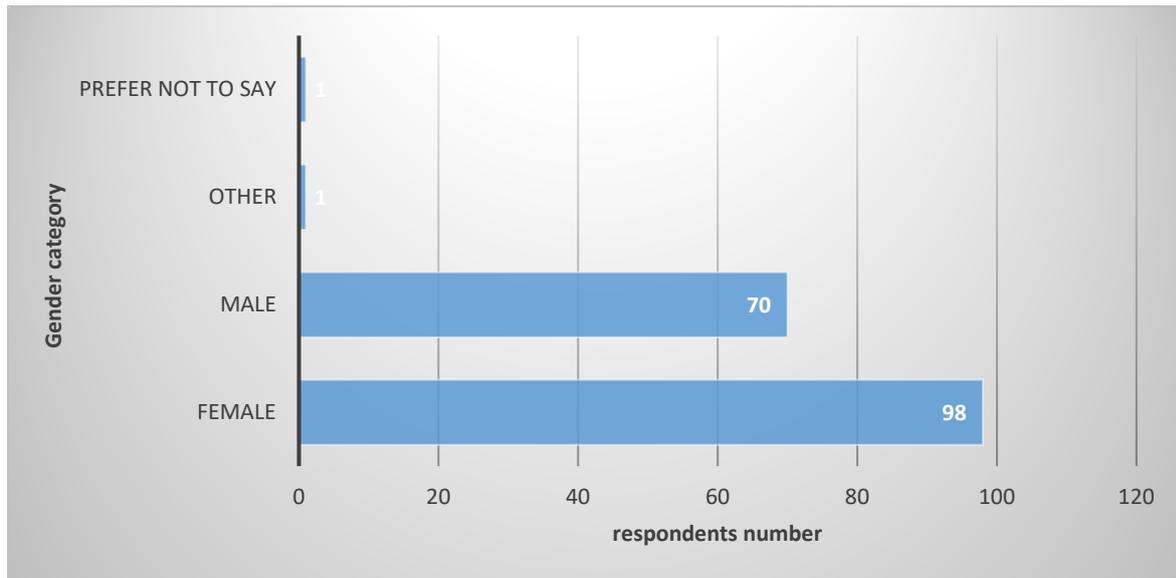
Figure 4.1  
*Age*



## 2. Gender

Figure 4.2 illustrates that more females preferred to go to Queenstown than males, because females and males make up 57.6% and 41.2% of the total participants respectively. The percentage of other categories, such as respondents who were part of other genders and preferred not to say, was only 0.6 % respectively.

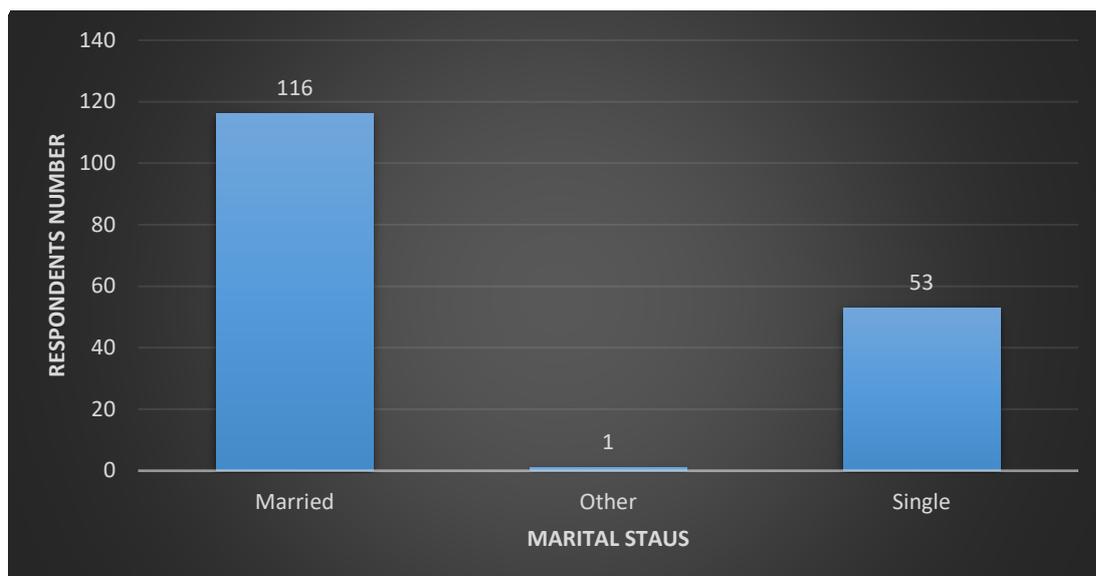
Figure 4.2  
*Gender*



### 3. Marital Status

Figure 4.3 shows the marital status of the respondents. The majority of participants were married, and made up 68.2% of all the respondents. The group of respondents who were single comprised 31.2% of the participants. Only 0.6% participants had another marital status, and probably it was not convenient to say.

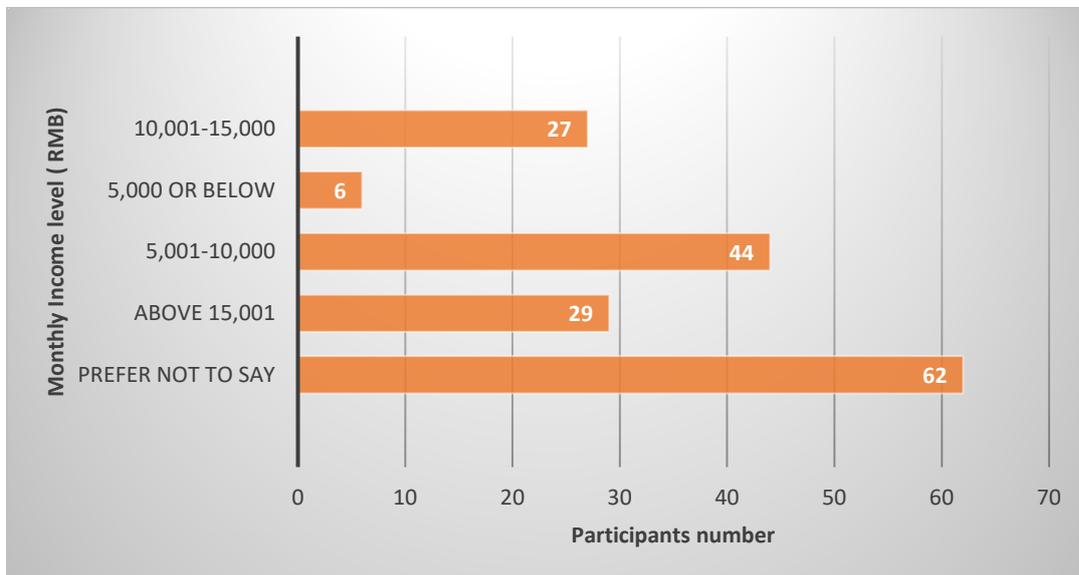
Figure 4.3  
*Marital Status*



#### 4. Monthly Income level (RMB)

It can be clearly seen in Figure 4.4 that 36.9% of total respondents preferred not to state their income, occupying the highest proportion. Participants whose monthly income level was 5000 RMB or below, account for 3.6% and were the lowest percentage. The percentage of participants who had monthly income of between 10,001 and 15,000 and above 15,001 is similar, being 16.1% and 17.3% respectively. The respondents with a monthly income of between 5 001 and 10,000 make up 26.2% of all the participants. Only two participants did not give any responses.

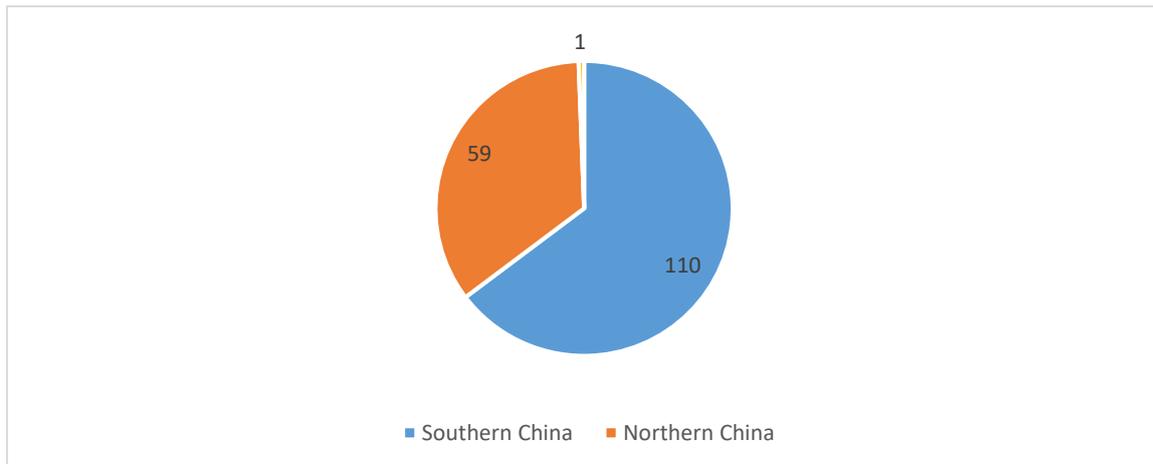
Figure 4.4  
*Monthly Income level (RMB)*



#### 5. Region of China

Figure 4.5 demonstrates that most of participants came from Southern China, 65.1%. Participants from Northern China comprised a comparatively lower proportion, and accounted for 34.9%. Only one participant did not respond.

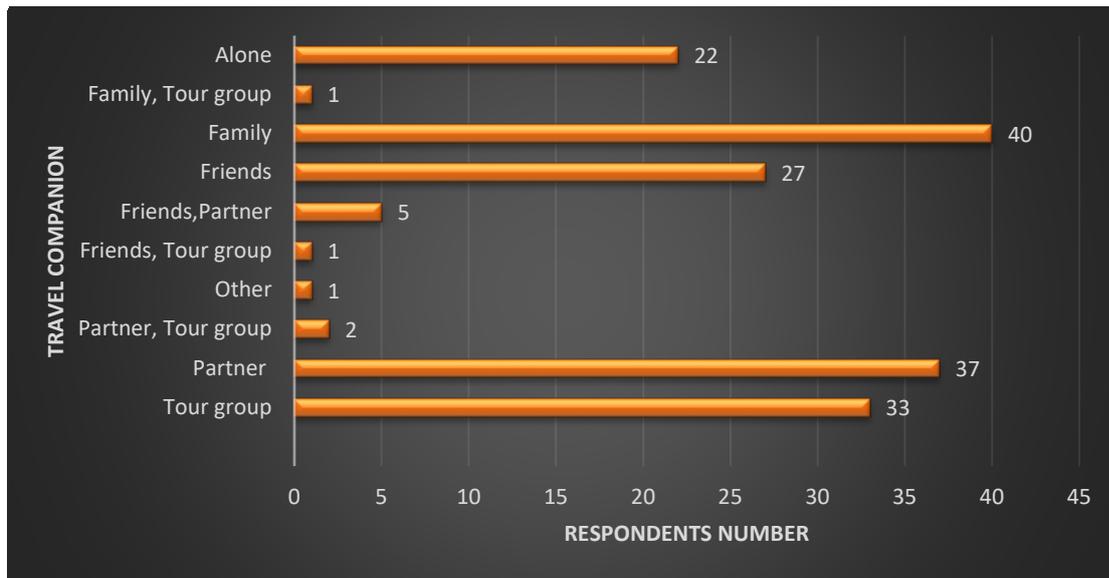
Figure 4.5  
*Region of China*



## 6. Travel Companion

Figure 4.6 shows that the percentage of respondents belonging to a tour group is 19.5%. Respondents travelling with their partner occupy a similar proportion - 21.9%. The participants who chose other travel companions, friends and tour group, family and tour group demonstrate the same number (only 1 respondent) as the lowest percentage among all the respondents - 0.6%. The second lowest percentage for participants who travelled with partner and tour group is 1.2%. The third lowest proportion of participants who went to Queenstown with their friends and partner is 3.0%. Respondents travelling with their family account for the highest proportion, which is 23.7%. The proportions of participants travelling with their friends or alone are deemed as similar - 16.0 % and 13.0% respectively.

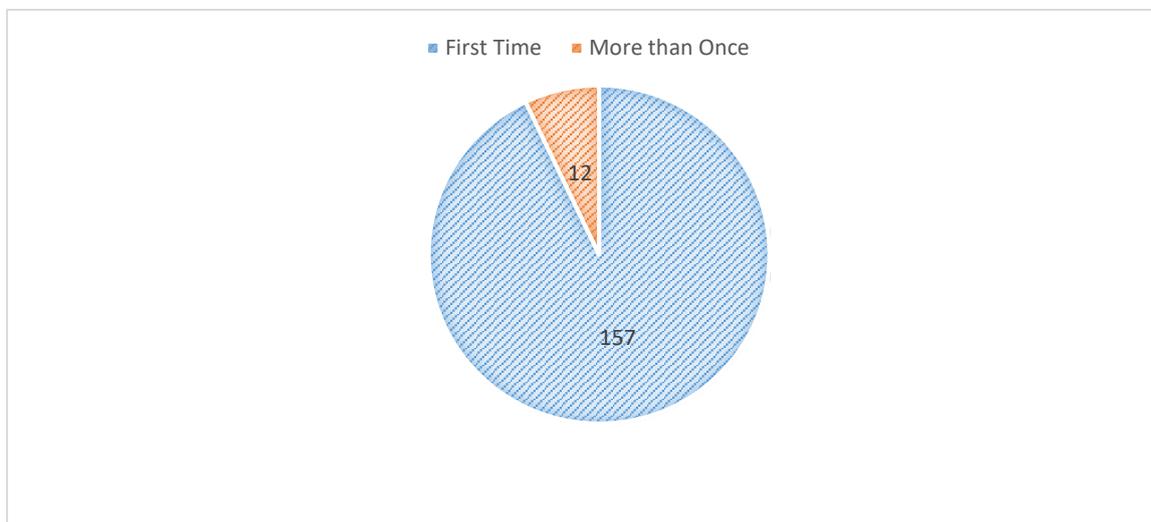
Figure 4.6  
*Travel companion*



## 7. Travel Frequency

As Figure 4.7 shows, participants who came to Queenstown for the first time made up 92.9%. The percentage of respondents who travelled more than once is 7.1%.

Figure 4.7  
*Travel frequency*



### **4.3.6 Data Analysis**

#### **Analysing Quantitative Data**

In this research, answers obtained through closed-ended questions with multiple choice answer options were analysed by using quantitative methods. As such, they can be shown on pie-charts, graphs and percentages. Answers obtained via open-ended questions would be analysed by using thematic methods and they were made up of discussions and critical analyses without the use of numbers and calculations. According to Bhatia (2018) the first stage of analysing data is data preparation, where the purpose is to convert raw data into something meaningful and readable. In this research, the researcher has taken three steps to analyse these quantitative data.

#### **Step 1: Data Editing**

Typically, large data sets consist of errors. For example, respondents may fill in fields incorrectly or skip them accidentally. To make sure that there were no such errors, the researcher conducted basic data checks.

#### **Step 2: Data Inserting**

In order to analyse the data conveniently and draw up the tables or figures which were shown in percentages, the researcher manually inserted the raw data of the 170 responses into Google form and exported them into the excel spreadsheet.

#### **Step 3: Data Coding**

This was one of the most important steps in data preparation. It referred to grouping and assigning values to responses from the questionnaires. In this study, 170 responses were received from participants. In particular, the data difference between different age groups of the respondents needed to be made clear, so the researcher created age buckets and categorized the age of the respondents (Chinese tourists) as these codes to see in which age group certain types of adventure activities were done more. In the open-ended question part, guided by deductive approach process, the researcher started with categories based on the literature review and exploration of the theory and created the themes for two open-ended questions respectively, and then coded the data into categories.

## **4.4 Method for qualitative data collection – Interview**

### **4.4.1 The purpose of interview**

According to Saunders et al. (2016, p. 388) the research interview is a purposeful conversation between two or more persons, needing the interviewer to set up a rapport and ask concise and unambiguous questions, which the interviewee is willing to answer and to listen attentively. The purpose of interviews in this research was to explore the in-depth opinions of Chinese participants in Queenstown from several aspects. Interviews were carried out with two different categories of participants: those who had experienced adventure tourism activities and those who had not. To be specific, first of all, in the group of participants who had experienced adventure tourism, the interview mainly aimed to explore the benefits and motivational factors for the participants to choose adventure activities. Secondly, in the group of participants who had not previously done adventure tourism activities, the purpose of the interviews was mainly to gain more insights into factors that stopped Chinese tourists from trying adventure tourism activities in Queenstown.

Blaxter et al. (2006, p. 172) stated that it is worth doing interviews since it provides researchers with the opportunity to find out information that is “probably not accessible using techniques such as questionnaires and observations”. Moreover, they added that interviewing is not merely a data collection tool; it is regarded as a natural way of interaction that could take place in various situations (p. 177). In this research context, the interviews are able to help the researcher to have access to information that a questionnaire cannot obtain. In addition, the range of adventure activities that the participants have done is different from the adventure activities outlined on the questionnaire, which could offer more comprehensive data for this research. Additionally, the effect of interview could ensure mutual understanding as the interviewer could re-phrase or simplify questions that were not understood by the interviewees. As a result, more appropriate answers and more accurate data would be obtained. Moreover, interview data could be recorded and hence reviewed several times by the researcher (when necessary) in order to produce an accurate interview report. Therefore, to some degree, this would relieve the researcher from any subsequent attempts to reconstruct what the interviewee had said. Furthermore, interviewing, as compared to other methods, is known to be an economical method and talking to people was one of the most effective methods for attaining and exploring the constructs. Hence, interviewing as a more naturalistic and less structured

data collection tool is expected to broaden the scope of understanding the phenomena under investigation or exploring the research question.

#### **4.4.2 Interview design**

Saunders et al. (2016, p. 391) asserted that there are three main categories for interviews: structured interviews, semi-structured interviews, and unstructured or in-depth interviews. In semi-structured interviews, the researcher outlines a list of themes and possibly some key questions to be covered (Saunders et al., 2016, p. 391). The researcher could omit some questions in particular interviews. The order of questions might also be varied depending on the flow of conversation. Semi-structured interviews were used in this research because the researcher is Chinese and interviews were more fluent when the researcher was having an open conversation with Chinese tourists rather than asking all the questions listed directly. This research used the semi-structured interviews also because the interviewees are Chinese tourists, who showed inclination to express their feelings about Queenstown adventure tourism in a flexible way. Thus, the researcher adopted the type of semi-structured interviews, and adjusted the order of the questions in order to ensure the flow of the whole conversation.

When designing the interview questions and conducting the face-to-face interview on the spot, some rules must be taken into account. According to Gill et al. (2008, p. 292) when designing an interview schedule, it is imperative to ask questions that are likely to produce as much information about the study phenomenon as possible, and that are also able to address the aims and objectives of the research. In a qualitative interview, questions need to be open-ended thus requiring more than a yes/no answer, neutral, sensitive and understandable (Gill et al, 2008, p. 292). In this research context, the researcher designed the interview questions in English firstly and then translated them into simplified Chinese. For the group of participants who had done adventure activities in Queenstown, the questions were mainly about exploring the likelihood level and motivational factors for them to participate in adventure activities, and risk perceptions they had of adventure tourism activities in Queenstown. For the group of participants who had not done adventure activities, the interview questions were focused on exploring the reasons why they were stopped from participating in adventure activities in Queenstown. The entire interview questions are included in **Appendix (D)**.

### **4.4.3 Procedures**

The interview participants were recruited through the questionnaire process. The final question on the questionnaire asked if the participants were willing to partake in a short interview. When questionnaires were completed and handed in, the researcher reviewed this question to see if any participants were willing to participate in an interview. Then these participants were led to a quiet place such as a park bench for an interview, and the researcher showed them the information sheet and consent form for signature. After the participants had read the information sheet and signed the consent form, the researcher prepared the recorder and informed the interviewee of the start time of the interview. A total of 19 participants were interviewed, 12 of whom had done adventure activities, and seven of whom had not participated in adventure tourism activities previously.

According to Dörnyei (2007, p. 140), a ‘good’ qualitative interview comprises two key features: a natural flow naturally and being rich in detail. Additionally, Berg (2007, p. 210) suggested that it is necessary for interviewers to maintain their “interviewee’s motivation by keeping boredom at bay, which could be fulfilled in various ways. During the interview process of this research, the researcher tried to motivate the participants to speak more about their true feelings or exciting trips in Queenstown freely. Then when a rapport had been established, the researcher asked specific questions, to uncover the particular information that this research needed. In this research, the duration of the interview lasted less than 15 minutes because most of participants had busy travel schedules. At the end of each interview, the interviewees had a chance to comment or ask questions. Additionally, the researcher re-expressed her gratitude to their interviewees and discussed ways of future contact with some interviewees at this time. Then, when the researcher commenced Chapter five of this research – data analysis and findings, the interview recordings were transcribed.

### **4.4.4 Participants and Sample**

Interviews were carried out with 19 Chinese tourists in Queenstown. This was divided into two groups: twelve who had participated in some adventure tourism activities and seven who had not. These interviewees had self-selected to participate in the interview directly after completing the questionnaires. The following table summarises and provides basic personal information of each of the participants:

**Table 4.4**  
*Participants' characteristics*

<b>Participant 1</b>	Female, 18-25 years old, an English teacher in primary school
<b>Participant 2</b>	Male, 36-44 years old, a tour guide working at a travel agency in Christchurch
<b>Participant 3</b>	Male, 36-44 years old
<b>Participant 4</b>	Female, 26-35 years old
<b>Participant 5</b>	Male, 26-35 years old, a manager in marketing
<b>Participant 6</b>	Male, 36-44 years old
<b>Participant 7</b>	Male, 36-44 years old, an owner of a small logistics company
<b>Participant 8</b>	Female, 26-35 years old, a housewife
<b>Participant 9</b>	Female, 26-35 years old
<b>Participant 10</b>	Female, 36-44 years old, an officer in government department
<b>Participant 11</b>	Female, above 45 years old, a housewife
<b>Participant 12</b>	Female, 18-25 years old, an officer in a government department
<b>Participant 13</b>	Female, 18-25 years old, a college student in China
<b>Participant 14</b>	Female, over 45 years old, a housewife
<b>Participant 15</b>	Female, 26-35 years old
<b>Participant 16</b>	Female, 26-35 years old, a teacher in a Chinese college
<b>Participant 17</b>	Male, 26-35 years old
<b>Participant 18</b>	Female, 18-25 years old, a master's student in a Chinese college
<b>Participant 19</b>	Male, over 45 years old, retired

#### 4.4.5 Data Analysis

##### **Analysing Qualitative Data -**

Braun and Clarke (2006, p. 79) defined thematic analysis as “A method for identifying, analysing and reporting patterns within data”. They stated that thematic analysis is considered as a foundational method of analysis that requires to be defined and described to solidify its place in qualitative research (Braun & Clarke, 2006). Thematic analysis is simple to use, which lends itself to use for novice researchers who are unfamiliar with more complex types of qualitative analysis (Braun & Clarke, 2006). In this research, the data gathered through interviews is qualitative. Using thematic method is an effective way for the researcher to analyse these data as it allows for more flexibility in the choice of theoretical framework (Braun & Clarke, 2006). According to Bhatia (2018) qualitative data analysis is a little different from

quantitative data, primarily because qualitative data is made up of words, observations, images, and even symbols. In this research, analysis and preparation includes the following steps:

### **Step 1: Getting familiar with the data**

The researcher started by reading the data several times to get familiar with it, and started looking for basic patterns.

### **Step 2: Revisiting research objectives**

The researcher revisited the research objectives and identified the questions that could be answered through the collected data.

### **Step 3: Developing a framework**

The researcher identified broad ideas, concepts, behaviours, or phrases, and assigned codes to them. For example, coding the likelihood level of participants to do adventure tourism activities, the reasons why participants were willing or unwilling to experience adventure activities and risk perceptions of participants to adventure activities.

### **Step 4: Identifying patterns and connections**

Once the data was coded, the researcher was able to begin identifying themes, looking for the most common responses to questions, identifying data or patterns that could answer research questions, and finding areas that could be explored further.

### **Triangulation**

In this discussion section the researcher triangulated the results, and also analysed the findings in relation to the main theories which were presented earlier in Chapter 2 and some of the key literature reviews which were presented in Chapter 3.

## **4.5 Reliability and Validity**

According to Roberts et al. (2006, p. 41), reliability and validity are ways to show and communicate the rigour of the research processes and the trustworthiness of the research findings. Middleton (2019) stated that reliability and validity are concepts used to evaluate the quality of research, which indicates how well a method, technique or test measured something. Reliability is about the consistency of a measure, and validity is about the accuracy of a

measure (Middleton, 2019). It was important to consider reliability and validity when the researcher was creating the research design, planning the research methods, and writing up the research results, especially in quantitative research (Middleton, 2019). Table 4.5 outlines the threats that have been identified by Saunders et al. (2016, p. 203) for reliability and identified the steps that have been taken to minimise these threats during the research process. Table 4.6 describes the threats to internal validity according to Saunders et al. (2016) and shows the effective measures to avoid affecting the quality of research results.

**Table 4.5**  
*Threats to reliability*

<b>Participant error</b>	Distributing the questionnaire to the participants at a convenient time and sparing enough time for them to focus on and answer the questions in the questionnaire to attain more accurate or reliable responses.
<b>Participant bias</b>	Conducting the interview in a comparatively calm and quiet place when interviewees were willing and avoiding talking in open spaces, because that would produce noise and result in bias.
<b>Researcher error</b>	Preparing to conduct the interview well and asking interviewees to read the information sheet and consent form first and properly recording the interviewee's responses.
<b>Researcher bias</b>	Researcher never to express their opinions directly or intervene with the interviewee's ideas during the interview period to avoid any bias to the interviewee's responses.

**Table 4.6**  
*Threats to validity*

<b>Size of subject population</b>	As explained above, 200 sample questionnaires and 30 interviewees were estimated to be targeted. The actual responses showed that 170 surveys and 19 interview recordings were attained. The response rate was high.
<b>Time given for the data collection or experimental treatment</b>	From 16 October 2019 to June 2020, almost eight months, was considered as data collection period.
<b>Data collection methodology</b>	As mentioned above, mixed methods were utilised and triangulation for data analysis was proposed in order to ensure the quality of data collected

#### 4.6 Limitations and delimitations

**Limitations:** Firstly, the sample was only collected during the period of November, 2019. Thus, it may not be truly representative of the experiences of all Chinese tourists in relation to adventure tourism. Also, it was unlikely that opinions from Chinese tourists who had experienced winter adventure activities were gathered. Secondly, time constraints, as the researcher only had nine months to finish this thesis. Therefore, the time available to study a research question and to measure change over time was constrained by the deadline of the “assignment”. During the research process, it was possible that some of participants did not belong to the group of tourists; they might have been residents or businessmen there, but also helped complete the questionnaire. Therefore the findings may not reflect the Chinese tourists’ attitudes towards adventure tourism in Queenstown completely. The scope is limited to exploring the attitudes of Chinese tourists towards adventure tourism in Queenstown. Hence, research results will not be able to be generalised to a wider population. Furthermore, these results will not be generalizable to the whole adventure tourism industry in New Zealand.

**Delimitations:** As with the majority of studies, the design of the current study is subject to delimitations. The aim of this research is to explore the attitudes of Chinese tourists to

adventure tourism in Queenstown. The first delimitation is the inclusion of the participants who only were Chinese tourists over 18 years old in Queenstown and exclusion of the participants from other countries or the local under 18 years old in Queenstown. Likewise, a further delimitation is the inclusion of the research destination that was only in Queenstown and the exclusion of other adventure tourism tourist spots in New Zealand. To address the aim of this research, four objectives were proposed as mentioned above. The first two objectives were designed to investigate the likelihood of participants to partake in adventure tourism activities in Queenstown and risk perceptions of participants to adventure tourism. Another two objectives were to research the factors that motivated Chinese tourists to do adventure tourism or stopped Chinese tourists from trying them. Thus, another obvious delimitation is the scope of the research questions to ensure that the research questions were not too many and research size not too large. Finally, as explained above, for the group of participants who had not done adventure tourism activities, only seven participants accepted the interviews. However, from the group of the participants who had done adventure tourism activities, twelve of them expressed their opinions during the interviews. Clearly, this shows another delimitation - the imbalanced number of participants for both groups.

#### **4.7 Ethical Considerations**

Fouka and Mantzorou (2011) stated that research ethics as a branch of applied ethics has well established rules and guidelines that define the researchers' conduct. Research ethics is important in research endeavours and requires that researchers should protect the dignity of their subjects and publish well the information that is researched (Fouka & Mantzorou, 2011). In the context of this research, ethics could be regarded as the standards of behaviour that guided the researcher's conduct to be aware of the rights of those who became the subject of the researcher's work or were affected by it. It is imperative that ethical issues are taken into consideration seriously during the formulation of the research plan. In addition, for the participants to help fill in the questionnaire, the implied consent was written on the top of questionnaire. Furthermore, Gill et al. (2008) claimed that before an interview is conducted, respondents should be informed about the study details and given assurance about ethical principles such as anonymity and confidentiality. Regarding the interviews of this research, an information sheet and consent form were also drawn up in order explain to participants the information related to this interview. The specific ethical considerations for the participants who completed the questionnaires are outlined first, and then the ethical considerations for the

interviewees are explained in detail as follows:

### **Method 1: Questionnaire**

Firstly, the researcher introduced herself by name and told them the institute where she was studying. Then the research topic and research purpose of this research were explained, which was to explore the attitudes of Chinese tourists to adventure tourism in Queenstown to expand adventure tourism and Chinese market knowledge. The participants were told that the questionnaire was estimated to take ten minutes, and that the answers that they provided would be kept confidential and anonymous. The results would be part of the thesis of the researcher, and the data would be stored on a password-protected computer for a period of five years. The ethical approval letter from the SIT Ethical Committee had been received. All of this information was read and made known to the respondents before they showed their willingness to complete the questionnaire. Meanwhile, participants were told that they had the right to decide if they wanted to participate in this research or not. If they were willing, appreciation was expressed. Also, participants could contact the supervisor of researcher through an email to clear up any concerns about this research.

### **Method 2: Interview**

The process of obtaining consent consists of the following in this research. Overall, consent was given freely (voluntary), and participants understood what was being asked of them, and it involved persons was competent to consent. This means, to participate in this research study, respondents were adequately informed about the research, comprehended the information and had the power to choose whether to participate or not. Also, the participants' agreement to participate in this study was obtained only after a thorough explanation of the research process. All participants were required to provide written informed consent before beginning an interview.

More specifically, the potential participants were approached individually after they finished the questionnaire and given an explanation of the purpose of the study and data collection process. They were given an appropriate time to ask questions and address any concerns about this research. An information sheet for the participants was provided to further explain the study. The content of this information sheet consisted of the introduction, the aim of this project, the type of the participants that were needed, what the participants could do, and participants' right to withdraw from the research. It also explained the way for collecting data or storing data. The

contact that could help to alleviate the participants' concerns was provided at the end (**see Appendix (A)**). The potential participants were given an appropriate time to read the information sheet and to decide whether or not they wanted to be involved in this study.

Afterwards, they were required to sign the informed consent form before the interview to indicate their permission to be part of the study and this signature was confirmed prior to the interview session. The content of this consent form was made up of participants' voluntary permission for the researcher to record the interviews, the right to withdraw from this study, permission to read the draft of their parts or receive the final report at the conclusion of this research (**see Appendix (F)**). Meanwhile, an explanation was clearly given to potential participants that they had a right to withdraw from the study at any time even after the informed consent had been signed. It was explained that as their participation was voluntary, refusing to participate or withdraw from the study while it was in progress would not affect the quality of this research or themselves. The participant's information sheet and informed consent was available in two languages: English and Chinese. The anonymity and confidentiality of the participants was preserved by not revealing their names and identity in the data collection, analysis and reporting of the study findings. Privacy and confidentiality of the interview environment were managed carefully during interview session, data analysis and dissemination of the findings.

### **Ethical Approval obtained from SIT Ethical Committee**

Before the researcher conducting the research, the Ethics Committee at the Southern Institute of Technology had approved the ethics approach for the research. To obtain the approval the researcher talked with her supervisor face to face and through emails a few times to make certain of questionnaire, interview questions and other documents such as consent form and information sheets related to this research. Then the researcher's supervisor forwarded the research application and other supporting documents to the Ethics Committee of SIT. The ethics letter was granted by SIT Ethics Committee on 16, October, 2019 (**see Appendix (B)**).

### **4.8 Conclusion**

Through the analysis of methodology for this research, the researcher identified the key elements for the research plan's development. Firstly, the researcher determined the questions

and objectives of this research. Then, the researcher chose the appropriate methodology for this research, which was made up of the research philosophy, the purpose of the research design, research strategy, and primary research methods. Positivism was utilised to ensure unbiased findings to be attained. Additionally, because large samples were required to explore the topic of this research and the researcher was detached from this research. Mixed methods-questionnaire and interview were combined to help the data be collected more comprehensively. The specific use of these two methods was described from several aspects. The limitations and delimitations of this research were also mentioned. The implied consent was informed before the participants filled in the questionnaires and the information sheet and consent form were distributed to the participants before the participants began the interviews. Also, the approval letter of SIT Ethics Committee was granted before conducting the data collection.

In the next chapter, data will be analysed and the findings of the interview and the questionnaire data that has been gathered will be concluded.

## **Chapter Five: Data Analysis and Discussion**

### **5.1 Introduction**

In this chapter data collected will be analysed and the findings will be discussed and then related to the literature review and the theory. Data has been collected through questionnaire and interview methods. A total of 170 valid responses from questionnaires were obtained and nineteen participants expressed their views in depth during the interview. Firstly, the results of the questionnaire will be presented and then the results of the interview will be shown. Secondly, the researcher will triangulate the data from both methods to compare the findings and later discuss the relationship with the literature review and theory in depth.

### **5.2 Quantitative Data Results – Questionnaire Results**

One hundred and seventy responses from the questionnaire were received. All the figures will be presented in percentages. Also, the data will be presented using various forms of data presentation. This means that the data about demographic profiles will be presented first with a graph, which is easy to read. Then, the data about the likelihood level for participants to try the entire range of adventure activities will be presented in a table, exploring the likelihood levels of respondents of different ages and genders. The data from the travel frequency groups trying the first three adventure activities will also be shown in tables. Furthermore, the data of Chinese tourists' perception of risks to all the adventure activities selected will be presented with a table. Since there are many categories for these data, using tables will make it easy to understand. Afterwards, the data illustrating the risk perceptions of participants in different age or gender groups for the top three adventure activities will utilise the form of graph, as it will make it clearer for analysing data. Finally, there were two open questions about investigating the factors that influenced the Chinese tourists' choices of experiencing adventure activities. The tables will be made use of because it is a much simpler and easier way to present the data from these two questions. A copy of the questionnaire can be found in this thesis (see **appendix(C)**). Due to the nature of questions on the questionnaire, descriptive statistics have been applied to the analysis of the data.

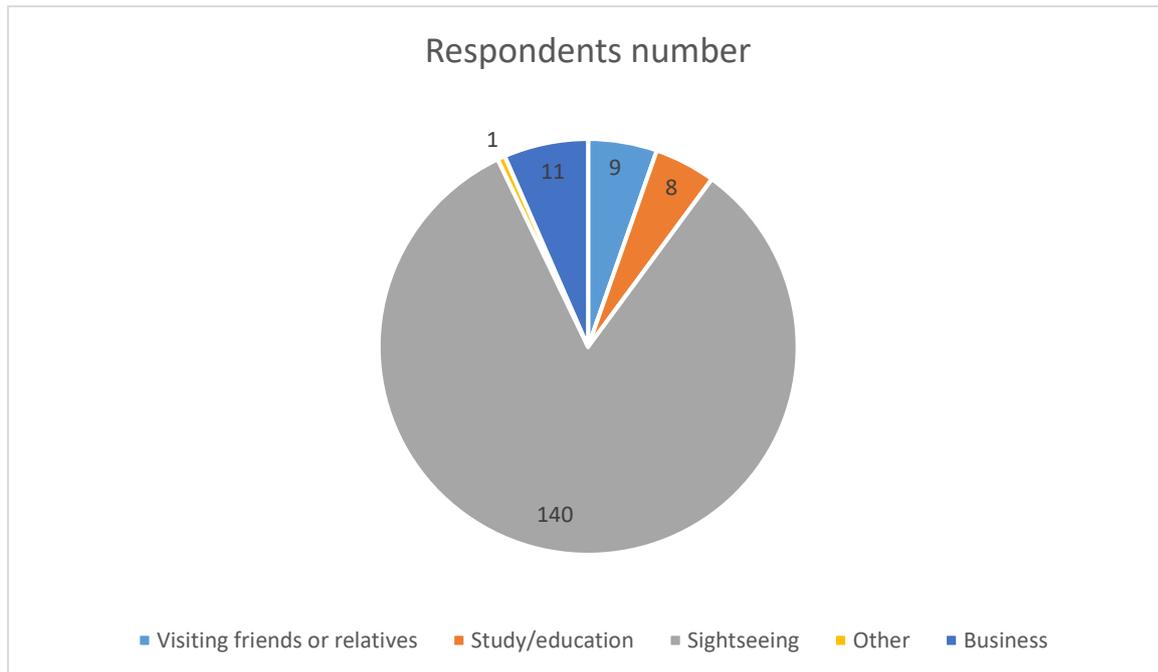
### **5.2.1 Demographic Profile and Travel Behaviour**

Questions one to eight were designed to collect the demographics and travel behaviour information of Chinese tourists who came to Queenstown. The demographics profile included age, gender, marital status, monthly income level and the home region of China. Travel behaviour consisted of travel companion, travel frequency and travel purpose. This information was essential since to some extent they revealed which type of Chinese tourists were more likely to come to Queenstown. As for the tour providers, they are able to make more focused strategies to target different groups of Chinese tourists. It helps to increase their marketing profit margins and improve Chinese tourists' travelling experience. In the following, only the results of question eight will be presented, as the results of question one to seven have been showed in Chapter four to describe the sample characteristics.

#### **Question 8: Travel Purpose**

Figure 5.1 shows that most of participants came to Queenstown for sightseeing, at 82.8%. The percentage of participants who came to visit friends or relatives, or came for study or education was similar, respectively 5.3% and 4.7%. There was a small group of respondents who came to Queenstown for business, at 6.5%. Participants who came to Queenstown for other purposes and did not answer the question account for a small percentage – 0.6%.

Figure 5.1  
*Travel Purpose*



### 5.2.2: Likelihood of participants to participate in adventure tourism activities

**Objective 1: To identify how likely Chinese tourists are to participate in adventure tourism activities.**

Table 5.1 shows the likelihood of participants to try different adventure activities in Queenstown, as discussed in Chapter four. It clearly demonstrates the attitude of participants towards adventure activities, such as 'very probably' to experience adventure activities or 'definitely not' to try adventure activities. It will help to classify which type of adventure activities participants are more likely to do and which sort of adventure activities are least favoured by respondents.

**Table 5.1***Likelihood of participants to try adventure activities*

likelihood level /respondent number	I have already done this	definitely	very probably	probably	possibly	probably not	definitely not	total responses
bungy jumping	25	5	7	7	7	9	71	131
skydiving	14	7	13	5	17	13	64	133
jet boating	38	15	6	10	3	10	49	131
paragliding	2	4	11	13	18	16	58	122
skiing	1	4	15	8	12	12	72	124
mountain biking	2	6	9	14	17	15	60	123
water rafting	9	2	16	19	22	13	47	128
fourwheel driving	4	6	15	14	20	20	45	124
canyon swing	4	9	10	14	30	12	42	121
horse riding	6	10	14	23	28	12	32	125
ziptrek	10	11	15	17	17	17	31	118
ledge swing	59	20	13	15	8	7	16	138
canyoning	9	19	19	16	23	14	25	125
luge	11	7	17	18	15	24	30	122
motor bike tour	2	8	10	16	9	17	71	133

According to Table 5.1, it can clearly be seen that ledge swing is the most popular adventure activity of all the adventure items selected; it was selected by 42.8% respondents. Skiing was the least favoured adventure activity, chosen by only 0.81 % participants. Participants who had done jet boating on the Queenstown lake comprised 29.0%, and those who had experienced bungy jumping were at 19.1%. Skydiving had attracted 10.5% of the respondents, and only a small number of respondents had participated in paragliding, mountain biking, and quad bike/ motor bike tour at 1.6%, 1.6% and 1.5% respectively. Seven percent of participants had experienced water rafting or canyoning respectively. Three percent of respondents claimed that they had participated in four wheel driving or canyon swing respectively. It also can be seen that 4.8% of participants had ridden a horse in Queenstown and eight percent of participants had experienced ziptrek. A small group of participants had partaken in luge activity, at 9.0%. Obviously, the top three adventure activities that had been done by the largest number of participants were ledge swing, jet boating and bungy jumping, as compared to other adventure activities listed.

In terms of bungy jumping, the number of participants who were probably', 'possibly' or 'very probably' likely to do it is the same, at 5.3%. Fifty four percent of respondents said that they definitely would not to try bungy jumping, occupying the highest proportion. Only 3.8% and

6.9 % respondents answered that they would definitely participate in or probably would not do bungy jumping. Forty eight percent of respondents expressed that they were definitely not likely to go skydiving. Only 3.8% of respondents stated that they would probably go skydiving. The percentage of participants who would probable not or very probable would try skydiving was 9.8%. 37.4% of participants answered that they would definitely not be likely to experience jet boating –this was the largest number across all the participants for this item; the lowest proportion was 2.3% of participants who would possibly go jet boating.

From Table 5.1, the percentage of respondents who would definitely not go paragliding was (48%), skiing (58%) or mountain biking (49%) which is deemed as the highest proportion in each activity. The proportion of participants who had definitely tried these three activities (paragliding, skiing or mountain biking) before was 3.3%, 3.2% and 4.9% respectively, which was the second lowest proportion. It can be analysed that there was a similar trend in four wheel driving, canyon swing, horse riding, ziptrek and quad bike/ motor bike tour. This is shown by the number of participants who had definitely tried these items which is regarded as the second lowest in the total participants for each activity, with percentages for four wheel driving (5%), canyon swing (7%), horse riding (8%), ziptrek (9%), and quad bike (6%). In the meantime, respondents who definitely would not want to experience these activities occupy the highest proportions in the total respondents of each activity: four wheel driving (36%), canyon swing (35%), horse riding (26%), ziptrek(26%), and quad bike (53%) respectively. The data of water rafting and luge can be analysed as one group since the participants who definitely tried these two activities account for the lowest percentage of the total participants of each of them, at 1.6% and 5.7% respectively. Meanwhile, the respondents who definitely would not try these two activities occupy the highest proportion, percentages of 36.7% and 24.6% respectively.

Based on above analysis, ledge swing, jet boating and bungy jumping which have been done by the largest number of participants, will be chosen as adventure activity examples to carry out further analysis. Then, the research will explore the likelihood level of participants in different age groups to try these activities so as to create another response to Objective one. Table 5.2 demonstrates the data about likelihood levels perceived by participants and the number of respondents in Ledge swing (LS), Jet boating (JB) and Bungy jumping (BJ).

**Table 5.2**

*Likelihood level in ledge swing (LS), jet boating (JB) and bungy jumping (BJ) and respondents number in different age groups*

likelihood level / respondent number	I have already done this	Definitely	Very probably	Probably	Possibly	Probably not	Definitely not	Total responses
18-25	LS	5	5	1	7	6	2	28
	JB	17	4	0	1	1	1	32
	BJ	16	3	3	1	0	2	32
26-35	LS	21	7	4	2	0	1	36
	JB	11	0	1	6	1	2	33
	BJ	3	0	3	5	4	3	34
36-44	LS	8	2	2	1	1	0	16
	JB	4	4	2	1	1	1	17
	BJ	2	2	1	0	2	1	15
> 45	LS	25	6	6	5	1	4	59
	JB	6	7	3	2	0	6	49
	BJ	4	0	0	1	0	3	49

As Table 5.2 shows, among the participants who were from 18 to 25 years old, in terms of the likelihood level ‘I have already done this’, those who attempted jet boating and bungy jumping occupy the highest proportions in total respondents of each activity, at, respectively 53.1%, and 50%. The total percentage of participants who had done jet boating, as well as those who would definitely and very probably be likely to try jet boating is 65.6%. For ledge swing, the overall percentage for participants who had tried, and would definitely and very probably like to try this activity is only 39.3%. Meanwhile, the respondents who had done bungy jumping, and would definitely and very probably like to participate in this activity account for 68.8%, this being the highest percentage in comparison with other two adventure activities. Thus, bungy jumping is the most popular adventure activity for participants between 18 and 25 years old.

In the category of the participants who were between 26 and 35 years of age, it can be seen that participants who have done ledge swing account for the biggest proportion of the total respondents for this activity, at 58.3%. Only 33.3% and 8.8% of this group had experienced jet boating and bungy jumping. The total percentages of participants who had done, and would definitely and very probably try jet boating or bungy jumping were only 36.4% and 17.6% respectively. The participants who had participated in ledge swing, and who definitely would and very probably wanted to experience this activity occupy 88.9%, as the biggest proportion compared to the percentages of the other two adventure activities. Therefore, ledge swing is in

great demand for the participants who are 26 to 35 years old.

In the group of participants who were between 36 and 44 years of age, it has showed that 50% of participants who had tried ledge swing made up the biggest proportion contrast to the other two adventure activities. In terms of jet boating and bungee jumping, participants who had done these two adventure activity only accounted for 23.5% and 13.3%. Seventy five percent of the participants had done ledge swing, including those who ould definitely and were very probably willing to try ledge swing; this was the highest percentage compared with the other two adventure activities. However, only 58% and 33% of the participants had participated in jet boating or bungee jumping respectively, including those who definitely and very probably would attempt these two adventure activities. Obviously, ledge swing is the most favourite adventure activity for the participants who are between 36 and 44 years of age.

In the group of the participants who were over 45 years old, it can be seen that participants who had done ledge swing occupy the highest proportion of the total respondents of this activity – 42.4%. Only 12.2 % and 8.2% of the participants had participated in jet boating and ledge swing. Interestingly, in ledge swing, the total percentage of respondents who had done, and definitely or very probably would participate in this activity was 62.7%, which is the highest in comparison with the other two adventure activities. This is because participants who had done jet boating, and definitely and very probably would try jet boating only made up 32.7%. Also, only 8.2% of the participants had participated in bungee jumping and definitely and very probably would try this sort of adventure activity. Clearly, ledge swing was the most appreciated activity by the group of the participants over 45 years old.

Given all the data discussed above, it can be seen that bungee jumping is the most popular adventure activity for the participants between 18 and 25 years old. Ledge swing is most appreciated by the group of the participants who were over 26 years old.

As mentioned above, Ledge swing (LS), Jet boating (JB) and Bungee Jumping (BJ) can be considered as three of the most popular adventure activities. The research will explore the relationship between the likelihood level perceived by participants to these three activities using the gender differentiation, female participants (F), and male participants (M) in the following to answer objective one. Table 5.3 outlines the data about likelihood levels and participants' number of the different genders.

**Table 5.3**

*Likelihood level in ledge swing (LS), jet boating (JB) and bungy jumping (BJ) and participants' number in different genders*

likelihood level /respondent number	I have already done	Definitely	Very probably	Probably	Possibly	Probably not	Definitely not	Total responses	
F	LS	33	14	8	9	5	4	11	84
	JB	24	11	4	4	3	7	31	84
	BJ	20	4	3	2	3	5	44	81
M	LS	26	5	5	6	3	3	5	53
	JB	14	3	2	6	0	3	18	46
	BJ	5	1	4	5	3	3	26	47

Table 5.3 has showed in the category of female respondents, about ledge swing, participants who have participated in this activity have the highest percentage among the total respondents of this activity, which is 39.3%. Meanwhile, participants who had done jet boating and bungy jumping occupy the second highest proportions in the category of each activity, 28.6% and 24.7% respectively. Furthermore, the participants who had done ledge swing and definitely and very probably wanted to try this activity occupy 65.5%, which is considered as the highest proportion compared to the other two adventure activities. The combined percentages of jet boating and bungy jumping that had been done and definitely and very probably would be chosen by the participants were respectively 46.4% and 33.3%. It demonstrates that ledge swing is the most popular adventure activity for the female participants.

In the group of male participants, it clearly demonstrates that participants who had done ledge swing make up the highest proportion, at 49.1%. As for jet boating and bungy jumping, the percentages of participants who had done these two activities were respectively 30.4% and 10.6%. Moreover, the total percentages of the participants who had participated in jet boating or bungy jumping, and definitely and very probably were inclined to try these two activities were respectively 41.3% and 21.3%. However, the percentage of the participants who had done ledge swing, and definitely and very probably wanted to do this activity was higher than the other two activities – 67.9%. This clearly shows that ledge swing is the activity most appreciated by males.

As discussed above, ledge swing, jet boating and bungy jumping have attracted the largest number of respondents. In order to address the first research objective, the research will classify the relationship between participants who had come to Queenstown for the first time (F), or

more than once (M), and likelihood levels to choose ledge swing (LS), jet boating (JB) and bungy jumping (BJ). Table 5.4 has calculated the data as follows:

**Table 5.4**

*Likelihood level for ledge swing (LS), jet boating (JB) and bungy jumping (BJ) and respondent number*

likelihood level	I have already done	Definitely	Very probably	Probably	Possibly	Probably not	Definitely not	Total Responses	
F	L	55	20	11	15	7	6	15	129
	J	36	15	6	9	3	10	43	122
	B	24	5	7	7	6	7	64	120
M	L	4	0	2	0	1	1	1	9
	J	2	0	0	1	0	0	6	9
	B	1	0	0	0	0	2	7	10

Table 5.4 shows that participants who had come to Queenstown for the first time were more willing to try the ledge swing, since 42.6% of participants had attended this activity, occupying the highest proportion among the total respondents of this activity. Only 11% of respondents answered that they would definitely not try ledge swing. As for another two activities – jet boating and bungy jumping, it shows that there is some similarity between participants who had travel to Queenstown for the first time, those who would definitely not try jet boating and bungy jumping made up the highest proportions in the category of each activity, at 35.2% and 53.3% respectively. In the meantime, participants who had participated in jet boating and bungy jumping account for the second highest proportions, at 29.5 % and 20% respectively. Clearly, ledge swing is an adventure activity that is most favoured by the participants who had arrived in Queenstown for the first time.

In the group of participants who had visited Queenstown more than once, with the category of ledge swing, 44.4% of participants were keen to experience this activity, which is the highest percentage among the entire respondents for this activity. None of the respondents definitely or probably intended to do ledge swing; this is the lowest percentage. It is worth mentioning that the number of participants who possibly, probably not or definitely would not participate in ledge swing is the same, at 11.1% of the total number of respondents. When looking at jet boating and bungy jumping, the table clearly shows that participants who had definitely not tried these two activities account for the highest proportions, at 66.7% and 70% respectively. In addition, only 22.2% and 10% of participants had participated in jet boating and bungy

jumping. Obviously, ledge swing is the most popular adventure activity for participants who had come to Queenstown more than once.

### 5.2.3: Perceptions of risk level for participants to participate in adventure tourism activities

#### Objective 2: To determine how Chinese tourists perceive the levels of risk in different adventure tourism activities in Queenstown

Table 5.5 shows the perceptions of risk level for participants to try different adventure activities as discussed in Chapter 4. It shows the attitude of participants towards adventure activities in evaluation of risk level. It will help to demonstrate what risk level for adventure activities are, as perceived by participants, such as high, moderate, low, and none.

**Table 5.5**  
*Perceptions of risk level in different activities and respondents number*

Perception of risk level in different activities/ Respondents number	High	Moderate	Low	None	Total Responses
bungy jumping	54	29	31	30	144
jet boating	20	28	40	47	135
skydiving	45	30	29	35	139
skiing	27	39	32	38	136
paragliding	31	32	31	39	133
mountain biking	8	38	45	45	136
water rafting	7	33	53	40	133
four wheel driving	3	26	48	53	130
canyon swing	10	30	45	49	134
horse riding	2	28	43	57	130
ziptrek	9	27	40	54	130
ledge swing	2	21	45	72	140
canyoning	8	27	44	55	134
luge	12	24	39	57	132
quad bike tour	3	21	34	80	138

Table 5.5 shows that the top three popular adventure activities whose risk level is considered high, are bungy jumping (38%), skydiving (32%) and paragliding(23%). In the high risk level category, the percentage of jet boating and skiing is 14.8% and 19.9% respectively. Among the fifteen adventure activities listed, in the category of the moderate risk level, we can see that the first three adventure activities perceived by the larger number of participants are skiing (29%),

mountain biking (28%) and water rafting (25%). Interestingly, the number of respondents who believe that jet boating and horse riding have moderate risk is the same, 20.7% and 21.5% respectively. Ledge swing and quad bike also attracted the same number of respondents to tick the moderate risk category on the questionnaire, 15% and 15.2% respectively. Obviously, bungee jumping, skydiving and paragliding are considered comparatively dangerous adventure activities for the participants.

When discussing the category low risk level, it can be seen that water rafting and four wheel driving drew more responses than other activities, 39.8% and 36.9% respectively. The numbers of participants considering mountain biking (33%), canyon swing (34%) or ledge swing (32%) as low risk is similar. In the category of no risk level, quad bike was rated as one of the least risky adventure activities because it received the largest number of responses (58%) in comparison to the whole activities listed. A large proportion of participants (51%) also considered ledge swing to be a safe adventure activity. The other adventure activities with no risks were skiing (28%), skydiving (25%) and bungee jumping (21%), occupying the lower percentages in comparison with the other twelve activities. Obviously, quad bike and ledge swing are perceived to be safer adventure activities for the participants.

As discussed above, ledge swing (1), jet boating (2) and bungee jumping (3) have been tried before by the largest number of participants. Therefore, they have been selected as adventure activity samples. The research aims to explore the relationship between the risk perceptions of participants to these activities and the number of participants in different genders, as a response to Objective two. The risk level categories are: High (H), Moderate (M), Low (L) and None (N). H1-3 means the high risk level of ledge swing, jet boating and bungee jumping. M1-3 refers to the moderate risk level of ledge swing, jet boating and bungee jumping. L1-3 means the low risk level of these three adventure activities. N1-3 means no risk level of the top three adventure activities. Figure 5.2 has illustrated this below:

Figure 5.2

*Perceptions of risk level to ledge swing (1), jet boating (2) and bungy jumping (3) in different genders and respondents number in different risk level*

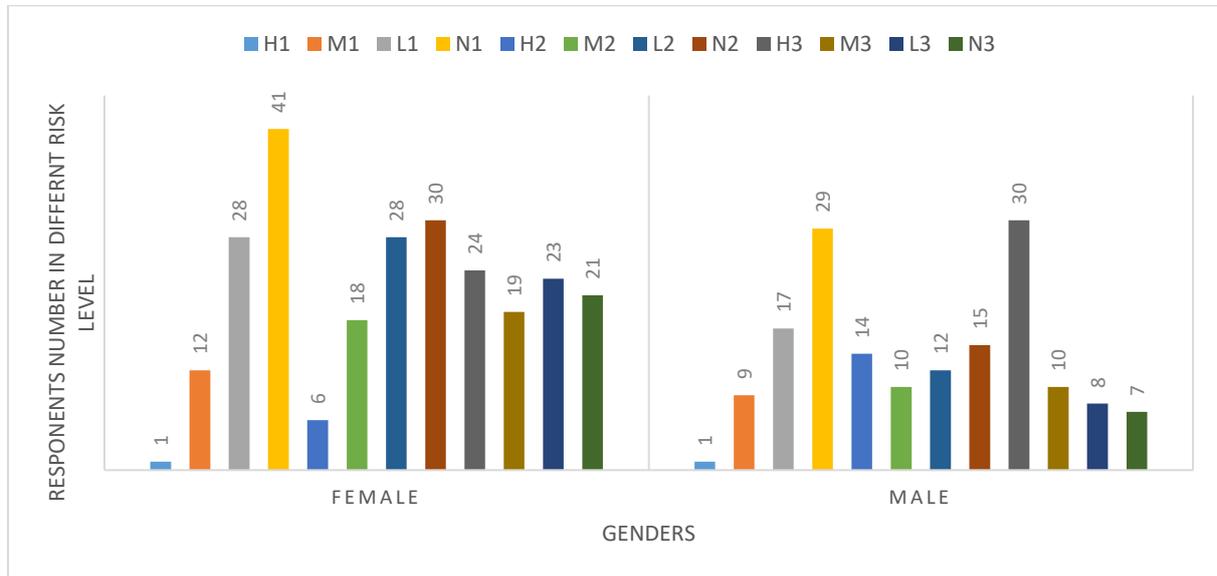


Figure 5.2 shows that there is a similar trend in the data of ledge swing and jet boating in the category of female participants. Female participants who consider that there are no risks to ledge swing and jet boating occupy the highest proportions in the category of each activity, at 50% and 36.6% respectively. In addition, female participants think that ledge swing (34%) and jet boating (34%) have low risks, which are the second highest percentages. In regards to jet boating, it shows that only 7.3% of female participants answered that there are high risks, occupying the lowest proportion in this category. With respect to ledge swing, only 1.2% of female participants considered that this adventure activity has high risks. However, the percentages for female participants to evaluate the risk level of bungy jumping are similar, at high (28%), moderate (22%), low (26%) and none (24%). Obviously, ledge swing and jet boating are considered to be relatively safe adventure activities for female participants. Ledge swing is considered to be the least risky adventure activity for female participants.

According to Figure 5.2, male respondents who thought that no risks exist with ledge swing and jet boating also make up the highest percentages in each activity, being 51.8% and 29.4% respectively. Only 1.8% of male participants answered that the risk level of ledge swing is high. It also shows 27.5% of male participants asserted that there are high risks with jet boating. Male participants who believed that there are no risks with bungy jumping account for the lowest percentage in this category – 12.7%. Additionally, 54.5% of male participants held the

opinion that bungee jumping is high risk, the highest percentage. Clearly, ledge swing is considered the least risky adventure activity for the male participants, and bungee jumping is considered to be the most dangerous adventure activity for male participants.

As discussed above, it clearly shows that ledge swing is perceived as a safer adventure activity for female and male participants. Also, bungee jumping is perceived to be dangerous adventure activity for both female and male participants.

In the previous section, ledge swing (1), jet boating (2) and bungee jumping (3) were selected as adventure activity examples. The research will explore the relationship between different perceptions of risk level in these activities and the number of participants in different age groups, which can be considered as another response to Objective two. H1-3 means the high risk level of ledge swing, jet boating and bungee jumping. M1-3 refers to the moderate risk level of ledge swing, jet boating and bungee jumping. L1-3 means the low risk level of the top three adventure activities. N1-3 means no risk level of these popular adventure activities. Figures 5.3 to 5.6 below show this:

Figure 5.3  
*Perception of risk level to ledge swing (1), jet boating (2) and bungee jumping (3) and respondent numbers in the group of the participants between 18 and 25 years old*

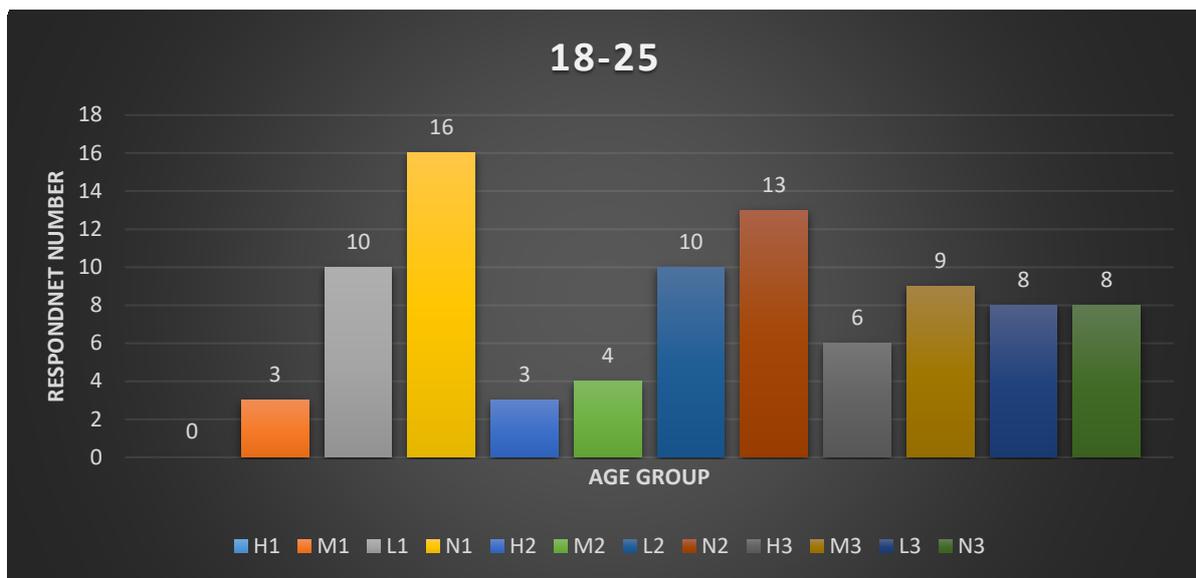


Figure 5.3 demonstrates the data for the group of participants who were between 18 and 25 years of age. When analysing the data of ledge swing and jet boating, it explicitly shows that

there is a similar trend with the percentages since the participants who stated that there were no risks to these two activities account for the highest proportions in the category of each activity, which are respectively 55.1% (ledge swing) and 43.3% (jet boating). Also, the percentages of participants who claimed that ledge swing and jet boating had high risks are respectively zero and 10%, which are the lowest of all the respondents. Furthermore, the same number of participants gave the responses about these two adventure activities in the category of the low risk, whose percentages are respectively 34.5% and 33.3%. With bungy jumping, it can be seen that there is the same number of participants who perceive that low or no risks exist with this activity, whose percentage is 25.8%. 19.4% of participants said that bungy jumping may have high risks, occupying the lowest percentage of the entire respondents. It clearly shows that ledge swing, jet boating and bungy jumping are perceived as safe adventure activities for the group of participants between 18 and 25 years old. Additionally, ledge swing is an adventure activity with the lowest risk for the participants from 18 to 25 years old.

Figure 5.4  
*Perception of risk level to ledge swing (1), jet boating (2) and bungy jumping (3) and respondent number in the group of the participants between 26 and 35 years old*

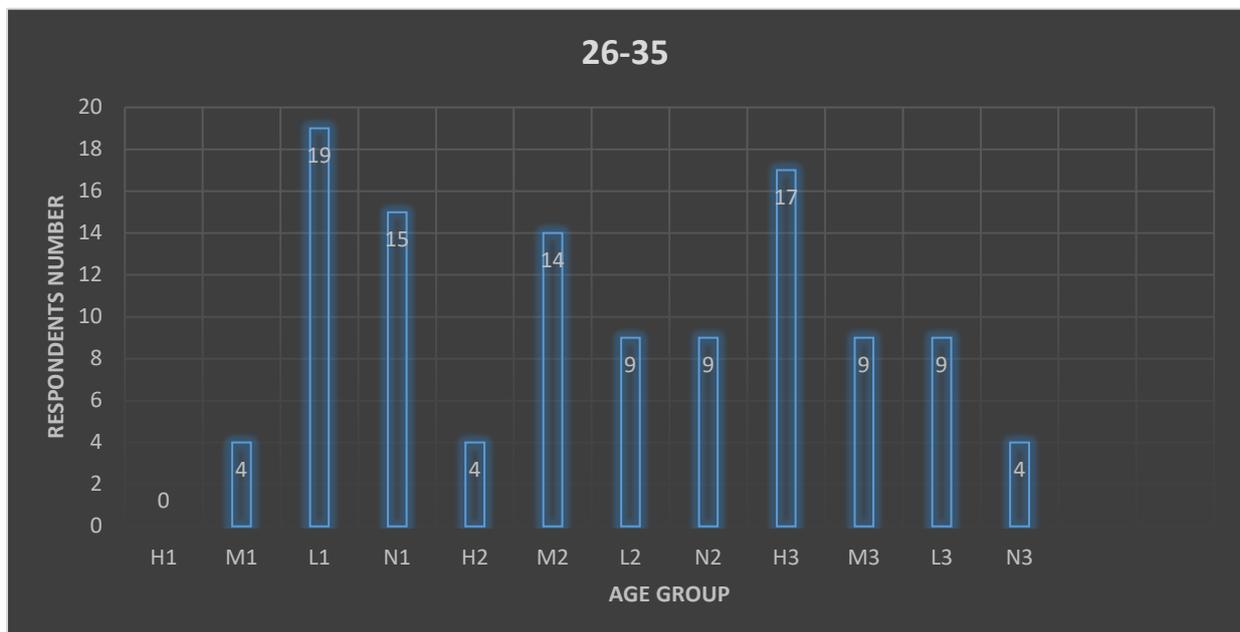


Figure 5.4 shows the group of participants who were between 26 and 35 years of age. As for ledge swing, participants who said that this activity has low risks account for the highest percentage of the total respondents in this age group category, which is 50%. No participants thought there were high risks for ledge swing. In regards to jet boating, it can be seen that 38.9%

of participants claimed that there are moderate risks with this adventure activity, occupying the highest proportion among all the respondents. The combined percentages of participants considering the risk level of jet boating as being low and none are 50%. In terms of bungy jumping, 44% of participants thought there are high risks with this adventure activity, which is the highest percentage of all the respondents in this category. Only 10.3% of participants stated that the risk level of bungy jumping is zero, which is regarded as the lowest proportion of the total participants. The number of participants who answered that there are low risks with bungy jumping made up 23.1%. Clearly, it can be seen that ledge swing and jet boating are perceived to be safe adventure activities for the participants who are between 26 and 35 years old. Additionally, bungy jumping is considered as a risky adventure activity for the group of the participants between 26 and 35 years old. Ledge swing is perceived as the least risky adventure activity for the participants between 26 and 35 years old.

Figure 5.5  
*Perception of risk level to ledge swing (1), jet boating (2) and bungy jumping (3) and respondent number in the group of the participants between 36 and 44 years old*

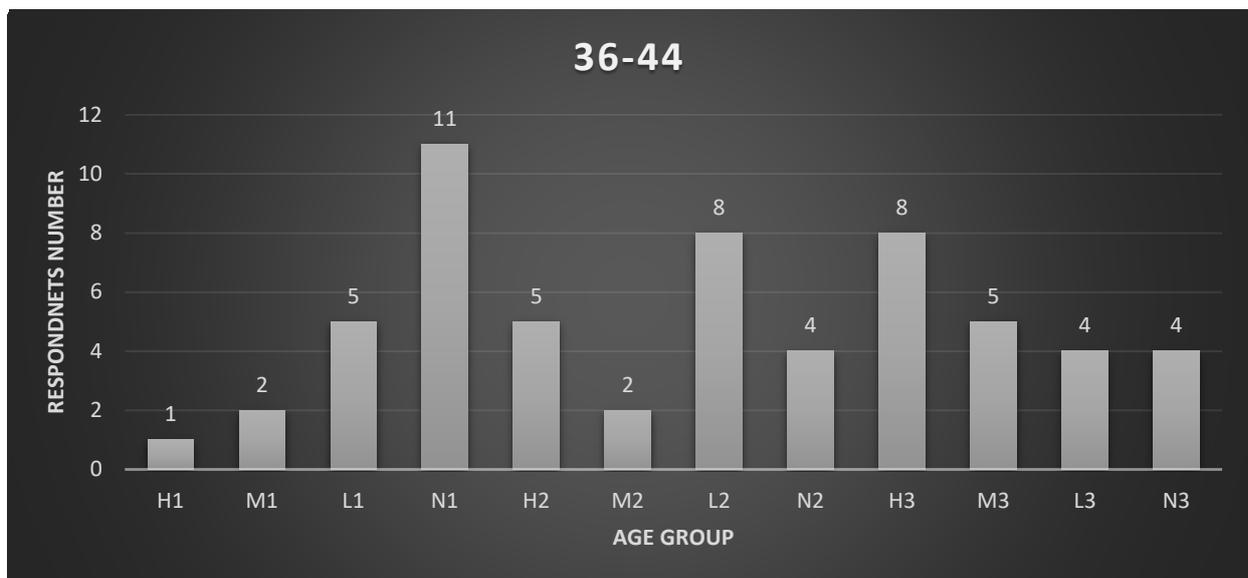


Figure 5.5 shows the category of respondents between the ages of 36 and 44 years. With respect to ledge swing, 57.9% of participants said that ledge swing has no risks, making up the highest percentage. Merely 5.3% of respondents stated that there are high risks with ledge swing, the lowest proportion. As for jet boating, it can be seen that 42.1% of participants claimed that jet boating has low risks, the highest percentage in this category. Ten.5% of respondents thought that moderate risks exist with jet boating, the lowest percentage. When

only discussing the data of bungee jumping, 61.9% of participants stated that there are high risks and moderate risks with this activity. Participants who answered that bungee jumping had low or no risks occupy the same percentage, 19.0%, as the lowest of the total respondents in this category. Therefore, ledge swing and jet boating are perceived as a safe adventure activity for the group of participants between 36 and 44 years old. The safest adventure activity is considered to be ledge swing for the participants between 36 and 44 years old.

Figure 5.6  
*Perception of risk level to ledge swing (1), jet boating (2) and bungee jumping (3) and respondent number in the group of the participants over 45 years old*

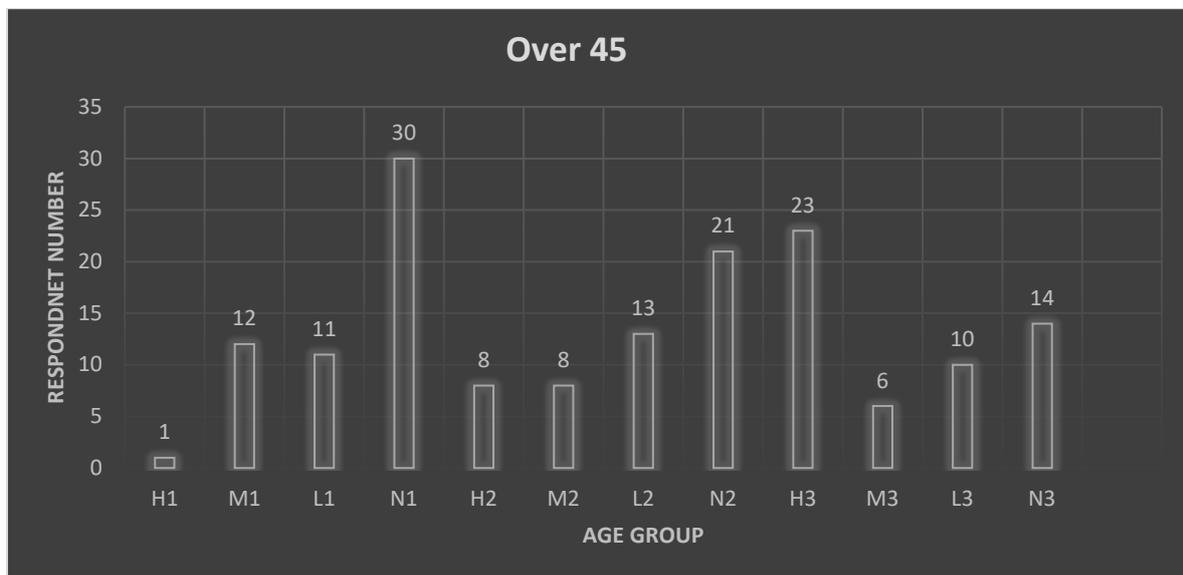


Figure 5.6 shows the group of participants who were over 45 years old. In terms of the ledge swing, 56 participants believed that this activity was risk-free, the highest percentage in this category. Only 1.9% of respondents thought that ledge swing was high risk, the lowest percentage. As with jet boating, the highest percentage of participants who regarded the risk level of this activity to be none was 42%. Interestingly, the number of participants who answered that jet boating was high or moderate risk was the same, at 16%, which is the lowest proportion in this category. With bungee jumping, 43.4% of respondents said that bungee jumping had high risks, the highest proportion. In addition, 11% of participants answered that this activity has moderate risks, the lowest proportion in this category. Clearly, it shows that ledge swing and jet boating are considered as safe by the participants over 45 years old. Ledge swing is the adventure activity with the lowest perceived risk level for the participants over 45 years old.

As discussed above, it can be seen that ledge swing and jet boating are considered to be safe adventure activities for the participants in the four groups. Only bungy jumping is considered to be the least risky adventure activity by the group of participants who were between 18 and 25 years of age.

#### **5.2.4: Motivations of participants to participate in adventure tourism activities**

##### **Objective 3: To explore what motivates Chinese tourists to participate in adventure tourism in Queenstown**

Question 11 was an open question. It was designed to determine what motivated participants to experience adventure activities in Queenstown. Sixty-eight participants answered this question. These responses were coded into six categories, which contained personal interests and curiosity, personal challenge, seeking novelty or a new experience, shared experiences with family and friends, experiencing the beauty of nature or scenery and safety assured. The results are displayed in Table 5.6 as follows:

**Table 5.6**  
*Results from Question 11*

<b>Theme</b>	<b>Sample quotes from participants</b>
<b>Personal interest and curiosity</b>	<p><i>Feel interesting</i></p> <p><i>Make me excited</i></p> <p><i>Make me feel excited</i></p> <p><i>Feel adrenaline and interesting</i></p> <p><i>Feel interesting and activities are attractive</i></p> <p><i>Feel curious</i></p> <p><i>No risks and feel very enjoyable and relaxed.</i></p> <p><i>I feel it is a valuable opportunity for me to experience it and feel very excited.</i></p> <p><i>I just like horse riding</i></p>
<b>Personal challenge</b>	<p><i>Challenge myself</i></p> <p><i>Give me a physical and spiritual challenge</i></p> <p><i>Challenge myself, and seek adventure</i></p> <p><i>Challenge</i></p> <p><i>Make me feel adrenaline and give me some challenge</i></p>
<b>Seeking novelty/a new experience</b>	<p><i>Come here for experiencing different activities and seek novelty</i></p> <p><i>I have never experienced them before</i></p> <p><i>The first time for experiencing</i></p> <p><i>As for different experience for my life</i></p> <p><i>Relax and enjoy different things</i></p> <p><i>Skydiving is a special experience in my whole life.</i></p> <p><i>I have never tried them before and seek novelty</i></p>
<b>Shared experiences with friends and family</b>	<p><i>Do together with my wife</i></p> <p><i>Do with my family and friends</i></p> <p><i>My friends choose them and I follow them</i></p> <p><i>Do as others arrange in advance</i></p> <p><i>I prefer to choose safe and a little bit risky items because of doing together with children</i></p>
<b>Experience the beauty of nature/scenery</b>	<p><i>Enjoy natural scenery from the bottom of mountain</i></p> <p><i>Coming here for skydiving is my dream in my childhood, and scenery is beautiful and skydiving activity originated from Queenstown, New Zealand.</i></p> <p><i>Enjoy beautiful scenery</i></p>
<b>Safety assured</b>	<p><i>Ledge swing is safe and can enjoy the scenery</i></p> <p><i>I feel ledge swing is slow and is suitable for me.</i></p> <p><i>Ziptrek and ledge swing are comparatively safe.</i></p> <p><i>Ledge swing can guarantee safety</i></p> <p><i>No risks and feel very enjoyable and relaxed.</i></p>

As can be seen from Table 5.6, there are six main motivational factors for the participants to participate in adventure activities in Queenstown. This consists of following personal interests and curiosity, accepting personal challenge, seeking novelty or a new experience, sharing

experience with family or friends, experiencing the beauty of nature or scenery, and assuring safety.

- About personal interests and curiosity, most of participants were inclined to use words, like ‘interesting’, ‘excited’, ‘relaxed’ and ‘enjoyable’ to express their feelings.
- In terms of personal challenge, it can be seen that participants tended to speak of feeling challenged or adrenaline.
- As for seeking novelty or a new experience, many of the participants thought adventure activities were considered as different or a special experience for them. Some of them answered it was the first time for them to try and seek novelty.
- With respect to sharing experience with family or friends, most of the respondents said they could do adventure activities with their wife, children or friends together.
- About experiencing the beauty of nature or scenery, it shows that through attending adventure activities, participants can enjoy natural scenery.
- When discussing the safety assurance, many of the participants believed that there are no risks or low risks about adventure activities that they have done.

#### **5.2.5: Reasons for participants not to participate in adventure tourism activities**

**Objective 4: To ascertain what prohibits/stops Chinese tourists from participating in adventure tourism in Queenstown.**

Question 12 was another open question which focused on reasons why participants were unwilling to participate in adventure activities. The 58 responses obtained to this question were coded in five categories. This included time constraints, concerns about risk, huge physical challenges, merely enjoying beauty of the scenery, having no interests or plans about adventure activities in advance. These are grouped and displayed in Table 5.7 as follows:

**Table 5.7**  
*Results from Question 12*

Theme	Sample quotes from participants
<b>Time constraints</b>	<p><i>I just come here and have not started my activities</i></p> <p><i>I have not started it and wait to do it later</i></p> <p><i>I have not started my adventure activities, and just come here</i></p> <p><i>Just come here</i></p> <p><i>I have applied for some items but have not started</i></p> <p><i>I have not started my activities</i></p> <p><i>Not too much time for another activity</i></p> <p><i>Feel crowded and no time for waiting</i></p> <p><i>Time is urgent for me</i></p> <p><i>Skydiving is cancelled because time is not enough</i></p> <p><i>I am busy with other things</i></p>
<b>Concerns about risks</b>	<p><i>Feel scary about bungee jumping</i></p> <p><i>My friends feel scary when doing another activities,</i></p> <p><i>I feel scary and not suitable choices</i></p> <p><i>The adventure activities are too risky for me</i></p> <p><i>Feel scary and some accidents happened</i></p> <p><i>Feel scary and think the activities have high risks</i></p> <p><i>Out of courage</i></p> <p><i>Other activities have high risks</i></p> <p><i>High risks</i></p> <p><i>Driving mountain biking is fast and the road condition is uncontrollable. I cannot do some activities with my children.</i></p> <p><i>I feel scary when choosing high altitude activities, and costs should be high for me.</i></p>
<b>Huge physical challenges</b>	<p><i>Because of bringing children here, some activities like skydiving are too strenuous to choose</i></p> <p><i>It is a big physical challenge for me.</i></p> <p><i>Old</i></p> <p><i>I have experienced these items before, and feel it is a big physical challenge for me.</i></p>
<b>Merely enjoying beauty of the scenery</b>	<p><i>Just enjoy nature scenery</i></p> <p><i>Only want to enjoy lake scenery</i></p> <p><i>Just want to enjoy lake and nature scenery</i></p> <p><i>I just pass by and enjoy nature scenery</i></p> <p><i>Just come here for enjoy lake and nature scenery</i></p> <p><i>The activities are expensive, and just want to enjoy natural scenery</i></p>
<b>Having no interests / plans</b>	<p><i>I have no plans about adventure activities</i></p> <p><i>I have not arranged it in advance for my routine</i></p> <p><i>I am not interested in adventure activities</i></p> <p><i>I am not interested in any adventure activities, and just want to wander</i></p> <p><i>I experienced similar items in the past</i></p>

Table 5.7 shows that five types of factors prohibited the participants from trying adventure activities. Those refer to time constraints, concerns about risks, huge physical challenge, purely enjoying the beauty of nature or showing no interests/ having no plans.

- When discussing the first factor - time constraints, participants usually expressed that they had just come to Queenstown and have not started their adventure activities. Also, participants said that time was urgent or not enough for them to try adventure activities.
- As for the factor – concerns about risks, many of the participants answered that they felt scary about doing adventure activities and thought adventure activities had high risks.
- About the factor – huge physical challenge, most of them claimed that it was a physical challenge for them because of old age or doing it together with family.
- In terms of purely enjoying the beauty of nature or scenery, it can be seen that many of the participants just wanted to enjoy the lake scenery, as their main purpose to visit Queenstown.
- Regarding the factor of having no interests or plans, participants usually asserted that they were not interested in adventure activities or had no plans about adventure activities in advance.

### **5.2.6 Summary of the key findings from the Questionnaire**

As discussed above, all the data from the questionnaire were analysed to answer the four objectives of this research respectively. Table 5.8 provides a summary of the key findings from the questionnaire as follows:

**Table 5.8**  
*Summary of key findings*

<b>Key findings</b>
The top three adventure activities that have been done by the largest number of participants are ledge swing, jet boating and bungy jumping.
Bungy jumping is the most popular adventure activity for the participants between 18 and 25 years old. Ledge swing is most appreciated by the group of the participants who were over 26 years old.
Ledge swing is the most popular adventure activity for the female and male participants.
Ledge swing is an adventure activity that is most favoured by the participants who arrived in Queenstown for the first time and more than once.
Bungy jumping and skydiving and paragliding are comparatively dangerous adventure activities for the participants.
Quad bike and ledge swing are safer adventure activities for the participants.
Ledge swing is the least risky adventure activity for female and male participants. Bungy jumping is a dangerous adventure activity for both female and male participants.
Ledge swing is an adventure activity with lowest risk for the participants from 18 to 25 years old.
Ledge swing is the least risky adventure activity for the participants between 26 and 35 years old.
The safest adventure activity is ledge swing for the participants between 36 and 44 years old.
Ledge swing is the adventure activity with lowest risk level for the participants over 45 years old.
There are six main motivational factors for the participants to participate in adventure activities in Queenstown: personal interests and curiosity, accepting personal challenge, seeking novelty or a new experience, sharing experience with family or friends, experiencing the beauty of nature or scenery, and assuring safety.
There are five types of factors prohibited the participants from trying adventure activities: time constraints, concerns about risks, huge physical challenge, purely enjoying the beauty of nature or showing no interests/ having no plans.

### **5.3 Qualitative Data Result – Interview Results**

A total of 19 interviews were carried out in Chinese. Twelve were with participants who had done adventure activities in Queenstown and seven were with participants who had not. The results from participants who had participated in adventure activities in Queenstown will be presented firstly. Then, the data results about participants who had not tried adventure activities will be shown. The data of all the interviews has been coded and grouped in categories. The sample quotes will be cited to explain the themes that have been identified. The quotes will be written in italics and all names of interviewees have been changed. A copy of the interview questions (see **Appendix (D)**) and a sample transcript of the interviews in English is attached in this thesis (see **Appendix (E)**).

The inductive coding method has been applied when processing the qualitative data from interviews. According to Thomas (2003, p.4), for inductive coding, the researcher starts with close readings of text, and consideration of the multiple meanings that are inherent in the text. He also stated that there were five procedures used for inductive analysis of qualitative data (p.5): 1. Preparation of raw data files - In this study, the researcher formatted and backed up the raw data files of interviews of each group. 2. Close reading of text - The researcher read the transcripts from the interviews of each group in detail and tried to gain the themes from these data. 3. Creation of categories - The researcher began to define and identify the categories or themes about every single question of each group. 4. Overlapping coding and uncoded text – The researcher narrowed the number of themes and deleted some information that was not relevant to this research. 5. Continuing revision and refinement of category system - Within each category, the researcher searched for the subtopics and selected appropriate quotes conveying the core theme or essence of a category.

#### **5.3.1 Results - qualitative data from interviewing participants who had done adventure activities in Queenstown**

The responses to the interview questions for participants who have participated in adventure activities in Queenstown were coded and then grouped in categories. This led to three themes being identified: likelihood level for Chinese tourists to try adventure activities, reasons/benefits for Chinese tourists to attend adventure activities, and risk perceptions of Chinese tourists to adventure activities.

### **Likelihood level for Chinese tourists to try adventure activities**

Many participants stated that they had participated in some adventure activities there. The range of adventure activities included skydiving, jet boating, horse riding, luge, canyon swing, and aerial cable car. Aerial cable car was most favoured by participants. Interestingly, there were some non-adventurous activities that participants mentioned when being asked, including steamship and cruise ship. Examples of comments included:

*I have done skydiving, jet boating, steamship and cruise ship. (Jane)*

*I have experienced horse riding, jet boating, and aerial cable car. (Bob)*

*Only attending luge here. (Andy)*

A group of participants showed their willingness or expectations to try the adventure activities they had done or ones they would like to try. Typical comments were:

*Yes, I will. I will try aerial cable car and luge again. (Huang)*

*Enjoying glacier, hiking, trying to operate helicopter. (Jane)*

*Yes, I will. Canyoning or some adventure activities with low physical challenge. (Bob)*

*Yes. Next time I will choose another adventure activities like this high-altitude item. (Xi)*

*I will try water rafting and jet boating. (Huang)*

*Hope that children can enjoy when doing adventure activities here. Luge is favoured by them. (Andy)*

*I had made the plan about my trip routine, and hoped that aerial cable car could be done here. (Shi)*

Many participants said that they had no interests or expectations about some adventure activities for many reasons such as: being costly, a huge physical challenge, time constraints. This is illustrated by the following examples:

*I want to do it again. However, it is costly. (Wei)*

*I do not want to try other adventure activities in Queenstown because it is a huge physical challenge for me. (Alex)*

*No. I will go to the places where a famous film was made. (Rita)*

*I have fear of heights, and am not able to experience another high-altitude activity. I will not try jet boating. (Evonne)*

*I want to try canyoning but time is urgent. (Alex)*

*I have no any expectation about adventure activities although I have made a trip plan before coming here. (Evonne)*

*If I just went to Queenstown by myself, just want to relax and no adventure activities. (Bob)*

*Before I came here, I hoped to enjoy scenery and when I was free, go to glowworm cave for exploration. (Xi)*

### **Reasons/benefits for Chinese tourists to attend adventure activities**

A number of participants stated that they chose to experience adventure activities in Queenstown being motivated by personal interests. They used words like ‘excited’, ‘happy’ and ‘interesting’ to describe their feelings about attending adventure activities. Typical comments were:

*Making me feel excited. Skydiving here is famous all over the world. (Jane)*

*I felt very happy to do horse riding. Taking aerial cable car was to eat in the restaurant on the top of the mountain. (Bob)*

*Feeling adrenaline. Just think I must experience it here and it was the first time for me to do it in New Zealand. (Xi)*

*Before I came here, I already chose it as one of my traveling items purchased, and want to try skydiving. The ticket was not too expensive. (Juan)*

*Feeling adrenaline and interesting (Wei)*

Many participants wanted to enjoy the beauty of scenery or nature while experiencing some adventure activities such as aerial cable car. Examples of comments are shown as follows:

*Want to enjoy the lake scenery from the top of the mountain through taking aerial cable car. (Shi)*

*Only want to enjoy the natural scenery from the top of the mountain. (Evonne)*

*Feeling 'Once is never enough', and scenery was very beautiful here. (Andy)*

*Feeling that air here is fresh, and service quality is high. Doing these activities enables me to enjoy beautiful scenery from the top of mountain. (Huang)*

*Feeling a little bit scary because of high altitude. But scenery is beautiful. This trip is deserved. (Shi)*

*Scenery is very beautiful and air is fresh here. (Alex)*

*Scenery is beautiful. (Evonne)*

A group of respondents were driven by factors like challenging themselves or seeking personal development to participate in adventure activities in Queenstown. They used words such as 'brave' to express their feelings. Examples of these comments are:

*I felt that I was not scared when I was faced with adventure activities like this. (Jane)*

*Challenge myself and become brave because I chose the highest altitude skydiving. (Xi)*

*I can prepare another challenge after this and become courageous and nothing changed in my physical condition. (Juan)*

*Skydiving has made me become brave and overcome fear. (Wei)*

### **Risk perceptions of Chinese tourists to adventure activities**

Some participants believed that there were no risks to adventure activities. For example:

*My family and my boyfriend thought it was unsafe and showed some worries about it. But I believed that here there was a high standard of requirements in safety of adventure activities because they checked the clothes for skydiving again as the requirements. The risk level could influence my experience of experiencing adventure activities. (Jane)*

*If the adventure activities were not operated in high altitude, no risks existed. (Bob)*

*They are professional. I feel these adventure activities were quite safe because there were professional workers there. (Wei)*

A small group of respondents thought there were some risks with adventure activities. For instance:

*I was not scared, just a little bit anxious. (Juan)*

*A little risky. Feeling adrenaline. (Shi)*

*Feeling ears are painful because of high air pressure. (Wei)*

From the comments above, it can be concluded that aerial cable car is most favoured by participants. Additionally, a group of participants showed their willingness or expectation to try the adventure activities they had done or try other adventure activities. Many participants said that they had no interests or expectations about some adventure activities for reasons such as being costly, a huge physical challenge, and time constraints. Furthermore, a number of participants stated that they chose to experience adventure activities in Queenstown being motivated by personal interests. Many participants enjoyed the beauty of scenery or nature through experiencing some adventure activities such as aerial cable car. A group of respondents were driven by factors such as challenging themselves or seeking personal development to participate in adventure activities in Queenstown. Moreover, most participants thought there were no risks in adventure activities.

### **5.3.2 Results – qualitative data from interviewing participants who had not done adventure activities in Queenstown**

The answers to the interview questions for participants who had not experienced adventure activities were coded and then grouped in categories. This constituted one theme which was defined as: Reasons why Chinese tourists did not to try adventure activities.

A number of participants had no expectation or interest to try adventure activities in Queenstown, and just wanted to: ‘merely enjoy nature or scenery’. Typical comments included:

*I do not like high –altitude adventure activities and other adventure activities that are operated on water. I also feel Queenstown was suitable for enjoying scenery. I prefer to sun bathe on the beach or relax my mind here. (Wang Xin)*

*I just want to enjoy natural scenery and feel that adventure activities are costly. (Xie)*

*I follow my son’s arrangement. Just want to relax and enjoy the scenery. (Vivian)*

*Just want to enjoy the natural scenery. (Lee)*

*I just want to enjoy natural scenery here and doing some slow activity. Not too special impression here. (Liu)*

*Making some plans about it. I came here for honeymoon with my wife. We hoped to drive by ourselves and take some wedding pictures and then enjoy cable car here. Then go to other places. (Gu)*

*I really like houses here and natural scenery is very beautiful. The pace of life is slow. (Dai)*

*Satisfied with this trip because scenery here is beautiful and commercial atmosphere was not too strong, and here the measures to protect environment was nice. (Gu)*

*Air is fresh here, and lifestyle is slow. Scenery is beautiful. (Xie)*

One group of participants were unwilling to try adventure activities because of concerns about risk or the huge physical challenge arising from adventure activities. For example:

*I was planning to try skydiving but felt a little bit scared and quit. (Dai)*

*I just come here. I do not want to try horse riding because skin is sensitive to the horse hair. I have tried jet boating in the past. I will not try bungee jumping because of fear of heights. (Gu)*

*Yes, I will. I will learn about the feelings of others who have done this before I plan to do it. (Gu)*

*I have not experienced high altitude activities here because I was worried that my leg or waist would be hurt. I had some doubt about the safety guarantee. In addition, I felt I was old and was unwilling to endure the risks. (Gu)*

*I will not come here again, and am sure that other adventure activities will be a huge physical challenge. (Liu)*

Therefore, from the interviews carried out with Chinese tourists who had not participated in adventure activities, it can be seen that the main reason for this is that participants showed no interests in adventure activities. Participants usually expressed that they only wanted to enjoy

nature or relax. Another reason was concern about the risks that may exist in adventure activities, and some participants were worried about hurting themselves and feared the high-altitudes.

#### **5.4 Discussion**

This study has explored the attitudes of Chinese tourists towards adventure activities in Queenstown. A common motivation for experiencing adventure activities expressed in both the questionnaire and the interviews data was for personal challenge. Participants talked about wanting to challenge themselves in ways that they had not done before, to try and experience new things. This can be related to the concept of self-actualisation in Maslow's model, where people hoped to become the most that one can be. This finding showed that participants hoped to become braver and overcome the sense of fear, and wanted to improving themselves. This finding is also related with the study of Naidoo et al. (2015), which suggested that the most important pull factors to participate in adventure tourism were the physical environment and better health because of the benefits of the physical environment (p.249). Naidoo et al. (2015) mainly concentrated on the motivations for baby boomers (those born between 1946 and 1964) to try adventure activities. This finding involved adults who were over 18 years old. It shows that the physical environment for Chinese tourists is an important factor for adventure tourism in Queenstown as many participants came particularly because of the physical benefits.

The results from both questionnaire and interviews demonstrate that the principal motive for Chinese tourists to indulge in adventure tourism was for enjoying the beauty of nature. This confirms the theory of Giddy and Webb (2018) and Hudson et al. (2002). In their study Giddy and Webb claimed that 'Nature Appreciation' was found to be an important motivational factor for adventure activities (p. 282). Hudson et al. (2002, p. 203) stated that a growing number of people were living a busy city life and it was worth escaping from it for people to touch mountains, lakes, oceans, jungles, and desert islands, which supply unique relaxation, pleasure, and potential adventure. In the meantime, the theory of esteem in Maslow's model applies in this finding, where people seek more freedom. In this context, participants liked to appreciate the beauty of nature through doing adventure activities and then felt more relaxed, and gained more freedom.

The findings from questionnaire also reveal that one of the most important motivational factors

for participating in adventure tourism was seeking novelty. Participants usually expressed that doing adventure activities made them feel happy or special, or they wanted to experience different adventure activities in Queenstown. The study confirms the theory of Giddy and Webb (2018) who stated that 'Novelty' emerged as the strongest motivational factor in considering adventure tourism motivations in these results (p. 282). This finding is related to the fulfilment concept of The Travel Career Ladder theory (Ryan, 1988), wherein people can understand more about themselves. Through participating in adventure activities, participants were able to obtain different experiences and understand their psychological needs more deeply.

The results from the quantitative data illustrate that one of the most significant reasons for Chinese tourists to try adventure activities is to share experiences with family or friends. Participants in this study explained that they did adventure activities with their wife or children or friends. This finding is connected with the study of Luo and Deng (2008, p. 399) who claimed that one purpose for tourists attending adventure activities was to strengthen the relationships with family and friends, escaping routines or stressful environments and seeking opportunities for certain psychological rewards. This finding is also confirmed by the study of Kane and Tucker (2010) who identified that partaking in adventure tourism activities could help tourists to relax, and enjoy happy times with the family. This finding is in relation to the relationship concept of The Travel Career Ladder theory (Ryan, 1988), which suggested that people wanted to maintain their relationships with others through travelling. In this context, participants were with their family or friends and hoped to establish a good relationship with them through doing some adventure activities that they were all interested in.

The results of both questionnaire and interviews data suggest that one of factors that stopped Chinese tourists from experiencing adventure activities in Queenstown was that they merely wanted to enjoy the beauty of nature or scenery. This is similar to what Lu (2014) found in the study. She identified that FITs (Free Independent Travellers) mainly went to Queenstown for sightseeing and that the least important factor was to participate in adventure activities (p. 71). Lu's study mainly focused on a certain group of Chinese tourists who were between 18 to 35 years old and their travel motivations to Queenstown. However, this current finding expands her study to a wider range of Chinese tourists and just focuses on adventure activities in Queenstown. The results from both questionnaire and interview also show that another significant point that prohibits Chinese tourists from trying adventure activities is concern about risk. This finding is consistent with previous studies which showed that in the last 12

months, 1,095 injury incidents were recorded, 16% of which were serious harm incidents (requiring hospitalization), at an average of 1.6 serious harm incidents per operator (Bentley, Page & Walker, 2004, p. 283). Bentley, Page and Walker focused on the tour operators and adventure activities accidents. But this finding is to show the tourists or consumers' concern about the safety of adventure activities. As per Maslow's Needs Hierarchy Theory (1943, 1954), people are motivated to meet certain needs and some needs are more important than others. The order of needs are physiological needs, safety needs, love and belonging, esteem, and self-actualisation. In this research context, Chinese tourists mainly considered their safety needs.

## **5.5 Conclusion**

This chapter has provided the comprehensive data analysis from both questionnaire and interviews. The results from the questionnaire found that the top three adventure activities participated in by the largest number of participants were ledge swing, jet boating and bungy jumping. Quad bike and ledge swing are safer adventure activities for the participants. The findings showed that of the first three most popular adventure activities that had been done, bungy jumping is the most popular adventure activity for the participants between 18 and 25 years of age. Ledge swing is most appreciated by the group of the participants who were over 26 years old. Ledge swing is the least risky adventure activity for female and male participants. Ledge swing is the adventure activity with lowest risk level for the participants over 18 years old. Furthermore, in terms of the factors that stopped participants from trying adventure activities in Queenstown, the findings from the questionnaire show that there are six main motivational factors for the participants to participate in adventure activities in Queenstown: personal interests and curiosity, personal challenge, seeking novelty or a new experience, sharing experience with family or friends, experiencing the beauty of nature or scenery, and safety assurance. Meanwhile, five factors prohibited the participants from trying adventure activities: time constraints, concerns about risks, huge physical challenge, purely enjoying the beauty of nature or showing no interest/ having no plans.

The results from the interviews with Chinese tourists who had done adventure activities indicate that aerial cable car is the most favoured by participants. Additionally, a group of participants showed their willingness to try the adventure activities they had done or try other adventure activities. However, a group of participants asserted that they had no interest or expectations about some adventure activities because of the huge physical challenge, and time

constraints about adventure activities. Furthermore, participants chose adventure activities for a variety of reasons. A number of participants stated that they chose to experience adventure activities in Queenstown for personal interests. Many participants wanted to enjoy the beauty of scenery or nature. Other respondents were driven by the factors such as challenging themselves or improving themselves. Moreover, regarding the risk level of adventure activities, most participants thought there were no risks to adventure activities in Queenstown. The interviews with Chinese tourists who had not participated in adventure activities identified their reasons for this. The findings from the interviews in this group show that the main reason for this is that participants showed no interest in or had no expectation of adventure activities when they travelled to Queenstown. Another reason was concern about the risks that may exist in adventure activities.

## **Chapter six: Conclusion**

### **6.1 Introduction**

This chapter provides a summary to this thesis. It begins by revisiting the purpose of this research. It includes restating the aim and objectives of this study, and summarising the main points that have been introduced in Chapters two and three. Then it will reiterate the methodology as stated in Chapter four. The key findings in Chapter five will be reiterated and then the relationship between the objectives/aim of this research and the key findings will be explained. Furthermore, the implications and importance of the findings for practice or the industry will be described. The relationship between these findings and previous research will be explained. Moreover, criticisms of this study will be conducted and limitations will be raised in the third part. The possibilities that developed from this study will be suggested to provide recommendations for future study. Finally, the summary of this entire thesis will be made.

### **6.2 The Purpose of this research**

#### **6.2.1 Research aim and objectives**

This aim of this research was to explore attitudes of Chinese tourists towards adventure tourism activities in Queenstown, New Zealand. To fulfil this aim, four objectives were proposed. 1. To identify how likely Chinese tourists are to participate in particular adventure tourism activities. 2. To determine how Chinese tourists perceive the level of risks of different adventure tourism activities in Queenstown. 3. To explore what motivates Chinese tourists to participate in adventure tourism in Queenstown. 4. To ascertain what prohibits/stops Chinese tourists from participating in adventure tourism in Queenstown.

#### **6.2.2 Summary of the main insights in Chapters two and three**

Chapter two examined the theoretical background of this research topic, and the current industrial environmental aspects which affect the adventure tourism industry in Queenstown and the Chinese market. Theoretical analysis utilised the Maslow's Needs Hierarchy Theory, Travel Career Ladder Theory, Travel Personality Theory, Elaboration of Likelihood Model and Risk Perception Model to help explain the aim and objectives of this research. To be specific, Maslow's Needs Hierarchy Theory (Maslow, 1970) could help to identify why Chinese people

in Queenstown choose adventure activities or the motivation behind tourists experiencing adventure activities. The travel career ladder theory (Ryan, 1998) explore the five steps which affect travellers' motivation, and their tourism behaviour. It may help the researcher to understand the motivations of Chinese tourists to participate in adventure activities in Queenstown. The travel personality theory (Plog, 2001) discusses tourists' typologies and tourists' preferences when selecting suitable tourism destinations. However, this theory had less relevance to the topic of this study because the research was not focussed on Queenstown as tourism destination rather than other similar tourism destinations. Petty et al. (1981) proposed ELM in order to explain how a person deals with different persuasion processes, which includes two routes - central and peripheral routes. This model might be helpful for comprehending the likelihood of participants to try adventure activities in Queenstown. A conceptual model of risk perception used by Slovic (1987) divided risk into different categories to predict people's response. To some extent it could be beneficial for explaining the perceived risk level of Chinese tourists to adventure activities in Queenstown.

A PESTEL analysis was made in Chapter two. In particular, a steady political and economic environment supports the growth and sustainability of the adventure tourism industry. Social factors show that more Chinese tourists could experience more tourism activities in a safe place. Economic growth shows that New Zealand, including Queenstown, has been considered as a popular tourist destination. The disposable income of Chinese people was increasing year on year, which predicates that Chinese consumers have the economic capability to purchase the adventure activities in Queenstown. The advancement of technology has become a key competitive tool for the adventure tourism industry since more tourists can view the adventure items online or have superior adventure tourism experience while travelling in New Zealand or Queenstown. Recent changes to legislation may influence Chinese tourists when considering taking part in adventure tourism activities. Also, operators needed to be registered now, and have safety audits and safety guidelines in order to ensure the quality of adventure activities that they provided. Effective environmental measures to some extent assist adventure tourism in developing sustainably and increasingly. Overall, the elements of the macro environment help to identify the benefits which impact on the adventure tourism industry in Queenstown.

Chapter Three provided a discussion about the literature which related to the topic of this research. This chapter explored general tourists' motivation, experience and satisfaction to adventure tourism and perception of risks. Then it illustrated the situation of adventure tourism

in New Zealand and Queenstown and Chinese tourists in New Zealand. The first theme was to explore the main reasons why tourists were keen to experience adventure activities. There were many studies related to this. For example, Hudson, Lientz and Rea (2002, p. 203) stated that a growing number of people were living a busy city life. They also suggested that it was worth escaping from it to touch mountains, lakes, oceans, jungles, and desert islands, which supply the unique relaxation, pleasure, and potential adventure (p. 203). Kane and Tucker (2010) identified that participating in adventure tourism activities could help tourists to enjoy happy times with the family, which was also regarded as a key motivators for tourists. Secondly, the theme was to examine the literature in relation to adventure tourist experience and satisfaction. For instance, Tsaur, Yen, and Hsiao (2013, p. 370) found that "the relationships among mountain climbers' transcendent experience, flow and happiness are significantly positive", which suggests that the tourists' experience of mountain climbing can generate feelings of satisfaction and happiness. Thirdly, the literature discussed the perception of risks among adventure tourists, and analysed the specific accidents or injuries incurred when tourists experienced adventure activities. For example, Cater (2006, p. 321) in a seminal study of adventure tourism in Queenstown, stated that in commercial adventure tourism, the negative consequences are known and some tragedies could be mentioned before tourists experience the adventure tourism activities; however, the danger element should not be a part of the adventure attraction.

Fourthly, the literature review was about identifying the development and research situation of adventure tourism in New Zealand. For example, a number of adventure activities were popular among tourists in New Zealand. According to Bently, Page and Walker (2004, p. 282) the most common adventure activities preferred by tourists in New Zealand included scenic flights (15%), kayaking (14%), mountain guiding (6%), white water rafting (6%) and horse riding (6%). Fifthly, the theme was made certain around the specific place – Queenstown and discussed its adventure tourism. The representative was Lu's study which identified that FITs mainly went to Queenstown for sightseeing (2014, p. 71). She also claimed that it was least important to do adventure activities (p.71). Finally, the literature focused on Chinese tourists' preferences, visiting characteristics and motivations towards adventure activities in New Zealand. For example, there were some studies showing that Chinese tourists were satisfied with sightseeing when travelling to New Zealand. One of the studies was conducted by Fountain et al. (2011, p. 76) who stated that in terms of activities engaged in during their stay in New Zealand, over 80% of the participants had asserted that they had visited natural scenery.

They further suggested that regarding their New Zealand experience, the Chinese visitors were satisfied with their experience of natural scenery (p. 76).

### **6.2.3 Summary of methodology in Chapter Four**

The methodology was explained in Chapter four. A positivism research design was used for this research in order to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown. It used mixed methods approach because the combined use of quantitative and qualitative approaches could provide a better understanding of research questions and complex phenomena rather than using mono method. Questionnaires were completed by 170 Chinese tourists in Queenstown. Nineteen interviews were carried out for this research. The questionnaires gathered mainly quantitative data in order to address the four objectives of this research. The interviews were with Chinese tourists who had experienced (twelve participants) and had not experienced (seven participants) adventure tourism activities) in Queenstown. The purpose of the interviews was to answer the research question and four objectives of this research that were mentioned in previous section.

### **6.2.4 Summary of the findings**

A number of findings from questionnaire and interviews were described in Chapter five. The key findings concluded from both methods are presented as follows:

#### **The key findings from questionnaire:**

- The top three adventure activities that had been done by the largest number of participants are ledge swing, jet boating and bungy jumping.
- Bungy jumping is the most popular adventure activity for the participants between 18 and 25 years old. Ledge swing is most appreciated by the group of the participants who were over 26 years old.
- Ledge swing is the most popular adventure activity for female and male participants.
- Ledge swing is an adventure activity that is most favoured by the participants who had arrived in Queenstown for the first time and those who had visited more than once.
- Bungy jumping and skydiving and paragliding are comparatively dangerous adventure activities for the participants.
- Quad bike and ledge swing are safer adventure activities for the participants.

- Ledge swing is the least risky adventure activity for female and male participants. Bungee jumping is a dangerous adventure activity for both female and male participants.
- Ledge swing is an adventure activity with lowest risk for the participants from 18 to 25 years old.
- Ledge swing is the least risky adventure activity for the participants between 26 and 35 years old.
- The safest adventure activity is ledge swing for the participants between 36 and 44 years old.
- Ledge swing is the adventure activity with lowest risk level for the participants over 45 years old.
- There are six main motivational factors for the participants to participate in adventure activities in Queenstown: personal interests and curiosity, accepting personal challenge, seeking novelty or a new experience, sharing experience with family or friends, experiencing the beauty of nature or scenery, and assuring safety.
- There are five types of factors prohibited the participants from trying adventure activities: time constraints, concerns about risks, huge physical challenge, purely enjoying the beauty of nature or showing no interests/ having no plans.

### **The key findings from interviews**

- Many participants stated that they had participated in some adventure activities there. A range of adventure activities included skydiving, jet boating, horse riding, luge, canyon swing, and aerial cable car. Aerial cable car is most favoured by participants. Interestingly, there were some non-adventurous activities, containing steamship and cruise ship.
- A group of participants showed their willingness or expectation to try the adventure activities they had done or try other adventure activities, such as jet boating, luge and water rafting.
- Many participants said that they had no interests or expectation about some adventure activities for reasons such as being costly, a huge physical challenge, time constraints.
- A number of participants stated that they chose to experience adventure activities in Queenstown being motivated by personal interests, seeking personal improvement or personal challenge and enjoying the beauty of nature or scenery.
- Some participants thought there were no risks about adventure activities, and a small group of respondents believed that adventure activities might be with some risks.

- The main factors that prohibited tourists from trying adventure activities in Queenstown were that tourists had no interests or expectations about adventure activities or were concerned about risks arising from adventure activities.

The aim of this research was to explore the attitudes of Chinese tourists to adventure tourism in Queenstown. There were four objectives in this research as mentioned above. Overall, the results listed above helped to answer the aim and the four objectives of this research. More specifically, the first objective of this research was to identify how likely Chinese tourists were to participate in adventure activities. This has been answered by the findings that: 1. The top three adventure activities that had been done by the largest number of participants are ledge swing, jet boating and bungy jumping. 2. Bungy jumping is the most popular adventure activity for the participants between 18 and 25 years old. Ledge swing is most appreciated by the group of the participants who were over 26 years old. 3. Ledge swing is the most popular adventure activity for female and male participants. 4. Ledge swing is an adventure activity that is most favoured by the participants who arrived in Queenstown for the first time and more than once. 5. Many participants stated that they had participated in some adventure activities there. A range of adventure activities included skydiving, jet boating, horse riding, luge, canyon swing, and aerial cable car. Aerial cable car is most favoured by participants. Interestingly, there were some non-adventurous activities, such as steamship and cruise ship. 6. A group of participants showed their willingness or expectation to try the adventure activities they had done or try other adventure activities, such as jet boating, luge and water rafting. 7. Many participants said that they had no interests or expectations about some adventure activities for reasons such as being costly, a huge physical challenge, time constraints.

A further objective of this research was to determine how Chinese tourists perceived the level of risks of different adventure tourism activities in Queenstown. The results has showed that 1. Bungy jumping and skydiving and paragliding are comparatively dangerous adventure activities for the participants. 2. Quad bike and ledge swing are safer adventure activities for the participants. 3. Ledge swing is the least risky adventure activity for female and male participants. 4. Bungy jumping is a dangerous adventure activity for both female and male participants. 5. Ledge swing is an adventure activity with lowest risk for the participants from 18 to 25 years old. 6. Ledge swing is the least risky adventure activity for the participants between 26 and 35 years old. 7. The safest adventure activity is ledge swing for the participants between 36 and 44 years old. 8. Ledge swing is the adventure activity with lowest risk level

for the participants over 45 years old. 9. Some participants thought there were no risks about adventure activities, and a small group of respondents believed that adventure activities might be with some risks.

Another objective of this research was to explore what motivates Chinese tourists to participate in adventure tourism in Queenstown. The findings has suggested that there are six main motivational factors for the participants to participate in adventure activities in Queenstown: personal interests and curiosity, accepting personal challenge, seeking novelty or a new experience, sharing experience with family or friends, experiencing the beauty of nature or scenery, and assuring safety. The final objective was to ascertain what prohibits/stops Chinese tourists from participating in adventure tourism in Queenstown. The findings showed that there are five types of factors which prohibited the participants from trying adventure activities: time constraints, concerns about risks, huge physical challenge, purely enjoying the beauty of nature or showing no interests/ having no plans.

### **6.3 The significance of this study**

This research is significant because this research and its findings could fill a gap for tourism management research. To be specific, it is the first study to focus on Chinese tourists and Queenstown adventure tourism. In particular, it is the first research which concentrates on exploring the likelihood of Chinese tourists to try adventure tourism activities in Queenstown and the factors that stopped Chinese tourists from participating in adventure activities in Queenstown. Additionally, there are some important results which have added to the knowledge of Lu's study (2014). More specifically, Lu (2014, p.71) claimed that it was least important for Chinese FITS (Free Independent Travellers) to Queenstown to attend adventure activities. The results in this research have showed that there are five main factors which prohibited the participants from trying adventure activities: time constraints, concerns about risks, huge physical challenge, purely enjoying the beauty of nature or showing no interests/ having no plans. These results may be helpful for explaining why Chinese FITS were not keen on adventure tourism activities in Queenstown.

A further element of significance is that the findings may provide some reference information for adventure operators in Queenstown. Specifically, the result has showed that bungee jumping is the most popular adventure activity for the participants between 18 and 25 years of age. For

the adventure tour operators, they could direct more focused marketing strategies to young Chinese tourists, to attract more young Chinese tourists to attending bungee jumping. The results from questionnaire found that the ledge swing was most favoured by female and male participants over the age of 26 years. Adventure tour providers might consider how to arouse the attention of Chinese tourists under 26 years old by renewing their marketing measures. The result from questionnaire also suggested that the top three most popular adventure activities whose risk levels were considered as being high are bungee jumping, skydiving and paragliding. Most of the participants who desisted from doing adventure activities had concerns about their safety. Adventure tour operators might need to offer much safer measures and enhance the safety publicity of these adventure activities to decrease the high or moderate risk perceptions of tourists for these adventure activities and build their confidence to try these adventure activities. Many participants in this research stated that they were unwilling to experience adventure activities because of lack of interest or they just wanted to enjoy the beauty of nature or scenery. Adventure tour operators could take measures to speed up the innovation of adventure activities that might improve the travelling experience of tourists and broaden the adventure options for tourists.

#### **6.4 The relationship to previous studies**

A common motivation for experiencing adventure activities expressed in both the questionnaire and the interviews data was for personal challenge. Participants talked about wanting to challenge themselves in ways that they wanted to try and experience new things or became braver. This finding is related to the study of Naidoo et al. (2015), which suggests that the most important pull factors to participate in adventure tourism were the physical environment and better health due to the benefits of the physical environment (p.249). Naidoo et al. (2015) mainly concentrated on the motivations for baby boomers (those born between 1946 and 1964) to try adventure activities. This finding was involved with adults over 18 years old. The findings from both researches emphasised that the physical environment for tourists is an important factor for adventure tourism as many participants came particularly because of the benefits of the physical environment. The results indicate that the principal motive for Chinese tourists to indulge in adventure tourism was for enjoying the beauty of nature such as taking the aerial cable car to enjoy the scenery from the top of the mountain. This confirms the theory of Giddy and Webb (2018). Giddy and Webb claimed that 'Nature Appreciation' was found to be important motivation factors for adventure activities (p. 282).

The finding also reveals that one of the most important motivational factors to participate in adventure tourism was seeking novelty. Participants usually expressed that doing adventure activities made them feel happy or special or they wanted to experience different adventure activities in Queenstown. The finding confirms the theory of Giddy and Webb (2018) who stated that 'Novelty' emerged as the strongest motivation factor in considering adventure tourism motivations in these results. The findings in this research illustrate that one of the most significant reasons for Chinese tourists to try adventure activities is to share experiences with family or friends. This finding is connected with the study of Luo and Deng (2008, p. 399) who claimed that one reason for tourists to participate in adventure activities was to strengthen the relationships with family and friends, escaping routine or stressful environments and seeking opportunities for certain psychological rewards.

The results of this study suggest that one of factors that stopped Chinese tourists from experiencing adventure activities in Queenstown was to merely enjoy the beauty of nature or scenery. This is similar to what Lu (2014) found in the study. She identified that FITs (Free Independent Travellers) mainly went to Queenstown for going sightseeing. Lu's study mainly focused on a certain group of Chinese tourists who were from 18 to 35 years old and their travel motivations to Queenstown. However, this current finding expands it to a wider range of Chinese tourists and adventure activities in Queenstown. This finding is also consistent with what Fountain et al. (2011) and Chan (2009) had found. Fountain et al. (2011, p. 76) found that the most attractive points for Chinese travelling to New Zealand were enjoying natural scenery and New Zealand's green and clean image. Chan (2009, p. 96) asserted that when the Chinese visitors were asked what were the major activities they participated in whilst visiting New Zealand, the majority of respondents stated they participated in sightseeing (77.1%). Moreover, Chan (2009, p.77) in his study on the level of satisfaction of the respondents, identified that a number of features were found to be important and satisfying to visitors, which comprised some factors such as going sightseeing (p. 77).

The results in this study also show that another significant point that prohibited Chinese tourists to try adventure activities is concern about risks arising from adventure activities. This finding is consistent with previous studies which pointed out that "results at baseline revealed that 23 (47%) climbers had been involved in a total of 33 accidents", which included 10 severe, 16 moderate, and 7 mild accidents (Monasterio, 2005, p. 3). Monasterio's research (2005) focused

on accidents that adventure tour providers reported. One objective of this research was to explore the potential factors that stopped participants from trying adventure activities in Queenstown. This result is also connected with the findings from the study of Bently et al. (2004). They claimed that 97% of respondents were ranking weather conditions as a threat to client safety, and some 29% of operators were ranking this factor as the number one threat to client safety (p. 283). According to Bently et al. (2004, p. 284) when the large number of small businesses represented in the survey were asked to identify any barriers to improving safety for their customers, they asserted that "several respondents in this survey noted the requirement to retain a degree of realism in the natural environment, so that all risk was not removed, but the risk was managed" (p. 284). According to Bently et al. (2008, pp. 397-398) while operators were asked to rank the top five factors regarded as barriers to providing total client safety from a list of factors generated largely from the findings of the 1999 and 2003 surveys of New Zealand adventure tourism operators, they were respectively client and activity factors, environment factors, and work organizational and management (p. 398).

### **6.5 Limitations of the present study**

The aim of this research was to explore the Chinese tourists' attitude towards adventure tourism in Queenstown; however, during the research process, it was possible that some of participants did not belong to the group of tourists, they might be residents or businessmen there, who also helped complete the questionnaire. Hence, the findings may not reflect the Chinese tourists' attitude towards adventure tourism in Queenstown completely. The period of conducting interviews was limited, and finished in November, 2019. It was possible that visitors at this particular time were more likely to have tried certain activities rather than others. The data from participants who came to Queenstown during this period may not summarise all the characteristic of Chinese tourists' attitude towards adventure activities. In addition, the aim of this research was to investigate the attitudes of Chinese tourists to adventure tourism in Queenstown. The four objectives were proposed only from the likelihood of participants to do adventure activities, risk perceptions of participants to adventure activities, and factors that motivated or stopped Chinese tourists from experiencing adventure activities. Although these four objectives were considered as significant research points, the attitude of Chinese tourists to adventure activities could include more content. The number of adventure activities that had been outlined was limited and only particular adventure activities were mentioned, which therefore the study did not obtain the feedback that Chinese tourists showed to all the adventure

activities. Therefore, there were limitations about research findings and the results that revealed the attitudes of Chinese tourists to adventure activities.

## **6.6 Recommendations for the future research**

**Recommendation one – expanding the research destination and groups.** This research data could be generalised only to Queenstown and the data would be limited to generalise the findings to the overall adventure tourism industry in New Zealand. Because the data of Chinese tourists towards adventure tourism was only collected from Queenstown, it could not reflect the main trend or characteristics of Chinese tourists to New Zealand adventure tourism. It is recommended that future research be expanded to other regions such as Auckland, Rotorua, Wanaka, and West Coast. It could help to compare the data differences of Chinese tourists in these adventure places and obtain in-depth understanding of Chinese tourists' attitudes to adventure activities in New Zealand. In the meantime, future research also could focus on other groups such as domestic tourists, or tourists from other countries. This would be of much value as domestic tourists or tourists from other countries also form a huge component in developing adventure tourism in New Zealand.

**Recommendation two – expanding research objectives or duration for data collection.** This research aimed at exploring the attitudes of Chinese tourists to adventure tourism activities in Queenstown. To widen the research scope and learn more useful information about Chinese tourists' attitudes towards adventure tourism, future research might present other research objectives. For example, one might be to identify what Chinese tourists' opinions are about adventure activities prices, or to explore how Chinese tourists not interested in adventure activities, could be convinced to try an activity. It would help adventure tour operators to adjust their marketing strategies, and to attract more tourists. Also, it would expand the knowledge of tourism management research. Meanwhile, due to the constraints of the timeframe, the research was only able to collect limited responses from the questionnaire and interview. Therefore, it is recommended to carry out the primary research for an extended duration to get more responses to do more in depth analysis.

## **6.7 Conclusion**

The aim of this research was to explore the attitudes of Chinese tourists towards adventure tourism in Queenstown. Four objectives were proposed to fulfil the aim of this study. In Chapter one, the significance and background of this study was introduced. Some potential limitations and delimitations were indicated. Then the whole structure of this thesis was outlined. In Chapter two, theoretical analysis from some main theories such as Maslow's Needs Hierarchy Theory and Elaboration Likelihood theory and Risk Perception theory were made to help understand the aim and objectives of this research. Moreover, PESTEL model was utilised in the industry analysis part, which contributes to comprehending the situation of adventure tourism in New Zealand, especially in Queenstown and Chinese tourists in New Zealand. In Chapter three, the literature review was done in relation to the topic of this research, which was written from general tourists' motivation, experience and satisfaction to adventure tourism and perception of risks or injuries. Then it described the situation of adventure tourism in New Zealand and Queenstown and Chinese tourists in New Zealand. In Chapter four, a positivism research design was applied in this study. The mixed methods approach was utilised to help address the research question and objectives of this research. In Chapter five, the findings were obtained through analysing the data from questionnaire and interviews to answer the research objectives. The final chapter summarised all the main points that were introduced in previous chapters, and explained the significance of the findings in this research to industry or practice. Then it illustrated the relationship to previous studies and provided some recommendations for future research.

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## Appendices

### Appendix A



## Explore the attitude of Chinese tourists towards adventure tourism in Queenstown

### Information Sheet for Participants

Thank you for showing an interest in this project. Please read this information sheet carefully before deciding whether or not to participate. If you decide to participate I/we thank you. If you decide not to take part there will be no disadvantage to you of any kind and I/we thank you for considering my/our request.

#### Introduction

*I am Lily Li, studying master of applied management at the Southern Institute of Technology.*

#### What is the aim of the project?

*This research aims to classify what attitudes Chinese tourists have towards adventure tourism in Queenstown. Investigating Chinese tourists' opinions will provide an efficient reference for marketing design for adventure tourism operators in Queenstown to target more Chinese tourists and improve Chinese visitors' experience.*

#### What type of participants are being sought?

*I am looking for Chinese tourists in Queenstown who have or have not done adventure tourism activities because Chinese tourists make up a huge proportion of tourists in Queenstown.*

#### What will participants be asked to do?

*Should you agree to take part in this project, you will be asked to attend around 15-20 minutes' interview. Your level of participation is entirely voluntary. The interview will be recorded. You will be interviewed in some place in Queenstown that is convenient for you, and answer the questions I have written in the question sheet. These questions will be around adventure activities you have finished, the feeling about it, perception of risks, and your expectations if you have tried adventure activities. If you have not tried or do not want to try any adventure activities, the questions will be around the factors which stopped you from*

*trying, your favourite activities, and your expectations, etc. Please be aware that you can decide not to take part in the research at any time without any disadvantage to yourself of any kind.*

### **Can participants change their minds and withdraw from the project?**

*You may withdraw from participation in the research at any time up until the point at which the data is anonymised and amalgamated into the report, without any disadvantage to yourself of any kind.*

### **What data or information will be collected and what use will be made of it?**

*Interviews will be recorded with sound recorder so researchers are able to deal with interview recording. The interview recording will not be played to people outside the research group.*

*Your name will not be used in the final report and you will not be able to be identified in any way. All information will be kept confidential and the data will be used by the researcher only for the purposes of this study.*

### **What will happen to the results?**

*The results of the project may be presented at conferences and/or published in an academic journal, and a copy of the report will be available in the Southern Institute of Technology library (Invercargill, New Zealand). You are most welcome to request a copy of the results of the project should you wish.*

### **How will the data be stored?**

*The data collected will be securely stored in such a way that only the researcher and her supervisor will be able to gain access to it. At the end of the project any personal information will be destroyed immediately except that, as required by SIT's research policy, any raw data on which the results of the project depends will be retained in secure storage for five years, after which it will be destroyed.*

### **What if you have any questions about the project?**

*If you have any questions about the project, either now or in the future, please feel free to contact:-*

Researcher: Lily Li  
Email: [2018002308@student.sit.ac.nz](mailto:2018002308@student.sit.ac.nz)

Researcher's Supervisor: Dr. Sally Bodkin-Allen  
Email: [Sally.bodkin@sit.ac.nz](mailto:Sally.bodkin@sit.ac.nz)

Southern Institute of Technology

### **This research has been approved by the Human Research Ethics Committee at SIT.**

If you have concerns about the **ethical conduct** of this research or the researchers, the following procedure should occur.

Write to the following:

The Secretary of the Human Research Ethics Committee  
Southern Institute of Technology  
133 Tay St  
INVERCARGILL 9840 NZ  
Tel: 03 211 2699

All information is confidential and will be handled as soon as possible.



## 探索中国游客对皇后镇探险旅游活动的态度

### 关于调查项目的有关资料和信息

非常感谢您对这个研究项目的支持。请您仔细阅读资料和信息表，来决定是否参与。如果您决定参与，我非常感激。如果您决定不参与，对您来说不会产生任何不利影响并且我很感谢您考虑我的请求。

#### 简介

我是李文丽，新西兰南方理工学院因弗卡吉尔校区的应用管理专业硕士研究生。

#### 项目研究的目的

这个研究目的是探索中国游客对新西兰皇后镇探险旅游的态度。此研究将会挖掘皇后镇探险旅游项目的有用信息，用于旅游中介或者相关部门作为参考，来吸引更多的中国游客和提高中国游客的旅行体验。

#### 参与者类型

我正在寻找皇后镇已经体验过或者没有体验过探险旅游项目的中国游客。

#### 参与者的任务

如果您同意参与这个研究项目，您将会参与 15-20 分钟的采访。这个采访完全坚持自愿原则。采访内容将会被录音。采访地点将会是皇后镇任何一个您方便的地方，然后回答几个问题。如果您已经体验过皇后镇探险旅游，这些问题将会围绕您对探险旅行活动的相关看法。如果您还没有体验过或者不打算体验，问题将会是围绕这样选择的影响因素和您的期待。同时，您可以在任何时候退出这个研究，不会产生任何不利影响。

#### 参与者可以改变决定，退出研究

您可以在任何时候退出这个研究，研究数据将会是匿名写入到研究报告中，不会对您产生任何不利影响。

#### 信息采集以及使用方式

采访内容将会被录音，录音将不对研究参与人员以外的任何人播放。

您的名字不会被写入研究报告，不会以任何方式被识别，所获取的任何信息都会保持机密，数据只为研究所用。

### **研究结果**

这个项目的结果将会发表在会议或者学术杂志上，副本可以在 SIT（因弗卡吉尔，新西兰）图书馆被查阅。欢迎您随时取阅。

### **数据保存**

采集的数据将会被安全保存，只有研究者及其导师可以查阅。在这个项目的结尾，任何个人信息将会被立即销毁。按照 SIT 研究政策，任何草稿数据将会被安全保存 5 年，然后被销毁。

### **如果您有任何疑问**

如果您有任何关于这个项目的疑问，请联系：

研究者：李文丽

邮件 Email: [2018002308@student.sit.ac.nz](mailto:2018002308@student.sit.ac.nz)

研究者导师：Dr Sally Bodkin-Allen

邮件 Email: [Sally.bodkin@sit.ac.nz](mailto:Sally.bodkin@sit.ac.nz)

Southern Institute of Technology

南方理工学院

**这个研究已经得到研究委员会的许可。**

如果您有任何困扰，请按照下列程序：

写信给：

The Secretary of the Human Research Ethics Committee

Southern Institute of Technology

133 Tay St

INVERCARGILL 9840 NZ

Tel: 03 211 2699

所有的信息将会保持机密并且会被尽快处理回馈给您。

## Appendix B



16 October 2019

Dr Sally Bodkin-Allen  
Southern Institute of Technology

Student – Lily Li  
2018002308@student.sit.ac.nz

Dear Sally

**HUMAN RESEARCH ETHICS APPLICATION**

*Explore attitude of Chinese tourists towards adventure tourism activities in Queenstown*

The Human Research Ethics Committee met on 15 October 2019 to consider your application.

I am pleased to advise that the committee granted ethical approval for your research for the duration of the project.

If, for any reason you decide not to go ahead with your research or change it significantly please advise the secretary of the committee.

Congratulations and all the best with your project.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Paulette Halstead".

**Paulette Halstead**  
Human Research Ethics Committee Acting Chair

## Appendix C

9/27/2019

Explore the attitude of Chinese tourists towards adventure tourism in Queenstown

### Explore the attitude of Chinese tourists towards adventure tourism in Queenstown

Kia Ora, my name is Lily Li and I am a student at the Southern Institute of Technology in Invercargill studying the Master of Applied Management.

I am conducting research about the attitude of Chinese tourists towards adventure tourism in Queenstown, New Zealand. I am looking for Chinese tourists in Queenstown to help me complete the questionnaire so as to expand adventure tourism and Chinese market knowledge. It will take you around 10 minutes to answer the questions. The answers will be kept confidential and anonymous.

The results will be presented in written report as a part of my thesis.

The data will be stored on a password-protected computer for a period of 5 years, after which it will be destroyed.

You do not need to participate in this study, but if you do, then I thank you. You do not need to answer any questions you do not want to answer. If you do complete it, then you are giving your consent for your data to be included in my research.

Thanks very much for helping me with this research.

If you have any concerns about the ethical conduct of this research or researcher, please feel free to contact my supervisor Dr Sally Bodkin-Allen through email [sally.bodkin-allen@sit.ac.nz](mailto:sally.bodkin-allen@sit.ac.nz)

Ethical approval for this research has been granted by the Human Research Ethics Committee at SIT.

#### Part 1 : Close-ended questions

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##### Demographic Profile

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###### 1. Age

*Mark only one oval.*

- 18-25
- 26-35
- 36-44
- above 45

###### 2. Gender

*Mark only one oval.*

- Female
- Male
- Prefer not to say
- other

###### 3. Marital status

*Mark only one oval.*

- Single
- Married
- Other

**4. Monthly income level (RMB)***Mark only one oval.*

- 5,000 or below
- 5,001-10,000
- 10,001-15,000
- above 15,001
- Prefer not to say

**5. Which part of China are you from?***Mark only one oval.*

- Northern China
- Southern China

## Travel Behavior

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**6. Who do you mainly travel with in New Zealand? (You may select more than one)***Check all that apply.*

- Alone
- Friends
- Partner
- Family
- Tour group
- Other: \_\_\_\_\_

**7. How many times have you been to Queenstown?***Mark only one oval.*

- First time
- More than once

**8. What is the main purpose of your visit to Queenstown? (select one)***Mark only one oval.*

- Visiting friends or relatives
- Study/education
- Sightseeing
- Business
- Other: \_\_\_\_\_

## Adventure Tourism in Queenstown

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**9. How likely are you to try the following adventure activities during your stay in Queenstown?**

*Check all that apply.*

	I have already done this during my stay in Queenstown	definitely	very probably	probably	possibly	probably not	definitely not
bungy jumping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jet boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
skydiving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
paragliding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mountain biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
water rafting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
four wheel driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
canyon swing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
horse riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ziptrek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ledge swing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
canyoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
luge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quad bike/motor bike tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. How risky do you consider the following activities?**

*Check all that apply.*

	High	Moderate	Low	None
bungy jumping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jet boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
skydiving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
paragliding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mountain biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
water rafting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
four wheel driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
canyon swing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
horse riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ziptrek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ledge swing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
canyoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
luge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quad bike/motor bike tour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 2: Open-ended questions**

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**11. If you have experienced any of the above activities, what motivated you to try it?**

\_\_\_\_\_

12. If you have never tried one of the activities above, what stops you from trying them?

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13. I am also looking for people who have either tried some of the above activities or have no intention of trying any of these activities, to participate in a short interview with me. If you are willing to do this please tick the box and let me know when you return this questionnaire.

*Mark only one oval.*

- I have tried at least one of the above activities and am willing to do an interview.
- I have never done any adventure tourism activities and am willing to do an interview

**Thank you for completing this questionnaire.**

## **Appendix D**

### **Interview questions for participants who HAVE Done adventure tourism**

1. Tell me about the activities that you have done
2. Why did you choose these?
3. How did you feel about this experience?
4. Did doing this change how you felt about yourself? (in what ways)
5. Would you do it again? Why/why not?
6. Would you try anything else? Why/why not?
7. What activities were you expecting when you came to Queenstown?
8. What do you think about the risk level of these activities you have done? Does this increase or decrease the experience in any way?
9. Will you recommend these activities to anyone else?

### **Interview questions for participants who HAVE NOT DONE adventure tourism activities:**

1. What has stopped you from trying or wanting to try these activities?
2. Are there any circumstances under which you could be convinced to try something? What would that be?
3. What activities were you expecting when you came to Queenstown?
4. What kind of activities are you doing in Queenstown?
5. What do you think about the risk level of adventure activities? Does this affect your choice ?
6. Will you come to Queenstown again in the future? When? Would anything convince you to try an adventure activity next time?
7. Is there anything else you have to say about adventure activities in Queenstown?

## **Appendix E**

### **Interview sample**

A: Tell me about the activities that you have done

B: I have done skydiving, jet boating, steamship and cruise ship.

A: Why did you choose these?

B: Making me feel excited. Skydiving here is famous all over the world.

A: How did you feel about this experience?

B: I think it is not a smooth trip, because skydiving was cancelled because of weather, and then it was changed to another place for tourists to experience it. Before I tried it, I felt nervous. During the period of doing it, I felt very happy and it was a special experience.

A: Did doing this change how you felt about yourself? (in what ways)?

B: I felt that I was not scary when I was faced with adventure activities like this.

A: Would you do it again? Why or Why not?

B: Yes, in other places or in New Zealand.

A: Would you try anything else? Why or why not?

B: Enjoying glacier, hiking, trying to operate helicopter.

A: What activities were you expecting when you came to Queenstown?

B: operating helicopter, and skydiving.

A: What do you think about the risk level of these activities you have done? Does this increase or decrease the experience in any way?

B: My family and my boyfriend thought it was unsafe and showed some worries about it. But I believed that here there were high – standard requirements in safety of adventure activities because they checked the clothes for skydiving again as the requirements. The risk level could influence my experience of experiencing adventure activities.

A: Will you recommend these activities to anyone else?

B: Yes, I will. When I shared my experience on social media platform, my friends thought they will come here.

A: How did you feel here?

B: Feeling here is very beautiful.

## Appendix F

Southern Institute of Technology

### Declaration of consent to be interviewed for **exploring the attitude of Chinese tourists towards adventure tourism in Queenstown.**

I have had the scope and nature of the research fully explained to me. Any questions about the research have been satisfactorily answered, and I understand that I may request further information at any stage. I accept and note that:

1. My participation in this research is entirely voluntary.
2. I may withdraw from participation in the research at any time up to the point which the data is anonymised and amalgamated without explanation, disadvantage or disincentive.
3. The information given during the interview is being utilised solely for the purpose of the specific research project and will not be disclosed to any other person or agency without my express consent.
4. The interview will be recorded for later transcription.
5. This information may be incorporated into the research report but actual names or other characteristics that may lead to identification of individuals or organisations will not be disclosed.
6. I may at any time request to view any completed drafts or sections of the research report to which I have contributed.
7. A copy of the completed research report will be made available to me, on request, at the conclusion of the research.

---

#### DECLARATION

I have read and understood the information set out on this form, and give my informed consent to be interviewed in accordance with the stated terms and conditions.

Name of Participant:

.....  
.....

Signature

.....

Date

.....

Name of Researcher/Interviewer:

.....  
.....

Signature

.....

Date

.....

新西兰南方理工学院-因弗卡吉尔校区

关于"探索中国游客对皇后镇探险旅行的态度"课题的采访知情通知

我已经完全了解和知晓这个研究的范围和本质，我对回答关于这个研究的所有问题感觉很满意。我也理解或许在任何阶段可能需要提供进一步的消息。我特别表明：

1. 我参与这个研究是完全自愿的。
  2. 我可以在任何时候退出参与这个研究，并且数据是匿名和混合的，不用任何解释并且不会存在负面的不利。
  3. 在采访过程中的信息完全是适用于这个研究项目，并且没有我的同意不会对任何人或者中介机构公开。
  4. 为了以后的草稿记录这个采访将会被录音。
  5. 采访中的信息将会被写入研究报告中，但是表明个人或者组织的实际名字或者别的特征将不会被公开。
  6. 我可以在任何时候要求看整个草稿或者关于我提供资料信息那部分研究报告。
  7. 如果我要求或者这个研究结束的时候，我将可以看到整个研究报告的纸质版本。
- 

我已经阅读并且理解这个表格所有的告知信息，并且按照已经陈述的条款同意接受这个采访。

受访者姓名：

.....  
.....

签

名：.....

.....

日期：

.....

采访者姓名：

.....  
.....

签

名：.....

.....

日期：

.....