

Critical Analysis of Mountain Riders' Attributes, Motivation, and Travel Patterns in Adventure Tourism Inside England

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Abstract

Present research investigation mainly focuses on investigating the travel patterns, attributes, and motivation of Mountain riders in adventure tourism in England. In present study, researcher investigated the research problem relating to inconsistent responses in previous studies to the adventure tourism and mountain biking in UK. Moreover, no previous study mainly focused on "England" as a specific region to explore research variables. Therefore, this study is significant to explore trends, determinants, and motivation in England's Mountain riders. The literature review contains updated models and theories related to research problem. This study critically investigates the variables identified in the studies of Phan (2010); Gajda (2010); Beckley (2013); Beckman (2013), and Leung et al., (2014). The literature has explored the dimensions suggested by Keopke (2005) and Sung (1997) to measure its role in newly developed tourism market.

The positivism philosophy enabled researcher to design a cross-sectional study commenced in 4 months by following mixed method (qualitative + quantitative) approach. England is case study therefore 7 out of 12 adventure tourism destinations were selected through convenience sampling technique. Survey and interviews were primary research tools to explore research variables. Sample size for survey was 89 and interviews with IMBA officials via email were conducted from 6 employees. These were commenced through convenient sampling technique. Close-ended questions were used to ensure frequency on ordinal scale is maintained accurately.

The findings of present study revealed that experience has no correlation with type of mountain biking and selection of adventure tourism destination. The study differs with the work of Lou et al., (2014). Moreover, the attributes like risk (Beckley, 2013), self-actualization, self-awareness, self-recognition, self-esteem (Gajda, 2010; Phan, 2010, Beckman, 2013; and Lou, 2014) are confirmed through this study. Findings also revealed that trend in England for adventure tourism has increased and well-educated, matured with good income are mostly involved in mountain biking and adventure tourism, supporting work of Gajda (2010).

The recommendations and suggestions to improve adventure tourism activities are given at the last chapter along with implications for future researchers.

Keywords: mountain biking, adventure tourism activities, risk, motivation, England, decision making

JEL Classification: L80, L83, L84, L89

1. Introduction

The survey of VisitEngland (2014) and TIAA (2012) have revealed that in the past two decades, the immense growth on a global scale has been recorded by Adventure tourism sector. Despite its fame, researchers and adventure tourism practitioners are unable to provide an appropriate definition of this segment of travel and tourism industry (Balantyne et al., 2014; Beckman, 2013; and Zovko, 2013). The factors like mass of adventure tourism activities, perception of its participants, in addition the overlapping of adventure tourism and adventure recreation, forms these results. The risk and uncertainty of outcome are considered as the defining features of adventure tourism (William and Lew, 2015; William and Balaz, 2014; Lou 2014, and Buckley, 2014) the researchers also define that the quest for insight and knowledge are its core features.

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Studies of adventure tourism appear to be evolving area besides of all inherent limitations of research so far (Buckley, 2014). The adventure tourism behaviour has become the focus of adventure tourism studies.

It is generally accepted that the understanding of customers then prediction regarding them and achievement of their expectations are the key to success in the marketing field. The comprehensive study of characteristics of tourists and their behaviour of utilizing tourism products and services are needed to understand by the tourism practitioners to set their effective target segments (Phan, 2010). As per marketing viewpoint of tourism, analysis of tourist's decision-making process is consisted on their consumer and travel behaviour and/or tourist's characteristics. As per Gajda (2010), "understanding adventure travellers should be focused on various travel psychographics emphasizing particular needs, motivations, and expectations". However, Leung et al., (2014) considered subjective experiences of bike riders and Beckman (2013) emphasized on "adventure need's perceptions.

The aim of the research is to critically investigate the travel pattern, motivation, and attributes of Mountain biking participants related to adventure tourism in England.

Some researchers presented their analysis regarding needs, motivations and expectations of adventures tourists (Koepke, 2005; and Zvoko, 2013), on the other side, some researchers analysed their contribution patterns, features, experiences and their views in respect of adventure (Lou et al., 2014). All over the literature, it has been stressed that more examination into adventure tourists' behaviour and motivation is critical on adventure tourism (Gajda, 2010)

It is noticed, the substantial growth over the past twenty years in mountain biking and it is also considered as the element that is contributing mainly to adventure tourism, with global levels of participation (IMBA 2013; Koepke 2005; and Mintel, 2013). Besides of all its above relevant importance, the studies in mountain biking and its participants is literally non-existent because of its scarcity from the research aspects. The evolution in the numerous categories of mountain biking is the main obstacles of investigation of this adventure's tourism activity. It is said that this is the development phase of mountain biking tourism in the UK (IMBA, 2013), although there is considerable growth in the volume and importance of the market over the past twenty years.

2. Literature Review

As per Talyor et al., (2013), "there has been a wide acknowledgement of adventure tourism activities emerging as one of the swiftly expanding segments of particularly preferred niche of the interest tourism" (cited from VisitEngland, 2013). As per Beckley (2013), "in late 1970, the growth pattern commenced and expanded throughout the west in early 1980s, nevertheless, the actual trend of the activity-based tourism and recreation emerged in early 1990s" (Cited from Zheng, 2015). There is an estimation that approximately 50 per cent of the U.S. adults, amounting to 98 million people, participate in the activities as a part of their trip adventure (TIAA, 1998). Mintel Activity Holidays report (2013) specifies that "UK's approximately 35% population have experienced activity filled holidays". Moreover, Schlegelmilch and Ollenburg, (2013) state that the growing popularity of such tourism become evident through the diverse variety of Journals, magazines, production equipment, outfitters, commercial operator and retailers, providing services to adventure tourists that have practically drowned the present-day market in last two decades.

According to Weber (2001), "incongruously, despite the increasing expansion and popularity of the tourism and travel industry, there has been no agreement on the particular constitutes of this sector, throughout the literature there has been an emphasis on the problem associated with the adventure tourism" (cited from Schlegelmilch and Ollenburg, 2013). The evident lack of a reliable definition delays the adventure travel market's precise measurement (Beckman, 2013). Moreover, the result is an outcome of three factors. First, the adventure tourism includes an assembly of air,

land, water-based and varied activities (Gajda, 2010).

Adventure tourism activities

The existing challenge in defining what constitutes the adventure tourism is also an outcome of the participant's perception of the adventure and characteristics that determine the definition according to their view. The levels of adventure are founded on the subjective perception of associated risk and the practice of travel perceived as adventurous and is associated with the individual's background and earlier life experiences. Consequently, as per Gajda (2010), adventure tourism may signify distinctive elements to diverse groups of participants at varying risk levels (Beckley, 2013). Furthermore, Beckley (2013) suggests that for adventure tourism operators it is vital to ensure a sustention of balance inside their particular niche of adventure tourism as an added definitional issue. In addition, research also stated that the client exposure to dangerous situation deliberately would be highly irresponsible and can contribute to significant loss of finances and revenue along with legal consequences attributing to lawsuit in case of accident and injury.

The study of Lou (2014) has shown that there is increase in adventure tourism activities in recent past especially in countryside. However, Wolf et al., (2014) found that there is significant decline in adventure tourism and mountain biking after 2008 recessions. In fact, there has been an acknowledgement of using commercialized adventure activities frequently as an introductory segment by few adventures travel, followed by the act of autonomously by the participants (Gajda, 2010).

In order to define the term adventure tourism, it is helpful to make reference to the ten core features of adventure recommended by Swarbrooke et al. (2003): "Uncertain outcome, Challenge, Danger and risk, Novelty, Anticipated rewards, Stimulation and excitement, Escapism and separation, contrasting emotions, Exploration and discovery, and Absorption and focus" (cited from Schlegelmilch and Ollenburg, 2013). Moreover, Swarbrooke et al., (2003) stated that "a blending of these characteristics can be associated with tourism, therefore, establishing a realization and exception within the context of the adventure tourism" (Schlegelmilch and Ollenburg, 2013). However, an aspect that is overlooked is the participant's interaction with the nature and outdoor environment, outside their home-base (Gajda, 2013). Nevertheless, the risk is commonly perceived as a defining article of adventure tourism (Beckley, 2013). Therefore, the mostly acknowledged definition by various researchers' relics to the definition offered by Beckley (2013), "who portrayed adventure recreation/tourism "an intentional attainment of risk and uncertain outcomes" (P. 08).

Risk as determinant

The adventure activities can range from safe to high risk and thus the grouping is conducted by the concept of 'Soft adventure' or 'Hard adventure' (Taylor et al., 2013). The soft adventure relates to activities followed by individuals fascinated to an apparent risk and adventure that is associated with minimal actual risk, therefore, there is no requirement of the past experience is mandatory and an individual who is substantially fit can participate. Whereas, in comparison, hard adventure, the existence of high risk is acknowledged by both; the service provider and the participant and requires previous experience, skills and competence in order to perform activity respectively and efficiently handle the unexpected outcomes. As per Lou et al., (2014), within the soft adventure tourism, the most fundamental and vital elements are education, culture appreciation and environment whereas in the hard adventure tourism, the key elements are risk initiation and challenging environment.

The term adventure tourism is well-defined by Keeling (2003) as "day-visit and holiday that consist of the contribution in adventurous or active outdoor activities, moreover as a principal or subordinate purpose of visit" (P.0 1). It comprises of three categories of visits:

“Adventure holidays – short breaks and holidays with primary purpose of visit being adventure activities.

Holiday contribution in adventure undertakings – engaging in adventure undertaking during holidays, as secondary holiday undertakings, including other activities.

Adventurous day visits – conducting a day visit including adventure activities being the main purpose of the visit.

Adventure tourism can comprise of the adventure activities participation that is organized by the local service provider or an independent organizer, along with sole and multi-activity participation” (Keeling 2003).

There is acknowledgement of the limited research directed towards the adventure tourism and this area of study is still developing (Balantyne, et al., 2014, Leung, et al., 2014, Burgain and Hardiman, 2014, Lou, 2014, Schlegelmilch and Ollenburg, 2013, Beckman, 2013, and Gajda, 2010). Largely, the studies of adventure tourism were aimed at comprehending the behaviour of the adventure tourist. “First, the line of research, motivation-based, reconnoitred why individuals involve in adventure travel, therefore, evaluate the motivations, needs, and expectations of the adventure tourists” (Gajda, 2010; and Zvoko, 2013). The second line aims to evaluate the individual’s participation outlines, experiences, characteristics, and adventure’s perception (Lou, 2014).

The study of Beckman (2013) strong suggest that risk is prime motivational factor in mountain biking and adventure tourism while the work of Allman et al., (2009) and Beckley (2013) oppose risk as key factor. On the other hand, study of Phan (2010) strongly suggests self-related determinants including self-achievement, self-discovery, self-awareness, and self-actualization respectively.

Motivation as determinant

Most of the research has been conducted on the motivation as part of the adventure travel (Wolf, 2014, Lou, 2014, Taylor et al., 2013, Buckley, 2013, and Gajda, 2010). This does not surprise, as, rendering to various researchers like Zvoko (2013) and Schlegelmilch and Ollenburg, (2013), that state the starting point is the motivation in exploring the tourist behaviour, along with the driving force of the entire actions (Gajda, 2010). Though, the concept has received significant attention, the highly acknowledged conceptual framework is absence. The delay in the study of the motivation is the element that consists of various private wants and needs and is challenging to measure (cited from Zheng, 2015).

Risk as motivation

The adventure tourist’s motivation studies point towards the involvement that taking place due to the stimulation of the complex motives, for instance, seeking risk and challenge (Beckley, 2013). Risk, viewed as a fundamental element of adventure distinguishing it from the various other forms of recreation, is repeatedly addressed in the adventure tourism and recreation literature (Beckley, 2013, Schlegelmilch and Ollenburg, 2013, and Gajda, 2010). Johnston (1992), who presented ‘risk thresholds’ theory, affirms that staying underneath the risk threshold contribute to the positive feelings after seeking risk, however, the exceeding of threshold leads to the negative feelings as an outcome towards specific activities. The researchers place an emphasis on the association personal competency with risk. It is widely acknowledged that the risk-taking level depends on the participant’s skill and experience (Gajda, 2010). As adventure tourism consist of both ‘soft’ and ‘hard’ activities, risk perception among adventure travellers could vary respectively (Mintel 2013). Respectively, the outside recreation adventure has been theorized by the traditional risk reformation theories from two distinctive perspectives: perceived risk and perceived competence (Buckley, 2013).

Challenges mixed with risk to form motivation

However, various researchers revealed that risk does not essentially have to be a fundamental feature of adventure recreation and tourism. Beckley (2013) suggests that the two types of adventures can be differentiated as: insight seeking and risk seeking adventure. In the later, the participant pursues risk as it itself end in an experience of self-fulfilment at elevated level, whereas in the former, the individual adventurer desire to attain the insight and knowledge (Beckley, 2013). However, there is a contradiction in various studies, Beckley suggests that risk persuasion by the adventure traveller is at times for the sake of own safety express the greatest concern for safety, and would not overlook solely for their satisfaction of the higher level needs (Phan, 2010; and Gajda, 2010). According to Weber (2001), the adventure travellers pursue “to equalize their competence and skills with situational risk” (P. 362). Furthermore, “both insight and risk seeking have to be evident, in variable degrees, in order for the adventure take place” (P. 363). Additional substantial factor of adventure recreation is the challenge (Gajda, 2010). Another preoccupies of the researchers is with the concept of the ‘flow’, i.e., an individual’s experienced feeling when a challenge is encountered and met. Flow takes place when the activity requirements are met with the participant’s competence and skills.

Nature itself as motivation

Various studies propose that, vital motivator in outdoors adventure tourism is the contact with the nature (Gajda, 2010). As per Balantyne et al., (2014), in the presence of few exceptions in the adventure tourism sections, for instance, overland route and trekking, the background of an activity is served by the environment. However, the environmental background has to be sustained due to the resource constitution on which the experience is depended (Phan, 2010). The significant fact is the alteration in the motivations of the participant adventurer due to the increase in the experience in a specific activity (Lou, 2014).

A study performed on the USA’s mountain climbers demonstrated that that despite the evident challenge during the adventure experience, there was a shift in the motives from extrinsic ones, for example escape, due to the low competence of the participant’s, to additional intrinsic reasons for instance stimulation, decision taking ability and personal testing for more experienced climbers (Lou, 2014). Furthermore, the research in Australia, on the participants of commercial white-water rafting, conducted by Lou (2014) recognizes these conclusions. It was established that majority of the rafting participants were first-times and participants who had been involve in more than three commercial rafting trips rarely used rafting companies. It was witnessed that applicants were feeling rafting as a one-off adventure action, whereas participants who desired to endure white-water rafting would either do privately or link with non-profit clubs, instead of using commercial operators. Furthermore, this affirms that “commercial adventure tourism deals and packages can be utilized as ‘safe’ entry to shave a self-organized adventure recreation or travel” (Lou, 2014).

Beckman find natural sceneries as motivation for tourist in the age bracket of 30s while Gajda (2010) stated that it is not a key motivator however the work of Gajda (2010) strongly stated that well-qualified, married people with good income are most active in adventure tourism.

Decision making and perception

The second research line, evaluating the alterations in travel behaviour and comprehending the process of tourist’s decision-making along with the dimensions of the trip characteristics that has recently emerged, and though the perception of adventure tourism practitioners it may be highly, it yet has to attain the recognition. Despite of all this, the apparent critiques including (Schlegelmilch and Ollenburg, 2013, Leung et al., 2014, Burgain and Hardiman, 2014) provide a beneficial analysis of the behaviour associated with adventure by consumer and traveller founded on the market segmentation basis. In the presence of the various studies, it is conceivable to

generate a general outline of the adventure traveller: middle aged, men, well-educated, well-off and professional (cited from Gajda, 2010). As per Wolf et al., (2014), the factors to be considered when classifying diverse travel groups comprise of: socioeconomic profiles and demographics, trip-relevant factors (location and activity), and view of adventure in travel for decision making. The perception of adventure is vital, particularly as this factor is impacted by the tourism providers through their marketing (Weber 2001; and Gajda, 2010).

Dimensions of adventure tourism in UK market

It is noteworthy that for UK market adventure tourists' typologies are established as well. For instance, the report developed by Wales Tourism Board, 2002, presented a beneficial classification of the UK's adventure tourism market (Keeling 2003). Moreover, the segmentation differentiates between the eight groups of the adventure tourists: learners, enthusiasts, samplers, dabblers, education, corporate groups, youth groups, and activity clubs and special occasion buyers. "A comprehensive explanation of each segment, counting the market size and its growth potential, prominence to the activity operators, along with the destination marketing's receptiveness is explained by various authors. Several tourism operators solely utilize the core segments of typology in their adventure tourist's classification, i.e., dabblers, samplers, enthusiasts and earners" (VisitEngland, 2013).

Mountain biking

The general classification of the mountain biking is classified as a segment of adventure tourism (cited from Schlegelmilch and Ollenburg, 2013), progressively contributing to the tourism sector in interest in a superior manner (Gajda, 2010). As per Cycling Association of Yukon, Canada, a specific element that predominantly stimulates this development is for the purpose of mountain biking (Koepke, 2005). Since the invention, bicycles have been cantered off-road, thus major arguments have ascended as to the origin of the mountain biking and claims to the discipline's commencement, linked to numerous riders and clubs. "The belief associated is that mountain biking foundation were laid at around the similar time - 1950s - by UK's Rough Stuff Fellowship, John Finley Scott in the USA and the Velo Cross Club Parisien in France. However, as a well like sport, there is a belief that mountain biking has originated in the California's Marin County and is acknowledged widely that the original founders were Gary Fisher and Joe Breeze" (cited from Mountain Bike Hall of Fame, 2008).

In year 1982, the initially two commercially factory-made bikes were sold in the USA and recorded with massive popularity leading to the steady growth in admiration of the mountain biking in the year 1980s (Mountain Bike Hall of Fame, 2008). In year 1988, the foundation of International Mountain Biking Association (IMBA) was establishing with a purpose of "creating, enhancing and preserving the trail prospects for mountain bikers universally" (IMBA, 2013). Since then, the sport has emerged as a core for the development and coordination of this discipline in the US. At present, the association of the organization has extended to Canada, Australia, Mexico, Italy, United Kingdom, and Spain (IMBA 2013).

Participation at global level

"Mountain biking has emerged as one of the leading outdoor activities with incline level of participation of over 400 percent between the year 1987 and 2000" (Koepke, 2005). In US, the number of mountain bikers is approximately 50 million (IMBA, 2013), while participant of regular participation range among 4-6 percent population in the year of 1994 and 2003 (Koepke, 2005). In Canada, similar statistics (almost 4 percent) is witnessed (Koepke 2005) and in the UK, where both mountain biking and cycling accounts for 4 percent with an estimation of 1.3 billion countryside relaxation day holidays for 2002/03 (Mintel 2005). Green lifestyles have a significant positive effect on pro-environmental behaviour (Foster et al. 2022), which could affect tourism to

some extent. There is the mediating role of psychological empowerment in the relationship between inclusive leadership and voice behavior (Younas, Wang, Javed & Haque, 2022), which could affect the mountaineer's behavior. Industry 4.0 has a significant role in promoting and improving the performance of the services industry (Rahman, Kamal, Aydin & Haque, 2022). This means the tourism sector would be affected. Service quality mediated the relationship between the CRM performance dimensions (key customer focus, CRM knowledge management, CRM organization, and CRM-based technology) and the marketing performance (Al-Gasawneh, AlZubi, Anuar, Padlee, Haque & Saputra, 2022).

Practical transformation is essential as it offers insights into complex situations and practical solutions (Haque, 2022). The embedded themes explored from the primary investigation revealed that there are major differences between camping and glamping, and this includes cost, privacy, convenience, duration, and ease of set up (Adamovich et al. 2021). Stringent rules and regulations, monitoring, training programmes, and monetary incentives might be efficient solutions to apply ecological behaviour (Farooq et al. 2021). Ethical leadership plays a vital role in reducing stress (Haque & Yamoah, 2021). Eustress significantly and positively affects working efficiency (Haque et al. 2021). This means that bikers might experience stress differently. One of the most vulnerable sections of the society is the 'aging population' (Nair, Rao & Haque, 2021). Haque (2021) argued that aging population contributions are significant and termed in this study as 'knowledge-gem' (GK). No evidence at hand about aging population and use of bikes.

Bulut et al. (2021) found that the environmental concern trait of post-millennials triggers their green purchasing behavior. Business networking is enhancing the effectiveness of total quality management (Urbański et al. 2021). Haque, Yamoah & Sroka (2020), discussed about the reduction in choices of consumers. Haque et al. (2020) found that external CSR has an impact to sustain the capital and positioning in the dynamic.

Socio-economic features

The common assumption is that predominately, mountain bikers are male (cited from FCS, 2005; and Gajda, 2010). Additionally few surveys have number of male bikers at 86% in the male respondents (Green 2003). Though, as per Koepke (2005), "there is evident shift in the gender, the increase in female participation has risen to 33.9% in US between the years of 2002 and 2003 in contrast to the overall growth rate of 5.6%, and this trend is likely to be ongoing in the future. In terms of the participants' age, several discrepancies have been prominent" (Koepke, 2005). Furthermore, "the age bracket for majority of the riders is mid-20s to mid-40s, including 35-plus group encompassing close to 30 percent" (Gajda, 2010). The determination of the parental and marital status prove is challenging. The study by IMBA UK indicates that "the 35% of study respondents were wedded or were parenting children, another population of 34% were single; and married were 31% who were living without children" (IMBA, 2013). Additional survey revealed that "over two-thirds of riders were partnered or married" (Koepke 2005).

Furthermore, there is evidence of higher education among mountain bikers, and two-thirds at least have a college education (Gajda, 2010). Though the income level is dependably high (FCS, 2005). These outcomes may propose that two predominant groups of the mountain biker can be distinguished: from fairly prosperous young to middle age specialized individuals and university/college students (Gajda, 2010). The study of Gajda (2010) revealed that different demographic variables have no connection with mountain biking whereas the work of Beckman (2013) has evident the relationship.

Frequency of participation

The research has revealed that significant number of mountain bikers partake in the activity regularly (Green, 2003). Moreover, the US surveys resolute that an average ride of a biker is

between 4-6 times in a week seasonally (Koepke, 2005). Additionally, “UK bikers, 1.3 out of 8 million mentioned that their favourite activity is mountain biking, whereas in contrast New Zealand bikers admitted noticeably higher involvement in the mountain biking in comparison to other activities. It was observed that mountain bikers who are frequent in the activity of mountain biking stay in the activity for longer duration, leading to the greater dedication towards the activity whereas, in contrast the infrequent rider at some point tends to abandon the activity” (Koepke, 2005).

In addition, IMBA (2013) study assessed the importance of the various attributes that participate in developing the destination more appealing for the mountain bikers. It discovered that participant’s high value is on variety and striving of environment, the quantity of trails, and background. The highly least desirable aspect was the outdoor activity availability, which designates the participants’ affinity to particularly focus on the mountain biking throughout their trips (Green, 2003). Significant number of studies reveals that t participants' expenditure patterns be contingent on the riding experience quality in a specific destination. It is acknowledged universally that mountain bike tourists’ "inclination to pay" (WTP) is extraordinary in world-class destinations (FCS, 2005).

Mountain biking in the UK

In comparison to Australia, USA, or New Zealand, the market of mountain bike in United Kingdom is in the primary phase of development (FCS 2005). Therefore, comprehensive statistics on the mountain biking within UK is unavailable. Moreover, the acknowledgement here is the extraordinary growth in the value and volume of mountain biking in the previous two decades (IMBA, 2013). “In 2010, there was an estimate that UK population’s 5.7% participated in the mountain biking, and through 2005 there were almost doubled figures, amounting to 5.5 million individuals riding off-road. In United Kingdom, over 2 million mountain bikes are sold annually” (IMBA UK, 2013). Sumathi and Berard (1997) and Koepeke (2005) strongly argued that intermediate skilled mountain riders are common. Though the work of Gajda confirmed that there is correlation between experience and types of mountain biking, but same notion is opposed by Phan (2010).

In England, Forestry Commission looks after 12 mountain biking centres (see Map 1), which inline to draw family cyclists, however, there are several destinations offering challenging routes for single-track, along with future strategies to progress more of such trails (FCE 2008). In England, research conduction on the mountain bikers is essentially non-existent.

Figure 1: FC England Mountain Biking Destinations



Source: FCE (2008)

Facilities not administered by the FC and unauthorised trails

It must be brought to attention that though aforementioned FC directed riding centres accept considerable exposure in the media (due to the heavy promotion by a various national, local and regional tourism organizations), there are a various their purpose-built single-track amenities in UK, established by both private and public organizations (FC, 2005; and IMBA, 2013). However, Zvoko (2013) strongly suggest that exciting features and facilities is essential in motivating and encouraging people to visit these places. Moreover, same study stated that features of destination is vital in marketing destination.

3. Research Methodology

The Present investigation is based on ‘Positive’ philosophy due to study analysis’s subjective nature and comprehensive trend of research. The research study can identify the relationship amongst the present variables in a comprehensive way by the support of this philosophy along with the in-depth analysis in a particular way of research. According to Sekaran et al., (2013), “the possibility of detail-oriented information directly from participants further enhance due to direct and open approach”. Sekaran et al., (2013) suggested that “by the Implementation of inductive approach at the start, such form of approach permits the establishment and investigation of core factors in detail”.

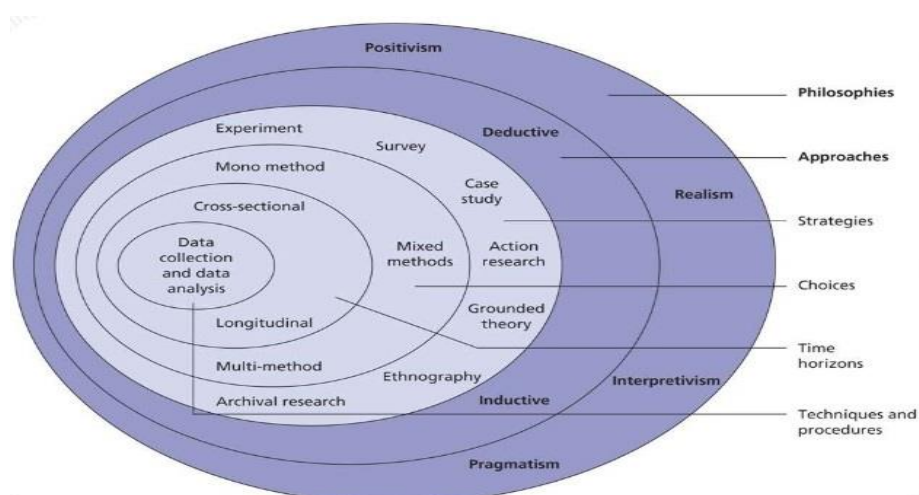


Figure 2: Saunders et al., (2013) The research-onion.

According to Sekaran (2012), qualitative approach facilitates the in-depth interviews which help to attain a detail exploration in a limited time and this technique is necessary for such purpose whereas through questionnaire quantitative data is generated. The research instruments like well-structured question questionnaire with close ended questions is utilized by the quantitative research. This is to make sure that the tools are implemented in a suitable method with true blend modified dependable with the current research thus mix method approach is considered to explore qualitative as well quantitative determinants.

The cross-sectional study structure discovered the on-hand limitations of research. The time constrain makes the necessary usage of cross-sectional study. The time constrain was the major issue to not considered the longitudinal research as it would have demanded enough time to perform the research. On the other hand, for the accomplishment of in-depth analysis the longitudinal research would have been useful while the cross-sectional structure is specific as well as and will provide results in authentic prospective. Saunders et al, (2013) explains that research

onion permits researchers to choose the suitable research technique depended on the research philosophy. The methodology of research onion was utilized by the current research to provide details on the research idea with the selected way that is productive as well.

Research process is the most vital aspect of the research study and directs towards the implementation of actions as research process is highly useful to accomplish the final aim of the research (Blumberg, 2010). Therefore, the researcher utilized the ‘Inductive descriptive processes.

In the research, the approach of sampling technique is most important as the researcher is permitted to select between the two important sampling kinds, (a) probability and (b) non-probability sampling during research (Saunders et al., 2013). The non-probability method of sampling has been chosen in this research with diligent investigation considering its ability to be performed in limited time.

The researcher utilized the “Convenience based sampling” approach in the present research. However, the element of generalization of the technique enhanced the benefits of high convenience and permits the research process to be performed within the maximum socio economic situation which provides means to the universal results. Although, the appropriate outcomes of the case study would have been permitted by the implementation of “stratified sampling technique” as trends of bikes in England is target so high universality would have been feasible because of large pool on stratified sampling technique. Therefore the method of convenience sampling is selected by virtue of the increased demand of universality needed for the research.

The interviews were conducted with the experts of IMBA. The given technique is fruitful in studying the experiences of experts and people themselves’ prospective. The researcher has followed "Value survey model" based research questionnaire in this research. The researcher disbursed the questionnaire (research tool) among the partakers directly to overcome the chances of incorrect outcomes or respondent influence.

Due to time constraints, inaccessibility and participants’ reluctance to contribute, the researcher has considered an ideal population size of 150 to conduct the investigation; however, the preferred size of sampling was 89.

Sample set	
Sample Location	Frequency of Participants
Grizedale	17
Dalby Forest	9
Haamsterley Forest	16
Kielder	13
Sherwood	15
Forest of Dean	8
Haldon	11

From the above-mentioned seven different locations out of 12 destinations, approximately 58.83% of the sample set. Furthermore, it was obvious in pilot study that developments are parallel in all 12 destinations hence, those areas which presented large figure of partakers are considered.

The designed “Questionnaire” is the most significant tool in the research study that is separated into two phases, A and B equally. The demographic explanation that is linked with the participants past information and based on five queries is the first part of questionnaire (phase A) while the other part (phase B) consists of questions that are linked to the research problem at hand and are utilized by the researcher. Moreover, the questionnaire is designed with the close ended questions to stay connected the attention of the participants with the topic and keep away from variation in the essence of the subject matter. One more important reason to adopt the close ended questionnaire

is to discover the relation among the current research variables (Saunders et al., 2013).

Data collection is the main concern of the research process to make sure the completion of the procedure is attained without any inaccuracy. Majority of the travellers are selected among the age group of 18-55 for this research. The first step of the research study is to decide the targeted audiences after that the information is collected from the primary and secondary sources were considered as the next step. The research was commenced during June 12 to August 03. First researcher circulated questionnaire at different tourism spots on weekends and when university was off. In July IMBA was approach via email for brief interview. The interview responses came from mid of July till end of July.

The two basic data gathering methods for all kinds of the research are primary and secondary research. Primary data is defined as the first-hand data selected by the researcher personally from the source. Because of the less possibility of manipulations and errors, data obtains from direct contact is considered as more valuable. The researcher is more confident. Sekaran et al., (2013) expressed the primary sources of the data analysis are the remarks on survey questionnaire together with the direct interviews considering this reality that the explicit interaction of researcher with his participants is more credible although it is more expensive. To obtain the direct information the interviews are conducted by email correspondence with IMBA in the current research. Furthermore, in order to get data regarding the research problem 'questionnaire' is also utilized as a prime source.

The information existing in books, journals, articles, newspapers and indirect involvement of the researcher are considered as the second hand data (Sekaran et al., 2013). On the other hand, the correctness is always questionable matter despite of its cost-effective ability (Saunders et al., 2013). To ensure the appropriate answer to the research question secondary data has also been utilized by the researcher with primary data as it provides the abundant material for the research. The information that was not gathered through secondary sources but necessary to reach the conclusion was obtained with the help of primary data collection technique. Therefore, both primary and secondary sources are employed in this research study.

Quantitative analysis as well as qualitative analysis are used in different social science studies often to gain in-depth understanding of the phenomenon (Faizan & Haque, 2015; Faizan & Haque, 2016; Faizan & Haque, 2019; Faizan et al. 2018; Faizan et al. 2019; Gusakov et al. 2020; Haque, 2012; Haque & Aston, 2016; Haque et al. 2016; Haque et al. 2018; Haque et al. 2020; Haque, Aydin & Uysal, 2017; Haque et al. 2017; Haque et al. 2015; Haque, Kot & Imran, 2019; Haque, Nair & Kucukaltan, 2019; Haque & Oino, 2019; Haque, Sher & Urbanski, 2020; Haque & Yamoah, 2014; Imran et al. 2018; Imran, Hameed & Haque, 2018; Imran, Haque & Rebilas, 2018; Javed et al. 2018a; Javed et al. 2018b; Kot et al. 2019a; Kot et al. 2019b; Kot et al. 2020; Ślusarczyk et al. 2019; Ślusarczyk et al. 2020; U-Hameed et al. 2018; Urbański & Haque 2020; Urbański, Haque & Oino, 2018). In this research, the qualitative-quantitative research approach is formed through the combination of primary and secondary sources since the research is the blend of both. The qualitative results are obtained from the interviews conducted whereas the quantitative facts are expressed through questionnaire. Through using ordinal frequency in excel, the percentages of responses are measured and presented through Pie chart.

4. Findings and Analysis

To gain the adequate understanding regarding Mountain biking tourism and related aspects, researcher contacted International Mountain Biking Association (IMBA) at Essex. Interviews were taken through email from a member of executive committee, three regional coordinators for SE and SW England and two access advisors at IMBA. The interview findings are presented below within one paragraph to show the individual take about questions asked.

In order to investigate emerging adventure tourism activities in England, participants were asked about their opinion. The results showed that 4/6, (67%) had agreed that in recent past, the adventure tourism has increased significantly. Now it is not just limited to specific segments of population. Moreover, 83% (5/6) have stated that main aim of tour operators is to ensure that risks are minimized (Appendix A). Thus, this study support work of Beckman (2013) while opposes the work of Allman et al., (2009), and Beckley (2014).

Moreover, 67% indicated that to some extent self-achievements, self-discovery, self-actualization, and self-awareness are also important motivations in mountain biking and adventure tourism activities. Moreover, in regard to age and experience frequency linkage, there is no concrete evidence established in present study. As per majority of IMBA, there is no correlation between these two attributes along with marital status, income, and occupation are no role in encouraging people to participate in Mountain biking.

The survey results showed that most respondents were in their late 20s to late 30s who explored adventure-oriented tourism activities. In other word, 42% of sample size involved in Mountain biking were in the age bracket of 28-37. Those who were in 40s or above were only 20 whereas 18-27 formed 26%. This clear shows that clear majority is in 30s therefore work of Beckman (2014) is confirmed. Not only this, but interview findings confirmed the previous work of Gajda (2010) by stating that well-educated, mostly involved in service sector with good income bracket as 83% agreed to it. These notions were presented with strong survey report of IMBA (2013). Moreover, participants also stated that male are more visible in Mountain biking adventures in comparison to females.

Interestingly, 6/6 participants (absolute majority) agreed that magazine, journals, and other commercial ways have been a reason behind awareness regarding adventure tourism. The market of adventure tourism has enhanced due to recommendations, magazine, journals, and other advertising methods. In interview, it was found that majority of the bikers have at least intermediate skills. The results showed that 50% suggested 'intermediate skills' whereas 25% each considered advanced and expert skills. In addition to that, researcher investigated the correlation between experience frequency and Mountain biking types. In this regard only 2/6 (33%) agreed to the correlation whereas most of participants 4/6 (67%) disagreed to it.

Since participants largely disagreed to correlation between experience frequencies and types of mountain biking therefore researcher asked them about their views regarding correlation between time duration that experts to complete beginners take mountain biking rides. The majority of participants (67%) stated that people with intermediate skills are more seen in such activities rather than experts because experts do not go often for such activities. This strongly means that IMBA support not only its issued statistics (IMBA, 2013) but also work of Phan (2010).

83% of the participants in interview revealed that in Mountain biking most people in the age bracket of 20s and 30s (Appendix A). The few participants also stated that they are livelier and more motivated to participate in adventuring activities. The individual, who opposed it in interview, stated that people who have more leisure time are involved in such activities. Thus, individual suggested that above 40 are more in such activities. However, based on majority, present finding is aligned with the work of Beckman (2014).

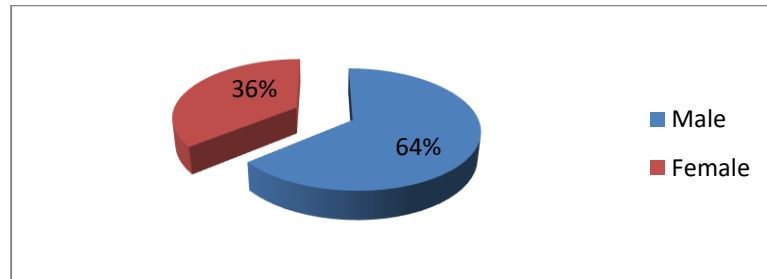
67% of the interview respondents suggested that ease of destination is important factor in England biking destination. This is one of the most significant factors among all as it has been a trend in England these days to opt based on easiness to reach. Although, these findings oppose the views of tourist participated in this study, but all these different factors are main contributor towards improving England as a destination. In other words, these factors help in contributing towards market development of tourism destination. Therefore, findings are aligned with work of Zovko

(2013).

Survey Findings:

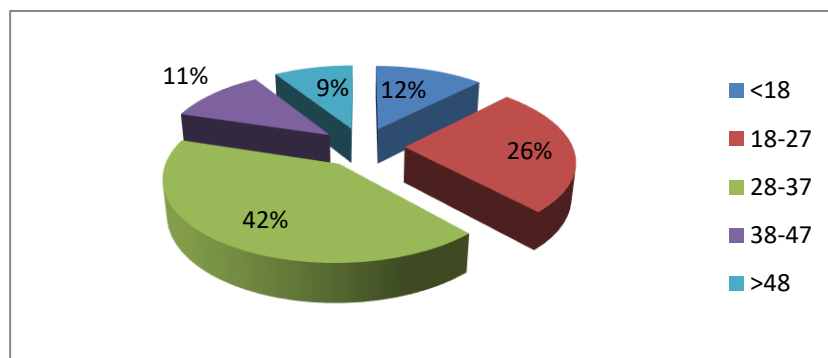
Demographic Variables:

Gender



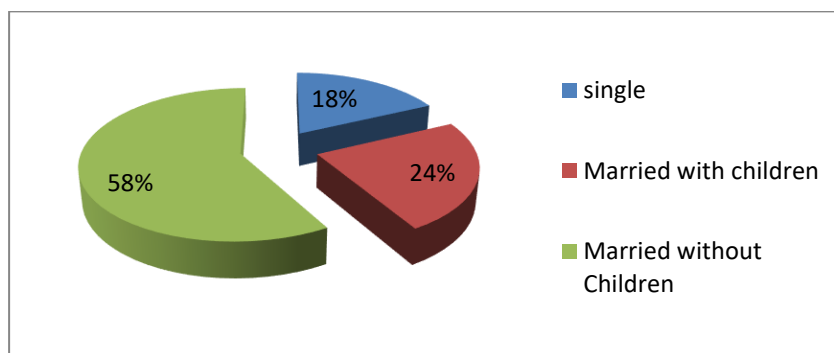
Gender	
Male	Female
57	32

Age Bracket



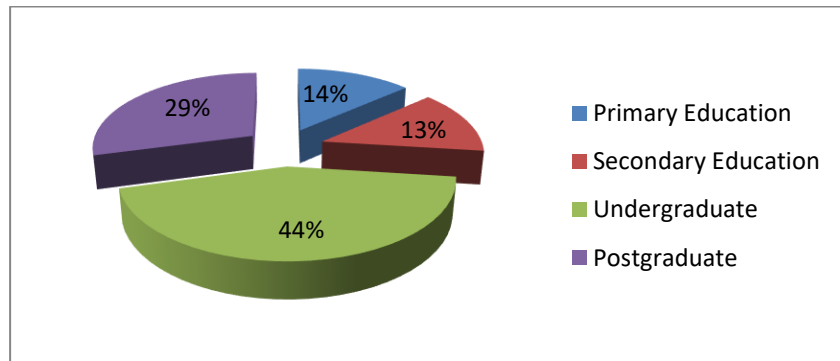
Age Bracket				
<18	18-27	28-37	38-47	>48
11	23	37	10	8

Marital Status



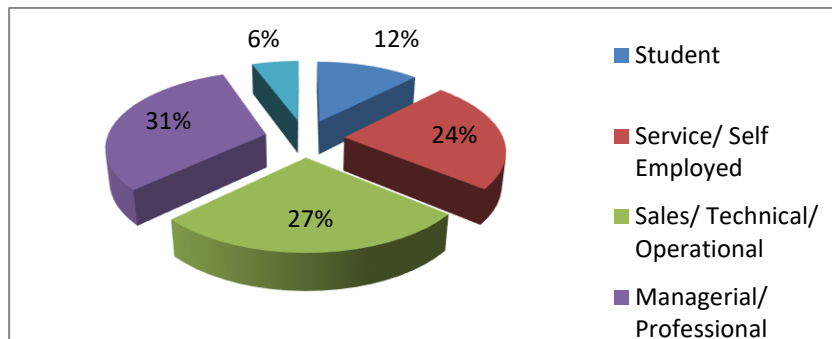
Marital Status		
Single	Married with Children	Married without Children
16	21	52

Education



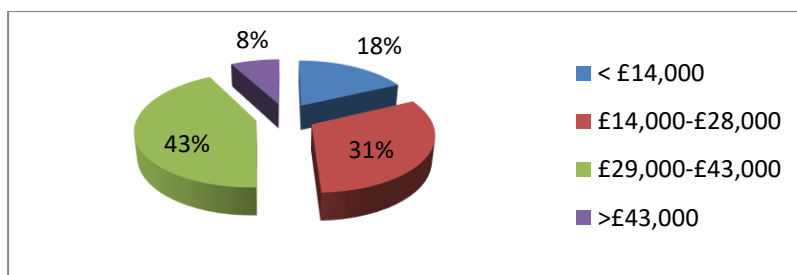
Education			
Primary Education	Secondary Education	Undergraduate	Postgraduate
12	12	39	26

Occupation



Occupation				
Student	Service/self Employed	Sales/Technical/Operational	Managerial/ Professional	Retired
11	21	24	28	5

Income



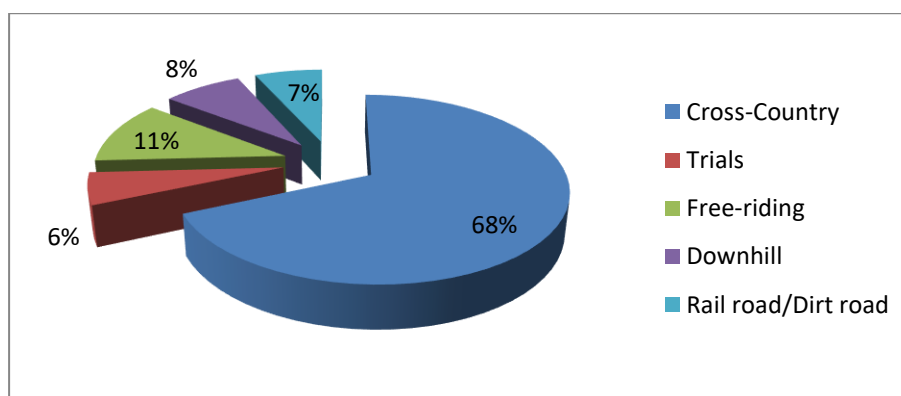
Income			
<£14,000	£14,000-£28,000	£29,000-£43,000	>£43,000
16	28	38	7

Demographic variables' analysis:

The survey explores various demographic variables' dimensions and found that in gender bracket, male participants formed 64% whereas female participants formed 36% respectively. Furthermore, the participants lying in 28-37 constitute 42%, followed by 18-27 years age bracket with 26%. In addition to that, 38-43 years were 11%, below 18 were 12% whereas above 43 years were 9%. In marital status, researcher found that 58% participants were 'married without children', 24% 'married with children' whereas single ones formed 18% respectively.

In education segment, researcher found that undergraduate (44%), postgraduate (29%), primary education (14%), whereas 13% lied in 13%. In occupation bracket, results revealed that Managerial/Promotional (31%), Sales/Technical/Operational (27%), Service/Self Employed (24%), Student (12%), and lastly retired (6%). In Income bracket, results showed that 43% (£29,000-£43,000), 31% (£14,000-£28,000), 18% (<£14,000), and only 8% (>£43,000). Overall, it can be stated that though some demographic attributes indicate as being consistent contributor towards Mountain biking and adventure tourism activities however, not all attributes are found to be critical factors behind contribution in mountain biking and adventure tourism activities.

Frequency of types of Mountain biking in this study

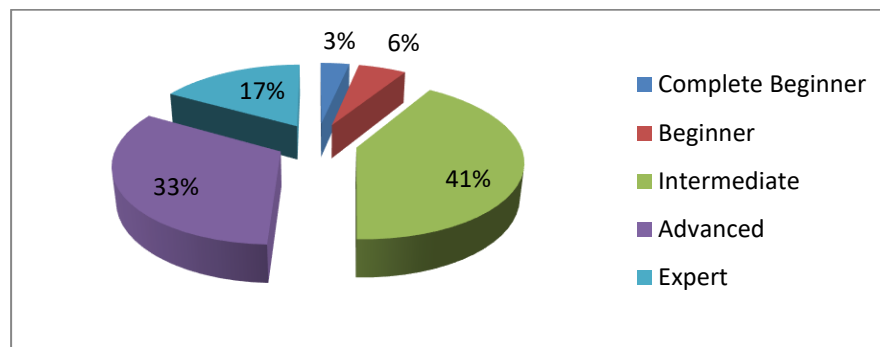


Types of Mountain biking in this study				
Cross-Country	Trials	Free-riding	Downhill	Rail road/Dirt road
61	5	10	7	6

The findings showed that majority (68%) used 'cross-country', followed by free riding (11%),

downhill (8%), and rail road/dirt road (7%). The least in present study is Trials (6%) only.

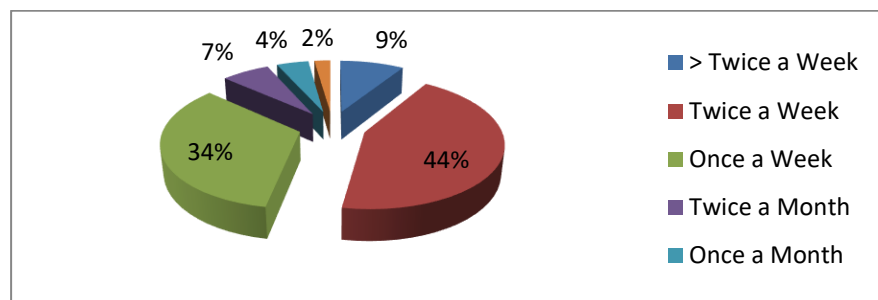
Frequency of Respondents' experience



Respondents' Experience				
Complete Beginner	Beginner	Intermediate	Advanced	Expert
3	5	37	29	15

Majority of the participants fall in intermediate category (41%), advanced (33%), expert (17%), beginner (6%), whereas complete beginners formed (3%).

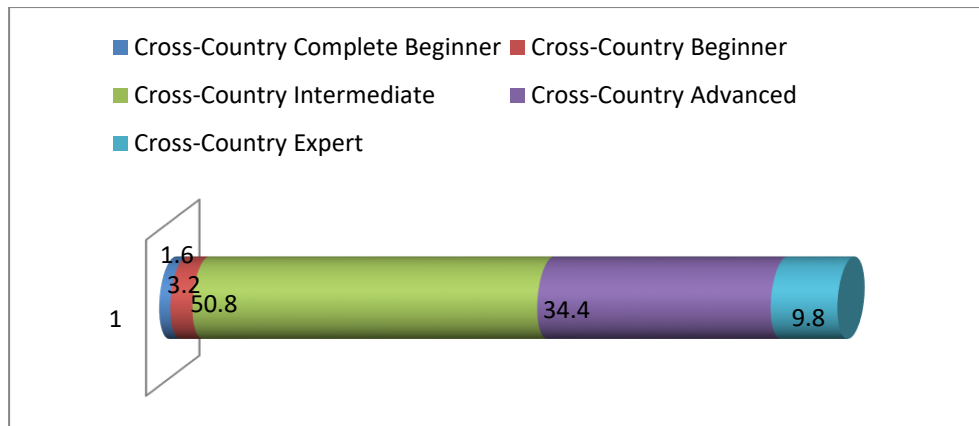
Frequency of Participation in Mountain biking



Respondents' Experience					
>Twice a Week	Twice a Week	Once a Week	Twice a Month	Once a Month	<Once a Month
3		5	37	29	15

Twice a week formed 44%, followed by once a week (33%), less than twice a week (9%), twice a month (7%), once a month (4%) whereas less than a month formed (2%).

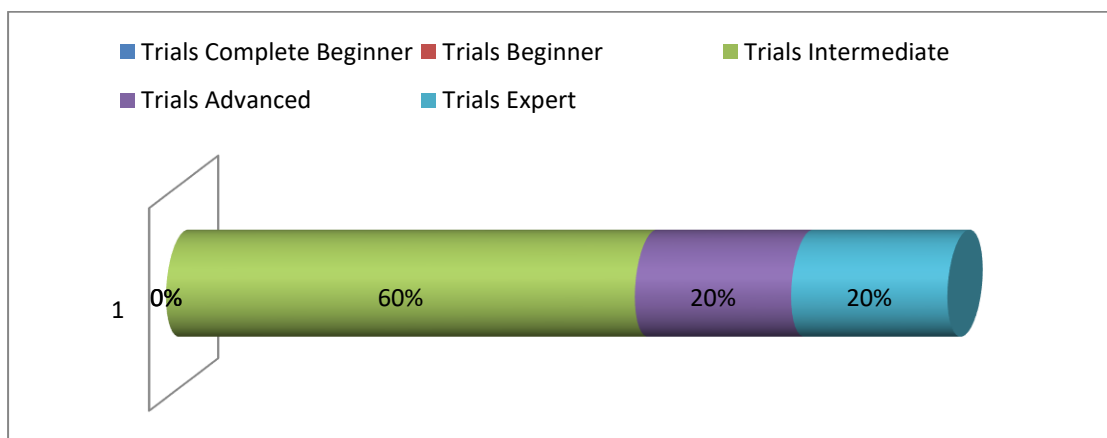
Correlation between Cross-country vs. Experience



Cross-country respondents and level of experience				
Complete Beginner	Beginner	Intermediate	Advanced	Expert
1.6%	3.2%	50.8%	34.4%	9.8%

The researcher found that cross-country formed majority (68%) while trials constitute the least (6%) only. Thus the experiences of participants in both types of mountain biking. In first part, Cross-country Mountain biking is viewed with frequency of experiences. The results showed that intermediate (50.8%) formed majority in cross-country Mountain biking. Followed by advanced (34.4%), expert (9.8%), beginner (3.2%), whereas complete beginner (1.6%). This indicates that highest experience frequency is intermediate for cross-country Mountain biking.

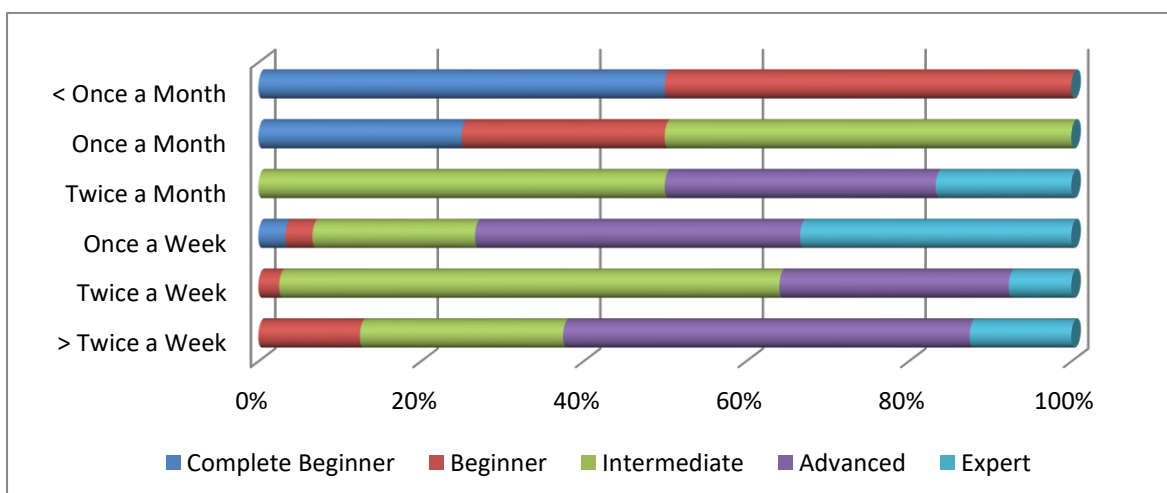
Correlation between Trial and Experience



Trial respondents and level of experience				
Complete Beginner	Beginner	Intermediate	Advanced	Expert
0%	0%	60%	20%	20%

In Trials Mountain biking, researcher found that intermediate constitute 60% whereas advanced and expert formed 20% each. Interestingly, in both cross-country (majority) and trials (least) one had high frequency in intermediate, followed by advanced and expert. Thus, this indicates that in England major experience frequencies for most types of Mountain biking are intermediate, advanced, and expert respectively. However, these findings do not show that there is correlation between types of mountain biking and frequency of specific experience because both most used (cross-country) and less used (trials) have high percentage in Intermediate skills. Thus, there is no conclusive evidence that there is linkage between them.

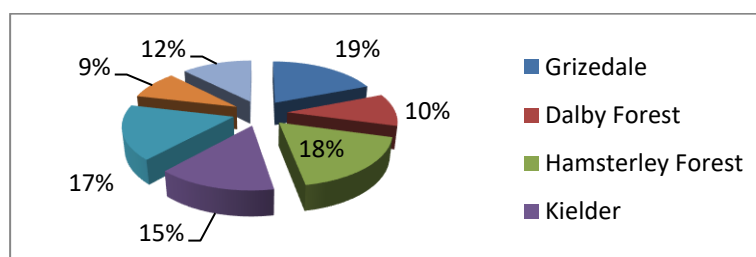
Correlation between Experience and participation duration's frequency



	> Twice a Week	Twice a Week	Once a Week	Twice a Month	Once a Month	< Once a Month
Complete Beginner	0	0	1	0	1	1
Beginner	1	1	1	0	1	1
Intermediate	2	24	6	3	2	0
Advanced	4	11	12	2	0	0
Expert	1	3	10	1	0	0

The results showed that 'twice-a-week' constitute high frequency with 'intermediate' as primary experience frequency. It is followed by 'once-a-week' with high experience frequency of advanced level. Expert's high frequency is noted in 'twice-a-month' although 'less than twice-a-week' is third in category behind 'twice-a-week' and 'once-a-week'. Hence, there is no concrete evidence that Expert or advanced skilled would be participating often or less in mountain biking.

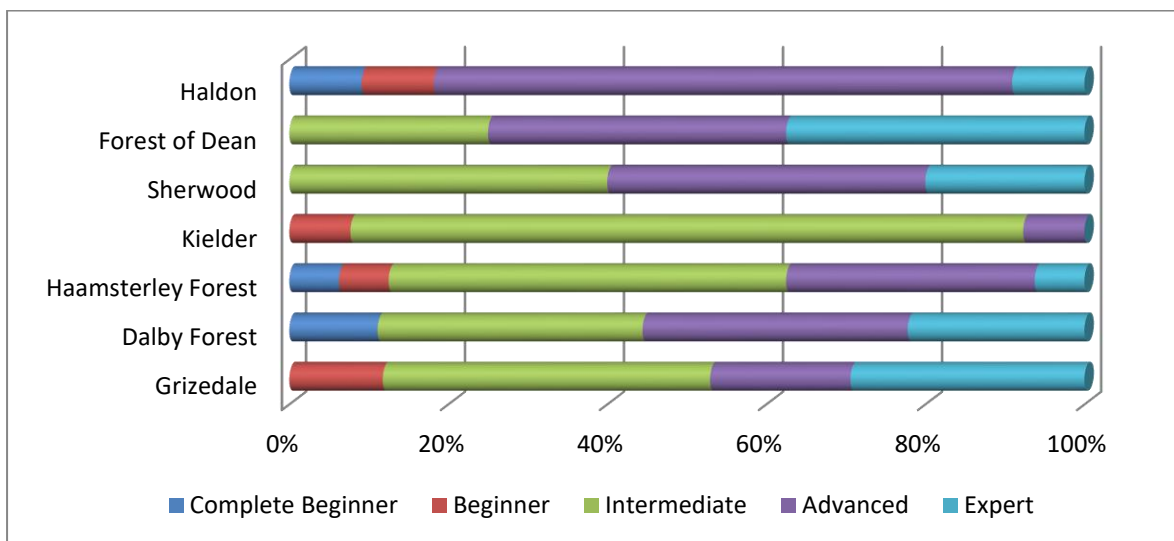
Preferred location for Mountain biking and adventure tourism in England



Locations in England						
Grizedale	Dalby Forest	Hamsterley Forest	Kielder	Sherwood	Forest of Dean	Haldon
17	9	16	13	15	8	11

Grizedale has been a preferred location as 19% of respondents were found there, followed by Hamsterley Forest (18%), and Sherwood with 17%. All other destination were 15% or below that.

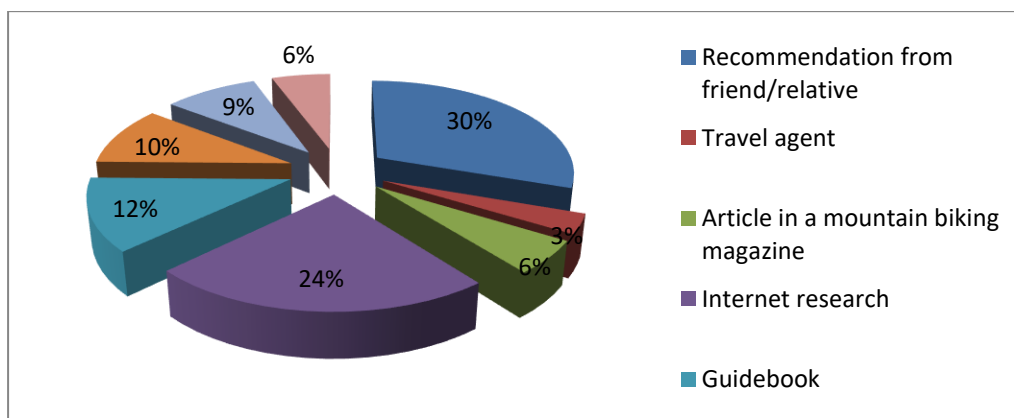
Linkage between Experience and destination frequency



	Complete Beginner	Beginner	Intermediate	Advanced	Expert
Grizedale	0	2	7	3	5
Dalby Forest	1	0	3	3	2
Haamsterley Forest	1	1	8	5	1
Kielder	0	1	11	1	0
Sherwood	0	0	6	6	3
Forest of Dean	0	0	2	3	3
Haldon	1	1	0	8	1

The analysis showed that Grizedale as a destination has high experience frequency in intermediate, expert, and advanced level. However, though most intermediate level participants were found mostly at Kielder but overall Grizedale tops the chart, followed by Hamsterley Forest, and seconded by Sherwood with a narrow gap. Low frequency is being noted at Forest of Dean.

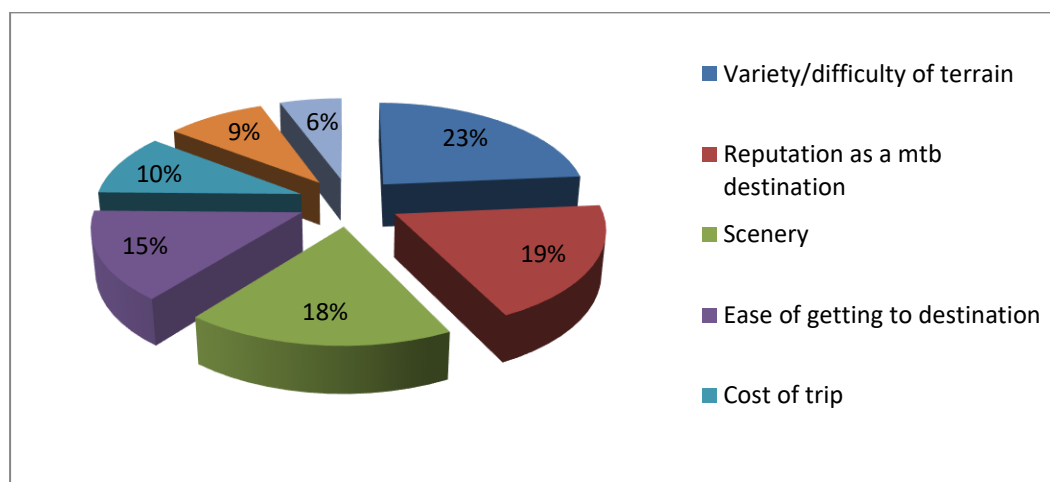
Factor influencing destination choice for biking



Factors influencing choice of Destination for biking							
Recommendation from friend/relative	Travel Agent	Articles in Mountain Biking Magazine	Internet search	Guide books	Brochures	Articles in general outdoor magazine	Others
27	3	5	21	11	9	8	5

The most string influential factor in the selection of biking destination is 'recommendations from friends/family' as it formed 30%. The next factor is 'internet search' that 24% participants considered to make their decision regarding mountain biking. All other factors were below 15%.

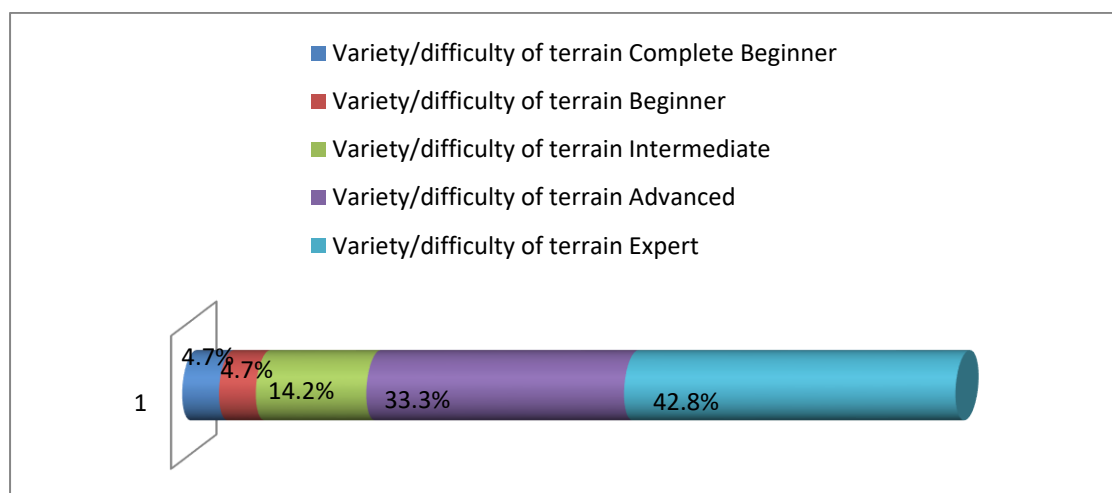
Important feature at destination for biking



Important feature for selecting Destination for biking						
Variety/difficulty of terrain	Reputation as a MTB destination	Scenery	Ease of getting to destination	Cost of trip	Availability of other outdoor activities	Other facilities (bike shops, accommodation, etc.)
21	17	16	13	9	8	5

In above pie chart, researcher has shown the results in relation to important feature considered by participants while selection biking destination and majority of the participants (23%) opted for variety/ difficulty of terrain. Moreover, the reputation of destination for being good one for mountain biking is second in the list with 19%. Scenery was chosen by 18% whereas as ease of getting to destination was considered by 15%. Furthermore, cost of trip was viewed by 10% while availability of outdoor activities was chosen by 9%. The least was scored by other facilities (6%) only.

The correlation between variety/difficulty of terrain and experience:



Since Variety/difficulty of terrain shown high frequency therefore, its relationship with experience is being measured by researcher. The results showed that majority of the experts (42.8%) preferred it. It is followed by advanced level skilled participants (33.3%) and intermediate ones with 14.2% whereas complete beginners and beginners constituted 4.7% each.

Critical Analysis of Interviews in context of Available literature:

In response to measure adventure tourism activities growth in UK, researcher found 67% of authorities agreed to it. Thus, this means that Lou (2014) study has been confirmed by present findings whereas the study differs with the past survey of Wolf et al., (2014) that there is significant decline in adventure tourism related activities. Since there is no linkage between demographic variables as influencing factors to participate in Mountain biking. Therefore, this study's interview results are aligned with the work of Gajda (2010).

The analysis also revealed that risk is one key motivational factor behind mountain biking and adventure tourism activities. Thus, the work of Beckman (2013) is supported as that particular study also showed risk is one of key motivational factor whereas opposes the work of Beckley (2013) and Allman et al., (2009) because these both empirical studies showed rush is key notion that is being viewed as risk. Therefore, present research findings are aligned with Beckman (2013) in this aspect. In addition to that, researchers explored other motivational dimensions and found that self-actualization, self-achievement, self-discovery, and self-awareness are also the important motivational factor behind mountain biking therefore this present study is aligned with the previous study of Phan (2010).

Since absolute majority have supported the notion that tourism activities related to adventure tourism are enhanced due to journals, magazine, word-of mouth, and other various ways thus this project findings support the work Swarbrook et al., (2009) and Mintel (2010). Furthermore, IMBA confirmed that in UK, especially England, most of mountain bikers have intermediate skills whereas expert and advanced skills were also evident. Thus, this study supports previous empirical researches of Sumathi and Berard (1997) and Koepeke (2005).

4/6 participants (67%) disagreed that there is correlation between mountain biking types and experience frequencies. The majority stated that any type of biking could be used by any type of biker with any sort of experience. Therefore, findings support the previous work of Allman et al., (2009). Moreover, in terms of time duration experience was investigated and only 33.3% agreed that people with expert and advanced skills are more regular in participating in Mountain biking whereas 67% disagreed to it. Thus, present interview findings from IMBA (2015) are similar to survey findings. Hence, both interviews and survey questionnaire support work of Phan (2010).

The interview results indicated that people in 30's are more found to be involved in Mountain biking because they have more willingness and eagerness to explore natural sceneries and adventure related tourism activities. Thus, this reflects that the study supports the findings of Beckman (2013). At same time, in this aspect, study differs with the findings of Gajda (2010). Moreover, interview findings showed that 4/6 (majority) stated that in Mountain biking activities are men dominated though there are women involvement in recent times. Moreover, well-educated and with healthy income individuals are more involved in these types of tourism adventures activities. Thus, this study supports the work of Gajda (2010).

The interview results revealed that most frequently visited location in England has been Dalby Forest as 6/6 agreed to it. This means that interview findings differ from survey findings. Moreover, this means that the work of Gajda (2010) is confirmed through interview outcomes. Moreover, 83% participants in interview stated that friends and relatives' recommendation is a crucial factor in influencing people to visit biking destination. However, 17% considered magazine etc as a factor in the determination and influencing tourism destination. Thus, this shows that word-of-mouth is vital in UK market that influences selection of tourism destination by individuals.

In interview, 67% stated that ease of reaching destination is more critical feature behind selection of destination. Thus, this means that the results of IMBA differ with the results of survey questionnaire. However, in all these features, the main aspect is to ensure that destination is being marketed in adequate manner. The results from interview confirmed that these features are developed to market destination. Hence, the present study is aligned with the work of Zovko (2013).

Critical Analysis of Survey questionnaire findings with available literature:

In demographic variables, it is evident that majority of participants in present study are males (64%) whereas remaining 36% are females. Moreover, well and high educated people were majority of the respondents in present study. In addition to that, these participants had healthy income and net disposable income. These all findings showed that Mountain biking and adventure tourism is more explored by people with these demographic attributes. Therefore this study supports the work of Gajza (2010). However, in present study, research survey showed large participants in between (27-37) years age bracket while past work of Gajda (2010) showed that people involved in Mountain biking are in 30s and 40s.

In survey findings, researcher found that 'married without children' are 58% which reflects that more than half of sample size constitutes this constant feature. Therefore, it can be said that marital status has been an influential factor in participation of individuals in Mountain biking. Although, there are 31% participants from managerial background but no concrete evidence that shows that occupation is contributing factor towards participation in Mountain biking. Thus, to some extent this study showed resemblance in findings with work of Gajda (2010) but there are also differences to similar study.

In survey questionnaire, researcher found that Leung et al., (2014), Koepke (2005) and Zovko (2013) research to be consistent with the present findings as in these studies intermediate and advanced skills are more prominent in mountain bikers in England, UK. These studies are supported on the fact that in this study 41% participant fall in intermediate category whereas advanced ones were 33%. Although experts were 17% but remaining ones (beginners and complete beginners) were insignificant.

Since survey questionnaire found that there is variation in responses regarding types of Mountain biking thus, researcher measured the correlation between experience frequency and type of bikes. The results showed that for cross-country had 68% preference while trials had 6% only. In cross-country biking, 50.8% had intermediate skills, advanced skills (34.4%) whereas as experts were 9.8%. Moreover, complete beginners were 1.6% and beginners 3.2%. Therefore, if there was a

correlation there would have been more than 50%. Since 68% considered cross-country therefore it should have more experts and advanced skills but there is no strong linkage.

Moreover, to explore the correlation between selected variables, Trials was evaluated with experience frequencies. Interestingly, results showed that in that 6% trials also had 60% of intermediate while experts and advanced had 20% each representation. This strongly indicate that there is no correlation between types of mountain biking and experience of participants because if there had been any correlation the results between mostly used (Cross-country) and least used (Trials) would have not bear similar outcomes in terms of experience frequencies. Thus, this study has similar findings with Allaman et al., (2009).

In order to explore experience correlation with time duration to understand the actual frequency of how often does particular experience frequency ones participate in biking. The results showed that people with intermediate skills also go for Mountain biking twice a week whereas expert are found to be involve in Mountain biking twice a month. Thus, this reflects that it is not necessary that advance or expert skilled ones will be more interested in Mountain biking. In contrast, with intermediate skills, people participate more in such adventure tourism activities. Thus, this means that present study supports the findings of Phan (2010).

In survey questionnaire, results showed that Grizedale (19%) has been a location preferred by participants to explore in England through Mountain biking. This reflects that this study differs with the work of Gajda (2010) as his study showed that Dalby Forest is most popular destination in England. Therefore, present study opposes it. However, the difference between Grizedale and Dalby Forest is just 1% but still it is not aligned with Gajda's (2010) findings. Moreover, there is no correlation between location and experience frequency is being found as both Grezedale as well Daly Forest had more intermediates but less advanced or experts. In addition to that, more intermediate skilled participants were found in Kielder and advanced skilled in Sherwood whereas experts were more in Grizedale but just fractionally high than other locations.

The survey findings revealed that most people come to these biking destinations through 'recommendations from friends/relatives as 30% agreed to it which is highest among all other factors. The second most featured factor is internet search (24%) whereas no other factor is more than 15%. Therefore this study confirms the previous work of Zovko (2013), Ballantyne et al., (2014), and Gajda (2010). This also reflects that word-of-mouth (WOM) has a very significant role in creating brand image of biking destination.

Interestingly, the survey findings also showed that, difficulty of terrain/variety is considered as most vital factor for choosing a specific destination. Though there are other very vital elements such as reputation of a Mountain biking destination, scenery, easiness to reach destination, cost of trips, and other important facilities. Despite all, survey results showed that variety/difficulty of terrain is most important feature behind selection of destination. Therefore, variety/difficulty of terrain was analysed in relation with experience. The results indicated that experts prefer this mostly as it read (42.8%), followed by 33.3% advanced skilled while only 14.2% intermediate considered it. Thus, this study has similar findings with the previous work of Zovko (2013).

5. Conclusion and Recommendations

The researcher developed England Mountain riders' portfolio by investigating demographic, general, and socio-economic features. For this purpose, various demographic variables are investigated including; gender, age, education, marital status, occupation, and income. The main notion to include all these demographic variables was to develop a portfolio for England's Mountain riders. The portfolio showed that in Mountain biking and adventure tourism activities in England, male (64%) are more prominent in comparison to females (36%). Moreover, the portfolio indicates that most of mountain riders belong to technical/sales/professionals/ and self-employed

(58%) with healthy income bracket (43%). Interestingly, in present study the majority of mountain riders in England are not experts or advanced skilled riders as the large portion of sample had intermediate skilled riders (41%). Moreover, the Mountain riders in England are most in their late 20s and early 30s with good educational background and income. The portfolio of present study support the previous empirical investigation of Gajda (2010) in majority of aspects.

In general, the research found that, though the majority of mountain riders has a marital status of married without children which reflects that the socio-feature in England. Those adventure tourist who had no children caretaking and look after responsibilities are more involved in mountain biking and adventure tourism activities. In addition to that, the findings showed that economically sound participants are more in such activities. Interestingly, in England, retired people ratio is low in comparison to job oriented or self-employed people. Though general perception is that students are more involved in such activities across the globe however in England, there are low ratio of students. This could be due to fact that large number of England's student cluster is formed by international students from different part of world and could be credited to the fact that majority of students are from developing part of world where Mountain biking activities are not common. However, these different attributes showed various socio-economic features but there is no conclusive evidence that all factors have strong contribution towards experience of mountain riders.

To large extent in general, the present findings are consistent with the previous study of Leung et al., (2014), Zovko (2013) and Kopeke (2005) respectively. Therefore, the first objective of present research is attained in a comprehensive manner to explore the general, demographic, and socio-economic features that formed the England Mountain riders' cluster.

The interviews with the experts and results from survey questionnaire explained in depth that there are specific patterns that are followed by Mountain riders in England. The most prime factor that contributes towards the decision making regarding selection of is the type of mountain biking. The results from survey revealed that different types of mountain biking that is most preferred is cross-country biking as 68% considered it in present research. Interestingly, researcher considered the most and least preferred type of Mountain biking in relation to experience frequency to measure the correlation. 50.8% Intermediate skilled participants considered cross-country biking. On the other hand, 34.4% advanced skilled preferred it while only 9.8% experts. Trial for only 6% but in it there was 60% intermediate, 20% each experts and advanced skilled. Thus, the correlation between experience frequency and type of Mountain biking could not be established but the fact that types of Mountain biking is essential consideration by participants when making decision regarding destination. The findings are consistent with the work of Allaman et al., (2009).

The duration of visiting also is a critical factor that determines the decisions of respondents. In this research, researcher found that though experience frequency has no correlation with the Mountain biking durations but individually the time to visit these destination is essential in the decision making process. Large sample size prefer place that is easy to reach, as per IMBA interview however in survey, the recommendations from friends and family is a critical factor in finalizing the decision to visit those different regions. Hence, the study is consistent with the work of Phan (2010). The location itself determine the decision of visitors as research found that popular destinations are not always the prime choice because this study found that Grizedale is more preferred on famous location of Dalby Forest. Thus this study differs with the work of Gajda in this regard. Moreover, the results clearly showed that experience frequency has no relation in selection of destination for Mountain biking and adventure tourism activities.

The recommendations from relatives and friends is deciding factor to select the region as most of the participants in research agreed to it (30%). Interestingly, survey showed that internet search (24%) is also a key factor that influence Mountain riders' decision regarding selection of

destination. The combined aforementioned findings constitute 54% altogether which means that word-of-mouth (WOM) is a critical factor in the determination of decision making process related to destination's selection. Therefore, the present survey findings confirmed the previous investigation findings of Gajda (2010), Zovko (2013), and Ballantyne et al., (2014).

Interestingly, the interview results showed that ease of reaching destination is a most critical factor in the decision making process as it is confirmed by more than 60%. Though, in this aspect, this finding differ with work of Gajda (2010) and Ballantyne et al., (2014) but support the work of Zovko (2013). Thus, present study is more aligned with the findings of Zovko (2013).

The difficulty of terrain/variety is also one of the factors that are considered by people when they choose specific destination. However, the survey findings revealed variety whereas the interviews considered that cost of trip and easiness along with the scenery are factors that convince people to visit these regions. Therefore, though there is variation in findings but all these factors are being confirmed previously by Zovko (2013). Hence it can be concluded that various different factors are considered by visitors to select the destination for Mountain biking and adventure tourism activities in England.

The researcher through this objective wanted to explore the perspective of Mountain riders and their respective motivation that drives them into adventure tourism activities and mountain biking. Interestingly, risk is one vital motivational factor behind Mountain riders' involvement and participation in these activities. To experience the nature and risk of exploring new places is a motivational factor identified in present investigation. Some of the previous literature did argue about the element of rush as a motivational factor which means that fresh Mountain riders go for it because they are in rush and hurry to experience adventure tourism activities. However, those notions identified by Allman et al., (2009) and Beckley (2013) are not evident in this study as this study support risk as most essential motivational factor for Mountain riders. Thus, the work of Beckman (2013) are supported by present research study.

Moreover, other motivational factors that were identified in this study include; self-awareness, self-discovery, self-achievement, and self-actualization. To some extent all these intrinsic motivations are confirmed thus the work of Phan (2010) is supported. In addition to that, WOM, journals, and magazine has also been evident as motivators that drives Mountain riders to experience adventure tourism activities. Therefore, the work of Mintel (2010) and Swarbook et al., (2009) is also confirmed by present findings. The study showed that experience frequency is not linked with motivation as there is no conclusive evidence to support it but age is evident to be a contributing factor towards exploration of adventure related tourism and natural sceneries.

The analysis of England's Mountain biking market segment was performed in this study and it is evident that 9 adventure spots that are famous for Mountain biking and adventure tourism activities have a different variations. The large number of participants were found at Grizedale which is surprising element because as per literature and IMBA the most famous spot for Mountain biking in England has been Dalby Forest. Furthermore, the market segmentation revealed that it is not necessary that famous spots have more advanced and experts because in present study, Sherwood and Kielder had more advanced and experts in comparison to Dalby Forest and Grizedale. Though, research was conducted in June-July which is vacation season therefore adventure tourism activities were evident in these regions. There was good flow of visitors and tourists in these spots for adventure tourism activities. Thus, it can be stated that there is increase in the tourism activities related to adventure in UK, especially England. Thus this study oppose the word of Wolf et al., (2014) but support the work of Lou (2014).

The market segmentation also revealed that, other facilities such as accommodation, road side eatery, and information centres are essential to promote these different destinations. There is also

need of proper advertisement and promotion in these regions to ensure that adventure tourism remain the highlight of England Mountain biking. The development of local business has influenced in these regions therefore there is a need of proper promotion and development plan. Though, the authorities are working in these regions but market should have high facilities so that visitors are willing to come in these regions. As evident that word of mouth has a very constructive role in promoting these regions therefore the market segmentation should have a very clear layout that encourages visitors and tourist to visit these place more than often.

The England's Mountain biking regions are developed but not as effectively as of Scotland thus there is need of proper plan to ensure that these regions are turned into strong brand image where people from different walk of life come to experience adventure tourism activities. Therefore, the market segmentation should be done in effective and geo-cluster manner (geographic dispersion with equal facilities in all dimensions).

Though IMBA UK has been responsible for managing Mountain biking and adventure tourism activities in United Kingdom but there are certain aspects that should be considered by this respectable organisation in order to ensure that Mountain biking and adventure tourism activities prosper and expand in constructive manner. For this purpose, it is necessary for the association to market itself on a regular basis. Large number of people in rural areas are less evident in these adventure tourism regions. This is one specific area where the association should look to invest in. Moreover, the outdoor activities are in consistent in different regions. Some areas like Sherwood and Kielder had less outdoor activities other than Mountain biking in comparison to Duly Forest and Grizedale respectively. In addition to that, the association should improve the communication channels in these regions. Some of the places have less accommodation and other facilities in number as compare to other regions. Association must find a proper balance to motivate tourist to visit these places.

The association should introduce the packages in off season to motivate people to visit these places. It is found that these regions are not being visited often by people thus the introduction of attractive package will motivate people to visit these places. In addition to that, the local people will benefit from these packages as the tourist will be staying in the region that will automatically help the local business to some extent.

The beginners and complete beginners are not evident in places much thus the association should also focus on this aspect because it is found that association is looking to develop the facilities more in order to accommodate experts and advanced skilled people but beginners and complete beginners are to some extent ignored. The association should introduce special programme to motivate and encourage these beginners and complete beginners to visit often these places and polish their skills in actual mountain biking region.

The future implications are based on the previously identified research limitations. The implications for future researchers are as following:

The future researchers should consider to explore the research problem from multi-dimensions. For this purpose, the expert panel should be interviewed to explain the core concepts behind Mountain biking and adventure tourism activities from various social dimensions. The psychological aspects through anthropology should be explored to investigate the correlation between demographic variables and Mountain biking and adventure tourism activities. In addition to that the future researchers should explore the research problem in comparative manner by considering Ireland or Scotland with England so that the trends in different region can be explored.

The researchers should also include the observation in technique because staying for longer time period in such regions can also help the researchers to observe the consistency/inconsistency in the behaviour pattern. The researchers should also modify the research tools by considering online

Monkey Survey to gather more responses. There are many expert adventurers who are not on the spot when research is taking place but they could be approached through online survey questionnaire. The researchers should consider probability sampling techniques so that there is equal chance to each event in the sample size. Moreover, there were inconsistent way to collect responses because of shortage of time at some destinations, researcher spend less time than other places. The future researchers should collect equal responses from all destination so that there is no variation in results due to specific region.

Moreover, future researchers should explore the research problem through interpretive philosophy. Since present study considered both qualitative as well quantitative method but since the research aim to explore the trends which is more qualitative in nature thus the future researchers should only focus on qualitative aspects in order to explore research variables. In addition to that, the market segmentation of Mountain biking is explored only in one go whereas the future researcher should split the research into two halves so that each research variable is explored twice in different time. This will bring more consistent results thus the generalization factor will be enhanced.

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