

Package mountaineer tourists holidaying in the French Alps: An evaluation of key influences encouraging their participation.

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Abstract

This study investigates the key influences that encourage mountaineer tourists, classified as a type of adventure tourist, to participate in package mountaineering holidays. There is limited understanding of why tourists take package adventure holidays, yet the demand for such holidays has grown dramatically in recent years. The author conducted in-depth interviews with mountaineer tourists either during or at the end of their package mountaineering holiday in the Chamonix region of the French Alps. Interview findings provide an insight into package mountaineer tourists. Firstly, mountaineering was an important part of respondents'™ lifestyles. Secondly, contrary to previous research on experienced mountaineers, respondents did not consider risk as an important motive and they did not view themselves as risk takers. Thirdly, skills development and experience were key motives encouraging package mountaineering

holiday participation. Fourthly, a major concern for respondents was to have a safe mountaineering experience in which the mountaineering organisation and the guide played a key role.



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Keywords

Mountaineering; Package; Adventure; Lifestyle; Risk; Skills development; Experience; Mountaineering organisation; Mountaineering guide

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