SEMESTER ONE 2025/26

Aberystwyth Business School

Module AB29220 Adventure Tourism

Time allowed: 2 hours

Answer <u>three</u> questions from six. All questions carry equal marks

MAE MODD I FYFYRWYR GYFLWYNO ATEBION I'R PAPUR HWN NAILL AI YN Y GYMRAEG NEU'R SAESNEG

STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Questions

1) **Compare historic adventure to that of modern times. What conclusions can you draw by doing so?**

2) **Create a job advertisement for a qualified outdoor leader for an activity of your choice. E.g. a mountain leader or a PADI diving instructor. Discuss the importance of the elements that you include in the advertisement.**

3) **Discuss how the adventure sector engages with *Corporate Social Responsibility* (CSR). Provide examples to support your answers.**

4) **Discuss why people take part in adventure in the modern-day using Beard and Ragheb's (1983) theory of leisure motivation. How does the tourism industry fulfil these needs? Provide examples to support your answer.**

5) **Using a chosen model of risk management:**

   Swarbrooke et al. (2003)

   OR

   Page et al. (2005)

   Discuss how adventure operators manage risk in their activities. Use examples to illustrate your answer.

6) **Using examples, discuss why existing and new destinations turn to adventure tourism and how they can achieve this.**

END OF PAPER