## Exploring Ageing, Research Methods & Adventure Activity

The potential of outdoor adventure activity (OAA) to engage older adults in appropriate levels of physical activity (PA)

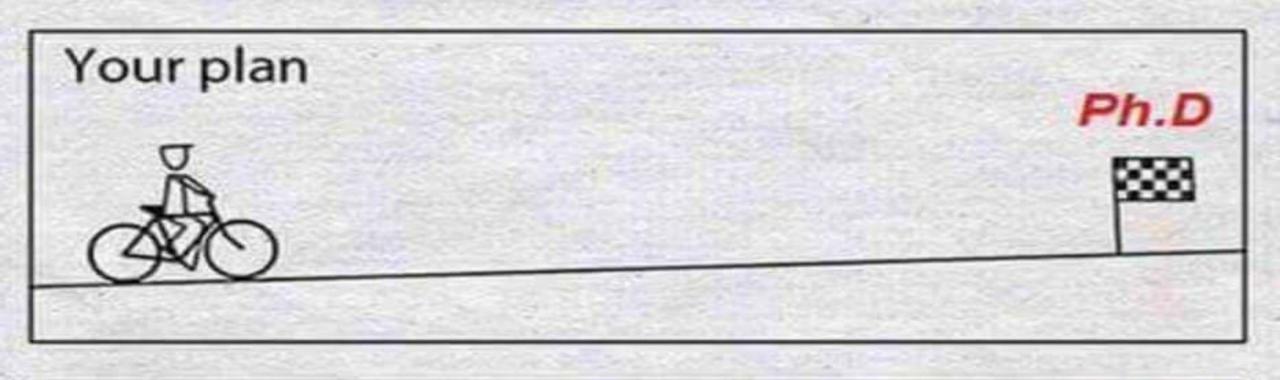
Joe Tierney – BSc, MA, MSc

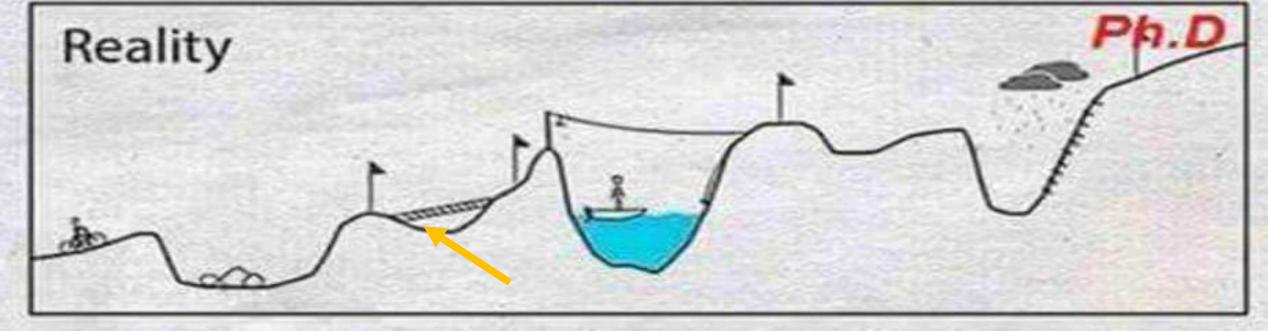
Supervisor: Dr. Catherine Gorman – Department of Hospitality, Tourism and Management

Sheffield, May 2019









## My adventure to this point















## Research Methods – Stages 1 - 2

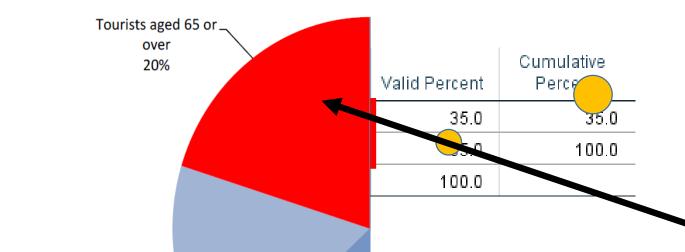
- Progressive and evolving
- Stage 1 Mixed Methods (questionnaire & interviews)
  - Assessing perceptions of older adults ≥ 50 to adventure activity, N=40
- Stage 2 Mixed Methods (same instruments, including providers)
  - Continued with perceptions and added perception of a small number of providers to older adults participation in adventure, n=4





## Demographics

Tourists aged 45-54 \( \text{16} \)



37% - 55 or over 53% - 45 or over

#### Age in Years

|       |       | Frequency | Percent | Valid Percent | Percent |
|-------|-------|-----------|---------|---------------|---------|
| Valid | 50-59 | 10        | 25.0    | 25.0          | 25.0    |
|       | 60-69 | 15        | 37.5    | 37.5          | 62.5    |
|       | 70-79 | 9         | 22.5    | 22.5          | 85.0    |
|       | 80-89 | 6         | 15.0    | 15.0          | 100.0   |
|       | Total | 40        | 100.0   | 100.0         |         |

Eurostat, (2016)

Tourists aged 55-64  $\sqrt{17}$ 

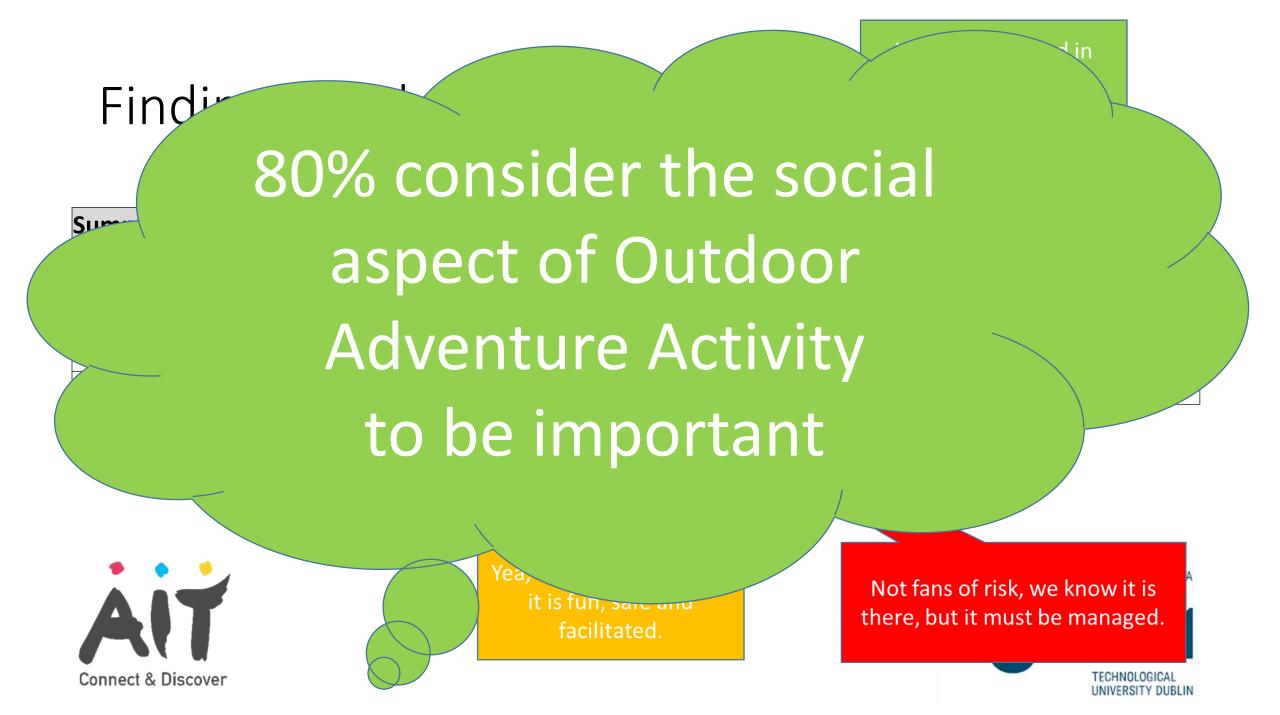
## Findings – relating to the older cohort

| How important to you is outdoor adventure activity? |      |                            |  |  |  |  |
|---|------|----------------------------|--|--|--|--|
|   | Outd | Outdoor Adventure Activity |  |  |  |  |
| SI-MI   | 75   |                            |  |  |  |  |
| Low imp   | 23   |                            |  |  |  |  |
| Neutral   | 2    |                            |  |  |  |  |
| Sum check   | 100  |                            |  |  |  |  |



**Bristol Nordic Walking** 

- The figures represent the participant ratings of each heading on a scale of 1-7 in order of importance 1= least important; 7 = most important
- SI -MI = Slightly important to most important
- Low importance = not important to low importance
- Neutral = not relevant



Findings – OAA providers

- Younger, adrenaline fueled
- Small market, risks high, small money, low return
- Air lifted
- Special needs
- Ageist undercurrent?

#### **Conversely:**

- Prepared to work with the older cohort
- Feel capable
- Recognise the value



### Provider 4

- Interesting community based
- Initial intentions all ages
- Images & impact of social media
- Travel
- Management of the organisation



## Stage 3 – the refined research question (RQ)

- RQ = An exploration of the motivations of older adventurers in the Republic of Ireland
- Rationale The literature identifies a gap re motivations and a need for further research using innovative approaches as to 'why'
  - Physical, social and psychological reasons self esteem, application of SOC
  - Contribution to normalisation of outdoor adventure for older participants
  - Dispelling some of the myths regarding ageing and older people

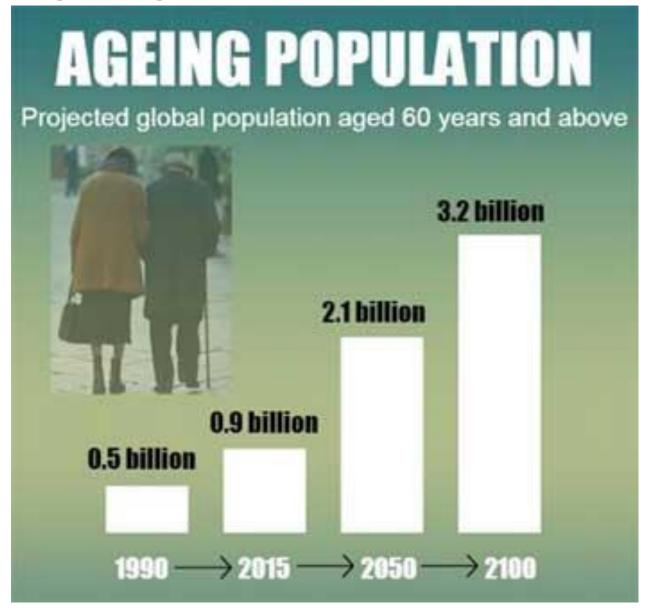




## Implications & research rationale

- The population is ageing but not necessarily ageing healthier
- The over 50s are the **least physically active** with declining participation as people age
- The evidence for physical activity is clear
- Increasing evidence re the benefits of PA in natural environments
- Importance of relevant, **innovative approaches** to increase PA participation
- The leisure/recreation link to sustainable physical activity
- Negative perceptions of ageing & older people exist

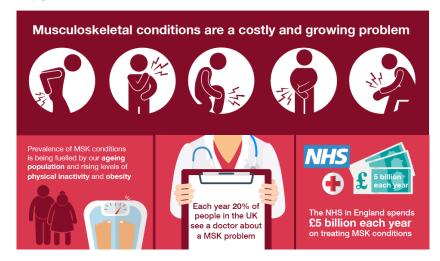
## Ageing – United Nations





Public Health England

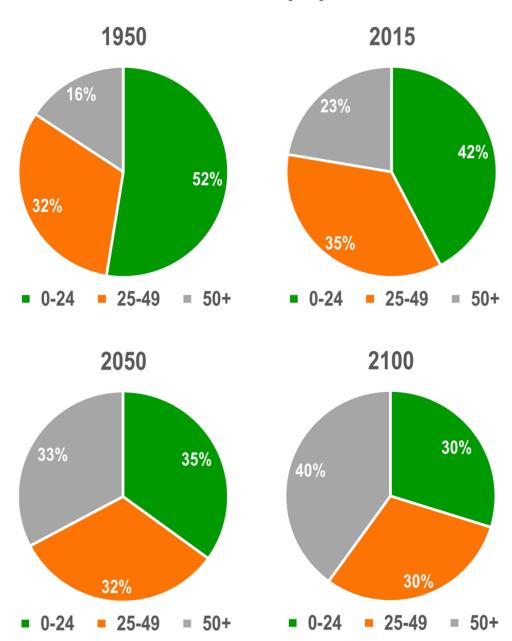
Health**matters** 



#### Population by age groups: Millions

#### 4,500 **-** 0-24 4,250 4,000 **25-49** 3,750 **◆ 50+** 3,500 3,250 3,000 2,750 2,500 2,250 2,000 1,750 1,500 1,250 1,000 750 500 250 0

#### Percent of total population



#### Europe's ageing population

#### PROJECTED OLD-AGE DEPENDENCY RATIO

Number of persons aged 65 as a percentage of number of persons aged between 15 and 64. Old-age dependency ratio in 2060



Long after the debt crisis is over, Europe will be struggling with an even more serious problem – how to pay for increasing numbers of old people (Reuters, 2013).



## Negative portrayal

The following article was published in one of Britain's largest newspapers called *The Telegraph* on November 29, 2015:

## The Telegraph

World's First Anti-Ageing Drug Could See Humans Live to 120



£2.20 (£1.76 to subscribers)

Online: yorkshirepost.co.uk

YORKSHIRE

## Yorkshire to be hit by age time bomb

Towns, cities and villages drifting apart

ECONOMY

## Ageing population the new headwind

Moody's report warns of demographic time bomb

populations aged over 65.
By 2020, it said, the sweeter of "superaged" societies, where more than a fifth of the population are 65 and 445m, would economic growth in the past will men tree a despoyinghe; san that will ultrastely slow this growth for sport countries worldwide," the report added.

Monetary Authority of Singapore will not regulate cryptocurrency but will guard against money laundering PAGE 24

Thenevy papers

- TRUBSANY OCTOBER 16 2507 OF MICHO SOCIAL PROBLEMS AGAINST.

- TRUBSANY OCTOBER 16 2507 OF MICHO SOCIAL PROBLEMS AGAINST.

A \$3.3 billion headache by 2030

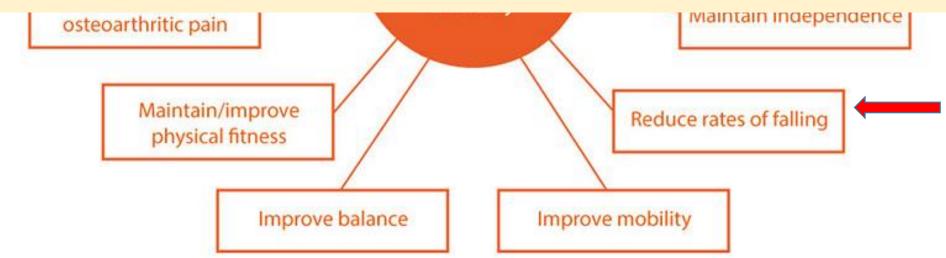
urvey projects productivity loss among companies here will jump by 43% due to higher medical costs of older workforc



I WAS TOLD: 'TIME FOR BOTOX'



# What ever happened to exercise through leisure pursuits for fun?

















### Cohort & Outcomes

- Cohort Older divers & trekkers ≥ 50 from the ROI & regularly engaged in their chosen activity
- Outcome Understanding of the motivations & desires to better inform provision and perhaps dispel some of the existing negative perception around ageing and older people



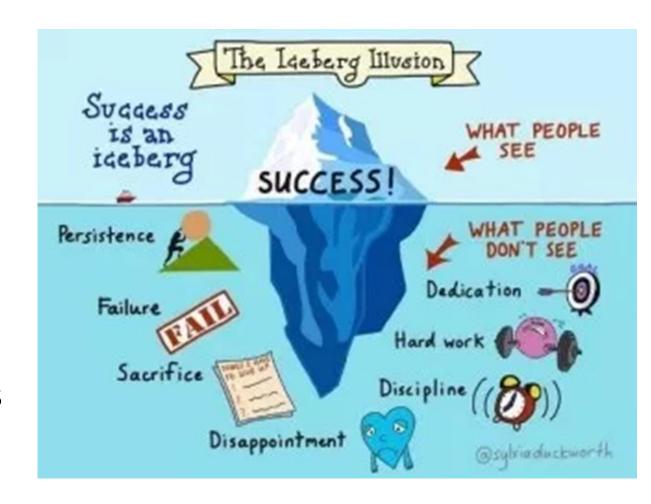






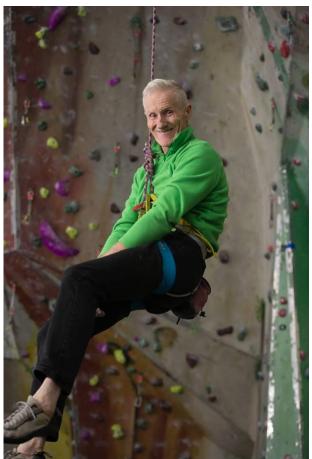
## Revised Qualitative Methodology

- Participative ethnographic approach applying both emic and ethic typologies
- The plan three adventure trips and a semi structured interview on the final trip
- Analysis coding & thematic using Nvivo with triangulation – what was observed and what was said



## Suggestions, comments, questions?















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