

## The Impact of Social Concepts on Adventure Tourism Participation: A Mixed Method Study

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### ABSTRACT

Self-identity theory in social psychology highlights the importance of social groups, interactions, and context in shaping an individual's sense of self and how this self-identity influences thoughts, feelings, and behavior. This research seeks to review various literature on adventure tourism by providing a specific exploration of the role of self-identity in triggering participation in forms of adventure tourism using a mixed-method research design, 50 visitors were identified as informants for the qualitative research, and 329 respondents were surveyed as visitors to surfing tourist destinations at Menganti, Widarapayung, and Parangtritis beaches. All hypotheses proposed in this research were accepted. This shows that comparisons between regions show little difference among young consumers. The model presented and tested in this research provides a solid theoretical framework and can help understand self-identity as a driver of consumer participation. Managerial implications can provide understanding for surf destination managers so that they reflect the importance of creating a positive attitude towards the product before traveling.

#### Keywords:

*Adventure tourism, intention to participate, mixed-method study, self-identity, surfing*

### ABSTRAK

Teori identitas diri dalam psikologi sosial menyoroti pentingnya kelompok sosial, interaksi, dan konteks dalam membentuk rasa diri seseorang, dan bagaimana identitas diri ini mempengaruhi pikiran, perasaan, dan perilaku. Penelitian ini berusaha untuk meninjau berbagai literatur dalam pariwisata petualangan dengan memberikan eksplorasi khusus tentang peran identitas diri dalam memicu partisipasi dalam bentuk-bentuk pariwisata petualangan. Dengan menggunakan desain penelitian mix method, 50 pengunjung diidentifikasi sebagai informan untuk mendapatkan penelitian kualitatif dan 329 responden diberikan kuesioner pengunjung destinasi wisata selancar di pantai Menganti, Widarapayung, dan Parangtritis. Semua hipotesis yang diajukan dalam penelitian ini diterima. Hal ini menunjukkan bahwa perbandingan antar wilayah menunjukkan sedikit perbedaan di antara konsumen muda. Model yang disajikan dan diuji dalam penelitian ini memberikan kerangka teori yang solid dan dapat membantu memahami identitas diri sebagai pendorong partisipasi konsumen. Implikasi manajerial dapat memberikan pemahaman bagi pengelola destinasi selancar sehingga dapat merefleksikan pentingnya menciptakan sikap positif terhadap produk sebelum melakukan perjalanan.

#### Kata Kunci:

*Berselancar, identitas diri, niat untuk berpartisipasi, studi mixed-method, wisata petualangan*

## **INTRODUCTION**

Motivation in tourism that can be the basis of different decision-making patterns is usually divided into intrapersonal and interpersonal motivations (Leotta, 2016; McIntosh *et al.*, 1995). Four distinct categories of motivations are identified: material, cultural, interpersonal, and status/ prestige. Prestige refers to the level of status a traveler wishes to display to enhance his/her social image, as described by Veblen (1899). This is largely achieved by choosing attractive destinations and experiences (Crouch, 2023). Leibenstein (1950) found that social status is influenced through conspicuous consumption (conformist) or through differentiated consumption (snob). Several authors from different disciplines have proven this. In the field of tourism, Correia & Kozak (2012) have studied such impacts. Status may also be important in people's lives, as individuals with higher status tend to be superior and fitter (Anderson *et al.*, 2015; Li, 2024).

Adventure-seeking is a powerful multi-generational motivator for young consumers to travel (Gardiner & Kwek, 2017; Selem *et al.*, 2023). Before the COVID-19 pandemic disrupted international travel, young travelers (aged 15-29) were the single fastest-growing segment of the international travel market. This segment highlights overall global travel and its impact on tourism development around the world. In some countries, young travelers account for most of the international travel, with 1 in 5 trips made by young people. The number of international trips made by young people is expected to increase to nearly 300 million by 2023 (Blomberg-Nygaard & Anderson, 2016; Huang, 2024). In Indonesia, young people make up the largest segment of the international visitor population. Blomberg-Nygaard & Anderson (2016) describes young travelers as one of the most resilient markets, stating that "youth travel is generally unaffected by terrorism, civil strife, and political, natural disasters or disease." The prediction is that the young traveler market will be one of the first markets to recover after the outbreak and will be at the forefront of recovery efforts (Kuo, 2021; Lemy *et al.*, 2021).

One of the activities of young tourists is surfing on a choppy beach. This activity was chosen because it can be done because there is no demand for pre-existing skills. Even non-swimmers can participate as they can stand in the water and catch waves. This type of activity is commonly referred to as soft adventure tourism and is the cornerstone of the adventure tourism industry as it is accessible to everyone. Adventure tourism has shifted its focus from extreme activities to more mainstream activities (Gross & Sand, 2020). This research is based on the social psychology theory of self-identity (Sirgy, 1982), which has been widely used to study consumer motivation in various fields, including tourism (Desforges, 2000; Gardiner *et al.*, 2013; Shaw *et al.*, 2000; Soron, 2010; Zhang *et al.*, 2021). The impact of self-identity on adolescent consumer behavior is well-known in the marketing literature. Noble *et al.* (2009) and Pinna (2019) found that young people use products and activities to define their identity to discover who they are and reconcile the difference between their ideal and real selves. By investigating the impact of self-identity, a socially constructed self-perception, on intentions to participate in adventure tourism, this study aims to contribute to the existing literature on adventure tourism. Identity theory suggests that consistency in self-identity can increase self-esteem and self-

worth. Consumers often purchase products and experiences to reinforce their mental representations and enhance their identity (Escalas & Bettman, 2003; Moldes *et al.*, 2019). Adventure tourism refers to tourism that involves risk, excitement, physical activity, and challenging natural environments (Janowski *et al.*, 2021).

Participating in adventure activities requires confidence in one's own abilities. Thus, an understanding of adolescent consumer behavior or personal self-identity is not enough to capture interest in participating in this activity. From the data obtained from pre-survey research, responses regarding the attractiveness of Menganti, Widarapayung and Parangtritis Beaches Tourism, especially for surf sport tourism from 100 visitors, 25% stated that the attractiveness of tourism was interesting, 1% stated that it was less interesting, and most visitors, namely 74%, stated that the attractiveness of surf sport tourism still needed to be improved considering the considerable potential of Menganti Beach Tourism (*Author own research: data changes from February 2023 to February 2024*).

A literature gap is found as the basis for this research to develop a problem statement based on the aforementioned background of the problem. Understanding the factors that drive consumer attitudes and intentions towards the market is critical to inform tourism adaptation and recovery planning after the pandemic. Many factors influence consumption behavior and intentions. This study focuses on self-identity as a key driver, given how self-identity influences attitudes and intentions, particularly among young traveler consumers (Franklin *et al.*, 2010; Gardiner *et al.*, 2013; Gardiner *et al.*, 2023). A mixed-methods approach is essential for a deeper understanding of adventure tourism (Sand & Gross, 2019). Therefore, this study took a sequential mixed methods approach, moving from an exploratory qualitative phase to a confirmatory quantitative phase (Hair *et al.*, 2019). This approach is the ideal way to build theory because it allows for the flexibility and insight of qualitative work at the outset, before moving on to the rigour of statistical testing to prove or disprove the theory.

The focus of this research is specifically on the issue of identity: How do the efforts of Menganti, Widarapayung, and Parangtritis Beach surfers destination managers increase visitors' intention to participate in surf sports activities at Menganti, Widarapayung and Parangtritis Beach surfer? What are the positive benefits of applying the self-concept and adventure tourism for Menganti, Widarapayung, and Parangtritis Beach destination surfers? This research aims to add to the adventure tourism literature by examining the impact of social constructions of self on self-perceptions and intentions to engage in adventure tourism. In addition, wave surfing is a globally recognized sport with a large following. Understanding the factors influencing tourist attitudes and behavior is critical in informing tourism adaptation and recovery plans after the pandemic, as many factors influence customer behavior and intentions.

## **RESEARCH METHODS**

To gain a comprehensive understanding of the phenomenon, Gross & Sand (2020) argue that a mixed-methods approach is essential in adventure tourism research. Therefore, this study used a

sequential mixed method design, beginning with an explorative qualitative stage, which informed a confirmatory quantitative stage (Hair *et al.*, 2019). This approach allows the flexibility and richness of qualitative approaches in the early stages of theory development, followed by measurable statistical tests to prove or disprove the theory definitively. To make efficient use of the advantages of both qualitative and quantitative approaches, the research adopts a pragmatic epistemology. It recognizes that research cannot be separated from the context and that participants have different individual adventure tourism experiences. However, it asserts that their activity perceptions are socially constructed (Hughes & Morgan, 2007; Munir *et al.*, 2023). There is a need to develop a common understanding of what is involved and how this can be achieved. Hinkin (2005) demonstrated that conducting a qualitative phase before the quantitative phase can aid hypothesis development and scale construction. The successful scale development for Study 2 supports this approach, providing high confidence in the validity of the study's findings. In study 1, five core self-identity constructs were identified that significantly affected attitudes towards and readiness to engage in the activity. The literature was used to develop a theoretical model and hypotheses. These hypotheses were then tested using AMOS 25.

### **Study 1: Exploratory Qualitative**

To gain a comprehensive understanding of young travellers' consumer attitudes towards destinations visited for surfing, this study used a two-stage interview approach. The research was conducted at Menganti Beach, Kebumen Regency, Central Java. Participants were interviewed on two occasions (before and after the surfing experience). In the present study, each participant was an informant who attended two surf classes between the survey and the second survey. Mystery shopper is a research technique in which participants act as customers (Gardiner *et al.*, 2023; Lee & Choi, 2020). Mystery shopper has the advantage that participants have an active involvement with the activity and could describe their impressions. This is as opposed to relying on a generalized perspective, often in post-experience surveys. This came in handy as most of the participants were new to surfing. Mystery shopper surveys allow participants to experience the activity in a real-world setting. This approach allows for a more in-depth understanding of the experience. It can lead to a more accurate assessment of how it is perceived by the consumer in comparison to other methods. Existing participants invited their friends to volunteer using snowball sampling. The next stage of this research is to test the research hypotheses using quantitative methods. For the research using a quantitative design in Study 2, this study sought responses from individuals aged 17 to 30, focusing on adult respondents (greater than 18 years old) to capture individuals eligible to travel independently without a parent or guardian. The full study was distributed by a professional survey panel. The data was collected at the beach tourism destinations of Menganti Beach, Widarapayung Beach, and Parangtritis Beach.

The 'Surf School' is the provider of the service. This design ensures that all research participants have the same experience, which is learning by participating in surfing activities at the Menganti Beach tourist destination in Kebumen Regency. This is known as the 'control' feature (Knodel, 1993). The

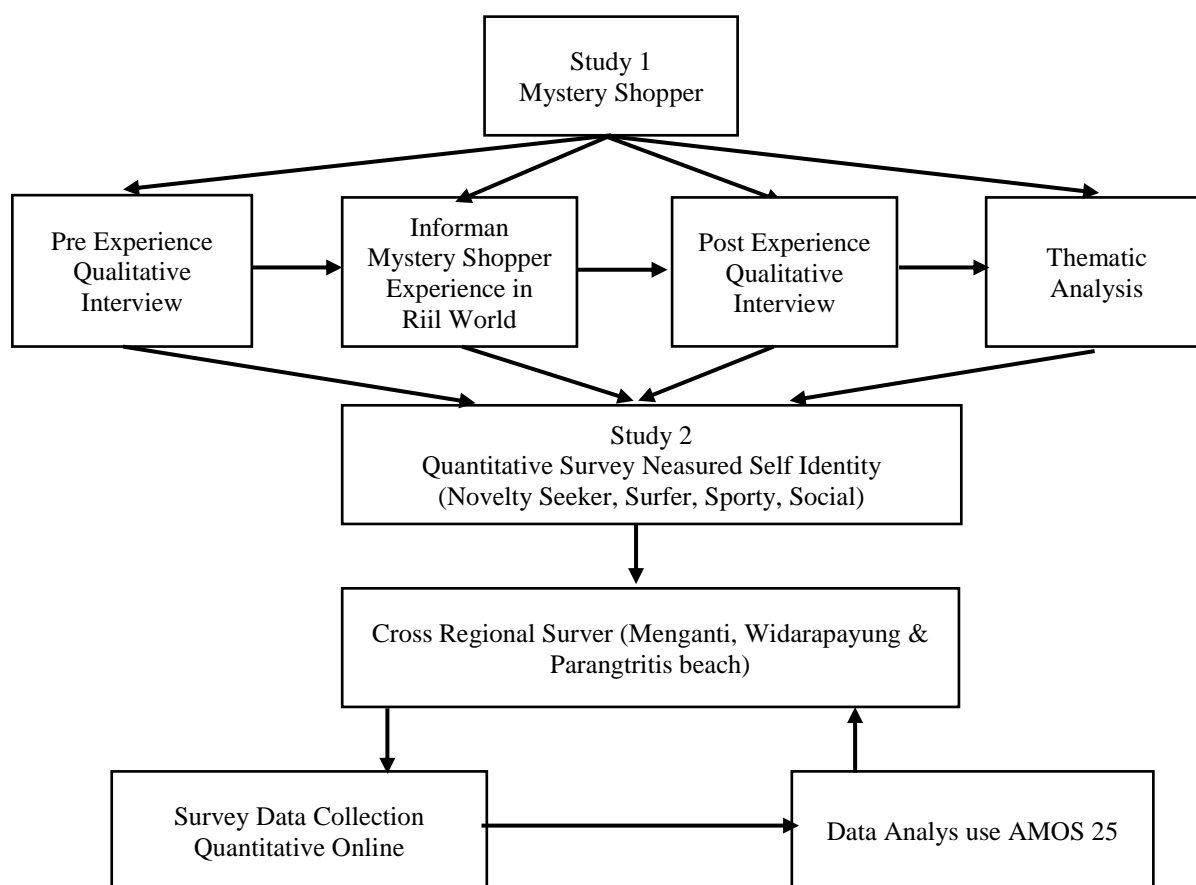
requirement for purposive sampling in this study was that the participants had to be trained in alternative surfing experiences as well. To allow participants to compare their experiences in each surfing activity, different surf schools were used. The alternative surfing classroom makes it possible to differentiate between participants based on their characteristics (Knodel, 1993). Three contexts were selected for the initial stage of this research: local Kebumen, domestic/Indonesia and international tourists. Maintaining clarity and objectivity was important, avoiding bias or emotion, using precise wording, and following conventional academic structure and format, including clear section headings and a consistent citation style. This study focuses on the young traveller market, a major tourism market in Indonesia (Briandana *et al.*, 2023). A sample of ten local and international travelers was recruited to explore cross-cultural differences in consumer expectations of adventure tourism at Menganti Beach in the Kebumen Regency. The sampling was adequate and well-saturated (Braun & Clarke, 2021; Muellmann *et al.*, 2021).

Participants were instructed to search online for Menganti Beach in the Kebumen Regency, a tourist destination, prior to the first interview. They had 30 minutes to explore the different experiences and record their search strategy. They were asked to record search terms, online advertising, and their impact on selected activities and companies. Other questions included which business sites people visited, which words and images caught their attention, and how long people spent looking. This was fixed to fulfill the desired characteristics of objectivity, logical completeness and structure, conventional structure, clear and objective language, format, formal register, structure, balance, appropriate word choice, and grammatical correctness.

Participants were asked about their search strategy, the information they obtained, the attractiveness of the activity, and their exploration during the first (preliminary) interview. This was all related to their identity and reasons for choosing a surf center. Participants were then asked to choose two surf schools from a list of three: a specialized and a general surf school. During the learning process, all participants received 20 surf lessons. Respondents were told they should not identify themselves as research participants, as providers and staff should treat them as regular clients. To better understand participants' browsing experiences, an interview was conducted before the learning session. Participants were asked to reflect on their browsing and observations of the worksheet during the interview. They then attended two separate learning sessions and recorded their experiences on evaluation sheets as soon as possible after the learning sessions. As part of the study, interviews were conducted with participants to explore their reflections on their surf lessons. The first involved them reflecting on each experience with reference to their questionnaire answers, and the second asked them to compare their experiences and perspectives before and after the surf learning experience.

As an incentive, in addition to the two surf lessons, participants will also receive a free entry voucher to the Menganti beach tourist destination in Kebumen Regency upon completion of the second interview, with an average duration of one hour for each interview. Retaining respondents through the two stages of data collection is required by a research assistant and transcribed verbatim. Data from the

interviews will be analyzed inductively by reading the transcripts in detail, using qualitative descriptive analysis techniques (Figure 1).



**Figure 1. Flowchart Mix Methode Study as an Overview**  
*Source: Authors' work (2024)*

### **Study 2: Quantitative Online Survey**

#### **Novelty Seeker Self-Identity, Attitude towards the Activity, and Intention to Participate in the Activity**

Behavioral research has shown that seeking new information or novelty motivates to consume (Cohen, 1972; Hirschman, 1980; Skavronskaya *et al.*, 2020). Involvement in adventure tourism activities is associated with a range of research (Janowski *et al.*, 2021). This research seeks to provide a form of empirical contribution from qualitative results and has been obtained from the previous discussion in showing the existence of a form of novelty-seeking concept that will be driven by feelings of pleasure and excitement when tourists will participate in a form of adventure activity. New tourism activities, especially adventure tourism, may involve meeting new people and learning new skills. Williams *et al.* (2017) have shown that pleasure in novel and different experiences can be associated with adventure tourism. The values that will be obtained and felt in the form of a feeling of adventure and satisfying the Surfer's curiosity and feeling the beauty of the activities that they find and are still new. This will contribute to positive intentions to participate in adventure tourism, which has been

supported by empirical results from previous researchers who found that learning a novelty in terms of search and finding people with higher levels of sensation seekers will tend to engage in severe behavior of new survey activity actors (Aden *et al.*, 2020; Lepp & Gibson, 2008). Recently, researchers at the academic level and their students have begun to provide culturally related explorations of novelty-seeking.

Research has shown that adventure travel motivates novelty-seeking Chinese Generation Y students (Gardiner & Kwek, 2017; Gardiner *et al.*, 2023). In addition, cross-cultural differences in the search for novelty carried out by super actors will also be able to bring a form of impact on increasing the existence of a good form of activity (Williams *et al.*, 2017). In this study, the researcher examines that novelty seekers are expected to have an essential contribution to adventure tourism participation. Finally, the involvement of surfers to engage in their new experiences will be an indicator of the existence of an act of novelty seeker chef Identity; this will have an impact on the emergence of actions to assume that surfing is a form of good action so that this will encourage them to have the intention to participate. based on the arguments that are built, the following hypothesis can be drawn:

H<sub>1</sub>: Novelty seekers save identity positively affects attitude towards the activity

H<sub>6</sub>: The relationship between a person's attitude towards an activity, novelty seeking, self-identity and intention to participate in the activity was examined

### **Surfer Self-identity, Surfer Sporty Self-identity Attitude towards Activity and Intention to participate**

Social belonging and connectedness can also be interpreted as self-feeling (Gössling *et al.*, 2018; Gardiner *et al.*, 2023). It is commonly understood as a form of openness that travelers are expected to embrace to engage in activities (Cao & Liu, 2022; Meşter *et al.* 2023). Recent research has demonstrated that aligning a brand with an individual's sense of self can significantly influence consumer attitudes towards the brand, ultimately increasing the likelihood of purchase (Oh *et al.*, 2019). In sport, a form of social connectedness concept has been shown to encourage a form of comprehensive and cognitive involvement in sports organizations (Hoye *et al.*, 2015; Schellenberg & Gaudreau, 2023). Surfing self-identification has been shown to positively influence sport participation (Gardiner *et al.*, 2023; Guest & Schneider, 2003; Lamont-Mills & Christensen, 2006). It aims to determine a relationship between respondents' self-identification and their attitudinal beliefs about sport, and their intention to participate in sport:

H<sub>2</sub>: Surfer self-identity has a positive impact on attitude towards the activity.

H<sub>3</sub>: Surfer sporty self-identity has a positive impact on attitude towards the activity.

H<sub>7</sub>: Attitude towards the activity mediates the relationship between surfer self-identity and intention to participate in the activity.

H<sub>8</sub> : Attitudes towards the activity mediate the relationship between surfer self-identity and intention to participate in the activity.

### **Social Self Identity, Attitude Towards the Word of Activity and Intention to Participate in the Activity**

Consumer decision-making is generally driven by a variety of social motivations (Gössling *et al.*, 2018). Previous research (Oh *et al.*, 2019) has shown that when a brand aligns with a person's sense of self, consumers have stronger feelings about the brand and are more likely to intend to purchase the product offered. In tourism, the concept of connectedness is of scholarly interest and is the subject of extensive research, which shows that connectedness is strongly associated with culture and places (Groulx *et al.*, 2016; Weaven *et al.*, 2021). In sporting activities social relationships have been shown to encourage involvement in sport organizations (Adebayo, 2022; Hoye *et al.*, 2015; Sánchez-Santos *et al.*, 2022). This is because people consider themselves to be athletic and believe that it has a positive impact on their participation (Guest & Schneider, 2003; Guest, 2018). This is because individuals perceive themselves as athletic and believe this positively affects engagement (Guest & Schneider, 2003; Guest, 2018). Different perceptions suggest that a positive or negative outcome of the behavior influences its performance (Gardiner *et al.*, 2023). A better understanding of attitudes can lead to positive behavioural intentions. Hence, tourism decision-making studies have often measured attitudes and intentions (Gardiner *et al.*, 2023). Given the above premise, it can be concluded that it is optimal for promoting positive attitudes and intention to participate in the activity. Based on the premise proposed above, the following hypothesis can be drawn (Figure 2):

H<sub>4</sub>: Social Self Identity positively influences the attitude towards the activity.

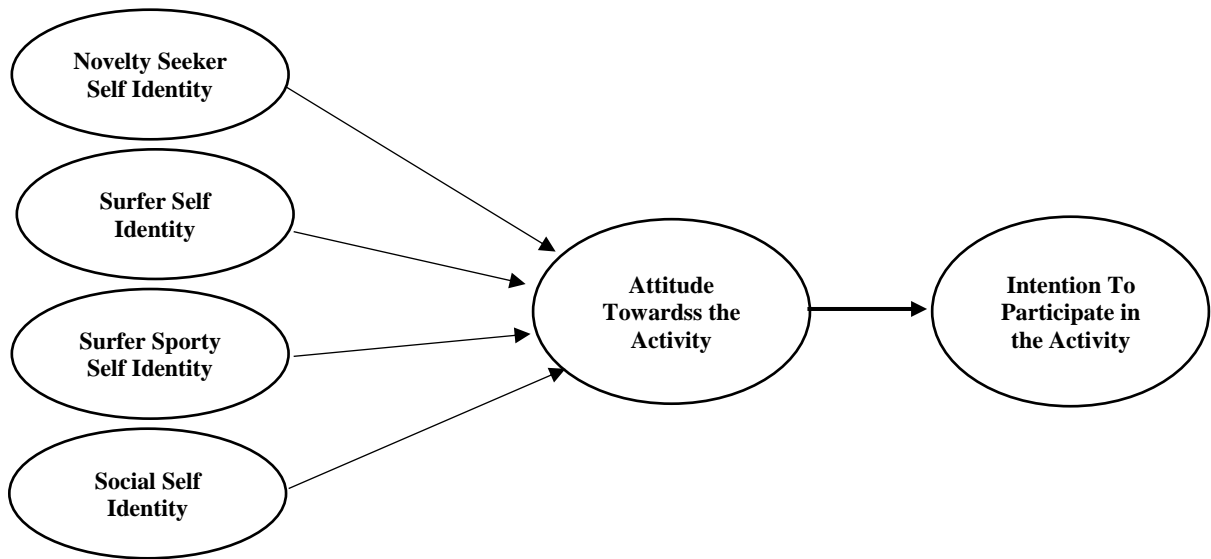
H<sub>5</sub>: Attitude towards the activity influences intention to participate the activity.

H<sub>9</sub>: attitude towards the activity mediate effect between social self identity and intention to participate the activity

The research in the next stage aims to test the hypotheses proposed in this study to generalize the results of the process using qualitative methods from the previous stage. Six latent constructs were measured, and 17 indicator constructs were obtained using a quantitative survey. For social self-efficacy behavior and participation intentions, we used the following measures (Martin & Gill, 2016; Vealey *et al.*, 1998). Sampling was carried out in three places; the first was Menganti Beach, Parangtritis Beach, and Widoro Payung Beach; two interviews were conducted (before and after the event).

Each participant completed two mystery shopping sessions between the first and second interviews. A 'mystery shopper' is a person pretending to be a customer. This allowed participants to describe their experience of a particular activity rather than referring to a generalised perspective, as in retrospective research. This was particularly useful for this study as most participants had never surfed before. Mystery shopping allows the participants to experience the activity in a 'real life' situation and therefore to understand it more fully. This can lead to a more accurate interpretation of the customer experience than other approaches.





**Figure 2. Theoretical Model**

Source: Author's Work (2024)

The survey was tested on visitors and made a separation specifically for students from the survey obtained for people aged 17 years to 25 years. In addition, when there are tourists, they are also given a questionnaire for the data collection process. Overall, 324 people responded, but 26 people dropped out, leaving only 298 responses for further analysis. Data analysis in this study used the AMOS 25 SEM program with various stages.

## RESULTS AND DISCUSSION

### Results of Study 1

This research used a two-stage interview approach to gain a deep and comprehensive understanding of the feelings of teenage tourists who were about to take surf lessons. The research was conducted at Menganti beach in Kebumen, Widarapayung beach in Cilacap and Parangtritis beach in Jogjakarta. Participants were interviewed twice regarding their experience (before and after the experience). In the interviews conducted in the first stage and the second stage the participants will be given the opportunity to follow two lessons in learning to surf as a mystery shopper. The use of this mystery software or mystery shopper will involve participants providing a disguise as a customer. Participants are actively involved in providing actionable insights using a discovery-based learning approach. This will be demonstrated by various interesting and instructive activities (Gardiner *et al.*, 2023).

This will provide a form of comparative benefit with reference to the various perspectives that will generally occur in post-experience survey research. This is expected to deliver an advantage. The research evidence is that most participants have no experience of surfing. This allows participants to understand the activity more critically. For this reason, a mystery shopping approach is used in this

study. The concept of recruiting participants will be explained as follows. Participants are expected to be made aware of the researcher's surfing activities through email or advertisements and then the sampling is done on a snowball. This is chosen because participants may invite various friends to volunteer in the research. The research also seeks to provide a form of information from the planning of the leading surf schools in the cities. These providers will then be recognised as a concept called surf schools. With the existence of such standardised schools the research will utilise a design that aims to ensure that all participants of the study share the same experience of focussing on surf schools thus providing a control characteristic for conducting a preliminary phase of the study in the provinces of Yogyakarta and Central Java.

This study aims to explore cross-cultural perceptions of a specific adventure activity. The potential of Parangtritis Beach in the Special Region of Yogyakarta and Menganti Beach and Widoro payung Beach in the province of Central Java is a potential tourism market for teenagers in the area. Therefore, these areas are the focus of this study. To gain an understanding of the cultural differences that influence consumer expectations of adventure tourism in these two destinations, ten students were recruited. In the present study, it was expected that data saturation would be achieved by having a sufficiently diverse sample, as described by (Braun & Clarke, 2021). Prior to the first interview, participants had 30 min to search online for surf schools in both counties and to document their search strategy on a sheet. The worksheet also recorded the search results. This text examines terms used in online advertising and how they can affect your chosen business. It was also possible to find out why people chose these words and pictures. They had to choose two surf schools and contact them, as instructed by the researcher, based on the results. The first meeting was used to select two surf schools and to inform them accordingly. They are asked about their internet search strategies, information found on the internet and attractiveness. The activity and the study of the connection to the self-identity and the reasons why they chose the base. After reviewing the list of schools, the interviewer selects the primary surf school.

The interview process will be explained in detail. Students must enrol directly with the provider and are reimbursed for lessons paid for by this survey. They are told this is important. The provider and its staff must treat them as normal, ordinary clients who use their facilities. Before class, interviews were held asking participants to reflect on their research. The students conducted internet research and wrote observational journals. Participants are expected to engage in two learning activities, to be held on different days. Participants should record their evaluations and experiences on the worksheet immediately after. After the two surf lessons, participants are interviewed and asked to reflect. Each participant will be asked to collaborate on their experience before and after the surfing session. Each interview is recorded and transcribed verbatim by the researcher. They lasted 30 minutes on average. Data analysis was inductive. The data were then coded by hand using a coding concept. This was done as a fairly iterative process that is expected to refine these concepts into some core constructs that will be investigated in future studies. The activities in the form of visiting surf beaches and smooth activities

can be viewed as an action that has been done by all participants used as a sample in this study to show their unique experiences in Indonesia.

From the results of interviews and the induction process carried out by researchers at the coding level, several participants argued that they had a desire to experience this activity as part of their trip to tourist attractions in Central Java and the Special Region of Yogyakarta even though their level of ability and experience was still different. Some participants had tried surfing before so they had confidence in the physical sport and were able to show improvement in terms of swimming ability. These participants would have a tendency to view themselves as a reflection so they would conclude themselves as having the most visible sportive and self-identity. This was done from the participants who visited Menganti beach in Kebumen area of Central Java province. The participants from Parangtritis beach of Yogyakarta Special Region were mostly pessimistic about their ability and skills in participating in the surfing activity. They tended to have concerns about their physical ability to do various activities such as standing on top but they tended to have an effort to try the survey activities.

The analogy that we can draw from these findings is that the participants in this area are less able to demonstrate a form of interest in being sporty enough to be the type of surfer. The language used is clear, objective and value-free, with formal register and precise word choice. The text is grammatically correct and without mistakes. However, if a surfer is nervous about something unfamiliar, it's reasonable to assume that the surfer needs to learn more to succeed. Some participants from outside Menganti Beach, especially widoropayung Cilacap, consider themselves novice surfers and ocean explorers. This is why it is important to build up your confidence at sea before you try. They argue that images found on various internet search sites such as the web are able to build their confidence. This can be shown through one of the participant's statements that reads "I was quite scared of the safety issues that are a consideration for our safety but when I saw the various videos on the web the problems I faced turned out to be quite superficial to deal with. These people will see pictures and kids learning to surf and they will always think. They were able to do it well so we thought that I should be able to do it well too. They will have a form of fluent experience that wants to learn more about the sea that can be reflected through reading waves and their fractions. This will help you understand the ocean and improve your surf skills. This will be a reflection for the participants from Menganti, widarapayung and parangtritis beach. For example, one student mentioned that she found the first hour of the activity difficult, especially with the new stand-up style. *"I was still getting used to it but all participants will generally have some form of belief that learning to surf is easy and they will like that most surf schools will promote this quite aggressively in ways that are their competitive advantage. This will help to reassure them that they can learn how to surf. People who lack confidence in their athletic abilities may also lack confidence in their ability to surf. In fact, in one of the interviews that the researcher obtained, they always promoted it as a fun, easy safety measure and suitable for weak swimmers who have not mastered various techniques so that we can experience the thrill of surfing."*

There are various social elements they are also expected to be able to tell and provide various information to others that they have tried this displaced activity the ability of the surf coaches in each training has given them a form of comfort and confidence in their abilities with this they will be able to carry out various activities that are quite important in the survey activities. The interaction between trainers and participants will hopefully help bridge the gap between trainers to surfers who will be perceived as symbolising aesthetics and culture to surfers and participants who have quite a bit of affinity (Gardiner *et al.*, 2023). This would allow for a limited range of connectedness to their self-identities to emerge. If coaches have strong customer identity, they are perceived as experienced surfers. Being a coach has several key characteristics that make it a better choice. Their aim is to transfer knowledge to surfers. This is very necessary because the participants previously felt that they had mastered the basics of the activity such as riding waves. This is very necessary because the participants previously felt that they had mastered the basics of the activity such as riding waves with a surfboard and getting better but this increase in competence is expected to be obtained better through the various knowledge provided by the coach. Larger sample sizes would increase validity and generalisability of these findings.

Responding also revealed a social aspect, the social aspect of the activities. Surfing instructors' ability to build confidence and comfort were seen as essential. The interaction between instructor and trainee helps to bridge the gap between the instructor, who is often seen as the embodiment of the aesthetic and culture of surfing, and the trainee, who may feel less connected to this identity. In surf coaching, coaches with a strong surfer identity are often perceived as more experienced and therefore better equipped to impart expert knowledge. This is because the main performance criteria in these lessons is the imparting of expert knowledge rather than subjective assessments of the coach's surfing ability. This was particularly important for participants who have previous surfing experience and feel that they have already mastered basic surfing skills. It identified five fundamental factors which influence people's attitudinal and participation intentions. These include four main factors: novelty-seeking identity, sporty identity, surfer identity, self-mastery, and social self-identity. Study 2 aimed to validate the qualitative findings with a larger sample, increasing their validity and generalisability. The qualitative findings were also used to adapt the existing scale construct to this context.

## **Results of Study 2**

The validity and reliability of the research indicators in this study were tested by confirmatory analysis. The criteria for the determination of the validity of the research indicators have been the criteria for the determination of the reliability of the research indicators. According to the results of this study, the normality criteria were met by the distribution of the data analyzed using Amos 25. Abnormal data were treated using negative solutions with the  $X_n = 1/(k-X)$  formula. As suggested by (Tabachnick *et al.*, 2013), the study construct's item validity level was assessed using the average convergence value of the extracted variance or (AVE). The result can be seen in Table 1.

As recommended by Kline (2023), structural equation modeling was used to test the data using the AMOS program. Parameters were rigorously tested, and causal hypotheses evaluated using established criteria to ensure the validity and reliability of the model. As a rule, an indicator is considered invalid if the loading factor is greater than 0.6, while a Cronbach's alpha value greater than 0.6 indicates validity.

**Table 1. Validity and Reliability Testing**

Variables	Loading Factor	t-values	Cronbach's alpha	Composite Reliability
Novelty Seeker Self-Identify (Gardiner et al., 2023)				
NSSI 1 (Williams et al., 2017)	0.809	8.905	0.893	0.838
NSSI 2	0.785	9.167	0.804	0.871
NSSI 3	0.806	9.895	0.907	0.843
NSSI 4	0.826	11.906	0.843	0.905
Surfer Self-Identify (Gardiner et al., 2023)				
SSI 1 (Williams et al., 2017)	0.804	3.908	0.709	0.911
SSI 2	0.806	7.098	0.865	0.870
SSI 3	0.772	6.734	0.821	0.883
SSI 4	0.838	6.095	0.842	0.889
Sporty Self-Identify( Gardiner et al., 2023)				
SPSI 1 (Williams et al., 2017)	0.804	9.511	0.806	0.906
SPSI 2	0.873	6.908	0.908	0.894
SPSI 3	0.798	7.112	0.871	0.904
Social Self-Identify (Gardiner et al., 2023)				
SCSI 1 (Williams et al., 2017)	0.839	2.984	0.904	0.908
SCSI 2	0.805	3.569	0.811	0.852
SCSI 3	0.835	9.704	0.926	0.804
Attitude Towards the Activity (Gardiner et al., 2023)				
ATA 1 (Williams et al., 2017)	0.895	9.087	0.884	0.889
ATA 2	0.843	5.895	0.805	0.845
ATA 3	0.804	8.061	0.905	0.862
Intention to Participate in the Activity (Gardiner et al., 2023)				
IPA 1 (Williams et al., 2017)	0.787	9.081	0.805	0.887
IPA 2	0.605	7.806	0.911	0.894
IPA 3	0.507	8.894	0.972	0.809

Source: Authors' work (2024)

The goodness of fit of the model in this study, structural equation modeling (SEM) based on variance to analyze the collected data, including formally measured constructs (Haenlein & Kaplan, 2004; Korzynski et al., 2020, 2021; Leguina, 2015). The model has a good fit, as indicated by the goodness of fit test results exceeding the minimum acceptable level of statistical significance of 0.05. The RMSEA values were between 0.03 and 0.08, while the GFI, TLI, and CFI values were shown in Table 2. As noted by Tabachnick et al. (2013), the significance of the Chi-square values is dependent on the size of the sample and the non-statistical magnitude of the goodness of fit. Therefore, there are no issues with the model's construction.

A rigorous three-step process was used to test the hypotheses. Firstly, the model proposed in this study was evaluated for its fitness. Then, the model and its associated hypotheses were subjected to

statistical analysis in three stages. A fit test to assess the feasibility of the model and its acceptability within the research framework was carried out in the first stage. The model's feasibility has been successfully evaluated based on the Chi-Square value of 208.904, a significance level of 0.00, GFI of 0.952, NFI of 0.991, CFI of 0.975, TLI of 0.929, and RMSEA value of 0.05. This evaluation procedure requires further analysis to test our proposed hypotheses, as it leads to modal acceptance according to (Arbuckle, 2016; Tabachnick *et al.*, 2013). We will proceed with confidence to test our proposed hypotheses.

**Table 2. Goodness of Fit Testing**

The Goodness of Fit Test	Cut off Value	Result	Conclusion
Chi-square at a significance level of 5%	Expected Small	124.36	Not fit
P	≤ 0.05	0.02	Fit
GFI	≥ 0.90	0.952	Fit
NFI	≥ 0.95	0.991	Fit
TLI	≥ 0.90	0.929	Fit
CFI	≥ 0.95	0.975	Fit
RMSEA	0.03 ≤ RMSEA ≤ 0.08	0.05	Fit

*Source: Authors' work (2024)*

**Table 3. Hypothesis Testing**

Hypothesis	Std estimate	Critical ratio	ρ	Conclusion
Novelty seeker self Identify → Attitude Towards the Activity	0.607	6.906	0000	Accepted
Surfer Self Identify → Attitude Towards the Activity	0.566	7.882	0000	Accepted
Sporty Self Identify → Attitude Towards the Activity	0.504	9.008	0000	Accepted
Social Self Identify → Attitude Towards the Activity	0.607	9.043	0000	Accepted
Attitude Towards the Activity → Intention to Participate in the Activity	0.612	8.197	0000	Accepted
Novelty seeker self Identify → Attitude Towards the Activity Attitude → Towards the Activity	Z: 7.90436		0000	Accepted
Surfer Self Identify → Attitude Towards the Activity → Intention to Participate in the Activity	Z: 6.58923		0000	Accepted
Sporty Self Identify → Attitude Towards the Activity → Intention to Participate in the Activity	Z: 5.69025		0000	Accepted
Social Self Identify → Attitude Towards the Activity → Intention to Participate in the Activity	Z: 8.58045		0000	Accepted

*Source: Authors' work (2024)*

The second process of the study is hypothesis testing, as shown in Table 3. A hypothesis is considered significant and accepted if the probability value is below 0.05 and the CR value is above 1.96. The confirmatory factor analysis model is transformed into a structural model for hypothesis testing. The results of the hypothesis testing process are presented in Table 3, which contains the regression coefficients for each hypothesized pathway. All the proposed hypotheses were accepted, as indicated by H1=0.709, H2=0.407, H3=0.591, H4=0.572, and H5=0.608.

To test the proposed mediation hypothesis, this study uses the Sobel test with confidence. In this test, a z-value greater than 1.96 and a probability value of less than 0.05 are considered significant with

confidence. For this study's purpose, we will use the Hayes *et al.* (2009) approach. The confident test results indicate a mediating effect of each tested variable, at H6: This means that H6: Z: 7.90436, H7: Z: 6.58923, H8: Z:5.69025, H9: Z:8.58045 indicates that each of these variables mediates one another. The mediation hypotheses proposed in this study are confidently accepted as the tested variables have a mediating effect.

This research echoes previous research on the link between self-concept and adventure tourism (Gardiner *et al.*, 2023). Nevertheless, this study demonstrates for the first time the role of self-identity in motivating and rewarding the participation of young people in adventure tourism. This study aims to identify the key elements that drive positive attitudes and intentions toward adventure tourism activities by examining the identity perspective towards learning to surf across different countries. As noted in previous adventure tourism research (Lepp & Gibson, 2008; Williams *et al.*, 2017), this study reinforces the importance of novelty in adventure tourism experiences. According to the study, it is important to see oneself as a seeker of novelty to maintain a positive attitude to participation. This chapter contains the analysis results and discussions if there are tables, charts, or images prohibited on the print screen and information on reading and understanding them. Explain the research data analysis, describe the statistics required, and discuss the findings. There are four strategic pathways for increasing intention to participate in the Kebumen Regency, Cilacap Regency, and Yogyakarta Special Region Province surfing activity. The first step path is from novelty seeker save identity to Attitude to Word De Activity to intention to participate in the activity. The first path strategy results from the implications of accepting the first hypothesis, the fifth hypothesis (H5), and the sixth hypothesis (H6). When the novelty seeker variable self-identity can influence attitude to words in the activity, attitude to words in the activity can influence intention to participate, and attitude word the activity can provide a mediating role to the novelty seeker variable self-identity, which is towards intention to participate.

So, a description of the path strategy can be built that provides how the role of each concept is able to drive antecedents to the following consequences. We have found surfers have participated in various new experiences, and this will encourage them to want to surf immediately because this action can be considered as a form of motivation or encouragement to try surfing activities, so it will give rise to surfing intentions when they visit South Beach. Another assumption is that when they see various new experiences and often feel the experience matches what they feel, then this will encourage efforts to assume that surfing is a form of good action and brings various benefits. This will give rise to a form of intention when they visit the beach, which means they have to try surfing activities. When surfers consider that they like to do new things, then this will create an attitude that surfing is a good action, and they will try it and encourage others to do similar activities.

In the discussion of the chapter on results, it is forbidden to show statistics; the discussion should be as complete as possible and be accompanied by previous studies. Separate by subchapters on the relationship between variables one by one and previous studies either support or do not support them. They should be given the reason it happened. In addition, it also shows differences from previous

studies. The second strategy is the path from surfer self-identity to activity attitude to activity intention. The second path strategy is the result of the implications of accepting the second hypothesis (H2), fifth hypothesis (H5), and seventh hypothesis (H7). When the surfer self-identity variable is able to influence Attitude to words, the activity, Attitude to Word, the activity is able to influence intention to participate, and Attitude words, the activity, is able to provide a mediating role to the Surfer Self-Identity variable towards intention to participate. So a description of the path strategy can be built that shows how the role of each concept is able to drive the antecedents to the consequences as follows: When surfers can recognize the people in the pictures, in this case, the people they see in the pictures when they do the training, this will have an impact on their assumptions and perceptions that surfing is a good action so that this will encourage them to surf when visiting surf beaches in the three districts.

In addition, when the surfers feel a personal connection with the images they see during the training process, this will encourage them to want to surf immediately so that once they are at the beach places that provide the activity alone, they will immediately book a surfing activity. When they feel that being a surfer is a form of reflection of themselves, then this will encourage a form of attitude formation that both themselves will feel encouraged to take part in this activity. He will also encourage others to take part in surfing activities, which will cause them to do surfing activities when they visit these beaches. The third strategic path is from sports self-identity to activity attitude to activity intention to participate. The third path strategy is the result of the implications of accepting the third hypothesis (H3), fifth hypothesis (H5), and seventh hypothesis (H7). When the variable surfer sporty Self-identity can influence Attitude to words the activity, Attitude to Word the activity is able to influence intention to participate, and Attitude words the activity is able to provide a mediating role to the variable Surfer sporty Self-identity towards intention to participate. So, a description of the path strategy can be built, which provides how the role of each concept is able to drive the antecedents to the consequences.

When tourists can identify themselves as people who like sports activities, especially survey activities, this will become an attitude that considers that surfing is a sport full of challenges and surfing is considered a pretty good sport, so this will encourage the intention to surf when visiting these beaches. In addition, the participation they provide in this server sport activity reflects the condition of the Surfer. This will encourage themselves and others to participate in surfing; this impact will impact the possibility of booking lessons when their children do the launching with a form of practice first. This is done when they visit the surf beach before doing learning activities when they see themselves as people who have participated in student sports activities then this will encourage them to participate in surfing and foster the intention always to do surfing activities when visiting Menganti beach Widarapuyung beach and Parangtritis beach. The fourth pathway strategy is social self-identity, attitudes towards activity, and intentions to participate. The fourth path strategy is the result of the implications of accepting the fourth hypothesis (H4), fifth hypothesis (H5), and ninth hypothesis (H9). When the Social self-identity variable can influence the Attitude to words the activity, Attitude to Word, the activity can



influence the intention to participate, and Attitude to words the activity is able to provide a mediating role to the Surfer sporty Self-identity variable towards intention to participate.

So, a description of the path strategy can be built, which provides how the role of each concept is able to drive the antecedents to the consequences as follows. When people think that they should go surfing and this gets support from people around, then it becomes a form of attitude that provides motivation for me to encourage others also to take part in surfing activities so that this will bring up the intention to surf when visiting the surf beach. When my friends and parents think that we should go surfing, this will encourage us to do the activity immediately. We will also direct them to join training activities for those who have not mastered this ability and train and improve their abilities when they already have it. However, it is not optimal so that they will be willing to join this surfing activity.

Therefore, the social value of participating in surfing was lower than in Menganti where participation in surfing activities is more popular. It also has no surfing beaches, making it less suitable for this activity than Widara Payung, which has many surfing beaches close to the major towns. While the ability to surf and take surfing lessons may be new, the opportunity to learn surfing is low unless they travel abroad. Menganti is also a society that values academic achievement, and as such, learn-to-surf lessons may not have a strong and significant relationship with social self-identity compared to Widarapayung and Parangtritis youth who have grown up in a sport-oriented society and are more exposed to water sports such as surfing. It is, therefore, important to understand how sport is perceived in terms of social support (Adebayo, 2022; Yılmaz & Genç, 2024;).

It is assumed that social support (for example, counseling, competence acknowledgment, and social belonging) directly and indirectly impacts intention and social identity. This study has some limitations. These limitations are related to the selection of the mystery shopper sample for study one in the qualitative exploration and the selection of the younger generation as the sample in Study 2 in the qualitative survey, which only focused on three different regions located in two different provinces. Future research could provide a more comprehensive view to expand on this research by investigating other potential surfing destinations across several provinces in Indonesia. It is hoped that this will provide an understanding of the interaction between geography in providing opportunities for participation and engagement with beach culture between regions. This is a focus area of research that could be explored further. This is necessary to uncover further the similarities and differences based on nationality and tourism markets of various young people. This can also provide a form of implication for the behavior of adventurers that should also be taken into consideration for future research. In addition to the limitations in the selection of mystery shoppers in the first study, various weaknesses occurred in the data collection that occurred in Study 2 in the qualitative survey. This study did not provide a random selection of participants and measure response rates, and no quotas were involved more widely except for the three regions that were sampled in this study.

The impact of this is that there is a lack of representation of the sample selected to provide a holistic understanding of surf destinations nationally or internationally. However, based on the sample

selection limitations, the model presented in this study, when tested, provided a strong theoretical framework and an understanding of social identity as a driver of consumer motivation to participate. The acceptance of all hypotheses that occurred in this study showed that the model proposed in this study was good enough to show its contribution in increasing the intention to participate. Although the model can provide a form of contribution to increasing intensive participation in terms of research models, some limitations will be described as follows: The model was only tested on the younger generation in the three areas of Menganti, Widoropayung, and Parangtritis. The model was only tested on young people who visited these tourist destinations, so it does not represent the conditions of the younger generation globally. This research is also limited to studying only one type of activity, namely surfing activities, which may be less popular or even familiar to respondents in Central Java and the Special Region of Yogyakarta. This means that the youth adventure tourism market has occurred a homogenization and differentiation approach based on nationality. This is a form of study that is a form of originality of object exploration that was not previously thought of by the researcher. This may be due to the internet's widespread connectivity and globalization's impact. The study also seems to indicate a form of motivation for young consumers who are less able to provide a form of representation on an international and national scale. Qualitative research in determining regional differences can also be used as information in finding potential differences between regions in Central Java and the Yogyakarta Special Region.

These findings have several important theoretical implications in social psychology and adventure tourism theory. The choice of mixed method design in this research provides an in-depth qualitative understanding. This process is then continued sequentially to test the results of concepts understood qualitatively. Then, quantitative testing will be carried out, which will strengthen the theory of social psychology and adventure. The fields of social psychology and adventure tourism can develop more effective strategies for understanding and influencing individuals' attitudes and intentions toward surfing activities. Apart from that, practically, this research will provide implications for existing surf tourism destination industry managers and surf schools to implement various strategies in optimizing surfing activities in these tourist destinations, including through building a strong brand identity, promoting a sense of community, increasing authentic experiences, providing personalized learning experiences, promoting sustainability and environmental conservation and finally building an active online community.

## **CONCLUSION AND RECOMMENDATION**

This study confirms that self-identity is a key factor in forming attitudes and intentions toward participation in surf tourism adventures. The scientific facts presented show that consumers give a subjective report on various constructs in some of the places studied. However, there are some exceptions, which are explained. Various socio-cultural and geographical factors explain these exceptions. This study investigates the impact of novelty, surfing self-consciousness, surfing culture,

and social self-consciousness on the attitude to an activity. Its findings have significant implications for practitioners seeking to design and market activities to young people, particularly students. Using novel experiences is essential. The study does have some limitations, as it is only the opinions of young consumers from a few places, and the findings are not generalizable. Future research will be on the extension of the replication within the country and the investigation of this country's role in different regions.

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