

Changing Values Through Generations: The Case of Mountain Tourists

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Mountain tourism is becoming an increasingly important part of tourism in the Alpine countries, so research among mountain tourists is necessary. The changing values of different generations of tourists play a major role in their behaviour in a high-altitude environment and consequently affect the condition of these areas. Therefore, the purpose of this study is to determine the values of different generations of mountain tourists, different genders of tourists and among members and non-members of mountaineering associations. To achieve this purpose, a quantitative approach was used. The data was collected through a self-completion questionnaire in physical form at locations of 1st category mountain huts in Slovenian mountains during the 2020 summer mountaineering season. As part of the research, the sample was divided into four groups according to the year of birth of participants. With multivariate analysis, the existence of significant differences between groups of respondents of different ages, gender and membership, according to their values, was determined. The results of the research demonstrate the correlation between prevailing mountaineering values of mountain tourists and their characteristics. The research helps us to understand the mountaineering values of tourists who visit the mountains and fills the knowledge gap in the field of the differences between the values of different generations of mountain tourists, different genders and among membership in mountaineering associations. As outdoor activities are also gaining in popularity during the Covid-19 pandemic, the results of this research can be useful for attracting new members to mountaineering organizations, preserving mountaineering culture and sustainable development of tourism in the mountains.

Keywords: mountain tourism, values, generations



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Introduction

In the modern way of life, tourism is closely connected with sports (Gorelski, 2019) as sport can function as an

attraction facilitating an authentic experience of a destination for a tourist (Takata & Hallmann, 2021). Compared to other types of tourism, sports tourism is one

of the driving forces of economic development. Due to its nature and strong involvement in society, culture, the economy and environment, sports tourism has become an important factor in shaping the tourism industry, as it represents and enables many development opportunities in this field (Lesjak, 2014). Just as tourism can contribute to sustainable development and the achievement of sustainable development goals if properly developed and managed, so can sports tourism as a segment of tourism also help to achieve sustainable development in a way that derives from its characteristics. Thanks to these characteristics, sports tourism can play an important role in achieving the various goals of sustainable development (UNWTO, 2019).

Sports tourism is often carried out outdoors, in nature, in sensitive and protected areas. Today, tourism is widely recognised as a strong factor in rural area development. Tourist activities not only affect the economy, but also have impacts on the spatial development of the destination, its social structure, social life, and psychological imprint (Rangus et al., 2018). Therefore, if a tourist destination changes over the course of time in accordance with changes in all the environments forming it (Žibert et al., 2017), and if protected areas around the world are seeing a growing public interest in visiting them, many places of valuable natural and landscape features are under threat from an overly heavy tourist burden (Pachrová et al., 2020).

One of the most dynamic components of outdoor recreation is adventure tourism (Hall, 1992). Adventure tourism combines travel, sport and outdoor recreation (Beedie & Hudson, 2003) and represents a wide range of outdoor tourism activities that are often commercialized and involve interaction with the natural environment outside the participants' home environment and contain elements of risk (Hall & Weiler, 1992). Academic interest in adventure tourism has increased in recent years given the exponential growth of this sector. The core dimensions of adventure tourism are risk and danger, the natural environment, thrill and excitement, challenge, and physical activity (Janowski et al., 2021). Therefore, adventure tourism benefits are positively related to subjective well-being (Hung & Wu, 2021).

Mountaineering is a long-established adventure sport based on physical activity, challenges and risk. It has long been reserved for experienced individuals, but today the social boundaries separating mountaineers from tourists are increasingly blurred (Beedie & Hudson, 2003). Mountaineering therefore represents a popular form of adventure tourism (Pomfret, 2006), which is considered a growing industry and exploits traditional mountaineering spaces (Beedie, 2003). UNWTO (n.d.) defines mountain tourism as a type of tourism activity that takes place in a defined and limited geographical area. This area includes hills or mountains with a distinct topography, climate, biodiversity (flora and fauna), local community and other characteristics and attributes that are specific to this particular landscape. It includes a wide range of leisure and outdoor sports activities. Tourists are attracted to mountain destinations for a number of reasons, including climate, clean air, unique landscapes and wildlife, natural beauty, local culture, history and heritage, and the opportunity to participate in snow activities or other nature-related activities (United Nations Environment Programme, Conservation International, & Tour Operators' Initiative, 2007). Mountain tourism is currently understood as a broad term that includes alpine skiing, mountaineering (hiking), climbing and other forms of activities such as cycling tours, canyoning, horseback riding, rafting, etc. In recent years, mountain tourism has been gradually increasing among tourism preferences at the international level. The main reason is the strong relationship to nature, more specifically with mountainous areas, as they are becoming destinations with a large tourist influx (Rio-Rama et al., 2019). People are continually searching for new forms of recreation and settings for it, and mountains have often provided suitable areas for such activities. Mountain destinations have commonly evolved as local recreation grounds and have become a magnet for all types of tourist and amenity migrants. Given global trends in tourism and recreation, new mountain destinations will be explored and developed in the future, as many mountain communities are looking for opportunities to develop their tourism industry (Nepal & Chipeniuk, 2005).

Strojin (1999) states that values are a central point in mountaineering, but it depends on how one conceives, treats them in practice and maintains them. Values influence the ways in which individuals behave, and the formation of values is influenced by the circumstances in which the individual finds himself at a certain moment (Gorenak, 2014). Thus, values change due to changes in the environment (Gorenak, 2019), therefore, values are changing through generations (Ovsenik & Kozjek, 2015). Regarding mountaineering, Strojin (1999, p. 131) notes that it is necessary to take into account intergenerational differences. The older generation has settled on its views and the younger is still experimenting. Musa et al. (2015) say that, from a theoretical point of view, changing values, attitudes, and other psychological aspects of mountain tourism experiences deserve constant attention.

Different profiles of tourists go to the mountains. They can be distinguished by age, gender, membership in a mountain organization and other characteristics. Based on the literature, we can see that there are differences in the values of different generations (Ovsenik & Kozjek, 2015; Gorenak, 2014; 2019) and gender (Beutel & Marini, 1995; Di Dio et al. 1996; Giacomino & Eaton, 2003; Boohene et al., 2008). However, these differences have not yet been researched in regard to mountaineering values of mountain tourists. According to Strojin (1999), the values of mountaineering are associated with both culture and sports. They cover values such as mountaineering tradition, patriotism, the message of important mountaineering people, sense of responsibility, and cultural attitude towards nature and nature conservation, as well as the impact of mountaineering on health, experience in the mountains, social adaptability, ingenuity, helpfulness, etc. Tourists have different views on mountaineering values. Therefore, the purpose of this paper is to explore the importance of mountaineering values among tourists with different characteristics. With this in mind, the goals of this paper are mainly to determine mountaineering values of different (1) generations of mountain tourists; (2) genders of mountain tourists; and (3) among members and non-members of mountaineering associations. Therefore, this research contributes to theory and practice by analysing values

of mountain tourists and presenting the differences in values among mountain tourists.

It is therefore established that the values of individuals are an important part of mountaineering and thus also mountain tourism. It has also been found that different generations of tourists come to the mountains with different characteristics and beliefs. In the continuation of the literature review, the previous findings of the authors in the field of values in connection with mountain tourism, and the characteristics of generations in connection with mountain tourism are presented.

Values and Mountain Tourism

A value is the enduring belief that a particular course of action or ultimate state of existence is personally or socially better than the opposite or reverse mode of behaviour or ultimate state of existence. A value system represents a permanent organization of beliefs that consolidates priority behaviours or final states of existence along a continuum of relative importance (Rokeach, 1973). Values are considered to guide actions, attitudes, and judgments and thus may be seen as the determinants of attitudes as well as behaviour (Moore & Asay, 2017). Values can differ among different generations (Ovsenik & Kozjek, 2015; Gorenak, 2014; 2019) and also gender (Beutel & Marini, 1995; Di Dio et al., 1996; Giacomino & Eaton, 2003; Boohene et al., 2008). Females are more likely to express concern and responsibility for well-being of others, less likely than males to be concerned with materialism and competition, and more likely than males to indicate that finding purpose and meaning in life is extremely important (Beutel & Marini, 1995). Also according to Giacomino and Eaton (2003), females were more oriented to serving others (versus serving self) and using moral (versus competence) means.

Values can also differ according to members or non-members of an association. Suter and Gmür (2018) state that expectations of association members change over time depending on age and length of membership. During membership, the bonds between the member and association become stronger and the services provided by the association are increasingly appreciated. By joining the Slovenian Mountaineer-

ing Association (PZS), members support the activities of mountaineering associations, mountaineering, sport climbing and other clubs united within the Mountaineering Association of Slovenia. PZS members are insured for performing numerous mountaineering activities. The insurance also covers rescue costs abroad with 24-hour assistance and medical assistance abroad, as well as private liability insurance. In Slovenian mountain huts they can spend the night with a 50% or 30% discount. They also have discounts in more than 1,250 huts of partner organizations in Europe and Canada. Numerous mountaineering, climbing and excursion guides, together with mountaineering maps and professional and literary literature, published by Planinska založba PZS, are more affordable. The oldest published Slovene magazine, *Planinski vestnik*, can be ordered at a quarterly discount for the whole year. As members of PZS, they also receive many benefits in many shops with mountaineering and climbing equipment (Planinska zveza Slovenije, n.d.). For associations, it is important to know what values are important to members and how these values will change in the future (Suter & Gmür, 2018).

Personal values can significantly affect tourism and the environment, attitudes toward conservation, and sustainable tourism (Xu & Fox, 2014). According to Mrak (2009), the motives and ethical values of mountaineers and mountain tourists play a major role in their behaviour in a high-altitude environment and consequently influence its condition. The high-altitude environment is specific, and at the same time human activities are specific to it, so the establishment of an appropriate system of values and perceptions is of key importance and can significantly contribute to the realization of sustainable development.

Values can be considered from many perspectives. The definitions by scholars agree on personal values' key features: (1) an individual's values reflect a belief on a particular end-state's desirability; (2) an individual's values transcend a particular situation since they are generally abstract; and (3) an individual's values are ordered in a value priorities system (Kim, 2020). Similarly, Strojín (1999) explains that values in mountaineering can be captured in three groups: (a) per-

sonal values (nobility, social sensitivity, upbringing, etc.); (b) interpersonal values (belonging to a group, connection, elimination, camaraderie, disaster relief, etc.); and (c) superpersonal values (patriotism, belonging to tradition, nature protection, etc.).

Slovenia is a country with a rich history of mountaineering, therefore in his writings, Strojín (1999) focuses on Slovenia and draws attention to: (a) The tradition of Slovene mountaineering, (b) Patriotism, which began with a defensive resistance to de-Germanization, and continued and was upgraded with a reference to tradition. (c) The message of the tradition of important people of Slovenian mountaineering. (d) A sense of responsibility for a comrade and a person in the mountains, whose ethically most valuable act was the establishment of the Mountain Rescue Service of Slovenia. Although disaster response is a general civilizational duty, it is especially emphasized in the mountains. (e) Cultural attitude towards nature and its values as a duty that binds everyone who walks in the mountains, regardless of whether they are a member or a non-member of a mountaineering organization; cultural attitude is reflected in respect for natural values, in the study of guide and other literature, self-education in mountaineering, etc. (f) Nature conservation in the active behaviour of people, which is reflected in the educational impact and teaching of those younger and less experienced than themselves, in the participation in cleaning campaigns, waste disposal in the valley, etc.

Among the values of mountaineering, which are the same as values of an intangible nature, Strojín (1999, p. 128) mentions: (a) The impact of mountaineering on health, on strengthening physical abilities, perseverance and strength. (b) The ability to experience oneself in the mountains in the form of meditation, relaxation, thinking and mental stabilization. (c) Increasing working capacity after an active trip. (d) Greater social adaptability, understanding at home and at work, in society and anywhere. (e) Life optimism with views and plans for the future, in short, in the impetus of life and nature. (f) Ingenuity and flexibility in life situations, finding ways out of problems and social mobility in life and society. (g) Helpfulness in social situations, which requires the responsiveness

of a fellow human being and self-sacrifice in dealing with an accident.

Generations and Mountain Tourism

Generations have been treated as a subject of research throughout history to understand the psychology of individuals and keep their behaviour under control. Understanding the generational phenomenon and its chronological differences, and the characteristics of members of generations is important, as different generations with different characteristics work together and coexist (Berkup, 2014). Members of a generation share experiences that affect their thoughts, values, behaviours, and reactions. Individuals bring their personalities, influences, and special backgrounds from their cultural background, class, gender, region, family, religion, and the like, but some broader generalizations about those born at about the same age are possible (Abrams & Frank, 2014). Through shared experiences, cohorts or generations develop. People born within a few years of one another are likely to experience similar economic, political, historical, and technological changes throughout the life course (Moore & Asay, 2017).

Dimock (2019), Gravett and Throckmorton (2007), AARP (2007) and AMWA (2012) define the Baby Boomers as those born between 1946 and 1964. For the case of this research, the Baby Boom generation will be represented by individuals born between 1946 and 1964. Tulgan (1997) defines the Gen Xers as those born between 1963 and 1977. On WJSchroer (n.d.), Generation X is defined as individuals born between 1966 and 1976. Some authors define Generation X as those born between 1965 and 1980 (AARP, 2007; Valueoptions, n.d.a). In this case, Generation X will include individuals born between 1965 and 1979.

Schroer (n.d.) defines Generation Y as individuals born between 1977 and 1994. AARP (2007) defines the Millennial Generation as those born between 1980 and 2000. Website Valueoptions (n.d.b) has defined Generation Y as individuals born between 1980 and 1994. In the case of this study, Generation Y will be defined as individuals born between 1980 and 1994. Further, Dimock (2019) defines Generation Z (also Gen Z, Post-Millennials etc.) as individuals born from

1997 onwards. Schroer (n.d.) defines Generation Z as individuals born between 1995 and 2012. In this study, Generation Z will be defined as individuals born between 1995 and 2009.

It was shown that the alternation of generations implies a certain continuity in various indicators: values, perceptions, behaviour, collective memory, information, discourses. The construct is a very mobile formation. The boundaries of generations cannot be less than 10 years, since the formation of basic values takes place in adolescence (Pishchik, 2020). The turbulent developments as a result of industrialization, modernization and globalization has created differences between generations (Bejtkovský, 2016). New generations profess a different lifestyle from that of the generations before (Grenčíková & Vojtovič, 2017); also, each generation has its own source of happiness (Abror et al., 2020). The findings show that differences in cohort-induced lifestyles and values permeate into vacation experience and activity. It would be unwise to assume that people in similar chronological age and life stages will always have similar travel preferences from generation to generation (Lehto et al., 2008). Differences in behaviour between generations are becoming increasingly apparent. The young generation of the moment, also known as Generation Z, is distinguished by many elements from the previous generations. There is a clear gap between the older and younger generations in their view toward tourism consumer behaviour (Băltescu, 2019). Generation Z seems to have the ability to discern the environment and decipher the role tourism plays. Their critical impressions of place in terms of infrastructure, sustainability, beauty, etc., force a rethink of traditional tourist typologies (Wee, 2019). However, tourism activities can still have positive effects on various aspects of the life of elderly generations (Medarić et al., 2016). Therefore, the value of travel, as an entire concept, changes among generations. Personally, individuals value travel experiences differently as they age and participate in the workforce (Moore & Asay, 2017).

Understanding the generation phenomenon and the characteristics of the members of generations is of importance for tourism providers as they need to know their guests in order to adjust the offer (Špindler,

2018). This also applies to the planning of sustainable tourist activities in the mountains. In Slovenia, awareness of sustainable development concepts in tourism is rapidly gaining momentum (Sasidharan & Križaj, 2018). The Mountaineering Association of Slovenia, which dedicated the International Day of Mountains 2019 to young people and runs under the slogan 'Mountains are important for young people,' also strives to encourage younger generations to visit the mountains and behave sustainably in the mountains. Ponebšek (2019) says that the mountain world is changing and is intentionally or unintentionally already largely imbued with mass tourism. He adds that 'if we focus on the Slovenian mountains, we can see that they still offer young people many opportunities for life and sports in the mountain world, of course aware of the need to constantly seek harmony between nature and man.'

A review of the literature shows that there is a gap in the research of mountaineering values of different generations of sports tourists in the mountains. Through the research and its results, this gap will be filled, which will help to better understand the characteristics of tourists in the mountains.

Methodology

Based on the literature review the following key research question was set: *Are mountaineering values of mountain tourists statistically significantly influenced by generation, gender and membership in mountaineering association of individuals?*

Three hypotheses were tested in this study:

- H1 *There are statistically significant differences in importance of mountaineering values of different generations of tourists in mountains.*
- H2 *There are statistically significant differences in importance of mountaineering values of different genders of tourists in mountains.*
- H3 *There are statistically significant differences in importance of mountaineering values of tourists in mountains that are members or non-members of a mountaineering association.*

A quantitative approach is often used in researching tourist values (Wen et al., 2019; Kim et al., 2006;

Woosnam et al., 2007), so the research in this study is also based on a quantitative approach. Data was obtained on the basis of a convenience sample, which is a type of non-probability sampling in which we include those units offered by the opportunity (e.g. place, access) (Terminološki slovar vzgoje in izobraževanja, n.d.). This pattern is often used in tourism for research conducted with the participation of groups of tourists on a tourist trip (Knežević & Bizjak, 2009). The data collection method was a survey that represents an established data collection method for researching the values of tourists (Wen et al., 2019; Kim et al., 2006; Woosnam et al., 2007). The data collection tool was a questionnaire that was also used in similar surveys (Wen et al., 2019; Kim et al., 2006; Woosnam et al., 2007).

The survey was designed based on the reviewed literature and previously conducted research. With the help of a designed survey, data on the predominant mountaineering values of an individual respondent was obtained. Tourists were invited to participate in the research at the locations of mountain huts of the 1st category. The criteria for mountain huts of the 1st category are (Planinska zveza Slovenije, 2017): (a) the location of the mountain hut is in the area of the Julian Alps, Karavanke, Kamnik-Savinja Alps or Snežnik; (b) walking time from the nearest starting point, accessible by public road, is at least one hour; (c) the mountain hut is not accessible by public road or by cable car for the transport of persons for the purpose of public transport; (d) the hut cannot be supplied with vehicles on the roads, but the supplies are carried by people, pack horses, a freight cable car or helicopters.

By including tourists in the locations of category 1 mountain huts in the research, we meet the criteria for defining sports tourists, as the travel of these persons includes sports activities, and we will also check overnight stays outside the place of their residence. The category of 1st category huts includes 31 mountain huts in Slovenia. Among these huts, Kocbek's home in Korošica and Frischauf's home are currently out of operation. The population of the research is defined as persons who spend the night outside their place of residence and visit a mountain hut of the 1st category in the area of Slovenia in the 2020 summer mountaineer-

ing season, from June to September. Mountain hut visitors were approached by the researcher and asked to participate in the survey. The researcher explained the purpose of the survey, stated that the survey was anonymous, and handed out a self-completion questionnaire in the appropriate language.

Mountaineering values were measured using a 5-point Likert scale ranging from very unimportant (1) to very important (5). The respondents were asked to indicate to what extent the values are important to them. Values from the field of mountaineering, which were included in the questionnaire, were taken from the work of Strojín (1999), as it is one of the few works that deals with or defines mountaineering values. The research of values was carried out as part of a broader research, which also included research on the motivation and lifestyle of tourists in the mountains.

The data obtained with the help of the survey questionnaire was processed with the statistical package SPSS for Windows. According to the obtained data, a series of statistical analyses were performed. For non-numerical data, base frequencies, percentages in individual categories, and cumulative percentages were calculated. In the first phase, a descriptive analysis was performed to present the characteristics of tourists in the mountains. As part of the research, the sample was divided into five groups and compared with each other. These groups are the Baby Boomer generation, Generation X, Generation Y and Generation Z. Individuals were classified into an individual group according to the year of birth.

To gauge the reliability of measure (Cronbach & Shavelson, 2004) of mountaineering values, Cronbach's alpha was used. Further, to reduce the number of variables (values) into fewer numbers of factors, factor analysis was used (Lawley & Maxwell, 1962). The Kruskal-Wallis H test was performed, as it is used to determine if there are statistically significant differences between different generations and mountaineering values (Kruskal & Wallis, 1952). To measure the strength and direction of association between generations and mountaineering values, Spearman's rank-order correlation was used (Bishara & Hittner, 2012). Next, a Mann Whitney U test was performed to compare gender and mountaineering values. A Mann

Table 1 Demographic Data

Variable		N	%
Gender	Male	236	58.7
	Female	166	41.3
Age according to generations	Baby Boom Generation	103	26.0
	Generation X	128	32.3
	Generation Y	105	26.5
	Generation Z	60	15.2
Education	Primary or incomplete primary education	4	1.0
	Secondary vocational education (3 years of secondary school)	17	4.3
	Secondary education (4 years of secondary education)	189	47.3
	Higher or university education	157	39.3
	Specialization, master's degree or PhD	33	8.3
Members of mount. assoc.	Yes	249	63.0
	No	146	37.0

Whitney U test was also performed to find out if there are statistically significant differences in mountaineering values rating between members and non-members of mountaineering associations (Mann & Whitney, 1947).

Results

Together, 407 responders from Slovenia were included in the analysis (Table 1). The proportion of male responders (58.7%) was higher than that of female responders (41.3%). The Baby Boom Generation (1946–1964) represents 26% of the responders, 31.4% were Generation X (1965–1979), 25.8% Generation Y (1980–1994) and 14.7% Generation Z (1995–2009). Most of them had obtained secondary education (47.3%) or higher/university education (39.3%). There were 63.0% of members and 37.0% of non-members of a mountaineering association.

To measure the scale reliability of our research in mountaineering values, Cronbach's alpha test was used. For the list of 16 values, Cronbach's alpha is calculated at 0.836 which represents an acceptable reliability coefficient (Cortina, 1993). According to the performed Shapiro-Wilk test of normality, the variables are not normally distributed in population that has been sampled ($p = 0.000$). To measure how suited

Table 2 Factor Analysis

Variable	(1)	(2)	(3)
F1 The message of the tradition of important people in mountaineering	0.811	3.485	1.101
Nobility	0.707	4.035	0.872
Belonging to a group, expedition	0.677	4.072	0.885
Patriotism	0.605	3.984	0.953
Social adaptability	0.505	4.177	0.719
Mountaineering tradition	0.463	3.794	0.917
F2 Health	0.934	4.748	0.509
Life optimism	0.648	4.713	0.519
F3 Experiencing yourself in the mountains	0.732	4.370	0.749
Ingenuity and flexibility in life situations	0.408	4.158	0.809
Working capacity (after an active trip)	0.269	3.909	0.890
F4 Helpfulness in social situations	-0.700	4.568	0.590
Comradeship	-0.555	4.534	0.606
Cultural attitude towards nature	-0.420	4.493	0.633
Nature protection	-0.349	4.719	0.479
Upbringing	-0.293	4.568	0.659

Notes Factors: F1 – tradition values (26.6% of variance), F2 – health values (8.4% of variance), F3 – personality values (5.0% of variance), F4 – upbringing values (3.4% of variance). Rotation Method: Oblimin with Kaiser Normalization. Column headings are as follows: (1) factor loading, (2) mean, (3) standard deviation.

the data is for factor analysis, the Kaiser-Meyer-Olkin (KMO) Test was performed. The KMO value of 0.822 indicated that the sampling is adequate. That a factor analysis is useful with the data, indicated also the Bartlett's test of sphericity, with significance of 0.000 (Tobias & Carlson, 1969).

Further, to reduce the number of variables (values) into fewer numbers of factors, factor analysis was used. Table 2 shows factor loadings for the factor analysis. The minimum factor loading was set to 0.25, so the final model includes 16 items. The four factors explained 43.4% of the total variation. The items in the table are sorted according to the size of the loading on each of the factors. The first factor was labelled 'Tradition values,' based on the first three items with the highest loadings on this factor. The second factor was labelled 'Health values,' the third factor 'Personality values' and the fourth factor 'Upbringing values.'

Table 3 Kruskal-Wallis H test

Generations	(1)	(2)	(3)	(4)	(5)
F1 Baby Boom	103	237.11	68.808	3	0.000
Gen X	126	228.88			
Gen Y	104	169.19			
Gen Z	59	104.60			
Total	392				
F2 Baby Boom	94	187.28	1.108	3	0.775
Gen X	118	183.17			
Gen Y	99	191.53			
Gen Z	59	177.21			
Total	370				
F3 Baby Boom	102	202.41	5.673	3	0.129
Gen X	128	208.38			
Gen Y	105	196.36			
Gen Z	59	167.43			
Total	394				
F4 Baby Boom	103	209.45	11.595	3	0.009
Gen X	128	198.93			
Gen Y	104	168.62			
Gen Z	59	224.47			
Total	394				
All Baby Boom	93	206.59	29.209	3	0.000
Gen X	116	206.42			
Gen Y	97	162.56			
Gen Z	58	129.38			
Total	364				

Notes Column headings are as follows: (1) N, (2) mean rank, (3) Kruskal-Wallis H, (4) degrees of freedom, (5) asymptotic significance.

Given that the calculated values by mountaineering values are abnormally distributed, nonparametric tests were used below. A rank-based nonparametric test – the Kruskal-Wallis H test – was performed, as it is used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable. In this case, different generations and mountaineering values were included in the test (Table 3).

The Kruskal-Wallis H test showed that there was a statistically significant difference in importance of mountaineering values between different generations, $\chi^2 = 29.209$, $p = 0.000$. However, if one looked more deeply into factors of values, a statistically significant difference in importance of mountaineering values be-

Table 4 Spearman's Rho

Item	F1	F2	F3	F4
Correlation Coefficient	-0.388**	-0.013	-0.088	-0.037
Sig. (2-tailed)	0.000	0.798	0.082	0.468
N	392	370	394	394

Notes ** Correlation is significant at the 0.01 level (2-tailed).

tween different generations is seen only with Tradition values and Upbringing values (Table 3).

Further, to measure the strength and direction of association between generations and mountaineering values, Spearman's rank-order correlation was used, as it is a nonparametric measure (Table 4).

A Spearman's rank-order correlation was run to determine the relationship between generations and mountaineering values. There was a moderate, negative correlation between

Generations and Tradition values, which was statistically significant ($rs = -0.388$, $p = 0.000$). This indicates that as the age decreases, the importance of tradition values decreases.

Next, differences in gender of tourists were tested using a Mann Whitney U test, as it is a non-parametric test that is used to compare two sample means that come from the same population, and used to test whether two sample means are equal or not. In this case, gender and mountaineering values were included in the test (Table 5).

It is evident from the Mann-Whitney U test results that there are statistically significant differences between gender when ranking the importance of mountaineering values. Female respondents rated values more favourably than men ($p = 0.029$). However, as Table 5 shows, statistically significant differences appear only by Tradition values ($p = 0.032$) and Upbringing values ($p = 0.002$). The results show that females are ranking traditional and upbringing values statistically significantly higher than males.

A Mann Whitney U test was also performed to find out if there are statistically significant differences in mountaineering values rating between members and non-members of mountaineering associations (Table 6).

It is evident from the results that there are statis-

Table 5 Mann Whitney U Test: Gender

Gender	(1)	(2)	(3)	(4)	(5)	(6)
F1 Male	232	188.64	16735.50	43763.50	-2.141	0.032
Female	165	213.57				
Total	397					
F2 Male	220	182.81	15908.00	40218.00	-1.460	0.144
Female	156	196.53				
Total	376					
F3 Male	235	200.81	19313.50	33008.50	-0.066	0.947
Female	165	200.05				
Total	400					
F4 Male	233	185.44	15946.50	43207.50	-3.045	0.002
Female	166	220.44				
Total	399					
All Male	215	174.76	14354.00	37574.00	-2.181	0.029
Female	154	199.29				
Total	369					

Notes Column headings are as follows: (1) N , (2) mean rank, (3) Mann-Whitney U, (4) Wilcoxon W, (5) Z, (6) asymptotic significance (2-tailed).

Table 6 Mann Whitney U Test: Membership in Mountaineering Association

Memb.	(1)	(2)	(3)	(4)	(5)	(6)
F1 Yes	246	210.37	14053.500	24493.500	-3.416	0.001
No	144	170.09				
Total	390					
F2 Yes	227	193.05	14290.000	24443.000	-2.212	0.027
No	142	172.13				
Total	369					
F3 Yes	248	198.76	17542.500	28127.500	-0.410	0.682
No	145	193.98				
Total	393					
F4 Yes	246	205.34	15782.500	26513.500	-2.044	0.041
No	146	181.60				
Total	392					
All Yes	223	192.40	13067.500	22797.500	-2.514	0.012
No	139	164.01				
Total	362					

Notes Column headings are as follows: (1) N , (2) mean rank, (3) Mann-Whitney U, (4) Wilcoxon W, (5) Z, (6) asymptotic significance (2-tailed).

tically significant differences between members and non-members of mountaineering associations regarding all values ($p = 0.012$). The results show that significant differences occur in Tradition ($p = 0.001$), Health

($p = 0.027$) and Upbringing ($p = 0.041$) values. Mean Ranks by all mentioned values (Tradition, Health, Upbringing) are higher for members of mountaineering associations, which means that members are rating the values higher than non-members.

Based on the results, the set hypotheses were tested. In measuring the strength and direction of association between generations and mountaineering values it is evident that there was a moderate, negative correlation between Generations and Tradition values, which indicates that as the age decreases, the importance of tradition values also decreases. According to the differences in generations the hypothesis was H1: There are statistically significant differences in importance of mountaineering values of different generations of tourists in mountains. Based on the results, we can confirm this hypothesis and conclude that there are statistically significant differences in importance of mountaineering values of different generations of tourists in mountains. These differences are visible mainly in Tradition and Upbringing values.

When researching the importance of mountaineering values according to the gender of participants the hypothesis was H2: There are statistically significant differences in importance of mountaineering values of different genders of tourists in mountains. The participants were divided into two groups according to their gender. First, the Mann-Whitney U test results shows that there are statistically significant differences between gender when ranking the importance of mountaineering values. Regarding that, female respondents in general rank mountaineering values as more important. When observing in more detail, it is evident that statistically significant differences occur especially in Tradition values and Upbringing values. The results show that female respondents rank the importance of traditional and upbringing values statistically significantly higher than men. Based on the results we can confirm H2 and conclude that there are statistically significant differences in importance of mountaineering values of different genders of tourists in mountains. These differences are seen mainly in Tradition and Upbringing values.

The third hypothesis referred to importance of mountaineering values between members and non-

members of mountaineering organizations. It is evident from the Mann Whitney U test results that there are statistically significant differences between members and non-members of mountaineering associations regarding mountaineering values. The results show that significant differences occur in Tradition, Health and Upbringing values. By all these values, importance ratings of members of mountaineering organizations are higher than of non-members. From these results we can understand that the members of a mountaineering organization accept or approve of mountain values to a greater extent than non-members. Therefore, if the hypothesis was H3: There are statistically significant differences in importance of mountaineering values of tourists in mountains that are members or non-members of a mountaineering association, we can confirm this hypothesis according to the results. We can conclude that there are statistically significant differences in importance of mountaineering values of tourists in mountains that are members or non-members of a mountaineering association. These differences are mainly seen in Tradition, Health and Upbringing values, where members rate these values higher than non-members.

Discussion

In this study a total of 16 mountaineering values were included in the research. With the use of factor analysis, four factors were formed. In the first factor, called Tradition values, six variables (mountaineering values) were included. Those were: 'The message of the tradition of important people in mountaineering,' 'Nobility,' 'Belonging to a group, expedition,' 'Patriotism,' 'Social adaptability' and 'Mountaineering tradition.' Strojín (1999) also mentions the emphasis on values related to the history and tradition of mountaineering in his work. The next factor was called Health values, as the variables ('Health,' 'Life optimism') included in this factor are connected to health and well-being. The third factor includes variables or values relating to oneself ('Experiencing yourself in the mountains,' 'Ingenuity and flexibility in life situations,' 'Working capacity (after an active trip)'), therefore it was named Personality values. The last factor refers to upbringing and behaviour in mountains, therefore it was named

Upbringing values. It includes the variables 'Helpfulness in social situations,' 'Comradeship,' 'Cultural attitude towards nature,' 'Nature protection,' and 'Upbringing.' We see that in Health and Personality values factors, the values are more linked to oneself, to the individual person. In Upbringing values, the emphasis is on interpersonal connections and behaviour values. In Tradition values, the emphasis is on values that are beyond the personal and which connect to the tradition and history of mountaineering. Similar to this, Strojín (1999) also mentions personal, interpersonal and superpersonal groups of mountaineering values.

As it is stated in the literature, that values are changing through generations (Gorenak, 2014; Ovsenik & Kozjek, 2015; Gorenak, 2019), this study researched if this is also the case among mountain tourists. The sample was divided into 4 generations (Baby Boomers, Generation X, Generation Y, Generation Z) according to the year of birth. It is evident that there are statistically significant differences in importance of mountaineering values between different generations. According to the Mean Rank, we can see that the elderly generation in general rank mountaineering values as more important than younger generations. These differences are particularly evident in Tradition values and Upbringing values. In Tradition values, the older the generation, the higher they rate the importance of tradition values. However, in Upbringing values, the highest ratings of importance are evident in Generation Baby Boom and Generation Z. Since the younger generation today is interested in nature protection, and education/upbringing is also important to them, such a result is recorded here. If personal values significantly affect tourism and the environment, attitudes toward conservation of nature, and sustainable tourism (Xu & Fox, 2014), the results of this study can be an encouraging indicator that the younger generation will strive for the preservation of mountain areas and their sustainable development. Fostering this way of thinking and behaving in the mountains is important for both younger and older generations.

Regarding gender differences, Female respondents in general rank mountaineering values as more important. The results show that female respondents mainly rank the importance of traditional and upbringing

values higher than males. These results are consistent with previous research that females are more oriented to serving others and caring for their well-being (Giacomino & Eaton, 2003; Boohene et al., 2008). Female respondents, compared to males, mainly described social adaptability, helpfulness in social situations, camaraderie, mountaineering tradition and nature protection as more important. From this we can assume that women in the mountains will be more willing to help in difficult situations, are more receptive to the mountaineering tradition and will put more emphasis on nature conservation in the mountains.

We can conclude that there are differences in importance of mountaineering values of tourists in mountains that are members or non-members of a mountaineering association. These differences are mainly seen in Tradition, Health and Upbringing values, where members rate these values higher than non-members. Similar results were presented by Suter and Gmür (2018), where survey data from members of a Swiss hiking trail association revealed that there are significant positive relationships with all member-value dimensions: enjoyment, affection, identity, power, participation, understanding, and safety. However, length of membership showed stronger effects than age. We see that the members of the mountaineering organization accept mountaineering values to a greater extent, therefore we can assume that their values are also built through membership in mountaineering associations. Promoting awareness of mountaineering values is largely in the hands of the mountaineering organization itself, which, through activities, promotion and programmes, brings mountaineering closer to the people.

Conclusion

This study explores mountaineering values and how they differ according to different characteristics of tourists in the mountains. The characteristics included in this study were generation of tourists, gender and membership in mountaineering associations. According to the key research question of this study, whether there are statistically significant differences in importance of mountaineering values of tourists with different characteristics, we can conclude that there are

differences. The differences are seen in different generations of tourists, gender and (non)membership in a mountaineering association. For Generation Z, the most important values are oriented to upbringing, helping others in social situations and cultural attitude towards nature. Generation Y is most oriented to preserving nature, experiencing themselves in the mountains and health. The most important values for Generation X are working ability (after an active trip), belonging to a group and the tradition of important people in mountaineering. Values that are most important for the Baby Boom generation are life optimism, ingenuity and flexibility in life situations, mountaineering tradition, social adaptability, nobility and patriotism. Regarding gender, only work ability after an active trip and patriotism are more important to men than to women. All the other values are of higher importance for women. Working ability after an active trip is also the only value more important to non-members than members of a mountaineering association.

The results of the research provide new information on the demographic profile of mountain visitors and their predominant mountaineering values. Based on the results, it is evident that the mountains are visited by tourists with different values, which differ according to age, gender and membership in a mountaineering organization. As a result, a different approach for tourists with different characteristics is needed to increase the effectiveness of promoting sustainable tourist behaviour. Therefore, these findings have certain implications for the development of sustainable tourism in mountains. A similar research can be transferred to other areas in Slovenia and abroad, and the research will also be able to serve as a basis for researching the values of different generations of tourists in the field of sports tourism. In further research, it is also possible to compare values in different areas. The identified differences in the importance of mountaineering values of tourists with different characteristics can contribute to the development of programmes of mountaineering organizations and the design of various sustainable activities in the mountains. With in-depth knowledge of the characteristics of mountain visitors, tourism organizers will be better equipped to create and advertise mountaineering

opportunities with certain combinations of attributes offered by mountain tourism destinations. This research on the example of Slovenian mountains will contribute to the theory of understanding the values of sports tourists, more precisely active sports tourists in the mountains.

There are certain limitations of this study and also opportunities for future research. The limitation is that the research with the methodology used is carried out on the example of sports tourists who spend the night outside their place of residence and visit a 1st category hut in the Slovenian mountains. Future research could also include conducting surveys in Category 2 and 3 huts. With the help of these results, we could identify the differences between tourists visiting different categories of huts. A limitation is also the area of research. The survey was conducted on a sample of respondents in the mountains in Slovenia. Future research could extend the scope of the research to other countries. This would provide an opportunity to compare the importance of values in different countries. In the research, we limited ourselves to the summer season (June, July, August, September) within which the survey was conducted. Future research could extend the survey to other parts of the year, allowing us to identify differences between tourists heading to the mountains at different times of the year. The limitation of the research also refers to the characteristics of tourists. We used generations, gender and membership in a mountaineering organization in the research. Future research could include other characteristics such as social status, material status, frequency of trips to the mountains, and the part of the year when they most often go to the mountains. In this way, in the future we could obtain even more detailed information about tourists in the mountains and get to know them better. With in-depth knowledge of mountain tourists, tourism organizers will be better equipped to create and advertise sustainable mountain tourism products with certain combinations of attributes offered by mountain destinations.

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