

Outcomes — Consequences — Values of an Integrated Wilderness Adventure Program

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The purpose of this research was to use means-end analysis to develop a better understanding of the outcomes for participants in an integrated adventure program that includes persons with and without disabilities. The research specifically examined the linkages between the means (the service) and the ends (the consequences and values important to the individual). The research also explored differences in the means-end linkages for those with and without a physical disability. The research focused on Wilderness Inquiry, a non-profit organization that sponsors integrated wilderness adventure trip programs for adults and families. These trips include people with and without disabilities. Originally developed to understand consumers' feelings about products or services, means-end theory has been used to better understand consumers' feelings about products or services, means-end theory has been used to better understand decision-making behavior for marketing purposes. The research report here examines participation rather than decision-making and is unique in that it is among the first application to involve an integrated adventure program. A total of 198 participants from Wilderness Inquiry trips completed a 15-minute questionnaire as part of the post trip evaluation during the summer 2001. Respondents were asked to identify key outcomes they obtained from the trip and then asked why each outcome was important to them. This series of questioning is important to get participants to higher-level outcomes and is referred to as "laddering." Participants were of various abilities, ages, backgrounds and gender.

The data were analyzed and hierarchical value

maps (HVM), were created using the links between the outcomes that participants listed on their questionnaire. The predominant trip attributes that contributed to participant outcomes were interactions, wilderness experience, canoeing, and the trip overall. The predominant consequences linked to these attributes included relationships with others, awareness, and nature appreciation. Transference, self-awareness/improvement/fulfillment, personal goal, warm relationships with others, and personal/spiritual value were the predominant values. The strongest links were between teamwork and relationships with others. Other strong links were between new opportunities that lead to personal goals, and awareness leading to fun and enjoyment of life. Looking at people with disabilities ($n = 64$) versus people without disabilities ($n = 126$), there are a few differences and similarities. Interactions and wilderness experiences are important attributes for all participants on these trips. Awareness, relationships with others, and nature appreciation are the strongest consequences, and values are similar as well. For participants without disabilities, new opportunities were a strong link with personal goals, whereas for participants with disabilities, new opportunities were not important. For participants with disabilities, there was link between awareness of disabilities to achievement to a sense of accomplishment. For persons with disabilities, awareness of abilities is linked to transference.

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