



Selecting and annotating knowledge-rich contexts in the segment of adventure tourism

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1. Introduction and background
2. Hypothesis and objectives
3. Methodology
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1.

INTRODUCTION AND BACKGROUND



1. INTRODUCTION



- **What is adventure tourism?**

- Alternative tourism (Fennell, 2003) → Opposite to mass tourism (e.g., sun and beach)
- New products
- Distinctive characteristics:
 - Outdoor activities (nature)
 - Unfamiliar places
 - Active tourism
 - Elements of risk at different degrees
 - Physical challenge

1. BACKGROUND

- **DicoAdventure Project**

(<http://www.uco.es/dicoadventure/index.php>)



DicoAdventure resource

(<http://olst.ling.umontreal.ca/dicoadventure/>)



INICIO INVESTIGADORES PUBLICACIONES RECURSO NOTICIAS TRADITUR CONTACTO ENGLISH



Project Description	Search on DicoAdventure	English Entry List	Spanish Entry List	Team
Headings: <input checked="" type="checkbox"/> Head terms <input type="checkbox"/> Definitions <input type="checkbox"/> Semantic role names <input type="checkbox"/> Realizations <input type="checkbox"/> Contexts	Precision: <input type="radio"/> Exact <input checked="" type="radio"/> Starts with <input type="radio"/> Contains <input type="radio"/> Ends with	Languages: <input type="radio"/> English <input type="radio"/> Spanish <input checked="" type="radio"/> Both	Search term: <input type="text"/> <input type="button" value="Go"/>	

2.

HYPOTHESIS AND OBJECTIVES





2. HYPOTHESIS AND OBJECTIVES

Knowledge Rich Contexts (KRCs) (Meyer, 2001) are one of the usual data categories contained in terminological knowledge bases, as they express conceptual information of a term. Thus, they are used by terminographers to construct definitions and to acquire domain knowledge.



2. HYPOTHESIS AND OBJECTIVES

Knowledge Rich Contexts (KRCs) (Meyer, 2001) are one of the usual data categories contained in terminological knowledge bases, as they express conceptual information of a term. Thus, they are used by terminographers to construct definitions and to acquire domain knowledge.



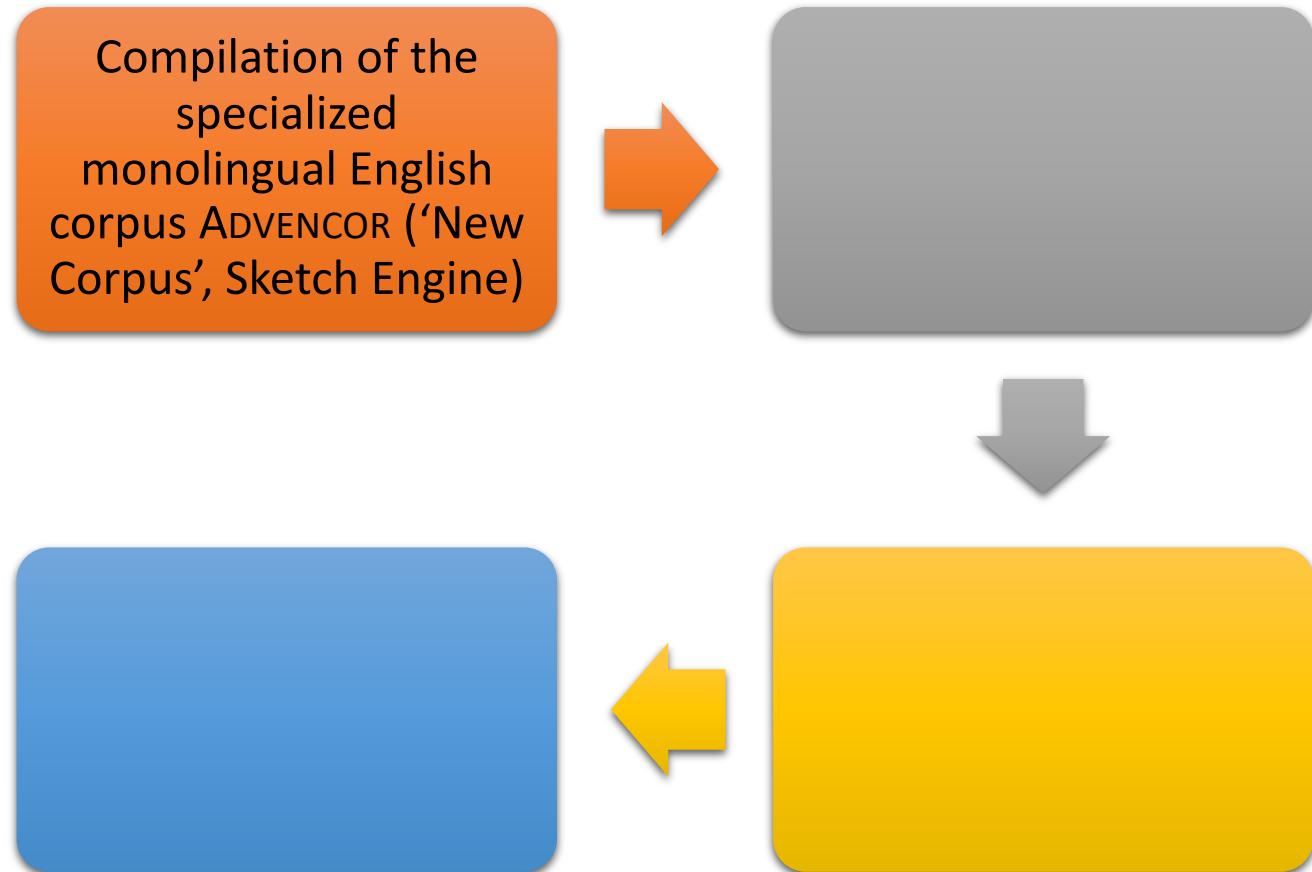
1. To describe the methodology followed in the framework of the DicoAdventure project to select this kind of contexts from a corpus.
2. To explain how they are syntactically and semantically annotated with specific labels in the Oxygen XML editor.

3.

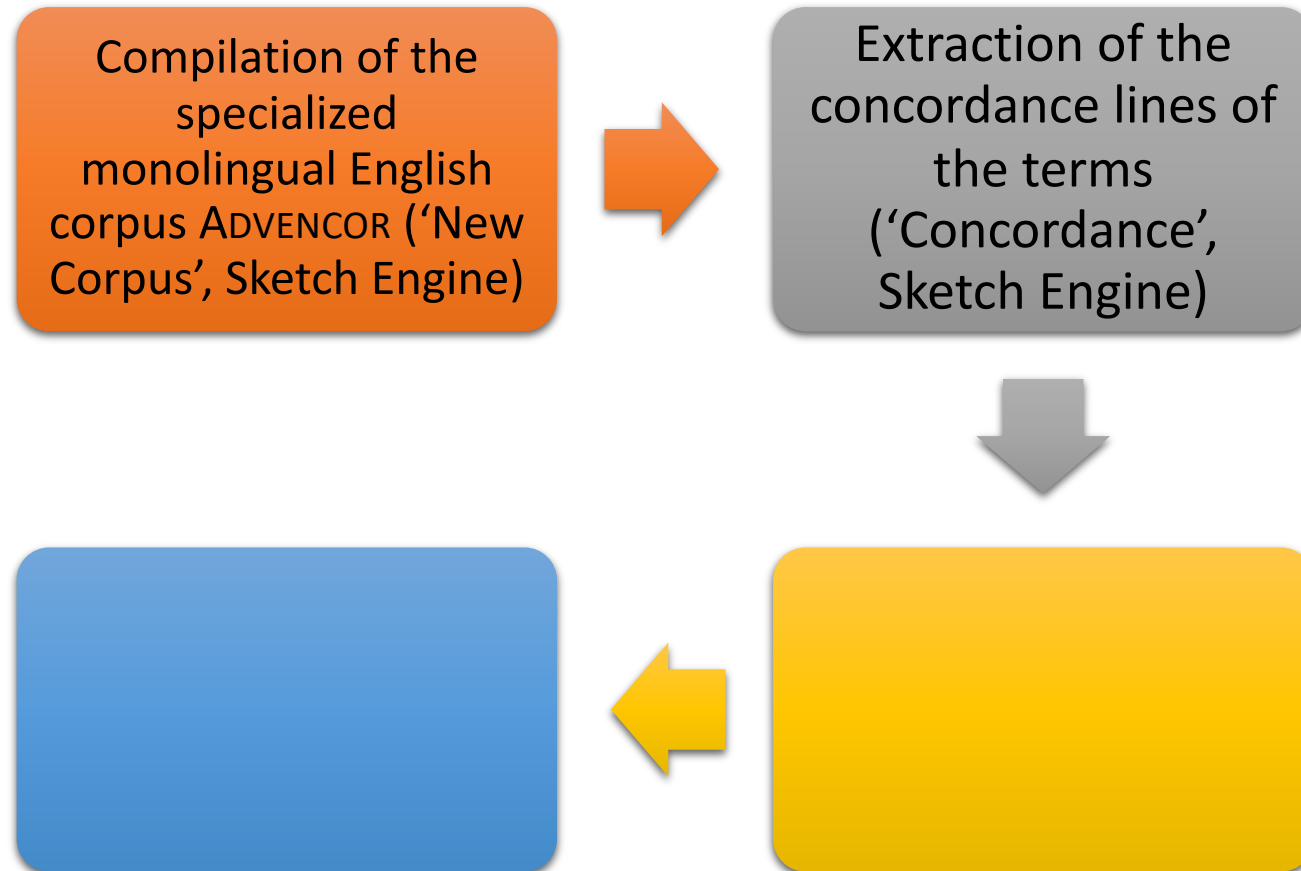
METHODOLOGY



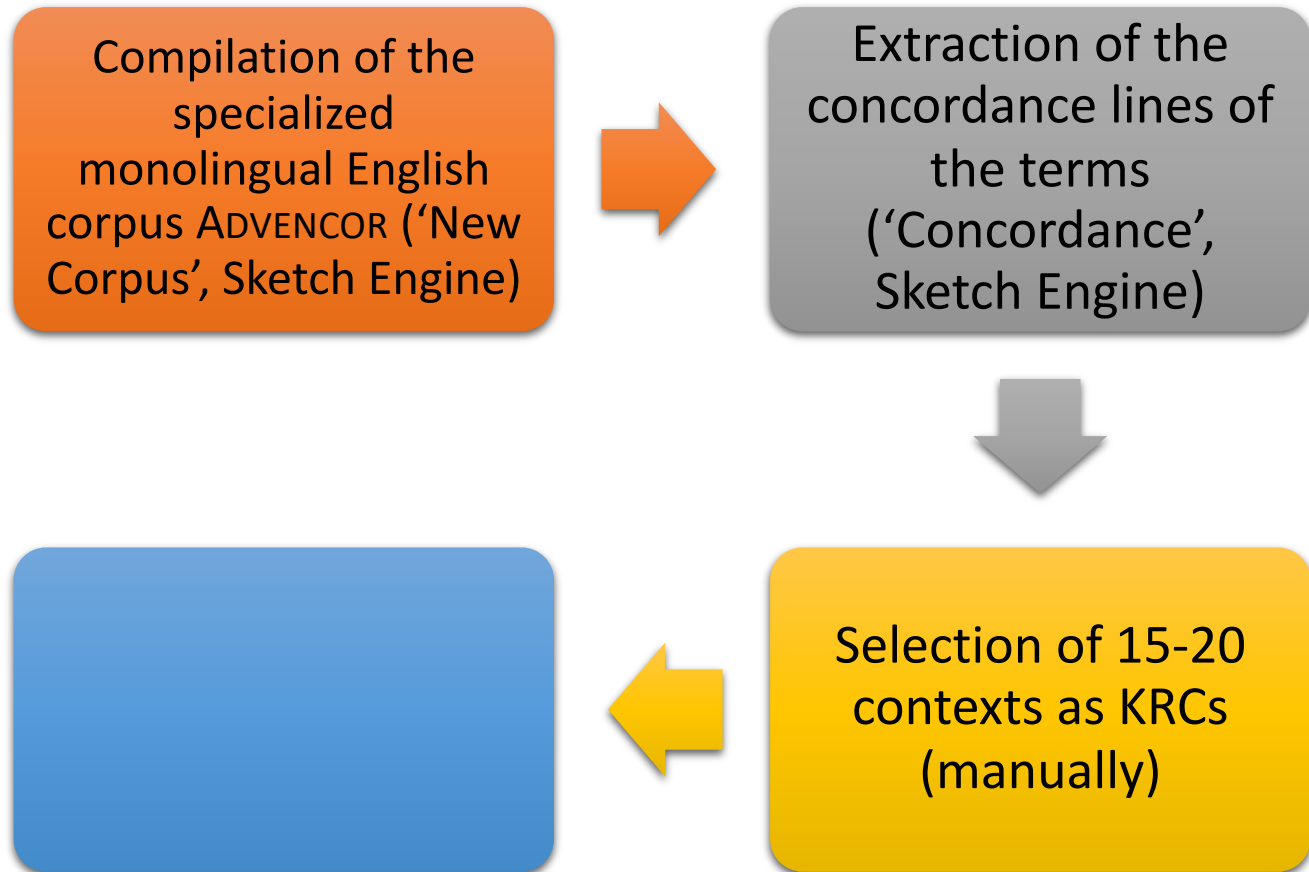
3. METHODOLOGY: steps



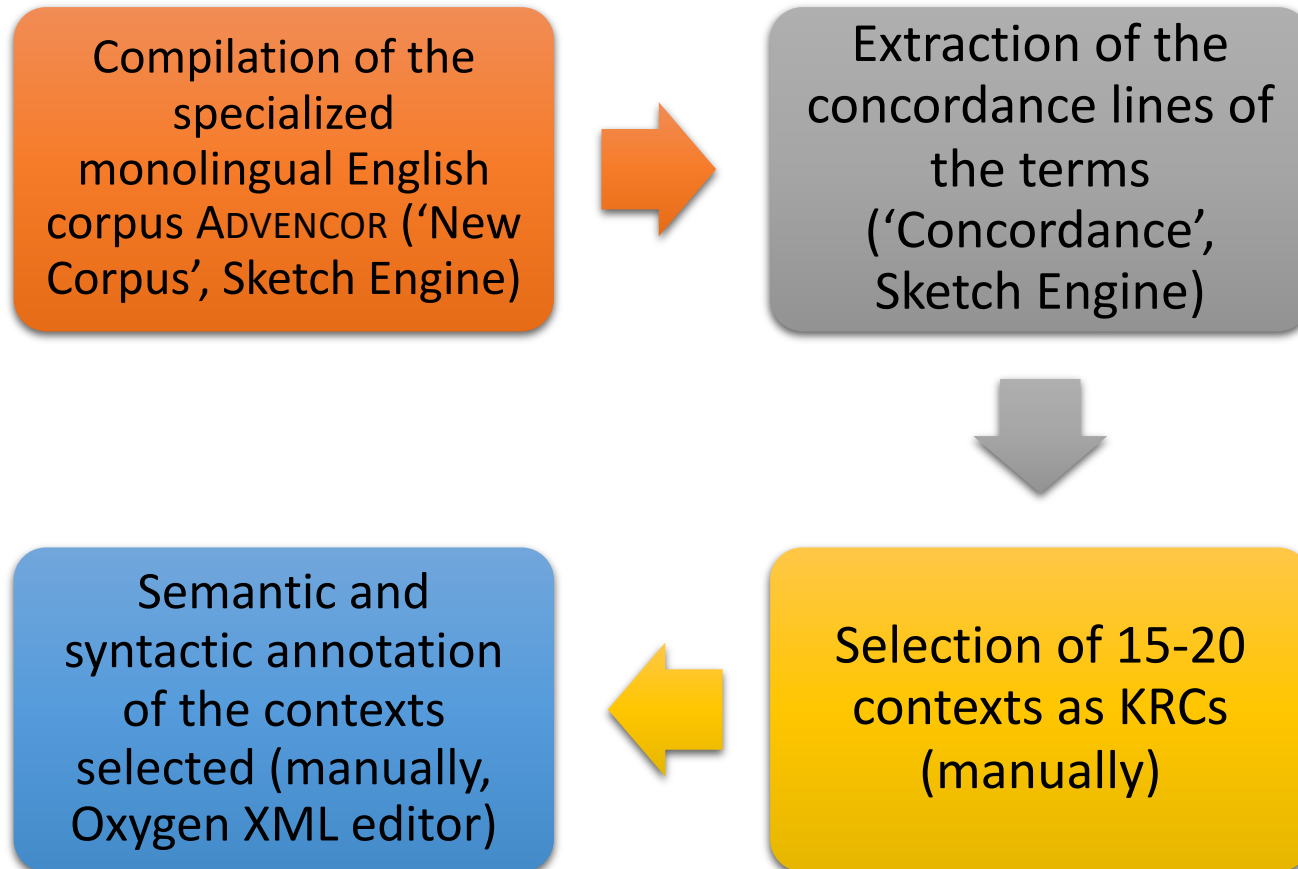
3. METHODOLOGY: steps



3. METHODOLOGY: steps



3. METHODOLOGY: steps



4.
RESULTS





4. RESULTS (I): COMPILATION OF ADVENCOR

Number of tokens	1,189,409
Number of types	1,005,480
Type of corpus	Specialized / electronic
Mode	Written
Language	English
Domain / Subdomain	Tourism / Adventure tourism
Genre	Promotional
Text length	Full texts
Purpose	Terminological and phraseological analysis
Communicative situation	Semi-specialized
Publication date	Recent
Source of texts	Websites
Authorship	English-speaking public and private institutions

4. RESULTS (II): EXTRACTION OF THE CONCORDANCE LINES



CONCORDANCE ADVENCOR EN

BASIC **ADVANCED** ABOUT

Query type [?]
simple
lemma
phrase
word
character
CQL

Part of speech
any
adjective
adverb
conjunction
noun
preposition
pronoun
verb

Lemma
climb
✓ A = a ?

Subcorpus [?]
none (the whole corpus) +

Macro [?]
none

Filter context [?] v

Text types [?] v

GO

CONCORDANCE ADVENCOR EN

lemma climb • 2,366
1,989.22 per million tokens • 0.2%

Details Left context KWIC Right context

1	<input type="checkbox"/>	doc#0	rs. • Take extra environmental care when riding in wet areas, on steep climbs and descents and setting up for recoveries. • Avoid mud and soft entra
2	<input type="checkbox"/>	doc#0	:king another thru hike off our list.</s><s>Now we are back in Seattle, climbing mountains, rafting river, and hiking trails.</s><s>We welcome you to li
3	<input type="checkbox"/>	doc#0	att worked his way through the University of California Irvine as a rock climbing instructor and while finishing his degree in psychology and social beha
4	<input type="checkbox"/>	doc#0	ie soaring trees before you head back to town.</s><s>Margaret River Climbing Co. is the brainchild of avid climber and adventurer Mick Dempsey.</s>
5	<input type="checkbox"/>	doc#0	e doing it wrong.</s><s>Watch Marc's story "A challenge, whether it's climbing a mountain or meeting people who don't speak your language, is an o
6	<input type="checkbox"/>	doc#0	: more things you try, the more interesting your life gets."</s><s>Rock climbing in Guilin "A challenge, whether it's climbing a mountain or meeting pec
7	<input type="checkbox"/>	doc#0	our life gets."</s><s>Rock climbing in Guilin "A challenge, whether it's climbing a mountain or meeting people who don't speak your language, is an o
8	<input type="checkbox"/>	doc#0	: more things you try, the more interesting your life gets."</s><s>Rock climbing in Guilin Go big or stay home Active types like Marc travel for experien
9	<input type="checkbox"/>	doc#0	ny places you can jump from a rock into deeper pools.</s><s>A lot of climbing , climbing and enjoying the beautiful nature.</s><s>A guide can be fo
10	<input type="checkbox"/>	doc#0	: you can jump from a rock into deeper pools.</s><s>A lot of climbing, climbing and enjoying the beautiful nature.</s><s>A guide can be found in the
11	<input type="checkbox"/>	doc#0	r to book your outdoor adventures.</s><s>Land-based Activities Rock Climbing & Abseiling Hiking & Nature Walks Mountaineering and Orienteering/G
12	<input type="checkbox"/>	doc#0	water, slow moving water or Sheltered water Woodland Activities Tree Climbing (rope) Woodland & Forest Conservation Bug Hunts Green Wood Work
13	<input type="checkbox"/>	doc#0	es to choose from!</s><s>Don't feel like getting wet?</s><s>Try rock climbing , hot air ballooning, horse back riding, fly fishing, and the list goes.</s>
14	<input type="checkbox"/>	doc#0	oliday plans.</s><s>We offer: Guided Open Canoe River TripsRock Climbing & AbseilingGorge Scrambling ExperienceGuided Mountain BikingHigh
15	<input type="checkbox"/>	doc#0	e sports that are sure to give you goose bumps.</s><s>So go get em' Climbing a mountain or riding the wave always symbolizes overcoming obstacle
16	<input type="checkbox"/>	doc#0	rancisco and a perfect get away for your adventurous side.</s><s>Ice Climbing - Chills your nerves Remember the movie Lakshya, with actor Hrithik F
17	<input type="checkbox"/>	doc#0	your nerves Remember the movie Lakshya, with actor Hrithik Roshan climbing a cliff as erect as a spine?</s><s>Now imagine the same cliff cushion
18	<input type="checkbox"/>	doc#0	Jdle East, Australia, Asia and more!</s><s>Australia Grampians Rock Climbing Guides - Grampians professional climbing guides and instructors, for t
19	<input type="checkbox"/>	doc#0	Australia Grampians Rock Climbing Guides - Grampians professional climbing guides and instructors, for beginners to advanced climbers, top-roping
20	<input type="checkbox"/>	doc#0	aris in Kenya and Tanzania, hotel booking, airport transfers, Mt Kenya climbing , walking safaris, Mt Kilimanjaro climbing, Nairobi excursion, wedding :

Rows per page: 20 1-20 of 2,366 1 / 119



4. RESULTS (III): SELECTION OF 15-20 CONTEXTS AS KRCs

http://olst.ling.umontreal.ca/dicoadventure/#climb_1_en

Contexts Annotated contexts Summary

Explore the area's rugged mountain parks and **climb** its iconic rocks. [ADVENCOR]
You can **climb** more than 1000 feet in a day as long as you come back down and sleep at a lower altitude. [ADVENCOR]
Every day we can **climb** a different via ferrata in the area. [ADVENCOR]
It is the safest way to **climb** a 300 mt rock face. [ADVENCOR]
Using the famous via ferratas (Italian for "iron roads") we **climb** awesome routes on the craggy heights. [ADVENCOR]
He's **climbed** difficult routes on the Eiger, Matterhorn and fabled peaks in Europe and South America. [ADVENCOR]
We will provide you with the canyoning skills you need to **climb** waterfalls, jump into pristine pools and abseil down normally inaccessible waterfalls. [ADVENCOR]
Experienced guides will show you how to **climb** your way to the top using the same climbing techniques mountain climbers do. [ADVENCOR]
In order to **climb** and conquer these peaks successfully, trekkers and climbers must be sufficiently acclimatized to the challenges. [ADVENCOR]
The last day we **climb** the highest peak of the Dolomites, the Punta Penia in Marmolada. [ADVENCOR]
You will get to hike and **climb** upriver using secured ropes. [ADVENCOR]
If you are unable to fit into one of our harnesses, you will be unable to **climb**. [ADVENCOR]
Thrill-seeking is an understatement when you **climb** to the top of the waterfall surrounded by majestic views of the Yorkshire Dales. [ADVENCOR]
You need to **climb** on a big, wide side ridge in front of you that eventually narrows and bends to the right. [ADVENCOR]
Learn to **climb** on rock in stunning surroundings in the Lake District or further afield. [ADVENCOR]
Climb on small crags, big multi pitch cliff faces or even on sea cliffs, there is so much to offer! [ADVENCOR]
In winter, learn to **climb** on spectacular ice formations with expert guides. [ADVENCOR]
Though the techniques used in ice climbing are the same as in rock climbing, the difference is that you need a few more tools which will help you **climb** on vertical ice sheets. [ADVENCOR]
There are plenty of very tall mountains that are easy enough for beginners to **climb**. [ADVENCOR]
Then we **climb** steeply up to a ridge marked by a Chorten. [ADVENCOR]
Climb up to the cliff line on the left hand side of the creek at the top of the waterfall. [ADVENCOR]
With the help of a rope, **climb** up through a gushing waterfall to find more secluded hot pools. [ADVENCOR]
You can **climb** at your own pace. [ADVENCOR]
The rock scramble is an easy 35 ft. rock face that participants will need to **climb** up using a rope as a hand line for assistance. [ADVENCOR]
As well we offer single climbing where you can use our auto-belay system allowing you to **climb** the walls without someone belaying you. [ADVENCOR]
The vertical walls of fixed rope routes offer us the possibility to **climb** high walls under optimal safety conditions, due to the continuous fixation to a rope, the so called "line of life" supported by clamps and metallic hoops. [ADVENCOR]
Guests are attached to a safety cable system as they **climb** the mountain, enjoying the views of the canyon and Ogden on their way up. [ADVENCOR]
When you go with us, you won't just **climb** the mountain; you'll meet the people who live on and around it and come away with a greater sense of alpine life. [ADVENCOR]

4. RESULTS (IV): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED



```
<contexte source="ADVENCOR" annotateur="MCLH" mise-a-jour="2018-01-06" statut="0"><contexte-texte> Explore the area's rugged mountain parks and climb its iconic rocks. </contexte-texte>
Explore the area's rugged mountain parks and <lexie-att lemme="climb">climb</lexie-att><participant type="Act" role="Path"><fonction-syntaxique nom="Object">
<groupe-syntaxique nom="NP"> its iconic <realisation lemme="rock">rocks</realisation></groupe-syntaxique>
</fonction-syntaxique></participant>. </contexte>
```

```
<contexte source="ADVENCOR" annotateur="MCLH" mise-a-jour="2019-01-06" statut="0"><contexte-texte>You can climb more than 1000 feet in a day as long as you come back down and sleep at a lower
altitude.</contexte-texte>
<participant type="Act" role="Tourist"><fonction-syntaxique nom="Subject"><groupe-syntaxique nom="NP"><realisation>You</realisation></groupe-syntaxique></fonction-syntaxique>
</participant> can <lexie-att lemme="climb">climb</lexie-att><participant type="Circ" role="Distance"><fonction-syntaxique nom="Object">
<groupe-syntaxique nom="NP"> more than 1000 <realisation>feet</realisation></groupe-syntaxique></fonction-syntaxique>
</participant><participant role="Duration" type="Circ"><fonction-syntaxique nom="Complement">
<groupe-syntaxique nom="PP" preposition="in">in a <realisation>day</realisation></groupe-syntaxique></fonction-syntaxique></participant>
as long as you come back down and sleep at a lower altitude. </contexte>
```

```
<contexte source="ADVENCOR" annotateur="MCLH" mise-a-jour="2019-01-06" statut="0"><contexte-texte>Every day we can climb a different via ferrata in the area.</contexte-texte>
<participant type="Circ" role="Frequency"><fonction-syntaxique nom="Complement"><groupe-syntaxique nom="NP">Every <realisation>day</realisation></groupe-syntaxique>
</fonction-syntaxique></participant><participant type="Act" role="Tourist"><fonction-syntaxique nom="Subject">
<groupe-syntaxique nom="NP"><realisation>we</realisation></groupe-syntaxique></fonction-syntaxique></participant>
can <lexie-att lemme="climb">climb</lexie-att><participant type="Act" role="Path"><fonction-syntaxique nom="Object">
<groupe-syntaxique nom="NP">a different <realisation>via ferrata</realisation></groupe-syntaxique>
</fonction-syntaxique></participant><participant type="Act" role="Place"><fonction-syntaxique nom="Complement">
<groupe-syntaxique nom="NP">in the <realisation>area</realisation></groupe-syntaxique>
</fonction-syntaxique></participant>. </contexte>
```

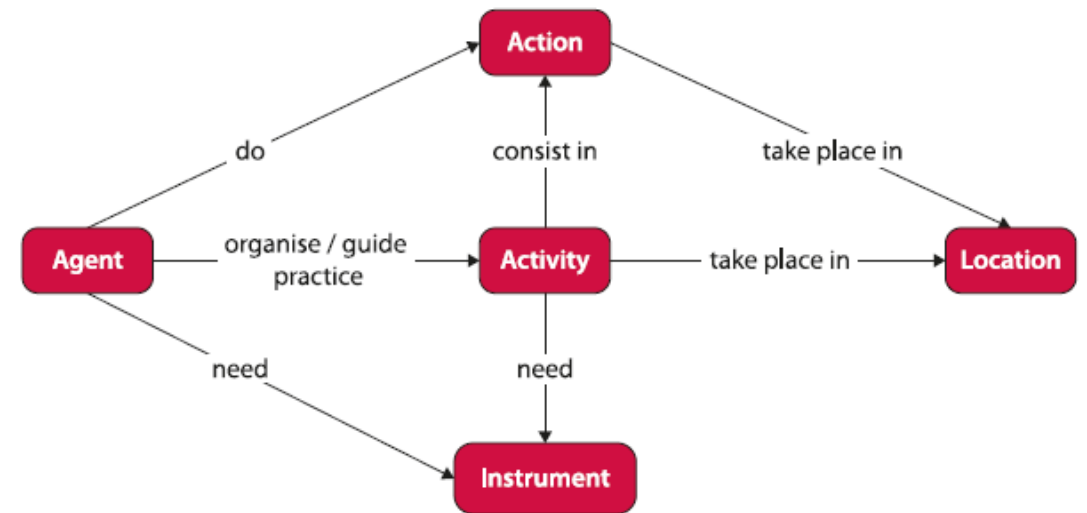
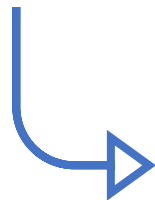
4. RESULTS (V): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED



- The semantic roles represented in the contexts are classified according to their primacy in the meaning of the terms:
 - 1) Arguments (core participants) → central to the meaning
 - 2) Circumstantials (non-core participants) → optional
- The semantic roles are annotated according to a series of labels created ad hoc (e.g., TOURIST, PLACE, PATH, etc.).
- These labels are based on a **prototypical conceptual representation** of an adventure activity developed by Durán-Muñoz (2016) and first put into practice by Durán-Muñoz & L'Homme (2020) in the analysis of motion verbs.

4. RESULTS (VI): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED

- The categorization framework contemplates five categories.
- The access to one of them activates the other four.
- The categories <agent>, <location> and <instrument> were subdivided and gave rise to a total of 12 potential participants (semantic roles) in the argument structures of the motion verbs.



4. RESULTS (VII): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED



Broad conceptual category	Semantic role	Definition
<agent>	TOURIST	Person practicing the adventure activity (e.g., <i>hiker</i>)
	RESPONSIBLE	Person in charge of taking care of, guiding or briefing the TOURIST (e.g., <i>guide</i>)
<location>	PLACE	Location or area where the adventure activity takes place (e.g., <i>mountain</i>)
	DIRECTION	Direction of the action (e.g., <i>upwards</i>)
	SOURCE	Starting point of the adventure activity (e.g., <i>cave</i>)
	DESTINATION	End point of the adventure activity (e.g., <i>ground</i>)
	PATH	Path along/through which the adventure activity is developed (e.g., <i>trail</i>)
<instrument>	INSTRUMENT	Object employed as instrument in a specific adventure activity (e.g., <i>paddle</i>)
	VEHICLE_WITH_ENGINE	Vehicle with engine employed in a specific adventure activity (e.g., <i>car</i>)
	VEHICLE_WITHOUT_ENGINE	Vehicle without engine employed in a specific adventure activity (e.g., <i>canoe</i>)
	SAFETY_INSTRUMENT	Gear required in an adventure activity to guarantee TOURIST's safety (e.g., <i>helmet</i>)
	CLOTHING	Pieces of clothes required in an adventure activity (e.g., <i>wetsuit</i>)

4. RESULTS (VIII): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED



climb ₁ vt/vi

Definition

Argument structure

A **TOURIST** follows a **PATH** on an inclined surface (**PLACE**) in an upward **DIRECTION** and with effort from the ground (**SOURCE**) to a higher point (**DESTINATION**). Special safety equipment (**SAFETY_INSTRUMENT**) is often required.

```
<contexte source="ADVENCOR" annotateur="MCLH" mise-a-jour="2019-01-06" statut="0"><contexte-texte>Every day we can climb a different via ferrata in the area.</contexte-texte>
```

```
<participant type="Circ" role="Frequency"><fonction-syntaxique nom="Complement"><groupe-syntaxique nom="NP">Every <realisation>day</realisation></groupe-syntaxique></fonction-syntaxique></participant>
```

```
<participant type="Act" role="Tourist"><fonction-syntaxique nom="Subject"><groupe-syntaxique nom="NP"><realisation>we</realisation></groupe-syntaxique></fonction-syntaxique></participant>
```

```
can <lexie-att lemme="climb">climb</lexie-att>
```

```
<participant type="Act" role="Path"><fonction-syntaxique nom="Object"><groupe-syntaxique nom="NP">a different <realisation>via ferrata</realisation></groupe-syntaxique></fonction-syntaxique></participant>
```

```
<participant type="Act" role="Place"><fonction-syntaxique nom="Complement"><groupe-syntaxique nom="NP">in the <realisation>area</realisation></groupe-syntaxique></fonction-syntaxique></participant>
```

```
</contexte>
```



4. RESULTS (IX): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED

[http://olst.ling.umontreal.ca/
dicoadventure/#climb_1_en](http://olst.ling.umontreal.ca/dicoadventure/#climb_1_en)

Contexts + Annotated contexts Summary

Explore the area's rugged mountain parks and **CLIMB its iconic rocks**.

You can **CLIMB more than 1000 feet in a day** as long as you come back down and sleep at a lower altitude.

Every day **we** can **CLIMB a different via ferrata in the area**.

It is **the safest way** to **CLIMB a 300 mt rock face**.

Using the famous via ferratas (Italian for "iron roads") **we** **CLIMB awesome routes on the craggy heights**.

He's **CLIMBED difficult routes on the Eiger, Matterhorn and fabled peaks in Europe and South America**.

We will provide you with the canyoning skills **you** need to **CLIMB waterfalls**, jump into pristine pools and abseil down normally inaccessible waterfalls.

Experienced guides will show **you** how to **CLIMB your way to the top** using the same climbing techniques mountain climbers do.

In order to **CLIMB** and conquer **these peaks successfully trekkers and climbers** must be sufficiently acclimatized to the challenges.

The last day **we** **CLIMB the highest peak of the Dolomites, the Punta Penia in Marmolada**.

You will get to hike and **CLIMB upriver using secured ropes**.

If you are unable to fit **into one of our harnesses** **you** will be unable to **CLIMB**.

Thrill-seeking is an understatement when **you** **CLIMB to the top of the waterfall** surrounded by majestic views of the Yorkshire Dales.

You need to **CLIMB on a big, wide side ridge in front of you** that eventually narrows and bends to the right.

Learn to **CLIMB on rock in stunning surroundings in the Lake District or further afield**.

CLIMB on small crags, big multi pitch cliff faces or even on sea cliffs, there is so much to offer!

In winter learn to **CLIMB on spectacular ice formations** with expert guides

Though the techniques used in ice climbing are the same as in rock climbing, the difference is that you need **a few more tools which** will help **you** **CLIMB on vertical ice sheets**.

There are plenty of **very tall mountains that** are easy for **beginners** to **CLIMB**.

Then **we** **CLIMB steeply up to a ridge marked by a Chorten**.

CLIMB up to the cliff line on the left hand side of the creek at the top of the waterfall.

With the help of a rope, CLIMB up through a gushing waterfall to find more secluded hot pools.

You can **CLIMB at your own pace**.

The rock scramble is an easy 35 ft. rock face that **participants** will need to **CLIMB up using a rope as a hand line for assistance**.

As well we offer single climbing where you can use our auto-belay system allowing **you** to **CLIMB the walls** without someone belaying you.

The vertical walls of fixed rope routes offer **us** the possibility to **CLIMB high walls** under optimal safety conditions, **due to the continuous fixation to a rope, the so called "line of life" supported by clamps and metallic hoops**.

Guests are **attached to a safety cable system** as **they** **CLIMB the mountain**, enjoying the views of the canyon and Ogden on their way up.

When you go **with us, you** won't just **CLIMB the mountain**; you'll meet the people who live on and around it and come away with a greater sense of alpine life.



4. RESULTS (X): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED

http://olst.ling.umontreal.ca/dicoadventure/#climb_1_en

Contexts + Annotated contexts Summary

Explore the area's rugged mountain parks and **CLIMB its iconic rocks.**

You can **CLIMB more than 1000 feet in a day** as long as you come back down and sleep at a lower altitude.

Every day **we can CLIMB a different via ferrata in the area.**

It is the safest way to **CLIMB a 300 mt rock face.**

Frequency **CLIMB more than 1000 feet in a day** as long as you come back down and sleep at a lower altitude.

Every day **we can CLIMB a different via ferrata in the area.**

Tourist You can **CLIMB more than 1000 feet in a day** as long as you come back down and sleep at a lower altitude.

Every day **we can CLIMB a different via ferrata in the area.**

Path You can **CLIMB more than 1000 feet in a day** as long as you come back down and sleep at a lower altitude.

Every day **we can CLIMB a different via ferrata in the area.**

Place You can **CLIMB more than 1000 feet in a day** as long as you come back down and sleep at a lower altitude.

Every day **we can CLIMB a different via ferrata in the area.**

Guests are attached to a safety cable system as they **CLIMB the mountain**, enjoying the views of the canyon and Ogden on their way up.

When you go with us, **you** won't just **CLIMB the mountain**; you'll meet the people who live on and around it and come away with a greater sense of alpine life.

4. RESULTS (X): SEMANTIC AND SYNTACTIC ANNOTATION OF THE CONTEXTS SELECTED



http://olst.ling.umontreal.ca/dicoadventure/#climb_1_en

Contexts		
Annotated contexts		
Summary		
Arguments		
Destination	Complement (PP-to)	to a ridge marked by a chorten (1) to the cliff line (1) to the top (1) to the top of the waterfall (1)
Direction	Complement (PP) Complement (AdvP) Modifier (AdvP)	up (4) upriver (1)
Path	Complement (PP-through) Object (NP)	a 30-meter tree (1) a 300 mt rock face (1) a cliff (2) a different via ferrata (1) a single face (1) awesome routes (1) difficult routes (1) high walls (1) its iconic rocks (1) the 5000-foot face (1) the mountain, (1) the mountain; (1) the steep waterfalls and snow couloirs. (1) the walls (1) through a gushing waterfall (1) trees (1) waterfalls (1)

Others		
Degree	Modifier (AdvP)	easy (1)
Distance	Object (NP)	more than 1000 feet (1)
Duration	Complement (PP-in)	in a day (1) in less time than most hikers (1)
Frequency	Complement (NP)	every day (1)
Manner	Complement (NP) Complement (PP-under) Complement (AP) Modifier (AdvP)	as erect as a spine (1) steeply (1) successfully (1) the safest way (1) under optimal safety conditions, (1) your way (1)
Method	Complement (VP) Complement (PP-without)	using the famous via ferratas (italian for "iron roads") using the same climbing techniques (1) without someone belaying you (1)
Purpose	Complement (VP)	to find more secluded hot pools (1)
Responsible	Complement (PP-with) Indirect link (NP)	experienced guides (1) with expert guides (1) with us, (1)
Sequence	Complement (AdvP)	then (1)
Speed	Complement (PP-at)	at your own pace (1)

5.

CONCLUSIONS





5. CONCLUSIONS

- Knowledge Rich Contexts (KRCs) (Meyer, 2001) are useful to identify the conceptual information of a term.
- KRCs allow terminographers to construct definitions and to acquire domain knowledge by paying attention to the context around the term.
- KRCs are a valuable instrument to create entries in terminological knowledge bases.



- The methodology followed in this research to select KRCs is implemented for all the entries in the *DicoAdventure* resource.

6.

REFERENCES



6. REFERENCES

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- Durán-Muñoz (2016).
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- Fennell, D. (2003). *Ecotourism. Second edition.* London/New York, England/NY: Routledge.
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- *Sketch Engine* [Computer software]. (2022). Brno, Czech Republic: Lexical Computing Limited.

**THANK YOU FOR
YOUR ATTENTION**



Selecting and annotating knowledge- rich contexts in the segment of adventure tourism

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