

Investigating Urban Exploration in a Tourism Context

The Interplay of Authenti-seeking and Sensation-seeking in Urban Exploration

'Going Places You're Not Supposed To Go' (Ninjalicious, 2005)



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Master Thesis

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Abstract

This Master thesis investigates the phenomenon Urban Exploration (UE) in a tourism context. Urban Explorers are dedicated to access urban infrastructure and man-made environments that are abandoned or disused, often without permission to do so. Authentic-seeking and sensation-seeking are two motivational dimensions that have been identified from the extant literature. The aim of this study is to examine the demand for a form of tourism related to UE. Therefore, the focus has been placed on investigating the effect of authentic-seeking and sensation-seeking towards the tendency to perform UE. The theoretical point of departure lies within the literature dealing with UE, in which the increasing demand for extraordinary, challenging and new experiences is portrayed. To understand their expected importance for the tendency to perform UE, the aforementioned dimensions are reviewed in detail. The relationship between the constructs was investigated in an explanatory study using self-administered questionnaires as the quantitative research method of choice. Additionally, the questionnaire comprised elements of exploratory nature to gain further insights.

The results of the study reveal that the dimension sensation-seeking has a strong effect on the tendency towards UE while authentic-seeking exhibits no meaningful effect on the tendency towards performing UE. Regarding the relationship between the constructs, no significant differences between age and gender could be identified. Insignificant differences between these groups have been recorded for the tendency towards UE itself. The majority of individuals with high authentic-seeking and sensation-seeking attributes and behaviour also show a high tendency towards UE and vice versa. The minority of individuals were found to be seeking only one of the dimensions as their tendency towards UE is low on average. The main motivations for performing UE are escapism, otherness, excitement, personal meaning and aesthetical considerations regarding architecture. All these findings are valuable for characterizing and understanding explorers and individuals that seek holiday experiences that entail elements of UE. What is more, practical implications for tour operators specifically and destination marketing in general, regarding demand characteristics of potential visitors, are being presented.

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Abbreviations

Authenti-seeking (own variable)	AUT
Brief Sensation Seeking Scale	BSSS
Et cetera	etc.
Example given	e.g.
Id est (that is)	i.e.
Multi-Group Analysis	MGA
Partial Least Squares Structural Equation Modelling	PLS-SEM
Quality of Life	QOL
Risk- and Sensation-seeking	RSS
Sensation-seeking (literature based)	SS
Sensation-seeking (own variable)	SEN
Special Interest Tourism	SIT
Structural equation modelling	SEM
Subjective Well Being	SWB
Tendency towards Urban Exploration	UEt
Tourist Business District	TBD
Urban Exploration	UE
Urban Explorer(s)	Urbexer(s)

1. Introduction

This Master Thesis deals with Urban Exploration in the context of tourism. UE comprises the exploration of derelict and disused, mostly urban, infrastructure such as abandoned places of any kind (like factories or warehouses), skyscrapers, underground infrastructure like tunnels, sewers or bunkers. What is more, entering and exploring such places is often illegal as former site owners or authorities lock off these locations and make them inaccessible to the public due to security reasons amongst others. That means that penetrating these locations is very often an illegal act and practitioners willingly trespass in order to experience abandoned places. As UE is a phenomenon that takes place in a leisure context it has been traditionally practiced by individuals on their own, without any relation to tourism. Recently, however, also the tourism industry and operators of guided tours provide offerings that allows interested individuals to discover such places for a fee. Nonetheless, UE in the tourism context is still a niche phenomenon and oftentimes the operators of such tours do not have the right to enter locations, so even seemingly ‘official’ tours still may not be entirely legal.

As the demand-side of UE in tourism is still very fragmented, the demand characteristics were not clear to the researchers prior to this study. Apart from that, potential latent demand for tourism related to UE and abandoned places was assumed to be existing and might be larger than expected. One example that might serve as an assumption why interest in such places might have increased is the Netflix series ‘Dark Tourist’ that also features abandoned places, like ‘Hashima Island’ in Japan that used to be a coalmine close to Nagasaki. A different example is the Copenhagen based UE- and photography duo ‘CphCph’ that consists of two urban planners that also document their UE activities and sell printed books of high-resolution photographs. Further, it can be presumed that such media representations might spur interest among individuals that previously had no experience in UE but, due to the appealing imagery, might become an interesting segment for guided tours. Therefore, the study at hand aims at enlightening the demand characteristics of UE in tourism to contribute to the understanding of this niche form of tourism.

The extant literature dealing with UE had previously investigated Urban Explorers in the ‘classical’ sense and found motivations and underlying reasons why these individuals engage in UE. What is more, UE has been previously described as ‘an interior tourism that allows the curious-minded to discover a world of behind-the-scenes-sights’ (Ninjalicious, 2005, p.3). Also, Robinson (2015) mentions that UE can be viewed as a touristic activity as well as having fundamentally anti-touristic elements because UE does not share any common tourist practices such as information, control and instruction. Based on that, the researchers decided that placing UE in a tourism context for this study is legitimate and valuable. Apart from that, the researchers found that literature dealing with the broad concept of ‘Authenticity’ is of interest for the subject at hand because UE is fundamentally distinct from staged mass tourism and it was inferred that authentic, non-staged and unmediated experiences like UE might play a role in alternative tourism. Previous research dealing with authenticity in the tourism context has distinguished different forms of authenticity, namely object-related authenticity and activity-related authenticity (Wang, 1999). The former deals with the authenticity of physical objects, while the latter deals with experiences, emotions and feelings that create perceived authentic experiences for individuals. As object-related authenticity is seen as highly subjective and, according to Reisinger & Steiner (2005), is undefinable and therefore should not be used in academia, Activity-related authenticity constituted the point of departure for the researchers. The research framework includes a definition of authenticity that is closely connected to activity-related authenticity as this form emphasises the individual and subjective interpretation of what might be authentic or not. Not everybody shares the same ideals and interpretations of what is authentic or not. The subjective nature and the meaning that, for example, an abandoned place has for an individual, is believed to be a central element to investigate why people decide to explore such locations. It is assumed that abandoned places due to their un-staged and raw nature can be seen as authentic places and therefore the concept of authenticity has been included in the research framework.

As UE entails elements of excitement and also danger, literature regarding risk-and sensation seeking was analysed. Connecting risk- and sensation seeking to UE, Trauer (2006) mentions that as a result of increasing diversification of interests, the tourism industry has become highly

diversifies, also in niche forms of tourism. Therefore, segments other than mass tourism have been emerging and growing, one of them being tourism related to risk and sensation. Urban Exploration and tourism related to it can be placed within alternative- and anti-tourism and also it fits within the categorisation of special interest tourism. As mentioned above, the risk- and sensation inherent in UE perfectly connects with literature dealing with the concept ‘Risk- and Sensation-seeking’ and therefore, these elements have been considered in the research framework. However, risk was ultimately removed and not included in the research framework as it was defined as an element but not a main motivator to engage in UE. Previous research (e.g. Zuckerman 1979a, 1979b, 1994; Brotherton & Himmetoglu, 1997; Ewert & Hollenhurst, 1989 amongst others) had developed scales and typologies for special interest tourists. However, those studies have been mainly conducted within the adventure tourism research stream and as comparable typologies do not exist in the specific context of UE, the researchers of this study attempted to provide a basic categorisation of UE-inspired tourists.

The goal of the thesis is to clarify whether there is actual demand for UE-related tourism offerings, whether individuals consider UE as an interesting aspect of their leisure- and holiday activities and also to find motivations and reasons why individuals are engaging in that form of tourism. In the light of the increased mediatisation and hence the assumed increased public interest in UE, the study at hand addresses a research gap concerning the demand characteristics of people that have engaged in tourism with elements of UE before, or of those that intend to do so. Within this relatively broad segment, the researchers attempted to categorise different sub-segments to further categorise individuals based on their score on the authentic-seeking and the sensation-seeking trait. The scope of this study, however, is not limited to investigate characteristics of experienced Urbexers per se but seeks to investigate a segment that is interested in Urban Exploration in the tourism- and leisure context. Previous literature (e.g. Trauer, 2006) dealing with adventure- and special interest tourism had developed typologies and matrices to categorise different traveller types. However, comparable typologies for individuals engaging in UE and UE-inspired tourism do not exist to date.

Based on the above, the main research question could be formulated as follows: Do Authentic-seeking and Sensation-seeking have an effect on the tendency towards UE in a tourism context? To answer the research question, a research framework with the dependent variables ‘Authentic-seeking’ and ‘Sensation-seeking’ has been suggested, with the tendency towards Urban Exploration as an outcome, or dependent variable. Generally speaking, this thesis is of explanatory nature but also entails exploratory elements. Data have been collected by a self-administered, anonymous questionnaire that has been distributed electronically. Additionally, demographic information and qualitative insights concerning the motivations of individuals to engage in UE and UE-inspired tourism have been collected. The data have been analysed using Partial Least Squares Structural Equation Modelling, more specifically with the program SmartPLS. Furthermore, the software IBM SPSS Statistics has been used to run additional measures concerning the demographic data. The sampling method applied was non-probability sampling, more specifically purposive- and snowball sampling. Data has been collected and analysed from respondents that are believed to have interest in UE and UE-related tourism based on their education, occupation, leisure-activities and lifestyle. Additionally, tour operators, experienced Urbexers, university staff and administrators of social media groups dedicated to UE were chosen as the respondents for this thesis.

The remaining structure of this paper is as follows: First, a literature review regarding Urban Exploration, Authenticity and Risk- and Sensation-seeking is presented followed by an explanation of the Methodology and the development of the research framework. Next, the analysis and the results of the collected data are outlined. After that, the results of the analysis are being discussed and theoretical contributions are presented. Managerial implications and directions for future research are given as well as limitations of the study. Lastly, conclusions of the research project are presented.

2. Literature Review

This chapter gives an overview of the phenomenon Urban Exploration as well as on the current literature of authenticity and risk- and sensation-seeking.

2.1. Urban Exploration

Urban Exploration, which is also known as place hacking, UE and Urbexing has not been assigned a final definition, however several researchers have been describing the activity. The people practicing UE, the so-called Urban Explorers or Urbexers, are dedicated to exploring urban infrastructure and architecture that is mostly abandoned or disused. Urbexers are concerned with the exploration of hidden and forgotten places in man-made environments. It is an alternative way of exploring, led by the motivation to locate and explore disused, interstitial and infrastructural spaces through recreational trespass (Garrett, 2011). These sites include sewers, factories or military instalments (Deyo & Leibowitz, 2003 as cited in Fulton, 2017). Other recorded derelict spaces that have been trespassed are closed mental hospitals, transportation and utility tunnels, shuttered businesses, mines, construction cranes and bunkers. Paiva and Manaugh (2008 as cited in Garrett, 2014) use the term T.O.A.D.S. (temporary, obsolete, abandoned or derelict spaces) for clarification. The term ‘Urban Exploration’ is credited to the renowned practitioner Jim Chapman, who is known in the UE community as Ninjalicious. He describes UE as ‘an interior tourism that allows the curious-minded to discover a world of behind-the-scenes-sight’ (Ninjalicious, 2005, p.3). He started the online magazine *Infiltration: The Zine About Going Places You’re Not Supposed To Go* in 1996. This and other ‘zines’ circulated in internet networks and became popular among growing numbers of active and dispersed Urbexers in the 1990s and 2000s (Mott & Roberts, 2014). UE, mostly taking place in big cities, seeks to challenge the privatisation of public space through opening hidden areas of the city (Craggs, Geoghegan, & Neate, 2013). Urbexers do not want to get involved in discussions about what is right or wrong, or neither what is legal or illegal, they simply insist on free space being everywhere (Cresswell, 1996 as cited in Garrett, 2014). The

motto of the conservationist community within the UE community states: ‘leave nothing but footprints, take nothing but photographs’ (Bennett, 2011, p.427).

2.1.1. Understanding Urbexers

Mainstream media is actively discouraged within the UE community to prevent unnecessary attention (Garrett, 2014). The conventional, also called performative explorers, want to feel places without sensory filters and mediating social conditioning. They may selectively, or not at all, share the places visited and at the same time protect their identities. It is attempted to keep a secrecy and mystique around the hobby, limiting what outsiders know (Fulton, 2017). Martínez and Laviolette (2016) also depict an intimacy created between the explorers sharing their experiences. However, a shift from the focus of the practice and its representation as well as the embodied experience towards an emphasis presenting the accomplishment to a wide audience can be recognized (Kindynis, 2016). A tension between first-hand experience of recreational trespass and the photographic representations can be seen as coherent but also as competing motivations and focuses of the practice. Increasingly image-centric variations of UE emerged in recent years, which may be explained by the growing mediated identity construction through the rise in popularity of social media applications (Garrett, 2014). The people focusing on attention online risk that places are identified and visited by masses who do not respect the places as Urbexers would (Jansson, 2018). In the following, the main motivations for traditionally performative, as well as for recently increasing communicative Urbexers are being described.

2.1.1.1. *Escaping everyday life*

Many of the UE activities are happening in big cities, where daily experiences and encounters are monotonous and dulled due to sensory overload and increased securitisation. (Philo, 2012 as cited in Garrett, 2014). Urban space is increasingly regulated, designed and commercialised. These are

reasons for individuals being progressively interested in unravelling other perspectives and facets of the city they live in. The infiltration into alternative spots helps to imagine not only an alternative world, but also a world in which people are different and better than usually (Martínez & Laviolette, 2016). During a four-year ethnographic study conducted by Garrett (2014) an Urbexer stated that it is about getting a glimpse of places normally not seen by the majority of the inhabitants of the city. In comparison to daily life, during UE, the practitioners have an exciting and empowering role as self-made gatekeepers to urban areas that other citizens ignore. Furthermore, an Urbexer describes, that he keeps coming back to the places because he feels alive and these moments feel more real than his actual life. It is argued that Urbexers share feelings of fear and excitement, emotions that have become increasingly hard to find in many modern cityscapes. Furthermore, UE contributes to a sense of personal autonomy and liberation, which many people desire to feel and elaborate on (Mott & Roberts, 2014). Bennett's (2011) wording of Urbexers as 'weekend warriors' summarizes the wish of escaping their weekday lives.

2.1.1.2. Self-fulfilment and Identity-building

Garrett (2013) states that UE gives the possibility to build own narratives instead of having to wait for comparable experiences to be offered. It gives the practitioners the feeling of freedom, going wherever and doing whatever they want and the fact that the choice is always on the Urbexer him- or herself. Through a playful exchange with planning, construction, waste and decay during the explorations, urban identity can be reimagined (Garrett, 2014). Through pushing performance to the limit and the feeling to accomplish something, the sense of self is enhanced. To have the power to see places differently is a competitive desire. This joy of insight, knowledge and gained experiences that few others have, is seen as a means for self-fulfilment and status. If this search for the 'big picture' and the sense of understanding how the world and its rarely noticed infrastructure works, turns into expertise, the appreciation within the UE community rises. Through the comparison of experience between the Urbexer and the upholding of values, a sense of identity and status building can be recognized (Fulton, 2017). Kindynis (2016) formulates it in a profound way,

that trespassers create a meaning in the spaces in novel, creative and intimate ways. They feel a temporary connection between body and city in a metaphysical sense. For the majority of Urbexers, this built subculture shows hedonism, egotism and competitive individualism in a culture determined by capitalism and narcissism. Similar to the graffiti scene, individuals go beyond customary culture and local traditions for the reason to find themselves and to stand out. The internet is used as a source for finding inspiration to search for individual emancipation as well as escape, because, as described by an Urbexer, ‘you do not identify with the world around you’ (Martínez & Laviolette, 2016, p.6). Unusual behaviour that is found online is combined with personal ambitions and soul-searching. Egomania and fame play a big part among the communities and the individuals. So besides escaping the true self, finding the true self is a vital motivation for Urbexers.

2.1.1.3. Understanding places

It is claimed that Urbexers know and love their cities as they learn about them from the inside. An Urbexer stated that he needs to connect with his city, even if it is hard work or ends with harmful consequences (Garrett, 2014). Edensor (2005) argues that abandoned places are an open, unstructured and physical indication to prior embodied places. They are the beginning of memorialisation and interpretation comparable to museum offers. Also, Prescott (2011) uses UE in comparison with museums. He notes that UE is helping the sites to become memorable objects capable of preserving and provoking an alternative urban memory in comparison to mediated heritage spaces such as museums. Furthermore, they offer a personal constitutive function to seek and preserve alternative meanings for these places. As Mould (2015 as cited in Kindynis, 2016) argues, trespassers express a desire to create a new way of thinking, new histories and alternative realities. Walking around in a ruin might be used to construe the place through memory. While walking, a compulsion to narrate the history and stories of the ruin arises. Jansson (2018) further explains that some do think about the people who lived and worked in these places before. Bennett (2011) reasons memorialisation and conservation of heritage through study, visits and reports of

bunkers. The roots of this motivation lie in romanticism, nostalgia and community activism, which is used to create new meanings for the places and the practitioners themselves. Use and meaning of the places is tried not to be subverted so UE is used as a way to preserve the artefacts and the cultural context of the place. It is described as a means for telling stories beyond the city's surface and within its inner core. UE is called 'contemporary archaeology', emphasising the transience of existence and instability of meaning (Martínez & Laviolette, 2016, p.9). In Fulton's research (2007) a participant described the photograph of a place as a portal to understand the place.

2.1.1.4. Thrill and risk-seeking

'If it's VERBOTEN, it's got to be fun' (If it's forbidden, it's got to be fun) – the uncertain legality of trespassing is enjoyed by many Urbexers (Arboleda, 2016, p. 374). The common mindset found is that anything labelled as an experience is with high probability the exact opposite. Performative explorers reject any sort of official guidance that may threaten the authenticity of their experience (Arboleda, 2016). UE has become an act of locating security boundaries. It is stated, that Urbexers have become obsessed with pushing boundaries. The outcome of the exploring is often dismissed, which can be explained from a natural childhood trait (Garrett, 2014). Bennett (2017, p.426) uses the term 'cat and mouse game' which is played by Urbexers to gain access and evade the attention of site owners or security guards. Sites that are made safe and lack anticipated danger lose their appeal for some Urbexers. Kindynis (2016) states that physical and mental challenges involved in avoiding physical boundaries and hiding from security guards or police can be labelled as an embodied experience. Similarly, Garrett and Hawkins (2014) note the physical challenges for trespassers, like squeezing through a fence or a broken window is equally important as the space accessed itself. Seconds and inches can make differences between life and death, apprehension or escaping undetected – such moments are described as raw and intensely authentic experiences. Campos (2013 as cited in Martínez & Laviolette, 2016) argues that in a security-prone society, danger becomes a mean for experiencing freedom by challenging limits of established boundaries. Feelings of autonomy, anonymity and escape arise from the interplay between risk and expectation.

Danger, dread and anxiety are part of a conscious experience and are derived from threatening actions to the body. Playing with danger is an ontological basis for understanding imagination and personal awareness. The addictive component makes the borders seem smaller which results in increasing doses of adrenaline for each exploration (Martínez & Laviolette, 2016).

2.1.1.5. Photography

Bennett (2011) states that the main motivation of Urbexers is not any mystic revaluation or political statement but rather a modest register to document the history and structures of what has been explored with enthusiasm and excitement. A practitioner interviewed in the research of Arboleda (2016) reveals that the act is known to be illegal, but that in particular, adds the fun. Additionally, it feels good because documenting is a part of preserving history. Arboleda (2016) adds that communicative explorers raise heritage awareness by making these buildings and their stories available online. Furthermore, they want to make other urban inhabitants, especially passive citizens, aware of what possibilities are obtainable (Garrett, 2014). A study demonstrates how the use of photography in UE can contribute to commemoration of otherwise lost places through breaking from hierarchies and emphasising re-imagination of the ways in which institutional spaces are memorized (Prescott, 2009 as cited in Mott & Roberts, 2014). A participant from the study of Fulton (2017) views the archiving of visual content as a social contribution. It is hoped that others, Urbexers or a wider public, would be inspired by the documentation.

Cracks in urban facades can stimulate embodied curiosity as well as creativity (Garrett, 2014). Kindynis (2016) argues, that meanings and motivations of recreational trespass mainly have to do with visual representation. For some Urbexers the primary purpose lies in the visual aesthetic and technical challenges to capture complex and mostly dark spaces with a camera (Mott & Roberts, 2014). In Jansson's (2018) study interviewees stated that they have strong ambitions to develop their photographic skills further through UE. Additionally, Fulton's research (2017) revealed that photography is used as a tool for archiving the hobby goals. Taking and sharing of photographs

and videos demonstrates a creative behaviour among the practitioners. Even when sites are visited in groups, Urbexers preferred their individual artistic actions. An Urbexer stated that during the observation of a place, each person brought his or her own equipment and approached the site in different and creative ways. Artistic effects of danger are sometimes provoked for example through photographing gas masks or using specific photographic equipment.

For some Urbexers, especially tagger, urban climbers or BASE jumpers, the primary motivation of UE is the performance itself and the possible reward of the risk taken related to that place (Bennett, 2011). Afterwards it is about sharing stories of success online to the public (Garrett, 2014). These first-hand experiences establish credibility among the UE community (Mott & Roberts, 2014). The movement from the focus of an intimate connection with the city through UE towards sharing pictures on social media can be recognized through a showmanship as well as a competition for subcultural status and identity building using photography. Some Urbexers want to distinguish themselves from other practitioners through capturing the city from unexpected angles hoping for many likes and followers. As Jansson (2018) states, for some, the possibility of sharing and getting feedback from others is the key interest in UE. Conventional Urbexers take photos mainly for documentation, for this emergent group just described, ‘the image is the whole point’ (Kindynis, 2016, p.990).

2.1.2. Similarities between Urbexers and the ‘authentic tourist’

After reviewing the practice and motivations in UE, a bridge between motivations of Urbexers and tourists seeking for authenticity is made in the following section.

2.1.2.1. *Escaping everyday life*

Firstly, as described before, a main reason for UE practitioners to perform their hobby is to escape everyday life and get extraordinary experiences that are hard to find in daily routines (Bennett,

2011; Mott & Roberts, 2014). Similarly, the ‘authentic tourist’ wants to escape from daily activities that often threaten to overtake their lives (Pearce & Moscardo, 1986 as cited in Nicolaides, 2014). The authors add that with developing technology and virtual life, consumers have become more empowered and cynical of wrong promises, so they aim to seek authenticity in their own way, using holidays as a mean for that. Matoga & Pawłowska (2016) state that through growing urban agglomerations embedding rich history and cultural heritage, tourists draw diversity and extraordinary experiences. Instead of being a passive consumerist, which was common in former urban tourism, active search for new and unusual personal experiences can be found nowadays (Füller & Michel, 2014).

2.1.2.2. Self-fulfilment and identity-building

Like Urbexers, tourists seek meaning in their lives through certain experiences. They seek self-esteem and self-actualization because they feel material possessions cannot fulfil their desires. Furthermore, they wish to arrive at a sense of Being which they feel they are lacking (Nicolaides, 2014). Also, Yeoman, Brass, & McMahon-Beattie (2007) describe that travel encounters self-actualisation as a search for deeper meaning beyond materialistic goods. Travelling may fulfil this need through experiences. Pearce & Moscardo (1886 as cited in Nicolaides, 2014) mention that travellers want to find themselves as they recapture a sense of authenticity. They do not only want to visit a place but rather be part of the place visited (Füller & Michel, 2014).

2.1.2.3. Understanding places

Tourists have begun to leave the city centres and touristic spots which can be explained with increasing reflectiveness and increased valuing of cultural and historical diversity (Matoga & Pawłowska 2016). Similar thoughts can be seen within the UE community (Garrett, 2014). Off-the-beaten-track tourists search for the ‘true’ identity of the city, exploring districts with unique

architectural and cultural characteristics. A special interest can be observed when places are connected with the life of the inhabitants. They seek for the authentic sides of the city while willing to learn about and understand the local social and cultural environment to the best (Matoga & Pawłowska 2016).

2.1.2.4. Thrill-and risk-seeking

Like Arboleda (2016) states, many explorers reject the labelling of experience and official guidance that may threaten the authenticity of their actions. Similarly, in postmodern tourism, staged experiences and officially sanctioned tourist spaces are avoided. Any places, venues or activities associated with tourism are not interesting for the traveller (Füller & Michel, 2014). As for some Urbexers, danger, physical- and mental challenges are a main part of the embodied experience (Kindynis, 2016). For ‘authentic tourists’ the focus is more on independent exploration and being surprised (Cohen, 2008). Numerous places visited by ‘authenti-seeking’ (Brass, 2006 as cited in Yeoman et al., 2007) tourists are difficult to access due to political or social reasons. These post-tourists want to collect other as well as new impressions and sensations (Bauman, 1997 as cited in Matoga & Pawłowska 2016). Places do not have to be beautiful or ‘picturesque’ but shall offer excitement, comparable to areas visited during UE (Jansson, 2018).

2.1.2.5. Photography

Zukin (2010 as cited in Füller & Michel, 2014) explains that a ‘gritty’ and rough flair in the photography of post-modern urban tourists is used to create an authentic urban place and a call for exploration. This can be compared with the creative and documentary approach of photography in UE (Mott & Roberts, 2014; Fulton, 2017). Virtual communities have significant importance in collaborative experience of urban space in post-tourism. For inspiration and trip planning, visual representations play a key role (Matoga & Pawłowska 2016).

2.1.3. Urban Exploration and Tourism

Ninjalicious, one of the most recognized authors in UE, already used the term tourism to describe UE. He states, that UE is ‘an interior tourism that allows the curious-minded to discover a world of behind-the-scenes-sights’ (Ninjalicious, 2005, p.3). Bennett (2011) suggests that the thrill of dangerous and abandoned places can be understood by Urry’s analysis of the ‘tourist gaze’. He explains, that the tourist gaze starts to be constructed in relation to the opposite, so any non-touristic forms of social experience and consciousness (Urry, 2002). Jansson (2018) sees UE as a manifestation of a post-tourist society. Through the spatial consumption and means of representation, the key characteristics of UE practices show similarities with tourism practice. Not only the practice itself, also the ambiguity of middle-class identity in post-tourists is comparable with UE motivations. Alternative histories and sites want to be represented and places do not have to be beautiful in order to be meaningful. Herewith alternative offers of excitement evolve, which constitutes a connection to UE (Lash & Urry, 1994; Munt, 1994 as cited in Jansson, 2018). Also, other authors suggest that comparable emotions between an audience interested in accessible and protected urban spaces and Urbexers exist (Craggs, Geoghegan, & Neate, 2013).

2.1.3.1. Urban exploration in the context of niche tourism forms

Jansson (2018) states, in broad sense, that due to the reliance on media technologies and cultural affinities to different forms of niche tourism, UE establishes cultural mechanisms of contemporary post-tourism. Robinson (2015) uses the examples of ruin-, heritage-, dark- and eco-tourism. Other researchers made connections between UE and dark tourism as well. In dark tourism, the practitioners focus on haunted sites of ‘death, disaster and atrocity’ and associations with war (Lennon & Foley, 2000 as cited in Mott & Roberts, 2014, p.233). Sites with these characteristics are also of high interest for many Urbexers like derelict hospitals, asylums and other off-limits sites. Bennett (2011) compares UE with romantic tourism. He therefore takes the two forms of

gazes used by Urry (2002), namely the romantic gaze, which is a solitude, privacy and personal semi-spiritual relationship with the object of gaze and the collective gaze, which seeks other people to give an atmosphere or a sense of celebration to a place. When UE practitioners visit ruins or other forms of abandoned places these described romantic influences connect the Urbexers and the otherness of these locations. Other researchers use the term adventure of Simmel (1997 as cited in Martínez & Laviolette, 2016) to make connections with UE. Therefore, the phenomenon adventure is described with a ‘third thing’ that enables people to interrupt the current flow of everyday life and an experience in which people abandon themselves to enter a world with less security and protection. Craggs, Geoghegan & Neate (2013) analyse UE in the context of architectural tourism and state that, at a basic level, they are united by visiting buildings and emotional engagements with the given environment. Furthermore, the communities of both practices have in common that the individuals, in different ways, influence how architecture is understood, valued and physically or politically repositioned into something worth investing or preserving. Another common ground is the core motivation for being on site and experiencing architecture first-hand. The authors suggest that the ‘permission’ element is the only differentiator, as UE is like any official tour where people interested in the topic collectively engage in it. The consumption of photography of UE sites can be viewed in the same light as touristic sites are (Robinson, 2015).

2.1.3.2. Urban exploration beyond tourism

It is argued that exploration is something that you *are* and not something you do. In this way, UE is something deeper than an occasional leisure activity such as tourism. UE is a construction of identity and an explorer-subject (Mott & Roberts, 2014). A desire to distinguish oneself from (mass) tourism can be recognized in post-tourism and from a broad perspective in the aspirational middle classes (Feifer, 1985; Munt, 1994 as cited in Jansson, 2018). Robinson (2015) describes the paradox that UE can be viewed as a touristic activity as well as anti-touristic as it resists all the

formal tourism practices of information, instruction and control. Derelict places are not labelled for visitation, which places them beyond the usual reference frames for tourists. Buildings are made to ‘matter’ and the focus on intensive embodied sensations suggest that UE encounters a more authentic and deep emotional response to a place than other types of exploring a city. Memorialisation, celebration of lived history and learning about the past of the building, are stronger drivers than the sole appreciation of architectural designs and forms (Craggs, Geoghegan, & Neate, 2013). UE gives the opportunity to ‘engage with’, however tourism offers only the possibility to ‘gaze upon’. This authenticity in engagement might be the reason for tourists to move away from official authentic experiences of an attraction but rather create their own ones (Robinson, 2015).

2.2. Authenticity

One scholar that examined authenticity in a tourism context in a structured manner is Wang (1999). In his work he takes three different viewpoints, objectivism, constructivism and post-modernism to analyse authenticity. To begin with, there are two distinct general points of view for discussing authenticity – namely the authenticity of toured objects and tourist experiences. He distinguishes between Object-related authenticity which refers to authenticity of ‘originals’ or objects and Activity-related, also called constructive authenticity. The former means that experiences can only be authentic when the toured object is inherently authentic and original. The latter refers to the authenticity that tourists may project upon toured objects. This form of authenticity can take a myriad of forms because everybody might hold different interpretations on what is authentic and what is not.

Two of the earlier scholars dealing with authenticity in the tourism context are MacCannell (1973, 1976) and Cohen (1979, 2004) that both discussed object authenticity. Lau (2010) found that MacCannell suggests two distinguishable forms of authenticity, one being related to the experience of relationships (relationship authenticity) and authenticity related to tourist objects (object

authenticity). Regarding the former, the authentic experience of human relationships, Cohen argues that modern society increasingly alienates individuals because of the inauthentic nature of relationships and that therefore, people seek real, authentic experiences in tourist destinations. However, as many tourist settings are staged, object authenticity becomes important because tourists seek to escape the inauthentic reality they live in when travelling. When the toured objects are inauthentic or staged as well, it would be the same situation, i.e. alienation, that they originally would like to escape. The staged nature of tourist experiences would be what Boorstin (1964) would call 'pseudo-events'. Cohen (1979), on the other hand, relates authenticity to the spiritual meaning of destinations. He further suggests an early 'typology' of tourists based on their desired experiences and presents five different modes, which are recreational, diversionary, experiential, experimental and existential. The former two categories relate to individuals that either travel to relief tensions and respectively the ones that do not find meaning in their own lives or cultures, nor in the cultures of other societies. Those types are the ones that are believed to seek pseudo-events and staged experiences. The remaining types are believed to be the ones that are alienated by their own life in their respective societies and hence search for authentic experiences when travelling to foreign destinations and explore local culture and their inherent meaning.

We regard this early typology of tourist motivations as still valuable since contemporary mass tourism strongly relates to the recreational and diversionary modes, while on the other side of the continuum there are segments of travellers that would relate to the other three modes. In general, phenomena like alternative- or sustainable tourism are believed to be strongly related to the experiential, experimental and existential modes of tourism. Experiential tourists usually take the role of the observer and seek for experiences where they rather passively observe other culture's daily lives whereas the experimental mode entails an urge to actively participate and seek places that, for them, satisfy their need for involvement in those authentic lives of others. The existential mode is related to tourists that have already found destinations where they can satisfy their needs (Cohen, 1979). Especially the experimental and the existential modes are likely to be relevant to tourists that are longing for un-staged and 'real' experiences and that are not content with passively observing but have an urge to explore.

Nicolaides (2014) in his review of authenticity in the tourism context examined earlier works and noted that scholars like Boorstin (1961) and MacCannell (1973, 1976) drew on what Wang (1999) would call Object-related authenticity. They argue that authenticity is verifiable in objective terms and that this could have either a positive or a negative influence on tourist's motivations. More specifically, Boorstin (1961; as cited in Nicolaides) claimed that tourists are not looking for authenticity in the first place but are enjoying and actively seeking pseudo-authentic events. Boorstin (1961) further claims that tourists rather strive to satisfy their pre-existing expectations instead of seeking authentic experiences in foreign local cultures. On the other hand, MacCannell (1973) found that tourists travel to encounter authentic experiences and not only seek mere satisfaction in the first place. Furthermore, he claims that travellers are alienated by their daily lives and therefore seek authentic experiences when they are travelling (MacCannell, 1973). This is also in line with more recent research by Matoga & Pawlowska (2018), who claim that travel serves the need of 'escapism' as it is a means of escaping the dullness of the day-to-day existence of post-modern society. What is more, MacCannell (1973) continues that tourists might also be deceived by so-called 'back regions' where something seemingly authentic is being presented to them that in fact is just staged. Consequently, the search for authenticity continues in those 'back regions' to satisfy the tourist's need for true authentic experiences.

Olsen (2007) claims that the idea of authenticity in the 'original' sense is not valid anymore because authenticity is dependent on culture and history and that it is socially constructed. What is to be interpreted as authentic is not based on the object or the toured site's objective authenticity but on the tourist's expectations, beliefs and ultimately their interpretation of what is authentic or not (Wang, 1999).

Continuing viewing authenticity through the constructivist lens, constructed authenticity captures the phenomenon that authenticity is merely projected onto, for example, toured sites and what ultimately is viewed as authentic is determined by the tourist's expectations and beliefs (Schwandt, 1994 as cited in Nicolaides, 2014). In other words, tourist's preferences and expectations are projected onto sites and when they are met, the particular site is being viewed as authentic (Urry,

2002). As a result, it is plausible that authenticity is negotiable and every interpretation of a tourist at a site could be viewed as authentic or inauthentic (Nicolaidis, 2014).

Nicolaidis (2014) states that nowadays cultural transformations are taking place with rapidly shifting worldviews, paradigms and values. However, there are certain things where values still matter, some of those things are heritage and culture. The staged nature of mass tourism has the power to deceive tourists with potentially misleading inauthentic offerings that might result in tourists not being able to experience a destination's unique qualities and richness in culture and as a result, those cultures could potentially disappear. He highlights the need for tourism not to be fabricated and that tourism should be 'founded on the principles of community involvement, sustainability and ethical consumption' (Nicolaidis, 2014, p.6).

The approach for this thesis also has strong elements of the constructivist view. For some individuals toured objects like derelict factories or decaying bunkers might be authentic from the objectivist perspective but the experience of visiting them might not be an experience they seek and hence might be interpreted as undesirable. For others, however, both, the sites and the accompanying experience of exploring them might be authentic and desirable. By visiting those sites, the tourists are constructing their own meaning of authenticity by having a pleasurable experience.

Another work dealing with object authenticity was published by Cohen & Cohen (2012) and deals with the modes by which objects are certified as authentic. They distinguish between processes that they call 'cool' and 'hot' authentication. The authors define authentication as 'a process by which something – a role, product, site, object or event – is confirmed as original, genuine, real or trustworthy' (Cohen & Cohen, 2012, p.1298). Cool authentication relates to a formalised process, sometimes undertaken by official authorities, that have the power to certify that an 'object, site, event, custom, role or person' is authentic (Cohen & Cohen, 2012 p.1300). Hot authentication, on the other hand, is defined as 'an immanent, reiterative, informal performative process of creating, preserving and reinforcing an object's, site's or event's authenticity' (Cohen & Cohen, 2012; p.1302). This form of authentication is more blurry than the former because it entails emotional

components and is described as being an iterative, self-reinforcing and accumulative process instead of a formalised one undertaken by authorities that have the power to do so. As those processes are inherently different from each other it is noteworthy that the authors highlight that the two approaches are interlinked and share similarities. Using UE and the emergent authentication of frequently visited abandoned places as an example, hot authentication is applicable because it highlights subjective elements like emotions and personal meaning which are involved in building narratives around places that ultimately are seen as authentic and worth exploring.

Yet other researchers dealt with object authenticity and came to the conclusion that this concept lacks consensus in academia and ultimately should be abandoned. They argue that the many concepts and interpretations are contradictory and irreconcilable (Steiner & Reisinger, 2005). It is agreed that the myriad of different interpretations of object authenticity is a challenge for defining the concept. However, when taking a critical look at abandoned places, it can be argued that they are inherently authentic through the lens of object authenticity. An abandoned factory, for example, after it has served its initial purpose and is exposed to the natural forces, it might be slowly decaying without anybody trying to preserve it, renovate it or present it in a different light in order to pretend it as something else. In this sense, the locations that are of interest for Urbexers or tourists interested in them may be interpreted as authentic. The experiences that those interest groups may have upon visiting abandoned places are interpreted through the existential- and activity-related interpretation of authenticity (as in Wang, 1999) and thus are the critical element that makes those sites relevant. In other words, as far as a conclusion from the available literature about UE can be drawn, object authenticity is irrelevant because explorers specifically choose locations that are quite the opposite of sites that are to be confirmed as authentic by any authority.

The second category that Wang (1999) mentions is activity-related authenticity and more specifically existential authenticity. Activity-related authenticity is at the centre of attention for this thesis, because it is the experiences of individuals that make this form of tourism (tourism to explore abandoned places) relevant to them. As Wang (1999, p.352) mentions 'Existential Authenticity can have nothing to do with the authenticity of toured objects', the individual

experiences of tourists and explorers are the central element the focus is on. These experiences are likely to give the researchers an understanding of the underlying processes that make a certain style of travel or exploring relevant for the prospective study sample. The sub-categories of existential authenticity mentioned by Wang (1999) are intra-personal authenticity and inter-personal authenticity. The former relates to bodily feelings that one can experience when travelling and visiting tourist sites. Intra-personal authenticity is heavily based on 'self-making' of experiences and meaning. The author mentions that, especially for adventure-driven tourism and travelling 'off-the-beaten-track', self-making is an 'implicit dimension' that is behind the motivations for such forms of tourism. Inter-personal authenticity relates mainly to family ties and family tourism according to Wang (1999). How family in this sense is interpreted can be questioned: In our case, travelling with good friends and fellow explorers could be interpreted as equal to family tourism, depending how strong the personal ties between the individuals are. The interpretation of this study allows for a broader definition of family as people possibly build relationships with others that are not their family but the quality and strength of the ties could be equal, if not stronger than the ones to the biological family. However, the other side of inter-personal authenticity seems to be more appropriate to explain this phenomenon. Approaching inter-personal authenticity from a different perspective, it can also refer to 'Touristic Communitas'. This means that tourism has the power to elicit feelings of community within a group of fellow travellers. By using pilgrimage as an example, Turner (1974, p.47, as cited in Wang, 1999) states that 'liminality' characterises communitas. It relates to a condition that is clearly separate from 'everyday life' in that it does not entail obligatory tasks. Communitas is further described as a state in which individuals 'confront one another as social equals based on their common humanity'.

Moving on to rather recent research about tourism related to the characteristics of contemporary, 21st century travellers, Yeoman, Brass & McMahon-Beattie (2007) have identified ten trends in consumerism that influence authentic tourists: A global network, ethical consumption and volunteerism, the affluent consumer and the experience economy, the educated consumer, trust in the past, individualism, multi-culturalism, resistance to marketing, time pressures and authenticity and increased competition amongst tourism destinations. Those trends have been used as the point

of departure to explain why authenticity in tourism is increasingly important. The authors state that these trends have a positive effect on more tourists looking for un-staged, real experiences instead of anything constructed or fake. The trends and their implications are discussed in relation to Scottish tourism but the observation that tourists increasingly search for authentic experiences could also be interpreted for forms of niche tourism not mentioned by the authors. For example, the trend of ‘authenti-seeking’ (Brass, 2006 as cited in Yeoman et al., 2007) is particularly relevant. Furthermore, the authors mention a link to extreme sports where tourists seek the thrill and excitement inherent in potentially risky activities related to sports: As income levels have risen and larger segments of consumers have access to more expensive activities, more affluent tourists increasingly seek unconventional- and niche experiences. On the other hand, tourists seek to undertake such activities in a safe environment where risks are minimised. This phenomenon has been termed ‘safe adventurism’ and has been examined by Page, Bentley & Walker (2005). It is believed that this phenomenon is also valid in a context of niche tourism not related to sports per se but with the desired thrilling experiences being comparable. In other words, individuals that are interested to experience the thrill inherent in UE but do not have any experience or do not want to pursue these activities on their own risk might be interested to consume a mixed form of UE and guided tours to locations that are in the focus of UE. In this sense they could be described as ‘safe-adventurists’ but in a different context than extreme sports. The authors conclude by highlighting that authenticity in the tourism context needs to be ethical, natural, honest, simple, beautiful, rooted and human.

In their review of literature dealing with authenticity in the context of tourism, Nguyen & Cheung (2016) identified two broad points of view. First, tourists do not care about the authenticity of the sites they visit and second, tourists actually do seek authentic sites and experiences. They base this phenomenon on the describes research of Boorstin (1961). Even when tourists are able to identify inauthentic sites from authentic ones, Urry (1994; as cited in Timothy 2011) believes that tourists still prefer inauthentic ones if those can satisfy their (unrealistic) expectations. As could be inferred from this review, the concept of authenticity is highly subjective and context-specific and Timothy (2011) concluded that the degree to which authenticity plays a relevant role in tourism depends on

the particular priorities of goals to be satisfied by different segments of tourists. What is more, the effect of commodification processes has been found to have a negative effect on perceived authenticity (Cohen, 1988; Halewood & Hannam, 2001; as cited in Nguyen & Cheung, 2016). But whether this is the case or not, depends on the context and the degree of commodification (Nguyen & Cheung, 2016).

Matoga & Pawlowska (2018) take a post-modernist stance in their research and paint a picture of a post-modern tourist who's behaviour is developing in the contrary direction compared to mass tourism. It is explained by mentioning transformations in post-modern times that are informed by increased spatial mobility and an interest in cultural diversity (Carr, 2002; Edensor, 2001; Ivanovic, 2008; as cited in Matoga & Pawlowska, 2018). The post-modern tourist described in their work is seeking to collect impressions and experiences based on otherness and freshness, factors which are interpreted as travel motivators (Cohen, 2012; Featherstone, 1991; Uriely, 1997; Urry, 1990; Baumann, 1997; as cited in Matoga & Pawlowska, 2018). What is more, unique experiences in the form of emotions have the power to be a way for those individuals to break free from the dullness of their everyday lives. Those tourists are not satisfied with standardised, mass-approaches to travelling and embrace the surprise element of travel as they strive to encounter uniqueness and a contrast to their routines back home (Aramberri, 2001; Poon, 1993; Rodriguez del Bosque & San Martin, 2008; Cohen, 2008; as cited in Matoga & Pawlowska, 2018). What is valuable to them is contact and interaction with local culture and society (Cohen, 1972; Featherstone, 1991; Munt, 1994; Gilmore & Pine, 2007; Inglis, 2005; Wang, 1999 as cited in Matoga & Pawlowska, 2018).

The authors investigate a phenomenon which they call 'off-the-beaten-track tourism' which is an alternative form of tourism that can be placed between cultural-, adventure- and creative tourism as well as collaborative consumption. They state that tourists become increasingly reflective about the diversity of historical- and cultural elements of travel. Those tourists are seeking to explore the 'true identity' of places and decide to explore destinations 'off the beaten track', which refers to the classical tourist attractions, often found in the historical city centres or the main tourist business districts. These travellers seek to find spaces in urban environments that they interpret as being authentic. What can be interpreted as authenticity in this sense is solely determined by the tourist's

personal interests. The city's characteristic elements that do play a role are believed to be of architectural, social-cultural, ethnic or functional nature (Evans, 2007; Gilmore & Pine, 2007; Pearce & Moscardo, 1986; as cited in Matoga & Pawlowska, 2018). This does not mean that this subcategory of tourists is not interested in visiting outstanding historical, cultural or natural sites per se, but they are more selective about their destinations, mainly because they are more experienced and more aware of their desired experiences in the context of travel (Maitland, 2010).

2.3. Risk- and Sensation-seeking

The second broad stream of the tourism literature examined for this thesis is dealing with risk- and sensation-seeking leisure activities. This literature stream can be placed within so-called 'special interest tourism' (SIT). Trauer (2006) argues that in the light of highly diversified interests in late-modern society, tourism offerings are catching up and hence are also becoming more diversified. This gives rise to tourism segments different from mass tourism that are more likely to serve the special interests and needs of tourists looking for experiences that are capable of enhancing the self (Morgan & Pritchard, 1999, p.53 as cited in Trauer, 2006). This view is echoed by Wearing (2002, p.243 as cited in Trauer, 2006) as they indicate that contemporary 21st century tourists are increasingly averse to mass tourism and rather seek novel, more exciting forms of travel.

Holm, Lugosi, Croes, & Torres (2017) begin with drawing on previous research that suggests that risk tourism can be positioned as a sub segment of adventure tourism that in turn can be classified as a form of SIT (Allman, Mittelstaedt, Martin, & Goldenberg, 2009; Bentley & Page, 2001; Trauer, 2006 as cited in Holm et al., 2017). Further, they link subjective well-being (SWB), which stems from quality of life (QOL) to risk tourism and claim that emotion is the primary element that links SWB and QOL to risk tourism. They draw on Cater (2000) and suggest that the main goal for partaking in risky activities is the positive emotion elicited after the respective activities. The positive emotions have the power to overrule the prevalent risk and serves as a motivator for repeating the activities. The emotions and hence the satisfaction from them, in turn, are contributing

to an overall heightened well-being resulting in better QOL (Neal, Sirgy, & Uysal 2004 as cited in Holm et al., 2017). Due to the fact, that the motivations for UE are highly similar to the motivations for SIT and more specifically adventure tourism, UE can be placed within SIT. Also, undertaking UE and the excitement that come with it, it is believed that also for UE, risk is a factor that is accepted, dealt with and overcome in order to enjoy the emotional stimulation that in turn contributes to SWB and eventually QOL.

In an attempt to define SIT, Trauer (2006) draws on Weiler & Hall (1992 as cited in Trauer, 2006) who states that special interests of travellers are focused on activities or destinations and when the tourist's decision making processes and motivations are dictated by the former, one can speak of SIT. Additionally, Swarbrook and Horner (1999) identify two distinct perspectives on SIT: One that is motivated by an urge to engage in existing special interests and a second one that may have the power to develop new special interests in either previously known or unknown locations. Furthermore, SIT can be viewed as the opposite of mass tourism because it is focused on special interests and SIT serves the new, diversified needs of hosts and travellers that are not included in mass-tourism offerings.

A definition for sensation-seeking (SS) comes from Zuckerman (1979, 1994) and he claims that risk is more likely to be accepted as a *sine qua non* by individuals that are driven to find new and eclectic experiences that can elicit intense and multi-faceted sensations.

Another approach to classify risk seeking behaviour in tourism stems from psychology. In general, Ewert (1994) mentions personality predisposition to be a motivator in the leisure context. According to Lyng (1990), two broad personality types exist, one that is risk-averse and generally avoid risky activities whereas the other group is pursuing and valuing risky activities. Yet other researchers mention terms related to the above-mentioned lines of thought and proposed categories of travellers that are called stress seekers, sensation seekers or Big T (thrill-seeking) personality (Klausner 1968, Zuckerman 1979, Farley 1986).

Yet another approach that is based on personality predisposition is the concept of SS which has been described as a personality trait that is immanent in individuals in different peculiarities.

Subcomponents of SS are behaviours related to avoidance of boredom and risk-taking (Pizam, Jeong, Reichel, van Boemmel, Lusson, Steynberg, State-Costache, Volo, Kroesbacher, Kucerova, & Montmany, 2004). The intensity to which SS is developed in a person is dependent on other facets of personality as well as socio-cultural conditions (Arnett 1994).

Although Pizam et al. (2004) suggest a correlation between risk- and SS, it has to be noted that they are not one and the same thing. They highlight that the two traits can exist independently of one another and individuals that are motivated by intense sensations are not necessarily also motivated to engage in risky activities, and vice versa, individuals that perform risky activities could also be motivated by other factors than SS. In other words, both personality traits can exhibit different intensities in a person and hence also have different consequences for tourist behaviour. Concerning the results of Pizam et al. (2004), they did find evidence that travel behaviour is strongly determined by the intensity of risk-taking and SS personality traits. In summary, their findings suggest that people that score high on a combined risk- and sensation-seeking scale (Zuckermann 1979a, 1979b, 1994) tend to seek more intense experiences and opt for holidays that are characterised by spontaneity, lower levels of comfort, more energy-intensive activities as well as outdoor activities.

In attempts to develop typologies for classifying tourists, scholars repeatedly draw on Cohen (1972) who has presented a basic framework to identify subsegments of tourists that are either attracted to locations based on novelty-seeking or familiarity motives. He proposes four groups of travellers, calling them 'Organised Mass Tourist', 'Individual Mass Tourist', 'Explorer' and 'Drifter'. The degree of novelty-seeking is strongest in the drifter, less prevalent in explorers whereas organised mass tourists are the ones mostly seeking familiarity, followed by the individual mass tourist, that is less concerned with familiarity and tends to travel individually. Lepp & Gibson (2003) state that familiarity and novelty can be related to differing levels of risk in the tourism context. They claim that tourists mainly looking for familiarity perceive foreign destinations as riskier than the novelty-seeking ones.

One framework was developed by Plog (1973, 2002) and suggests that two separate, rather broad categories of tourists exists that he calls 'Allocentrics' and 'Psychocentrics'. Allocentrics can be described as adventurous, open to new experiences, driven by curiosity, novelty-seeking and are characterised by low levels of anxiety and higher probability to take risks. What is more, they are believed to seek novel experiences when travelling to escape the boredom and confusion of everyday life. The latter group is more concerned about risk, therefore are less prone to partake in potentially risky activities when travelling. They can further be described as non-adventurous, inactive in their lifestyle in general and longing for comfort in a familiar environment. Hence, they are more inclined to travel to previously known, familiar destinations that provide a certain level of comfort (Pizam et al., 2004; Plog, 1973, 2002).

Other studies classified tourists according to their perception of risk. Roehl and Fresenmaier (1992) found three different groups of tourists being called 'risk neutral', 'functional risk' and 'place risk' group. For the first one, risk is not relevant in their destination choice. For individuals in the functional risk group, organisational challenges and problems related to equipment and other mechanical aspects are considered as risks whereas the place risk group connects risk to their travel destinations. Furthermore, the authors connect the risk neutral and the functional risk group to Cohen's framework and suggest that for them, risk actually might be a factor that contributes to the level of excitement in tourism.

Trauer (2006) also mentions a framework to classify SIT tourists based on involvement: Brotherton & Himmetoglu (1997) suggest a four-segment matrix that can be used to classify SIT tourists. This concept is based upon the 'multi-dimensional and cyclic concept of involvement' (Trauer, 2006, p. 194). More specifically, the concept that builds a base for the development of this typology is the 'Recreation Specialisation Loop' (McIntyre, 1989, 1990 as cited in Trauer, 2006). This concept postulates that the 'personal system of recreation specialisation' is comprised of sub-components related to behavioural, cognitive, affective and involvement-related elements that are mutually reinforcing. The behavioural part is related to the increasing level of skill that can increase over time, when an activity is pursued repeatedly (McIntyre & Pigram, 1992; McIntyre, 1989, 1990 as cited in Trauer, 2006). The element of 'enduring involvement' comprises 'importance and

enjoyment' (attraction), 'self-expression' (identity and social cohesion) and 'centrality' (lifestyle, work) (McIntyre, 1989, 1990 as cited in Trauer, 2006). What is more, the concept of involvement also entails multiple dimensions and is originally based on psychology. Linking involvement with consumer theory, it can be defined as 'the extent to which a person associates him or herself with an activity or product' (Trauer, 2006, p.191). The dimensions of involvement are the affective component, the sign or self-expression value, centrality (the importance of an activity, experience or product for an individual), as well as risk probability and risk consequence (McIntyre, 1989, 1990; Havitz & Dimanche, 1999 as cited in Trauer, 2006). The first three elements suggest that different intensities of those elements can result in different degrees of recreation specialisation and thus suggesting a continuum from low to high enduring involvement (Trauer, 2006). The latter two elements are relating this concept to risk. Other studies have tested the link of risk with involvement in the context of tourism. Dimanche et al. (1993 as cited in Trauer, 2006) found a correlation between risk and the context of leisure activities, indeed, if an activity is of special importance for an individual, it can result in repeated practice of the activity. Furthermore, the scores related to risk have been found to decrease when an activity is practiced frequently. In other words, increased experience with certain activities can change and decrease risk perceptions in travellers, especially in the context of adventure tourism (McIntyre & Pigram, 1992; Ewert, McIntyre, 1990 as cited in Trauer, 2006). What is more, a positive correlation with risk probability and attraction to certain leisure activities, and involvement has been found (Dimanche, Havitz, & Howard, 1991; Havitz, 2002; Havitz & Mannell, 2005 as cited in Trauer, 2006).

Returning to Brotherton & Himmetoglu's (1997) framework, they propose a matrix consistent of four segments referring to four distinct type of SIT travellers, being called 'Dabbler', 'Enthusiast', 'Expert' and 'Fanatic'. Simplified, the matrix comprises two axes, the horizontal one relating to involvement and the vertical one relates to frequency of SIT activities. Tourists can be classified along the involvement axis. The more SIT travellers are found on the higher end of involvement, their interest becomes more specialised on one activity. The higher the enduring involvement becomes, the more skills are learned and SIT tourists are engaging in the respective experience

more frequently. Also, the more those individuals move towards the high-involvement end, the experiences in question are classified of being of more risky nature.

Yet a similar attempt of a SIT tourist typology has been developed by Ewert and Hollenhorst (1989). They also include characteristics of the travel experience on the vertical axis (product specific attributes are risk, competition, formality, depth of interest; others are social orientation, environmental/physical orientation, local to global in terms of location and access) that can be interpreted as pull factors. On the horizontal axis individual attributes to involvement (behavioural, cognitive and affective attributes; risk probability and risk consequences) are labelled push factors. The framework also includes the distinction between ‘hard adventure’, which relates to activities like climbing, where a high level of skills and equipment is required and ‘soft adventure’, which refers to the commercial provision of those skills that an unexperienced traveller can purchase and hence also experience similar activities with the help of experts. What is more, overcoming risk in those situations is viewed as a source of satisfaction in this framework and thus it can be inferred that risk, in a way, can act as a motivational factor for SIT/adventure tourism. Based on the above, Trauer (2006) proposes a matrix with four segments, each referring to a group of travellers with distinct characteristics namely ‘Collector’, ‘Expert/Special Interest Tourist’, ‘Travelling Expert/Specialised Recreationalist’ and ‘Novice/Dabbler’. The first category relates to individuals that regularly choose adventure-related activities for their holidays but vary in the activities they undertake. The second group includes travellers that have an activity that is also relevant in their everyday live and they are also likely to pursue this activity when going on vacation. The third group encompasses tourists that are deeply involved in adventure activities and they partake in such activities in their free time at home and on vacation. The Novice, on the other hand, has neither sufficient travel-, nor adventure experience to participate in activities related to adventure tourism and is ‘lagging’ behind the other groups.

Zuckerman (1979a, 1979b, 1994) has developed a scale measuring the SS trait. It consists of four subscales that measure adventure-seeking, experience-seeking, boredom susceptibility as well as disinhibition (Zuckerman, 1979a, 1979b, 1994) that generates an overall score that identifies the level of the SS trait in a person. The first sub scale is called ‘Thrill and adventure seeking’ which

relates to the tourists urge to undertake adventurous and risky activities. The need for new sensations is measured by the 'Experience-seeking' scale while 'Disinhibition' relates to the need of social stimulation that can be achieved by engaging in behaviour that is unrestrained. The last scale is called 'Boredom susceptibility' and measures the disliking of routines, monotonous and immutable situations (Zuckerman 1979, 1994; Pizam et al. 2004). Those sub-scores add up to a total score that determines the level of the SS trait in a person.

Further, it has been found that individuals scoring high on the SS scale tend to engage in more risky activities in their daily lives, leisure life and when travelling (Lepp & Gibson, 2008; Robinson, 1992; Rowland et al., 1986; Musolino & Hershenson, 1977 as cited in Lepp & Gibson, 2008). Yet, it is noteworthy that high scores on the SS scale are more closely related to novelty-seeking motives than acceptance and willingness of taking risk (Rowland et al., 1986). But without doubt, novelty seeking, SS and risk perception are interconnected and they are motivators for travelling and it has been argued that they influence tourism behaviour or destination choice (Cohen, 1972; Crompton, 1979; Lee & Crompton, 1992; Cohen, 1972; Lepp & Gibson, 2003 as cited in Lepp & Gibson, 2008). Lepp & Gibson (2008) conclude that people with higher levels of the SS trait are more likely to be interested in local culture, meeting locals, travel and plan trips rather individually, leave the beaten track of mass tourism and are willing to trade comfort for more 'authentic' experiences.

Concerning travels preferences, Wahlers & Etzel (1985) found a relation between one's ideal level of stimulation and defined two distinct groups that they call 'stimulus avoiders' and 'stimulus seekers.' Stimulus avoiders favour vacations that are determined by structure and hence packaged tours are the primary type of vacation they choose. Stimulus seekers, on the other hand, rather engage in travel that entails novel experiences and adventure while avoiding structured offerings.

To develop a classification for tourists, Lee & Crompton (1992) suggested that novelty seeking is correlated to destination choice and they proposed the so-called 'Tourist Novelty Scale' consisting of the dimensions thrill, change from routine, boredom alleviation and surprise. Their findings suggested that novelty of a destination is influencing decision-making processes alongside other

factors like demographic or 'lifestyle' variables. Hence, it is suggested that destination choice associated with novelty can be related to the desired optimal level of stimulation that tourists seek when travelling and is related to SS.

Fuchs (2013) examined the travel behaviour of backpackers and found that risk perceptions and travel-risk behaviour was different for this specific sub-group of tourists. Some studies (Lepp & Gibson, 2003, 2008) show that backpackers have higher acceptance for perceived risk and also score higher on the SS scale (Zuckermann, 1994) than other groups of institutionalised tourists. As backpackers are being described as a non-institutionalised form of tourism based on their perception of risk, other research proposes that this is not the case (Reichel et al., 2007, 2009). However, backpacking gained a lot of popularity and is about to become a mainstream phenomenon that is decreasingly distinguishable from institutionalised mass tourism (Ateljevic and Doorne, 2004; Hampton, 1998; Loker-Murphy and Pearce, 1995 and Scheyvens, 2002 as cited in Fuchs, 2013).

It is hypothesised that, comparable with backpacking, UE and tourism that has similarities with UE-related activities is also a form of non-institutionalised tourism and therefore the findings of Fuchs (2013) could be a starting point for drawing conclusions about the risk perception and SS traits of UE tourism. It is assumed that Urbexers and tourists interested in similar activities score higher on the SS scale and are less risk averse than other groups of travellers that engage in organised-, commercialised- or mass tourism. UE is definitely very different from backpacking tourism and has more facets of non-institutionalism. Tourism related to UE is also still a niche phenomenon, so it is likely that individuals that engage in those activities are very different from mass tourists. The characteristics of adventure tourists seem very applicable to UE and UE tourism because risk, uncertainty, physical exertion and the thrill that comes with engaging in UE are very similar with adventure tourism characteristics.

3. Methodology

3.1. Philosophy of Science

The following chapter enhances the understanding of the way in which the research has been conducted in the present paper. Therefore, three considerations are relevant: ontology, epistemology, axiology and research paradigm (Saunders, Lewis, Thornhill, 2016).

Firstly, ontology deals with the nature of reality and how the world operates. Therefore, a subjectivist view is taken, which means that social phenomena are created from perceptions and actions of human behaviour. Furthermore, the social actors studied draw meanings to the world surrounding them and their activities. The people questioned in the present thesis interact with their environment and create meaning out of it. These meanings are distinct from each other, as every person has a unique background and exhibits highly subjective motivations. Through the methods applied the researchers want to understand these subjective realities and gain knowledge in their motivations to visit certain places or not. The possibility of categorizing UE, which is a phenomenon created through various social interactions and physical factors, in a touristic context is encountered.

Secondly, epistemology deals with what can be interpreted as acceptable knowledge. Whether ‘reality’ refers to everything directly observable, or rather refers to underlying motivations of humans that cannot be seen first-hand, and consequently should be interpreted to understand is being questioned. In the present study, the perspective of critical realism is taken into consideration because what is investigate are the experienced sensations through places of interest like abandoned places rather than the nature of those places per se. The researchers need to understand the social structures and motives constituting this trend in order to understand the activities emerging from it. Additionally, the social world is constantly changing and reasons for these changes are being studied. In the present study, a shift to increasing importance of authenti-seeking and sensation-seeking in a touristic manner has been recognized concluding the relationships towards the rising interest in UE to these dimensions is analysed.

Lastly, the axiology branch consists of judgements and reflections about value. The value of the researcher is comparable with motivations of Urbexers and authentic tourists in the sense of exploring hidden and unknown places instead of overcrowded tourist spots to get to know a city or area. The exploration of a city or a region and its history, from an unconventional perspective, is encouraged. Furthermore, it is fortified that the practitioners make meaning out of these places which would have been forgotten otherwise.

Regarding research paradigms, which are being considered to clarify the researcher's perspective of the nature of science and society as well as to understand the direction of the research, the view of radical humanism is taken. It argues that spiritual bonds tie the subjects being researched into social patterns, which is applicable for people interested or not interested in unconventional activities like UE. Furthermore, radical change is emphasised again, which is valid for the phenomena studied in this thesis.

3.2. Research Purpose

Based on the research question, the study wants to explain and present relationships between two dimensions and conceptualise the phenomenon of UE within them. The data generated may reveal new insights in this under-researched field.

After reviewing the literature of UE and the practitioners' motivations, the dimensions of authentic-seeking and sensation-seeking have been recognised as being of outstanding importance for UE as well as for tourist choices. The gap in the literature connecting these two dimensions and to find possible relationships in connection to UE in a touristic context gives the possibility for the researchers to formulate hypotheses from the extant theories, which is the reason for a deductive approach to the study.

The purpose of the research is of explanatory basis. This can be explained by the objective of finding causal relationships between variables, in this case between authentic-seeking and sensation-seeking towards the tendency to perform UE. The researchers want to study these trending

constructs and the possible connection with the phenomenon UE. The study may shed new light on UE and might reconceptualise it as being distinct to the hobby context only, but rather concerning its touristic demand and potential. However, the study also encounters exploratory elements, as questions asking ‘why’ can be found in the survey as well. The interest in underlying motivations are the reason for this additional approach to the study.

3.3. Research Design

In the following chapter the general approach of how the research question is going to be answered is presented. The reasons for the design decisions are being clarified by the justification of the researchers’ objectives and resources in line with the already mentioned research purpose and philosophy.

Collecting primary data by conducting a survey, usually associated with a deductive approach, is the chosen research strategy for the present study. It gives the researchers the possibility to ask individuals specific questions in order to test relationships between variables, understand attitudes and behaviour as well as underlying motivations for certain behaviour and interests for visiting abandoned places. The advantages are the large amount of data which is easily comparable due to its mostly numeric nature as well as the low economic resources preparing and analysing the data. Herewith the researchers created hypotheses that can be tested in a statistical manner and which might result in validation or rejection of the model presented.

In order to test the suggested hypotheses based on the literature review, quantitative data collection is most reasonable. Questions measuring the variables are asked in order to analyse the relationships between the variables. To understand attitudes and motivations for certain behaviour, observing and experimenting alone would have been insufficient methods, as underlying factors that are intended findings of this study, would not be observable. Apart from that, a quantitative approach has been chosen because an operationalisation of the dimensions and its relationships is an intended outcome of the study. The effect of one dimension on the other is preferably studied

by using quantitative methods. In this case, the individuals studied have limited introspection and reflection what causes their own behaviour, which is why it is important to measure the constructs independently from each other. Additionally, a lack in quantitative studies in the UE literature has been recognised, which argues for filling this research gap through the present study. In conclusion, a single data collection technique, also called mono method, and related data analysis procedure with mostly numerical data is used.

Lastly, the time horizon for the present study is cross-sectional as the researchers study the phenomenon of UE related activities and behaviour itself rather than throughout a time period. The authors' particular interest in researching UE and the limited time resources in connection to the present thesis are further reasons for the chosen research design.

3.4. Data Collection

The type of survey chosen for this study is the self-administered questionnaire. The questionnaire is completed by the respondents themselves. It is set up electronically using the program Qualtrics and is administered as an Internet-mediated questionnaire. This choice can also be explained by the strong urge of Urbexers to remain anonymous.

That is why structured interviews or telephone questionnaires have not been considered. The affinity to web-based consumption and exchange of content is expected to be very high in the target group of the study, which is an additional reason to choose the Internet-mediated questionnaire. Furthermore, the target group could be found in the personal networks of the researchers as well as closed social media groups, students of certain university programs and many more (further elaboration on the sample in Section 3.5). Due to reasons related to ease and convenience to contact the possible respondents through different web channels, the Internet-mediated questionnaire has manifold benefits. Furthermore, the limited time frame of this study, the lack of financial resources to travel (as the sample is highly international) and the convenience of automating the data entry online, are additional advantages of this data collection method. The occurrence of socially

desirable answers is tried to be kept to a minimum, for example, that no incentive has been given to the successful completion of the survey. However, respondents might discuss their respective answers and thereby might influence other respondents. Another downside that might affect the reliability of the answers, is the anonymity which means that the researcher cannot be sure if the person intended to answer the survey is the actual respondent. Additionally, if a person answering the questionnaire does not understand a question probably, no assistance is offered so the tendency of an uninformed or randomly chosen response is prevalent.

3.5. Sample

The approach for this thesis is founded in non-probability sampling approaches, which means that not everybody in the population is considered as a potential respondent (Saunders, Lewis, Thornhill, 2016). A purposive sampling approach has been applied because it is necessary for this research project that respondents that fit a certain set of criteria are chosen. It is crucial that the respondents share somewhat comparable or familiar characteristics because the nature of the topic calls for respondents that have special interests such as UE, alternative- and anti-tourism, urban environments that are off-the-beaten-track, a sense for aesthetics for the built environment or interest in heritage and history. The set of characteristics is defined in a relatively broad sense because it is possible that individuals that have an interest in e.g. architecture, history or photography have not heard of UE before but might be interested in the practice and might have undertaken comparable activities in the past without knowing that it could be called UE. In other words, the sample needs to be homogenous in that the characteristics of the respondents are comparable and related, even if slightly different from each other. Furthermore, snowball sampling was applied to increase the chances to get sufficient respondents from hard-to-approach segments, like people engaging in UE. This segment in particular is difficult to reach as Urbexers are very skilled in hiding their identity not to be found by authorities and police.

The strategies for contacting potential respondents are manifold: First, people from the author's personal networks that have engaged in travel- and leisure activities comparable to UE have been contacted via direct messaging or Facebook and were asked to forward the survey to their travel companions. Furthermore, students enrolled in programs specialised on tourism had also been considered as suitable respondents. The tourism program of the University of Aalborg (CPH) and the Service Management (MSc) program have been selected. Apart from that, architects, also starting with personal contacts, were contacted, again with the request to forward the questionnaire to colleagues. Also, university department staff that are specialised in architecture, cultural heritage, transformation & restoration and political architecture (The Royal Danish Academy of Fine Arts Schools of Architecture, Design and Conservation and Lunds Tekniska Högskola) were contacted with the plea to answer the questionnaire themselves and share it amongst their students. In order to identify and contact Urbexers, Facebook and Instagram pages were used to identify individuals and groups of interest that regularly engage in UE. Those individuals were contacted via direct messaging and the administrators of groups were asked to share the link amongst the group members. Providers of UE tours as well as collectives dedicated to UE were also contacted via email and direct messaging on Facebook. Those tour operators are located in Denmark, Georgia, Ukraine, France, the US and Poland. (Appendix 2)

3.6. Survey Design

The questionnaire contained 45 questions, however not all of them were shown to the participants as this was depended on answers given to crucial filter questions. The questionnaire was divided into six parts. Beginning with questions testing authenti-seeking, sensation-seeking and questions testing the tendency towards UE, followed by questions testing the type of preferred forms of UE (performative UE versus communicative UE) and questions on experiences and motivations for or against UE activities were asked. General questions about demographic information, travel behaviour and travel budget concluded the questionnaire. All questions (which were shown to the participants) were forced-response questions, meaning people could not pass on to the next page if

a question was missing, in order to minimise missing answers in the analysis. To minimize task difficulty, a 5-point Likert-scale was used throughout the survey, with exception of the open-ended questions about motivations and the demographic questions at the end of the questionnaire. To guarantee that participants were not answering the questionnaire several times and therefore distort results, the link directing to the survey worked only once for every device. Additionally, the survey was entirely anonymised which made it impossible to link the answers to specific individuals. Herewith, ethical issues were covered too, as partly illegal acts of UE cannot be traced back to persons, so any kind of harm or disadvantages for the participants are eliminated.

The questionnaire started with an introductory statement, thanking the participant for their time and informing them about the approximate time required for completion (about eight minutes), clarifying the anonymity of the information given and introducing the researchers as well as the purpose of the survey. The topic of the thesis was only stated shortly: '*to investigate Urban Exploration in a leisure context*' to prevent any possible bias towards the questions in the survey. On the introductory page It was also mentioned that it did not matter whether the respondents were familiar with the concept of UE to avoid losing respondents that might consider themselves as not being suitable for participating in the survey. To make respondents curious for the topic, a quote of the Urbexer Ninjalicious (2005) was chosen: '*Going Places You're Not Supposed To Go*'. Additionally, a picture of an abandoned football stadium (taken by one of the researchers during an exploration trip in Sicily) was added as a background of the introduction page, but no further explanation was given.

In the first two parts of the survey, participants were asked questions concerning their attitude and behaviour when visiting sites in their leisure time. The first set of questions tested authentic-seeking and the second one sensation-seeking motives. However, these two terms were not used in the wording of the survey at any time in order to limit answers due to social desirability. The terms 'Authenticity' and 'Sensation-seeking' are complex constructs that are used in multiple contexts within and outside academic literature, which would have made answers very vague due to the subjectivity of the terms. Two marker questions were added to this part of the survey. These were completely unrelated to the variables of the research framework and were used to disrupt similar

patterns of answering the survey. That is why they were placed purposely in between the other questions (6th and 16th question) (Podsakoff, MacKenzie & Podsakoff, 2012). Participants answering those both questions with ‘extremely agree’ were excluded from the analysis.

The third part of the survey tested attitudes and behaviour regarding leisure activities of the participants. The term Urban Exploration was not used in any questions of this part in order to guarantee unbiased answers. In the fourth part of the survey two pictures were presented to the participants (on two separate pages in the survey flow) that are representative for distinct forms of UE. One representing communicative and the other one representing performative explorers. The researchers opted for this method to increase attention and variety to the survey in order to keep participants motivated.

In the fifth part, the exploratory section of the survey, the concept of UE was outlined briefly. The researchers decided to put this description after all questions concerning attitudes, behaviour and interest towards leisure activities in order to minimize any socially desirable answers. These might occur after having an idea what UE is about and potentially feel (not) drawn to it and answering all questions in a certain way, unconsciously influenced by this newly gained knowledge. Based on this description, the participants should state whether they done something comparable before. If people answered ‘*No, and I am not interested*’, their follow-up question was an open-ended question asking for reasons for the lack of interest. In case people chose ‘*No, but I am interested*’, their follow-up question was to elaborate on reasons for their interest. If people chose, ‘*No, but almost*’, a question asking why the person did not end up entering a site, appeared. Additionally, a question if the person would give it a try in a comparable setting in the future and why (or why not), was asked. Lastly, if the participants chose either ‘Yes, occasionally’ or ‘Yes, often’ their follow-up question was an open-ended question to elaborate on the motivations towards performing these activities.

The last section of the survey included seven questions regarding age (category question), gender (list question), highest level of completed education (list question), occupation (open question), nationality (open question), amount of annual trips (category question) and annual travel budget

(category question). As the researchers expect many respondents in the age group between 20 and 40 due to the sampling method, the split of age categories was made in smaller steps (5 years per category). Furthermore, as the researchers are interested in the occupation of the participants, it was requested to elaborate on the programme enrolled (for university students) or the industry the person is working in (for respondents with an occupation). Additionally, again through the choice of sampling and therefore mostly students or people in early career phases are expected as respondents, the categories of the yearly travel budget were chosen to be in smaller steps as well (1.500 DKK, ca. 200 € per category).

The survey ends with a statement thanking the participants again and the comment '*stay safe*' to allude on the research topic and to loosen up the formal setting through the static questions asked at the end of the survey. (For the full survey, please refer to Appendix 1)

3.7. Literature Review Process

The first touchpoint of the researchers with UE in an academic context was the article 'Rethinking post-tourism in the age of social media' (Jansson, 2018). As this article was published in a Top 3 Tourism Journal and the publication date was only a few months after the researchers of this thesis reviewed it, it can be concluded that it was a reasonable beginning to understand the topic. After also reviewing the relevant literature used in this article and in order to get further insights into the phenomena UE, a general keyword search was applied: 'Urban Exploration'; 'Urban Exploring'; 'Place Hacking'; 'Abandoned Places' were among these keywords. Therefore, databases such as Ebscohost Cross-Database Searching and Libsearch, which were all provided by Copenhagen Business School, were used. Through this step, the main authors and researchers within the topic of UE were identified and their articles were organized, analysed and compared with each other. What is more, as UE is a topic that can be investigated from numerous theoretical points of view, literature that is not necessarily related to tourism per se has been included in the review as well.

More specifically, geography, psychogeography, sociology, mediatisation and social media-related literature was considered.

Concerning the choice of literature for the remaining variables, authentic-seeking and sensation-seeking, a comparable, yet different strategy has been applied. As the literature on authenticity is also relatively scarce and as it is a literature stream with plentiful directions for future research, publications that enlighten the topic, mostly from the tourism literature has been included in the review. Academic journal rankings and the publishing date had not been the primary filter for searching suitable literature but rather the thematic relevance of the source has been considered. However, more recent papers that were published in high-ranked journals were prioritized when selecting articles to use for this thesis. As far as sensation-seeking is concerned, given that this literature stream is already well developed, publications from top-tier journals have been chosen that also qualify in terms of thematic relevance for this particular thesis.

4. Development of the Research Framework

Urban Exploration has been gaining awareness, which might point towards endangered sub-cultural values but also for positioning the practice in the ‘middle class’ (Bennett, 2011). One of the reasons is the increasing interest in images of abandoned places within wider audiences. This increasing acceptance of UE as a more ‘mainstream’ activity emphasises the necessity to further investigate its possibilities on contemporary tourist experiences (Robinson, 2015). Ninjalicious (2005) states that UE creates authentic experiences for individuals as they make discoveries that make them participate in the secret systems of cities and their structures. As conventional (mass) tourism can hardly provide authentic experiences for everyone, anti-tourism becomes an alternative for experiencing different places to those that are marketed by the tourism industry. Nevertheless, tourists and Urbexers build on the common interest in searching for authentic places (Robinson, 2015). While UE and tourism share common backgrounds in the notion of exploration, UE has

stayed true to this while and on the other hand, tourism had enabled visiting places that already have been explored and discovered by a large amount of people. Staged mass tourism has made it easier and safer to explore places while ‘true’ exploration of new places, as a form of tourism, still encompasses a sense of fear and risk-taking (Holden, 2005). For some people eluding security guards and police is a thrilling and entertaining activity, but for some these risks are too big (Mott & Roberts, 2014). These controversial happenings make it meaningful to investigate further, in which way, authenticity-related considerations and risky behaviour may describe UE as a new type of tourism.

In the special interest tourism literature, some examples of matrices categorising distinct types of travellers along different peculiarities of personality traits can be found. For example, Brotherton & Himmetoglu (1997) or Trauer (2006) also use matrices for that purpose. The authors of this thesis decided to use a comparable approach, hence the structure of the framework proposed here is inspired by the above-mentioned (for details, see Section 2.3.) concepts. A matrix consisting of four quadrants that should group travellers along the susceptibility of each variable is proposed with authenti-seeking on the horizontal axis and sensation-seeking on the vertical one. The axes represent a continuum and individuals can have different susceptibilities on each axis which then places them in one of the quadrants that can be interpreted as broad categories for individuals with comparable characteristics of the two independent variables. In line with the findings of Page, Bentley, & Walker (2005) in their research about adventure tourism, it is suggested that for UE/UE-inspired tourism or UE tours something comparable to ‘safe adventourism’ also exists, therefore individuals might be put off by the high risk inherent in UE but still want to experience abandoned places in real life. Therefore, it is plausible to have individuals with a relatively low SEN personality but with high AUT motivations. The segment with high SEN and high AUT would be where Urbexers are expected to be placed in the matrix, while people low on both variables might be individuals that are more likely to seek standardised, commercialised mass tourism offerings. It is possible that individuals that would be high on the SEN trait but low on AUT and vice versa constitute a segment of tourists that has not been identified before.

4.1. Hypotheses

With these theoretical considerations, hypotheses can be formulated. Figure 1 visualises the presumed relationships between the constructs covered in the guiding questions.

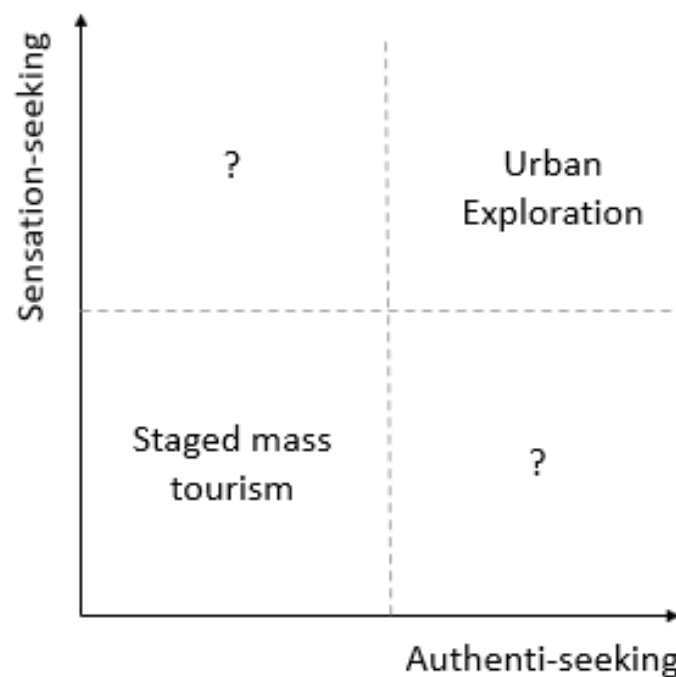


Figure 1: Authenti-seeking/Sensation-seeking-Matrix. Source: Author's own work

H1: Authenti-seeking has a positive effect on the tendency towards Urban Exploration.

H1.1: The age groups exhibit differences regarding the effect of authenti-seeking on the tendency towards Urban Exploration.

H1.2: The gender groups exhibit differences regarding the effect of authenti-seeking on the tendency towards Urban Exploration.

H2: Sensation-seeking has a positive effect on the tendency towards Urban Exploration.

H2.1: The age groups exhibit differences regarding the effect of sensation-seeking on the tendency towards Urban Exploration.

H2.2: The gender groups exhibit differences regarding the effect of sensation-seeking on the tendency towards Urban Exploration.

H3: The age groups exhibit differences regarding the tendency towards Urban Exploration.

H4: The gender groups exhibit differences regarding the tendency towards Urban Exploration.

H5: Individuals scoring high on sensation-seeking and authenti-seeking also show high tendencies towards Urban Exploration.

H6: Individuals scoring low on sensation-seeking and authenti-seeking also show low tendencies towards Urban Exploration.

Besides of the hypotheses which will be tested through different statistical methods, there are questions of explorative nature.

Are there any individuals scoring high on authenti-seeking and low on sensation-seeking?

Are there any individuals scoring low on authenti-seeking and high on sensation-seeking?

What are the motivations for individuals to perform Urban Exploration?

What are the motivations for individuals not to perform Urban Exploration?

4.2. Measurements

In order to test the hypotheses, it is crucial to measure the independent and dependent variables that are used in the hypotheses and the model related to them. The survey included questions regarding behaviour as well as attitudes, resulting in none of the variables being directly observable but rather abstract. These so-called latent variables are measured through a set of sub-items which

reflect the construct (Hair et al., 2017). Through the literature review, the researchers operationalized the constructs and generated a set of scale items. In the following section, the scale (the collection of the sub-items) for each variable is going to be described. Due to the abstract nature of the constructs, only multi-item scales, more precisely Likert-scales, were used. Furthermore, all measured constructs in this thesis are characterized by reflective measurement models as the sub-items represent indicators, that are functions of a hypothesized construct (Bagozzi, 2011). While formative measurement models rather ‘form’ the latent variable, the reflective measurement model ‘reflects’ the latent variable.

4.2.1. AUT

As mentioned earlier in the literature review, it might seem possible that abandoned places could be viewed through the objectivist lens and could be viewed as inherently authentic and un-staged. However, the researcher’s point of view is most aligned with the activity-related view on authenticity (Wang, 1999) and hence highlight that it is not any objectifiable elements (if those exist at all) that make locations authentic for people but rather the experiences individuals have when visiting sites. The authors agree with Olsen (2007) that authenticity is socially constructed and heavily dependent on cultural and historical factors. The researchers also agree with Urry (2002) and his constructivist view of authenticity: What makes sites and experiences authentic is strongly dependent on the visitor’s expectations of sites and sights and if they are met, the respective toured object is being viewed as authentic (Urry, 2002; Nicolaidis, 2014). This is in line with the definition of existential authenticity (Wang, 1999) and hence being considered in the research framework.

What is more, object-related authenticity is deliberately excluded from the research framework because recent calls for abandoning the term (Reisinger & Steiner, 2005) due to lack of consensus and irreconcilability, made clear that the concept is too blurry to be used as a solid theoretical base for this study. Furthermore, as abandoned places sometimes can be seen as a symbol of shame and

disgrace, the aesthetic attractiveness that is relevant for a sub-segment of people, is not recognisable for the vast population (Atkinson & Rosati, 2012), hence the common opinion about those places is possibly vastly negative. This factor also makes the use of objective authenticity questionable because this scenario shows how ambiguously authenticity can be interpreted and hence supports the call of Reisinger & Steiner (2005) to abandon the concept, or, in this case, not to use it in the research framework.

Returning to existential authenticity, especially intra-personal elements are important factors as bodily feelings and self-making are critical elements that influence perceived authenticity of places and experiences (Wang, 1999). Apart from that, this study also entails strong elements of the post-modernist view on tourism. As Matoga & Pawlowska (2018) mention, the post-modern tourist is seeking activities that are contrary to the developments of mass tourism, it could be found that the niche phenomenon of UE and tourism to abandoned places can be interpreted as a suitable example of practices that are different to the mainstream.

For the research framework, authenticity is the first independent variable and any behaviour and personality predisposition that supports the urge to experience authenticity is henceforth referred to as ‘authenti-seeking’ (AUT) (Brass, 2006 as in Yeoman et al., 2006), ‘authenti-seeking behaviour’ or ‘authenti-seeking attitude’.

4.2.2. SEN

When defining *sensation-seeking*, the researchers agree with Cater (2006) in the sense that positive emotions elicited during and especially after partaking in risky activities are the main motivating factor. As mentioned earlier in the literature review, UE is potentially risky, but it is not the risk per se that drives people to undertake UE but the aforementioned positive emotions. Therefore, risk is seen as a factor that is extant but not as a main motivator. Also, in line with the Recreation-Specialisation Loop (McIntyre, 1989, 1990 as cited in Trauer, 2006) and findings about adventure tourism (see Section 2.3.), it is suggested that also for UE and UE inspired tourism, there is a

learning curve that makes more experienced explorers less risk averse with increasing skills and experience along their ‘career path’. The term ‘sensation-seeking’ (SEN) is used to define the second independent variable in the research framework, because the central element is the actual sensation and risk, in this context, is seen as an inherent factor that needs to be accepted and managed. Risk is excluded in the naming of the variables since it could be misleading for readers as they might misinterpret risk as one of the main motivators for UE and related leisure activities, which is not necessarily the case.

4.2.3. UEt

The dependent variable *Tendency towards Urban Exploration* has not been used in extant academic literature so far. Therefore, the researchers closely examined the existing literature in order to filter the main motivations for practicing UE and comparable activities: Escaping everyday life, self-fulfilment, understanding places, thrill, physical challenges, documentation, expression of creativity and boasting in the community. To build up the scale used in the survey, thematic items have been created where each item represents one motivation. To measure the interest in this particular hobby, eight statements regarding intentions for performing activities in a leisure context have been applied. A 5-point Likert scale from ‘Strongly disagree’ to ‘Strongly agree’ has been used. This measurement variable (UEt) lacks adequate evidence in reliability and validity, as it never has been used in other academic studies. Nevertheless, the researchers chose this approach as each motivation represents a set of findings from qualitative research in the UE literature.

4.3. Scale Development

4.3.1. AUT

The measurement for the independent variable AUT was being developed using existing measurement scales that most accurately reflect the complex nature of authenticity. Without doubt, as can be inferred from the literature review, defining authenticity has been a challenging task with numerous elements that are hard or impossible to operationalise. Therefore, the researchers applied and adjusted a previously developed scale for the specific research context of this thesis. The scale suggested by Waitt (2000), published in a Top Tourism Journal, was developed in a cultural- and heritage context and the author views the authentication process of sites as a negotiation between several actors with different interpretations of authenticity. The researchers of this thesis agree in the sense that authenticity is nothing that can be unambiguously defined but is negotiated and very subjective. Waitt (2000) conducted a two-step survey for his study, the first step identifying elements tourists consider in interpreting a site as authentic or not. In the second step, demographic data, motivations, perceived authenticity of the previously detected elements (from the first step of the survey) and knowledge regarding a specific site were collected. The measurement scale the author used to conduct his study has been adapted for measuring AUT characteristics for this thesis. Waitt's scale entails three main categories with several sub items. Due to lack of time and resources, conducting a survey *ex ante* to the actual data collection was ruled out by the researchers of the study at hand and therefore Waitt's main categories, 'Setting', 'Activities and Demonstrations' and 'Buildings' have been used as a base for developing the measurement scale (Waitt, 2000). As far as the sub-items are concerned, the extant UE literature has been examined thoroughly and attitudes and behaviour typical for UE has been identified as suitable measurement items. These include:

For 'Setting' it was tested whether respondents are comfortable to visit locations that are hard to find and physically challenging to access, remote, in rough, unkept environments and not embedded in functioning urban infrastructure as well as not necessarily crowded with the explorers

possibly being on their own at a site. For ‘Activities and Demonstrations’ the attitude towards lack of information about abandoned sites, the lack of infrastructure at sites (eateries, shops, cafes and the like), the higher effort and time spent to reach destinations and the difficulty to access e.g. locked off or guarded sites was tested. Concerning the ‘Buildings’ category, the sub-items are related to the way individuals perceive urban landscape and their built environment. The behaviour concerning the awareness of the surrounding built environment, the atmosphere created by buildings in urban environments and the emotional connection or, in other words, the sensitivity that individuals may have towards built environments, was tested. The reason for testing the latter was to find out how the respondents perceive their surroundings and how they may make (or not make) meaning out of their surroundings for themselves.

4.3.2. SEN

As already mentioned in the literature review, Zuckerman (1979a, 1979b, 1994) has developed scales designed to measure the SS trait. His research serves as a basis for the development of the measures in this thesis. However, as his original scale was not well suited to include in a self-administered questionnaire, the concept was later altered and the ‘Brief Sensation Seeking Scale’ (BSSS), was developed by Hoyle, Stephenson, Palmgreen, Lorch, & Donohew (2002). The scale consists of 4 main categories with sub-items. The main categories are ‘Experience Seeking’, ‘Boredom Susceptibility’, ‘Thrill and Adventure Seeking’ and ‘Disinhibition’, the same items that can be found in Zuckerman’s (1979a, 1979b, 1994) scale. Hoyle et al.’s (2002) study revealed suitable item characteristics and internal consistency for the scale across nationality, age and sex. The main advantage of this brief scale is the possibility to include it into the self-administered questionnaire while still keeping the length within reasonable dimensions. Eachus (2004) tested the utility of the BSSS and found that it is reliable and can be utilised to predict holiday preferences. For this thesis, the BSSS was used with two slight modifications: As the authors are measuring the overall SS susceptibility of the respondents, the main-categories have not been divided and

secondly, one sub-item was slightly changed to make sure not to confuse respondents (changed from ‘I like bungee-jumping’ to ‘I like to try highly adrenaline-driven activities’).

5. Analysis & Results

On the following pages, the statistical tests which have been used in this thesis in order to test the hypotheses are presented. Afterwards, the results of these tests are exhibited.

5.1. Partial Least Squares Structural Equation Modelling

A popular statistical analysis method used by social scientists, the Partial Least Squares Structural Equation Modelling (PLS-SEM), was applied to analyse the collected quantitative data of this study. Structural equation modelling (SEM) enables the researchers to consider unobservable variables measured by indicator variables (Hair, Hult, Ringle, & Sarstedt, 2017). While evaluating the measurements of these latent variables, this technique can test the relationships between the dependent and independent latent variables (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). This is adequate for this study, as the variables AUT, SEN and UEt are latent variables, measured by indicator items. Furthermore, the hypothesized relationships between the latent variables can be tested using PLS-SEM.

Besides the variance-based PLS-SEM, the covariance-based structural equation modelling (CB-SEM) also exists. However, PLS-SEM revealed to be more appropriate for this study. PLS-SEM is known to handle unusual data characteristics like highly skewed data well (Hair et al., 2017), which is likely in this study because of the sampling method of choice (non-probability sampling). Hair et al. (2017) add that PLS-SEM shall be chosen when the sample size is small, which is also the case in this study. Additionally, if the main goal is to identify the driver construct of the model,

PLS-SEM is the preferred choice, which is reasonable due to the continuously measured and compared constructs AUT and SEN.

To run a SEM analysis, a path model is created, which comprises two elements: The structural model, also called the inner model, which visualizes the relationships between the latent variables as well as the measurement model, which describes the relationships between the latent variables and their indicators. The structural model is used to test the main hypotheses (H1 and H2) by determining the significance of the relationships of the variables. The independent (also called predictor or exogenous) variables are placed on the left side (authenti-seeking and sensation-seeking), while the dependent (also called outcome or endogenous) variable can be found on the right side of the path model (UEt). In contrast to the structural model, the measurement model depicts the contribution of each indicator to these latent variables, which is crucial to ensure that testing of the hypotheses is meaningful (Hair et al., 2017).

In order to analyse the data with PLS-SEM, the software SmartPLS was used (Version 3.2.8.). The dataset was exported from Qualtrics to Microsoft Excel in the .csv file format to reorganize the data, delete the questions of qualitative nature as well as the questions used for common method bias. After cleaning up the dataset, from 130 respondents, 96 ended up usable. The researchers decided that in the case of only demo-graphic data being missing, the value '-99' was chosen to fill the empty fields. The placement of this 'missing value marker' was necessary to ensure that the software recognises how to handle missing data. Additionally, the demographic data were not relevant for testing H1 and H2 and therefore were not part of the analysis of the main latent variables. Therefore, datasets that only lacked the demographic data were considered in the analysis. In the end, 29 indicators were filtered for SmartPLS usage.

After feeding the datasheet into SmartPLS, the software automatically identifies the distribution of the sample. The distribution is described as non-normal according to the guidelines of Hair et al. (2017). Firstly, kurtosis measures if a distribution is too peaked (greater than +1) or too flat (lower than -1). Secondly, skewness describes whether the distribution of a variable is symmetrical. Values greater than +1 indicate that the distribution stretches towards the right, while values lower

than -1 indicate the opposite (i.e. the distribution leans towards the left). When both measures are close to zero (between -1 and +1), the pattern of the responses exhibits a normal distribution. In this study, 19 (for both kurtosis and skewness) out of 29 indicators are within the acceptable range of the guidelines. Eleven indicators did not meet the criteria, however, they only exhibited a slight deviation. Nevertheless, the item 'age' is extremely non-normal with a value of 13.834 in kurtosis. This can be explained by the sampling method and the limited age diversity within the sample. A further distribution identified is the mean of each indicator. Therefore, only the indicators of the latent variables are described (as all of them used the same 5 Point-Likert scale). From these 24 indicators, 15 indicators have a mean between $M=3.0$ and $M=4.0$ and nine indicators show a mean between $M=4.0$ and $M=5.0$. The highest ranked mean is $M=4.542$ which represents the indicator Sen1: 'I would love to explore strange places'. The detailed report of the values can be found in Appendix 3.1.

5.2. Data Sample

In order to filter the sample by different demographic characteristics, data groups have been generated using SmartPLS. After this step, the sample of the data can be described as follows: The age group with the most respondents is $n=40$, representing individuals between 25-29 years of age. None of the respondents of this study were within the age groups 40-44, 45-49, 50-54 as well as 55-59. The complete distribution can be seen in Table 1.

Age group	n
<21	11
21-24	32
25-29	40
30-34	5
35-39	1
<59	1

Table 1: Distribution of age groups. Source: Author's own work

Regarding gender, 56 samples represent female respondents and 32 samples embody male respondents. The non-binary category shows two records. Regarding highest education, the highest amount of people in the data completed an undergraduate program (n=39), followed by people that completed a graduate program (n=26) and high school education (n=19). Vocational training recorded five samples and primary school one sample. A PhD has not been completed by any respondents in the sample. Another information requested was the number of trips undertaken in the previous year. The highest number of respondents made 4-5 trips (n=27), followed by more than 9 trips (n=25). The complete distribution is summarised in Table 2.

No. of trips per year	n
0-1	1
2-3	13
4-5	27
6-7	18
8-9	6
>9	25

Table 2: Distribution of annual trips. Source: Author's own work

The last of the demographic characteristics is the annual travel budget. The researchers gave eleven options and the answer distribution was relatively balanced, the researchers decided to regroup the

budget into three big categories (the exact sample for each of the eleven options can be viewed in the Appendix 3.4.). Group one represents an annual budget from 0-5.499 DKK (n=23), group two from 5.500-11.499 DKK (n=49) and group three from 11.500-15.000 DKK and above (n=17).

The remaining information about the respondents has been analysed through categorical coding. As the total amount of qualitative data was manageable, no software-based aids had been used for the analysis. Therefore, a manual approach was chosen to get an overview of the occupation and nationality of the sample (Saunders et al., 2016). All answers were categorized into one paramount category (the answers in detail can be found in the Appendix 4). Regarding occupation, 92 answers were able to be categorized as some respondents gave invalid answers. More than half of the respondents (47) were students, from which the majority (n=17) were master-level students of the Service Management program at Copenhagen Business School. A relatively high amount of architecture students were represented in the sample (n=9). Apart from that, 40 respondents were working and the majority (n=16) were occupied in marketing, strategy, management or similar departments. Out of those 40 individuals, nine respondents could be categorised as working in the creative industries (e.g. as designers, artists, architects etc.). The remaining 15 of the 40 hold different job positions like engineers, researchers, sales personnel and others. A small size of three respondents were high school students and two were unemployed.

Regarding the nationality of the sample (96 valuable answers have been recorded), the following Table 3 visualises the results. Some countries are displayed individually due to the high number of respondents, whereas some countries were combined into regions, because of their smaller sample size.

Country/region	n
Germany	30
Austria	17
Nordics (incl. Denmark, Sweden, Finland)	16
Western Europe (incl. France, Great Britain, Belgium, Switzerland)	9
Southern Europe (incl. Italy, Spain and Portugal)	8
Eastern Europe (incl. Poland, Slovakia, Hungary, Romania, Bulgaria)	7
Non-EU (incl. Egypt, Argentina, Sri Lanka, USA, Australia, China, Mexiko)	9

Table 3: Distribution of nationality. Source: Author's own work

Regarding UE experience, more than half of the sample has experience in undertaking UE related activities (55,77%), in fact, 46,15% perform UE occasionally and 9,62% do so often. Furthermore, 33,65% of the sample did not have any experience with UE at the time when the study was conducted, however the majority of this group (19,23%) would be interested to try it in the future, compared to 14,42% who do not show any interest. The rest of the sample (10,58%) attempted to perform UE, but due to external circumstances refrained from doing so. Further reasons and motivations will be discussed in (see Section 5.8.)

5.3. Additional Analysis Methods

After reviewing the demographics of the dataset, it is in the researcher's interest to test the PLS-SEM on the several demographic variables. This so-called moderation is used when the relationship between two constructs depends on the value of a third variable, the moderator variable (Hair et al., 2017). In this case, the relationship depends on the respondent's characteristics. As heterogeneity for different sub-groups in the sample is expected, a comparison of PLS parameters is needed (Henseler, 2010). Therefore, a Multi-Group Analysis has been conducted, where a grouping variable (e.g. gender) is used to generate subsamples and to compare their means with each other. The Multi-Group Analysis enables the researcher to test the same model on different

groups and to learn about whether significant differences between these groups exist. Again, the software SmartPLS has been used as an analysis tool. Herewith, the sub-hypotheses H1.1., H1.2., H.2.1. and H.2.2. are being tested.

Furthermore, the researcher used demographic information to identify subgroups and test whether there are differences between those and the tendency towards UE. An Independent Samples t-Test has been run to investigate this. This test is commonly used to assess whether there is statistical evidence that the associated population means between two groups are significantly different (D'Agostino, Chase, & Belanger, 1988). Furthermore, it is recommended to use Independent Samples t-Tests when the sample sizes in the groups are small, which is the case in this study. In order to run the tests, the software IBM SPSS Statistics (Version 24) has been used. With the Independent Samples t-Test, H3 and H4 are being tested.

The last analysis step of this study entails the description of the four quadrants of the hypothesized model, determined by the dimensions of AUT on the x-axis and SEN on the y-axis. The classification of the respondents into each quadrant is based whether they are performing high or low in each dimension. The exploration of the four quadrants was carried out by calculating the mean of each dimension. The classification of each respondent was established through using conditional function. The IF function, a logical function, is used to let one value appear if a condition is true and another value if it is false. The program Microsoft Excel (Version 1903) was used to conduct this analysis. Through this process, H5 and H6 can be either approved or rejected.

5.4. PLS-SEM Analysis Process

In the first step the PLS algorithm was used to calculate the factor loadings of the items. The PLS algorithm has been used with the default settings of the program. First, for all variables, it was necessary to evaluate which items of the variables were exhibiting strong enough factor loadings to be considered as reliable to measure the construct. Hair et. al (2017) highlight that convergent validity measures the positive correlation of a certain measure with other indicators for the same

construct. They further mention that outer loadings of 0.708 can be considered as acceptable. Furthermore, Hair et al. (2017) mention that the outer loadings of the items, also called indicator reliability, could be lower in studies conducted in the context of social sciences. As this study was conducted in this field, the researchers decided to use an adapted evaluation of the outer item loadings. For studies in social sciences, items with loadings between 0.4 and 0.7 are to be eliminated (Hair et. al., 2017). The researchers decided to interpret an outer factor loading of 0.6 as the benchmark for removal. Apart from that, it is noteworthy that Hair et. al. (2017) also mention that the decision about the removal of items should always be made considering that item removal should result in increased values of the outer loadings of the remaining items.

One exception has been made as Sen1 with a factor loading of 0.591 was rounded up and therefore not eliminated because the researchers decided that with a factor loading very close to 0.6 the item should remain in the model (for further argumentation for this step, see below, Section 5.4.1.). Using judgemental criteria, the items were reviewed independently and possible reasons for the low factor loadings have been identified. Following the guidelines of Wieland, Kock & Josiassen (2018), the scale purification process has been conducted by using additional judgmental criteria. The guidelines for multidimensional scales had been considered as the framework at hand is of multidimensional nature. Below, you find explanations why certain items have been dropped, based on statistical- and judgmental criteria.

5.4.1. Scale Purification Process

Aut3 with a factor loading of 0.338 was deleted. The corresponding question in the survey for this item was ‘I am comfortable with being by myself (or only with my travel companions) at the site I am visiting’. The question was intended to test whether respondents are comfortable with remote locations with no other people close by. Also, it was intended to test if a low level of crowdedness was something pleasurable for the respondents. However, the way the question was formulated might have been misleading or confusing to answer.

Aut9 was loading with 0.413 and was also excluded. The question for this item was ‘I consciously observe the surrounding urban environment in detail.’ This question was designed to test if respondents were aware of the urban landscape that surrounds them when they travel. Respondents that score high here were believed to be more conscious about their surroundings than others and therefore might be more aware of locations and sites that are hidden and not staged and therefore the researchers inferred that such respondents may be more receptive for locations that can be interpreted as more ‘authentic’ than others, even if they are not staged or advertised for tourists. It is plausible that such a complex assumption cannot be tested in one single question and that different wording should have been used.

Aut11 was deleted as well (factor loading of 0.418). The statement was ‘Urban landscapes trigger strong emotions when I visit them.’ This question might have been very abstract for the respondents and therefore hard to answer. The intention behind this question was to test if they consider urban landscapes to have a noticeable effect on their emotions upon visiting them.

Aut10 was excluded because of a factor loading of 0.377. In the survey the respondents were asked ‘I actively try to emerge in the atmosphere created by the surrounding built environment.’ Comparable to Aut11, the question might have been too abstract to mirror the perceptiveness of the respondents in urban landscapes but again, the way the question was formulated might have been confusing.

Aut2 was also eliminated (factor loading of 0.468). ‘To visit the sites I appreciate the most, I am comfortable being in a neglected environment’ was the question to test this item. It might be a wrong conclusion that places that are neglected automatically are perceived as more authentic. What is more, the term ‘neglected environment’ could refer to many other places that not necessarily qualify as abandoned places that are interesting to visit by Urbexers or tourists. So ‘neglected environment’ and ‘abandoned places’ have been used in an analogous manner in this question which might have resulted in the weak loading. Apart from that, it might be reasonable to think that non-native-English speakers did not understand what ‘neglected’ referred to in this context.

Aut4 was deleted (factor loading of 0.501) and it was tested by asking 'I am comfortable when no information or reviews are provided for the sites I intend to visit.' For this item it can be concluded that it is not necessarily the case that no information and no reviews about a place serve as an indicator for the perceived level of authenticity. However, abandoned places usually do not have signs or comparable indicators with information for visitors, neither is it common that online reviews exist. Nonetheless, those two elements are not necessarily indicating that individuals that like UE automatically like sites with no information or no online reviews provided.

Sen3 was also excluded (factor loading of 0.469). The question 'I get bored when I spend too much time at home' was intended to test the boredom susceptibility of respondents. Being bored easily and having higher levels of the SS trait is mentioned in the literature (Pizam et. al., 2004) but it might also be plausible that people that have high SS motivations at the same time like to spend time in their home and do not get bored by that.

Sen1 ('I would love to explore strange places') with a factor loading of 0.591 should have been deleted according to the chosen approach for scale purification of deleting all items below 0.6, but, as explained above, the researchers decided to keep this item because the tendency to explore locations that are strange in any sense was interpreted as a crucial one. Although the term 'strange' is very blurry and cannot be defined by any means, it was kept because the goal was to identify whether the respondents have a susceptibility to visit places that qualify as 'strange' by their own standards and interpretations of what could be considered as strange. As abandoned places are sites that cannot be considered as classical tourist destinations, the term strange, on the one hand, covered the otherness of the places as well as the somewhat mystical nature of bespoke locations, regardless of how the respondents might have interpreted 'strange.'

UE8 loading with only 0.225 was excluded. The question was 'I share memories of the leisure activities on social media.' It was inferred that people that share content related to their leisure activities are more prone to do UE in the communicative form. Social media behaviour alone cannot be interpreted as an indicator for a distinct form of, or for the susceptibility of individuals for UE.

UE3 ('I want to understand the background and history of places I visit in my free time') was eliminated due to the factor loading of 0.283. Based on the examined UE-related literature, it is reasonable to think that Urbexers try to understand the history and past of certain locations but possibly, the question should have been formulated more in a specific context.

UE6 was also eliminated ('I document (e.g. write about or photograph) the sites I visit in my free time') as it was only loading with 0.348. Apart from that, the process of documentation alone is not necessarily an indicator for the susceptibility for UE. The interest in photography and documentation of sites is not necessarily linked to activities related to UE. In hindsight, this item is not entirely unrelated to UE but definitely not an indicator for the susceptibility of individuals to perform UE or partake in UE-inspired tourism per se.

UE7 ('In the leisure activities I am performing, I want to express myself creatively') was deleted due to the low factor loading of 0.331. UE entails elements of stimulating creativity (Garrett, 2014) but again, this facet alone is questionable if it really tests UE susceptibility. Furthermore, the term 'creative' has been used in the literature dealing with UE, the respondents did not have the context in which the term was used and therefore might have misinterpreted it.

UE2 was not considered either (the factor loading was 0.421). The item was tested by asking 'Through the leisure activities I am performing, I believe I contribute to self-fulfilment.' Also, for UE2, self-fulfilment has been identified as a motivation for UE in the literature (e.g. Fulton, 2017; Garrett, 2014) but it is possible that due the highly philosophical aspect of this motivation, respondents were not aware of their choice.

After elimination of each item of a variable, the PLS Algorithm was run again and any changing factor loadings of an item were assessed individually. After all items with factor loadings below 0.6 (with one exception, see Section 5.4.1. above) had been eliminated without any further changes in other factor loadings, a new Excel sheet has been created in which the low-loading items were already eliminated before feeding it into SmartPLS. The results from the first analysis round (step-by-step deletion of low-loading items) and the second one (the new Excel sheet with the high-enough loading factors has been fed into SmartPLS and then the SmartPLS algorithm was run only

once) have been compared and no further changes in factor loadings could be identified. The second analysis round loadings has been used for further analysis steps.

5.4.2. PLS Algorithm

After the PLS algorithm had been applied the path coefficients and the factor loadings were determined. The path coefficients, also called structural model relationships, represent the hypothesized relationships among constructs (Hair et. al., 2017). Coefficients close to +1 indicate a strong positive relationship and vice versa for negative values. Values close to zero represent a weak relationship. The relationship from AUT to UEt is weak with a path coefficient of 0.166 while the relationship from SEN to UEt were strong with a path coefficient of 0.581. After the last step of the path analysis, the items exhibited the factor loadings as seen in the Figure 2 below.

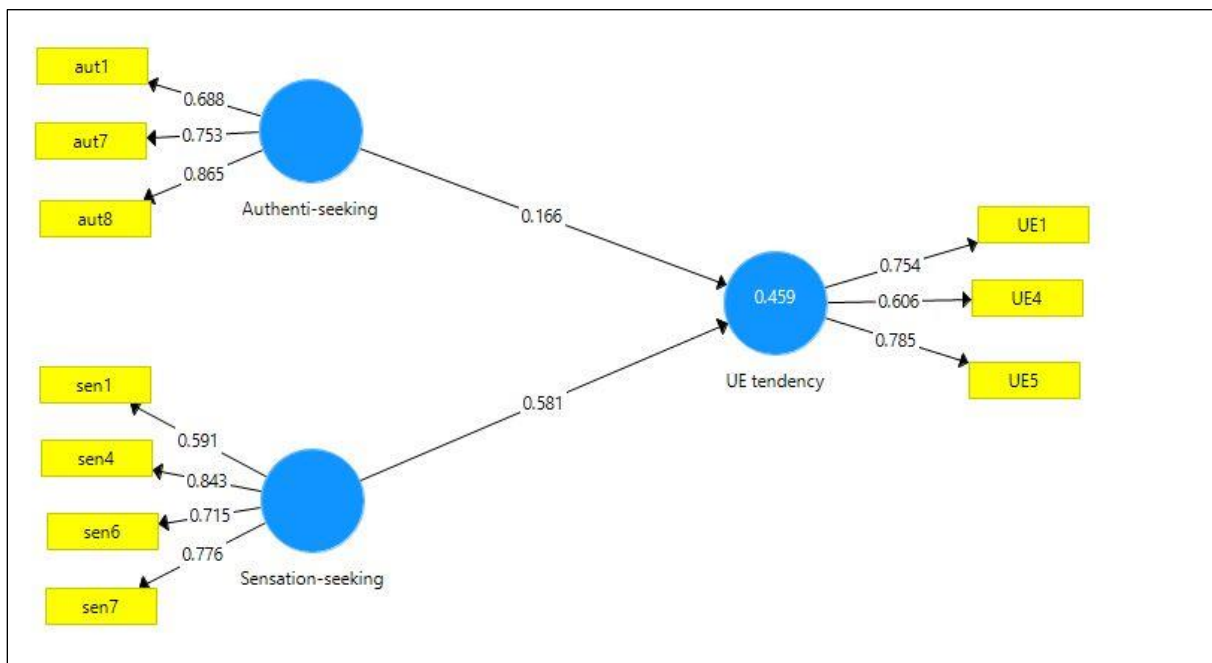


Figure 2: Path model: Author's own work created in SmartPLS

In a last step, the SmartPLS bootstrap algorithm was used to test the path coefficients for statistical significance. The algorithm has been run with a sample size of 5000 (as recommended by Hair et.

al., 2017), with all other parameters remaining unchanged to test the statistical significance of the path coefficients. Results show that the relationship between AUT and UEt is not significant ($p=0.091$) while the relationship of SEN towards UEt is statistically significant ($p=0.000$), see Figure 3 below.

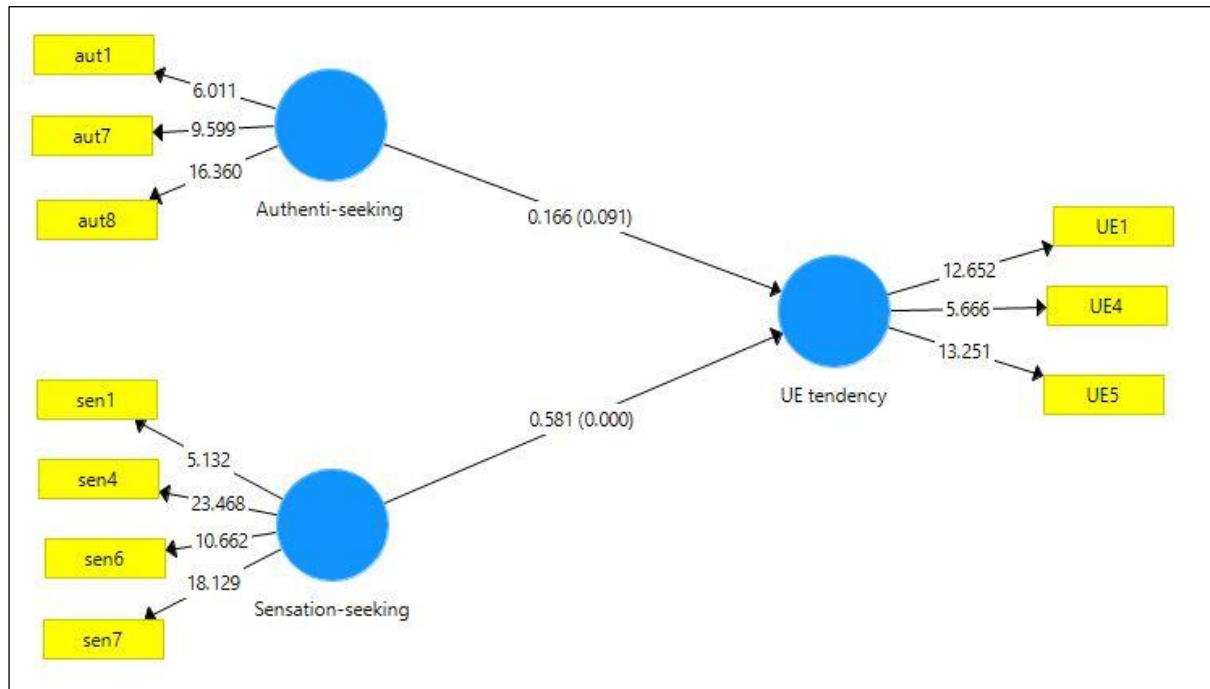


Figure 3: Model after Bootstrapping. Source: Author's own work created in SmartPLS

5.4.3. Quality Criteria Assessment

To measure the internal consistency of the construct the composite reliability has been considered instead of Cronbach's Alpha as Wong (2013, p.22) and Hair et. al. (2017) highlight that it is a 'conservative' measure that might underestimate the reliability of the measures. Hair et. al. (2017) mention that values higher than 0.95 indicate that variables should be interpreted as redundant. With values below 0.95 (see Figure 4 below) for all variables, composite reliability shows satisfying results and it can be concluded that the model is reliable.

Construct Reliability and Validity				
Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Authenti-seeki...	0.662	0.701	0.814	0.596
Sensation-seek...	0.716	0.745	0.824	0.543
UE tendency	0.529	0.548	0.760	0.517

Figure 4: Construct Reliability and Validity. Source: Author's own work created in SmartPLS

The next measure assessed was convergent validity which was conducted to guarantee that the constructs used for measuring the variables are in fact doing so (Hair et. al., 2017). This can be measured by considering the average variance extracted (AVE). As the AVE values for all variables are higher than 0.5 (see Figure 4 above), which is the rule of thumb to confirm sufficient convergent validity (according to Hair et. al., 2017) the results show that the variables sufficiently measure the constructs they were intended to measure.

Regarding discriminant validity, a measure to test the uniqueness of a construct and to ensure that the same construct is not measured by other variables in the model, the Fornell-Larcker criterion has been chosen as the measurement criterion. Using the Fornell-Larcker criterion, discriminant validity is established when the square root of the AVE of the latent variables is larger than all the other latent variable correlations as depicted in Figure 6 (Hair et. al., 2017; Wong, 2013). As can be inferred from Figure 4 & Figure 5 (see below), all AVE square values exceed the other latent variable's correlations and thus discriminant validity is established.

Discriminant Validity			
Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ra...	Heterotrait-Monotrait Ra...
	Authenti-seeki...	Sensation-seek...	UE tendency
Authenti-seeki...	0.772		
Sensation-seek...	0.483	0.737	
UE tendency	0.447	0.661	0.719

Figure 5: Discriminant Validity, Fornell-Larcker Criterion. Source: Author's own work created in SmartPLS

Latent Variable			
Latent Variable	Latent Variable Correlations	Latent Variable Covariances	Copy to Clipboard: Excel Format R Format
	Authenti-seeki...	Sensation-seek...	UE tendency
Authenti-seeki...	1.000	0.483	0.447
Sensation-seek...	0.483	1.000	0.661
UE tendency	0.447	0.661	1.000

Figure 6: Latent Variable Correlations. Source: Author's own work created in SmartPLS

Concerning the measurement of collinearity, the variance inflation factor (VIF) has been used to test whether latent variables have a strong correlation with each other, which is undesirable as it might indicate that variables could be redundant or should be merged (Wong, 2013, Hair et. al., 2017). As Hair et. al. (2017) mention, VIF factors of 0.2 (or lower) as well as 5 (or above 5) are considered as problematic. The results show that for all items that remained in the model the values range from 1.084 to 1.970 and therefore no collinearity problems could be detected (see Figure 7).

Collinearity Statistics (VIF)	
Outer VIF Values	Inner VIF Values
	VIF
UE1	1.170
UE4	1.084
UE5	1.204
aut1	1.261
aut7	1.272
aut8	1.453
sen1	1.281
sen4	1.970
sen6	1.633
sen7	1.504

Figure 7: Collinearity Statistics (VIF). Source: Author's own work created in SmartPLS

5.5. Multi-Group Analysis Process

For the Multi-Group Analysis (MGA), the demographic data concerning age and gender were analysed as it appears plausible that age and gender might have significantly different effects on the relationship between SEN to UEt as well as AUT to UEt.

The remaining categories of the demographic data (travel budget, education and number of annual leisure trips) have not been considered in the MGA as no hypotheses for those demographic data have been formulated due to the limited scope of the study and doubts about the informative value of relationships between those demographic variables with AUT, SEN and UEt. However, they were used to describe the sample (see above).

For age, the groups with sufficient respondents have been considered worth testing. As very small sample sizes per age group could not be analysed by SmartPLS (this is the case for groups with less than 10 respondents), the age groups with very few respondents have been excluded from the MGA. Therefore, only the age groups <21 (n=11), 21-24 (n=32) and 25-29 (n=40) have been considered. The dropped age groups were 30-34 (n=5), 35-39 (n=1) and >59 (n=1). In the first analysis step, the age group 1 (<21) and age group 2 (21-24) had been compared followed by the comparison of the age group 2 group and age group 3 (25-29) and concluded by comparing age group 1 and 3.

The results for the first test with age group 1 and 2 revealed that the effect from variable AUT to variable UEt is moderate in both, age group 1 (0.279) and age group 2 (0.340). However, the relationship is not significant in both cases, as group 1 displays $p=0.190$ and group 2 $p=0.097$. On the contrary, the relationship of the variable SEN to UEt is significant for both age groups, recording a p value of $p=0.000$ for group 1 and $p=0.014$ in age group 2. The path coefficient reveals a very strong relationship to SEN towards UEt for age group 1 (0.726) and a fairly strong relationship for group 2 (0.435), see Figure 8. To check, whether there is a significant difference between the groups, the PLS-MGA output was revised. Neither for the relationship between AUT

and UEt nor for SEN to UEt, any significant differences between the groups could be recorded due to p values >0.05. (Appendix 3.2.)

Path Coefficients											
Bootstrapping Res...		Confidence Interv...		PLS-MGA		Parametric Test		Welch-Satterthwai...		Copy to Clipboard:	
										Excel Format	
										R Format	
Path Coefficients	Original (21-24)	Path Coefficients	Original (<21)	Pat...	Pat...	STD...	STDE...	t-Val...	t-Valu...	p-Values (21-24)	p-Values (<21)
Aut...	0.340	0.279	0.382	0.248	0.205	0.213	1.659	1.310	0.097	0.190	
Sen...	0.435	0.726	0.435	0.742	0.178	0.185	2.446	3.928	0.014	0.000	

Figure 8: Path Coefficients Age Group 1 and 2. Source: Author's own work created in SmartPLS

For the next test, age group 2 and 3 were compared using MGA, see Figure 9. The path coefficient for AUT to UEt in age group 2 is moderate (0.340) and for age group 3 relatively low (0.238). Both relationships are non-significant due to $p > 0.05$. Regarding SEN to UEt the relationship can be characterized as fairly strong for group 2 (0.435) and group 3 (0.413). Both relationships are significant (group 2 with $p = 0.014$ and group 3 with $p = 0.038$). Again, neither for the relationship between AUT and UEt nor for SEN to UEt, any significant differences between the groups could be detected.

Path Coefficients											
Bootstrapping Res...		Confidence Interv...		PLS-MGA		Parametric Test		Welch-Satterthwai...		Copy to Clipboard:	
										Excel Format	
										R Format	
Path Coefficients	Original (21-24)	Path Coefficients	Original (25-29)	Path ...	Path C...	STDE...	STDE...	t-Val...	t-Va...	p-Values (21-24)	p-Values (25-29)
Aut...	0.340	0.238	0.381	0.272	0.202	0.189	1.680	1.259	0.093	0.208	
Sen...	0.435	0.413	0.436	0.445	0.177	0.199	2.456	2.076	0.014	0.038	

Figure 9: Path Coefficients Age Group 2 and 3. Source: Author's own work created in SmartPLS

The last MGA test regarding the moderation variable age was conducted between age group 1 and 3, see Figure 10. Their path coefficients and p values have not changed significantly when comparing them with age group 2. The remaining question whether those two groups show a significant difference to each other, can be answered with no due to $p > 0.05$. In summary it can be stated, that H1.1. as well as H2.1. must be rejected.

Path Coefficients

Bootstrapping Res...

Confidence Interv...

PLS-MGA

Parametric Test

Welch-Satterthwai...

Copy to Clipboard:

Excel Format

R Format

	Path Coefficients Original (25-29)	Path Coefficients Original (<21)	Pat...	Pat...	STDE...	STDE...	t-Val...	t-Valu...	p-Values (25-29)	p-Values (<21)
Auth...	0.238	0.279	0.270	0.255	0.188	0.196	1.265	1.429	0.206	0.153
Sens...	0.413	0.726	0.449	0.737	0.195	0.176	2.123	4.120	0.034	0.000

Figure 10: Path Coefficients Age Group 1 and 3. Source: Author's own work created in SmartPLS

For gender, the MGA was conducted for males and females solely because the non-binary category only counted three individuals and therefore was too small to be analysed in SmartPLS. The results reveal that for female respondents the relationship of AUT to UEt is fairly weak (0.270) and for men very weak (0.093). For the group of females, this relationship shows significance ($p=0.044$), while it turned out insignificance for men ($p=0.545$). Regarding the relationships between SEN to UEt, women (0.547) and men (0.545) display a strong relationship, see Figure 11. Both values are highly significant. Nevertheless, the difference between the gender groups is insignificant ($p=0.813$ for AUT to UEt and $p=0.486$ for SEN to UEt). In conclusion, H1.2 as well as H2.2. must be rejected.

Path Coefficients

Bootstrapping Res...

Confidence Interv...

PLS-MGA

Parametric Test

Welch-Satterthwai...

Copy to Clipboard:

Excel Format

R Format

Path Coefficients Original (Female)

Path Coefficients Original (Male)

Pat...

Pat...

STDE...

STDE...

t-Valu...

t-Val...

p-Values (Female)

p-Values (Male)

Aut...

0.270

0.093

0.292

0.108

0.134

0.154

2.014

0.605

0.044

0.545

Sen...

0.547

0.545

0.540

0.601

0.127

0.163

4.296

3.345

0.000

0.001

Figure 11: Path Coefficients Gender groups. Source: Author's own work created in SmartPLS

5.6. Independent Samples t-Test Analysis Process

The researchers decided to apply the Independent Samples t-Test on the demographic information age and gender as they were believed to have relevant differences regarding the tendency towards UE. The researchers decided to measure the individual indicators of the variable UEt as the PLS-

SEM test revealed high factor loadings for only three indicators. In consequence, the researcher's interest evolved for the differences between the individual extant indicators, instead of the construct due to its relatively low meaningfulness.

To begin with, not all age groups have been considered in the test, as some age groups showed no records in the study, next to some age groups with only one or respectively five records. Therefore, only the age groups <21, 21-24 and 25-29 have been considered for the Independent Samples t-Test. To run the test, the dependent variable, also called test variable, UEt with its indicators UE1 ('Through the leisure activities I am performing, I seek distraction from daily routines'), UE4 ('Through the leisure activities I am performing, I seek physical challenges' and UE5 ('Through the leisure activities I am performing, I seek thrill'), has been chosen. The independent variable, also called grouping variable, age was selected. The groups are defined as follows: Group 1 comprised all respondents <21 years of age and group 2 all individuals between 21 and 24 (note: SPSS could only compare two groups with each other at once). Further Independent Samples t-Tests were run with the groups 2 (21-24) and 3 (25-29) as well as group 1 (<21) and 3 (25-29) afterwards. The default settings of a 95% confidence interval level were kept. Screenshots of all these tests can be found in Appendix 3.3.

The output of group statistics visualises the sample sizes and the mean for each group. The means displayed are for group 1 $M=4.09$ (UE1), $M=3.36$ (UE4) and $M=4.00$ (UE5). All means are slightly higher than of group 2 (21-24) which are $M=3.88$ (UE1), $M=3.25$ (UE4) and $M=3.16$ (UE5). The second section of output, the Independent Samples t-Test displays the Levene's Test for Equality of Variances and t-test for Equality of Means. The decision rule for Levene's Test ($\alpha=0.05$) states, if $p \leq 0.05$ it indicates that the variances are significantly different (the bottom row of the t-test is interpreted), in comparison to if $p \geq 0.05$ then the variances are not significantly different (the upper row of the t-test is interpreted) (Levene, 1960). In this case, for all three indicators equal variance is assumed ($p=0.246$ (UE1), $p=0.181$ (UE4) and $p=0.447$ (UE5)). Additionally, for two (UE1 and UE4) indicators the significance is above $\alpha=0.05$ as well, which means that there is no significant difference in mean tendency towards UE1 and UE4 in the age groups 1 and 2. The confidence interval proves the insignificant difference as the range is from $CI=-0.551$ to $CI=0.983$ (UE1) and

CI=-0.553 to CI=0.780 (UE4), meaning in some cases, the mean may change in regard to higher results in age group 1 and sometimes in age group 2. However, the indicator UE5 displays a mean difference in 0.844 and $p=0.019$, meaning a significant difference between the groups is measured. Additional evidence is given by the confidence interval of CI=0.145 to CI=1.543, which indicates that the difference is only associated towards one side.

Afterwards, age group 2 and 3 have been selected for the Independent Samples t-Test and the statistics show that the mean differences for all indicators are higher in age group 3. Considering the Levene test, for all three indicators equal variance is assumed ($p=0.636$ (UE1), $p=0.996$ (UE4) and $p=0.762$ (UE5)). As in the former test, UE1 and UE4 do not show a significant difference between the age groups, $p=0.418$ (UE1) and $p=0.143$ (UE4), which is reflected in CI=-0.603 to CI=0.253 (UE1) and CI=-0.822 to CI=0.122 (UE4). On the other hand, the mean difference of indicator UE5 with -0.494 is considered significant ($p=0.046$), also displayed in CI=-0.978 to CI=-0.010. However, for the last t-test between groups 1 and 3, this significant difference in UE5 has not been recorded, neither for the other two indicators. As only one of the three indicators shows a significant difference, H3 must be rejected.

Next, the grouping variable gender was chosen to be analysed in the Independent Samples t-Test, where group 1 represents male and group 2 represents female respondents. Non-binary was not considered in this test, as the sample size of two respondents is very small. The statistics display that the average means for indicators UE1 ($M=4.04$ in group 1 and $M=3.91$ in group 2) and UE5 ($M=3.72$ in group 1 and $M=3.36$ in group 2) are slightly higher for male, whereas UE4 has nearly the same average mean for both male ($M=3.44$) and female ($M=3.48$) individuals. For all three indicators, equal variance is assumed. The difference between the groups is not significant in any of the indicators ($p=0.578$ (UE1), $p=0.837$ (UE4), $p=0.121$ (UE5)). The confidence interval proves the result with its negative to positive values for all three indicators. In conclusion, H4 must be rejected.

5.7. Quadrant Analysis Process

Firstly, the cleaned dataset (the .csv file) was copied and saved in a format where all functions of Microsoft Excel are accessible for the researchers (.xlsx). From all 96 remaining respondents, the mean of each relevant construct per respondent was calculated. Afterwards, the individual answers to the questions were removed to organize the sheet. With this first step, 96 respondents remained, and eight indicators were left (average of AUT, average of SEN, average of UEt, age, gender, education, number of annual trips and annual travel budget).

In the next step, the total mean of each construct was calculated. Therefore, AUT displays a mean of $M=3.90$ (in cell A99), SEN of $M=3.62$ (in cell B99) and UEt of $M=3.70$ (in cell C99). The researchers added three more rows in the sheet for AUT (high or low) as well as one for SEN (high or low) and UEt (high or low). In the next step, the conditional function was applied: If a respondent's average AUT value was higher than the average value of all respondents, the cell shall display 'HIGH'. On the contrary, if the respondent's value is smaller than the average value of all respondents, the cell shall display 'LOW', which represents the false result of the IF condition. The function used in Excel ' $=IF(A2>A99;"HIGH";"LOW")$ ' was applied for the three dimensions of each respondent. Using these results, the researchers were able to sort all respondents into the four quadrants, using the results of AUT and SEN. Table 4 visualises the number of respondents for each quadrant:

Quadrant	n
HIGHHIGH (high both dimensions)	39
LOWLOW (low in both dimensions)	26
HIGHLOW (high in authenti-seeking and low in sensation-seeking)	18
LOWHIGH (low in authenti-seeking and high in sensation-seeking)	13

Table 4: Distribution of Quadrants. Source: Author's own work

Having classified the respondents into each quadrant, their demographics have been identified and compared. For each quadrant, the mean in each demographic category was calculated, which is displayed in the following Table 5:

Quadrant	Age	Gender	Education	Nr Trips	Travel budget
HIGHHIGH	2.57	1.66	3.71	4.57	2.09
LOWLOW	2.73	1.77	3.92	3.50	1.77
HIGHLOW	2.5	1.56	3.78	3.78	1.94
LOWHIGH	2.09	1.64	3.64	3.73	1.91

Table 5: Demographic Data of each Quadrant. Source: Author's own work

The results show that in the group LOWHIGH, the age group is the youngest ($M=2.09$) and in the group LOWLOW the oldest ($M=2.7$). Regarding gender, the distribution is relatively equal, however, the LOWLOW group displays the highest number of female respondents ($M=1.77$). Also concerning 'highest completed education', the group LOWLOW displays the peak number ($M=3.92$) of all groups. In the category 'number of annual trips', the group HIGHHIGH has an outstandingly high mean ($M=4.57$) in comparison to the other groups which range from $M=3.5$ to $M=3.78$, LOWLOW records the smallest mean. The same is documented for 'annual travel budget', where group HIGHHIGH ($M=2.09$) has the highest mean. The group LOWLOW displays the lowest mean in this category ($M=1.77$).

Lastly, after the researchers were able to define the quadrants, the amount of people with high or low tendency in UEt in each quadrant, were recorded (Table 6). As the majority (82.05%) of the people scoring high on AUT and SEN, also score high on UEt, H5 is supported. In contrast, the majority (76.92%) of people scoring low on AUT and SEN, score low on UEt as well. Therefore, H6 is supported too.

Quadrant	HIGH in tUE (n)	LOW in tUE (n)
HIGHHIGH	32	7
LOWLOW	6	20
HIGHLOW	5	13
LOWHIGH	4	9

Table 6: UE tendency for each Quadrant. Source: Author's own work

5.8. Qualitative Analysis

The approach to analyse the additionally collected qualitative insights has been conducted by categorisation of common themes within the respondent's answers. The qualitative part was designed to enrich the quantitative data by gaining basic insights into the motivations why the respondents either engaged in activities comparable to UE or why they refrained from doing so. Any common superordinate categories of motivations and underlying reasons for the respondent's behaviour were identified from the written responses and have been labelled accordingly. The labels for the data pools were named based on the written responses the individuals in the sample gave. Given that the amount of qualitative data was manageable, no software-based aids had been used and a manual approach proved to be a suitable means for categorisation (Saunders et al., 2016). The categories per question reflect a spectrum of answers (some categories only represent one answer, but the theme has been created because only a relatively small number of responses has been recorded and the answer has been interpreted as relevant by the researchers) and for details which elements were considered to qualify for a certain answer category a detailed overview of the categories as well as the recorded answers can be found in the appendix (Appendix 4). Although the open questions were forced-response questions, some respondents filled the space with punctuation marks or other invalid answers. Those responses have been deleted and are also not being presented in the appendix. Some responses did not fit any of the categories and were not mirrored by any other responses. What is more, due to the lack of sufficient qualitative data, the scattered nature of the responses and the shallow insights that emerged from the method of qualitative data collection (i.e. open questions in a survey) the researchers have refrained from

identifying representative statements for each category. Nevertheless, the themes give the researchers an overview of the motivations of the respondents.

In the questionnaire, the qualitative part with the open questions was structured as follows: First, after a brief introduction about Urban Exploration, respondents were asked whether they have experience in performing any comparable activities before. After that, depending on the respective answer ('No, and I am not interested'; 'No, but I am interested'; 'No, but almost'; 'Yes, occasionally'; 'Yes, often') the respondent was redirected to an open question based on the answer they gave before and were asked about their motivations to perform those activities, for reasons why they refrained from doing so and reasons for their lack of interest or their underlying concerns that prevented them.

For the respondents that answered 'No, I am not interested' four themes could be identified ('Unappealing Environment', 'No Meaning', 'Illegality' and 'Danger'. For further descriptions of the respective themes and which answers have been placed in which category, please refer to Appendix 4). For the individuals that were interested ('No, but I am interested') five themes emerged: 'Excitement', 'Change of Locations over Time', 'Escapism & Otherness', 'Emotional Meaning' and 'Architectural Considerations'. For the ones that considered entering an abandoned place and eventually decided not to, it was investigated whether they would try it again in a different situation and why or why not they would do so. The themes discovered were named 'Excitement & Curiosity', 'Successfully overcoming Fear' and 'No Legal Consequences'. The respondents that engage in UE more frequently were asked about their main motivations, ten themes could be identified: 'Curiosity', 'Excitement', 'Interest in Aesthetics and Architecture', 'Otherness', 'Photography, Aesthetics & Documentation', 'Understanding Culture and History of Places', 'Personal Attachment and Meaning', 'Atmospheric Considerations', 'Escapism', 'Revitalisation and Preservation'. For all the themes, the detailed answers can be found in the appendix (Appendix 4).

6. Discussion

In the following section the results of the PLS-SEM as well as all additional statistical tests are being discussed. First, a discussion of the results concerning the main hypotheses related to AUT and SEN is presented. After that the sub hypotheses related to H1 and H2 are being discussed, followed by the discussion of the remaining hypotheses (H3, H4, H5 & H6). The questions of exploratory nature will be answered in the end of this chapter.

6.1. PLS-SEM

Regarding H1 (Authenti-seeking has a positive effect on the tendency towards Urban Exploration) the results of the path analysis call for rejection of the hypothesis. Those results are in line with the literature dealing with authenticity and it can be concluded that authenticity as a concept is too blurry to use as a solid construct for the purpose of this study and possibly for academic research in general. Although the call for abandoning authenticity in academia was related to object authenticity (see Reisinger & Steiner, 2005), the results of this study strongly point towards questioning activity-related authenticity and consequently also existential authenticity (as defined by Wang, 1999). As activity-related authenticity and existential authenticity share highly subjective characteristics, it is almost impossible to define the elements that constitute ‘authenticity’ for the respondents of this study.

Concerning H2 (Sensation-seeking has a positive effect on the tendency towards Urban Exploration), the results show that this hypothesis can be confirmed. The researchers assumed common characteristics of special interest- and adventure tourism with UE and decided that sensation-seeking motives are also relevant for the susceptibility towards UE activities. Based on that assumption, sensation-seeking was included in the theoretical framework. The results confirm that sensation-seeking is indeed a factor that correlates with the tendency towards UE. A possible reason for this result is that respondents in our sample perceive UE as more of a thrilling activity

that serves to satisfy their thirst for adventure than other factors related to heritage, history or aesthetic considerations related to the ‘authentic’ nature of abandoned places. Those motivations, for example, might play a subordinate role that is overshadowed by the adrenaline-fuelled nature of UE. What is more, as the youngest share of our respondents has a very strong tendency towards UE-related tourism it could also be concluded that this subsample, in the first place, might not be very receptive for factors other than thrill and excitement. Furthermore, studies enlightening sensation seeking (like Pizam et. al, 2004) have been conducted among relatively young respondents (the average age of the respondents was 22 years of age) and therefore, the generated insights might be more valid to younger individuals than to older ones.

6.2. Multi-Group Analysis

The MGA shows that there are different relationships of sensation-seeking towards UE tendency as well as towards authenti-seeking to UE tendency. Regarding sensation-seeking and UE tendency, all age groups show moderate to strong relationships, that are all meaningful due to their significance. This means, for all age groups, sensation-seeking has an effect on UE tendency. Respondents <21 years of age (age group 1) have the strongest relationship between these two latent variables, while respondents that are 25-29 years old (age group 2), show the weakest relationship (although these differences are not significant). In comparison, authenti-seeking has no effect on UE tendency in any of the age groups. Herewith it is displayed again that sensation-seeking is a more relevant construct for understanding UE tendency, but there are no meaningful differences between the age groups.

Regarding gender, the fairly weak relationship of authenti-seeking towards UE tendency reveals to be meaningful for females. Even though the extremely weak effect of these constructs for males is insignificant, the researchers spot a different behaviour between these groups regarding the effect of authenti-seeking towards UE tendency. Future research may give more insights on this surprising result. In addition, the relationship of sensation-seeking to UE tendency is meaningful

for both gender groups with strong effects. This Multi-Group Analysis is a further proof, that sensation-seeking is more meaningful for UE tendency and that there are no significant differences between male and female respondents for understanding UE tendency.

6.3. Independent Samples t-Test

The Independent Samples t-Test for age reveals that the indicators U1 ‘Through the leisure activities I am performing, I seek distraction from daily routines’ and UE4 ‘Through the leisure activities I am performing, I seek physical challenges’ have no significant difference between the tested age groups. However, the indicator UE5 ‘Through the leisure activities I am performing I seek thrill’ exhibits a significant difference of age group 2 towards group 1 and 3 (25-29 years of age). In other words, respondents between 21-25 years of age, have the lowest mean ($M=3.16$), therefore the lowest tendency to seeking thrill in their leisure activities. Therefore, H2.1 ‘The age groups exhibit differences regarding the effect of Sensation-seeking on the tendency towards Urban Exploration’ is not supported. Firstly, two of the three indicators have no significant difference on the results, and secondly, the indicator that displays significant differences reveals that the age group with the second youngest respondents has the lowest tendency towards thrilling leisure activities. This result is contrary, unexpected and challenging to explain which gives room and opportunities for future research.

The Independent Samples t-Test for gender did not reveal any significant differences in the indicators, which results in the rejection of H4 (The gender groups exhibit differences regarding the tendency towards Urban Exploration). The researchers had formulated this hypothesis based on the article by Mott & Roberts (2014) that discusses the high number of males partaking in UE and related activities. Also, most articles were conducted using ethnographic studies (e.g. Bennett, 2011) and it has been revealed that the observed Urbexers were predominantly male. Additionally, Jansson (2018) conducted interviews within the UE community and only two out of eight respondents were female. However, the authors of this article interviewed people within the UE

community that are performing UE on a regular basis. The sample of this study does not only represent Urbexers per se, but also individuals with different susceptibilities towards UE and mix of respondents that have previous experience and some that do not. Therefore, it can be argued, that for the sample of this study, males and females have an equal tendency towards UE on average.

6.4. Quadrant Analysis

The analysis of the proposed four quadrants of our framework revealed that most people are either scoring both high on AUT and SEN or both low on AUT and SEN. The majority of respondents fit into the quadrant 'HIGHHIGH', that represents 40.63% of the respondents in the sample. This quadrant is characterized by its outstandingly high mean in number of annual trips ($M=4.57$) and highest mean in travel budget ($M=2.09$). It can be assumed, that these respondents have set their priorities on travelling and therefore invest a lot of time and money into it. Additionally, as 82.05% of this sample perform high on average in UEt, it can be concluded that the HIGHHIGH segment likes travelling as well as exploring places in an alternative way. In comparison, the group LOWLOW exhibits the lowest number of trips ($M=3.50$) and smallest travel budget ($M=1.77$). Furthermore, this quadrant contains the oldest respondents on average ($M=2.73$) and the highest completed education on average ($M=3.78$). It can be interpreted that these respondents do not put their priorities on travelling and therefore spend less money and time on travelling. They either prefer spending their time and money on other leisure activities or they simply do not have much time due to work schedules. Regarding the indicator UEt, 76.92% perform low. This strengthens the argument that this sample is neither that passionate about travelling or exploring places in an alternative way. Furthermore, it reveals that the majority of people in our sample, those that are high on both dimensions, also have a high tendency towards UE activities and vice versa.

The sizes of the HIGHLOW and LOWHIGH segment are relatively small, but the results show that individuals qualified for those two quadrants of the matrix. As mentioned earlier, the researchers could not formulate hypotheses regarding these previously unknown segments and therefore an

exploratory approach was adopted. However, the quadrant HIGHLOW has no outstanding results in regard to the mean values. In this quadrant, 13 out of 18 people have a low tendency towards UE. The quadrant of LOWHIGH is characterized by its lowest age on average ($M=2.09$) and its lowest completed education on average ($M=3.64$). It may be concluded that the youngest respondents, the ones that are below 21 years of age, are relatively high on the sensation-seeking trait, perhaps energized and excited to seek adrenaline-fuelled experiences without concerns about the consequences. Their interest for extraordinary places regarding authenticity has not been developed yet due to their lack of knowledge in urban landscapes and history as well as their lack of experience in travelling in general. Only four out of 13 respondents of the sample have a high tendency towards UE. In summary, only the quadrant HIGHHIGH contains a majority of people with a tendency to perform UE. It can be concluded that the exploratory investigation was successful, as the researchers could show that the quadrants HIGHLOW and LOWHIGH exist, even though only a small number of individuals met the criteria. Especially for the HIGHLOW and the LOWHIGH segments it was questionable whether any respondents would exhibit these characteristics. Unfortunately, the demographic data do not provide sufficient insights which would have been required to describe the before ‘unknown’ quadrants of HIGHLOW and LOWHIGH. Further research regarding those segments might give more insights about their characteristics, motivations for leisure activities and travel behaviour.

6.5. UE Motivations

As the average mean for the picture representing characteristics of communicative explorer preferences ($M=3.38$) is lower than the picture representing characteristics of performative explorer preferences ($M=3.66$), it might be assumed, that the sample contained more people preferring unmediated and unfiltered pictures. It could be inferred that those not only prefer these pictures, but also respective experiences in this matter. However, to confirm this assumption, further investigation would be required.

Regarding the qualitative answers it can be claimed that some of the main motivations discussed by Martínez & Laviolette (2016) and Garrett (2014) are represented by the sample. They mention that Urbexers want to see places that the majority of people do not get to see. Additionally, abandoned places offer space for emotions of excitement, which might be lacking in the daily lives of individuals practicing UE. The themes ‘Escapism & Otherness’, ‘Excitement’ and ‘Change of Locations over Time’ from the unexperienced and experienced respondents give reasons to confirm these findings. The theme revealed by experienced respondents of ‘Atmospheric Considerations’ may be added here as well. Another motivation found by Kindynis (2016) is that Urbexers create new and intimate meaning of the locations they visit. Even though the themes ‘Emotional Meaning’ and ‘Personal Attachment and Meaning’ are very subjective and could be interpreted in many ways, they exhibit analogies with the finding of the UE related literature. Themes solely found within the respondents with previous experience in UE-related activities were ‘Understanding Culture and History of Places’ and ‘Revitalisation and Preservation’, that hint towards the findings of Bennett (2011) and Jansson (2018). In their perspective, memorialisation and conservation of heritage can be realized through visiting those places, and understanding of how people lived there in the past is a crucial reason for visiting them. The themes ‘Curiosity’ as well as ‘Excitement’ might be classified within the motivations of having mental experiences and physical challenges by facing dangerous situations (Martínez & Laviolette, 2016). However, the physical challenges, that were described in the UE literature as being a crucial factor, were not mentioned by any of the respondents of the sample. The theme ‘Photography, Aesthetics & Documentation’ could also be found in several sources in the literature review. However, this theme is reported as the only one representing communicative Explorers, which was unexpected for the researchers, as the literature points towards the increase in popularity of communicative UE. (Bennett, 2011; Garrett, 2014; Jansson, 2018). The next themes revealed for both, experienced and inexperienced Urbexers, were ‘Architectural Considerations’ and ‘Interest in Aesthetics and Architecture’ which were not found as a motivation in the literature review per se. Connections could be drawn to the findings of Bennett (2011), who states that by visiting abandoned places, the artefacts and cultural context of these places is preserved. Craggs et al. (2013) mentioned architectural elements as motivations for exploring built urban infrastructure and gives hints towards UE. In the literature related to UE,

architecture was mentioned but no central meaning was attributed to those elements. This study shows that architecture in general might have a bigger influence as a motivator for UE than previously assumed. Therefore, this can be seen as a new insight.

Respondents with no interest in UE referred to the unappealing environment of those places as well as illegality, danger and the lack of personal meaning. It can be inferred that the respondents that did not give 'No Meaning' or 'Unappealing Environment' as a reason for exploring abandoned places, might be interested in the places per se but would not explore them due to legal consequences or the threat of getting injured. Similar insights were found for respondents that would visit an abandoned place in an upcoming occasion (related themes are 'No Legal Consequences' and 'Successfully Overcoming Fear'). To overcome this issue, tour operators should guarantee the legality and safety of their offerings to enable bespoke individuals to partake in the experience without any concerns about legal consequences or physical harm.

Combining the insights of the quantitative and qualitative analysis, similarities with the relevant literature concerning criticism of UE could be found. For example, Robinson (2015) mentions that visual consumption and aesthetics of abandoned spaces are more likely to be the focus of and motivation for UE activities compared to the historic value of a site. This insight regarding the lack of attributed meaning of the lives of people who had been inhabiting abandoned places in the past by the respondents of this study might hint towards low perceived importance or ignorance of this element. This study mirrors the findings of Robinson (2015), as authenticity exhibits no significant relationship towards UE tendency. Furthermore, the item UE3 'Through the leisure activities I am performing I want to understand the background and history of places I visit' showed a very low correlation to the latent construct authentic-seeking. Additionally, aesthetics had been mentioned as a motivator to perform UE in the open questions. This finding could turn out worth considering for tour operators concerning the emphasis of different topics of their tours.

7. Implications

7.1. Theoretical Implications

The study at hand contributes to the characterisation of UE. Robinson (2015) proposed a model where UE was conceptualised in the perspective of tourism as being *beyond* tourism. Robinson stated that this model was also built to illustrate research opportunities to position UE alongside tourism. This study was inspired by this suggestion and several findings may be added to his knowledge. Firstly, sensation-seeking is a crucial construct to understand the intention of individuals to perform UE related activities. Furthermore, connections between UE and travel behaviour were made. It could be found that individuals that travel frequently also spend more money on their trips in comparison to individuals travelling less frequently. Apart from that, the majority of respondents exhibits high scores on SEN and AUT attitudes and behaviour as well as high tendencies towards UE. However, these results should be seen with caution as they are specific for the sample of this study.

As already mentioned in the discussion, the findings of this study give reasons for abandoning activity-related and existential authenticity (as in Wang, 1999) in academia, especially quantitative research. If ‘authenticity’ is being used in comparable studies, preliminary qualitative studies should be conducted to explore what authenticity might mean for the respective respondents in the sample and in turn, based on those results, a scale related to common beliefs concerning authenticity should have been used to investigate this phenomenon.

Robinson (2015) also suggested to conduct research regarding tourist perceptions and motivations to understand UE in the future. By enlightening high performing and low performing indicators describing UE, the most relevant indicators revealed to be about seeking distraction from daily routines, physical challenges and thrill. Additionally, the qualitative answers have given further insights into motivations such as escapism, personal meaning, excitement and curiosity, which were found to be the main reasons to either be interested or to actually perform UE related activities. Robinson (2015), used the terms heritage-, dark- and eco-tourism as well as nostalgia,

exploring self-identity, otherness and authenticity to describe UE. Therefore, the architecture-related interest that could be detected as being a motivation in this study can be added to his proposed lists of influencing factors for UE.

7.2. Managerial Implications

In the following section managerial implications of this study are presented. The findings point towards practical implications for tourism management, more precisely for the marketing strategies of tour operators of UE tours, destination marketing of regions and also, in a broader context, for the general understanding of the characteristics of the demand requirements of the subsegment of alternative tourism related to UE.

As the demand side of this niche phenomenon of tourism was not very clear to the researchers prior to this study, the results show that demand for UE inspired tourism does indeed exist. The categorisation of the respondents in the four different segments within UE related tourism shows that the respondents in the sample have different susceptibilities of SEN and AUT. The qualitative analysis of the open-ended questions revealed that individuals that might be generally interested in activities comparable to UE and do not have prior experience refrained from carrying out those activities due to doubts about illegality, fear or safety. Although the qualitative insights are very limited, they give hints of why individuals refrained from UE-related activities in the past. To overcome the issues of illegality, fear and safety, organised, guided tours to abandoned places are a suitable compromise for bespoke individuals that are interested in visiting abandoned places but are not comfortable to do that by themselves. In other words, latent demand might exist, but the offerings to satisfy the demand might be lacking or underdeveloped. As can be inferred from this study, illegality and safety issues might overshadow the urge to undertake activities related to UE while the general interest does exist. To overcome this issue, tour operators and tourism managers could use the categorisation of the respondents of this study as a starting point to identify a segment of potentially interested travellers. To successfully convince this segment that tours are legal and

safe, tour operators have to make sure that those elements are clearly communicated in their marketing communication so that potential customers can feel certain that participation in the tours does not result in legal consequences or bodily harm.

The quantitative analysis revealed that especially young respondents score high on the SEN trait. As a consequence, tour operators that intend to target this group should emphasise the adrenaline-fuelled nature and the thrill of UE in their communication strategy. For all other age groups, SEN has a weaker effect on UEt, therefore marketers should consider designing their communication strategies in a more balanced nature by including other elements and motivators for UE in the campaigns as well. Analogously, as AUT turned out to have no significant relationship with the tendency towards UE, tour operators should focus more on elements related to SEN. Apart from that, as items related to atmospheric or aesthetic considerations exhibited rather low factor loadings, it can be inferred that those elements are of low importance for the respondents in the sample (especially for the youngest age group). Therefore, elements related to aesthetics or atmosphere should be omitted when targeting the youngest age group.

However, the results show that architecture does play a role as a motivator for pursuing UE. This can be explained by the composition of the sample with architects and architecture students that were represented among the respondents. For them, aesthetic considerations related to architecture are highly likely to play a role for the interest in UE in the first place. Tour operators therefore need to assess whether the toured sites entail elements that might be of interest for people enthusiastic about architecture. What is more, they need to determine what matters most for different segments within their customer base and consequently might need to adapt campaigns for different sub-segments of individuals that have different motivations. To do so, collection of customer data and corresponding analysis techniques are required to identify those sub-segments and use the insights to design specifically tailored campaigns for each sub-segment. Unfortunately, the data of the study at hand do not provide any further insights for the respondents that value architecture, but future research could investigate this segment.

Regarding the results of the MGA and the Independent Samples t-Tests, it turned out that there are no significant differences in the tendency towards UE regarding gender. In contrast to previous studies that highlighted the dominance of males within UE communities (Mott & Roberts, 2014), this study could not confirm this finding for the sample at hand. Concerning managerial implications, this means that tour operators not necessarily need to consider gender differences when adapting campaigns for different customer segments.

Individuals with prior experience in UE might not see legality, safety or fear as a barrier to explore. This share of the HIGHHIGH segment is likely to comprise experienced Urbexers that have already developed skills to overcome those issues. However, based on the insights from the UE literature, those individuals might not be of interest for tour operators at all because they manage to engage in UE without any external guidance. Apart from that, as UE in its most extreme form has manifold elements of (deviant) underground subcultures (for example Craggs et. Al, 2013; Jansson, 2018; Arboleda, 2016), it is plausible to assume that seasoned explorers might view any commercialisation of UE very critically and therefore would never consider participating in guided tours at all. For tour operators, this could mean that they have to be very careful of how they design their campaigns. They should be aware that aggressive and lurid campaigns could upset the UE community and could potentially result in sabotage or hostile behaviour towards commercial tour operators. Again, as the qualitative insights are very limited and the survey was fully anonymised, it was not possible to provide hard evidence for the aforementioned implications. Therefore, this statement could also serve as a direction for future research.

Abandoned places and urban decay are often a visual representation of economic- or political failure or sometimes relicts of a dark past. Some stakeholders may want to eradicate those undesirable representations of failure and shame and divert attention to other areas of a region or city. However, Atkinson & Rosati (2012) illustrated in an example of a virtual tour of the ruins of Detroit that groups of individuals exist that have fundamentally different views. In their article, the operators of the virtual tours and followers within the online community of the website aim at portraying the city of Detroit in a different light. They attribute comparable meaning to the ruins of Detroit as modern-day equivalents of ancient Rome or Athens that are worth exploring. This

example shows that urban environments that are largely seen as a representation of shame and failure can be re-imagined and transformed into areas that are worth visiting. Taking this phenomenon as a point of departure, the implications for tourism to abandoned places could have the potential to improve the reputation and facilitate the re-branding of entire regions or cities that traditional destination marketing would rather try to hide instead of advertising them to potential tourists. This study shows that a sub-segment within alternative tourism exists that is fondly interested in such destinations and that are willing to spend money and time to have unique experiences when visiting them. If executed well, specifically targeted campaigns to tourists and explorers dedicated to find new locations to discover, regions that previously suffered from economic downturn could be revitalised. However, it has to be ensured that redevelopment of those regions is pursued in a sustainable way. In their article about off-the-beaten-track tourism, Matoga & Pawlowska (2018) highlight that failing to do so could result in negative outcomes. Visiting abandoned places could also be interpreted as a form of off-the-beaten-track tourism as it shares similar characteristics such as a high level of individuality in planning trips and visiting sites, the longing for diversity and the urge to find extraordinary experiences. They mention that the principles of sustainable development and the preservation of culture and history must be applied in order to develop tourism. They further highlight that development of that sector should respect local conditions and needs to be highly adapted to the context in question. The authors advise tourism management not to allow excessive commercialisation of urban areas and also highlight that common practices applied by commercialised tourism management such as the principles of profit maximisation, are ill-advised for developing off-the-beaten-track tourism in a sustainable and valuable manner (Matoga & Pawlowska, 2018). Given the comparable characteristics of UE-related tourism and off-the-beaten-track tourism, those principles are highly likely to be valid for the former as well.

8. Limitations and Future Research

Besides the findings of this study, there are aspects, the study is lacking. Nevertheless, this gives space for future research. Firstly, the differentiation between performative and communicative explorers including the current tension as well as competing motivations and focuses have been discussed by several researchers. (e.g. Kindynis, 2017; Fulton 2017) However, this study missed out on applying these differences in detail. A question testing the personal preferences of the respondents was included in the survey by using pictures visualising the different foci of the two explorer types. By doing so, the researchers were able to determine whether the sample consisted of people with a stronger disposition for communicative, respectively for performative forms of UE. Initially, the latent variable UEt was made up by no less than three indicators characterizing communicative explorer motivations. However, all of them were deleted due to low factor loadings and were not included in any further analyses. Therefore, future research should consider analysing both types of explorers separately. Results of such studies would contribute to the current literature by further enlightening the distinction of the two separate types of explorers. Such findings would also benefit tour operators as they would gain more insights concerning the preferences of their prospective customers and could tailor their offerings according to either, individuals preferring performative UE, or communicative UE.

Another aspect the study has missed, even though it was mentioned in the UE literature (e.g. Garrett, 2014; Mott & Roberts, 2014), is a deeper understanding of the community-related aspects of UE. Therefore, it is proposed that future studies should investigate the importance of a community in UE related activities as well as the emotional attachment to a community and how this might influence motivations towards performing UE. In this regard, qualitative research such as interviews or focus groups are the recommended methods of choice. Again, these insights would add theoretical value to the current UE literature and practical relevance, especially for tour operators. Suggestions for managerial decisions could be generated, for example regarding the number of participants per tour, whether private or public tours are preferred or the amount of interaction between the guide and participants during a tour.

The study used a purposive sampling method, which gave the researchers valuable results for individuals between <21 and 29 years of age. However, any age group beyond that has not been taken into account due to a very small numbers of respondents, which can be seen as a limitation of this research. Especially from a business perspective, it may be interesting to get more insights about people with probably higher income and less amount of leisure time. In fact, one can conclude that having less leisure time indicates that this group might have less time to find locations and ways to enter abandoned places by themselves. In addition, higher income may indicate a higher willingness to pay for a service such as a guided tour that would provide information and knowledge of a selected number of sites. However, these are solely assumptions that point towards a need for further research on older age groups. Therefore, quantitative research based on the study conducted with more respondents above 30 years of age is suggested. Additionally, more qualitative research to gain more insights on motivations for or against performing UE related activities may add additional value.

9. Conclusion

This thesis contributes to the characterization of Urban Exploration in a tourism context. This was done by investigating the phenomenon in regard to the dimensions of authenti-seeking and sensation-seeking. First, the literature of UE was organized and presented as well as the main motivations to perform the activity were exhibited. The dimensions of AUT and SEN were extracted from the motivations and have been described in detail. Because UE has not been examined using quantitative methods yet, the researchers decided to link the constructs mainly using statistical measures. To do so, data was collected via internet-mediated questionnaires that were distributed among the researchers' personal network as well as university professors working in departments related to architecture, urban planning and conservation, and tour operators offering

UE tours. The data was analysed by applying PLS-SEM, MGA, Independent Samples t-Tests and a self-developed categorisation of samples.

Due to low factor loadings for some indicators of the constructs AUT, SEN and UEt, the scales for each construct had to be purified. The first statistical test, PLS-SEM, revealed a significant effect on SEN to UEt. The proposed connections from the literature to seeking escape from daily life, physical challenges and thrilling experiences to have a disposition for UE activities is therefore meaningful. However, AUT did not record a significant effect towards UEt. This is contradictory to the findings of the extant literature. It is an indicator for the subjectivity and next to impossible measurement of authenticity and calls for clarification in the context of UE in future research.

Based on the PLS-SEM, a Multigroup Analysis was applied in order to test whether relationships show different results depending on age and gender. The youngest age group revealed to have the strongest relationship regarding SEN and UEt, however this difference did not turn out to be significant. Due to insignificance between AUT and UEt, no meaningful effect is recorded for age. Females were found to have a significant effect of AUT towards UEt. In regard to SEN towards UEt, males and females exhibit the same behaviour. The Independent Samples t-Test did not reveal significant differences between age and gender groups, which indicates that the sample of this study has similar attitudes and behaviours regarding UE activities. The majority of the sample can be categorised into performing above average in SEN and AUT. These individuals mostly exhibit UEt scores above average. This indicates that the majority of the sample has a demand for UE activities, in case they are scoring high in SEN and AUT. However, due to the low meaningfulness of AUT in this study, this finding has to be handled delicately. The minority of the sample records seeking one of the dimensions only. As these segments have not been recognized in the literature yet, the findings suggest further investigation concerning their attitudes and motivations in a tourism context.

Besides the quantitative basis of this research, open-ended questions in the questionnaire were applied to gain further insights into motivations to perform UE. Escapism, otherness, excitement, personal meaning and architectural consideration were found to be the main reasons. Especially

architectural considerations can be recognised as a new finding, as it was mentioned in the UE literature beforehand, but not considered in detail.

The findings of the study at hand contribute to the literature of sensation-seeking and authenticity-seeking regarding to quantitative studies in the future. The slightly changed BSSS revealed to be a reliable and valid scale to measure SEN. However, through the high subjectivity of authenticity per se, it was difficult to build a reliable and valid measurement for AUT. Qualitative studies to define authenticity-seeking for specific occasions might need to be conducted in the future. This thesis also adds value to the characterization of UE in a tourism context. For example, high priorities on time and money spent on trips can be assumed when individuals have high SEN, AUT and UEt scores. The generated knowledge includes the meaningful relation of sensation-seeking attributes and behaviour to understand UE, the high tendency towards UE when SEN and AUT scores are above average and the mentioned motivations to perform UE. These are valuable insights for tour operators and destination marketers. They may use the results to design their offers and campaigns to meet the demand successfully. These organisations may find inspiration for new target groups as well as new and extraordinary places that might have been neglected before.

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11. APPENDIX

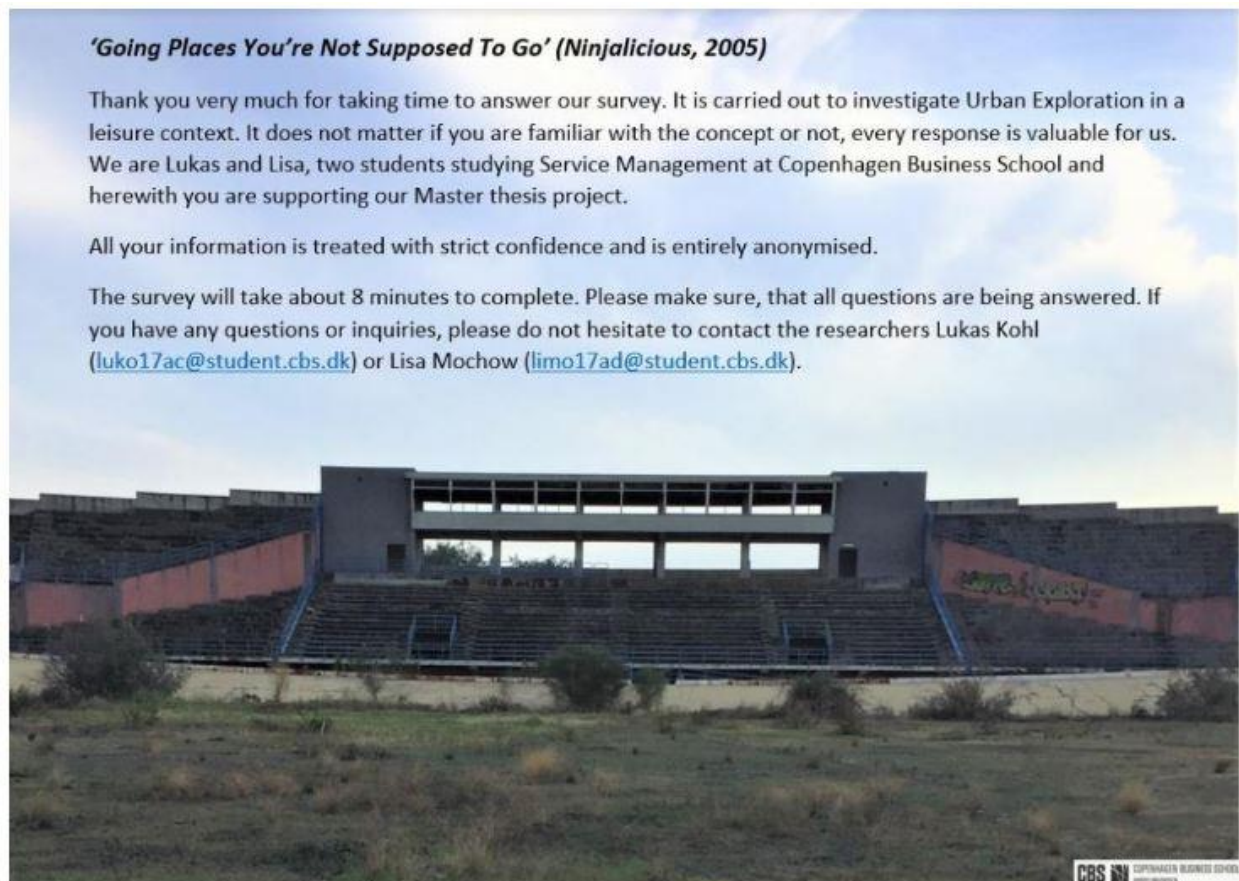
Appendix 1: Survey

Appendix 2: Contacting potential respondents

Appendix 3: Pictures of remaining statistical results

Appendix 4: Colour Coding and Themes

Appendix 1: Survey



a1. I accept big hurdles to be able to visit the sites I appreciate most.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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a2. To visit the sites I appreciate the most, I am comfortable being in a neglected environment.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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a3. I am comfortable with being by myself (or only with my travel companions) at the site I am visiting.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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a4. I am comfortable when no information or reviews are provided for the sites I intend to visit.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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a5. I am comfortable when there are no shops or restaurants close by the sites I am visiting.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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a6. I only wear green caps.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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a7. I am comfortable with spending a lot of time getting to the site I intend to visit.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

a8. I am dedicated to visit the site I appreciate, even though it is difficult to access.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

a9. I consciously observe the surrounding urban environment in detail.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

a10. I actively try to emerge in the atmosphere created by the surrounding built environment.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

a11. Urban landscapes trigger strong emotions when I visit them.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------



b1. I would love to explore strange places.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

b2. I would love to take off on a trip with no pre-planned routes or timetables.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

b3. I get bored when I spend too much time at home.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

b4. I like to do frightening things.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

b5. I prefer savoury over sweet foods.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

b6. I like to try highly adrenaline-driven activities (like bungee jumping).

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

b7. I like to have new and exciting experiences, even if they are illegal.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------



c1. Through the leisure activities I am performing, I seek distraction from my daily routines.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

c2. Through the leisure activities I am performing, I believe I contribute to self-fulfilment.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

c3. I want to understand the background and history of places I visit in my free time.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

c4. In the leisure activities I am performing, I seek physical challenges.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

c5. In the leisure activities I am performing, I seek thrill.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

c6. I document (e.g. write about or photograph) the sites I visit in my free time.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

c7. In the leisure activities I am performing, I want to express myself creatively.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

c8. I share memories of the leisure activities I am performing on the internet (Social Media, e.g. Facebook, Instagram, Pinterest, etc.).

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------



Pic1. Please take a close look at this picture and indicate on the scale below as how appealing it is to you.



Pic11. This picture is appealing to me.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
-------------------	-------------------	----------------------------	----------------	----------------

Pic2. Please take a close look at this picture and indicate on the scale below as how appealing it is to you.



Pic22. This picture is appealing to me.

Strongly
disagree

Somewhat
disagree

Neither agree
nor disagree

Somewhat agree

Strongly agree

Here some further insights into the concept of Urban Exploration:

Urban Exploration, also known as place hacking, is about dedication to urban infrastructure and architecture that is mostly abandoned or disused. Often through illegal trespass, the practitioners explore forgotten places like factories, hospitals, businesses, military instalments but also sewers, tunnels and bunkers.

Txt2.

Based on the introduction text to urban exploration, have you ever done something like that?

No, and I am not
interested

No, but I am
interested.

No, but almost.

Yes,
occasionally.

Yes, often.



Why are you not interested?



Txt4. Could you briefly explain why you are interested?



Txt5.

Why did you not enter?

Txt6.

Would you try it again in a comparable setting in the future? Why or why not?



Txt7.

Could you briefly explain your main motivations?



How old are you?

<21

21-24

25-29

30-34

35-39

40-44

45-49

50-54

55-59

>59

demo2. What is your gender?

Male

Female

Non-binary

demo3.

What is your highest level of completed education?

Primary school

High school

Vocational training/education (Job-specific training/education)

Undergraduate Program (Bachelor level)

Graduate Program (Master level)

Higher (PhD or comparable)

demo4.

What is your occupation?

Please note: If you are a student please add the program you are enrolled in. If it is not clear from the job title (e.g. Nurse) please add the industry that you are working in (e.g. Project Manager in an IT firm)

demo5. What is your Nationality?

demo6. How many leisure trips did you undertake in the past year (2018)?
(every trip where you left your city of residence counts)

0-1

2-3

4-5

6-7

8-9

>9

demo7.

What is your average travel budget per year?

<input type="radio"/>	<1.000 DKK (ca. <134€)
<input type="radio"/>	1.001-2.499 DKK (ca. 134-334€)
<input type="radio"/>	2.500-3.999 DKK (ca. 335-534€)
<input type="radio"/>	4.000-5.499 DKK (ca. 535-734€)
<input type="radio"/>	5.500-6.999 DKK (ca. 735-934€)
<input type="radio"/>	7.000-8.499 DKK (ca. 935-1.134€)
<input type="radio"/>	8.500-9.999 DKK (ca. 1.135-1.334€)
<input type="radio"/>	10.000-11.499 DKK (ca. 1.335-1.540€)
<input type="radio"/>	11.500-13.999 DKK (ca. 1.541-1.874€)
<input type="radio"/>	14.000-15.499 DKK (ca. 1.875-2.074€)
<input type="radio"/>	>15.500 DKK (ca. >2.075€)

**Thank you for answering the questionnaire.
Have a nice day & stay safe!**

Appendix 2: Contacting potential respondents



Maurice Wolf
Also member of Brutal Tours & Friends

10 APR 2019, 09:27

Hey Maurice,

I am writing to you in connection to my master thesis which deals with Urban Exploration. Me, Lisa Mochow, and my thesis partner Lukas Kohl, both studying Service Management at Copenhagen Business School, found your website and really like it! We totally identify with your approach of showing your cities from a new perspective. That is why we think; our thesis fits very well with what you are doing! We try to identify connections between authenticity and sensation seeking attitudes and therefore see if there is a demand for Urban Exploration in a leisure context.

We would be extremely happy if you and your team members fill out the survey. Furthermore, I wanted to ask, if we are allowed to share the survey in your Brutal Tours group as there are many people who are interested in the topic!

And if you have any questions or comments, let us know! We are also happy to share the thesis with you after we found and discussed the results from the survey.

Here is the shareable link to the survey:

https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Have a great day and we look forward hearing from you 😊

Lukas & Lisa

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Felix Patzi

Also member of Lost Places & Urban Exploration [urbex]

15 APR 2019, 17:21



Hallo Felix, danke für die Aufnahme in eure UE Gruppe 😊

Ich schreibe dir, da ich nicht nur privat, sondern auch an der Uni mich mit UE beschäftige. Deswegen wollte ich fragen, ob ich in eurer Gruppe meinen Fragebogen für meine Masterarbeit posten darf? Es ist anonym und es gibt jeglich Fragen bezüglich Motivationen und Persönlichkeitsmerkmale im Bezug zu UE. Es wäre eine riesige Hilfe!! 😊 Ich schicke dir schonmal den Link! Ich würde mich sehr freuen!! Hab einen guten Abend!!

Viele Grüße aus Kopenhagen

https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

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Pa Ne

Also member of Lost Places & Urban Exploration [urbex]
Lives in Pfaffenhofen an der Ilm

15 APR 2019, 17:31



Hallo Pa Ne, danke für die Aufnahme in eure UE Gruppe 😊
Ich schreibe dir, da ich nicht nur privat, sondern auch an der Uni mich mit UE beschäftige. Deswegen wollte ich fragen, ob ich in eurer Gruppe meinen Fragebogen für meine Masterarbeit posten darf? Es ist anonym und es gibt jeglich Fragen bezüglich Motivationen und Persönlichkeitsmerkmale im Bezug zu UE. Es wäre eine riesige Hilfe!! 😊 Felix, ein anderer Admin hat schon Bescheid gegeben, dass er ok damit ist!!
Ich schicke dir schonmal den Link! Ich würde mich sehr freuen!! Hab einen guten Abend und viele Grüße aus Kopenhagen!
https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

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Becky Tau

Also member of Lost Places & Urban Exploration [urbex]

Lives in Augsburg, Germany

15 APR 2019, 17:31



Hallo Becky, danke für die Aufnahme in eure UE Gruppe 😊
Ich schreibe dir, da ich nicht nur privat, sondern auch an der Uni mich mit UE beschäftige. Deswegen wollte ich fragen, ob ich in eurer Gruppe meinen Fragebogen für meine Masterarbeit posten darf? Es ist anonym und es gibt jeglich Fragen bezüglich Motivationen und Persönlichkeitsmerkmale im Bezug zu UE. Es wäre eine riesige Hilfe!! 😊 Felix, ein anderer Admin hat schon Bescheid gegeben, dass er ok damit ist!!
Ich schicke dir schonmal den Link! Ich würde mich sehr freuen!! Hab einen guten Abend und viele Grüße aus Kopenhagen!
https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

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Craig Hull Photography
1K people like this
Photographer

10 APR, 2019, 13:09

Hey Craig,

I just read your article about 67 tips to Urban Exploration Photography, and I loved it! That is why I am contacting you, as you would be a perfect respondent for our study we are conducting about Urban Exploration. Me, Lisa Mochow, and my thesis partner Lukas Kohl, both studying Service Management at Copenhagen Business School, read through your website and really like it as well! We totally identify with your approach of showing places from a new and alternative perspective. That is why we think; our thesis fits very well with what you are doing! We try to identify connections between authenticity and sensation seeking attitudes and therefore see if there is a demand for Urban Exploration in a leisure context.

We would be extremely happy if you and people from your network who are interested in the topic fill out the survey. And if you have any questions or comments, let us know! We are also happy to share the thesis with you after we found and discussed the results from the survey.

Here is the shareable link to the survey:

https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Have a great day and we look forward hearing from you 😊

Lukas & Lisa

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Mikkel Lyse Hornbæk

Also member of Urban Exploration Aarhus
Lives in Aarhus, Denmark

16 APR 2019, 09:15

Hej Mikkel, thanks for accepting my request to the UE group! 😊

I am writing to you as I am not only a fan of UE in my free time, I also study about it at uni! So I wanted to ask you, if I can post my survey for my master thesis in your group. It is totally anonymous of course, it is just some questions regarding motivations and interest in Urban Exploration.

It would be a huuuuge help!! Here you find the link, I would be super happy if you do the survey as well!!

Have a good day and hope to hear from you soon!

https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

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Lisa Mochow shared a link.

15 April at 17:12 · urbex

Hey Urbexer and UE enthusiasts,

I am not only a fan of UE in my freetime, i am also studying about it at uni!!
That is why you are the best people for me to fill out the survey for our master thesis. Dont worry, everything is anonymous, you just have to answer some questions regarding your motivations and interest towards your hobby!!

Please help me out to make more people (or at least my supervisor haha) aware of all the potential UE has!

It takes only a few minutes, but it will make a big impact!! Thank you so much!!

Have a great day and happy exploring!

Click on the links and come directly to the questions!

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👍 2


👍 Like

💬 Comment

➦ Share

Urban Exploration master thesis

 Von: Lisa M

10.04.2019 um 12:47 Uhr 

Dear employees of Untapped Cities,

I am writing to you in connection to my master thesis which deals with Urban Exploration. Me, Lisa Mochow, and my thesis partner Lukas Kohl, both studying Service Management at Copenhagen Business School, found your website and really like it! We totally identify with your approach of showing a place from a new and alternative perspective and which would have been forgotten otherwise. That is why we think; our thesis fits very well with what you are doing! We try to identify connections between authenticity and sensation seeking attitudes and therefor see if there is a demand for Urban Exploration in a leisure context.

We would be extremely happy if you and people from your network who are interested in the topic fill out the survey. And if you have any questions or comments, let us know! We are also happy to share the thesis with you after we found and discussed the results from the survey.


Here is the shareable link to the survey: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Have a great day and we look forward hearing from you (:

Lukas & Lisa

Urban Exploration Master thesis

 Von: Lisa M

10.04.2019 um 12:29 Uhr 

Hey Andre,

I am writing to you in connection to my master thesis which deals with Urban Exploration. Me, Lisa Mochow, and my thesis partner Lukas Kohl, both studying Service Management at Copenhagen Business School, found your website and really like it! We totally identify with your approach of showing a city or region from a new and alternative perspective. That is why we think; our thesis fits very well with what you are doing! We try to identify connections between authenticity and sensation seeking attitudes and therefor see if there is a demand for Urban Exploration in a leisure context.

We would be extremely happy if you and people from your network who are interested in the topic fill out the survey. And if you have any questions or comments, let us know! We are also happy to share the thesis with you after we found and discussed the results from the survey.

Here is the shareable link to the survey: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Have a great day and we look forward hearing from you (:

Lukas & Lisa

Urban Exploration master thesis

Von: Lisa M



Vollansicht



10.04.2019 um 09:18 Uhr

Hey Vlad, Oleg and Max,

I am writing to you in connection to my master thesis which deals with Urban Exploration. Me, Lisa Mochow, and my thesis partner Lukas Kohl, both studying Service Management at Copenhagen Business School, found your website and really like it! We totally identify with your approach of showing your city from a new and alternative perspective. That is why we think; our thesis fits very well with what you are doing! We try to identify connections between authenticity and sensation seeking attitudes and therefor see if there is a demand for Urban Exploration in a leisure context.

We would be extremely happy if you and people from your network who are interested in the topic fill out the survey. And if you have any questions or comments, let us know! We are also happy to share the thesis with you after we found and discussed the results from the survey.

Here is the shareable link to the survey: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Have a great day and we look forward hearing from you (:

Lukas & Lisa

Urban Exploration master thesis

Von: Lisa M



Vollansicht



10.04.2019 um 09:08 Uhr

Hej Francois,

I am writing to you in connection to my master thesis which deals with Urban Exploration. Me, Lisa Mochow, and my thesis partner Lukas Kohl, both studying Service Management at Copenhagen Business School, found your website and really like it! We totally identify with your approach of showing your city from a new perspective. That is why we think; our thesis fits very well with what you are doing! We try to identify connections between authenticity and sensation seeking attitudes and therefor see if there is a demand for Urban Exploration in a leisure context.

We would be extremely happy if you, your team members and people you know who are interested in the topic fill out the survey. And if you have any questions or comments, let us know! We are also happy to share the thesis with you after we found and discussed the results from the survey.

Here is the shareable link to the survey: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Hope to meet you in person for example at your Vernissage in the end of April!

Have a great day and we look forward hearing from you (:

Lukas & Lisa



Lukas Elias Kohl

Mi 10.04, 13:16
die78er@gmx.net ✉



Allen antworten | ▼

Gesendete Elemente

Servus 78er,

Ich bin mit einer Studeincollegin gerade dabei unsere Master Arbeit zum Thema Urban Exploration und Anti/Alternative Tourism zu verfassen und gerade sind wir am Daten sammeln. Wir versuchen basierend auf "Authenticity" und "Sensation-seeking" Motiven das Thema zu beleuchten und haben bemerkt dass UE oder vergleichbare Aktivitäten in der Tourismus Branche zunehmend Anklang finden. Nur um unseren Standpunkt darzustellen: Wir sehen diese Entwicklung als potenziell problematisch (Im Sinne von Kommerzialisierung etc.) und versuchen Charaktereigenschaften und Vorlieben von Leuten zu erforschen die UE oder Tourismus betreiben der Elemente von UE beinhaltet. Die Umfrage ist 100% anonymisiert und nicht auf Personen zurückverfolgbar und dauert ca 7-8 Minuten. Uns wäre sehr geholfen wenn Sie/Du/Ihr diesen ausfüllen könnt, wir sind speziell auf der Suche nach Leuten die UE im "klassischen" Sinne betreiben.

Ein kurzes Statement zu eurem Projekt: Ich habe 4 Jahre lang in Wien gewohnt und eine Zeit lang auch in der Nähe vom Augarten. Die Flaktürme haben auf mich immer eine "magische" Ausstrahlung gehabt und ich hab schon oft mit dem Gedanken gespielt irgendwie da rein zu kommen. Bei der Recherche nach möglichen Wegen da rein zu kommen bin ich auf euch gestoßen. Bis heute hat mich diese Neugierde nicht verlassen und habe auch UE selbst (in gemäßigttem Ausmaß) betrieben. Großes Shoutout für eure Arbeit, ich verfolge die Seite mit großem Interesse.

Hier wäre der Link: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Vielen Dank im Voraus!

Grüße aus Kopenhagen,

Lukas Kohl



Lukas Elias Kohl

Mi 10.04, 15:01

ingela.palsson_skarin@arkitektur.lth.se



Allen antworten | v

Dear Ingela,

I am writing to you to ask for a little help for our Master Thesis. Me, Lukas Kohl and my thesis partner Lisa Mochow, both studying Service Management at CBS, are writing about Urban Exploration in the light of authenticity and sensation seeking motivations. Especially people with an interest in history, architecture, restauration and conservation as well as sustainable business are needed for our sample, so therefore we thought about you and your program.

If possible in any way, it would be a huge help if you could share the survey within your student network. And of course, your answer is highly appreciated as well, it only takes about 7-8 minutes)! If you have any questions or comments, please let us know! We are also happy to share the results after we collected the data.

Here is the shareable link: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Many thanks in advance and we are looking forward hearing from you.

Kind regards from across the bridge,

Lukas and Lisa

Urban Exploration master thesis



LM

Lisa Mochow

Mi, 10.04.2019 14:43

nande@kadm.dk



Hej Nicolai,

I am writing to you in regards to our master thesis. Me, Lisa Mochow and my thesis partner Lukas Kohl, both studying Service Management at CBS, are writing about Urban Exploration in the light of authenticity and sensation seeking. Especially people with an interest in history, architecture and aesthetics are needed for our sample, so therefore we thought about you and your program. If possible in any way, it would be a huge help if you could share the survey within your student network. And of course, your answer is highly appreciated as well! If you have any questions or comments, please let us know! We are also happy to share the results after we collected the data.

Here is the shareable

link: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Many thanks in advance and we look forward hearing from you.

Kind regards,
Lukas and Lisa

LM

Lisa Mochow

Mi, 10.04.2019 14:35

...

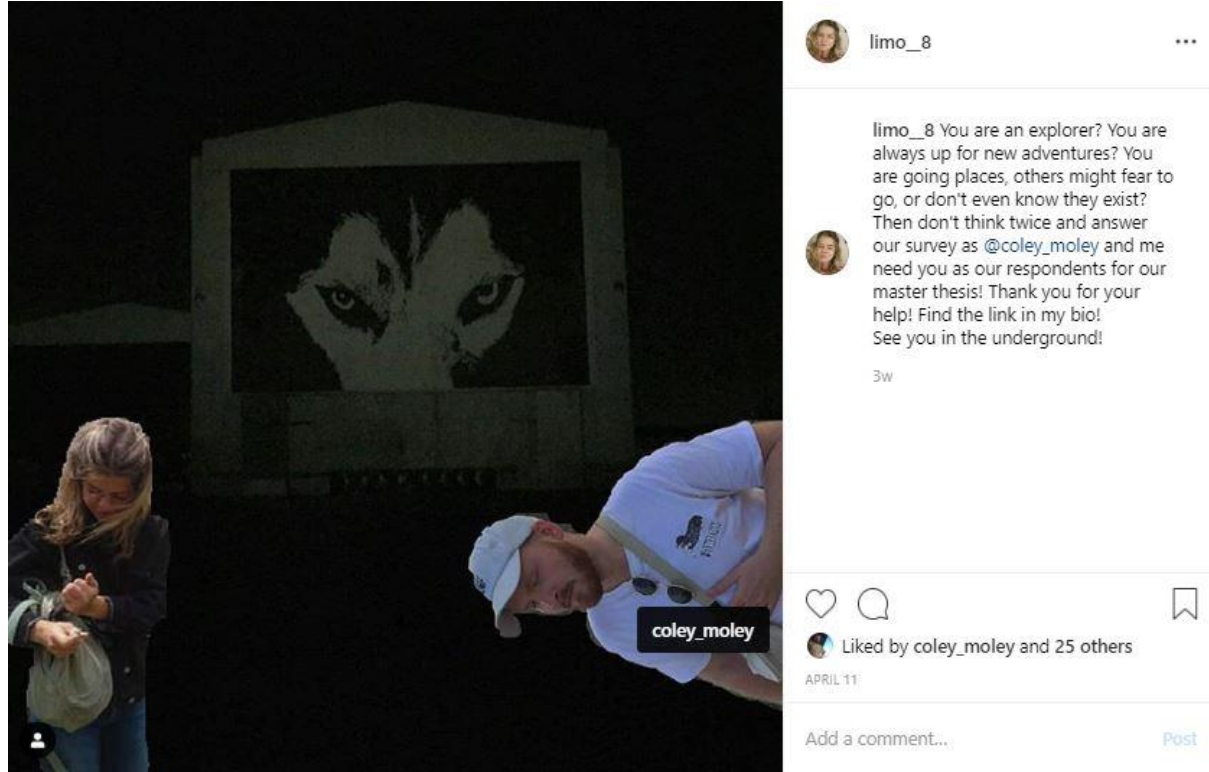
Dear Niels,

I am writing to you in regards to our master thesis. Me, Lisa Mochow and my thesis partner Lukas Kohl, both studying Service Management at CBS, are writing about Urban Exploration in the light of authenticity and sensation seeking. Especially people with an interest in history, architecture and sustainable business are needed for our sample, so therefore we thought about you and your program. If possible in any way, it would be a huge help if you could share the survey within your student network. And of course, your answer is highly appreciated as well! If you have any questions or comments, please let us know! We are also happy to share the results after we collected the data.

Here is the shareable link: https://copenhagenbusiness.eu.qualtrics.com/jfe/form/SV_b2tRU9Zhw0fLEK9

Many thanks in advance and we look forward hearing from you.

Kind regards,
Lukas and Lisa



Appendix 3: Pictures of remaining statistical results

Appendix 3.1.: PLS-SEM

Delimiter: [Semicolon](#) Encoding: UTF-8
 Value Quote Character: [None](#) Sample size: 96
 Number Format: [US \(e.g. 1,000.23\)](#) Indicators: 15
 Missing Value Marker: [-99](#) Missing Values: 30

Re-Analyze

Open External

Indicators:	Indicator Correlations		Raw File		Data Groups						Copy to Clipboard
	No.	Missi...	Mean	Med...	Min	Max	Standa...	Excess Kurtosis	Skewness		
aut1	1	0	3.750	4.000	1.000	5.000	1.010	0.358	-0.893		
aut7	2	0	3.844	4.000	1.000	5.000	0.939	0.951	-1.060		
aut8	3	0	4.115	4.000	2.000	5.000	0.852	0.846	-1.045		
sen1	4	0	4.542	5.000	2.000	5.000	0.691	2.530	-1.596		
sen4	5	0	3.375	4.000	1.000	5.000	1.157	-1.050	-0.284		
sen6	6	0	3.208	4.000	1.000	5.000	1.353	-1.131	-0.362		
sen7	7	0	3.344	4.000	1.000	5.000	1.257	-1.112	-0.423		
UE1	8	0	4.010	4.000	1.000	5.000	0.952	1.002	-1.052		
UE4	9	0	3.510	4.000	1.000	5.000	0.979	-0.693	-0.300		
UE5	10	0	3.583	4.000	1.000	5.000	1.057	-0.428	-0.545		
age	11	6	2.544	3.000	1.000	9.000	1.066	13.834	2.399		
gender	12	6	1.667	2.000	1.000	3.000	0.516	-0.900	-0.219		
edu	13	6	3.778	4.000	1.000	5.000	1.113	-0.738	-0.677		
nrtrips	14	6	4.000	4.000	1.000	6.000	1.468	-1.277	0.171		
budget	15	6	6.378	6.000	1.000	11.000	2.657	-0.681	-0.000		

Appendix 3.2.: MGA

Path Coefficients

Bootstrapping Res...	Confidence Interv...	PLS-MGA	Parametric Test	Welch-Satterthwai...	Copy to Clipboard:	Excel Format	R Format
Path Coefficients-diff (<21 - 21-24)				p-Value(<21 vs 21-24)			
Authenti-seeking -> UE tendency				0.061	0.589		
Sensation-seeking -> UE tendency				0.291	0.094		

Path Coefficients

Bootstrapping Res...	Confidence Interv...	PLS-MGA	Parametric Test	Welch-Satterthwai...	Copy to Clipboard:	Excel Format	R Format
Path Coefficients-diff (21-24 - 25-29)				p-Value(21-24 vs 25-29)			
Authenti-seeking -> UE tendency				0.102	0.341		
Sensation-seeking -> UE tendency				0.022	0.484		

Path Coefficients

Bootstrapping Res...	Confidence Interv...	PLS-MGA	Parametric Test	Welch-Satterthwai...	Copy to Clipboard:	Excel Format	R Format
		Path Coefficients-diff (<21 - 25-29)		p-Value(<21 vs 25-29)			
Authenti-seeking -> UE tendency		0.042		0.416			
Sensation-seeking -> UE tendency		0.313		0.078			

Path Coefficients

Bootstrapping Res...	Confidence Interv...	PLS-MGA	Parametric Test	Welch-Satterthwai...	Copy to Clipboard:	Excel Format	R Format
		Path Coefficients-diff (Male - Female)		p-Value(Male vs Female)			
Authenti-seeking -> UE tendency		0.177		0.813			
Sensation-seeking -> UE tendency		0.002		0.486			

Appendix 3.3.: Independent Samples t-Test

Gruppenstatistiken

	age	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
UE1	1	11	4,09	1,375	,415
	2	32	3,88	,976	,172
UE4	1	11	3,36	,809	,244
	2	32	3,25	,984	,174
UE5	1	11	4,00	,894	,270
	2	32	3,16	1,019	,180

Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
UE1	Varianzen sind gleich	1,383	,246	,569	41	,573	,216	,380	-,551	,983
	Varianzen sind nicht gleich			,481	13,628	,638	,216	,449	-,750	1,181
UE4	Varianzen sind gleich	1,855	,181	,344	41	,732	,114	,330	-,553	,780
	Varianzen sind nicht gleich			,379	20,998	,708	,114	,300	-,509	,737
UE5	Varianzen sind gleich	,588	,447	2,437	41	,019	,844	,346	,145	1,543
	Varianzen sind nicht gleich			2,601	19,661	,017	,844	,324	,166	1,521

Gruppenstatistiken

	age	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
UE1	2	32	3,88	,976	,172
	3	40	4,05	,846	,134
UE4	2	32	3,25	,984	,174
	3	40	3,60	1,008	,159
UE5	2	32	3,16	1,019	,180
	3	40	3,65	1,027	,162

Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
UE1	Varianzen sind gleich	,226	,636	-,815	70	,418	-,175	,215	-,603	,253
	Varianzen sind nicht gleich			-,802	61,747	,426	-,175	,218	-,611	,261
UE4	Varianzen sind gleich	,000	,996	-1,480	70	,143	-,350	,236	-,822	,122
	Varianzen sind nicht gleich			-1,484	67,231	,142	-,350	,236	-,821	,121
UE5	Varianzen sind gleich	,092	,762	-2,034	70	,046	-,494	,243	-,978	-,010
	Varianzen sind nicht gleich			-2,036	66,769	,046	-,494	,243	-,978	-,010

Gruppenstatistiken

	age	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
UE1	1	11	4,09	1,375	,415
	3	40	4,05	,846	,134
UE4	1	11	3,36	,809	,244
	3	40	3,60	1,008	,159
UE5	1	11	4,00	,894	,270
	3	40	3,65	1,027	,162

Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
UE1	Varianzen sind gleich	2,855	,097	,123	49	,903	,041	,333	-,628	,710
	Varianzen sind nicht gleich			,094	12,155	,927	,041	,436	-,907	,989
UE4	Varianzen sind gleich	1,635	,207	-,715	49	,478	-,236	,330	-,900	,428
	Varianzen sind nicht gleich			-,811	19,445	,427	-,236	,291	-,845	,373
UE5	Varianzen sind gleich	,236	,629	1,027	49	,309	,350	,341	-,335	1,035
	Varianzen sind nicht gleich			1,112	17,953	,281	,350	,315	-,311	1,011

Gruppenstatistiken

	gender	N	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes
UE1	1	32	4,03	,897	,159
	2	56	3,91	1,014	,136
UE4	1	32	3,44	1,014	,179
	2	56	3,48	,953	,127
UE5	1	32	3,72	,991	,175
	2	56	3,36	1,069	,143

Test bei unabhängigen Stichproben

		Levene-Test der Varianzgleichheit		T-Test für die Mittelwertgleichheit					95% Konfidenzintervall der Differenz	
		F	Signifikanz	T	df	Sig. (2-seitig)	Mittlere Differenz	Standardfehler der Differenz	Untere	Obere
UE1	Varianzen sind gleich	,081	,777	,559	86	,578	,121	,216	-,308	,549
	Varianzen sind nicht gleich			,578	71,331	,565	,121	,209	-,295	,537
UE4	Varianzen sind gleich	,396	,531	-,206	86	,837	-,045	,216	-,474	,385
	Varianzen sind nicht gleich			-,203	61,393	,840	-,045	,220	-,484	,395
UE5	Varianzen sind gleich	,607	,438	1,566	86	,121	,362	,231	-,097	,821
	Varianzen sind nicht gleich			1,599	68,769	,114	,362	,226	-,089	,813

Appendix 3.4.: Distribution annual travel budget

Delimiter: [Semicolon](#) Encoding: UTF-8
 Value Quote Character: [None](#) Sample size: 96
 Number Format: [US \(e.g. 1,000.23\)](#) Indicators: 15
 Missing Value Marker: [-99](#) Missing Values: 30

[Re-Analyze](#)
[Open External](#)

Indicators	Indicator Correlations	Raw File	Data Groups				
Name			Records				
1.0001-2.499			7				
10.000-11.499			17				
11.500-13.999			6				
14.000-15.499			1				
2.500-3.999			4				
4.000-5.499			10				
5.500-6.999			12				
7.000-8.499			11				
8.500-9.999			10				
<1.000			2				
>15.000			10				

Appendix 4: Colour Coding and Themes

33) Why are you not interested?

Colour codes for themes:

UNAPPEALING ENVIRONMENT (dirty, uncomfortable, not pretty, not aesthetically appealing, un-natural)

NO MEANING (personal meaning, interest)

ILLEGALITY (moral concerns and aversion because of the illegal nature of trespass)

DANGER (bodily harm through external circumstances particular to those places)

The experience is not appealing

Unappealing environment

It just sounds dirty . Not my idea of a fun and pretty sight.

I can't see the meaning to visit those places

I'd rather visit something that is lively (vegetation, architectures, local people)

I am not good at enjoying things when it is illegal. It stresses me

Because it feels wrong.

It can be dangerous (animals/ other people..) maybe there is a reason why the places are „forgotten“

It doesn't seem too appealing to me.

I prefer 135 fit in nature as opposed to abandoned or areas that are illegal to access.

34) Could you briefly explain why you are interested?

Colour codes for themes:

EXCITEMENT (also thrill, curiosity, spookiness, the forbidden and illegal element)

CHANGE OF LOCATIONS OVER TIME

ESCAPISM & OTHERNESS (peace from the world, distraction, seeing something different than usually)

EMOTIONAL MEANING

ARCHITECTURAL CONSIDERATIONS (what was built back in the days and how it looked like)

CURIOSITY

Because it is something new and exciting, because it is forbidden to visit these places

I love watching videos of people exploring these places and I would love to take part in it

I think it's interesting seeing how different things were some time ago (talking about how the buildings were build) and how everything changed after it was abandond

Cause it's a new experience, I'm curious.

Because 136 fit136 thrill and explore something mystical which nobody has seen in a long time

Fascination, I find places which has been abandonned fascinating places where you can find peace from the world

Depending on the place. But i think the curiosity of finding something hidden or forgotten with some emotional value.

I have never done anything like that before. However, it would really depends on whom I will do it and what would be the place.

To see older buildings.

Interested 136 fit's for some project etc.

Those places are filled with history you can probably feel when you are there and they could be a little spooky.

I like to see things happening off the ordinary. Off the rules

good

35) Why did you not enter?

Colour codes for themes:

FEAR

ILLEGALITY (security guards – being caught & in general not wanting to do something illegal)

DANGER (Bodilily harm)

Because of fear

I wanted to but there was security

It could be dangerous

it was scary ahahaha

Because of illegal part in it. I do respect the boundaries set by fences or signs that indicate private property etc.

Didn't have time for it :c

Fear

Because I wasn't in tune with the idea of doing something illegal.

Security guards in front of the building

Lalala

36) Would you try it again in a comparable situation? Why or why not?

Colour codes for themes:

EXCITEMENT & CURIOSITY (temptation to see what to find inside, exciting feelings)

SUCCESSFULLY OVERCOMING FEAR

NO LEGAL CONSEQUENCES

Yes, because it is unforgettable

Yes, because its so tempting to have an experience you dont know how it will end up and what you find, cool locations to hang out

Yes. It is exciting

yeah sure i'm not scared no more i be grown

I would try it again if I for sure new that the trespassing of an abandoned place would risk any legal actions against me.

Yes, I think it's fun

No, because i did it as a kid, i wouldnt do it as an adult

I'd do it if it was essential to a job

Totally! I am interested how it looks inside and how the atmosphere is like.

lalala

37) Could you briefly explain your main motivations?

Colour codes for themes:

CURIOSITY

EXCITEMENT (also fear as a motivator, adrenalin rush & bodily sensations, venturesomeness, discovery, illegality, fun)

INTEREST IN AESTHETICS AND ARCHITECTURE

OTHERNESS (in the sense of different locations than usually - off the beaten track locations, disliking of commercialised mass tourist offerings, disliking of overcrowded places, dislike of "mainstream")

PHOTOGRAPHY, AESTHETICS & DOCUMENTATION

UNDERSTANDING CULTURE AND HISTORY OF PLACES (connection to the past)

PERSONAL ATTACHMENT AND MEANING

ATMOSPHERIC CONSIDERATIONS (quietness, limited or no crowding of those places)

ESCAPISM (distraction from dullness of everyday life)

REVITALISATION AND PRESERVATION (in the sense of people visiting those places and thereby giving them meaning, not active preservation)

Curiosity to imagine how it was; how does the ruin look like; history

I did that asa teenager, most probably because of the factnthat it was not allowed, whixh made it exciting

architectural research/ interest in brutalistic architecture

fear, curiosity, excitement, adrenalin

interest in the atmosphere of empty buildings. curiosity what to find inside

Was fun, to do smth forbidden is Kind of exciting and cool

Excitement, thrill, going with a group, seeing what's inside

Curiosity, challenged by others, thrill

Get an off the beaten track experience when visiting places and for the rush of it

Making them sweet instagram pics, and fun off course

encounter unknown surroundings | interest in unused spaces | abandoned architecture creates specific moods, thoughts, feelings

I've grown up next to an abandoned sawmill so a natural part of growing up was exploring that

It's exciting to explore something that you are not used to

Seek a thrilling experience; explore an unusual place; getting to know a historic place

Ok very briefly: i believe its vital to visit these kind of abandoned places in order to really understand the culture and history of these places

Pictures for social Media, Adrenalin

Way more interestign than 'regular' tourist attractions or tourist routes

photoshoots

I was seeking a sense of adventure and discovery.

excitment and a bonding experience with friends

curiousness

Interest

The thrill, the things you might find. I find it hard to explain why I like to explore. It just feels right to me.

Curiosity

Experience authenticity of places that are not artificially adapted for tourists.

curiosity

excitement, quietness, the atmosphere of a abandoned place..

Uncharted territory, thrill, exploration, creative interaction with not-well-trodden places, more unique experience/photos, to be alone

I like to explore and visit places that are not full of tourists.

its simply exciting ;)

curiosity

Authenticity and timeless condition

Curiosity about finding unknown spaces in an otherwise known place. I get quite attached to places I feel like I've discovered myself

For photography

Understand the evolution of the territories. Nourish my curiosity.

I really enjoy a thrill, but I also enjoy a quiet place to chill. It is in these urban environments that I can escape the rush of cities. As someone who prefers travelling to rural landscapes, when I find myself in a city these areas are the quietest most relaxing areas in the city.

Live life to the fullest and discover new places/experiences.

get rich with something that I really like to do

I just like to explore the unknown or forgotten.

To get away from the banality of mass-produced and commercial tourism/leisure. Many of my personal experiences with forgotten urban spaces have also come from underground electronic parties, which have a lot of history in these 'interstices' urban spaces. It gives me the feeling of pioneerism

I find truly genuine places that exist somehow on their own that were created by human intervention, but got to live a life on their own after. I find beautiful what is already forgotten and I feel like rediscovering these forgotten places adds a new layer of meaning to them

I prefer places, things and experiences that are beyond mainstream. It has always fascinated me to do something that others have not done yet or go to places where everyone else has not been yet. Everything alternative and connected to the underground lifestyle is just really cool.

Curiosity, research, self-expression

to revitalize abandoned architecture and therefore protecting it from ruining, as well as enrich the city through cultural interventions

having fun, get some thrill, explore the building from the inside, getting out of comfort zone, enjoy the view from above

Adrenaline, and visiting a place that is stuck in time

I like to get away from the everyday surroundings and sort of zoom out, take a third-view on the whole, plus I find it fascinating to be in abandoned places, to find out about their history, imagine how the daily life of the people working/attending these places was.

Discovering the unknown, feeling of thrill, documenting places that I visit

Seeking beauty in what is thought to be ugly, hunting a different time,...

Discover something forgotten

travelling through time

no

There is a strangely pleasant vibe in places neglected by humans.

i am interested in what to find in abandoned and derelict places and i enjoy the run-down, raw aesthetics of places like that. also it makes me wonder why they ended up like this and what they have been before they ended up like they did

lala

lala

