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Negotiating Backpacking Constraints: A Study of Asian Women Through Constraint-Negotiation Model Perspective

Abstract

Travelling as a backpacker is gaining popularity among Asians and women in particular, emerging as an exciting segment. Despite advances in gender equality in the context of travel, there have been discrimination and restriction among women due to perceived constraints. The current study advances the use of the full constraint-negotiation model to understand Asian women's participation in backpacking trips by examining the relationship between motivation, perceived constraints, and the negotiation strategies used by them to enhance their participation. Survey responses from 246 women travellers were collected, and the structural model was tested using PLS-SEM. Findings reveal that constraints negatively influence intention, and out of all the constraints, structural constraints have a more substantial influence on choice than intrapersonal and interpersonal. Negotiation and motivation positively impact women's intention to participate in backpacking trips.

Keywords: negotiation strategies, backpacking trips, women backpackers, constraint-negotiation model, constraints

1. Introduction

Backpacking has emerged as a popular way to explore and experience the world, and women represent an influential segment in this niche tourism market. In the last few years, there has been a steady rise in the ratio of women travellers, who are more inclined to participate in adventure travel, eco-tours and even backpacking trips than their male counterparts (Su & Wu, 2020). According to Wantono and McKercher (2020), women are motivated to step outside their comfort zone and experience autonomy and self-determination to feel less constrained regarding feminism. Through travel, women reconfigure their identities and feel closer to their genuine selves.

Despite recent advances in gender equality, which have enabled women to embrace autonomy and travel independently, there have been discrimination and restriction for women while travelling (Elliot, 2015). Women travellers often face gender and culture-specific constraints while travelling solo (Osman et al., 2019) and are more vulnerable to psychological, social and physical risks (Seow & Brown, 2018; Wantono & McKercher, 2020; Yang et al., 2018). Consequently, being vulnerable to uncertainty often results in lower participation among women travellers (Bernard et al., 2022). In a recent work by Yang et al. (2018), it was observed that, unlike Western women travellers, Asian female travellers experience more constraints. While studying solo female Asian backpackers, Brugulat and Coromina (2021) categorized these constraints as sociocultural, practical, personal and spatial, thus, advancing the knowledge of various constraints encountered by solo female backpackers.

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Despite all these constraints, women are keenly adopting appropriate negotiation strategies to enhance their participation. In their study, Gao and Kerstetter (2016) found that older Chinese women adopt different negotiation strategies like adjusting preferences, preferring group travels and finding partners to overcome various constraints that impact their travel behaviour. In the same way, Doran (2016) qualitatively highlighted the negotiation strategies used by female adventure tourists to overcome their limitations. In their study, Zhou et al. (2022) found that women runners adopted four negotiation strategies that helped women continue participation despite constraints. Although previous literature has highlighted the use of negotiation strategies by women to overcome their limitations, little empirical research has been carried out to understand how women negotiate with these barriers to participating in backpacking trips.

In particular, this study aims to explore the negotiation strategies that women are willing to adopt to overcome these constraints and their underlying motivation to opt for backpacking trips. Drawing on the constraint-negotiation model, the study examines the relationship between various conditions, negotiation, motivation and backpacking intention. The paper adds to the existing literature on women backpacking travellers and also contributes to testing the constraint-negotiation model in this context. The remainder of this paper is organized as follows. The next section presents the literature review and the proposed framework. We then discuss the research methodology, results, and theoretical/managerial implications. The paper concludes with the limitations and directions for future research directions.

2. Literature review

Women backpackers are an increasingly important market segment of the fast-growing tourism industry (McNamara & Prideaux, 2010). The phenomenon of women backpackers is gaining significance as women have begun to embrace autonomy and travel independently in search of freedom and empowerment (Elliot, 2015; Wantono & McKercher, 2020). In recent years there has been a surge in crossing among women. Still, women travellers often face judgement and different constraints (Elliot, 2015). Women report physical concerns more frequently as they deal with objective or subjective fear and safety-related issues (Heimtum & Abelsen, 2014; Toh et al., 2017). Subsequently, Seow and Brown (2018) in their study found that Asian women encounter societal and cultural constraints which resist them from undertaking the trip. Past studies have also reported that women travellers often experience gender-specific risks (Karagöz et al., 2020; Yang et al., 2018) and psychological and social risks (Seow & Brown, 2018; Toh et al., 2017) while travelling. Women often encounter different constraints while participating in adventure, sports or leisure activities (Evans & Anderson 2018; Little 2002). Most studies on controls have focused on the experiences of Western women travellers. Thus, this study provides a holistic view of the constraints Asian women backpackers encounter and how they negotiate with these constraints to participate in backpacking trips.

2.1. Theoretical background and hypothesis development

The constraint-negotiation model is developed from leisure constraint theory (Crawford & Godbey, 1987), according to which an individual's participation is inhibited by various perceived constraints and is determined by one's ability to negotiate with these constraints (Backman & Crompton, 1989; Jackson et al., 1993). Crawford et al. (1991) classified the rules into three categories which occur in hierarchical order with structural conditions (e.g., time, financial limitations) at the top intervening the participation at the early stage. Subsequently, intrapersonal constraints (e.g., stress, self-perception) impacts individuals' travel preferences and interpersonal controls, which arise from social interactions like lack of companions obstruct both individuals' participation and choices. Although constraints restrict individuals' involvement, they do not preclude them from participating (Jackson et al., 1993). According to Hubbard and Mannel (2001), individual participation is influenced by motivation and can be facilitated by applying negotiation strategies. Negotiation is using appropriate methods to overcome constraints and enhance participation (Jackson et al.,

1993). The motivation was introduced as a balanced proposition, and the extent of interaction between rules and basis determines the impact of negotiation on participation (Jackson et al., 1993).

The framework of the constraint-negotiation model has been extensively used in various tourism contexts senior Chinese tourists (Chen et al., 2020), travellers with disabilities (Deville & Kastenholz, 2018; Orakani et al., 2021), solo Asian female travellers (Seow & Brown, 2018), international student leisure travellers (Xie & Ritchie, 2019) and Generation Y tourist (Cheng & Fountain, 2021). Extant research reveals that constraints influence travellers' behaviour and can stimulate negative responses that limit their participation. Still, these can be mitigated by negotiating with the rules to enhance their involvement (Hubbard & Mannell, 2001).

2.1.1. Constraints - Participation

Constraints represent the factors that deter an individual's participation (Jackson, 1997). Often people are influenced by different categories of constraints (i.e., intrapersonal, interpersonal, and structural constraints), which limit their participation (Crawford et al., 1991). In their study, Evan and Gagnon (2018) found that perceived constraints of competition climbers negatively influence their participation. Similarly, Evans and Anderson (2016), through their study, identified that constraints like confidence, fear and gender stereotypes harm female professional mountain guides participation. Zhou et al. (2021) found that constraints negatively influence the involvement of women runners in China. Previous studies have also found that the impact of intrapersonal constraints on travel intention is more adverse than other constraints (Chen et al., 2020; Xie & Ritchie, 2019). For seniors, the interpersonal constraint is a substantial factor obstructing their travel participation (Gao & Kerstetter, 2016; Huber et al., 2018; Kazeminia et al., 2015). Similarly, structural constraints like lack of time and money were the most critical factors limiting people's travel intention (Lai et al., 2013; Wong & Kuo, 202, Zhou et al., 2021). Constraints have a negative influence on participation. Thus, for the current study, we posit a similar relationship between constraints and women's intention to participate in backpacking trips.

H1: - *Constraints which are (a) Interpersonal, (b) Intrapersonal (c) structural negatively influence women's intention to participate in backpacking trips.*

2.1.2. Constraint - Negotiation

Constraints limit one's participation, but they trigger an individual's efforts to negotiate with the rules (Hubbard & Mannell, 2001). Boo et al. (2014) verified the relationship between constraints and negotiation strategies and found that conditions influence the use of negotiation strategies by non-participants of a festival event. Elaborating on the role of negotiation, Jackson et al. (1993) stated that people use negotiation strategies to deal with their constraints. For example, senior travellers studied by Gao and Kerstetter (2016) felt they could plan their travel frequently by adopting different negotiation strategies like adjusting preferences, preferring group travels and finding partners to overcome their constraints. Ying et al. (2021) found that pet owners adopt appropriate negotiation strategies to overcome hindrances and maintain tourism participation. Consistent with the previous literature, constraints influence the use of negotiation strategies (Boo et al., 2014; Jackson & Rucks, 1995; Xie & Ritchie, 2019). Thus, the current study posits that women apply specific negotiation strategies to overcome their constraints.

H2: - *Constraints which are (a) Interpersonal, (b) Intrapersonal (c) structural positively influence negotiation strategies.*

2.1.3. Negotiation - Participation

Negotiation refers to people's strategies to facilitate participation (Jackson, 1993). According to the study, people with visual impairment use various negotiation mechanisms to deal with their limitations to

participate in tourist activities (Devile & Kastanholz, 2018). Lyu (2012) explained that when encountering certain constraints, people adjust their leisure and non-leisure activities to participate in leisure activities. Filo et al. (2020) found that participants of charity sports events negotiate with their constraints to raise funds for the event. In the same way, Moghimehfar and Halpenny (2016) highlighted the influence of negotiation strategies on an individual's pro-environmental behavioral intentions. Chen et al. (2020) found that when faced with transportation constraints, seniors adopted practical actions to increase their intention to participate. Likewise, charity sports event participants adopted negotiation strategies like prizes and incentives to overcome their limitations while soliciting donations from their network (Filo et al., 2020). Hence, we propose that similar interrelationships exist between negotiation and participation for the current study

H3:- *Negotiation strategies used to overcome (a) Interpersonal and (b) Intrapersonal (c) structural constraints positively influence women's intention to participate in backpacking trips.*

2.1.4. Motivation, negotiation and participation

Motivation represents the factors that impact one's decision to perform or not perform an action (Ryan & Deci, 2000). Motivation is essential in influencing people to participate in certain activities (Hubbard & Mannell, 2001). According to Self Determination Theory (SDT), motivation can be further distinguished as intrinsic and extrinsic (Ryan & Deci, 2000). Inherent motivation reflects the internal factors that induce people to perform an activity for intrinsic satisfaction. On the other hand, extrinsic motivation refers to factors that influence one's participation in action for external outcomes or rewards (Deci & Ryan, 2012). Studies found that highly motivated people tend to use negotiation strategies more frequently while maintaining their level of participation (Hubbard & Mannell, 2001; Moghimehfar & Halpenny, 2016). In their study, Khan et al. (2019) established that women travellers' intention to travel is influenced by their higher level of travel motivation despite having an increased perception of physical risks. Similarly, various studies have also revealed that people with high travel motivation have a high intention to travel (Jang et al., 2009; Khan et al., 2018; Li & Cai, 2012). Aligning with the results of previous studies, motivation has a positive impact on negotiation strategies and participation (Hubbard & Mannell, 2001; Hung & Petrick, 2012; Jackson et al., 1993; Wilhelm Stanis et al., 2009; White, 2008). Thus, the current study posits that:

H4: - *Motivation positively influences negotiation strategies*

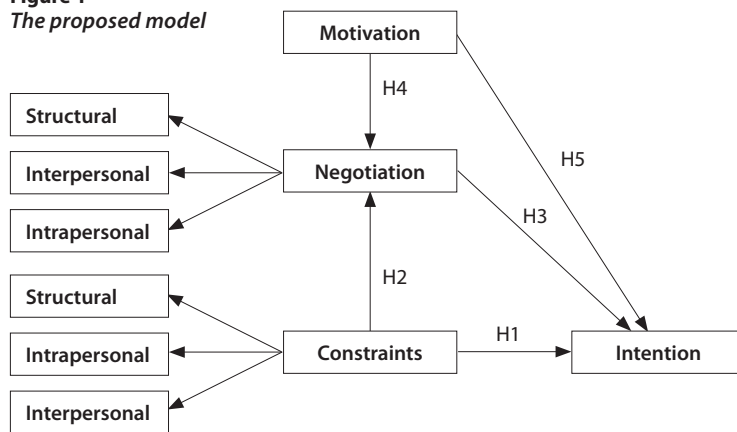
H5: - *Motivation positively influences women's intention to participate in backpacking trips.*

2.1.5. Mediating role of negotiation strategies

Through negotiation strategies, people adapt to mitigate the negative effect of constraints and facilitate their participation (Crawford et al., 1991; Jackson et al., 1993; Schneider & Wilhelm Stanis, 2007). According to Hubbard and Mannell (2001), negotiation directly influence participation while also mediating the influence of motivation on participation. Son et al. (2008), in their study of older people's participation in physically active leisure, concluded that negotiation strategies fully mediate the relationship between motivation and involvement. Xie and Ritchie (2019), in their study to understand international student leisure travellers, also confirm the mediating role of negotiation strategies between travel intention and motivation. Extant studies confirm the positive impact of negotiation on the basis and influence participation indirectly, thus confirming that highly motivated people are more likely to negotiate and have a high degree of participation

H6: - *Negotiation strategies mediate the relationship between motivation and women's intention to participate in backpacking trips.*

Figure 1
The proposed model



3. Methodology

The current study extends our understanding of the constraint-negotiation model and validates the model by adopting the mixed-method research design. Exploratory sequential design (Creswell & Clark, 2017) was implemented. A qualitative study was first conducted to explore women backpackers' constraints while participating in backpacking trips and their negotiation strategies to overcome them. Following our qualitative study, we developed the sub-dimensions of constraint and negotiation strategies which were then tested quantitatively by surveying 246 women travellers and data was analysed using PLS-SEM.

3.1. Sub-study 1: Generating constraint-negotiation framework

To determine women backpackers' constraints and negotiation strategies, four major travel agencies in India were contacted to furnish the e-mail addresses of women who had experienced backpacking at least once in the last five years. An invitation for the telephonic interview was e-mailed to the 112 identified women, out of which only 23 agreed to be interviewed. The authors conducted in-depth interviews with the respondents, each of which lasted an average of 12 minutes. The discussion started with a mutual introduction between the author and the interviewee. Then two central questions were asked: "What constraints did you face while backpacking?" and "Were you able to negotiate with these constraints?" Supplementary questions were asked to delve deeper into the details of their stories and general backpacking experiences. Most women mentioned that their decision to backpack was influenced by a combination of different constraints associated with the constraint-negotiation model (i.e., intrapersonal, interpersonal, and structural constraints) (Crawford & Godbey, 1987). Sub-categories within each condition were identified; for example, comfort, inadequate infrastructure, and privacy were the significant structural constraints. Among the intrapersonal constraints-stress, lack of knowledge and health were frequently reported.

Similarly, interpersonal constraints, namely family, xenophobia and social risk, emerged as significant constraints. Again, the negotiation was also classified into the intrapersonal, interpersonal, and structural sub-dimensions. Corresponding to the identified conditions, sub-categories for negotiation were also finalised. Further, a pilot study was conducted to confirm the validity of the identified constructs.

3.2. Sub-study 2: Survey design and hypotheses testing

3.2.1. Survey design

An online survey was conducted to test the hypothesis. The questionnaire consists of six sections, in which the initial section includes questions regarding basic knowledge about backpacking trips. Further, in section

two, intention was measured with four items adapted from previous studies (Chung et al.,2021; Chen et al., 2020; Khan et al., 2019). The third section speaks about the constraints, which were classified into three categories: interpersonal (3 items), intrapersonal (3 items) and structural (3 items). A total of nine questions were used to investigate the influence of constraints on women’s intention to participate in backpacking trips, and each item was developed from previous studies that examined the constraint-negotiation model across different contexts (Chen et al., 2020; Doran et al., 2018; Doran et al., 2020; Evans & Gagnon; 2018; Karl et al., 2020; Mei & Lantai, 2018; Xie & Ritchie, 2019). The following section includes negotiation, which was also measured on sub-dimensions of interpersonal (3 items), intrapersonal (3 items) and structural (3 items). Nine items were developed to identify the influence of negotiation on women’s intention to participate in backpacking trips (Chung et al., 2016; Lyu & Lee, 2016; Karl et al., 2021; Ying et al., 2021; Xie & Ritchie, 2019). Subsequently, section 5 and section 6 aimed at measuring motivation, respectively (6 items) (Evans & Gagnon, 2018; Moghimehfar & Halpenny, 2016)—the final section comprised statements regarding the participants' demographic profile. Five-point Likert scale was used to assess all the variables wherein one denotes “strongly disagree” and five as “strongly agree”.

3.2.2. Data collection

The data for the current study was collected with the help of a structured questionnaire from three tourist destinations in northern India, namely Jammu & Kashmir, Uttarakhand and Himachal Pradesh. These destinations are popular for adventure tourism and host many tourists every year. Using a simple random sampling technique, questionnaires were distributed to women above the age of 18 years in the identified areas between November 2021 and February 2022. A total of 285 responses were gathered, from which 246 usable responses were obtained after data screening. Regarding demographics, 43.7% fell between 18-30 years of age, 31.6% were between 31-40 age group and 24.7% were above 41 years of age. It was observed that 56.1% of the women were married, and 41.3% were single. 27.6% of the women preferred women-only groups, 23.1% of women chose mixed-gender groups, and 49.3% of the women had no preference.

Table 1
Sample profile

Characteristics	Category	Frequency	Percentage (%)
Age	18-30	107	43.7
	31-40	78	31.6
	41-50	46	18.5
	Above 50	15	6.2
Marital status	Single	102	41.3
	Married	138	56.1
	Others	6	2.6
Occupation	Student	92	37.4
	Government employee	19	7.7
	Private employee	39	15.9
	Self employed	21	8.5
	Homemaker	61	24.8
	Unemployed	14	5.7
Monthly income (INR)	Less than 25,000	38	15.6
	25,000-50,000	21	8.5
	Above 50,000	20	8.1
	None	167	67.8
Travel frequency (in one year)	Once in a year	85	34.6
	Once in six months	54	22.1
	Once in three months	26	10.5
	Once in a month	22	8.9
	Not at all	59	23.9

Table 1 (continued)

I will prefer to go for backpacking trips with	Friends only	133	54.1
	Family only	48	19.5
	No preference	46	18.7
	Solo/alone	19	7.7
Which groups do you normally opt to go for backpacking trips	Women only	68	27.6
	Mixed-gender	57	23.6
	Both	121	49.3

3.2.3. Data analysis and results

To understand the role of the research constructs of the present study, the Partial Least Square – Structural Equation Modelling (PLS-SEM) method has been used (Cheah et al., 2020; Hair et al., 2019). SmartPLS v3.3.3 software (Ringle et al., 2015) was employed for the analysis and structural model evaluation. PLS-SEM was used because of its ability to test the complex research model with small sample sizes and calculate model parameters under the condition of non-normality (Ali et al., 2018). A two-step approach was adopted for data analysis, wherein the first step involved developing and assessing the measurement model. In the second step, the structural equation model was developed (Gerbing & Anderson, 1988).

Table 2
Item descriptive and loadings

Latent construct and measurement items	Loadings	Mean	(SD)	CR	Cronbach alpha	AVE	VIF
Constraints: Second order				0.868	0.833	0.380	
Interpersonal constraints: First order				0.813	0.757	0.591	
INTERC1: My family does not allow me to go on backpacking trips	0.739	2.878	1.074				1.265
INTERC2: There is lot of risk and uncertainty involved in backpacking trips	0.789	3.069	0.964				1.304
INTERC3: I will not be able to get along with the fellow travelers during backpacking trips.	0.778	2.679	1.033				1.266
Intrapersonal constraints: First order				0.827	0.785	0.615	
INTRAC1: I perceive backpacking trips as stressful and exhausting.	0.824	2.447	1.004				1.475
INTRAC2: I don't have enough knowledge for backpacking trips.	0.799	3.073	1.012				1.215
INTRAC3: My health will not allow me to go for backpacking trips.	0.823	2.443	1.043				1.438
Structural constraints: First order				0.793	0.754	0.594	
STRC1: Backpacking trips are not comfortable in terms of lodging and transportation.	0.835	2.894	0.976				1.601
STRC2: There is lack of women centric facilities available during backpacking trips.	0.751	3.561	0.923				1.255
STRC3: There are privacy concerns during backpacking trips.	0.793	3.581	0.890				1.337
Negotiation: Second order				0.904	0.882	0.463	
Interpersonal negotiation: First order				0.838	0.743	0.565	
INTERN1: I will try to convince my family to allow me to go for backpacking trips.	0.781	3.805	0.763				1.322
INTERN2: I will try to familiarize myself with the risks and uncertainties involved in backpacking trips.	0.716	3.630	0.860				1.454
INTERN3: I will try to initiate friendship with my fellow travelers.	0.882	3.797	0.823				1.382
Intrapersonal negotiation: First order				0.882	0.822	0.652	
INTRAN1: I will talk to experienced backpackers for planning the trip.	0.713	3.898	0.853				1.88
INTRAN2: I will acquaint myself with backpacking related knowledge.	0.752	4.004	0.742				1.943
INTRAN3: I will try to improve my health so that I can participate in backpacking trips.	0.766	3.911	0.843				1.706

Table 2 (continued)

Structural negotiation: First order				0.862	0.760	0.676	
STRN1: I will search for destinations that have basic infrastructural facilities for women.	0.806	4.004	0.726				1.647
STRN2: I will look for individual rooms/spaces to protect my privacy while backpacking.	0.718	3.894	0.766				1.537
STRN3: I will try to acquire backpacking equipment/accessories which will help me to avoid discomfort.	0.765	3.886	0.790				1.466
Motivation							
First order				0.917	0.887	0.688	
MOT1: Backpacking trips are fun for me	0.811	3.882	0.827				2.018
MOT2: I prefer backpacking trips to seek adventure and pleasure.	0.833	3.939	0.876				2.157
MOT3: Backpacking trip will help me to gain a sense of accomplishment.	0.827	3.862	0.836				2.138
MOT4: Backpacking trips will make me feel good about myself.	0.853	4	0.823				2.417
MOT5: Backpacking trips will help me to meet new people from different countries and cultures.	0.823	4.102	0.757				2.211
Intentions				0.922	0.887	0.747	
INT1: I will make an effort to plan a backpacking trip in the near future	0.888	3.797	0.885				2.703
INT2: I intend to go on backpacking trip in the near future	0.865	3.817	0.873				2.474
INT3: I will invest time and money for backpacking trips in near future	0.833	3.650	0.952				2.007
INT4: I am willing to go for backpacking trip in the future	0.870	3.894	0.874				2.29

3.2.4. Measurement model

The first step involves the evaluation of the measurement model, where we examined the convergent and discriminant validity of the constructs and the reliability of all the multiple-item scales. Factor loadings and average variance extracted (AVE) were calculated to assess convergent validity. All the significant factor loadings exceeded the desired value of 0.70 (Fornell & Larcker, 1981). As shown in Table 2, AVE values for all the constructs were above 0.50 (Fornell & Larcker, 1981), indicating good convergent validity. Results show high internal consistency as composite reliability and Cronbach alpha exceeded the minimum acceptable level of 0.70 (Churchill, 1979). The discriminant validity of the constructs was assessed by applying two approaches. Firstly, Fornell and Larcker's (1981) criterion was used, as reported in Table 3. The diagonal values, i.e. square root of AVE, were more than the correlation between the constructs implying adequate discriminant validity. Secondly, heterotrait–monotrait (HTMT) values were calculated, as shown in Table 3, which were below the minimum acceptable value of 0.85, thus implicating the good discriminant validity of the measurements (Henseler et al., 2015).

Table 3
Discriminant validity

Measurement model									Structural model
	INT	INTER	INTERN	INTRA	INTRAN	MOT	STR	STRN	R ²
INT	0.864	0.379	0.257	0.704	0.101	0.201	0.106	0.162	0.582
INTERC	-0.097	0.769	0.62	0.279	0.2	0.841	0.792	0.668	0.719
INTERN	0.542	0.025	0.751	0.816	0.787	0.632	0.136	0.252	0.699
INTRAC	-0.196	0.534	-0.064	0.784	0.124	0.296	0.175	0.61	0.647
INTRAN	0.524	0.099	0.66	-0.072	0.807	0.633	0.94	0.521	0.849
MOT	0.468	0.121	0.517	-0.162	0.601	0.831	0.241	0.309	
STRC	-0.064	0.257	0.045	0.55	0.086	0.006	0.771	0.466	0.757
STRN	0.379	0.62	0.481	0.009	0.646	0.511	0.197	0.822	0.643

Note: The square-root of AVE is on the diagonal; lower-diagonal values are inter-construct correlations; upper-diagonal values are HTMT ratio of correlations.

3.2.5. Structural model

The structural model and research hypothesis were analysed using PLS. The bootstrapping procedure with 5000 iterations was adopted to test the statistical significance of the path coefficients. To ensure minimal collinearity, each path's variance inflation factor (VIF) was calculated, and the results revealed VIF is far below the threshold of 5. The results indicate constraints ($\beta = -0.171$, $p = 0.006$) exhibit a direct negative influence on intention, thus supporting H1a, H1b, and H1c. On the contrary, it was found that there was no association between constraints and negotiation ($\beta = 0.092$, $p = 0.124$), illustrating that constraints do not influence the use of negotiation strategies. However, negotiation strategies ($\beta = 0.482$, $p = 0.000$) positively impact women's intention to participate in backpacking trips, thus supporting H3. Motivation was positively associated with negotiation ($\beta = 0.641$, $p = 0.031$) and intention ($\beta = 0.163$, $p = 0.000$), thus supporting H4 and H5. Overall, the model explained 58.2 % of the variance in intention.

Figure 2
Results of structural model

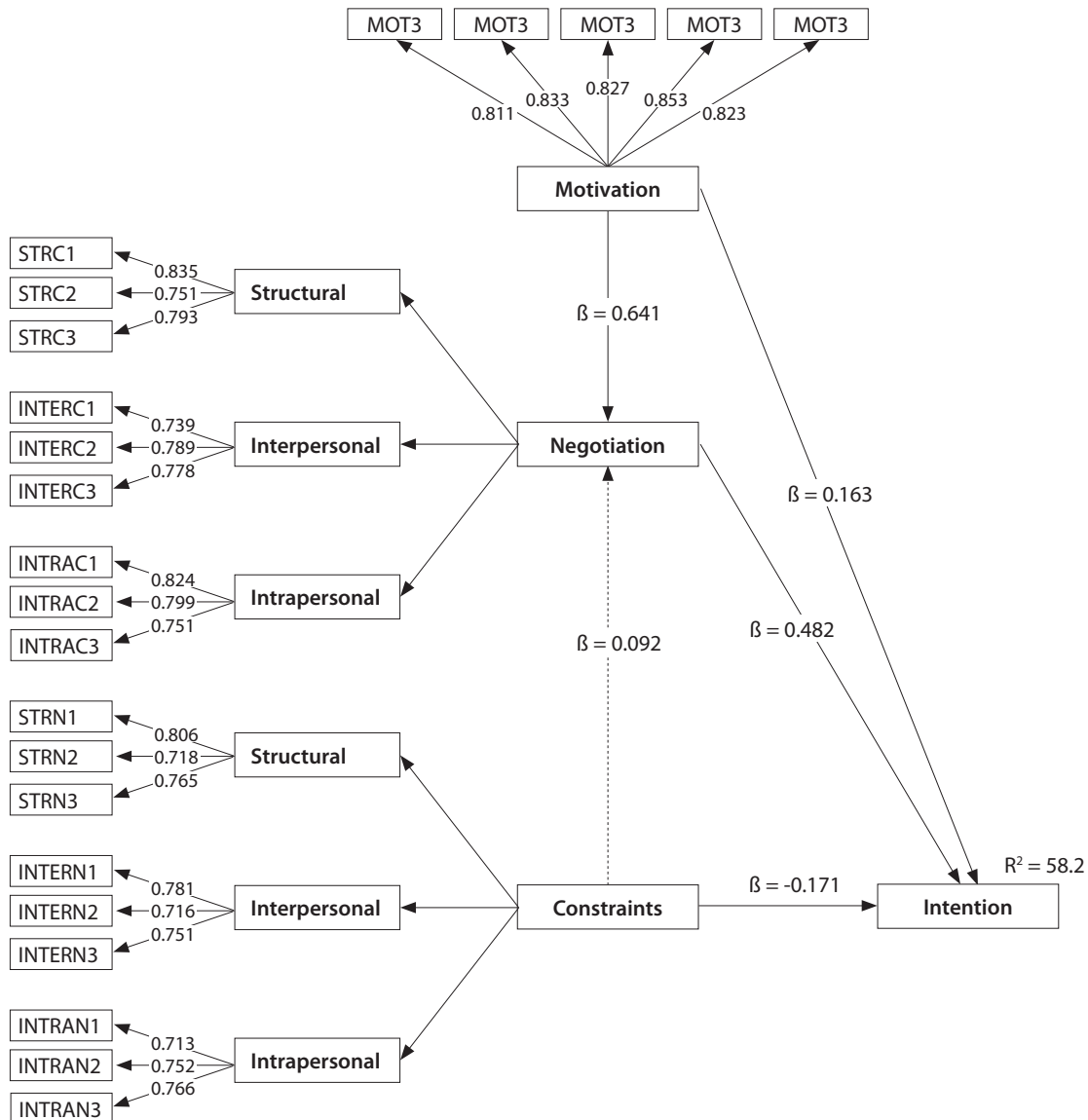


Table 4
Hypothesis summary

Hypothesis	Path	Result	Standardised path coefficient	P-value
H1	CON -> INT	supported	-0.171	0.006
H2	CON -> NEG	not supported	0.092	0.124
H3	NEG -> INT	supported	0.482	0.000
H4	MOT -> NEG	supported	0.641	0.001
H5	MOT -> INT	supported	0.163	0.000

Note: CON=Constraints; NEG = Negotiation; MOT=Motivation; INT=Intention.

3.2.6. Mediation effect

The structural model's mediation effect was examined using the bootstrapping approach proposed by Hair et al. (2015). The results indicate that negotiation partially mediates the relationship between motivation and intention as the direct relationship and indirect relationship in the presence of a mediator (negotiation) was found to be significant, as shown in Table 5.

Table 5
Analysis of mediating effect

	Mediator	Direct effect	Indirect effect	Total effect	Mediation
MOT-INT	NEG	0.148	0.322	0.470	Partial mediation

4. Discussion and implication

This study advances the understanding of the constraint-negotiation model in a more detailed approach by dividing the constraints and negotiation into sub-dimensions and elucidating its contribution to the existing research. The study results provide additional insight into various women-centric constraints and relevant negotiation strategies women adopt to overcome the limitations and enhance their participation in backpacking trips. Fundamentally the study demonstrates that women encounter structural, intrapersonal and interpersonal constraints while participating in backpacking trips. Notably, structural constraints like lack of women-centric facilities (changing rooms, washrooms), infrastructure (lodging and transportation) and privacy were more significant factors limiting women's participation in backpacking trips. Despite these limiting factors, women backpackers are willing to negotiate with these constraints by acquiring equipment and accessories like sleeping bags and tents to avoid discomfort while backpacking. By negotiating constraints, women are predominantly driven by the expected benefits related to fulfilment and achievement. Through negotiation, women also overcome their interpersonal limitations by familiarizing themselves with uncertainties and social risks, thus helping them to add meaningful experiences to their backpacking trips.

The results substantiate the vital role of negotiation strategies that help women to overcome their perceived constraints and help them to understand how independent and robust they are. Various negotiation strategies were also uncovered, like familiarizing oneself with risks and uncertainties, acquiring backpacking-related knowledge, talking to experienced backpackers to plan the trip, initiating friendships with fellow travellers, acquiring backpacking equipment and accessories, etc. These results supported previous literature findings that negotiation strategies positively impacted participation (Deville & Kastanholz, 2018; Hubbard & Mannell, 2001; Hung & Petrick, 2012; White, 2008). Consequently, compelling evidence indicates the insignificant influence of constraints on negotiation strategies. The study also provides valuable insights about motivation's role and impact on negotiation and intention. The data revealed that women with a higher level of motivation tended to use more negotiation strategies and have higher choices to participate in backpacking trips. In this study, intrinsic motivations significantly impacted women's intention to participate in backpacking

trips. Furthermore, the study confirms previous findings (Son et al., 2008; Xie & Ritchie, 2019), indicating that negotiation strategies mediate between motivation and intention.

4.1. Theoretical implication

The present study incorporated the integrative constraint-negotiation model, which has been tested in different contexts. Still, a lack of studies in the tourism context has pushed the entire model. Therefore, the present study identified essential dimensions determining women's participation in backpacking trips and gave a detailed outlook on the constraints-negotiation model. The role motivation may play in encouraging women to participate in backpacking trips. The study attempted to include a three-dimensional approach to identify the constraints to women's participation. The same method was used to study the negotiation strategies to develop the parallel scale for constraints and negotiation. An inclusive approach to learning the women-centric controls, setting the negotiation strategies for identified barriers, and exploring the interrelationship among all the constructs gave a deep understanding of the constraint-negotiation model in the context of tourism.

4.2. Practical implication

The study not only analyses the generalizability of the model in the tourism context but also has practical implications for tourism practitioners, which need to be capitalised on by focusing on the marketing strategies to offer more comprehensive services to women backpackers. The concern about the lack of women-specific infrastructure came out to be the most prominent constraint, therefore to facilitate growth in the women's travel market, the policymakers should provide proper infrastructural facilities for women like washrooms, adequate equipment and provision of female guides or instructors to induce positive attitude among women to participate in backpacking trips. The study also shows that women know the potential risks they will encounter while taking backpacking trips. Still, they are also willing to negotiate with these constraints by familiarising themselves with the risks and uncertainties and adjusting their behaviour by carrying equipment/ accessories like tents and sleeping bags. So, the marketers should advertise the destination by providing detailed information about the potential risks or specific problems concerning the area, such as lack of adequate lodging facilities, proper transportation etc., concerning the spot, thus preventing women travellers from facing unpleasant or undesirable situations. Also, government and private institutions can provide equipment and accessories to women on a rental basis via their offices or special counters at their destination to induce their participation in backpacking trips.

Further, the concerns regarding lack of knowledge and privacy should be addressed by tourism marketers by providing relevant information concerning the place, equipment required, routes and other facilities through online and offline modes. The study results reveal that women are often concerned with the issues like safety concerns. Thus, the government authorities and marketers should ensure the development of mobile applications that can provide details about directional maps, nearby health centres, significant risks and also 24X7 help-line numbers where women can report the unusual behaviour of the locals and co-travellers. Indeed, there should be an option for chat boxes.

5. Future research and limitations

Though the study used the integrative approach to test the constraints-negotiation model's constructs in the tourism context, the study has some limitations. First, we focused primarily on backpacking trips; future research could further incorporate other adventure tourism activities to validate the findings. Secondly, the study is limited to northern India, thus the results cannot be generalized, and additional research is needed to validate the results by diversifying the sample. Also, the study used travel intention to predict travel participation rather than actual travel behaviour. As a result, it is suggested that future research conduct the longitudinal study using the attribute of travel participation to verify the results generated in this study.

Subsequently, items developed for this study were specifically designed for women and their intention to participate in backpacking trips; thus, forming and validating a more diverse scale can help build a more profound understanding of associations between the constructs.

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