

THE EFFECT OF FLOW EXPERIENCE ON EXPERIENCE SATISFACTION AND LIFE SATISFACTION IN PARAGLIDING

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Customer experience provides a new and exciting context in both academic and practical platform. Tourism industry has adequate materials to design and present an experience. Adventure tourism is also appropriate for the tourists who focus on new vacation alternatives and want to pay for experience. It's thought that adventure tourism activities have potential opening doors to memorable experiences. Despite the significance, limited research has been carried out to investigate flow experience in paragliding as a hard adventure tourism activity. The flow experience's antecedents, features and outcomes have investigated in this research. 296 questionnaires were gathered. According to the results, skill-challenge balance, concentration and sensation seeking are affective dimensions experiencing flow. It's also revealed that flow experience contributes to tourists' subjective well-being. Theoretical and managerial contributions are discussed.

KEYWORDS: Flow theory, sensation seeking, life satisfaction, adventure tourism, paragliding.