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*“A Wild Woman’s Way: Making Meaning of an All Female Group Adventure in the Natural World”*

Abstract

This essay illuminates some of the values and behaviours of a distinct group of Nature enthusiasts that forms the membership of the for-profit organization Wild Women Expeditions (WWE). Traditionally, adventure travel and tourist companies have created trips for a mostly male audience interested in the idea of survival against Nature. Even today, nature / environment / wilderness are concepts we cast as “Other” or elements outside of “man”. For two decades, WWE has encouraged women to experience being “part of” Nature as a means of consciously expanding their identities and interconnectedness. Utilizing various cultural theories, and drawing primarily on concepts of group membership and group process, I delve into WWE in an effort to reveal the presence of a unique culture. A close reading of WWE participant narratives illustrates the ways this culture embodies, fosters and promotes eco-feminist values among a particular group of women who desire being with one another and who believe in an interdependent relationship with Nature.