A SCOPE FOR ADVENTURE TOURISM IN INDIA – A REVIEW

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Abstract — Human beings have always had the desire and interest to know new places. The definition of tourist mentioned by The world Tourism Organization - “Travel to and stay outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the pace visited”.

Over the past years, the tourism sector has developed and evolved significantly. Adventure tourism has evolved into one of the most important subsector in the Industry. The study is to explore the scope for Adventure tourism in India. The study shall also try to find out the different types of adventure tourism present in India and also the Involvements of foreign and domestic tourists in it.

This research is based on combinations reviews from various articles and research papers. The basic source of the secondary data are national and international tourism literatures, facts and figures provided by the national and international organization and several research papers on adventure tourism.

Keywords— Adventure, Tourism, International & Domestic

INTRODUCTION

Adventure tourism is a category of niche tourism which involves travel or exploration to far-off or far-away areas, where the traveler should expect the unforeseen. This type of tourism is swiftly growing in demand and popularity as tourists seek uncommon holidays, which is unconventional from the normal resort vacations. Trekking, Mountaineering expeditions, bungee jumping, sea surfing, paragliding, sky diving parasailing, ballooning, rafting and rock climbing are regularly mentioned as an example of adventure tourism. Adventure travel is a kind of tourism which involves exploration or travel with apparent and possible definite risk, and potentially necessitating focussed skills involving physical effort. It is not very clear how adventure tourism came into existence but the merchants are considered to be the first adventure travelers. Adventure tourism can then be further categorized into Soft and hard Adventure.

LITERATURE REVIEW

Researchers have characterised tourism as a service product which is having a degree of customer interaction (Middleton & Clarke, 2001; Middleton, 1989; Middleton & Clarke, 2001; Middleton, 1989; Seaton Bennet, Smith, 1994 Gunn, 1988; Smith, 1994; Kotler, Bowen & Makens, 1999; Levitt, 1981; Grönroos, 1990; Kotler et al., 1999; Zeithaml & Bitter, 1996; Liu and Yen, 2010; Cole et al., 2002; Kouthouris and Alexandris, 2005; Cole and Illum, 2006; Kang and James, 2004 and Kvist and Klefsjö, 2006). Muller and Cleaver (2000) defined adventure tourism as “physically bracing, adrenalin-driven, somewhat risky, with
moments of exhilaration punctuated by many opportunities to assess and reassess what has been done or accomplished” Adventure Tourism Market report (2010) has indicated about the adventure tourism activities such as Mountaineering, Rock-climbing, Diving & Swimming, water activity, Trekking, Beach adventure, Natural beauty or Jungle & Wildlife adventure, etc. It has been already expressed in adventure tourism oriented books by John Swarbrooke et al. (2003) and Ralf Buckley (2006).

NEED FOR THE STUDY
For understanding the scope for adventure tourism in India by considering the various adventure tourism activities across the country and also knowing the impact of both international and domestic tourists’. The study is to also know how these tourists foresee adventure tourism in India and to conclude at the changes which might have an impact on the growth of adventure tourism in India.

IMPACT OF TOURISM ON INDIAN ECONOMY
• As per the government of India report, the tourism industry is the biggest service industry in India. It is expected that the tourism sector’s part to the country’s gross domestic product (GDP) will grow at the rate of 7.0% yearly in the period 2013-2024 and this number can be increased if the Adventure travel improved significantly because it will be going to be major factor to increase the Foreign Tourist Arrivals (FTA) resulting in growth of overall economy. (Khedkar, 2015)

• Adventure sports is gaining popularity in Indian market with its domestic travellers. According to ATOAI (Adventure Tour Operators Association of India) in the last five years the demand by domestic tourists for adventure sports has shown a 400% rise as compared to International tourist’s demand.

• Many types of tourism includes Tourism based on spiritual activities, Health/ Medical Tourism, Wildlife and Adventure Tourism, MICE Tourism, Heritage & Culture Tourism, Cruise Tourism, Polo Tourism, Eco Tourism and Tourism in film industry. (Jaswal, 2014)

• 20 lakh individuals contribute in adventure tourism in India. However, the percentage of international tourists is around 10% and this signifies a drop reflecting that around 2000, 60% of adventure tourists in India were from outside the country. One of the reasons the number of international tourists in this area has reduced is the comparatively less developed structure, which makes it a seemingly dangerous option for them associated to other forms of tourism in India. This is one area that needs to be observed into if adventure tourism in India has to grow properly.

TYPES OF ADVENTURE TOURISM IN INDIA
Adventure tourist visits in India – An Estimate

- Camping: 341436
- Trekking: 547413
- Wildlife/jeep: 675521
- Water Rafting: 997040
- Bungee Jumping: 18374
- Rock Climbing: 28757
- Artificial wall climbing: 22561
- Kayaking: 30790
- Motor bike tours: 57030
- Paragliding: 9777
- Cycling: 60975
- Elephant/Camel/House Yak safaris: 73343
- Parasailing: 15490
- Boat Safaris: 232252

(Adventures holidays, 2017)

INTERNATIONAL TOURISTS ABOUT ADVENTURE TOURISM IN INDIA

- Below table shows us the frequency of travel of both Domestic as well as foreign tourists in India (Dr. Shekhar Upadhyay, 2017)

<table>
<thead>
<tr>
<th>FREQUENCY OF TRAVEL</th>
<th>NATIONALITY</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>INDIAN</td>
</tr>
<tr>
<td>ONCE IN AN YEAR</td>
<td>43(14.33%)</td>
</tr>
<tr>
<td>TWICE IN AN YEAR</td>
<td>79(26.33%)</td>
</tr>
<tr>
<td>ONCE IN 2 YEARS</td>
<td>28(9.33%)</td>
</tr>
<tr>
<td>ONCE IN 5 YEARS</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>150(50%)</td>
</tr>
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</table>

(Dr K. Ajay Singh)

There is high potential for adventure tourism development in India. India has the ideal landscape and man-made tourist spots for initiating all types of Tourism Activities - Adventure.

The safety standards of the risk adventures sports like paragliding, trekking etc. should meet with the central government standards. There are hardly a few standards with in the hands of the state government. In the country like India where emerging of adventure tourism taking place there is no central authority which can frame the rules and regulate from time to time. There is a high need to set up a central body which can frame and regulate the safety rules for adventure throughout the India (Neilsen, 2015)

In some case a narrow line in between exercise of journey business enterprise conduct and dynamics development and destroying the natural balance within the journey business enterprise activity destinations. (Nielsen, 2015)
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