

A SCOPE FOR ADVENTURE TOURISM IN INDIA – A REVIEW

Sreenath Padmanabhan

Department of Management, Kochi

Amrita Vishwa Vidyapeetham

India

Sreenath_padmanabhan@yahoo.com

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 place 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 & Bitner, 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 TOURSIM 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 Toursim 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 TOURSIM IN INDIA

Mountain biking, camping, canoeing, kayaking, paragliding, rock climbing, yak safari, horse riding, hiking, wildlife, Jeep safari, skiing, angling, House, heii-skiing, hot Air ballooning, samel safaris, Bungee jumping, trekking, Snorkelling Parasailing, Rafting, Artificial Rock climbing, Surfing, Mountain biking Scuba diving, Mountaineering, Jet ski ride, kayaks, Paddle boats, Hang Gliding, Micro light flying, Water Rafting, Water zorbing, cycling, Rappelling, Wind surfing, Artificial wall climbing, Elephant safari etc., (Nielsen, 2015)

Adventure tourist visits in India – An Estimate

Camping	347
Trekking	547
Wildlife/jeep	679
Water Rafting	997
Bungee Jumping	187
Rock Climbing	287
Artificial wall climbing	27
Kayaking	30790
Motor bike tours	34844
House boat stays	57030
Paragliding	9777
Cycling	60975
Elephant/Camel/House Yak safaris	73343
Parasailing	15490
Boat Safaris	23262



(Adventure holidays, 2017)
 FUTURE SCOPE OF ADVENTURE TOURSİM IN INDIA
 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.

(Nielsen, Gunjan Rohatgi, 2015)

INTERNATIONAL TOURSİST ABOUT ADVENTURE TOURSİM IN INDIA

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

FREQUENCY OF TRAVEL	NATIONALITY	
	INDIAN	FOREIGNER
ONCE IN AN YEAR	43(14.33%)	43(14.33%)
TWICE IN AN YEAR	79(26.33%)	54(18%)
ONCE IN 2 YEARS	28(9.33%)	52(17.33%)
ONCE IN 5 YEARS	0	1(0.33%)
TOTAL	150(50%)	150(50%)

(Dr K. Ajay Singh)

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 t 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)

REFERENCES

- [1] Nielsen 2015 Adventure tourism market study in India 83-86
Nielsen, Gunjan Rohatgi 2015 Adventure tourism study in india Gurgaon tourism.gov.in
- [2] Adventure holidays Adventure holidays
- [3] Role of Tourism industry in India's Development 2014 Tourism & Hospitality an open access journal 5-8
- [4] A Comparative Study on Foreign Tourist Arrivals in India 2017 International Journal of Application or Innovation in Engineering & Management 22-25
- [5] A Study of Preferences & Travel Pattern of Adventure Tourists in India Ghaziabad ACCMAN Institute of Management
- [6] The Economic impact of Adventure tourism in India
- [7] Bhattacharya, S. (2013). A study on adventure tourism as an emergent sector in West Bengal.

