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KHANDWALA COLLEGE

Title

"THE ADVENTURE TOURISM IN INDIA"

By

KOMAL AJAY SARANKAR

CAPSTONE PROJECT

Submitted To

Department of Tourism and Travel Management

Nagindas Khandwala College of Commerce, Arts and Management Studies,
Mumbai- 400064

Academic Year -- 2023-24

LivGlobal

Institute of Travel & Tourism

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NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS & MANAGEMENT STUDIES

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DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

B.B.A. (Honours) in Tourism and Travel Management

Certificate

This is to certify that **Ms. Komal Ajay Sarankar**, has successfully completed the Capstone Project as a part of the B.B.A. (Honours) in Tourism and Travel Management Semester VI titled **"The Adventure Tourism in India"** during the Academic Year 2023-24.

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DECLARATION

I declare that this written submission represents my own original ideas, conveyed in my own words. In cases where the ideas or words of others have been incorporated. I have diligently edited and referenced the original sources. I confirm that I have followed all the guidelines of academic honesty and integrity and I have not misrepresented manipulated or falsified any information, data, ideas, or sources in my submissions. I understand that breaking the rules above may result in disciplinary action by the institute. It may also lead to legal action from the source whose content has been used without proper editing or without obtaining the necessary permissions.

Sarankar

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DATE: 18- 02- 2024

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ABSTRACT

India's tourism industry is no longer a teenager, but a dynamic and mature force, ranking as the third largest earner of foreign exchange in the country. This growth is fueled by a surge in adventure tourism, with travelers seeking adrenaline-pumping experiences amidst India's diverse landscapes.

This trend holds exciting potential for local development. As tourists are interested in adventure activities like trekking, rafting, and rock climbing spikes, infrastructure projects are blooming in previously remote areas. This creates opportunities for locals to establish their own businesses, acting as guides, homestays, or equipment providers. This not only diversifies the economy but also empowers communities, fostering self-reliance and cultural exchange.

However, one cannot forget the paramount importance of safety in adventure tourism. With 80-90% of tourists trusting their well-being to experience the thrill, robust safety measures are crucial. This requires collaboration between local operators, government agencies, and experienced professionals to ensure proper training, equipment maintenance, and emergency response protocols are in place.

CHAPTER - 1

1.1 INTRODUCATION

Tourism is the movement of people down from their normal place of hearthstone and work for a period of not lower than 24 hours and not further than 1 time. United Nations World Tourism Organization (UNWTO) description is “Conditioning of persons traveling to and staying in places outside their usual terrain; no further than one successive time for rest, business, and other purposes.” There has been an over- pattern in the trip assiduity throughout the course of recent numerous times. individuals have numerous spending plans and tastes, and a wide multifariousness of resorts and diggings have been created to feed them. According to the reports of the World The trip assiduity Association, in 2010, there were 940 million transnational sightseer advents, with a development of6.6 when varied with the time 2009. According to their reports, France and the US are the most visited nations regarding the volume of worldwide explorers. fiscal development in China set off vacationer flux and in 2010, China overwhelmed Spain to turn into the third most visited country. The trip assiduity is now the biggest of all areas regarding world work and is supposed to grow 50 quicker than in different areas.

Adventure sports or extreme sports are conditioning accepted through the medium of Land, Water and Air. Adventure is having the confidence to explore yourself. It's having the confidence to be stalwart, to not be hysterical of anything. Adventure sports are generally out-of-door sports which involve violent and occasionally life threating conduct which create an audacious atmosphere. The individuals involved in adventure sports contend against nature rather than another existent. Adventure sports are related to unlimited exhilaration, excitement, entertainment and adventure. Individuals take corridor in similar sports for passion entertainment and due to strong appetite for exhilaration and adventure.

1.2 History

Since ancient times, humans have traveled in hunt for food and chops of survival, but have also engaged in audacious trip, in studies of ocean lanes, a destination, or indeed a new

country. Adventurer trippers began to push to the limits, with the mountaineering of Matterhorn in 1865 and the swash buoying on the Colorado River in 1869. Shortly later, two crucial institutions were formed, including the National Geographic Society and the Explorers Club, which continue to support adventure trip. At the end of World War II, ultramodern adventure began to take off, with 1950 French Annapurna passage and the 1953 British Mount Everest passage. moment, it remains a niche of trip and a fast- changing sector with new variants of conditioning for a trip experience.



1.3 Types of adventure tourism

Adventure tourism is a trip that includes at least two of the following three rudiments physical exertion, natural terrain and artistic absorption.

- **Hard adventure conditioning**

Adventure tourism conditioning that involve a high position of threat and bear a lesser position of moxie, chops, training and experience. Excursionists taking hard adventure conditioning need to have the knowledge of hard adventure exertion, a high position of moxie, physical & internal fitness, and expert guidance. High altitude mountaineering, swash rafting, scuba diving, hang gliding, skydiving comesetc. are hard adventure conditioning.



- **Soft adventure conditioning**

Adventure tourism conditioning involve moderate situations of threat and the excursionists involved in these conditioning don't bear particular chops or experience. utmost excursionists take soft adventure conditioning for recreation and fun as it involves a lower position of threat. Hiking, camping, biking come under soft adventure conditioning.



1.4 Types of adventure activities and equipments

- **Land-based adventures:**

Hiking and trekking:

This involves walking on trails, often for multiple days. Essential equipment includes trekking boots, a backpack, navigation tools (map and compass or GPS), sun protection, and appropriate clothing for the weather conditions, First aid kit, Hydration [water], sleeping bag, trekking pants.

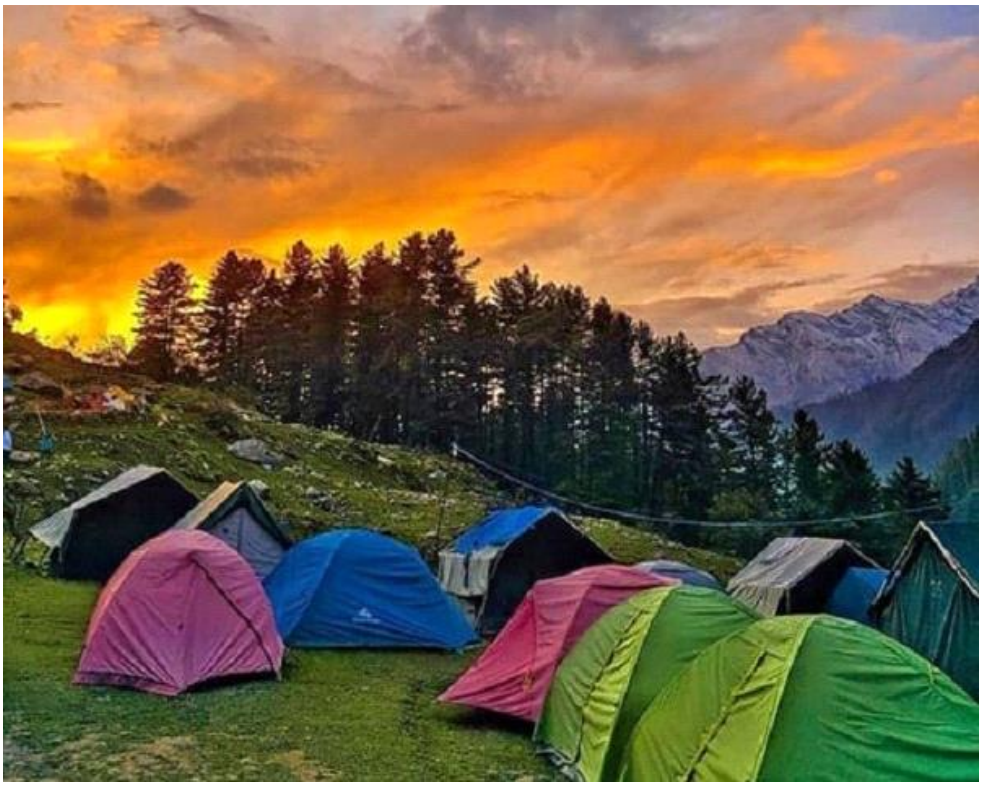




Camping:

This involves spending the night outdoors in a tent or other shelter. Equipment needs include a tent, sleeping bag, sleeping pad, cooking gear, and food, hammock, trash bags, torch light, survival kit.

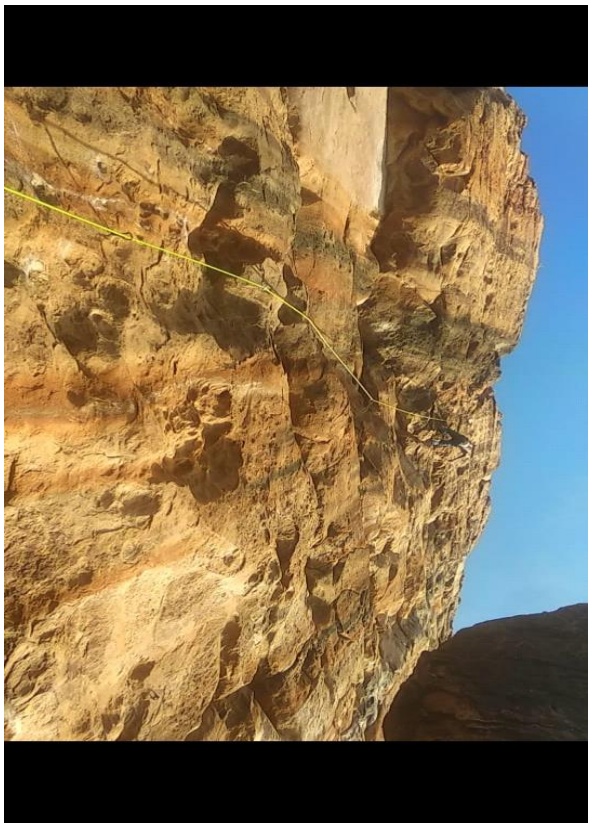




Rock climbing:

This involves ascending rock faces using specialized equipment. Climbers need harnesses, helmets, ropes, carabiners, belay, chalk, climbing shoes, slings, quick draws, Crampons.





Mountain biking:

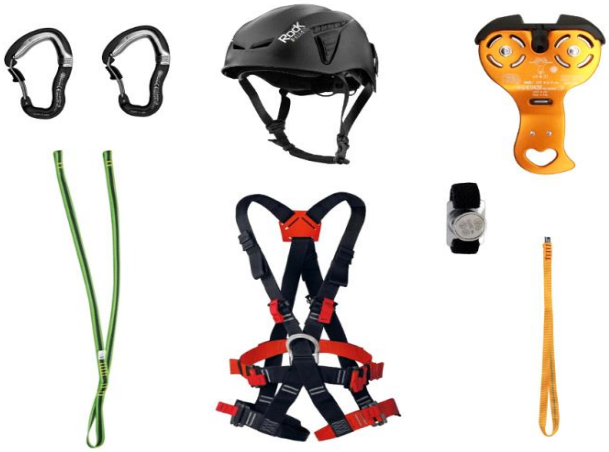
This involves riding bicycles on off-road trails. Mountain bikes are designed for rough terrain and riders need helmets, gloves, first aid kit, glasses, MTB jackets, backpack, pump, jersey, hydration pack, tool kit.





Zipline:

Soar through the air on a suspended cable, enjoying breathtaking views and rush of adrenaline. Gear will be provided by zipline operator.





Caving:

Exploring hidden caves and discovering the wonders of the underground world. Caving includes sturdy shoes, helmet, headlamp, appropriate clothing, and potentially caving-specific equipment.





Mountainboarding:

Skateboarding on Specially designed boards, carving down slopes and tacking off-road terrain. these needs mountainboard, helmet, protective gear (pads and gloves) and appropriate clothing.

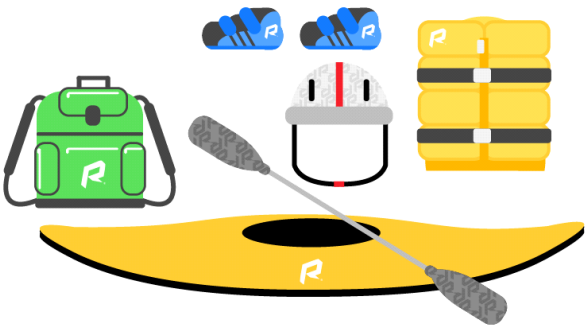




- **Water-based adventure**

Kayaking and canoeing:

These involve paddling small boats on lakes, rivers, or oceans. Paddlers need life jackets, paddles, and boats appropriate for the conditions, wetsuit, spray deck.



Kayaking Equipment



Whitewater rafting:

This involves navigating rapids in inflatable rafts. Rafters need life jackets, helmets, and carbon paddles, Inflatable rafting Boat, wetsuit, drysuit, rescue throw bags.





Scuba diving:

This involves exploring the underwater world using specialized breathing equipment. Divers need wetsuits, fins, masks, scuba gear, dive computer, compass, first aid kit, scuba tank, depth gauge, weights.





Surfing:

This involves riding waves on a surfboard. Surfers need surfboards, leashes, and wetsuits, fins, leash, wax, flow rider.





Jet skiing:

Carve through waves and feel the wind on powerful jet ski. These need life jackets, jet ski anchor, gloves, footwear, lanyards.





Snorkeling:

Float effortlessly on the surface, observing vibrant coral reefs and colorful fish with minimal equipment. these needs snorkels, mask, fins and life jacket(optional).





Stand-up paddleboarding:

Test balance and core strength as you explore on a large, stable board propelled by a paddle. these needs SUP board, paddle, life jacket and leash.





- **Air-based adventures**

Skydiving:

This involves jumping out of an airplane and parachuting to the ground. Skydivers need parachutes, harnesses, and jumpsuits, helmet, altimeter, goggles.



Skydiving Equipment



Paragliding:

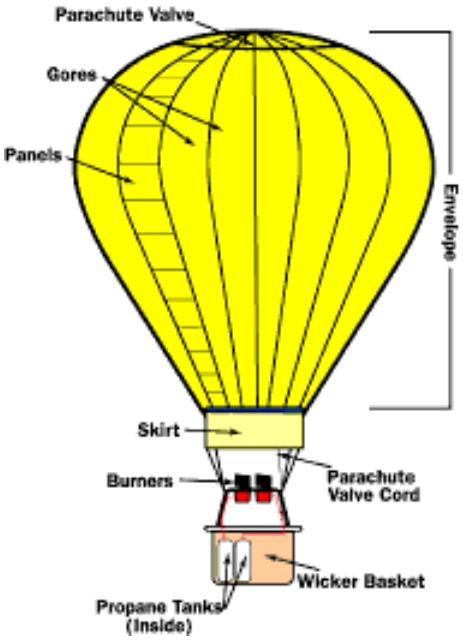
This involves flying through the air using a paraglider, a wing-shaped inflatable canopy. Paragliders need harnesses, helmets, Paragliding canopy or wing, a spare parachute, gloves, sunglasses, shoes.





Hot air ballooning:

This involves floating through the air in a hot air balloon. Balloon rides are typically guided by experienced pilots. The hot air balloon consists of three parts: envelope, basket, and burner system.





1.5 ADVENTURE ACTIVITIES IN INDIA

1. Adventure Tourism in North India

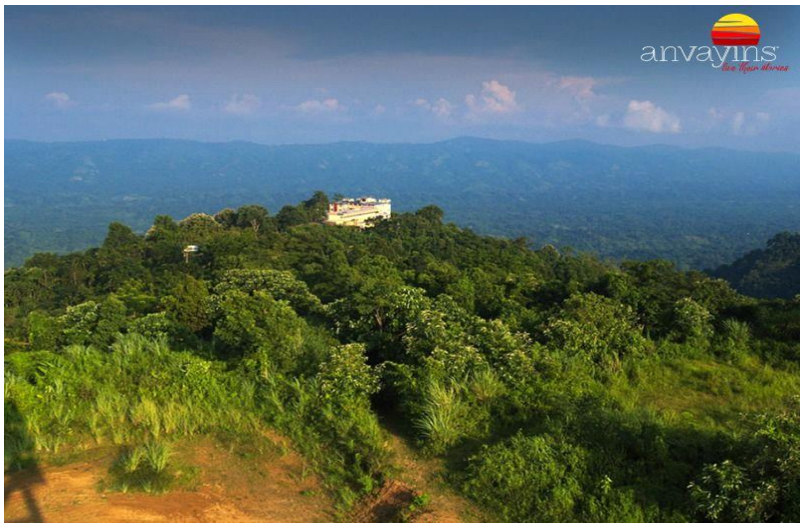
Sikkim

Sikkim offers some of the best trekking experiences in the region. The Goechala Trek, Dzongri Trek, and Kanchenjunga Base Camp Trek are popular choices. You can also visit the ancient monasteries and hot springs.



Tripura

The Jampui Hills in Tripura are known for their pleasant climate and scenic beauty. You can trek to the highest peak, Betlingchhip, or explore the villages in the region.



Leh Ladakh

Ladakh is most famous for breathtaking landscapes, the crystal clear skies, the highest mountain passes, thrilling adventure activities, Buddhist Monasteries and festivals. Leh Ladakh is famous for mountain biking , rock climbing, treking, mountaineering, etc. The Chadar trek , Snow Leopard Trek. Pangong Lake,Nubra Valley for Mountain Biking. Rock climbing in Suru Valley, Mountaineering in Stok Kangri (6121 m), Nun and Kun Peak (7135 m).



Rishikesh

White water river rafting in Rishikesh is undoubtedly one of the most sought-after adventure sports in Rishikesh. The city's proximity to the Ganges River, coupled with its turbulent rapids, makes it an ideal destination for rafting enthusiasts. bungee jumping in Rishikesh is an experience like no other. Located near the iconic Lakshman Jhula, India’s highest bungee platform offers a breathtaking 83-meter plunge into the deep valley below.



Gulmarg

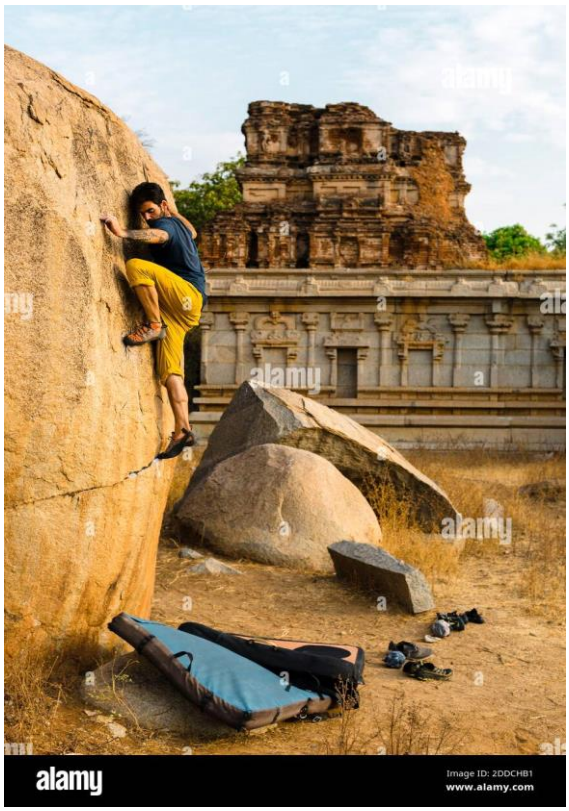
Skiing – Apharwat Peak Trekking – Alpather Lake. There is Mountaineering Institue in Gulmarg known as Jawahar Institute Of Mountaineering.



2. Adventure Tourism in South India

Karnataka

Dandeli. Mentioned as the adventure capital of South India, Dandeli is synonymous to peace and adventure. Located in the rocky trails of the Western Ghats, Dandeli is a splendid city of Karnataka. This place is situated at an altitude of 1551 ft above sea-level.The Coracle is a bowl-shaped boat made with watertight material like reed, hide, etc. The Tungabhadra river flowing through Hampi offers the best view for coracle rides. Paddy fields on one side and monuments on the other, sets a very tranquil mood around you.There are a few well known routes in Hampi for bouldering.



Kerala

Anamudi is the highest peak in the Western Ghats in India, having an elevation of 2,695 metres (8,842 ft). Anamudi is also the highest point in South India.Meesapulimala is the second highest peak (2640 meters) of South India lodged in the Western ghats at the border of Kerala and Tamil Nadu state.A picturesque forest patch, 10 km from Konni on the banks of river Kallar, Adavi has nearly 5-km river frontage where tourists can enjoy coracle Rafting. Adventure Tourism in Kerala features quite a variety of activities such as Paragliding, Bamboo Rafting, Mountain Climbing, nature walking, Tree House Stay, cycling, and camping out while taking walks into the forests and climbing hills are some of the more known frills to be seen.



Andaman

Andaman is know for it's clear water. It is famous for water adventures like scuba diving and snorkeling. Andaman island can be one of the best places for someone to go Paragliding as the beauty lies in itself and through Paragliding you can see the whole area or view from the top.



Pondicherry

Pondicherry offers a unique and unforgettable experience for all those seeking adventure. Scuba diving, kayaking, snorkeling, and jet skiing are some of the popular water activities in Pondicherry, while trekking, rock climbing, and go-karting are some of the popular land-based activities.



Lakshadweep

The pristine beaches of Lakshadweep are renowned for their powdery white sand and crystal-clear waters. Agatti Island, Kavaratti, and Bangaram are just a few examples of the stunning beaches.



Chennai

Guindy Snake Park is one of the best adventure spots in Chennai. It is home to a variety of crocodiles, snakes, earthworms, tortoises, scorpions, and mites. Scuba Diving, Rock Climbing and Rappelling, Surfing, Paintball, Obstacle Courses, Canyoning, Parasailing and many more are there in Chennai.



Hyderabad

Adventure sports to do in Hyderabad – Paragliding, Rock Climbing, Bungee Jumping, Surfing, Rock Walking, Sailing, Shooting, Ziplining, Zorbing, Kayaking, Trekking and Camping, Go Karting, Paintball, and Boating. Most of these activities are life-changing adrenaline-rushing team building games that are often guided.



3. Adventure Tourism in East India

Arunachal Pradesh

Places like Tawang, Mechuka, and Bomdila are great destinations for trekking. There is a place called Dong in Anjaw district where the sun rises first. Go hiking to see the first sunrise in India. For more adrenaline rush, one can go white river rafting in the Siang River, though this is not for the faint of heart.



Meghalaya

If you are planning for Meghalaya, places like Cherrapunji, Jowai and Mawsynram are great for waterfall visits and some light trekking. If that's not enough for you, try the dreaded Bamboo Trek or the Mawrynkhang Trek in Wahkhen village. It is one of the scariest treks in India as it takes you over deep gorges and hillsides. For the trekking trail, all you have is a path made of bamboo. Meghalaya is also home to some of the longest caves in India and the world.



Assam

Kaziranga National Park, a UNESCO World Heritage site, is all for your wildlife adventures. Watch the rhinos in their natural habitat and go birding. The wildlife scene in Kaziranga is impressive. For those who love rafting and kayaking, the Brahmaputra River has got them all.



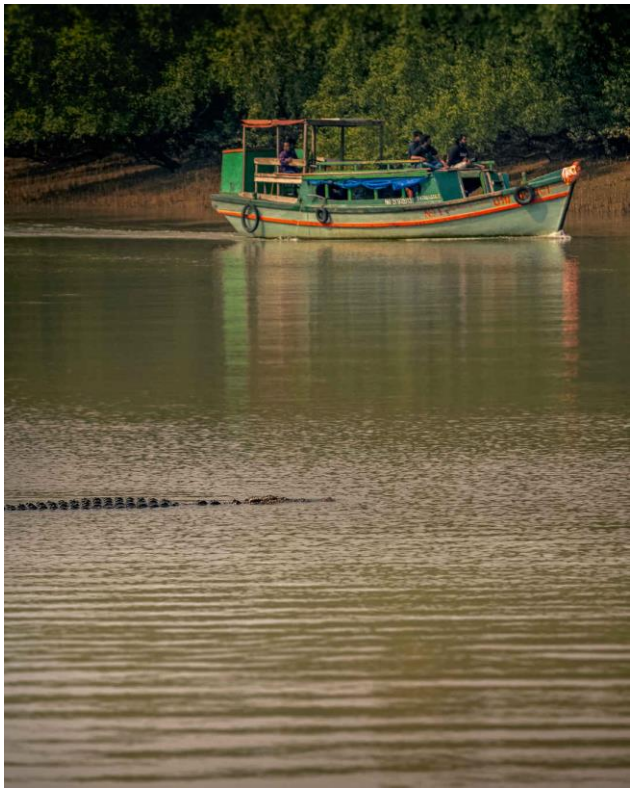
Nagaland

Dzukou Valley is a popular trekking destination in Nagaland. The valley is one of the most beautiful ones in India, but the way to reach this stunning place is treacherous and can be very tricky during the wet season. But that hasn't stopped anyone who loves adventure. Also, Mount Saramati in Kiphire District is the highest mountain in the state and one of the most difficult yet exciting treks in the region.



Odisha

Sea Surfing for beginners Odisha India, Sea surfing at Chandrabhaga Sea Beach, River Surfing near Chandrabaga Beach, Camping at Chandrabhaga Sea beach Odisha, Forest camping at Balukhanda Forest, Camping at Marine Drive Konark - Puri Highway, Camping at Surfing Yogi Camp, Paragliding at Odisha, Paragliding at Konark, Sea surfing at Chandrabhaga Sea Beach, Surfing camp at Odisha, Mahanadi River Water Sport, Sport Fishing, Fishing Rod, Bhitarakanika National Park, Kapilash Forest Trekking. Dhabaleswar Eco Camp, Boating at Mahanadi River, River Camping at Mahanadi River, Camping tours India, Offbeat Tours Odisha.



Jharkhand

The Tourism department of Jharkhand is committed to promoting adventure tourism activities at many water bodies in the region. Under the supervision of seasoned leaders and instructors, Adventure Traveller academy planned several activities such as parasailing, rock climbing, kayaking, banana rides, and jet skiing under the management of the Directorate of Tourism, Jharkhand.



4. Adventure Tourism in West India

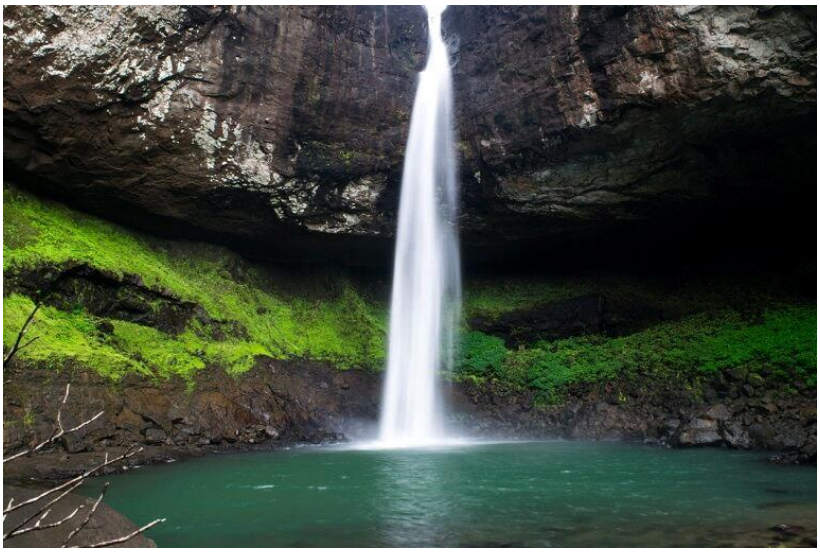
Rajasthan

Rajasthan is known for the historical palace but adventure activities over there is great experience. Rajasthan offers Hot Air Balloon Rides, Cycling, Paragliding, Camping, Water sports, Desert Safari, Jungle Safari, Zip line and many more.



Maharashtra

The state's Sahyadri range offers some of the best trekking routes in the country, ranging from easy to challenging. The Rajmachi Trek and Lohagad Trek are ideal for beginners, while the Kalsubai Trek and Harishchandragad Trek are more challenging and require experienced trekkers. These treks take you through lush forests, rocky terrain, and narrow ridges, offering breathtaking views of the surrounding valleys and mountains. Kamshet is a small hill station near Pune that is famous for paragliding. Tarkarli is a small village near Malvan that is famous for water sports like scuba diving and snorkeling. Alibaug is a coastal town near Mumbai that is famous for its beaches and water sports.



Goa

Goa offers a number of water sports activities such as scuba diving, snorkeling, kayaking, rafting, parasailing, windsurfing, jet skiing among others. Panaji, the capital of Goa, combines coastal charm with urban vibrancy. Its scenic location on the Mandovi River's banks offers a unique blend of land- and water-based adventure activities.



Gujarat

Gujarat promotes Aero Sports like water sports, rock climbing, paragliding, wildlife sanctuaries and more. A rafting adventure down the Narmada River off Statue of Unity, Khalwani Ecocamsite, Kevadia. Underwater off the Shivrajpur Beach, Dwarka. Gujarat's Saputara Mountain and gthe beaches of the west coast offer great opportunities for thrilling aero adventure.



CHAPTER - 2

RESEARCH METHODOLOGY

2.1 Research Methodology

Experience vacationers are inspired by risk, as hazard shapes the premise of their inspiration while looking for sensation. sensation looking for as the requirement for various novel and complex sensations and encounters where the vacationers will partake in physical and social dangers for the experience. Members have specific assumptions for energy and these are requirements that ought to be filled by partaking in experience exercises.

Since members will face challenges thus have a component of vulnerability, and furthermore on the grounds that 'thrill' shapes a significant piece of partaking in experience the travel industry, it must be assumed that experience vacationers will likewise have different travel thought processes from the more regular ('ordinary') sightseers.

2.2 Research Objective

- To study of the effect adventure tourism has on growth and development.
- To identify the factors that influence tourists decisions to participate in adventure tourism in India.

2.3 Data Collections Methods

Market research requires 2 types of data.

- Primary Data
- Secondary Data

Primary data has been used for the study. Well-structured questionnaires were prepared.

There is also use of secondary data, collected from the various journals, books and newspapers.

Primary data - Questionnaires

Secondary data - Journals, Books & News Paper

Area of research - Mumbai, Maharashtra

2.4 Initiatives Development

Government Initiatives:

- National Strategy for Adventure Tourism 2022: This comprehensive plan outlines a roadmap for developing sustainable and responsible adventure tourism across India. It focuses on infrastructure development, capacity building, marketing, and collaboration with stakeholders.
- Financial assistance: The Ministry of Tourism offers financial support to states and tour operators for infrastructure development, equipment purchase, and training programs.
- Adventure Tour Operator Certification: The government has established a scheme for certification of adventure tour operators, ensuring they meet safety and quality standards.
- Promotion campaigns: Focused campaigns like "777 days of Incredible Indian Himalayas" and "Incredible India" sub-brand for adventure tourism aim to attract domestic and international tourists.

Industry Initiatives:

- Adventure Tour Operators Association of India (ATOAI): This association works with the government and other stakeholders to promote adventure tourism and advocate for industry interests.

- State-level initiatives: Many states have developed their own adventure tourism policies and initiatives, focusing on specific activities like paragliding, white-water rafting, and rock climbing.
- Private sector investments: Tour operators and hospitality providers are investing in infrastructure, training, and marketing to cater to the growing demand for adventure tourism experiences.

Community-based Initiatives:

- Local communities are increasingly involved in adventure tourism: This fosters sustainable practices, cultural preservation, and economic opportunities for local residents.
- Homestay programs: These programs allow tourists to experience local culture and traditions while contributing to community development.
- Adventure tourism training for local youth: Initiatives empower local youth with skills and knowledge to become guides, entrepreneurs, and stakeholders in the sector.

2.5 Scope of Development

Market Potential:

- Large and growing domestic market: Rising disposable incomes and increasing interest in experiential travel are driving domestic tourism, with adventure activities gaining popularity.
- Unexplored destinations: India boasts diverse adventure opportunities beyond traditional hotspots, offering potential for new destinations and activities.
- International appeal: India's unique terrain, cultural experiences, and cost-effectiveness attract international adventure seekers.

Emerging Trends:

- Sustainable adventure tourism: Growing focus on eco-friendly practices, responsible tourism, and community involvement.
- Niche experiences: Specialization in unique activities like wildlife safaris, paragliding in specific regions, and historical adventure trails.
- Technological integration: Use of digital tools for booking, safety measures, and personalized experiences.

- Experiential travel: Combining adventure activities with cultural immersion, local cuisine, and homestays.

Ideas:

- Specific regions like the Himalayas, Western Ghats, and coastal areas offer immense potential for adventure tourism development.
- Adventure tourism can contribute significantly to rural development and job creation in India.
- Continuous innovation in activities, experiences, and marketing strategies is crucial for sustained growth.

2.6 News about adventure tourism growth

- Kerala Tourism launched 'Sky Escapes', a heli-tourism project aimed at increasing domestic tourist footfalls. The state has become the first in the country to have a comprehensive heli-tourism policy, offering travel packages through helicopter service providers. Kerala Tourism also plans to host international adventure sporting events such as the International Paragliding Festival, International Surfing Festival, MTB Kerala 2024, and The Malabar River Festival.

Read more at:

https://economictimes.indiatimes.com/news/india/kerala-bets-big-on-heli-tourism-to-attract-visitors/articleshow/106964571.cms?utm_source=contentofinterest HYPERLINK "https://economictimes.indiatimes.com/news/india/kerala-bets-big-on-heli-tourism-to-attract-visitors/articleshow/106964571.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst"& HYPERLINK "https://economictimes.indiatimes.com/news/india/kerala-bets-big-on-heli-tourism-to-attract-visitors/articleshow/106964571.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst"utm_medium=text HYPERLINK "https://economictimes.indiatimes.com/news/india/kerala-bets-big-on-heli-tourism-to-attract-visitors/articleshow/106964571.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst"& HYPERLINK "https://economictimes.indiatimes.com/news/india/kerala-bets-big-on-heli-tourism-to-attract-

visitors/articleshow/106964571.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst"utm_campaign=cppst



- To execute ATOAI (Adventure Tour Operators Association of India) and Tourism Corporation of Gujarat's commitment to promote sustainable tourism and reduce carbon emission, a charter was drawn to calculate the carbon emission for the entire event. To successfully offset the emission, the various key sustainable initiatives were implemented which resulted in the success of this initiative.

Read more at:

https://economictimes.indiatimes.com/news/company/corporate-trends/adventure-tour-convention-attains-carbon-neutrality/articleshow/106127749.cms



- Rajasthan is seeking to diversify its tourism offerings by promoting golf and water adventure activities, according to the Rajasthan Tourism Development Corporation (RTDC), amid growing interest in these niche segments. The RTDC has issued an Expression of Interest in the development and operation of golf courses in five tourist destinations in the state, and for activities such as boating, speed boating, zorbing, pontoon boat and banana boats at various dams.

Read more at:

https://economictimes.indiatimes.com/industry/services/travel/golf-tourism-niche-segment-will-give-new-identity-to-rajasthan-say-industry-stakeholders/articleshow/99702146.cms



- India is all set to launch two major adventure trails in 2023 – the Ganga Trail and Northwestern Himalayan Trail. There are many more trails that are in the pipeline such as Narmada Trail or Kaveri River Trail. The adventure tourism activities will be developed while keeping in mind the need for sustainability and opportunities for livelihood for local communities.

https://timesofindia.indiatimes.com/travel/travel-news/coming-soon-mega-adventure-tourism-trails-in-india/articleshow/99221788.cms



- Notably, as per the latest reports, this year, a trans-theatre adventure activity was organised along the Line of Actual Control (LAC), in which numerous adventure activities, such as white river rafting, mountaineering expeditions, mountain biking, and trekking were conducted, which also witnessed very active participation from local talent and civilian enthusiasts from the region.

https://timesofindia.indiatimes.com/travel/travel-news/indian-army-to-push-adventure-tourism-in-border-areas/articleshow/96166406.cms



- The Maharashtra Government has announced the launch of an exciting new Adventure Tourism Policy that will cover 25 activities including land, air and water. The Cabinet, chaired by Maharashtra Chief Minister Uddhav Thackeray, has approved the policy that will channelize adventure tourism. Under the new policy, more than 25 different adventure activities including paragliding, trekking, water rappelling, river rafting, biking, rock climbing, scuba diving will be covered.

https://timesofindia.indiatimes.com/travel/travel-news/maharashtra-government-to-launch-exciting-new-adventure-tourism-policy/articleshow/84470478.cms



- The Maharashtra Tourism Development Corporation (MTDC) is all set to boost tourism in the state with more initiatives, including plans for caravan tourism and adventure tourism. The state government is soon expected to come up with elaborate policies on the same. The development has come on the heels of last month's recorded surge in the number of hotel bookings in the state; MTDC officials have previously stated that its resorts at a number of places in Maharashtra are completely booked for the upcoming Christmas and New Year season.

https://timesofindia.indiatimes.com/travel/travel-news/maharashtra-set-to-revive-tourism-with-caravan-adventure-tourism-policies/articleshow/79722469.cms



2.6 SWOT Analysis

Strengths:

- Diverse landscape: India boasts a variety of geographical features, from the Himalayas in the north to beaches in the south, deserts in the west, and rainforests in the east, offering a wide range of adventure activities for all tastes and skill levels.
- Rich cultural heritage: Adventure activities can be combined with cultural experiences, creating unique and memorable journeys for tourists.
- Growing domestic market: The Indian middle class is growing rapidly, with a rising disposable income and increasing interest in adventure travel.

- Relatively cheaper destination: Compared to other adventure tourism destinations, India offers competitive prices for activities and accommodation.
- Entrepreneurial spirit: There is a growing number of adventure tourism operators in India, offering innovative and specialized experiences.

Weaknesses:

- Lack of infrastructure: Many adventure tourism destinations lack proper infrastructure, such as transportation, accommodation, and safety equipment.
- Safety concerns: Tourists may perceive India as being unsafe, particularly for solo travelers or women.
- Untrained guides: Not all adventure guides are properly trained and certified, leading to potential safety risks and poor quality experiences.
- Environmental impact: Some adventure activities can have a negative impact on the environment if not managed sustainably.

- Bureaucracy: Obtaining permits and permissions for certain adventure activities can be time-consuming and complex.

Opportunities:

- Technological advancements: Technology can be used to improve safety, communication, and marketing for adventure tourism businesses.
- Focus on sustainability: Tourists are increasingly seeking eco-friendly adventures, creating opportunities for sustainable tourism practices.
- Collaboration: Collaboration between government, tourism boards, and adventure operators can improve infrastructure, safety, and marketing.
- Promote niche activities: India can promote unique and niche adventure activities to attract specific segments of the tourism market.

- Target international markets: Attract international tourists by highlighting the unique adventure experiences India offers.

Threats:

- Competition: Other countries are also investing in adventure tourism, increasing competition for India.
- Political instability: Political unrest or terrorist attacks can deter tourists from visiting India.
- Economic fluctuations: Economic downturns can decrease disposable income and travel spending.
- Climate change: Extreme weather events can disrupt adventure activities and damage infrastructure.

- Natural disasters: Earthquakes, floods, and other natural disasters can pose risks to tourists and damage adventure tourism destinations.

CHAPTER - 3

Literature Review

My research paper entitled: The adventure tourism in India, is written after I've documented on the basis of the following published artical:

- The Influence of ‘Adventure Tourism Activities’ in promoting tourism business in mountain stations. by Prof. Dr. S. Rabiyathul Basariya

The travel industry has arisen as an instrument for work age, neediness lightening and reasonable human turn of events. The travel industry advances global comprehension and gives backing to nearby handiworks and social exercises. It is a significant portion of the nation's economy, particularly in terms of its commitment towards unfamiliar trade profit, age of extra pay and creation of work valuable open doors. The unfamiliar trade income from the travel industry during the year 2000 were assessed at about Rs. 14,408 crores with an expected direct work of around 15 million, which is around 2.4% of the absolute workforce of the country according to the report of UNESCO. The travel industry is the third biggest unfamiliar trade worker for India. The Global traveler traffic in the nation is assessed to be 2.64 million during the year 2000. Be that as it may, as per the World The travel industry Associations (WTO), India's share in world the travel industry appearances is just 0.38%, representing 0.62% of the world vacationer receipts. This demonstrates that a large part of the traveler potential is yet to be tapped.

- CHHETRI, P., C. ARROWSMITH and M. JACKSON 2004. Determining hiking experiences in nature-based tourist destinations.

Strolling or climbing has been perceived as one of the most significant sporting exercises in the Grampians Public Park. Climbing has been utilized as a proxy in this paper, to gauge guest encounters in a recreation area setting. These encounters incorporate states of mind, sentiments and feelings. Encounters were estimated utilizing a review managed by a gathering of 25 college understudies strolling along a well-known circling track.

CHAPTER - 4

Data Analysis

4.1 Tourist participated in adventure activities in India

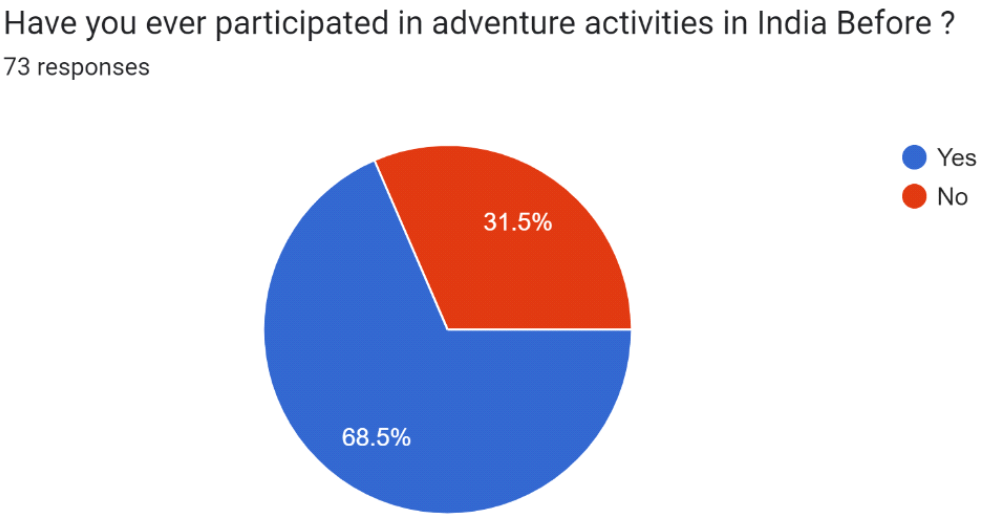


FIG.4.1

- **ANALYSIS:**

From the survey, from 73 respondents, gave response 68.5% have participated in adventure activities which is 50 and 31.5% haven't participated in adventure activities in India.

- **INTERPRETATION:**

Adventure Tourism is a known concept to a lot of people. Tourists are willing to travel to do adventure activities.

4.2 Tourist most interested adventure activities in India

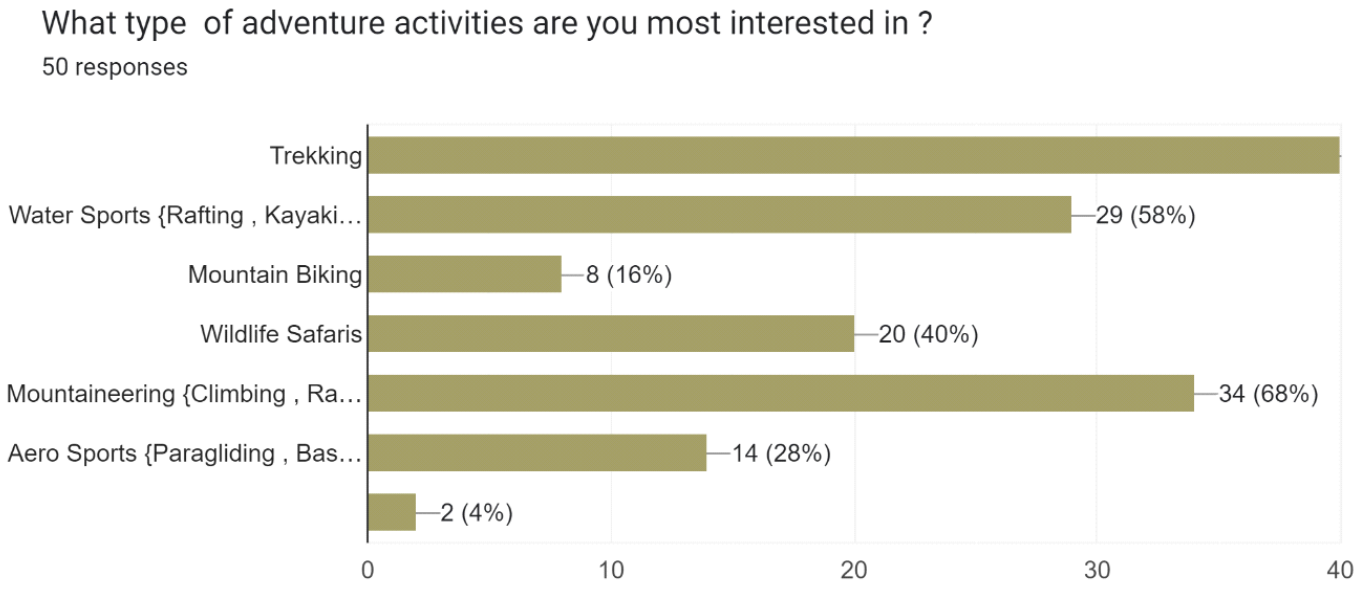


FIG.4.2

- **ANALYSIS:**

From the survey, from 50 respondents, gave response Trekking is 80% (40 tourists), Mountaineering is 68% (34 tourists), Water Sports is 58% (29 tourists), Wildlife safaris is 40% (20 tourists), Aero Sports is 28% (14 tourists), Mountain Biking is 16% (8 tourists), Others 4% (2 tourists).

- **INTERPRETATION:**

In adventure tourism most tourists are interested in Trekking. India have treks on large scale. After trekking, Mountaineering is type of adventure where tourist are intersted. Mountaineering includes Climbing, Rappelling, Camping and many more.Water sports takes 3rd place in order of interest of tourists. It includes Rafting, Kayaking, Scuba diving, Snorkling, etc. Wildlife Safaris is on 4th place in order of interest. Aero sports is on 5th place in order to interest of tourists. Aero sports includs Paragliding, Base Jumping, Hot air Ballon, etc.Mountain biking takes 6th place in order of interest of tourists. Mountain biking is off road trails on bycycles. and others are less.

4.3 Safety importance to tourist who participated in adventure activities

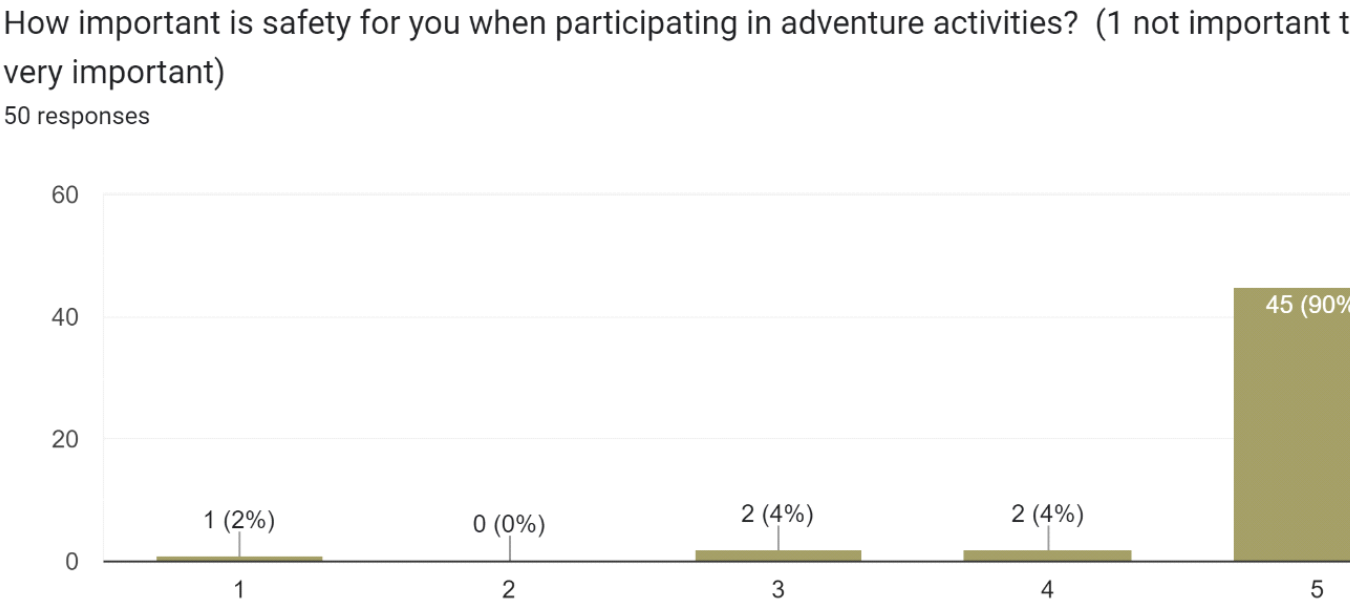


FIG.4.3

- **ANALYSIS:**

From the survey, from 50 respondents, gave response importance of safety is Highest 5 90% (45 tourists). 2 tourists have voted for 3-4 4%. And 1 tourist have voted for lowest safety importance.

- **INTERPRETATION:**

In adventure tourism safety is major factor which influence tourists decisions to participate in adventure tourism. 90% tourist voted for highest safety needs who participated in adventure activities.

4.4 Safety importance to tourist who never participated in adventure activities

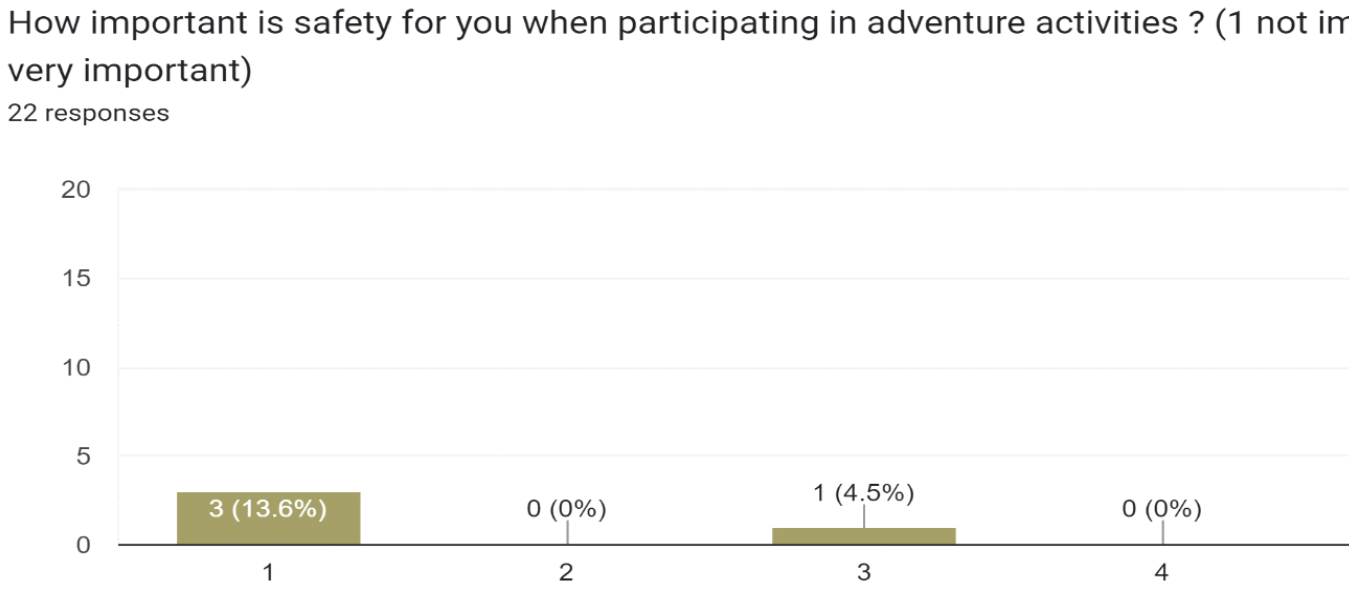


FIG.4.4

- **ANALYSIS:**

From the survey, from 22 respondents, gave response importance of safety is highest 5 81.8% (18 tourists). 1 (4.5%) tourist have voted for mid safety requirements. and 13.6% (3 tourists) voted for the lowest requirements for safety.

- **INTERPRETATION:**

Tourists who haven't participated in advnture activities 81.8% voted for needed safety. If the tourist who didn't got chance to try the activities voted for maximum safety needs that justify safety is need for adventure tourism.

4.5 Preference of regions for adventure activities

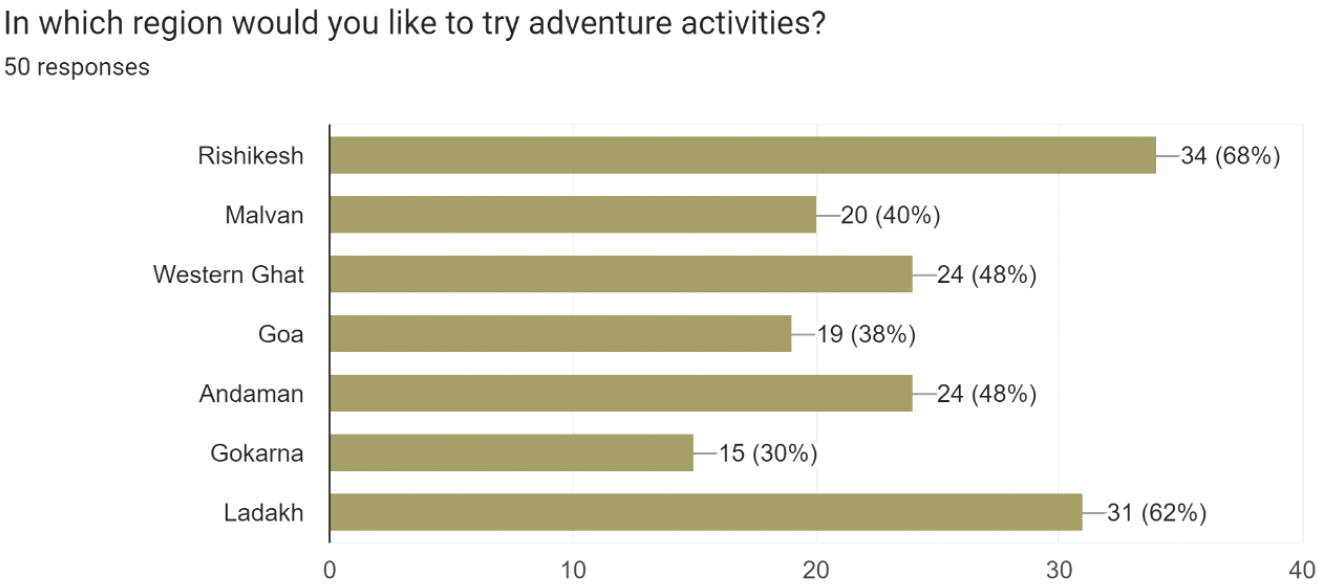


FIG.4.5

- **ANALYSIS:**

From the survey, from 50 respondents, gave response to Rishikesh is 68%, Ladakh is 62%, Western Ghat is 48%, Andaman is 48%, Malvan is 40%, Goa is 48% and Gokarna is 30%.

- **INTERPRETATION:**

Destination plays a significant role in tourism. In same way destination plays important role in adventure tourism the view of activities, experience from the activities and place is important for tourist. as per the studies, Rishikesh is the most preferred region for adventure activities.

4.6 Preference of regions for adventure activities who never participated.

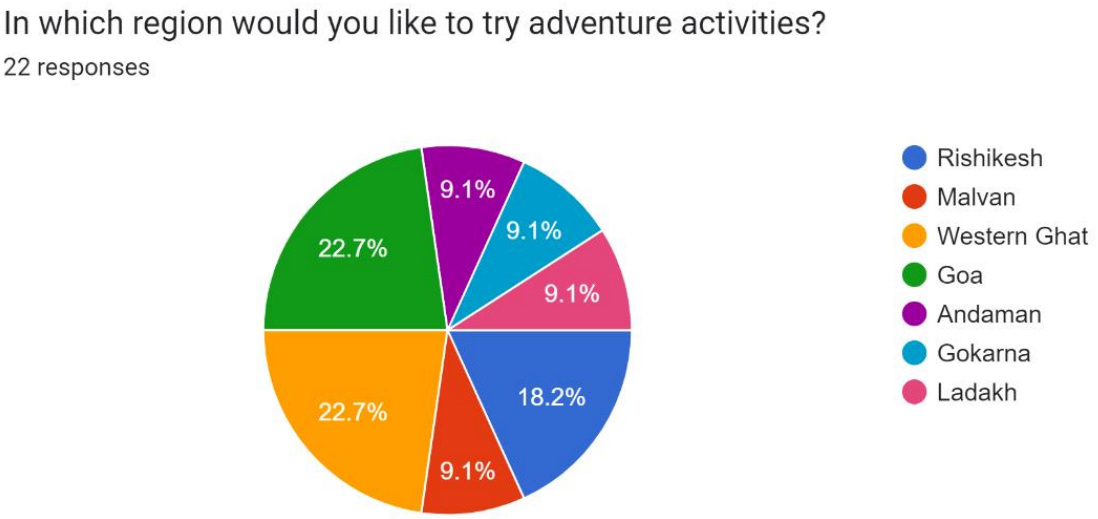


FIG.4.6

- **ANALYSIS:**

From the survey, from 22 respondents, gave response to Rishikesh is 18%, Ladakh is 9.1%, Western Ghat is 22.7%, Andaman is 9.1%, Malvan is 9.1%, Goa is 22.7% and Gokarna is 9.1%.

- **INTERPRETATION:**

Destination plays a significant role in tourism. In same way destination plays important role in adventure tourism the view of activities, experience from the activities and place is important for tourist. As per the studies, Western Ghat & Goa is the most preferred region for adventure activities.

4.7 Is India safe for Adventure Tourism

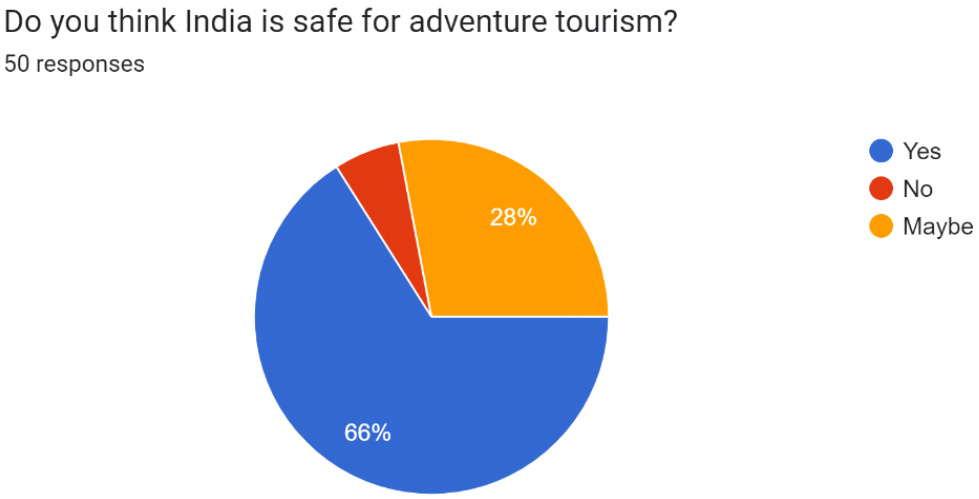


FIG.4.7

- **ANALYSIS:**

From the survey, from 50 respondents, gave response to Yes 66% and Maybe 28% and No 6%.

- **INTERPRETATION:**

From this survey we get to know 66% tourist trust on safety in India for adventure tourism. 28% of tourists think it is safe maybe. And 6% tourist doesn't trust in safety for adventure tourism in India.

4.8 Tourist paying will for adventure tourism

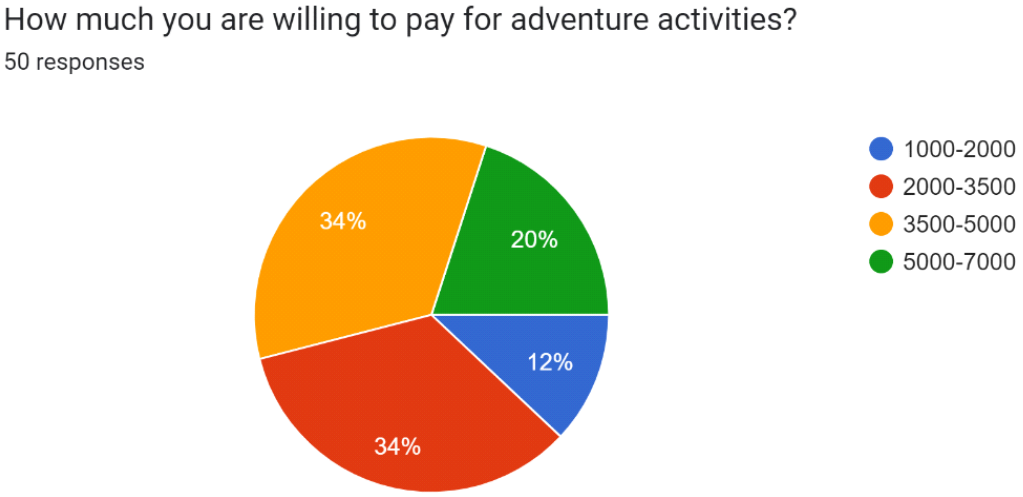


FIG.4.8

- **ANALYSIS:**

From the survey, from 50 respondents, gave response to 3500-5000 34% (17 Tourist), 2000-3500 34% (17 Tourist), 5000-7000 20% (10 Tourist), 1000-2000 12% (6 Tourist).

- **INTERPRETATION:**

From the survey we get to know that most of the tourist are willing to pay 2000-5000. And the highest amount 5000-7000 20% tourist can pay for activities. And less is 1000-2000 can pay by 12% tourist.

4.9 Reason for not participating in adventure tourism

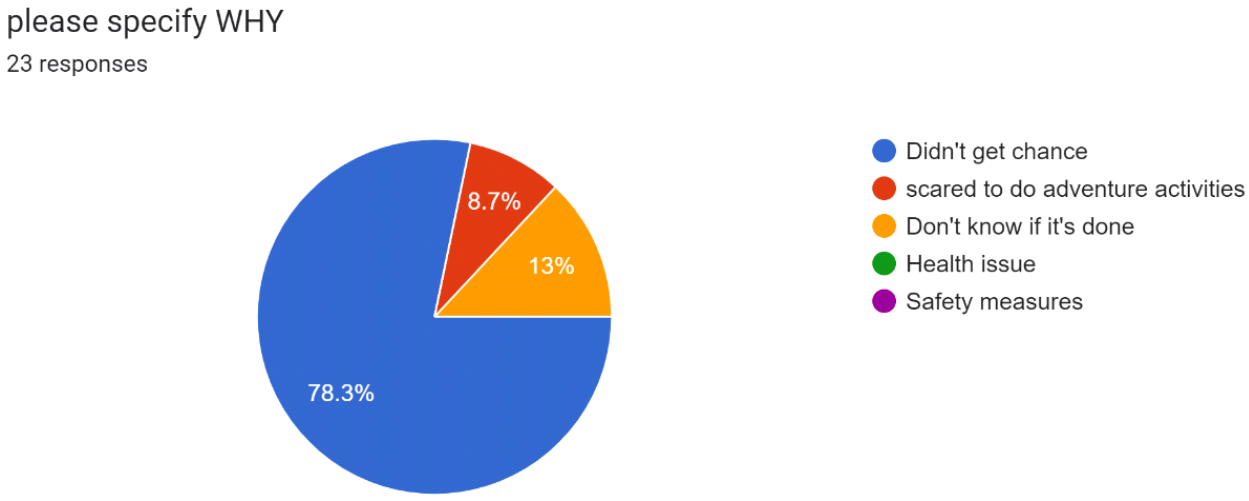


FIG.4.9

- **ANALYSIS:**

From the survey, 23 respondents gave response to Didn't get chance is 78.3%, 13% tourist don't know if they tried adventure activities and 8.7% tourist are scared to try adventure activities.

- **INTERPRETATION:**

From the survey we get to know that many tourists didn't got chance to adventure activities or they don't know if it's done before and some people are scared to try adventure activities.

4.10 Will tourist participate if they get chance

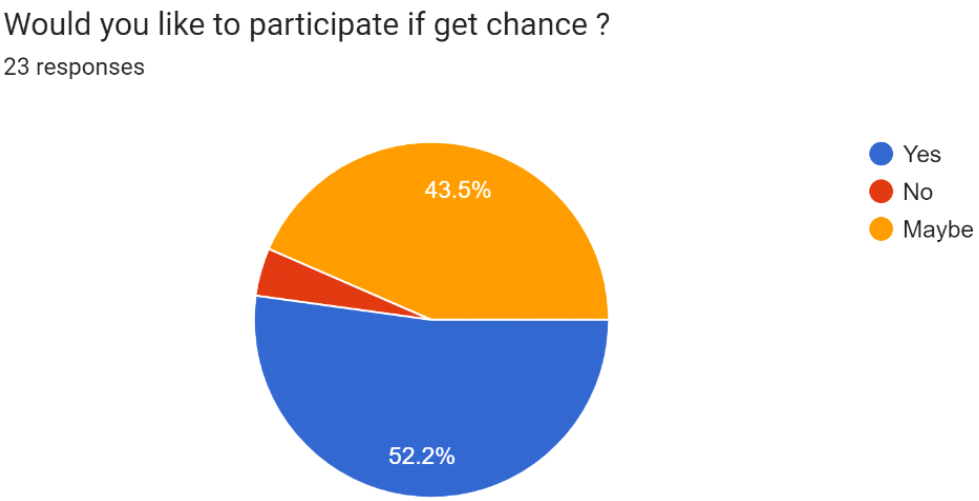


FIG.4.10

- **ANALIYSIS:**

From the survey, 23 respondents gave response to Yes 52.2%, Maybe 43.5% and No 4.3%.

- **INTERPRETATION:**

From the survey, Most of the people saying yes to try adventure activities which they haven't tried or they will give it the try.

CHAPTER-5

CONCLUSION:

Safety. It's not just a word, it's the bedrock of trust in adventure tourism. Organizers must prioritize rigorous planning, certified guides, top-notch equipment, and emergency response protocols. This builds confidence, attracting more tourists. Remember, 80-90% entrust their well-being to experience the thrill – safeguarding that trust is paramount.

Choice. From Himalayan treks to white-water rafting, India offers a smorgasbord of adventure catering to diverse preferences. Understanding these desires and showcasing unique experiences in specific regions can lure even more tourists. Imagine the allure of spelunking in Meghalaya's caves or paragliding over Kerala's backwaters!

Development. Adventure tourism isn't just about adrenaline; it's about empowering rural communities. As tourists flock to hidden gems, jobs blossom, from homestays and eco-lodges to local guides and handicraft stalls. Infrastructure flourishes, connecting these areas to the world. It's a symbiotic relationship: tourists seek adventure, locals find opportunity, and rural areas thrive.

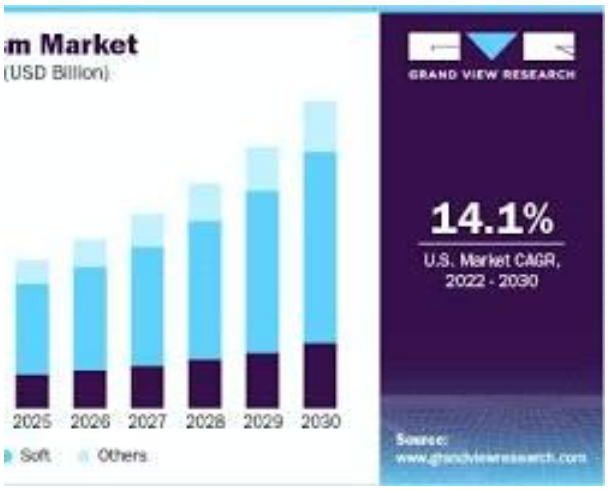
Government initiatives play a crucial role in fueling this growth. Building roads, bridges, and communication networks makes these gems accessible. Promoting responsible tourism, through initiatives like waste management and cultural sensitivity programs, ensures sustainability and community well-being.

Adventure tourism in India is not just an exciting trend; it's a catalyst for development. By prioritizing safety, offering diverse experiences, and fostering responsible practices, we can unlock the immense potential of this industry, ensuring both thrilling adventures and the rejuvenation of rural India.

FINDINGS:

Market Trends:

- **Growth:** The global adventure tourism market is expected to reach $1.3 trillion by 2027, growing at a CAGR of 8.2% from 2022 to 2027.



Opens in a new window HYPERLINK "https://www.grandviewresearch.com/industry-analysis/adventure-tourism-market-report"www.grandviewresearch.com

Adventure tourism market growth chart

- **Shifting Demographics:** Adventure travelers are becoming more diverse, with a growing number of women, families, and older adults participating in these activities.
- **Sustainability:** Sustainable practices are becoming increasingly important to adventure travelers, who are looking for experiences that minimize their impact on the environment.
- **Technology:** Technology is playing an increasingly important role in adventure tourism, with apps and wearables being used to track progress, share experiences, and book activities.

Popular Activities:

- **Nature-based adventures:** Hiking, camping, kayaking, rock climbing, and wildlife watching are some of the most popular adventure tourism activities.
- **Cultural immersion:** Travelers are increasingly interested in activities that allow them to connect with local cultures, such as volunteering, homestays, and traditional food tours.

- **Thrill-seeking adventures:** Activities like skydiving, white-water rafting, and bungee jumping continue to be popular among adrenaline junkies.

Challenges:

- **Safety:** Adventure tourism can be inherently risky, so it is important to choose reputable operators and take appropriate safety precautions.
- **Environmental impact:** Adventure tourism can have a negative impact on the environment, so it is important to choose sustainable activities and operators.
- **Accessibility:** Some adventure activities can be physically demanding or require specialized skills, which can make them inaccessible to some people.

Additional Resources:

- **Adventure Travel Trade Association (ATTA):** [[invalid URL removed]]([invalid URL removed])
- **Global Report on Adventure Tourism:** https://www.e-unwto.org/doi/pdf/10.18111/9789284416622

LIMITATIONS:

- This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customer available in the store that time.
- The study was restricted to only adventure tourism.

- The time constrain was a limiting factor, as more time was required to carry out study on other aspects of the topic.
- The result and analysis based on the small sample size has taken only 73.
- Findings are related to particular areas.
- It might be possible that the answers given by the respondents are of business.

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