

‘TO STUDY ABOUT THE ADVENTURE TOURISM IN INDIA ’

Parampal Singh

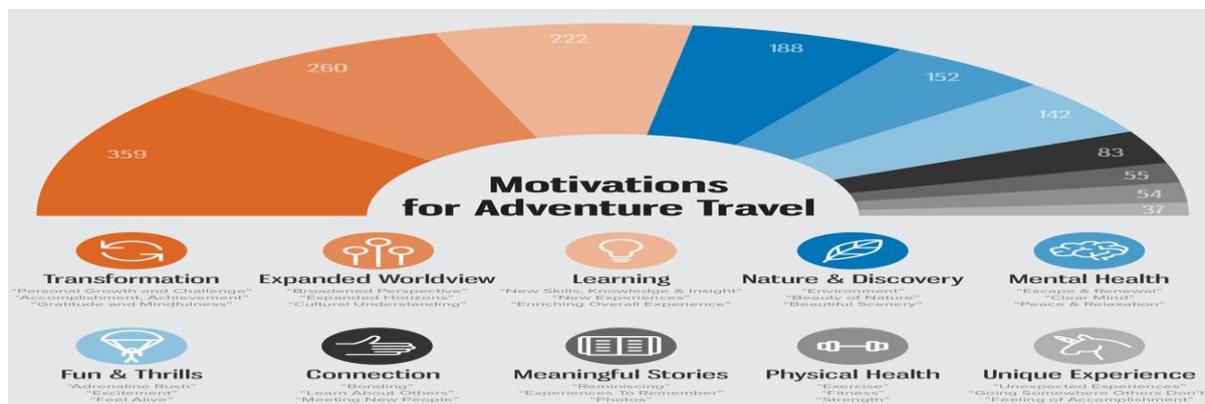
Tourism Department, Baba Farid College, Bathinda

Abstract

Tourism industry in India is on a great boom at the moment India has become a major global tourist destination and Indian tourism industry is exploiting this potential to the hilt. Travel and tourism industry is the second highest foreign exchange earner for India. Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacations. Mountaineering expeditions, trekking, bungee jumping, sea surfing, sky diving, paragliding, parasailing, ballooning, rafting and rock climbing are frequently cited as an examples of adventure tourism. Adventure travel is a type of tourism, involving exploration or travel with perceived and possible actual risk, and potentially requiring specialized skills involving physical exertion. Even though, it is not certain how adventure tourism began, merchants are considered to be the first adventure travellers. For example, North America was discovered by Erickson, and America by Columbus, and India was found by Vasco Da Gama. That was during a time when modernization didn't become a regular part of your lives. Adventure traveling of today is considered to have started around 30 years ago when people from around the world began exploration of the Himalayan ranges in Nepal. In fact, they were nothing more than wanderers and created the new-age form of adventure traveling.

Motivations for adventure travel:-

They explored Afghanistan, Bhutan, Bali, Algeria, the Nile and the Alps. Even though others have had been moving around the world, people in India took to adventure traveling in recent times. While there was a steady rise in this form of traveling, India has now emerged amongst the leading 10 adventure tourism destinations in the world. Adventure tourism has grown in recent decades, as tourists seek different kinds of vacations, but measurement of market size and growth is hampered by the lack of a clear operational definition.



According to the U.S. based Adventure Travel Trade Association, adventure travel may be any tourist activity, including two of the following three components: a physical activity, a cultural exchange or interaction and engagement with nature. Adventure tourists may be motivated to achieve mental states characterized as rush or flow, resulting from stepping outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts that require significant effort and involve some degree of risk (real or perceived) and/or physical danger (See extreme sports). This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, canoeing, rafting, zip-lining, paragliding, and rock climbing. Some obscure forms of adventure travel include disaster and ghetto tourism. Other rising forms of adventure travel include social and jungle tourism. Access to inexpensive consumer technology, with respect to Global Positioning Systems,

Adventure Tourism in India:

The tourism industry in India has emerged as the largest sector in the service industry as it contributes over 6.2% of its GDP. In addition, it provides jobs to more than 8.7% of the employed people in the country. Every year, the number of tourists making to India grows by over 5 million. In addition to the foreign visitors, there are more than 525 million local tourists in the country.

The overall size of the Indian tourism industry is around \$100 billion and it is expected that it would grow to over \$275 billion in the next decade. The Ministry of Tourism can be credited for this huge success rate because it is aggressively engaged in promoting the industry. It was in order to promote tourism in the country that the Incredible India program was started. The main tagline of this program, "Atithi Devo Bhava" compares guests to God. However, the tourism industry in India is not as beautiful as it may appear on the top. The insufficient number of available hotel rooms, pushes India behind several other Countries. It was only a year ago when the country had around 25,000 hotel

rooms for its tourists. The next reason for tourism to fall behind is with regard to the complex process of getting a visa into the country. Because the airports in the country are crowded, it is not taken well by foreign visitors. However, it is still expected that the tourism industry is going to grow in the near future. The current year witness dramatic drop in global tourism in different parts of the world. Contrary to the trend, the Indian travel and tourism industry continues to flourish against all odds. The two main reasons attributed to this end are the exemption of the industry from service tax and the discontinuation of the fringe benefit tax. This further led to the development of deluxe unrestrained tourism destinations such as the Backwaters of Kerala and the Golden Triangle Tours that became more affordable for tourists from different parts of the world.

Scope of Adventure Tourism in India:

India, which is blessed with magnificent geographical and natural locations, is the wonderful location for the adventures activities for the tourists. There are plenty of adventures destinations and landscape locations, which are enough to provide an opportunity to engage in adventures

activities in India. Here are varieties of locations like landscape, sea connected area, mountains and adventure with river, which attracts tourists and visitors for an adventures tour in India. These hot spots like Trekking, Camel Safari, White water Rafting, Wild life Safari, Skiing, Mountaineering etc. are one of the most preferred destinations in the world for its unique specialty and locations. It is noted that India has a vast geographical richness, which consists of every Types of adventures activities in itself. Whether it is Mountaineering, Trekking, Paragliding etc., there a number of destinations located here.

If you are interested in adventures like Forest safari then there are lot of destinations, which are enough to pacify your eagerness. Camel Safari, Jeep Safari is the special kind of adventures activities, which can be achieved in the many Wildlife sanctuaries and Wildlife National Parks in India. Mountain Biking is another adventures activity, which enchants visitors and in India. Leh and Ladakh Region provide a glorious site for the same where one can experience the adventures of biking here.

Adventure Scuba Diving: To go inside the sea and know about the separate life of creatures is also special kind of experience for tourists. India provides glorious destinations, which are full of sea, related life style of various creatures. White water River Rafting which also enchants the tourists who like to flow against the wave of water with full of risks and danger. In India there are many sites,

which provide a glorious opportunity for White Water River rafting in Rishikesh, Zanskar River, Alaknanda River, Brahmaputra River and many more these rafting destinations.

Accessible tourism

Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors. There is a trend for developing tourism specifically for the disabled. Adventure travel for the disabled has become a \$13 billion USD a year industry in North America. Some adventure travel destinations offer diverse programs and job opportunities developed specifically for the disabled. In addition to the social benefits, the market represents an opportunity for new investment and new service requirements, rarely provided by key players in the tourism sector.

Barrier-free destinations: infrastructure and facilities

Transport: by air, land and sea, suitable for all users

High quality services: delivered by trained staff

Disaster tourism

Disaster tourism is travel when tourists go to an area that may be or may have been affected by natural disasters, civil strife, or warfare. This is a voyeuristic approach that is often seen as unethical, as many people go to such disaster areas merely to satisfy their curiosity or seek thrills.

If not done out of curiosity, it can be termed more appropriately as “disaster learning.” Visitors arriving to assist sometimes can be referred as “voluntourists.” Though a controversial gray area to some, disaster tourism has helped to shine a light on some deplorable conditions throughout the world, albeit in a seemingly reckless and insensitive. Disaster tourism is the act of traveling to a disaster area as a matter of curiosity. The behavior can be a nuisance if it hinders rescue, relief, and recovery operations. If not done because of pure curiosity, it can be cataloged as .disaster learning. There are many reasons that people come to visit disaster sites. Some tourists may have personal connections to the tragedy as survivors, relatives of victims, or witnesses while other visitors have an intellectual or cultural interest, wanting to understand what happened or connect the tragedy to other cultural events. This latter group typically comprises educators, historians, academics and students. Another population of visitors hope to aid in providing relief to the affected

Ecotourism

With some experts estimating that ecotourism now represents 11.4% of all consumer spending, these sorts of questions have become more and more common. And, as we continue to see more negative impacts of mass tourism on beloved destinations around the world, the answers to these questions will become increasingly vital. Part of the confusion surrounding sustainable travel is the plethora of names being used for it within the industry. Ecotourism, a movement that began to take shape back in the 1980s, is the oldest and most commonly used word for it. More recent industry buzzwords include green travel, nature travel, responsible travel, ethical travel, mindful travel, conscious travel, pro-poor tourism, and many others. The objective of ecotourism is to protect the environment from detrimental impacts such as human traffic, and to provide educational information by promoting the unique qualities of the environment. Additionally, ecotourism, “should attempt to move Eco tourists from a passive role, where their recreation is simply based on the natural environment, to a more active role where their activities actually contribute to the health and viability of those environments.”

Zip lining

Zip lining has always been a hot adventure sport which means that it is easily available almost anywhere in the world. Ziplining is perfect for travellers that are chasing a thrill without going too overboard. Check this out to know what to expect! A zip-line (or zip line, zipline, Sypline, zip wire, aerial runway, aerial ropeslide, death slide, flying fox, or, in South Africa, foefie slide) consists of a pulley suspended on a cable, usually made of stainless steel, mounted on a slope. It is designed to enable a user propelled by gravity to travel from the top to the bottom of the inclined cable by holding on to, or attaching to, the freely moving pulley. Zip-lines come in many forms, most often used as a means of entertainment. Longer and higher rides are often used as a means of accessing remote areas, such as a rainforest canopy. Zip line tours are becoming popular vacation activities, which are found at outdoor adventure camps or upscale resorts, where they may be an element on a larger challenge or ropes course. The jungles of Costa Rica, Florida, Puerto Vallarta, and Nicaragua are popular destinations for zip line enthusiasts

The zip-line trolley

The zip-line trolley is the frame or assembly together with the pulley(s) also known as sheave(s) inside that run along the cable. (The term "trolley" is more often used when this assembly consists of more than a single pulley with simple hanger and bearing.) Often more than one pulley is used to spread the load over more than one spot on the cable, to reduce cable bending stresses that may lead to metal fatigue and cable breakage. This also reduces any tendency of a pulley to twist sideways and

run off the cable, with disastrous results. In addition, the trolley is usually shaped with guards to hold the cable in the groove(s) of the pulley(s) A pivoting link, such as a carabiner, is used to secure the load to the trolley so that the trolley does not have a tendency to rock and thus fall off the cable if the load should sway. Load carriers ranging from enclosed cabins to gondolas to harnesses are attached to the link. Occasionally the load carrier is just a handhold or handlebar, although there is the danger of the rider losing his grip and falling. Such a simple carrier should be used only on zip lines that are near the ground or over water. The rider losing his grip due to the use of the simple carrier has led to a number of deaths

Extreme tourism

Extreme tourism (also often referred to as shock tourism, although both concepts do not appear strictly similar) is a niche in the tourism industry involving travel to dangerous places (mountains, jungles, deserts, caves, canyons, etc.) or participation in dangerous events. Extreme tourism overlaps with extreme sport. The two share the main attraction, "adrenaline rush" caused by an element of risk, and differing mostly in the degree of engagement and professionalism.

While traditional tourism requires significant investments in hotels, roads, etc., extreme tourism requires much less to jump-start a business. In addition to traditional travel-based tourism destinations, various exotic attractions are suggested, such as flyovers in MiGs at Mach 2.5, ice diving in the White Sea, or travelling across the Chernobyl zone

Extreme tourism involves travel to dangerous (extreme) locations or participation in dangerous events or activities. This form of tourism can overlap with extreme sport .Little investment is needed to set up such trips. The usual costly expenses of building hotels and roads are irrelevant. Part of the experience is to sleep 'rough' and travel over untouched landscapes. This tourism sector is growing rapidly in Peru, Chile, Argentina, Azerbaijan and Pakistan.

Jungle tourism

Jungle tourism is a rising subcategory of adventure travel defined by active multifaceted physical means of travel in the jungle regions of the earth. Although similar in many respects to adventure travel, jungle tourism pertains specifically to the context of region, culture and activity. According to the Glossary of Tourism Terms, jungle tours have become a major component of green tourism in tropical destinations and are a relatively recent phenomenon of Western international tourism.

The majority of jungle tour operators are concentrated in what is known as the Mayan World or "Ruta Maya". The Mayan World encompasses five different countries that hosted the entirety of the Mayan

Civilization: Mexico, Guatemala, Belize, Honduras and El Salvador. Most tours consist of visits to popular Mayan archaeological sites such as Tikal, Guatemala, Chichen Itza, and Copan. These day visits will usually consist of a guided tour of a heavily tourist-concentrated Mayan and archaeological site. Tikal and Chichen Itza are prime examples of popular day-visit sites. Such sites involve a tour guide, designated either by the state government or by a private company, for the tourists. These tour guides are predominantly trained professionals, certified to take large parties of fifty through heavily populated archaeological sites. Nicaragua and Costa Rica are also popular destinations for this type of adventure travel.

Overland travel

Overland travel or overlanding refers to an "overland journey" - perhaps originating with Marco Polo's first overland expedition in the 13th century from Venice to the Mongolian court of Kublai Khan. Today overlanding is a form of extended adventure holiday, embarking on a long journey, often in a group. Overland companies provide a converted truck or a bus plus a tour leader, and the group travels together overland for a period of weeks or months.

Since the 1960s overlanding has been a popular means of travel between destinations across Africa, Europe, Asia (particularly India), the Americas and Australia. The "Hippie trail" of the 60s and 70s saw thousands of young westerners travelling through the Middle East to India and Nepal. Many of the older traditional routes are still active, along with newer routes like Iceland to South Africa overland and Central Asian post soviet states

Although most of the visits to these more prominent sites involve day trips, there are also many jungle tour operators that showcase less-known, remote Mayan jungle ruins such as Nakum, Yaxha, and El Mirador. These tours involve much more preparation, time and funding to explore as they are usually in very remote and generally inaccessible regions of the Mayan jungles. These ruins and sites are reached by alternative and physically taxing means of travel such as bicycle, canoe, horseback or hiking. This is what essentially differentiates jungle tourism from any other sort of adventure travel tours.

Urban exploration

Urban exploration (often shortened as urbex or UE) is the examination of the normally unseen or off-limits parts of urban areas or industrial facilities. Urban exploration is also commonly referred to as infiltration, although some people consider infiltration to be more closely associated with the

exploration of active or inhabited sites. It may also be referred to as "draining" (when exploring drains) "urban spelunking", "urban caving", or "building hacking".

The nature of this activity presents various risks, including both physical danger and the possibility of arrest and punishment. Many, but not all, of the activities associated with urban exploration could be considered trespassing or other violations of local or regional laws.

Camel Safari:

A camel safari is the perfect way to discover desert regions – especially areas as historically and culturally rich as Rajasthan, or as vast and awe-inspiring as the Nubra Valley in Ladakh. Ensnore yourself contentedly on the back of an ungulate and admire the sand dunes around you extending for miles – as far as your eye can see.

A camel can take you places where a jeep or ordinary motor vehicle will struggle to reach (and only the camel can successfully navigate the dunes). Not for nothing is the camel known as the ‘ship of the desert’; for centuries, it was the only means of transport available in these often inhospitable stretches of land. A camel safari, then, makes for a magical journey, one unlike any other you’ll ever experience. A Camel Safari in the Thar Desert is one of the most famous adventure holiday activities in Asia. A safari would give you the chance to explore camel treks, including the ones that pass across the sand dunes in Jaisalmer.

Best season in India

In Rajasthan, the winter months (October to March) are ideal, while summer is the best time for a camel safari in Nubra Valley.

Camel Safari sites in India

Rajasthan – Around Bikaner, Jaisalmer, Jodhpur (also Nagaur, Pushkar, Shekhawati)

Ladakh – Nubra Valley (from Hundar to Diskit)

Mountaineering:

Mountaineering is the sport of climbing a mountain. Regardless of the length of the trip which can range from a few hours to multi-day expeditions, mountaineering is more physically demanding than hiking. Mountains often provide a mixed terrain (with presence of rock, ice and snow), so climbers need to be able to navigate through a wide variety of conditions. Depending on the case, mountaineering may involve using technical equipment and combining a series of related skills like scrambling, climbing, glacier travel, ice climbing or mixed climbing.

Besides reaching a summit or completing a ridge traverse, the true success (and the main objective) of a mountaineering trip lies on overcoming safely every hazard along the route.

Most challenges in the mountain derive from the terrain's characteristics: crevasses, avalanches, rockfall, glaciers, etc. High altitude (specially when attempting a peak over 4,000 meters) and adverse weather conditions are two other essential factors that may add difficulty to a mountaineering trip.

Other factors are directly related to mountaineers themselves, including their physical condition and acclimatization, technical skills, equipment, orientation, resourcefulness and decision-making skills.

Mountaineering is mostly practiced in groups: team-work and support are very important parts of the activity. Mountaineering is highly popular in India because of its Himalayan ranges, the highest mountain range in the world. The Himalayas offer ideal locations for rappelling and rock climbing, and the valleys and gorges are thrilling and offer higher levels of challenges.

Scuba Diving:

Scuba diving is a mode of underwater diving where the diver uses a self-contained underwater breathing apparatus (scuba) which is completely independent of surface supply, to breathe underwater. Scuba divers carry their own source of breathing gas, usually compressed air, allowing them greater independence and freedom of movement than surface-supplied divers, and longer underwater endurance than breath-hold divers. Open circuit scuba systems discharge the breathing gas into the environment as it is exhaled, and consist of one or more diving cylinders containing breathing gas at high pressure which is supplied to the diver through a regulator.

They may include additional cylinders for range extension, decompression gas or emergency breathing gas. Closed-circuit or semi-closed circuit rebreather scuba systems allow recycling of exhaled gases. The volume of gas used is reduced compared to that of open circuit, so a smaller cylinder or cylinders may be used for an equivalent dive duration. Rebreathers extend the time spent underwater compared to open circuit for the same gas consumption; they produce fewer bubbles and less noise than open circuit scuba which makes them attractive to covert military divers to avoid detection, scientific divers to avoid disturbing marine animals, and media divers to avoid bubble

Scuba diving may be done recreationally or professionally in a number of applications, including scientific, military and public safety roles, but most commercial diving uses surface-supplied diving equipment when this is practicable.

Elephant Safari:

India is home to the Asian tiger and elephant. There are a large number of tiger reserves and national parks that make elephant safari a leading adventure activity in the country. You can enjoy this adventure in the Amber Fort in Jaipur and watch tigers from the safe height of sitting on elephant back.

Riding on an elephant's back is a truly unique way of experiencing a jungle safari. Elephant safaris in India also happen to be safer and more reliable than other modes of transportation during jungle safaris.

Be it mysteriously thick forests or dangerously deep valleys, choose to hop on to these gentle giants; riding on elephant-back gives you a never-before perspective of the breathtaking scenery and the thrilling chance to encounter wildlife at close quarters. Elephant safaris in India promises to be a unique experience that simply cannot be replicated through any other mode of travel. There are many organized elephant safari tours in India. Adding this kind of tour to your itinerary will add a new dimension to your entire holiday experience that you are sure to cherish through a lifetime.

River Rafting:

The large rivers of the country including the Brahmaputra, Ganges, Yamuna and the Kali have aggressive rapids that help tourists to enjoy thrilling river rafting experiences. For an adventure lover, India offers you everything to help you quench your thirst for adventure. The National Institute of Water Sports, another organisation of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities. The super-fast flow of the river, splash of the waters on your body and you aided with a life jacket on a raft, what better adventure can you wish for? River Rafting in India is one of the most popular adventure activities in the country. Adventure enthusiasts are enjoying the wild waters of rivers with water rafting as it is called. The mighty rivers flowing down from the heights of the Himalayas and other mountain ranges make India one of the world's best places for adventure.

Skiing:

The abundance of mountains and snow during the winters means that skiing has become one of the most thrilling adventure sport pursued by people from all ages. There are many skiing destinations in India including Gulmarg, Alchi etc. The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all

modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute.



Steps Taken By Govt. To Promote Adventure Tourism In India:

As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the country. The Ministry of Tourism has also issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide adventure tour operators.

The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM ACTIVITIES. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting. Central Financial Assistance is being extended to various State Governments/ Union Territory Administration for development of Tourism Infrastructure in destinations including Adventure Tourism destinations these include facilities for trekking, rock climbing, mountaineering, aerospots, winter/ water related sports, trekker huts, wildlife viewing facilities etc. Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. are also provided to State Governments.

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The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination. Ministry of Tourism has been following up with concerned related Central Ministries with regard to facilitation for

development of adventure tourism. As an outcome, the Government of India has given security clearance for opening of 104 additional peaks in Jammu and Kashmir

(Leh Area) subject to stipulations and clearances form State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as Adventure tourism destination.

CONCLUSION

It was a great opportunity & experience as well and I learnt lot of new things. I learnt how to communicate with clients & regional offices and how to work in a team to achieve the goals of our organization. During this training I got a chance to improve my own personality and communication skills. I came to know how to deal with different kind of people either they are clients or our colleagues

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