Chapter - III
Conceptual Framework &
Introduction to
Adventure Tourism
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CONCEPTUAL FRAME WORK AND
INTRODUCTION TO ADVENTURE TOURISM

‘God’s earth in all its fullness and beauty is for the people’
*Thomas Cook*

3.1 INTRODUCTION

Tourism today is one of the world’s fastest growing and oldest industries. As long back as in 1860 Thomas Cook, the pioneer of organized mass tourism proclaimed in England that the earth in all its fullness and beauty is for the people. With the advent of industrialization people started moving in large numbers to places away from their usual places of residence and work with a view to seek change. This trend continued until tourism became a great mass phenomenon. Many people less than a century ago considered a few hundred miles a very long and tiring journey. Today millions of people seem to enjoy the prospect of moving from one continent to another in a matter of hours. Prosperity, leisure, coupled with the quest for pleasure and recreation are the principle motivating factors which sustain the development of mass movement of people. This has in turn given rise to annual movement of a large number of people from one country to another. The force behind this phenomenon is Tourism. This tourism phenomenon has attracted almost the entire world.

3.2 HISTORICAL DEVELOPMENT OF TOURISM

Travel is an ancient phenomenon. From the very earliest historical period travel has fascinated man. Much of the travel in the beginning was largely unconscious and rather a simple affair. The cumbersome procedures that we witness in travel today were not to be found in olden days. No travel formalities existed. Travel in the distance past was not a thing of pleasure as is the case now. The traveler of the past were merchants, a pilgrim, a scholar in search of ancient texts or even a curious wayfarer looking forward to new and exciting experiences.
Trade and commerce was however the strongest force in the ancient times; it made people travel to distant lands in order to seek fortunes. Gradually, opening of the new trade routes gave a big boost to travel. Travelers from distant lands started moving about in large numbers and visited many places for the purpose of commerce. With the opening of the trade routes travel became easier and more regulated. At the market places, travelers made contact with each other resulting in increase flow of trade and commerce. Trade relations matured into cultural relations and better understanding of each other’s way of life. As civilization developed, conscious travel in order to explore and see the world began.

3.2.1 Pleasure Travel

The concept of pleasure travel can be associated with the Roman Empires. The Romans probably can be considered the first pleasure travelers. They traveled for a variety of reasons and enjoyed attractions associated with natural beauty, arts, music and the coliseum games. Travel for pleasure, religion and sports was recognized as an important past time of well to do Romans. The Roman citizen had the resources and times the two most powerful elements for travel. The Romans also traveled during holiday occasions, particularly the famous Olympic Games. Spas and seaside resorts which developed during this period may be associated with pleasure travel. The fall of the Roman Empire between A.D. 400 & AD 500 had a great impact on the development of travel. It was a great set back particularly for pleasure travel in Europe. The luxury of vacation travel almost disappeared; various facilities and resources required for the common people to travel were no longer available.

3.2.2 Religion as a motivator

Travel for religion purposes assumed significant importance. The practice of travelling for religious reasons, going on a pilgrimage for instance became a well established customs in many parts of the world. By the end of the middle ages a large numbers of pilgrims were travelling in Europe and travel again assumed an interesting character. However, it was still dominated by religious motivations. Very little actual pleasure travel was undertaken. The travel for pilgrimages was largely undertaken by foot or by boat or horse drawn coach.
Religion thus played and continues to play an overall part in travel. Till about fourteen century pilgrimage was a mass phenomenon as a very large number of people were participating in pilgrimage. Subsequently, the religious nature of travel gave away to education, learning and sightseeing. This period was called the Renaissance. The Renaissance marked the next important stage in the history of travel. It extended from about fourteenth to seventieth century. From the standpoint of tourism development, the Renaissance led travel for educational and experimental purpose as well as trade. The seventeenth and eighteenth century saw the development of the famous Grand Tour. The Grand Tour became very popular and was at its peak in the eighteenth century. Though Italy was the main destination it gradually evolved to include Germany, France, Vienna, Switzerland. The eighteenth century is conventionally considered the golden age of the Grand Tour, especially the thirty years between 1763 and 1793. The introduction of annual holiday in Europe was an important landmark which encouraged many people to undertake travel in large numbers during the eighteenth century. In the eighteenth century of annual holiday was later responsible for the extraordinary growth of tourism.

3.2.3 Modern Tourism

The Industrial Revolution commencing in the late eighteenth century created the basis for modern tourism development. Development of industrialized societies like Western Europe and North America was a direct result of industrial revolution in the west. In its wake the industrial revolution brought in tremendous changes in society. Industrialization also brought in an increase of material wealth and certain improvement in transport & communications during the second half of the nineteenth and early twentieth century. The factors like increasing need to find relief from work day routine, the city dwellers yearning for physical adventures, comforts and pleasures; and development of resorts and spas for health and relaxation produced a fertile ground for the development of pleasure traffic on a big scale. The nineteenth century saw the development of large scale pleasure zones. Along with increased travel demand came development of accommodation, resorts and related travel facilities and services. Spas and seaside resorts became popular once again in the nineteenth century.
The introduction of railways in the nineteenth century was another crucial landmark in travel history. The railways can be considered as one of the most powerful motives for mass travel in nineteenth as well as early twentieth century. The railways carried and continue to carry millions of passengers from all over the world, mostly from large urban centers. Like the railways, shipping also made significant contribution to travel during the nineteenth century; while railways were responsible for inland travel especially in Europe, the steamship crossed the boundaries and made strides in intercontinental travel.

Up to the beginning of the twentieth century, tourists traveled almost exclusively by rail and steamship. Mass production and widespread use of the automobile along with improvement of road networks in the early twentieth century further revolutionized travel. The entire shape of the tourist industry was therefore transformed by the invention of this new transport medium. The growth of the private car may be identified as a major cause of decline of the railways. The motor car gradually came to be the alternative means of transport for both short and medium range journeys. Subsequently, with the growth of a fine network of fast and super fast national and international highway systems, long journeys were also performed by motor car and motor coach.

Commercial air travel commenced in the late 1920’s but because of cost and limited passenger carrying capacities did not have much impact on tourism until later. Development of commercial jet aircraft in particular has encouraged long distance, economic travel of large number of people. The role of Air transport in the development of international tourism is becoming increasingly important. Air transport has certainly been a key factor in the growth of international tourism especially in respect of long distance and intercontinental travel. Great advances have been made in Air travel in recent years more particularly for overseas holiday making. The future of air transport is bright. Airlines will continue to play a vital role in the growth of international tourism for a long time to come.

Transport thus is the single key factor which has largely been responsible for the spurt in tourism, especially modern tourism. Tourist traffic could not have developed without the development of various medium of transport from time to time. Travel is now becoming a normal part of the lifestyles of increasing numbers of people.
3.3 TERMINOLOGY & CONCEPTS

Tourist

The principal character in the tourism phenomenon is the tourist. The origin of the word ‘tourist’ dates back to A.D. 1292. It has come from the word ‘tour’ a derivation of the Latin work ‘tor nus’, meaning a tool for describing a circle or a turner’s wheel.

Definitions

According to the International Dictionary of Tourism ‘Tour’ means a journey in English and a circulative trip in French. The term “tourist” did not come into use until the end of the eighteenth century; one of the earliest citation is from the Reversed Samuel Pegge the younger (1733-1800) who in his posthumously Published Anecdotes of English language asserts in his hyphen – fond way, that “a traveler is now-a-days called a Tourist.”

The 19th century Dictionary defines tourist as a person who travels for pleasure of travelling out of curiosity and because he has nothing better to do.

According to the Dictionaries Universal the ‘tourist’ is a person who makes a journey for the sake of curiosity, for the fun of travelling or just to tell others that he has traveled

According to Cohen, ‘A tourist is a voluntary temporary traveler, travelling in the expectation of pleasure from the novelty and change experienced or a relatively long and non-recurrent round trip.

The term ‘tourist’ in the sense of a pleasure tour is however of recent origin. In the early 19th century the term ‘tourist’ assumed a meaning of ‘one who make a tour or tours especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like.’

A tourist can be classified as:

i. **Foreign tourist:** According to the definition recommended by the ‘Committee of Statistical Experts of the League 1972, “Any person visiting a country, other than that in which he usually resides for a period of at least 24 hours.’

ii. **Domestic tourist:** ‘Any person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours
or one night for a purpose other than exercising a gainful activity and which
may be classified under one of the following headings: (i) Leisure
(recreation, holiday, health, study, religion and sport) (ii) Business, family,
mission, meeting.’

The National Tourism Resources Review Commission in the United States
developed a definition of domestic tourists as follow. ‘A tourist is one who travels
from his home for a distance of at least 50 miles (one way) for business, pleasure,
personal affairs or only other purpose except to commute to work whether he stays
overnight or returns the same day.’

According to Department of Tourism, Government of India: A domestic
tourist is a person who travels within the country to a place other than his usual
place of residence and stays at hotels or other accommodation establishments run on
commercial basis and in dharamshala for a duration of not less than 24 hours in one
night and for not more than 6 months at a time for the purpose of pleasure or
pilgrimage or business conferences and meetings or a study and health.

3.4 TOURISM

Man has been fascinated by travel and tourism from the earliest historical
period. He always has had the urge to discover the unknown to explore new and
strange places to seek changes of environment and to undergo new experiences.
Travel to achieve these ends is not new, but tourism is of a relatively modern origin.
Tourism is a phenomenon of the modern times from a simple travel of yesteryears;
this phenomenon today has become a very complex activity. However, tourism and
travel are not synonyms. All tourism involves travel but all travel is not tourism. All
tourism involves recreation but all recreation is not tourism. All tourism occurs
during leisure time but all leisure time is not given to tourist pursuits. There is a
strong link between tourism and travel. Travel refers to the spatial displacement of
people and the activities of people taking trips to places outside their residence for
any purpose except daily commuting to and from work. Travel may be undertaken
for tourism purposes or other purpose such as migration, commuting or exploring. It
includes both business and convention tourism as distinguished from ‘pure’ pleasure
tourism. Thus, travel has wider meaning and application than tourism.
Tourism is essentially a leisure activity which involves a discretionary use of time and money and recreation is often the main purpose for participation in tourism. In tourism money earned in ones normal domicile is spent in the places visited. There are two main aspects of tourism. The first is the purpose of travel or visit which expresses a particular motivation. Second, it is usually necessary to define the time element. The minimum and maximum period have to be established for a particular purpose. Thus travel for a period shorter than 24 hours may be excluded.

**Definitions**

Tourism has a number of different definitions. It is very difficult to pinpoint a definition that would give a meaningful and adequate explanation of tourism because the concept is fragmented, wide ranging and multi-dimensional. Historically, the concept of tourism was first developed in the period between the two world wars.

One of the earliest definitions of tourism was given by an Austrian economist, Herman V. Schullard in the year 1910, who defined it as “the sum total of operators mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”

The concept of tourism found expression however in a more technical definition of the Swiss Professors Hunziker and Krapf in the year 1942., they stated ‘Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.”

The tourism society in Britain had also attempted to clarify the concept and in the 1976 defined as follows, “Tourism is the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations; it includes movement for all purposes as well as day visits or excursions.”

The International Conference on leisure – Recreation – Tourism held by the AIEST– (Association of Scientific Experts in Tourism) and the Tourism Society in Cardiff, England, in the year 1981 defines tourism thus: “Tourism may be defined in terms of participation activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home”
McIntosh, Goeldner & Ritchie in 1995 defined tourism, “as a short term movement of people to places other than their normal place of residence and work, including the activities of persons travelling to and staying in locations outside their places of residence and work for not more than twelve months for the purpose: (1) Leisure (recreation, vacation, health, study, religion and sport) and (2) Business, family, mission and meeting.”

All the above definitions bring out the following distinct elements of tourism:

a) Involvement of travel by non-residents.
b) Stay of temporary nature in the area visited and
c) Stay not connected with any remuneration activity or an activity involving earning.

Tourism is therefore, a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit. It is essentially a pleasure and recreations activity in which money earned in one’s normal domicile is spent in the place visited.

### 3.5 FORMS OF TOURISM

There are three basic forms of tourism: domestic tourism, inbound tourism and outbound tourism. These can be combined in various to derive the additional form of tourism: internal tourism, national tourism and international tourism.

**Domestic Tourism**

This is the tourism of the resident visitors within the economic territory of the country. In domestic tourism, people travel from their normal domicile to other areas in their own country? No documentation, passport or visas are required. Domestic tourism involves residents of a host country travelling within the country. Tourist activity of the residents of a country within their own country which does not cross national boundaries is described a domestic or internal tourism.

Ninety percent of the world tourist movements according to WTO are domestic. Domestic tourist movements in many countries are twenty five time more than international tourist movement. Domestic tourism is a vital part of tourism industry in any country.
Inbound Tourism
This involves non-residents of a given country travelling in a host country.

Outbound Tourism
Related to the tourism of resident visitor outside the economic territory of the country of reference. It involves residents of a given country travelling to another country.

Internal tourism
Internal tourism comprises domestic plus inbound tourism, that is to say, the activities of residents’ and visitors outside the country of reference, either as part of domestic or outbound tourism trips and activities of non-resident visitors within the country of reference on inbound tourism trips.

National Tourism
National tourism comprises domestic tourism plus outbound tourism that is to say, the activities of residents visitors within and outside the country of reference, either as part of domestic or outbound tourism trips.

International Tourism
Comprising inbound tourism, related to the tourism of non-resident visitors within the economic territory of the country of reference.

3.6 SIGNIFICANCE OF TOURISM
Tourism has a great importance for mankind. It is an activity in which the money earned in one’s domicile is spent in the places visited. It is multi-dimensional activity comprising of economic and socio-cultural aspects. Thus embraces virtually all aspects of human life and society.

The economic importance of tourism has been understood only in the recent years; particularly in the latter half of the 20th century tourism has been accepted as an important catalyst for economic development. It may be rightly described as a wheel of economic prosperity. For several countries it is a major source of generating revenues, earning foreign exchange and creating employment opportunities. It is primarily because of its economic benefits that tourism has emerged as the fastest growing industry at the global level. The tourism phenomenon has attracted almost the entire world. Those responsible for managing
the affairs of nations have almost universally recognized the economic advantages of tourism. Tourism is a painless procedure for transfer of real resources from industrially capital surplus developed countries to low income developed countries. It is a very important source for maximizing scarce foreign exchange earnings for not only developing countries of the Third World but of many developed countries of the world. It contributes to the foreign exchange earnings through the influx of foreign tourist.

Tourism is also being recognized as a source of employment. It is a highly labour intensive industry offering employment to both semi-skilled and the unskilled. Being a service industry it created employment opportunities for the local population. It is a major source of income and employment for individual. Besides, providing employment to a large number of people, tourism can be the instrument of regional policy aimed at achieving an equitable balance between major industrial areas and the rest of the country. Tourism enables the wealth earned in one part of the country to the transferred in part to another.

It helps distribution of wealth. The movement of tourist from developed to less developed areas or from more developed areas to less developed areas within the same country leads to balancing the socio-economic structure through transfer of funds. Tourism is also a major socio cultural activity that provides different tourist markets cultural experiences.

As a socio cultural activity, tourism provides an opportunity to people from different geographical areas to come into contact with each other by cutting across the barriers of caste, color, language etc. and thus promote understanding among them. It broadens their outlook regarding variety of life and nature.

Besides economic benefit to a country by way of earning foreign exchange and employment generation tourism also makes a tremendous contribution to the improvement of social and political understanding. Travel in different countries foster better rapport between people of various stocks. Personal international contacts have always been an important way of spreading ideas about other cultures.

Tourism is thus an important means of promoting cultural exchanges and international cooperation. The experiences gained through travel have a profound effect upon the life of the individual as well as upon society as a whole. Travel exercises a very healthy influence on international understanding and an appreciation of other people life styles.
Tourism thus is a highly complex phenomenon. It is an important human activity of great significance. In addition to economic significance, it has socio-cultural, educational and political significance as well. As a mass phenomenon of an essentially social nature tourism can no longer be viewed as a fringe activity.

It has a great social contribution by way of bringing people together who belong to different cultural, social and economic background. It thus helps to develop international relations better understanding about different reactions and creates a feeling of natural oneness among people. It helps in the projection of the desired image of a country before the nations of the world through the touring ambassadors.

3.7 BASIC COMPONENTS OF TOURISM

Tourism does not exist in isolation. It consists of certain components. The basic components of tourism are transport, locale and accommodation. However, in addition to these three basic components, there are certain elements or ingredients which are also crucial to tourism. These elements are the fundamental attractions of tourism and include pleasing weather, scenic attraction, historical and cultural factors and amenities.

1. **Transport / Accessibility:** Accessibility is a very crucial factor as it a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. If the tourist attractions are located at places where no transport can reach and where there are inadequate transport facilities, these become of little value. Accessibility thus means existence of convenient forms of transport in terms of time, distance, good railways, airports, coach services, taxi and guide services. Easy accessibility is thus a key factor for the growth and the development for the tourist movement.

2. **Accommodation:** This is one of the most important segments of the tourist service needed at the destination. It plays an important role in the tourism development. Tourist will go the places where he can find accommodation. Accommodation is another basic component which is essential for providing food and also rest. After having reached his
destination a tourist must have some kind of accommodation which provides him food and sleep. The various types of accommodation facilities used by the tourist are hotels, supplementary accommodation, stay with friends and relatives and other private accommodation or their own means of accommodation like caravans and tents.

3. **Locale / Attraction:** The principal resource of a destination is its attraction or aggregate of attractions a country offers. These is no easy way to catalogue or analyze attractions specially when one recognizes that what may appeal to one may be of no interest to others. Thus, locale with its attraction and amenities is the most important as these are very basic to tourism. Unless, these are there, the tourist will not be motivated to go to a particular place. However, since interests and tastes of tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world. Attractions may be classified as site attractions (e.g. Scenic, natural wonders) or event attractions (e.g. Exhibition, Sporting events, Olympic, Asiad). The success of tourist destination depends on combination of unique natural beauty of a country as well as its manmade wonders. If a country has many natural and manmade attractions, it does not mean it will necessarily draw the maximum numbers of tourists. It depends on the image of the country in the minds of the people in generating markets.

### 3.8 WORLD TOURISM

Tourism is flourishing all over the world. According to experts, tourism would capture the global market and become the largest industry in the world. The economic potential of tourism development is almost unlimited and tourism is becoming an increasingly important industry on a world wide scale. The statistics and projection point to an era of unprecedented growth of tourism around the world. The World Tourism Organization statistics indicate that the tourism industry will continue to grow from strength to strength. From 70 million in the year 1960 the international tourist arrival worldwide has increased to 877 million by 2009.

World Tourism industry will look back at 2009 as one of the toughest years in history. On top of a series of political tensions and natural disasters, the industry had to face the fallout from the economic crisis and the A (H1N1) influenza
pandemic. International tourist arrivals fell by 4% in 2009 but the 2% upswing in the last quarter of the year indicates a change of trend after a drop of 10%, 7% and 2% in the first three quarters respectively. Asia, Pacific and the Middle East led recovery with growth already positive in both regions in the second half of 2009.

Boosted by improved economic conditions worldwide international tourism in 2010 recovered faster than expected from the impacts of global financial crisis and economic recession of late 2008 and 2009. In 2010 the international tourism arrival reached 935 million, up 58 million from 2009 (877 million) and 22 million more than the pre-crisis peak level of 2008 (913 million). International tourist arrival was up by almost 7% in 2010. However the recovery came at different speeds and was primarily driven by emerging economies. The vast majority of destinations worldwide posted positive figures, sufficient to offset recent losses or bring them close to this target. While all regions posted positive growth in international tourism arrival, emerging economies remain the main drivers of this recovery. This multispeed recovery, lower in advanced economies of the broader global situation is set to dominate 2011 and the foreseeable future.

Following a year of global recovery in 2010, growth is expected to continue for the tourism sector in 2011 but at a slower pace. UNWTO forecast international tourism arrival to grow at between 4% to 5% in 2011, a rate slightly above the long term average.

So far, the growth of international tourism arrival is very much in line with the initial forecast issued by UNWTO at the beginning of 2011. International tourism grew by almost 5% in the first half of 2011 totaling a new record of 440 million arrivals. All world regions showed positive trends with the exception of Middle East and North Africa. Destination such as Egypt, Tunisia and Japan are also seeing a decline in tourism. This set back could be on account of the impact of development in the Middle East, and North Africa, as well the tragic events in Japan which are temporarily affecting tourist flows to these nations. Nonetheless some destinations in the Middle East have shown particularly positive results, such as Saudi Arabia and Dubai demonstrating dynamism of the sector in the region.

According to World trade Organization projections, international tourist arrivals are forecasted to reach 1.8 billion by 2030. International tourism will continue to grow during the 2011 - 2030, but at a more moderate pace than the past decades, with the number of international tourist arrivals worldwide increasing by an
average 3.3% a year. Emerging economies of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will continue to gain market share. By 2015, emerging economies will receive more international tourist than advanced economies and by 2030 their share is expected to reach 58%. By 2030, North East Asia will the most visited sub region in the world representing 16% of total arrival and taking over from Southern and Mediterranean Europe, with a 15% share in 2030.

Global market trends indicate the long overhaul travel, neighboring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritual, ecotourism, sports and adventure tourism, coastal tourism and cruise tourism are a few emerging area of tourism interest. World tourist arrivals in Asia are likely to grow faster than arrival in Europe and the Asian market share of world tourism would steadily increase until 2020. The shift in key trends thus represents greater opportunities for developing economies. It also creates avenues to develop niche areas such as coastal tourism, medical tourism, rural tourism and adventure tourism to enhance the tourist value of destination.

Given the above factors, robust growth in tourism is likely to continue in the coming years. Worldwide long distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of tourism’s contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intra regional cooperation, and growing number of Public-Private-Partnership are seen as the key drivers for tourism in the next decade.

### 3.9 TOURISM IN INDIA

India is a land of spectacular landscape, enchanting coast line, colourful season, wildlife paradise, aesthetic and exquisite traditions of architecture and land of rich music and dances. India is a land of great cultural heritage, ancient wonders, fabulous treasures, exotic and utility handicrafts, secluded serene, beautiful virgin natural beauty and above all a land of myth, magic and miracles. India’s glorious traditions and rich cultural heritage are linked with the development of tourism. Its magnificent monuments attract large number of visitors from all over the world.
Besides, its cultural heritage, India has a exceptionally varied climate ranging from extreme cold in high altitudes to the hot summers in the plains. The wealth of cultural traditions extending over thousands of years, the natural surroundings the architectural masterpieces, the music, dance, paintings, customs and languages all go to make India a tourist paradise. Few countries in the world provide such varied interest to visitors.

Multifaceted and multilingual in nature, India offers a huge array of tourist places to be explored. The shades of the nation compose of a number of communities, religions, and races. As a result, the tourist attractions in India are varied and numerous in nature. Each corner of the city exhibits a unique flavor reflecting its past and its ideology in the process. India is a large country and accordingly is divided into many states. Each of these forms the various tourist attractions of India.

**North Zone**

The vast expanses of the North Indian Territory present one of the world’s most widespread and fertile lands, comprising the alluvial soil deposited in the form of fine silt by the rivers. Lying towards the south of the Himalayas, the northern plains comprise the Indus basin, the Ganga-Brahmaputra basin. Uttar Pradesh, Jammu & Kashmir, Uttarakhand, Himachal Pradesh, Punjab, Haryana, Rajasthan, Madhya Pradesh and Chattisgarh are the states that form the North zone. Some of the striking tourist destinations of India in the North zone are the Taj Mahal, Hawa Mahal, Jama Masjid, Dal Lake, Jaisalmer Fort, Agra Fort, Qutub Minar and Corbett National Park.

**East Zone**

The east zone of India is composed of states like Orissa, West Bengal, Bihar, Jharkhand, Assam, Sikkim, Arunachal Pradesh, Nagaland, Tripura, Manipur, Mizoram and Meghalaya. The natural beauty ranges from the snow capped mountains of Arunachal Pradesh to Assam’s Brahmaputra and the Barak river valleys; from the hilly terrain of Meghalaya, full of dense forests to the mountainous state of Nagaland; from the fertile plateaus of Orissa to the loamy plains of West Bengal. The various tourist attractions in this region broadly include Konark temples, Sundarbans, Bodh Gaya, Rajgir, etc.
West Zone

Comprising the states of Gujarat, Maharashtra, Daman & Diu, and Goa, the western region is one of the most traveled tourist zones of India. Located along the blue waters of the Arabian Sea, all of these states offer primarily coastal beauties of beaches and sea shores. Gujarat, one of the most important states, houses some of the most impressive architectural works of art, like the Somnath Temple and the Dwarkadhish Temple. Gir Wildlife Sanctuary is another favorite site for the tourists. Ajanta and Ellora Caves and Mahabaleshwar in Maharashtra are some of the striking tourist destinations in India. Goa, another chosen tourist spot in the western area, offers magnificent beaches of Dona Paula and Calangute.

South Zone

One of the major tourist zones of India, the South zone includes the states of Tamil Nadu, Kerala, Andhra Pradesh, Karnataka, Lakshadweep and Andaman and Nicobar islands. A region consisting of the Great Plateau of Peninsular India, which in turn, is divided into two parts, - the Malwa Plateau and the Deccan Plateau. The backwaters of Kerala, the wildlife sanctuaries of the Nilgiris, and exotic beaches of Kerala, Tamil Nadu, Pondicherry, Andaman & Nicobar, and Lakshadweep are some of the prime tourist attractions here. Among the architectural specimens, the Meenakshi Temple, Khajuraho Temples, the Tirupati Temple hold great tourism significance.

Tourism in India has received a major boost in the past decade since the Indian Government realized the great potential of tourism of India. Tourism of India has grown by leaps and bounds with a great influx of tourists from throughout the world who have been irresistibly attractive to the travelers.

India has the right tourism potential and attractions to captivate all types of tourists whether it is adventurous tour, cultural exploration, pilgrimages, visit to the beautiful beaches or to the scenic mountain resorts, Tourism of India has it all for you.
3.10 GROWTH OF TOURISM IN INDIA

According to the Ministry of Tourism, there has been an impressive growth in foreign tourist arrival in the recent years. India’s share in international tourist arrivals was 0.34 per cent in 2002 and increased to 0.59 percent in the year 2009 and thus acquiring the 41st rank in world share of foreign arrival and 11th in Asia and Pacific in terms of foreign tourist travel arrival in the world.

Table 3.10 Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>International Tourist Arrivals (in Millions)</th>
<th>FTAs in India (in Million)</th>
<th>Percentage (%) share and rank of India in World</th>
<th>Percentage (%) share and rank of India in Asia and the Pacific</th>
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<td>World</td>
<td>Asia and the Pacific</td>
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<td>Rank</td>
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<td>2007</td>
<td>894.0</td>
<td>182.0</td>
<td>5.08</td>
<td>0.57</td>
</tr>
<tr>
<td>2008</td>
<td>917.0</td>
<td>184.1</td>
<td>5.28</td>
<td>0.58</td>
</tr>
<tr>
<td>2009</td>
<td>882.0</td>
<td>180.9</td>
<td>5.17</td>
<td>0.59</td>
</tr>
<tr>
<td>2010</td>
<td>940.0</td>
<td>203.8</td>
<td>5.58</td>
<td>0.59</td>
</tr>
<tr>
<td>(P)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P: Provisional

Source: (i) UNWTO Tourism Market Trends 2007 Edition, for the year’s up to 2005
(ii) UNWTO Barometer June 2010 for 2006 and January 2011 for 2007
3.10.1 Foreign Tourist Arrivals

The World Travel and Tourism Council have identified India as one of the foremost growth centres in the world in the coming decade. Domestic tourism is estimated to be much higher than international tourism and also has been rising rapidly. A total of 5.58 million tourist visited India in the year 2010 indicating a growth rate at 10.9 percent.

Table 3.10.1 Foreign Tourist Arrivals (FTAs) in India, 1997 – 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>FTAs in India (In million)</th>
<th>Percentage (%) change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>2.37</td>
<td>3.8</td>
</tr>
<tr>
<td>1998</td>
<td>2.36</td>
<td>-0.7</td>
</tr>
<tr>
<td>1999</td>
<td>2.48</td>
<td>5.2</td>
</tr>
<tr>
<td>2000</td>
<td>2.65</td>
<td>6.7</td>
</tr>
<tr>
<td>2001</td>
<td>2.54</td>
<td>-4.2</td>
</tr>
<tr>
<td>2002</td>
<td>2.38</td>
<td>-6.0</td>
</tr>
<tr>
<td>2003</td>
<td>2.73</td>
<td>14.3</td>
</tr>
<tr>
<td>2004</td>
<td>3.46</td>
<td>26.8</td>
</tr>
<tr>
<td>2005</td>
<td>3.92</td>
<td>13.3</td>
</tr>
<tr>
<td>2006</td>
<td>4.45</td>
<td>13.5</td>
</tr>
<tr>
<td>2007</td>
<td>5.08</td>
<td>14.3</td>
</tr>
<tr>
<td>2008</td>
<td>5.28</td>
<td>4.0</td>
</tr>
<tr>
<td>2009</td>
<td>5.17</td>
<td>-2.2</td>
</tr>
<tr>
<td>2010</td>
<td>5.58</td>
<td>8.1</td>
</tr>
<tr>
<td>2011 (Jan – June (P))</td>
<td>2.92</td>
<td>10.9 @</td>
</tr>
</tbody>
</table>

(P) Provisional, @ Growth rate over Jan-June, 2010
Source: (i) Bureau of Immigration, Govt. of India, for 1997-2009
(ii) Ministry of Tourism, Govt. of India, for 2010 & 2011

Graph 3.10.1 Foreign Tourist Arrivals (FTAs) in India, 1997-2011
3.10.2 Foreign Exchange Earnings

Tourism is a priority sector in our economy accounting for around 5.8% of India’s GDP. It is the third largest foreign exchange earner and has one of the highest employment ratios. The foreign exchange earnings through tourism in India was 3460 US million dollars in 2000 which has increased to 14193 US million dollars in the year 2010.

Table 3.10.2 Foreign Exchange Earnings (FEE) (in US$ Million) From Tourism In India, 1997 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>FEE from Tourism in India (in US$ Million)</th>
<th>Percentage (%) change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>2889</td>
<td>2.0</td>
</tr>
<tr>
<td>1998</td>
<td>2948</td>
<td>2.0</td>
</tr>
<tr>
<td>1999</td>
<td>3009</td>
<td>2.1</td>
</tr>
<tr>
<td>2000</td>
<td>3460</td>
<td>15.0</td>
</tr>
<tr>
<td>2001</td>
<td>3198</td>
<td>-7.6</td>
</tr>
<tr>
<td>2002</td>
<td>3103</td>
<td>-3.0</td>
</tr>
<tr>
<td>2003</td>
<td>4463</td>
<td>43.8</td>
</tr>
<tr>
<td>2004</td>
<td>6170</td>
<td>38.2</td>
</tr>
<tr>
<td>2005</td>
<td>7493</td>
<td>21.4</td>
</tr>
<tr>
<td>2006</td>
<td>8634</td>
<td>15.2</td>
</tr>
<tr>
<td>2007</td>
<td>10729</td>
<td>24.3</td>
</tr>
<tr>
<td>2008</td>
<td>11832</td>
<td>10.3</td>
</tr>
<tr>
<td>2009 #</td>
<td>11394</td>
<td>-3.7</td>
</tr>
<tr>
<td>2010 #</td>
<td>14193</td>
<td>24.6</td>
</tr>
<tr>
<td>2011 # (Jan – June)</td>
<td>7811</td>
<td>14.2 @</td>
</tr>
</tbody>
</table>

# Advance Estimates, (a) Growth Rate over Jan-June, 2010
Source: (i) Reserve Bank of India, for 1997 to 2008
(ii) Ministry of Tourism, Govt. of India, for 2009, 2010 & 2011

63
The foreign exchange earnings through tourism in India was 15626 crore rupees in 2000 which has increased to 64889 crore rupees in 2010.

Table 3.10.3 Foreign Exchange Earnings (FEE) (in Rs. Crore) From Tourism In India, 1997 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>FEE from Tourism in India (in Rs. Crore)</th>
<th>Percentage (%) change over the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>10511</td>
<td>4.6</td>
</tr>
<tr>
<td>1998</td>
<td>12150</td>
<td>15.6</td>
</tr>
<tr>
<td>1999</td>
<td>12951</td>
<td>6.6</td>
</tr>
<tr>
<td>2000</td>
<td>15626</td>
<td>20.7</td>
</tr>
<tr>
<td>2001</td>
<td>15083</td>
<td>-3.5</td>
</tr>
<tr>
<td>2002</td>
<td>15064</td>
<td>-0.1</td>
</tr>
<tr>
<td>2003</td>
<td>20729</td>
<td>37.6</td>
</tr>
<tr>
<td>2004</td>
<td>27944</td>
<td>34.8</td>
</tr>
<tr>
<td>2005</td>
<td>33123</td>
<td>18.5</td>
</tr>
<tr>
<td>2006</td>
<td>39025</td>
<td>17.8</td>
</tr>
<tr>
<td>2007</td>
<td>44360</td>
<td>13.7</td>
</tr>
<tr>
<td>2008</td>
<td>51294</td>
<td>15.6</td>
</tr>
<tr>
<td>2009 #</td>
<td>54960</td>
<td>7.1</td>
</tr>
<tr>
<td>2010 #</td>
<td>64889</td>
<td>18.1</td>
</tr>
<tr>
<td>2011 # (Jan – June )</td>
<td>35163</td>
<td>12.1 @</td>
</tr>
</tbody>
</table>

# Advance Estimates, (a) Growth Rate over Jan-June, 2010

Source: (i) Reserve Bank of India, for 1997 to 2008
(ii)Ministry of Tourism, Govt. of India
3.10.4 Source Countries for Foreign Tourist Arrivals

The major source markets for India during the year 2010 are USA, UK, Bangladesh, Canada, Germany, Sri Lanka, France, Japan, Australia and Malaysia. It is clear from the Table 3.10.4 that large chunk of tourist visiting India come from USA and UK. This indicates that India is dominated by visitors from developed countries, but there is large scope to increase tourism from developing countries and developed countries.

Table 3.10.4 Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India in 2010

<table>
<thead>
<tr>
<th>S. No</th>
<th>Source Country</th>
<th>FTAs (in Million) (P)</th>
<th>Percentage (%)share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>0.916</td>
<td>16.40</td>
</tr>
<tr>
<td>2</td>
<td>UK</td>
<td>0.755</td>
<td>13.52</td>
</tr>
<tr>
<td>3</td>
<td>Bangladesh</td>
<td>0.381</td>
<td>6.82</td>
</tr>
<tr>
<td>4</td>
<td>Canada</td>
<td>0.240</td>
<td>4.30</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>0.224</td>
<td>4.01</td>
</tr>
<tr>
<td>6</td>
<td>Sri Lanka</td>
<td>0.219</td>
<td>3.92</td>
</tr>
<tr>
<td>7</td>
<td>France</td>
<td>0.218</td>
<td>3.90</td>
</tr>
<tr>
<td>8</td>
<td>Japan</td>
<td>0.165</td>
<td>2.95</td>
</tr>
<tr>
<td>9</td>
<td>Australia</td>
<td>0.164</td>
<td>2.94</td>
</tr>
<tr>
<td>10</td>
<td>Malaysia</td>
<td>0.160</td>
<td>2.87</td>
</tr>
<tr>
<td></td>
<td>Total of top 100 Countries</td>
<td>3.442</td>
<td>61.64</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>2.142</td>
<td>38.36</td>
</tr>
<tr>
<td></td>
<td>All Countries</td>
<td>5.584</td>
<td>100.00</td>
</tr>
</tbody>
</table>

(P): Provisional
Source: - Bureau of Immigration, Govt. of India
It will not be an exaggeration to claim that today tourism in India has acquired a very prominent status in the global socio-economic system. This turnaround is the result of several factors such as Government of India’s “Incredible India” campaign, high visibility afforded to India by its economic success, the tourism industry’s constant search for new destinations, and to some extent improvement in infrastructure in specific areas such as better air connectivity of smaller and remote destinations.

3.11 TYPES OF TOURISM

India is a vast country. It is one of the most sought after tourism destinations in South Asia. It offers a variety of tourism options to explore. Tourism in India lets one explore different tourism options which will surely fascinate visitors to this country.

All types of tourism in India project India as the ultimate tourism spot. The reason why India has been doing well in all types of tourism is that India is a multilingual, multicultural, and multi-religious with tremendous geographical diversity, hospitality, uniqueness and charm. Some popular tourism options available in this country.
Religious or Pilgrim Tourism

India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourist in India for pilgrimage are Vaishno Devi, Golden Temple, Char Dham, Mathura, Vrindavan, Haridwar, Badrinath, Kedarnath, Varanasi, Gangotri, Rishikesh, Bodh Gaya, Ajmer and Old Goa. These pilgrimage destinations have kept alive the religious sentiments of the people where lakhs of pilgrim from all over the world make their religious tourism every year.

Heritage Tourism

India has always been famous for its rich heritage and ancient cultural diversity with glorious past which attract millions of tourist each year. India’s rich heritage is amply reflected in various temples, palaces, monuments and forts that can be found everywhere in the country. The most popular heritage tourist destinations in India are, Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram and Madurai in Tamilnadu, and Lucknow in Uttar Pradesh. The most famous heritage sites in Delhi are the Red Fort, Jama Masjid, Humayun’s Tomb and Tughlaqabad Fort.

Wildlife Tourism

India has a rich forest cover which has some beautiful and exotic species of wildlife species of which some are even endangered and very rare. This has boosted wildlife tourism in India. Some of the famous wildlife tourist attractions are of India, Corbett National Park, Rathambore National Park, Sariska Wild Life Sanctuary, Bharatpur Bird Sanctuary, Sunderbans Wild life Park, etc.

Beach tourism

India is also known for having some of the finest beaches in the world. Beaches in India provide the most perfect destination of sun, sand and sea and surf that is hard to resist for any beach lover. Almost in every part of the Indian subcontinent, one can enjoy beach holiday. Some famous beaches in India are, Mahabalipuram Beach, Tamil Nadu, Ganapatiphule beach, Maharashtra, Porbandar beach in Gujarat, Puri beach in Orissa, Digha beach in West Bengal, beaches of
Andaman and Nicobar Islands, Daman and Diu beaches. Kerala and Goa are two beautiful Indian states which are especially known for beaches.

**Cultural Tourism**

India is widely acclaimed for its rich culture, tradition and cultural heritage. Travelers from all over the world come to India to experience the rich culture & tradition of India. Various fairs and festivals are celebrated in this country are showcase of India’s rich culture & tradition. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination. Travelers can also visit and explore many historical and world heritage sites on their India tour. Taj Mahal, Ajanta & Ellora Caves, Elephanta Caves, Mahabodhi Temple, Red Fort, India Gate, Gateway of India, Humayun’s Tomb, Akshardham Temple, Lotus Temple, Meenakshi Temple, Fort Kochi, etc are some of popular cultural heritage attractions of incredible India tourism.

**Ayurveda and Meditation Tourism**

Ayurveda and meditation originated in India some 6000 years ago is the natural way of cure for body, mind and soul. Today, Ayurveda and Meditation has become the first preference of every person all over the world for not only its curing capacity but also for it does not have any side effects, if taken under proper guidance. Tourist can visit both North India as well as South India for Meditation and Ayurvedic treatment. Kerala in South India has innumerable places for Ayurveda and Meditation treatment centres. North India’s prestigious institutes of Ayurveda and Meditation are set amidst the natural surrounding giving its visitors enough space to breathe in the Natural atmosphere.

**Eco tourism**

Ecotourism entails the sustainable preservation of a naturally endowed area or region while making sure not to damage the ecological balance. Places such as Kerala, Lakhsadweep Islands, the Himalayan Region, North-East India and Andaman and Nicobar Islands are some destinations in India where tourist can participate in Ecotourism related activities.
Medical Tourism

The country boasts of an emerging health care sector marked by highly rated, technologically advanced private healthcare system. Medical tourists from all over the world have been thronging to India to avail themselves of cost-effective but superior quality health care in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top quality health care at a fraction of what it would have cost in developed nations such as USA and UK.

Adventure Tourism

The scope for adventure tourism in India is endless because the country has a rich diversity in terms of climate and topography. With its lofty mountains, thick forests and vast desert India offers lots of adventure opportunities to adventure enthusiasts. Travelers can enjoy lots of mountain adventure activities in Himalayan region, destinations like Ladakh, Manali, Shimla, Darjeeling, Sikkim, etc. Travelers can also enjoy here desert adventure exploring vast desert of Thar in Rajasthan. Andaman & Nicobar and Goa are very popular among adventure enthusiasts especially for offering various water sports.

3.12 ADVENTURE TOURISM

Nearly two and a half decade ago, adventure tourism was considered as a ‘luxury good’ which was available to elite class or rich people who have sufficient time and money at their disposal. Today at the end of the 20th century, tourism in general and adventure tourism in particular is becoming available to everyone in the developed World and very much on the increase in the developing world. Adventure tourism is rapidly growing in popularity as more tourists seek different kinds of vacations.

Adventure tourism is any activity close to nature that is undertaken by someone who departs from known surroundings to encounter unfamiliar places and people. It generally takes place in an unusual exotic, remote or wilder nest setting. Adventure tourism is a type of tourism involving exploration or travel to remote, exotic and possible areas where the traveler should ‘expect the unexpected’. According to the US based Adventure Travel 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 tourism gains much excitement as it allows participants to step 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 (real or perceived) and/or physical danger.

Three elements distinguish adventure tourism from other types of nature-based tourism. First, adventure tourism as implied by the name contains an element of risk. Second, a certain amount of skills is generally required to carry out the activity in a way that does not endanger the participants. Third, Adventure tourism involves higher levels of physical exertion.

Adventure Tourism is usually, although not exclusively associated with natural environment. The natural environment offers a venue that provides a suitable level of challenge to the participants, thus allowing them to achieve the desired level of thrill or excitement. One common way of classifying adventure tourism, aside from the specific activities pursued, is along a continuum from ‘soft’ to ‘hard’ adventure, wherein the levels of risk, skill and exertion vary from minimum to maximum level. Thus the adventure tourism market is generally split into two categories hard and soft.

Hard adventure requires some experience and proficiency in the activity prior to the tourism experience, whereas soft adventure does not require previous experience. Hard adventure participants thrive when exposed to activities with high levels of risk, requiring intense commitment and advance skills. They are more likely to engage in physical as well as mentally challenging outdoor activities that demand a lot of previous experience and high level of competence. Hard adventure participants procure their ‘adrenaline rush’ from taking risks, sometimes they can control these risks because of the level of experience they have and other times they cannot. Hard adventure tourist thrives from the elements of challenge, danger and risks that contribute towards their adventure. Activities that can be categorized as hard adventure are mountaineering, sea kayaking, canyoning.

Soft adventure participants usually take part in activities’ with a perceived risk but low level of risk requiring minimal commitment and beginning skills’. These tourists are usually novices in the realm of adventure, and enjoy ‘safe’ activities that necessitate limited or no previous experience for e.g. Bird watching,
whale watching, hiking, cycling etc. Soft adventurers are motivated by self discovery, the need to escape from routine urban life and experience new environment, the potential excitement, novelty and the opportunity to socialize in a controlled environment. Soft adventure activities appeal to a large proportion of people than hard adventure. Becoming a truly hard adventurer is a challenging process requiring the participants to have a lot experience and nerve in the activity pursued.

3.13 CORE CHARACTERISTICS OF ADVENTURE TOURISM

The points below summarize the core characteristics of adventure tourism. Many of these qualities are interrelated and interdependent. Any of these qualities taken alone do not make an adventure. However, when they are all present we believe an adventure is more or less guaranteed.

Uncertain outcomes

One of the most fundamental characteristics of adventure is that the outcome is uncertain. The absence of a guaranteed conclusion to the experience helps suitable excitement and commitment in the participant. Uncertainty is one of the factors that set up a challenge, and it can be created in a number of ways. The presence of danger, which in turn creates risks, ensures the outcome is not predictable. Uncertainty can also be created by novelty of doing something that is new and unfamiliar. It is not surprising that adventurers might feel a little bit of trepidation as part of the complex array of emotions that adventure conjures up.

Danger and Risks

Danger and risk are closely associated with uncertainty. Uncertainty itself creates a sense of risk, and risk bolsters uncertainty. Risks involve people exposing themselves to danger. The risks could be damage to physical wellbeing (through humiliation, embarrassment, loss of confidence or loss of friendship). Danger resides in many situations, and not always in such obvious form as a strong undercurrent or icy ridge. The ability to tolerate or perhaps even enjoy risk varies between individuals. The same set of circumstances produce excitement in one individual and fear in another. The perception of the likelihood of a risk being realized, and assessment of it consequences, also varies between individuals. The extremely personal nature of risk perception affects an individual’s perception of what
constitutes an adventurous experience. As might be expected, given its association with uncertainty of outcome, there is a general consensus that adventure involves risk, and risk is frequently indentified as one of the defining characteristics of adventure.

**Challenge**

Factors such as uncertainty of outcome, danger and the expectation of having to cope with difficult circumstances all combine to create a challenge. This challenge can be on an intellectual, moral spiritual, emotional or physical nature. The degree of challenge affects the intensity of the adventure experience, creating a continuum from extremely adventurous to mildly adventurous. Challenge is not only dependent upon the level of danger, but also upon the skills and abilities of the participants. The skills could be physical or technical skills, or personal attributes such as self reliance. If the level of danger is low and the level of technical and personal skills is high, then the experience might be described as play-easy and enjoyable. At the other end of the scale, where the nature of the activity far exceeds the skills of the participants, the experience is straying into the realm of misadventure, or even disaster and tragedy. Not only must the challenge must be within the capacity of the participants but just as importantly, there must also be some expectation (on the part of the participants themselves) that they can meet or overcome the challenge. If an experience is to be anticipated as an adventure, there has to be a glimmer of optimism and a feeling that success is possible. Thus the concept of adventure is highly dependent on mental and psychological factor.

**Anticipated rewards**

There is an expectation among adventurers that they will benefit from their experience, and that there will be some intrinsic reward. Adventurers are to a large degree inner directed and self motivated. Sometimes there is a specific goal or driving imperative associated with adventure, but failure to achieve the original goal or mission is not necessarily an obstacle to achieve a sense of reward. The sense of satisfaction that comes from ‘giving it a good try’ will be enough for participants. The achievement may also be something intangible, such as a sense of fulfillment or a peak experience.

**Novelty**

Adventure involves an element of doing or experiencing something new. Novelty can be a major part of the adventure experience in cases where almost
everything is new or fresh, or it may be subtle twist, perhaps involving extension or development of previous experience. Travel offers plentiful opportunities for exposure to new things; this is one of the reasons why travel or tourism makes and excellent vehicle for an adventurous experience. This means most travelers are seeking an element of adventure in their travel experience.

Stimulation and Excitement

Adventure is a stimulating and intense experience. During an adventure people are exposed to environments and situations that stimulate the sense, the emotions, the intellect and the body’s physiology. Adventurers experience a heightened awareness and a sense of immediacy and aliveness. Sometimes this heightened sense of awareness is brought on by the adrenaline rush that accompanies moments of great absorption and claim. High levels of stimulation create excitement, but the exact level of stimulation required to reach a state of excitement varies from individual to individual. What creates excitement in one person creates agitation in another. This is an example of the subjective nature of adventure.

Escapism and Separation

The stimulation and intensity associated with adventure also contributes to removing the experience a step or two form the routine of everyday life, and giving it special significance that allows it to be identified as a specific and significant event. The element of novelty also contributes to a sense of escapism. Exotic surrounding, new activities or unconventional social norms give an opportunity to enter into a parallel universe where priorities can be different.

Exploration and Discovery:

Exploration and discovery are core components of the adventure process. The increased knowledge and self awareness that accompanies the discovery of new places, cultures and skills forms one of their rewards. The ‘Journey of discovery’ that is associated with adventure works in a number of contexts. Many adventure tourism experiences incorporate a physical journey over time and distance, echoing the journeys of early explorers. However, the journey of discovery could just as well refer to the mental, emotional or spiritual progress derived from experience.

Absorption and Focus

There are a number of mental and emotional states that are induced during an adventure, and these include absorption and concentration. A challenge requires
concentrated application of skill or effort. There are generally periods of intense focus during an adventure.

**Contrasting Emotions**

Adventure is an emotional experience. Often people have invested a certain amount of emotional and mental energy before the active part of experience begins for example, in dreaming, worrying, hoping, or building confidence. This pre-event part of adventure process helps develop its committing nature. The uncertainty and risks and the sheer difficulty of some parts of experience, means that most people go through waves of contrasting emotions - like terror and elation, joy and despair, anxiety and pleasure. Adventure can be a bit of a roller coaster ride and this is to be expected. Again the absence of contrasting emotions is telling-could an experience that was simply pure fun and joy be a true adventure.

### 3.14 GLOBAL SCENARIO OF ADVENTURE TOURISM

Without doubt tourism is an increasingly important activity. However, as the industry has grown it has also become much more diverse and complicated than it was in the 1970’s and 1980’s. Traditionally patterns of long holidays are being replaced with more frequent and shorter lengths of stay. Activities have been modified, with greater interest in learning something new and individually rather than in the simple mass standardization of products. Many new opportunities for travel and new destination have been brought into the tourism sector.

Adventure tourism is one of the largest sectors of the world tourism industry showing some of the highest growth rate. A study conducted estimates that consumers worldwide spent more than $89 billion (excluding air fare and gear or clothing purchase) on adventure travel in 2009. This growth in adventure tourism is good news for both the private and public sectors including Governments, state or national tourism offices, tour operators and gear and apparel manufacturers.

Among developed countries Iceland, New Zealand, Australia has long been top destinations for adventure travelers. In developing countries Chile and Botswana have been favorites for a long time. Most important is the emergence of Eastern European countries as increasingly viable options in adventure tourism and are gaining reputation for hiking, backpacking and paddling destinations with amazing scenery and fantastic cultures to explore.
According to ATDI (Adventure Tourism Development Index) 2009, the top ten developing countries in adventure tourism are Slovakia at number one position, followed by Israel. The other nations featuring in the top ten developing nations are, Czech Republic, Estonia, Slovenia, Chile, Bulgaria, Latvia, Botswana and Lithuania. The top ten developed countries in adventure travel are Iceland, Switzerland, New Zealand, United Kingdom, Australia, Luxemburg, Denmark, Ireland, Germany and Spain.

Israel offer adventure activities such as scuba diving, hand gliding, camel safari, skiing. Czech Republic offers adventure activities such as cycling, various water sports, fishing and hiking, Estonia offers ideal opportunities for hiking, camping and observing wildlife in a quiet atmosphere. Tourism in Chile is steadily growing because of a wide range of activities including exploration tours in the Atacama Desert or hiking in Patagonia. Bulgaria offers a large variety of activities in its seaside resorts such as swimming, sailing, diving, as well as in the winter resorts. Bulgarian mountains also lure numerous hikers. Latvia is an ideal place for observing wild life such deer, moose, lynx, bear, and fox.

Many organizations and companies worldwide cater to adventure clientele. Some of the prominent adventure activities in the world are whale watching, river Trekking, Rafting, white water canoeing, tubing, kite tubing and snow tubing, watercraft paddling, kayaking, dragon boating, mountaineering, mountain biking and many more. Different regions of the world are associated with particular types of adventure tourism. An individual country can also include a wide variety of different types of adventure activities. This reveals that the potential international market for adventure tourism is huge.

3.15 ADVENTURE TOURISM IN INDIA

Tourism development in India had been targeted towards promoting India as a cultural destination. However, it is now recognized that there is a large international segment of tourist interested in adventure tourism. It has become one of the most vital sources of earning revenue for meeting development needs. The vast geographical diversity not only provides a huge scope for adventure tourist it is also relatively unframed into and comparatively inexpensive too.
In India there is endless challenge to man’s courage and his spirit of adventure. India presents an unforgettable experience for adventure tourist with its new vistas and endless variety. Thus India the land yet unexplored can easily be the new millenniums adventure tourism destination.

India has great beauty ranging from the daunting Himalayan peaks in the North to the azure coastal areas on the South, from the rain forest of the North East to the coral paradise in the South West. It also has a multitude of rivers and lakes and wide deserts which are considered as sine-qua-non of adventure tourism. Its vast geographical diversity and the pristine nature of its facilities enables all tastes to be catered, from the gentlest to the fast paced and for people of every level of competence-the beginner and expert.

Since the mid 70’s there has been a major growth and development of adventure tourism in India in general and North India in particular. Adventure tourism is growing rapidly. Though on the international tourism front, the segment of adventure tourism in India is attracting relatively less traffic the trend is depicting increased demand for adventure tourism year on year with the development of facilities and greater awareness about it.

Still at a nascent stage in India it has been identified as a segment with great potential and the Ministry of Tourism and various state governments are making it their thrust area. Activity based tourism is gaining prominence worldwide, and increasingly travelers are deciding what activities they want to do and choosing their destinations accordingly. The `push’ (personal motivation) factor is getting stronger than the `pull’ (destination attraction) factor. Adventure travel or tourism, a major part of activity-based tourism globally has been segmented into extreme adventure and soft adventure activities.

Adventure tourism in India is still at a nascent stage of development but the country has huge potential and the segment is now becoming a point of focus with the Ministry of Tourism and various state tourism boards. Soft adventure is rapidly gaining popularity in India and is valued at approximately Rs 300 crore according to the Adventure Tour Operators Association of India (ATOI). There are a number of tour operators who have made this niche segment as their sole business and their numbers are proliferating by the day. According to an analysis by industry chamber, PHDCII, adventure tourism is growing at 20 per cent and will emerge as one of the biggest foreign exchange earners generating US $20 billion (Rs 90,000) crores by
2010, provided proper policy initiatives are undertaken by state governments. The analysis further underlined that with improved and enhanced infrastructure and connectivity at adventurous spots, India could achieve the target of 5,000,000 tourists’ arrivals per year in the coming years.

The adventure tour operators in India are offering a wide range of activities like white water river rafting, trekking and mountaineering, wildlife safari and desert safari, skiing, hot air ballooning, paragliding, scuba diving etc. Adventure tourism is a profitable option for these tour operators as clients are willing to live under the most basic conditions but end up paying top dollar for the tour operator’s expertise and the activity. According to Akshay Kumar, general manager, operations, Mercury Himalayan Explorations (MHE), while Indians are slowly taking to adventure activities, the segment has a huge potential in inbound travel. Though seasonal and not high volume, it is a segment with high yield. The prime reason for increase in adventure tourism is the growth in youth tourism which has been identified as one of the largest segments of global and domestic tourism. These young travelers are the major contributors to adventure tourism revenue. Thus adventure tourism is a sizeable market with potential for significant economic growth opportunities. The 10 of the most popular adventure activities in India are Trekking and Mountaineering White Water Rafting and Kayaking, Paragliding, Water Sports, Motorcycle Touring, Auto Rickshaw Rampaging, Camel and Yak Safaris, Mountain Biking, Heli Skiing and Hot Air Ballooning.

India encompasses a diverse gamut of locations offering various adventure sports such as river rafting, trekking and others. As adventure tourism grows more and more options are made available for tourists. The trans-Himalayan region of Ladakh (Jammu & Kashmir) offers a number of adventure sports for adventure lovers in India, contributing a lot towards the state tourism. Jeep safari in Ladakh is one of the most liked and done adventure sports for tourists. Ladakh tourism also offers some of the most wonderful treks in the Nubra Valley and the Markha Valley. Wildlife safari and camping are also much popular with tourists coming to Ladakh. Uttarakhand State is blessed with bountiful supplies of nature and offers a number of exciting adventure sports. Trekking, river rafting, camping, wildlife safari and angling are much liked adventure sports in the state. The ranges of the Northern Himalayas have contributed immensely towards Indian adventure tourism. These ranges have always been and are some of the best places to indulge in a variety of
adventure sports in India. There are a variety of scenic locales available in these
areas adding much to your experience. For example, you can enjoy trekking in
mountain villages, valleys, meadows and around rivers and lakes and the sport of
golfing, ice skating and skiing also adds to the Indian tourism potential. The state
tourism of Rajasthan offers jeep safari across the Thar Desert and up to the dunes
undertaking a jeep safari across the desert, camping in the Thar, visiting desert
villages and interacting with locals will only make your adventure experience richer.
Adventure Sports like Rock Climbing, Trekking, River Rafting, and Parasailing are
popular in Haryana. Rafting and angling are the other adventure sports, popular in
Arunachal Pradesh

Whether you are one of the adventurous type or not, you can always visit
these places to enjoy the surroundings. Adventure tourism is gaining immense
popularity lately, and not just youngsters but even families prefer them over popular
holiday destinations.

3.16 GUIDELINE FOR ADVENTURE TOURISM

There are a vast number of Adventure Tourism Activities being conducted in
the country. In order to ensure safety of participants in such activities, there is a need
to lay down the minimum acceptable standards in terms of equipment and human
resources. As a first step, the Basic Minimum Standards are recommended for those
activities which have the greatest volumes in terms of participation mainly (a) Land
based (i) mountaineering (ii) trekking (b) Water based (i) river running (c) Air
based (i) Parasailing (ii) Paragliding (iii) Bungee Jumping