

ADVENTURE TOURISM IN NORTHERN STATES OF INDIA

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ABSTRACT

It is commonly believed that increasing the proportion of the service sector to the total GDP is a positive economic signal in the direction of growth. The service sector is expanding in the Indian economy and has an increasing share of the GDP. The growth of the service industry is determined by the numerous sub-sectors. In the present context, the tourism industry is seen as having a strong potential for expansion. This sector's development and expansion will be big in terms of its impact on India's GDP.

Purpose - *For the reason of a good effort launched by the government, most tourist attractions are operating well. Though the Indian Himalayan Range has significant development potential, it is not among India's top-performing tourist destinations. So, in order to determine the potential for expansion in tourism in the Indian Himalayan Range, this research will be a beneficial undertaking and will give useful information to decision-makers.*

Design / Methodology / Approach: *The study is based on a survey in various tourist areas of J&K India where primary data was collected in three categories: tourists visiting J&K, adventure tour operators in J&K, and future prospects. The data were collected during different tourist seasons in remote as well as major areas and tourist spots, and 350 tourists were chosen at random to collect the primary data. Similarly, 40 Adventure Tour operators were chosen at random in the same areas to learn about the perspectives of Tour operators who serve the tourism industry in direct or indirect form and conduct various adventure camps and adventure activities to provide the true essence of adventure sports. Similarly, 50 local individuals were chosen at random to gather primary data for the third category. These people live in various places where adventure tourism takes place in various forms and helps the local people with their day-to-day satisfaction.*

Findings: *According to the data interpreted, it reflects the experiences and expectations of the tourists, that the majority of the tourists choose adventure activities for enjoyment rather than novelty, that nowadays most of the youth have their bucket list to do thrill before dying then they target as an enjoyment factor and majority of the students take it as an option and they are shifting their tourism to specifically adventure tourism from other types of tourism Even if individuals are on any other sort of leisure or cultural tourism, they strive to approach at least one adventurous activity as a source of pleasure. According to the research and data analysis, we also discovered that adventure tourism provides employment to local people living in various tourist locations, thus accomplishing our purpose of generating employment via adventure tourism at adventure tourist places. The majority of tourists, adventure tour operators, and local people themselves agreed that adventure tourism provides employment to the local people living in those areas. The study also shows that the local people have been working in the tourism sector for many generations and are still working in this sector, claiming that future generations will be taking care of adventure tourism in the Himalayas, demonstrating their level of satisfaction in terms of employment.*

Research Limitations / Implications:

This study is based on multi-level findings and covers various aspects such as representing the current status of adventure tourists, adventure tour operators, and local people living in the

vicinity of Adventure Tourism destinations in J&K, showcasing the trends of Adventure Tourism in the Indian Himalayan Range by understanding the expectations and experiences of adventure tourists and types of tourists visiting in different areas of J&K. This research also reflects the expansion of tourism in India over the previous ten years, as well as the importance of adventure tourism in increasing work prospects for local people in tourist destinations. The results will also be useful to the general public since they have illuminated the scope of Adventure Tourism in India and are attempting to recommend solutions for the expansion of Adventure Tourism in the Indian Himalayan Range. This research will attempt to concentrate on measures that might be beneficial to relevant authorities and government agencies for future advancement in adventure tourism or other tourism-related elements.

Originality / Value: *The current research is comprised of various aspects based on the objectives, interpretation, findings, and results, such as representing the current status of adventure tourists, adventure tour operators, and local people staying in the surroundings of Adventure Tourism destinations in J&K, showcasing the trends of Adventure Tourism in Indian Himalayan Range by learning the expectations and experiences of adventure tourists, and types of tourists visiting. This research also reflects the expansion of tourism in India over the previous ten years, as well as the importance of adventure tourism in increasing work prospects for local people in tourist destinations. This study will also be beneficial to the general public because it has enlightened the scope of Adventure Tourism in India and is attempting to suggest strategies for the growth of Adventure Tourism in the Indian Himalayan Range because it is being conducted in the state of J&K among all three major pillars of the Adventure tourism industry, which are tourists, adventure tour operators, and local people living in various adventure tourism destinations. The research aims to concentrate on strategies that might assist the different authorities and government agencies improve adventure tourism and other tourism-related elements.*

Furthermore, this research might assist the government takes steps to educate visitors about the possible avenues of adventure tourism in J&K. There is a need to investigate new places and tourist sites to grow and attract more tourists. There is a need for road infrastructure improvement and accessibility to diverse adventure tourism locations in the state of J&K. There is a need to establish an organized setup of Adventure Tourism in J&K since it will assist to grow this sector and will attempt to reduce the issues encountered by visitors, adventure tour operators, and local people during the operations of Adventure activities.

Keywords: J&K, Tour Operators, Adventure Tourism, Tourist, Destinations.

INTRODUCTION

A large number of visitors each year go to Jammu and Kashmir, located in the northwest corner of the Himalayas. The purpose of this study is to introduce the concept of adventure tourism in an effort to examine the current condition of adventure in the tourist industry and related activities (Beedie, 2012).

The travel and tourism sector is now the most dynamic and dynamic sector globally. Growing international tourism might usher in a new era of enhanced cultural longevity and economic prominence for all nations (Ajitha, 2004). This industry is well-known over the world, in both developed and developing countries, and is contributing to positive social development in both. Numerous countries' national economies, labor markets, land-use policies, and tax revenues have all been impacted by tourism (Clawson & Johnson, 2004).

As civilization develops, humans want to see the world and discover what makes each place special. Tourists are defined by the World Tourism Organization as "individuals who leave their usual residence for an extended period of time (more than 24 hours) and who do not engage in any sports-related activities for recreational, occupational, or other objectives." (Neirotti, 2012).

The term "remuneration acquired from the site viewed" refers to the financial gain obtained via the use of the site.

As a starting point for any discussion of tourism, it is useful to present a common definition that has been accepted for decades: the transitory movement of individuals to their work environments and places outside the residence, operations they would engage in while living in these places, and the meeting of targets and the amenities that are built to fulfill their requirements. Travel for its own sake has nothing to do with tourist attractions or events. It includes a wide range of services, and most people would say that it's a one-of-a-kind collaborating business catering to tourists (Janowski et al., 2021).

Tourism In India

India's largest service sector, tourism contributes 6.23 percent to the country's GDP (Arunmozhi & Panneerselvam, 2013). 8.78% of the country's labor force is employed by it. The annual increase in tourist arrivals to India is 5 million. There are 527 million natives, including immigrants. According to US estimates, the Indian tourism sector is worth \$100 billion, with a predicted growth of \$275 billion over the next decade. The Indian government's Ministry of Tourism is the country's most visible PR firm. To attract tourism, the government has launched the "Incredible India" campaign. The tagline for this effort is "Atithi Devo Bhava," which translates to "Our guest is our God."

Things aren't quite as pleasant as they seem. India falls behind in several countries and has serious challenges due to a shortage of hotel rooms. India had only 25,000 visitor hotel accommodations a year ago. Tourist numbers are down, in part because getting a visa to enter the country is a hassle. Indian airports are congested, and foreigners have terrible visibility. But we might expect growth in tourism in the coming years.

The Indian Himalayan Range

The Indian Himalayan Range (IHR) is a Himalayan watercourse that runs across the mountainous areas of Jammu and Kashmir, Ladakh, J&K, Uttarakhand, Sikkim, Arunachal Pradesh, and two states, Assam and West Bengal. The region is rich in biodiversity and supplies water to a large chunk of the Indian subcontinent.

The IHR physiographic mountain range begins in the south at the foothills (Siwalik) and continues north (trans-Himalaya) to the Tibetan plateau. Significant geological water lines separate the Himadri (Greater Himalayas), Himanchal (Lesser Himalayas), and Siwalik (Outer Himalayas) into their respective geographical divisions. All four of the aforementioned rivers—the Indus, the Sutlej, the Kali, and the Brahmaputra—have ancient origins since they all originate in mountainous regions and then run over flat plains.

Adventure Tourism

There are many different ways to characterize adventure tourism (UNWTO, 2008). When the main draw of a commercial trip is an enjoyable activity that relies on the peculiarities of the environment, often requires specialized sports gear or comparable equipment, and provides thrills for the tour's paying consumers, we talk about "Adventure tourism."

The adventure travel market is rising at double the rate of the overall travel market, making it one of the world's fastest-growing sectors (UNWTO, 2008) When properly marketed, adventure tourism has the possibility to become a very successful and widespread industry (Khan, 2010). When we talk about having an "adventure," we're talking about a pleasurable experience (Gupta,

1994). An adventure is defined as "an unusual and exciting experience in which there is also some threat or hazard" (Oxford University Press, 2017). "Tough" and "gentle" activities are the two main types of adventure tourism. When planning a vacation, it's important to consider whether or not the activity you're interested in is a "hard" or "soft" adventure (Swarbrooke et al., 2003).

Adventure tourism refers to the practice of traveling to a destination with the express purpose of participating in one or more adventure activities (Sung et al., 1997). Adventure tourism may take place everywhere in the world, at any time of year, and always requires at least one night's lodgings and often many more (UNWTO, 2014). The number of tourists in search of exciting new experiences has skyrocketed in recent years. Tourists looking for an authentic experience outside of the busy summer months often seek festination off the beaten path. To illustrate how adventure travel is more all-encompassing than tourism or leisure, Gupta (1994) defines it as "every nature-based activity journey" undertaken by someone withdrawing from familiar surroundings to explore unknown places and people, study, business, Recreation, Sports, or Sightseeing, and Tourism (Swarbrooke et al., 2003). Adventure tourism has become a cornerstone for tourists seeking one-of-a-kind tourist experiences. Adventure tourism is booming as consumers in today's globalized market search for authentic experiences (UNWTO, 2014). The aim to explore unique and fresh holiday sites enable these undiscovered destinations to hunt for unknown regions where they may gain extraordinary experiences (Kang et al., 2003).

History of Adventure Tourism

It is difficult to trace its origins, although the earliest daring explorers were merchants. Here are a few instances to refresh your memory: Erickson found North America. At a period when modernism was not a part of our everyday life, Columbus found America and Vasco Da Gama explored India (Baranowski, 2007).

The adventure trip as we know it now originated in the third century when people began exploring the Nepalese Himalayan hills. The hikers found everything by chance. They visited Bhutan, Afghanistan, Algeria, Bali, the Nile, and, most recently, the Alps. People have traveled throughout the globe, but the adventure has recently waned in India (Belozerskaya, 2010). However, the trend has been consistent, and India is now regarded as being seen of the leading 10 places in the globe.

Adventure Tourism in India

According to (Khan, 2010), today's adventure travel started about 30 years ago when individuals from all over the globe began visiting Nepal's Himalayan Mountain ranges. In reality, they were little more than wanderers who pioneered a new kind of adventure travel. They went on adventures in Afghanistan, Bhutan, Bali, Algeria, the Nile, and the Alps. People in India have recently gone on adventure excursions as the rest of the globe has been traveling. While this kind of travel has grown in popularity, with its recent growth in popularity, India is now among the top 10 adventure travel destinations worldwide (Upadhyay, 2009). A lack of a standardized operational definition makes it impossible to measure the size and growth of the adventure tourism business, which has flourished in recent decades as more and more people look for unique ways to spend their vacation time. Those who seek thrills on their vacations may be pushed into heightened levels of consciousness when they depart from their usual routines. Activities like "Mountaineering", "Trekking", "Bungee Jumping", "Mountain Biking", "Canoeing", "Rafting", "Zip-Lining", "Paragliding", and "Climbing" are all examples of extreme sports (Arunmozhi & Panneerselvam, 2013). It's not every tourist that visits a disaster zone or a slum. The popularity of social tourism and jungle tourism is also on the rise. The widespread availability of low-priced consumer technology like GPS devices, flash-packing social networking, and photography has

boosted curiosity in adventure travel (Loverseed, 1997). As more specialized travel sites providing specific locations and sports develop, there is also a rising demand for autonomous adventure travel.

Present Scenario

Travel and tourism in India are booming industries. It offers a wide range of specialized services for tourists, such as "Cruise Tourism", "Medical and Wellness Tourism", "Sports Tourism", "Ecotourism", "Film Tourism", "Rural Tourism", and "Religious tourism" (Anandan, 2004). The Indian government has officially recognized the country as a pilgrimage site for tourists from all around the world. In his independence speech from the Red Fort, Prime Minister Narendra Modi encouraged people to visit 15 domestic tourist attractions in India by 2022.

Branding and marketing initiatives launched by the Indian government, such as "Incredible India!" and "Atithi Devo Bhava," have resulted in a rise in international visitors to the country. The government has lately authorized a new category of visas called the "Medical Visa" or "M Visa" in order to support a specific push. The international demand for medical care in India is rising. Incredible India 2.0 Cam 2017 is another crucial piece of evidence to emphasize. To encourage tourists to visit India and write about their adventures while there, the government there released the "Incredible India Mobile Application" in September 2018.

The "Statue of Unity," a statue of Sardar Vallabhbhai Patel, was inaugurated in October 2018 as a tourist attraction. At 182 meters, it is the tallest statue in the world. The hope is that this would stimulate the economy of the nation by drawing more tourists. Indian tourism received a boost when the trip was extended by two days. E-bike tours that last two hours are available in February.

OBJECTIVES OF THE STUDY

The fundamental purpose of this study is to learn more about the present situation, recent developments, and potential for adventure tourism in the Indian Himalayan Range. The following specific research aims will help achieve this overarching purpose:

- To assess the current status of adventure tourism in the Indian Himalayan Range.
- To learn about adventure visitors' expectations and experiences.
- To examine the sorts of visitors who visit various sections of the Himalayan range.
- To determine the role of adventure tourism in increasing career prospects for local people in a tourist destination.
- To study the scope of India as an adventure tourism destination in general, and the Indian Himalayan Region in particular.

REVIEW OF LITERATURE

Tourism is a noteworthy export business and foreign exchange earner in many nations (Aradhyula & Tronstad, 2003). Tourist significance is acknowledged in both established and developing nations, with many small enterprises and big organizations establishing Tourism Departments, wide incentives and support for tourism growth, and earnings and benefits from the tourism sector. In general, each builds on the preceding one and serves as a foundation for future ones. This study seeks to present the extant tourist literature. Tourism is characterized in an assortment of ways, depending on the context. The most genuine explanation for tourism was provided by the World Tourism Organization.

Tourism, according to many academics, is a service product with high degrees of consumer involvement (Ajitha, 2004). Tourism is not the only essential commercial activity for a nation to gain overseas cash (D'Amore, 1988). It is an essential medium for social and cultural growth, as well as a tool for fostering long-term generosity and regional development of the nation, as well as social education and improved understanding of people from various areas of the country. Tourism's most essential long-term benefit is creating an understanding of diverse cultures and lifestyles. Tourism has grown to become the world's biggest industry. It creates wealth and jobs, expands tourists' ideas, and explores diverse lives. Globally, the sector employs 200 million people.

Despite the fact that the majority of academic research on tourism marketing treats the travel industry as a service (Madrigal, 1995), it is more common to refer to the offering of a certain firm as a "product" rather than a "service."

Tourism is becoming one of the world's most prominent economic sectors. Although wealthy nations continue to dominate the worldwide tourist business, tourism has become an important and rising phenomenon for most developing countries, particularly in Southeast Asia and the Pacific.

During their research, (Dann, 2000) discovered that the most essential element in the economic component of tourism is the connection between tourism and economic development. Since the 1960s, poor nations have used tourism as an alternative tactic to help economic growth. Following WWII, demand for international travel soared as industrialized nations' incomes increased. Developing nations, on the other hand, need foreign currency revenue to sustain imports and economic expansion. It gives certain economic advantages to the settlements as a tool for the growth of the overall economy of a nation for the tourist sector; tourism covers several sub-sectors, from transportation to entertainment, and from shopping to housing.

Other economic advantages of tourism remain disguised. Tourism (Magnes, 2010), improves regional and local economies via production, manual labor earnings, and employment. Tourist multipliers describe the entire increase in production, manual labor income, and employment in the area as a result of tourism expenses (Azevedo, et al., 2013).

Many researchers see tourism as a social phenomenon since tourism activity happens between two distinct groups of people: locals and visitors. Tourism, as a social phenomenon, fosters contact between cultures that have various social and cultural traits; tourism might result in certain changes in lifestyles (UNEP, 2003a).

Tourism is a kind of cultural programming in and of itself. There are goals for certain tourist activities among people from various cultures, and in between the humor and the host, reproducing labor, a human need free my tourism activity, there is also cultural contact. To reduce the harmful impacts of working and time. Tourism activity is concerned with how to use such spare time; so, tourism may be characterized as a culture of leisure activity.

In today's globalization, liberalization, and control environments, the focus is on competitiveness in the international tourism sector. As a result, a tourist destination's competitive edge must be gained and maintained (Black & Rutledge, 1995).

Tourism offers are constructed in the absence of a particular tourist contributing their own partial tourism products to develop a full tourism product, it is natural to coordinate the efforts of all players (Porges, 2014). Cooperation among many stakeholders promotes policy and action coordination and takes into consideration the "economic", "environmental", and "social" aspects of tourism. The end outcome is more efficient and consistent (Ghimire, 2004).

One of the most significant problems faced by the Sustainable Tourism Development Goals is destination planning, which focuses on lowering obstacles and increasing market interest (Buckley, 2012). This focus is put on the industry's economic interests, such as revenue creation, employment, and regional development. However, tourism scholars are increasingly observing that

a market-based strategy does not necessarily give an effective or sustainable answer (Buckley, 2012).

The number of Holiday / Pleasure type travelers around the globe has been rapidly growing in recent years. Tourist preferences and desires alter with time and circumstance. People used to enjoy viewing ancient and traditional things and traveling, but today they prefer to visit new areas. Nowadays, most individuals choose to visit South Asian, East Asian, and Pacific nations rather than typical European old towns. (González, 2011).

IT development in the travel and hotel industries has recently reached a record level, as it helps customers meet their need for timely access to reliable information (Wilkerson, 2003).

The previous study has indicated that the majority of customers now acquire tourist items via websites, and the image and use of the website are closely connected to their purchase intents (González, 2011).

With different types of ICTs being invented on a regular basis, the world is continuing to get digital. These ICTs have strong operating systems, many of which are typical characteristics of current mobile web or "apps," and a plethora of new situations are being developed (Hunt, 1991). In recent years, innovations like wireless and mobile technology have had a notable effect on vacationers' habits. This new way of life is made possible by the ability of visitors to participate in social networking through their mobile devices (Lionetti & Gonzalez, 2012).

"Mountaineering", "Rock Climbing", "Diving and Swimming", "Water Activity", "Hiking", "Beach Adventure", "Natural Beauty", and "Jungle and Animal Adventure" are all included in the Adventure Tourism Market Report (2018-19). This has previously been articulated in publications about adventure tourism by (Burns & Bush, 2010). According to 2002 research by National Geographic and the TIA's "Ecotourism," between 16 million and 20 million adult travelers, adventures, or "active" travel accounts for 20% of leisure travel markets.

To put it simply, the adventure travel market is booming (Waters, 1990). The latest predictions based on consumer surveys indicate a 17% increase from 2009 to 2010. A 2007 survey of 100 tourist boards also revealed that just half of them consider adventure tourism to be a distinct subset of the industry there. A minority of inspectors, however, have begun to separate adventure tourism into its own sub-inspector category (Adventure Travel Trade Association, 2009). Vacationers are on the lookout for opportunities to get their blood pumping, deepen their connections with other cultures, and have memorable outdoor adventures when they take time off. Destinations like "Costa Rica and Botswana," "Chile," "The Czech Republic," "The Slovak Republic," "Israel," "Estonia," "Bulgaria," "Slovenia," "The Republic of Korea," and "Hungary" are expanding their capabilities in order to attract more adventure tourists by modernizing their brands, forming a network of public-private partnerships, and revising their policies.

RESEARCH GAP

According to a review of the relevant literature, there has been a lot of work done on the concept of tourism, adventure tourism, types of adventure tourism, and existing perspectives for adventure tourism; however, no work has been done on the status and future prospects of adventure tourism, its growth in the last 10 years, and also suggests strategies for growth of adventure tourism in the state of J&K. Following the identification of the various opportunities for the adventure tourism business, the researchers examined the promotional tactics in and proposed new ways for advertising adventure tourism products to prospective tourist markets. This research will assist the Ministry of Tourism in implementing new strategies to improve Adventure Tourism in the Himalayas by assessing the resources and requirements of the adventure tourism sector.

The research gap is clearly seen here, and the current study "the adventure tourism in Indian Himalayan Range- Its status, trends, and future prospects" is crucial in investigating new

areas of adventure tourism aspects. The current research may help to determine the breadth of adventure tourism and its current state. It may also be used to produce fresh ideas and concepts about in what way this adventure tourism industry might be branded, positioned, and promoted in order to increase overall tourist growth and GDP.

SCOPE OF THE STUDY

The study's scope includes the Indian Himalayan Range, with a special emphasis on J&K, India. The research covers the years 2007 to 2018 in order to determine the increase in tourism. The study of Adventure Tourism included numerous facets of Adventure Tourism and the actions that are undertaken in it.

Because of the geographical structure of the Himalayas in J&K, there is huge potential for adventure tourism, but the state is not on the radar of many adventure seekers. Only a few sites are commonly visited by adventure travelers in the present environment. J&K has a lot of viable potential for adventure tourism, and there are still a lot of sites and industries to investigate. Due to insufficient promotion and a lack of comprehension and expertise in the various adventure activities, many prospective adventure tourists are unable to become actual tourists. There is an urgent need to educate visitors about the accessible adventure tourism in J&K as well as unknown treks. Current research demonstrates the current state and trends of adventure tourism in J&K, as well as new opportunities for adventure tourism, such as new adventure tourism activities and exploration of uncharted destinations, as well as gaps in current government and private adventure tourism practices. The research was carried out over the course of a year, spanning both the peak and off-season visitor seasons.

RESEARCH METHODOLOGY

The above objectives were achieved with the help of the following methodology

- Achievement of the first, fourth, and fifth objectives: The objectives were met with the use of standardized surveys. Three surveys were filled out by adventure tourists, adventure tour operators, and locals in different adventure tourism regions around J&K.
- Achievement of objective two: The objectives were met with the use of standardized surveys. One questionnaire was completed by adventure visitors in several adventure tourism regions in J&K.
- Achievement of objective three: The target was met with the use of standardized surveys. Two surveys were completed by adventure travelers and tour operators in diverse adventure tourism regions around J&K.

Data Collection

Primary Data: The research is based on a study conducted in several tourist locations of J&K, where primary data was gathered in three categories: tourists visiting J&K, adventure tour operators in J&K, and local people living in various tourist areas. The data were collected during different tourist seasons in remote as well as major areas and tourist spots, and 350 tourists were chosen at random to collect the primary data. Similarly, 40 Adventure Tour operators were chosen at random in the same areas to learn about the perspectives of Tour operators who serve the tourism industry in direct or indirect form and conduct various adventure camps and adventure activities to provide the true essence of adventure sports. Similarly, 50 local individuals were chosen at random to gather primary data for the third category. These people live in various places

where adventure tourism takes place in various forms and helps the local people with their day-to-day satisfaction.

Secondary Data: Sources include national and worldwide tourist literature, facts and statistics given by national and international organizations, many publications on adventure tourism, and several research papers on adventure tourism, among others. In order to ensure the appropriate information abstraction, a full examination of the current literature was done in this Secondary literature study. Relevant materials were collected from corporate research in the area of adventure tourism, as well as academic publications. The data from adventure tourism organizations was also thoroughly evaluated and utilized in numerous locations throughout the research.

Sampling Method

The questionnaire survey method with probability random sampling is used in quantitative research. According to the data collection, descriptive analysis is performed on the actual results. In terms of the quantitative research technique, some people were asked questions through a questionnaire on a random sample basis in various areas around the state; in this study, numerous sites where adventure tourism activities take place were covered according to their kind.

Many travelers were randomly selected and asked to complete the questionnaire. There was a separate questionnaire for tourists/visitors visiting and availing different adventure services and experiencing different adventure sports activities in different locations of major districts of J&K, as well as another separate questionnaire for adventure tour operators who have been actively involved in the field of adventure tourism for several years and get their bread and butter from the same source very peacefully. They were polled at random with a fair mix of closed and open-ended questions to learn about their experiences and obstacles when dealing with adventure activities, as well as how efficiently and successfully they are always able to handle and arrange them.

Similarly, a small set of questions were asked to local people staying in places where adventure tourism or tourism is the primary source of income and life-supporting activities for their day-to-day life experiences, and to ask them about the challenges they face during the season of this tourism and how they earn their day-to-day living from the tourism sector, and to learn about the role of tourism in their lives and the challenges they face in the meantime.

RESULTS AND FINDINGS

Sample Reliability Analysis

To get the information, this study comprises of multi-level analysis as mentioned above. Before going further, checking the reliability and validity has always been a good exercise. So, for this, we apply the popularly acknowledged statistical tool Cronbach's Alpha. Based on this exercise, we found a reliability score of 0.883 for Tourists, 0.799 for Adventure Tour operators, and 0.821 for Local people of this technique to move further.

To achieve the goal of knowing the status of Adventure Tourism in J&K, a study was conducted in various parts of J&K where Adventure Tourism takes place and in various remote areas of J&K where it is playing a vital role in fulfilling the basic needs of the local people staying in different remote Adventure tourist destinations of the state of J&K. To analyze the state of Adventure Tourism, the research depicts the status of key stakeholders (Tourists, Tour Operators, and Local People living in various adventure tourism areas) in the Indian Himalayan Range who are directly demonstrating the status of Adventure Tourism.

Status of Tourists

To determine the status, the following findings indicate the status of tourists visiting various places of J&K. In terms of gender, there were 73.4% men and 26.6% females among the 350 responders.

According to the findings of this study, the majority of respondents are males, while the females are few. This is because males are more likely to travel than females, and in our study if we look at the status of adventure tourism in the Himalayas, the majority of adventure tourists are males, while female tourists are few.

Similarly, when it comes to the nationality of the 350 respondents, 92% were Indians and just 8% were international visitors.

According to the above results, the majority of respondents in this study are domestic, with very few international adventure tourists, and if we look at the status of adventure tourism in the Himalayas, the majority of tourists are Indians who prefer to experience adventure activities in J&K over international tourists.

Similarly, when it comes to male and female nationalities, 247 out of 257 men were Indians, while just 10 were internationals; similarly, 75 out of 93 ladies were Indians, while 18 were internationals from various nations.

If we look at the respondents' occupations, 13% are in business, 28% are in professional services, 16% are in government services, 41.4% are students, and 0.6% are in others, indicating that the majority of adventure tourists are students who see this as a once-in-a-lifetime opportunity to explore and experience more, describing that in the Indian Himalayas, the majority of adventure sports or activity performers are students.

Similarly, 16% of the respondents are under the age of 20, 67% are between the ages of 21 and 30, 16.3% are between the ages of 31 and 40, and 0.6% are between the ages of 41 and up. It has been observed that the youth, particularly those between the ages of 21 and 30, are more interested in adventure tourism, and when we compare this to the occupation of the respondents.

In terms of marital status, 69% of respondents are unmarried, while 31% are married. According to the state of adventure tourism in J&K, the majority of adventure tourists are unmarried.

According to the demographic characteristics, 33% of respondents make less than Rs 20000 per month, 29.4% earn between Rs 20001 and Rs 50000 per month, 25% earn between Rs 50001 and Rs 80000 per month, and 12.6% earn Rs 80001 or more per month.

According to the findings of the survey, the majority of our respondents are students who earn less than Rs 20000 per month, and the bulk of the respondents fall into the Rs 50000 bracket. 38.6% of visitors spend less than Rs 5000 per day, 21.4% of tourists spend between Rs 5001 and Rs 10000 per day, 34.6% of tourists spend between Rs 10001 and Rs 15000 per day, and just 5.4% of tourists spend more than Rs 15000 per day on tourism.

According to the findings, the bulk of visitors spends less than Rs 5000 per day or between Rs 10000 and Rs 15000 per day. This is because the bulk of visitors is students who all spend less than Rs. 5,000, but it has also been noted that following the students, the tourists who work in professional services spend more on adventure tourism.

We discovered that 34 visitors out of 135 spend less than Rs 5000 per day on tourism, of which they spend less than Rs 1000 on Adventure Activities, while 62 tourists out of 135 spend between Rs 1000 and Rs 2000 per day on different adventure activities. Only 31 spend between Rs 2001 and Rs 5000 on adventure activities, and only 8 spend more than Rs 5000. If we speak about tourists whose expenditure pattern is between Rs 5001 and Rs 10000 per day, then 6 of them spend less than Rs 1000, 31 spend between Rs 1001-2000, and 27 spend between Rs 2001 and Rs 5000, with 11 tourists spending more than Rs 5000.

Similarly, if we talk about their expenses on adventure sports on various activities at different locations, then 11 out of 121 tourists spend less than Rs 1000 per day, whereas 47 tourists spend between Rs 1001 and Rs 2000 per day, 39 tourists spend between Rs 2001 and Rs 5000, and 24 tourists spend more than Rs 5000 per day on various types of adventure activities. As a result, we have found that the bulk of visitors spends between Rs 1001 and Rs 5000 per day on different adventure activities.

When it comes to tourist participation in various adventure activities, 64% of tourists participated in mountaineering, while 36% only heard about mountaineering and never participated or had experience with mountaineering. Similarly, 63% of tourists participated in trekking on multiple occasions on multilevel trekking routes, while 37% of tourists never participated in trekking. When it comes to rock climbing, 56.6% of visitors participated and experienced it, while 43.4% merely heard about it. 46.3% of visitors engaged in bungee jumping, whereas 53.7% merely heard about it and never experienced the true spirit of bungee leaping. In terms of white river rafting, 61% of respondents engaged in river rafting, whereas 39% had never experienced river rafting and had just heard about it. Similarly, 57% of respondents went camping, whereas 43% never went since they did not try it but just heard about it.

When it comes to bicycle touring in mountainous locations, around 46% of respondents engaged in it, while 54% merely heard about it. Horseback riding is also a popular activity, with 54% of respondents having done it and 46% have simply heard about it. Mountain riding is a fascinating adventure activity that not everyone is able to execute effectively since it is also perilous, and in the end, 47.4% of respondents engaged in mountain biking while 52.6% simply heard about it. Backpacking in tough terrain was mentioned by 52.6% of respondents, while 47.4% of all respondents engaged in this activity.

Cave exploration is another sort of adventure activity that is both dangerous and fascinating, and it is usually done on excursions. According to the poll, around 37% of respondents engaged in it, while the remaining 63% merely heard about it. So, according to the different sorts of visitors, practically everyone is aware of numerous forms of adventure sports, but 60% to 65% of respondents engaged in many appealing and exciting activities such as “Mountaineering”, “Rock Climbing”, “Hiking”, “River Rafting”, and “Swimming”.

Status of Tour Operators

To know the current situation of Adventure Tourism in the Indian Himalayan Range, the following findings indicate the current status of Adventure Tour Operators that provide services to Adventure Tourism in various places of J&K. When it comes to tour operators, 30% were determined to be single proprietors, 40% were in partnership, and 30% were functioning as a private limited company.

As a matter of fact, it has been seen that many of the available tour operators are in partnership, and there are very few public limited organizations in J&K. Out of 40 respondents, we have covered nearly all sole proprietors, partnership firms, and private limited companies that serve and provide adventure tourism in various parts of J&K. When asked about the average number of tourists availing adventure activities per day in various areas of J&K, 10% of tour operators responded that less than 50 people avail adventure sports per day, while 45% of tour operators provide services to people ranging from 51 to 100 in number per day, and 35% of them provide adventure activities to 101 to 150 tourists on a daily basis during the adventure tourism peak season. It has been noticed that tour operators are able to deliver the greatest number of adventure tourists grounded on the sort of activity they provide, which is also dependent on the location of the tourist destination.

The tour operators in J&K who deal in various adventure sports at various locations almost every tour operator deal in more than one activity, either because they have their own setup and

equipment for the same or because they have a specific professional tie-up with the respective activity organizer so they quote themselves under the umbrella of those tour operators.

Almost all adventure tour operators specialize in mountaineering, trekking, rock climbing, jumaring, and Tyrolean traverse, while 85% specialize in river rafting and camping, 65% specialize in horseback riding, 60% specialize in bungee jumping and bicycle touring, 50% specialize in swimming and mountain biking, and 40% specialize in diving.

According to several tour operators, the most frequent source of business for adventure trip providers is neighboring hotels, which give business to the tour operators directly or indirectly, and it seems that they are both interconnected. The majority of tour operators get business from nearby hotels located in those remote areas where their activities are performed and organized, and that is again the most common source these days because hotels are not only providing business to tour operators, but the tour operators are also doing the same thing, which means that if they get tourists from other sources, they prefer them to stay at a nearby hotel.

According to the poll, 12.5% of tour operators' most common source of business is direct, 47.5% of tour operators receive regular business from neighboring hotels, 17.5% of them get more business from friends and family, and 7.5% of them obtain business from other sources. As a result, it is clear that the adjacent hotels in various isolated adventure tourism sites are the primary source of business for adventure tour operators. In summary, if we speak about the function of nearby hotels in adventure tourism, we can say that nearby hotels provide various forms of assistance and services to local tour operators. When we questioned the tour operators whether they were receiving more business from these hotels, they said that these hotels are extremely supportive of them and are really playing a substantial part in the growth of Adventure Tourism, both directly and indirectly. When 25% of tour operators seek lodging in distant places, these hotels supply them and their crew members with the necessary accommodations. Similarly, these hotels support them by providing food and beverages; 42.5% of tour operators benefit from this, and in the streamline, many times the tour operators conduct various adventure activities, and for the smooth operation more gradually with time during a specific tourist season, they provide space to store equipment and materials. This also benefits tour operators since the efficient operation of these activities needs assistance, and hence the hospitality business significantly supports adventure tourism.

Status of the Local People

To understand the current state of adventure tourism, we must also get information from the locals who live in tourist locations. So, for this purpose, we surveyed a few locals at random locations where these tourist activities take place, and the resulting data helped us to learn about the current status of adventure tourism in J&K from the perspective of the local people who live in those beautiful adventure tourist destinations.

To learn more about the demographic characteristics of Age and Gender, a cross-tabulation shows that there are 47 men and 3 females, with two of the females being between the ages of 21 and 30 and the other being 31 or older.

Similarly, 5 of the males are under the age of 20, 38 are between the ages of 21 and 30, and 5 are above the age of 30. Similarly, when it comes to the respondents' gender and marital status, 27 out of 47 men are unmarried, 20 are married, and all three ladies are married. If we look at the occupations of these locals who all live in various Adventure tourist areas, we can see that 2% are conducting their own other business, 4% are in Professional services, 2% are in the Service sector, 18% are students, and 74% are simply linked with tourism.

It demonstrates that the majority of individuals are involved with the tourist sector and work in some sort of tourism, the majority of which being adventure tourism. It demonstrates that tourism in these places is genuinely generating jobs for the locals who live there.

Similarly, if we look at income by profession, we can see that the majority of individuals make between Rs 50001 and Rs 80000 per month, with the bulk of them working in the tourism business. This suggests that people who live in tourist regions are making a good living. Businesspeople earn more than Rs 80000, while professionals earn between Rs 50001 and Rs 80000. The service employee earns more than Rs 80000. All of the students have an income of less than Rs 20000, whereas, in the tourism sector, 2 of the respondents have an income of less than Rs 20000, 4 have an income of between Rs 20001 and Rs 50000, and the majority of them, 21 have an income of between Rs 50001 and Rs 80000, with 10 having an income of more than Rs 80000. So, the majority of the locals get a smart income or wages that range from Rs 50001 to Rs 80000 with tourist employment, and in the state of J&K, this amount is extremely clever to live in a decent way and have their bread and butter very easily.

If we look at the number of years, they have stayed at that particular tourist destination, 24% of the locals are staying from 0 to 5 years, 4% of respondents are staying for 6 to 10 years, whereas 26% of respondents are staying from 11 to 20 years, 42% of respondents are staying in different tourist destinations from the last 21-50 years, 43% of them are staying for 51 years and above.

It may be seen that the bulk of the locals living in the various distant places where tourism activities are undertaken are between the ages of 11 and 50. Similarly, when it comes to the number of family members, the majority of families have 4 to 5 individuals. Following that, the second majority group consists of 8 to 10 family members, implying that they live in joint families. The respondents were asked to provide their link with the tourism business, and then they were asked about their link with Adventure Tourism. Thus, it is evident that 37 out of the total 50 respondents are associated with the tourism business, and if we talk about their link with Adventure Tourism specifically, 27 out of those 37 are directly or indirectly associated with Adventure Tourism, which means they provide their services to the Adventure Tourism sector. Similarly, if we talk about the generations of local people who are all associated with tourism, 7 of the respondents say that their one generation is in tourism work or business, whereas 20 out of 37 respondents say that they are associated with the tourism sector from the last two generations and are earning well, similarly, 4 of 37 say that they are in this sector from the last three generations, 2 of them from the last four generations, and yes, 4 of 37 say that they are in this sector from the last five generations. Whereas two of the people said that their great ancestors were in the industry and that we are somehow related to it. However, as a career, they are immersed in something different.

Interpretation

To ascertain the status of adventure tourism in J&K, we surveyed various tourists visiting various areas of J&K, adventure tour operators, and local people living in various Adventure Tourism destinations. On the basis of data interpretation, it is safe to assume that the large bulk of tourists are males as opposed to females and are between the ages of twenty and thirty-five, with the majority of them being unmarried. If we look at the spending pattern on adventure tourism per day, we can see that visitors spend between Rs. 1000 and Rs. 5000 per day on adventure activities out of their entire tourism budget for the day. According to the different sorts of visitors, practically everyone is aware of numerous forms of adventure sports, although the majority of respondents (60-65%) engaged in many appealing and exciting events such as “Mountaineering”, “Rock Climbing”, “Hiking”, “River Rafting”, and “Swimming”.

The majority of tour operators is individual entrepreneurs or operate in partnerships, while there are many private limited corporations that specialize in adventure tourism. The majority of tour operators have the capacity to run a company; they conduct and give adventure services to

between fifty and one hundred visitors per day, with many tour operators serving more than one hundred tourists per day depending on the activities accessible to them.

According to the various tour operators, their most common source of business is nearby hotels, which are directly or indirectly giving business to the tour operators, and it appears that they both are interlinked with each other. The majority of tour operators are getting business from nearby hotels located in those remote areas where their activities are performed and organized, and that is again the most common source nowadays because hotels are not only providing business to the tour operators. This also benefits tour operators since the efficient operation of these activities needs assistance, and hence the hospitality business significantly supports adventure tourism.

According to the information gathered from the local people living in various Adventure Tourism destinations, we concluded that maximum of the people is in the tourism business, that too males are there, and that the monthly income of these from tourism on average is between rupees fifty thousand to rupees eighty thousand per month, which we feel is a good amount for an individual's earnings.

It can be seen that the bulk of the locals living in the various rural places where tourism activities are undertaken are between the ages of eleven and fifty.

To achieve the goal of discovering the expectations and experiences of adventure tourists, a study was conducted in various parts of J&K where adventure tourism occurs as well as in various remote areas of J&K, and nearly 350 tourists were surveyed to learn about their expectations and experiences; the following results are interpreted.

According to the survey, 22.3% of the respondents had encountered adventure tourism outside J&K, but 42.3% of the respondents had previously experienced adventure tourism and that too in J&K exclusively, and 35% of the visitors had their first experience as adventure travelers.

According to the data collected, around 79% of the visitors had previous knowledge of the different forms of adventure tourism available in J&K, whereas 21% of the tourists had no prior knowledge of the adventure activities available in J&K.

Tourists always travel for leisure purposes, and many of them prefer to do some thrilling and out-of-the-box activities on vacation, which is why we asked about the preference that whether tourists seek Adventure on Vacation, and surprisingly the results show that around 72% of the total tourists seek for any adventure activity on vacation, whereas 11% of them do not prefer adventure and 17% of the total tourists cannot say whether they prefer adventure or not.

According to the findings, the majority of travelers seek out any form of adventurous activities while on vacation. We studied the frequency of participation in adventure activities and discovered some surprising results: the majority of respondents have participated in any of the adventure activities more than twice, and many tourists who do not seek adventure on vacation have also had an adventure once in their lives.

The data about what the respondents feel about the specific skills required for participating in Adventure Activities and according to the results, around 25% of them strongly agreed that it requires specific skills, similarly 53% of them agreed that it requires specific skills, 21% of them are unable to give their views, and only 1% disagreed.

According to the foregoing findings, we can conclude that to participate in adventure activities of any kind, you must be physically and psychologically strong, and adequate orientation should be obtained before engaging in any such activity.

According to the research, the choice of Adventure Tourism for a visitor is based on whether it is for fun, to encounter new difficulties, for novelty, or for any other reason. As we can see from the data above, approximately 59% of tourists prefer adventure tourism for the sole purpose of enjoyment, whereas 27.7% of tourists seek adventure to experience new challenges and to explore the unexplored, 12.3% of tourists prefer adventure for the sole purpose of novelty, and only 1% of total respondents prefer adventure for any other reason.

We asked about the adventure tourism experience, and the data shows that 36% of total respondents experienced it very well and ranked it Excellent, while 44% of total respondents ranked their experience as Good, while around 17% ranked their experience as average, and only 3% ranked their experience as Below Average. It is quite remarkable that no one had a negative experience.

As a result, the majority of adventure travelers rated their adventure tourism experience as great or good. We also noticed that the money spent by tourists on adventure activities was spent randomly for different activities, there was no limit to activities, and it was entirely up to the tourist whether he spent this money only on one activity or on a combination of activities, that is according to his/her experience for the expenditure on adventure activities for one day.

It can plainly be observed that 14.6% of visitors spent less than Rs 1000, 41.4% spent between Rs 1001 and Rs 2000, 29.1% spent between Rs 2001 and Rs 5000, and 14.9% spent more than Rs 5000 per day on adventure activities in J&K. We discovered that when we asked the majority of tourists about the price or rates for adventure activities charged, 47.1% said the prices were moderate, while 17.1% said it was fair. And 22.9% believe it is high, while 10.6% believe it is extremely high. Whereas 2.3% believe the rate charged was low.

When it comes to tourist participation in various adventure activities, it is clear that 64% of tourists participated in mountaineering, while 36% of tourists only heard about mountaineering, never participated, and never had the experience of mountaineering. Similarly, 63% of tourists participated in trekking on multiple occasions on multilevel trekking routes, while 37% of tourists never participated in trekking. When it comes to rock climbing, 56.6% of visitors participated and experienced it, while 43.4% merely heard about it. 46.3% of visitors engaged in Bungee jumping, while 53.7% merely heard about it. They never got to feel the true spirit of bungee jumping. In terms of white river rafting, 61% of respondents engaged in river rafting, whereas 39% had never experienced river rafting and had just heard about it. Similarly, 57% of respondents went camping, whereas 43% never went since they did not try it but just heard about it.

When it comes to bicycle touring in mountainous locations, around 46% of respondents engaged in it, while 54% merely heard about it. Horseback riding is also a popular activity, with 54% of respondents having done it and 46% have simply heard about it. Although around 45% of respondents have had the pleasure of diving, 55% have merely heard about it.

Mountain biking is an exciting adventure activity that not everyone can master since it is dangerous as well as time-consuming. Mountain biking was done by 47.4% of respondents, whereas 52.6% had just heard about it. Backpacking in tough terrain was mentioned by 52.6% of respondents, while 47.4% of all respondents engaged in this activity. Cave exploration is another sort of adventure activity that is both dangerous and fascinating, and it is usually done on excursions. According to the poll, around 37% of respondents engaged in it, while the remaining 63% merely heard about it. So, according to the different kinds of visitors, practically everyone is aware of many forms of adventure sports, but the majority of respondents (60-65%) engaged in the most appealing and exciting activities such as mountaineering, rock climbing, trekking, river rafting, and swimming. As we can see from the factors, the major problems faced by tourists are the rude behavior of tour operators and lack of safety instructions for tourists, and the other problems are also mentioned and come on an average, so it can be stated that the other problems also need to be addressed and followed up on for the development of Adventure Tourism.

It is clear that more or less all of the mentioned problems arise in the adventure activities to the tourists while performing the activities, and in the future, these problems must be followed up for the improved development of J&K's adventure tourism industry, where we can see on average every tourist having almost every problem, and we can quote them as major problems as well for the future strategies the problems are There are no safety instructions for tourists, the safety equipment is of poor quality, and the harnesses and life jackets are of poor quality. Poor accident

management, a very dangerous level of uncertainty, rude behavior by tour operators, and a lack of sufficient tour operator training Professionalism is lacking. Few tour providers, long lines, and inconsistent pricing Overcrowding and a lack of sufficient medical equipment among tour companies.

To achieve the goal of studying the scope of Adventure Tourism in India and the Himalayan range, a study was conducted in various parts of J&K where Adventure tourism takes place, and in various remote areas of J&K where it is playing a vital role in fulfilling the basic needs of the local people staying in different remote Adventure tourist destinations of the state of J&K. It is being questioned of visitors, and 44.6% of them strongly agree, while 44.9% of all respondents agreed that Adventure Tourism has a lot of potential in J&K, while 7.7% are unable to say anything, 2.6% disagree, and 0.3% strongly disagree.

According to the foregoing findings, more visitors have faith that adventure tourism has a lot of potential in the Himalayas.

Promotion is crucial in boosting a company's market share; similarly, if we speak about the expansion of J&K's adventurous tourism, then the data is obtained from various visitors. 21.4% of respondents highly agreed, 56.6% agreed that 'yes' adventure tourism is being pushed in J&K, whilst 19.1% are unable to answer and just 3% disagreed, with 0% strongly disagree. So, according to the majority, around 78% agree that adventure tourism is being pushed in J&K.

When it comes to the opinions of visitors on the measures in order to boost interest in adventure tourism in the state of J&K, the majority of respondents, almost 74%, believe that the measures are great and good in different regions across the state. Whereas 21% believe they are ordinary and 4% believe they are below average, they believe they may be enhanced to better reach visitors.

There are a few activities that require further development, such as “Bungee Jumping”, “Terrain Bicycling”, “Horseback Riding”, “Swimming”, “Diving”, “Backpacking across rugged terrain”, and “Cave Exploring” because the majority of tourists believe these activities require further development, whereas the majority of respondents believe “Mountaineering”, “Trekking”, “Rock Climbing”, “River Rafting”, “Camping”, and “Mountain Biking” are already developed.

Camping in J&K is a popular and well-liked excursion for any adventurer, and when it comes to the rating of camping in various sites around the Himalayas, 46% of visitors rate it as Excellent, 36% as Good, and 13% as Fair.

When it comes to safety precautions taken by tour operators when participating in adventure activities. 90% of visitors believe that safety instructions for tourists are followed and supplied; similarly, 80% of tourists stated that tour operators use mandatory safety equipment (life jackets, harnesses); and 73.4% of river rafting organizers use compulsory safety equipment. Back up rescue boats/river rafts, 63% say there are lifeguards in different areas, 59% say proper training is given before starting any activity, 63% say specific sports gear and equipment is used, 66% say Trained Observers and Supervisors are present to accompany during adventure sports operations, and 74% say tour operators have proper Safety and Survival kits.

We also discovered that the majority of the responses are in favor of the quoted strengths of the Himalayas, which include its high scenic beauty, uniqueness in its appeal, cost-effectiveness, overall required infrastructure support, less risk/fear factor, natural environmental diversity and natural beauty that always attracts tourists, a good resource for adventure tourism and its organized set up, proper guidance, and favorable climate. When it comes to the dangers to adventure tourism in J&K, there are three mentioned threats that are mostly agreed upon by the respondents, implying that they might be the challenges to adventure tourism. Environmental degradation, adverse effects on mountains and natural resources, and the growth of cheaper tourist destinations outside the state are the major threats that have been identified in order to raise public awareness and expand the scope of adventure tourism. Once these threats have been identified, we can devise strategies to

combat them. We are discussing suggestions for measures to develop Adventure Tourism in the Himalayas, and we can say that these quotes measures are mostly agreed upon by respondents, and they all believe that implementing these measures would help Adventure tourism to boom in the Himalayas. If we talk about the Measures, then around 70% to 75% of respondents agree on these measures, and these measures separately demarcate the jurisdiction of different Adventures.

CONCLUSION

This survey also indicates that there is a lot of scope in J&K, which is because the majority of respondents believe that J&K has its own strengths to make it wider, and those strengths are as follows: High scenic beauty, one-of-a-kind attraction, cost-effectiveness, infrastructure support, less terrifying risks, a wide range of natural settings; an excellent resource for adventure travelers. It has a well-organized setup, proper direction, and a pleasant temperature, and it is affordable to all tourist segments.

Similarly, there are a few threats to adventure tourism in J&K, such as environmental degradation, adverse effects on mountains and natural resources, and the growth of cheaper tourist destinations outside the state, so we need to develop it further and take some measures to overcome these threats.

SUGGESTIONS

Every study concludes with some suggestions and strategies for benefiting the designated sector in terms of growth and further development, as well as overcoming actual loopholes that can further become more helpful for achieving the maximum number of development and providing various benefits to society. We would like to conclude our study with some suggested measures and strategies for the growth of adventure tourism in the Indian Himalayan Range.

Suggestions for the Tourists

We must educate female travelers about the benefits of adventure tourism to their self-esteem. Recreational risk-taking, such as that found in adventure tourism, has a significant impact on the overall development of a human being and also helps to develop the body physically and mentally strong. We must encourage female travelers to travel more and inform them about the true benefits of tourism.

We believe that there should be more understanding of the social principles that must be maintained while providing Adventure Tourism services, both for future growth and for the safety of the visitors themselves.

Most tour providers offer every adventurous activity, indicating a lack of expertise. Before becoming a teacher in any adventure activity, proper training should be obtained.

Adoption of new and updated security and safety rules. Adventure travelers are more inclined than mainstream visitors to visit distant regions and participate in risky leisure activities. In this day and age of instantaneous communication, adventurers will look to both online reviews and government travel advisories before deciding on a destination. Real-time communication technology, like as Twitter, can help disseminate important safety and security updates, which should be provided via a destination marketing tool.

Demarcate jurisdiction of distinct Adventure activities and locations for the safety requirements and appropriate administration of Adventure Tourism to make tourism pathways more appealing. Attempt to arrange Adventure Activity Festivals on a national or interstate scale.

Encourage off-season adventure activities for the growth of adventure tourism and job possibilities in adventure tourism areas.

Tourists, adventure tour operators, and locals living in various adventure tourism locations might get economic perks, packages, and financial help.

SCOPE OF RESEARCH

- A comparison study of traditional and adventure tourism is possible.
- Tourism comparative studies can be conducted at the state level.
- The performance of government and state-owned tourist attractions can be evaluated, and flaws identified.
- A comparative study of various tourist destinations is possible.
- It is possible to conduct research on the role of promotional activities in adventure tourism.
- Research on the role of the hospitality industry in promoting adventure tourism can be conducted.

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