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## Tourism an Incredible India with Adventure Tourism A Critical Review

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### Abstract:

Adventure tourism is tourism that involves any kind of activity or adventure. It especially relates to those that involve risk, or requires extensive planning. The Adventure Travel Trade Association defines it as a tourist activity that includes physical activity, cultural exchange, or activities in nature. Meanwhile, Sung et al describe it as: the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant's usual place of residence area and containing elements of risk in which the outcome is influenced by the participation, setting, and the organizer of the tourist's experience. HH Sung is an academic who has researched this branch of tourism in great detail.

**Keywords:** activities in nature, tourist visiting, Contact with nature, Contrasting emotions.

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### Introduction:

Ultimately, adventure tourism is all about ADVENTURE! It is a pretty broad term really and many would argue that it is subjective (what I deem to be adventure, you may not). Nonetheless, this is a big part of the tourism industry and whilst it is an example of niche tourism, the sector is growing fast! There are lots of types of activities and types of travel that come under the umbrella term of adventure tourism and I will outline these for you shortly.

Adventure tourism is a new concept in the tourism industry. Tourism industry adopted adventure tourism, but there is not any specific definition of adventure tourism. Most commentators concur that adventure tourism is a niche sector of the tourism industry, but there are many other niche sectors in tourism which have same characteristics that overlap with adventure tourism such as ecotourism, activity tourism or adventure travel.

One of them can confuse.

### Definition of Adventure Tourism

Adventure tourism is a complicated and ambiguous topic. Some important definitions of adventure tourism are following as:

**According to the Adventure Travel Trade Association**, “adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature.”

**According to Sung**, “adventure tourism is the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant's usual place of residence area and containing elements of risk in which the outcome is influenced

by the participation, setting, and the organizer of the tourist's experience.”

**According to UNWTO** “Adventure tourism can be domestic or international, and like all travel, it must include an overnight stay, but not last longer than one year.”

### History of Adventure Tourism

Humans are traveling from ancient time for the searching for foods, and for many survival reasons. Humans have been engaging in adventurous travel for hundreds of year via exploration. People traveled in ancient time for exploration of sea roots, new destination, or even a new country. However, commercial adventure travel is a new phenomenon, in which travelers hire a professional guide to provide a range of technical support and equipment, as well as cultural and nature interpretation. In the mid-1800s, adventurers began to push the limits of mountain climbing and river rafting, with the first ascent of the Matterhorn in 1865 and descent of the Colorado River in 1869. Shortly thereafter, two key institutions were formed. The National Geographic Society and Explorers Club. These institutions are supporting adventures tourism continuously.

In the mid- 1950s, many first ascents and descents attracted global attention and inspired many people to attempt their own expeditions. Maurice Herzog's ascent of Annapurna in 1950, Sir Edmund Hillary and Tenzig Norgay's ascent of Mount Everest, and other successes were hailed in the media around the world. This was the takeoff of modern adventure tourism.

Today, adventure tourism is a vibrant, dynamic, and fast-changing sector with new variants routinely added into the possible experience.

### Types of Adventure Tourism

Adventure tourism has grown exponentially all over the world in recent years with tourist visiting destinations previously undiscovered. This allows for a new destination to market themselves as truly unique, appealing to those traveler looking for rare, incomparable experience. Adventure tourism includes various activities like caving, hiking, sailing, trekking etc. Adventure tourism categorized into two categories. 1. Hard Adventure 2. Soft Adventure

#### Hard Adventure

Hard adventure refers to activities with high levels of risk, requiring intense commitment and advanced skills. Hard tourism includes the activities like climbing mountains/rock/ice, trekking, caving etc. Hard adventure activities are highly risked in nature. Professional guide, advance level skills are required to perform these activities. Many tourists died during climbing mountains, caving every day. There is an interesting fact that is for K2, world 2nd highest mountain, for every two people who submit one dies.

#### Soft Adventure

**Soft adventure refers to** activities with a perceived risk but low levels of risk, requiring minimal commitment and beginning skills; most of these activities are led by experienced guides. Soft tourism includes the activities like backpacking, camping, hiking, kayaking etc. Soft adventure activities are low risk in nature. These activities are led by professional guides. Soft adventure is a popular category in adventure tourism.

#### Characteristics and Features of Adventure Tourism

The threefold combination of activity, nature, and culture marks adventure travel as an all-round challenge. Some unique characteristics and features of adventure tourism are following as:

- Physical activity, i.e. activities involving physical exertion or psychomotor skills.
- Contact with nature, i.e. activities bringing contact with the natural world in general, or with specific wildlife.
- Contact with different cultures, i.e. people, faith, lifestyles
- Journeys, i.e. vehicle-, animal-, or human-power.
- Uncertain outcomes
- Danger and risk
- Challenges
- Anticipated rewards
- Novelty
- Stimulation and excitement
- Exploration and discovery
- Contrasting emotions

#### Adventure Tourism Supplier

A tourism supply chain is the system of people, products, activities, and materials that get a

product or service from its raw state through production and distribution to the consumer.

As with any sector, volume discounts drive the mass price point, so major retailers primarily market select trips that sell in high volume. The supply chain for these mass tourism products is often very simple, comprising only transportation and accommodation elements.

The adventure tourism supply chain is more complex. Niche products often require specializes in knowledge and operations. Adventure tourism's supply chain linkages go very deep, and this is one of the key reasons that adventure tourism delivers greater benefits at the local level. Supply chains vary from destination to destination.

#### Adventure Tourism Importance and Benefits

Adventure tourism is one of the fastest-growing sectors of the tourism sector, attracting high-value customers, supporting local economies, and encouraging sustainable practices.

The continued growth of this sector creates net positive impacts not only for tourism, but also for destination economies, their people, and their environment. Some importance and benefits of adventure tourism are following as:

#### Employment Generation

Adventure tourism generates the jobs. Adventure tourism generates directs jobs to accommodation, transportation sector and for travel agencies or tour operators. Adventure tourism also provides the indirect job to tourism suppliers.

Adventure tourism plays an important role in the generation of employment in the economy with the help of following features. Foreign Exchange, Economic Development, Support Local Communities, Creating Business Opportunities

#### Best Adventure Tourist Destinations In India

On that note, we bring to some of the coolest destinations for adventure trips in India, where you can undertake crazy fun-packed activities with your partner in crime. These are some of the best adventure destinations in India for an experience that will simply sail with you forever. If you're looking for adventure sports in India list, here's something for you.

Caving – Meghalaya, Roopkund Trek – Uttarakhand, Motorcycle Touring – Shimla To Leh, Parasailing – Vagamon, Fly boarding – Goa, Skydiving – Mysore, Flying Fox Adventure – Thenmala, Rock Climbing- Satpura Mountains, Bungee Jumping – Rshikesh,

Scuba Diving – Andman And Malvan, Paragliding – Bir Billing, Chadar Trek – Ladakh, Kayaking – Devprayag and Aguada, Surfing- Koyalam, Mountain Biking- Sikkim, Jim Corbett Safari – Ramnagar, Skiing – Gulmarg, Hot Air Balloon – Jaipur, Cycling – Munnar, Microlight Flying – Bangalore, Camel Safari – Jaisalmer,

Camping – Coorg, Wildlife Safari – Gir National Park, River Rafting- Tons Valley, White River Rafting- Rishikesh,

**Conclusion:**

Adventure tourism is a type of tourism in which tourists engage in adventure activities such as trekking, climbing, rafting, scuba diving, or the likes. Adventure tourism gains much of its excitement by allowing the tourist to step outside their comfort zone and enjoy their life's unforgettable movement. The main agenda to identify the such points and bring it in front of the world to enhance it for generate new economy.

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