

Adventure Tourism In Himalayan States: A Comparative Analysis

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ABSTRACT

The mountains are the symbol of peace, courage and natural beauty, and are known for beautiful pastures, scenic valleys, golden sunrise and sunset views that make the viewers mesmerize. India is also blessed with it, the mighty Himalayas with its salubrious climate, exotic greenery, rich flora and fauna, pastures and scenic valleys make it a paradise for nature's lover who loves to enjoy nature. But on the same time its rugged topography, hilly terrain, vast wild lands, and dense forest make it best for adventure tourism in the world wherein an adventure lover is always ready to enjoy mountaineering, rock climbing, trekking, river rafting, heli-skiing organized in Himalayan states – the choices are endless. The present paper made an attempt to compare the different adventure tourism activities and its progress in the three Himalayan states of India, Jammu & Kashmir, Himachal Pradesh, and Uttarakhand respectively. The main objective of the paper is to compare the progress of adventure tourism in the respective states and to examine the market size of the adventure tourism through its revenue generation in the states. This study is based on secondary source of data. Statistical techniques is used to analyze the result. The findings shows that the Uttarakhand receives the highest number of tourist among the three with river rafting as the dominant adventure activity both state wise and nation wise.

1. Introduction

Tourism is one of the most rapidly growing sectors in the world, accounting for 9% of global GDP and accounts for one in every 11 jobs and adventure tourism is one of its fastest growing categories, which has grown exponentially worldwide over the past years with tourists visiting destinations previously undiscovered (UNWTO, 2014). Adventure travel involves exploration or travel to remote exotic areas. The Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two of the following three elements such as physical activity, natural environment and cultural immersion (Nielsen, 2015). Adventure tourism is a thrill-based activity where an adventurer is ready to face high and low level of challenges (Dar, 2014). An outdoor activity that needs guidance to indulge in adventure activities have relevant equipment to perform, done for the excitement of adventure tourist (Buckley, 2004) that offers challenges, uncertainty and novelty (Swarbrooke, Beard, Suzanne, & Pomfret, 2003). Adventure tourism can also be described in terms of its motivation, the common denominators of adventure tourism are risk and uncertainty of outcomes (Weber, 2001), fun, independence, wonder lust, become part of completely different, forget about their surroundings are some of the motivating factors for tourist in adventure tourism (Wickens, 2002) (Dey & Sarma, 2010). There are two main categories of adventure activities, hard adventure and soft adventure. The hard adventure is a travel exercise, which involves higher level of risk elements and physical challenges. Hard adventure includes climbing (mountain/rock/ice), trekking, caving, and paragliding and so on. The soft adventure is a type of travel exercise which refers the comfortable adventure activities having sometimes no risks. Soft adventure includes camping,

fishing, scuba diving, snorkeling, kayaking, cycling, skiing, rafting, bird watching or simply horseback riding (Dar, 2014). India, which has unparalleled destinations for exploration and experience offers both soft and hard adventure activities that can be carried out by any traveler (Nielsen, 2015), one such destination for exploration is the mighty Himalayas where its salubrious climate, exotic greenery, rich flora and fauna, pastures and scenic valleys make it a paradise for nature's lover who loves to enjoy nature. But on the same time its rugged topography, hilly terrain, vast wild lands, and dense forest make it best for adventure tourism in the world wherein an adventure lover is always ready to enjoy mountaineering, rock climbing, trekking, river rafting, heli-skiing organized in Himalayan states – the choices are endless (Raj, 2017) (Saha, Babai, & Saha, 2018) (Bharti, 2017) (Rajamohan & Dung, 2016). In this paper an attempt has been made to explore different activities of adventure tourism and its current status in the respective three Himalayan states i.e. Jammu and Kashmir, Himachal Pradesh, Uttarakhand and to examine the market size of the adventure tourism in these three states.

2. Objectives of the study

The present study broadly examine the progress of adventure tourism in the respective three states i.e. Jammu and Kashmir, Uttarakhand and Himachal Pradesh. There are some specific objectives to keep in mind, i.e.

- To compare the different activities of adventure tourism and its current status in the study area.
- To examine the market size of the adventure tourism in these three states through its revenue generation.
- To suggest some recommendations' for promotion and development of adventure tourism in the states.

3. Methodology

The present work is based on the secondary sources of data. The data is collected from different government sources, which includes the Adventure tourism report India (2016), UNWTO adventure tourism report (2014) and Annual report (2015). The collected data were organized, tabulated and the result were analyzed using the statistical techniques. To determine the current status of adventure tourism with respect the three Himalayan states tourist flow were examined, broadly categorized into land based, water based, and air based adventure activities. For land based category, trekking, mountaineering, skiing, camping and mountain biking were taken into consideration. In water based category, river rafting, kayaking, canoeing, and boat safaris were taken into consideration. Paragliding were examined in air based activity within the three states.

For the analysis of the status of adventure tourism simple percentage method and Zscore statistical technique was used to measure the categories in map making. This method was applied to transform data of each variable into a standard score. $Z_i = (x_i - \bar{x}) / sd$

Where, Z_i = standard score of the i th observation.
 x_i = actual value of the i th observation.
 \bar{x} = mean of the value of x variable.
 sd = standard deviation of x variable.

Further the results of the standard score obtained for different categories were aggregated by composite standard score that will indicate an index of status of adventure tourism development. This may be expressed as

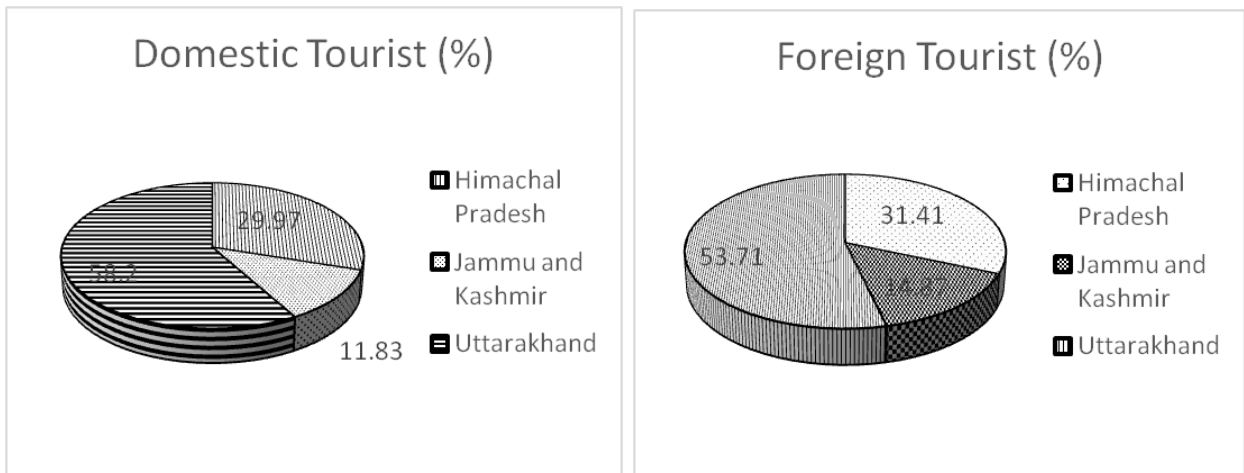
$$CSS = \sum z_{ij} / N$$

CSS = composite mean Z score
 Z_{ij} = Z score of variables
 j = in observation
 N = number of variables

In order to classify the states to their level of development on the basis of composite score, have been classified into three levels of development, High (the value of high ranges from above +0.50) medium (ranges from -0.50 to +0.50) low (below -0.50). Finally the analyzed data were shown with the help of pie charts and bar diagram and map using ArcGIS 10.2.

4. Result and discussion

1) Adventure Tourism: Total Tourist Visits



Source: Adventure Tourism Market Study in India(2015).

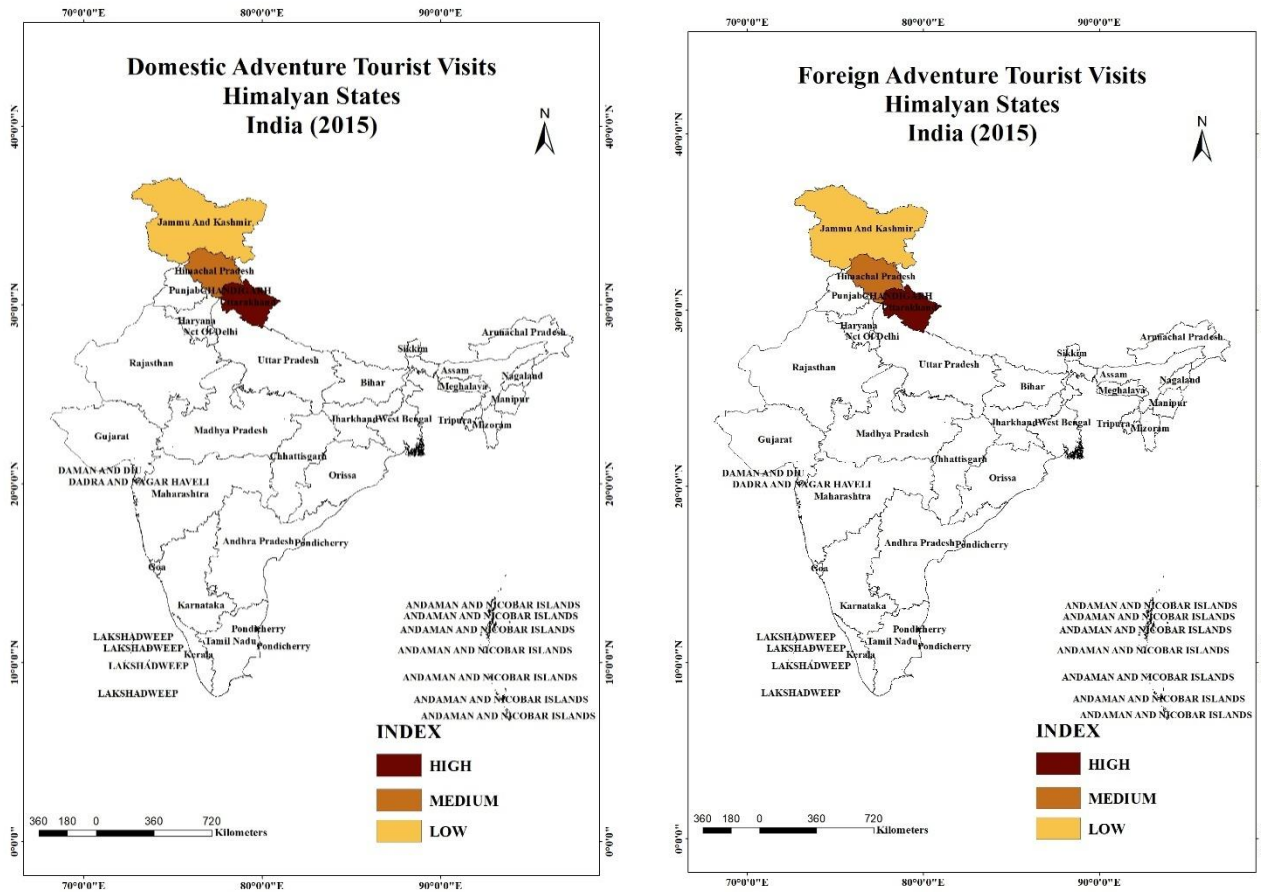


Fig: 1 & 2

From the given diagram and map it has clearly been observed that in terms of overall adventure tourism activities, Uttarakhand receives the highest number of tourists both with respect to domestic and foreign tourists i.e. 58 percent more than fifty percent in both and fall under the high category both in domestic as well as foreign tourists, followed by Himachal Pradesh which receives the 30 percent of the total foreign and domestic tourist and comes under medium categories. Whereas Jammu and Kashmir receives the lowest in terms of both domestic and foreign adventure tourists.

By observing the overall involvement of tourists in land-based activities, it is found that Himachal Pradesh receives the highest percent of tourists i.e. 49 percent followed by Jammu and Kashmir (21 percent) whereas in Uttarakhand it is minimal only 4 percent. While the activity that dominates the other land-based activities in these three states is camping followed by mountain biking, skiing, and trekking however in terms of India it is trekking 60.87 percent which dominates the entire land-based activities followed by camping.

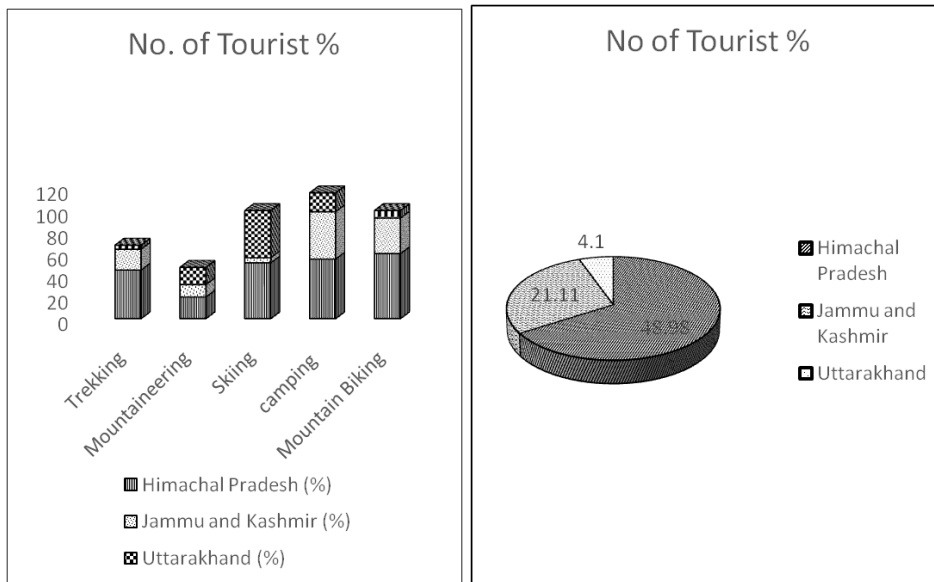
2) Different Land Based Activities:

Land Based Activity

State Wise Tourist Arrival	Trekking	Mountaineering	Skiing	Camping	Mountain biking
India	547413	1232	2557	341436	6627
Himachal Pradesh	246471	247	1321	188405	3995
Jammu Kashmir	104916	141	121	82449	2172
Uttarakhand	20762	196	1115	14355	460

Table: Different land based Activities

Source: Adventure tourism market study in India, 2015



Total Tourist

Source: Adventure Tourism Market Study in India(2015)

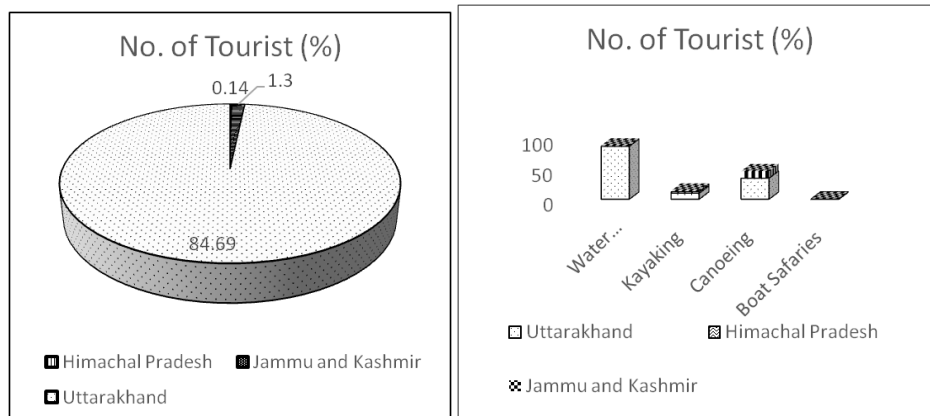
Water Based Activity

Table2: Different Water Based Activities

State Wise Tourist Arrivals	Water Rafting	Kayaking	Canoeing
India	997040	30790	8105
Himachal Pradesh	626	773	0
Jammu Kashmir	11405	466	934
Uttarakhand	871463	3068	2813

Source: Adventure Tourism Market Study India,2015

3) Total Tourist: Water based Activity



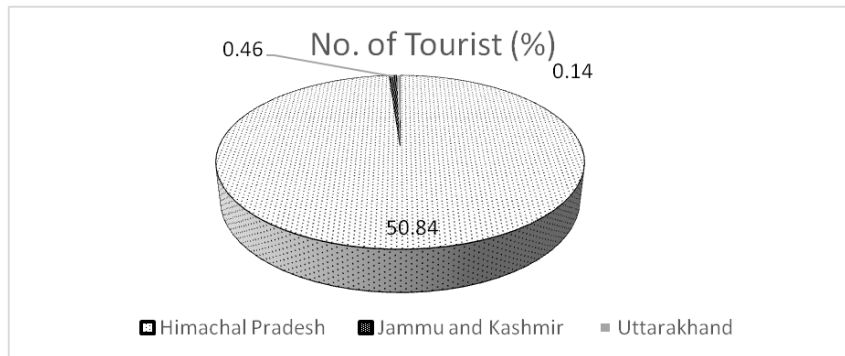
Source: Adventure Tourism Market Study in India (2015).

It is clear from the diagram below that it is Uttarakhand that dominates the other two states in terms of water based activities i.e. 85 percent tourist preferred Uttarakhand for water based activities whereas the other two states are far behind contributing only 2 percent of the total. While the activity that dominates among the other water based activities it is river rafting followed by canoeing in these three states.

Air Based Activity

It is clearly shown from the diagram that Himachal Pradesh is far exceeding the other two states in air based adventure activity, contributing 51 percent of the total tourist while the other states contributes very little. However, paragliding is the most preferred activity by the tourist in the three states, whereas in India it is parasailing.

4) Air Based Activity: Total Tourists



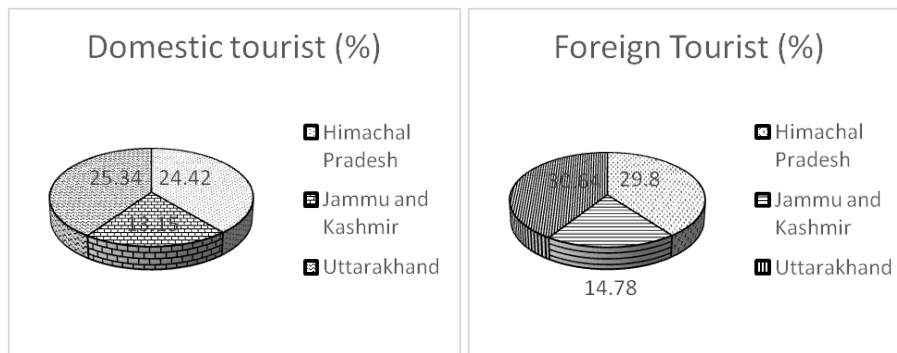
Source: Adventure Tourism Market Study in India (2015).

Market Size

In revenue generation from adventure tourism both Uttarakhand (26.72 percent) and Himachal Pradesh (25.83 percent) have a negligible difference with Uttarakhand on little bit higher side, followed by Jammu and Kashmir (13.58 percent). All the three states contributes the highest in revenue generation with respect to India representing an immense potential for economy, followed by Goa (5.93 percent) and Maharashtra (5.18 percent).It is also interesting to note that in

terms of revenue generation from domestic tourists both Himachal Pradesh and Jammu and Kashmir are in low category (Fig 4) only Uttarakhand is on higher side while with respect to the foreign tourists only Jammu and Kashmir comes under low category whereas both Himachal Pradesh and Uttarakhand are on higher side.

5) Revenue Generation



Source: Adventure Tourism Market Study in India (2015).

Table: Revenue Generation

Himalayan States	Revenue From Domestic Adventure Tourist Visits	Revenue From Foreign Adventure Tourist Visits	Total
India	1337.98	477.24	1815.21
Himalchal Pradesh	326.7	142.21	468.9
Jammu & Kashmir	176.04	70.56	246.6
Uttarakhand	339.06	146.04	485.1

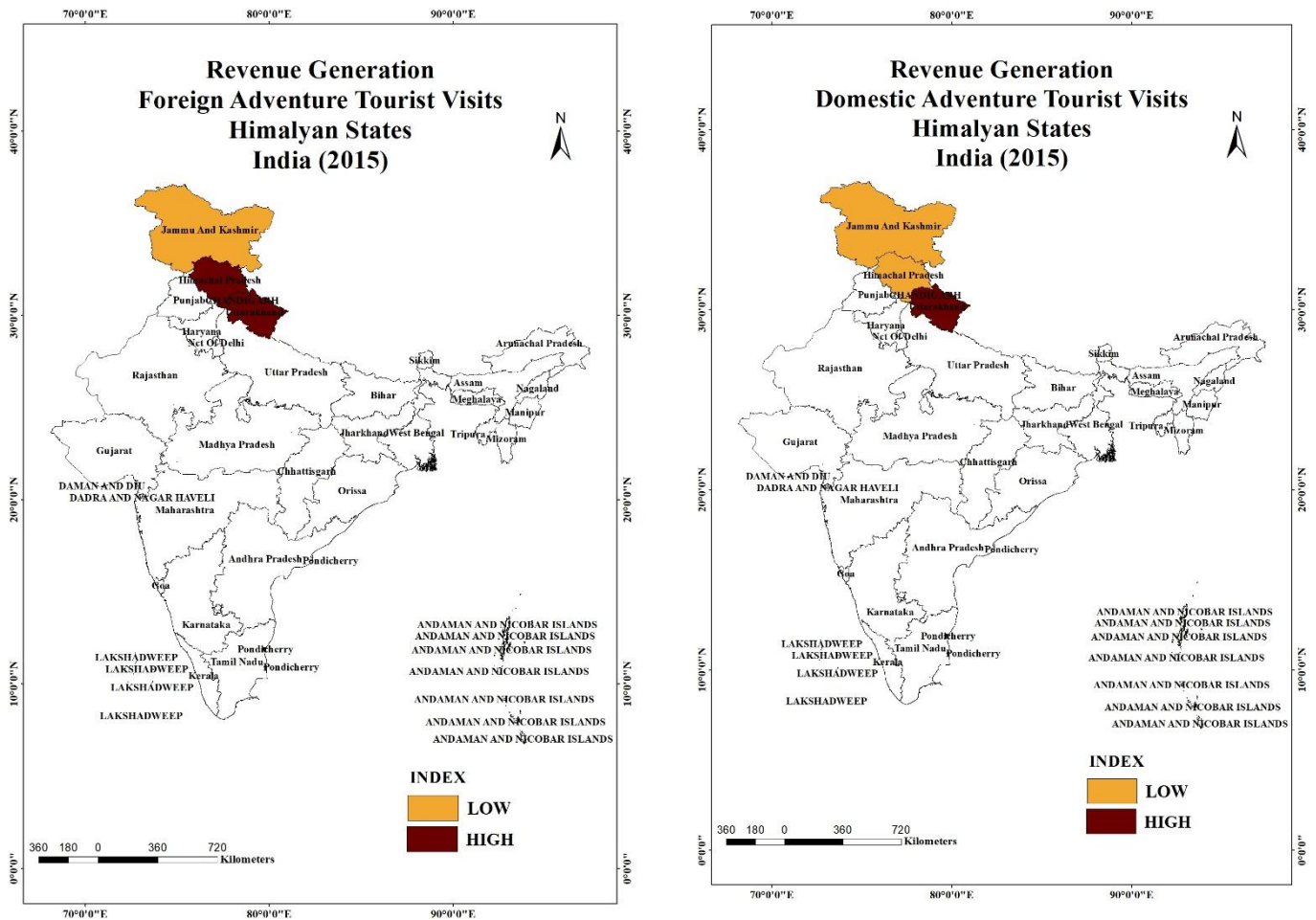


Fig: 3 & 4

5. Conclusion and Recommendations

From the aforesaid study it has been concluded that all the three states has tremendous potential for adventure tourism. In overall tourist visits for adventure tour; Uttarakhand receives the highest number of both domestic (58.2 percent) and foreign tourist (53.7 percent). Among these three states Himachal Pradesh receives the highest tourists in land based and air based adventure activities, with camping as the most preferred activity by tourists in all these states. While in water based activity, Uttarakhand(84 percent) is not only far exceeding these two states but also it is leading with respect to the India, receiving the highest number of tourists among all the activities, with river rafting as the dominant adventure activity. It should be noted that Jammu and Kashmir is lagging behind in all the activities from these two states, but in terms of revenue generation all the three states dominates showing a positive

sign in adventure tourism, followed by Goa and Maharashtra. From the aforementioned study it has clearly been observed that all the three states has immense potential in adventure tourism, an effort should be made to market and promote different activities in the three states both at national and international platform. Existing unparalleled destination need to have well managed and develop infrastructure with basic amenities like public convenience, changing rooms, waiting areas. There should be need to identify new unexplored unparalleled destinations for exploration and experience as these can greatly aide economic opportunities of local people in rural and remote communities. Adventure operator should be well equipped and the guidelines for the adventurist should be effectively communicated. Government should develop the policies that can help in boosting and promoting adventure tourism in the states.

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