DEVELOPMENT OF ADVENTURE TOURISM IN NORTHERN INDIA: A CASE STUDY OF UTTRAKHAND

THESIS
SUBMITTED FOR THE AWARD OF THE DEGREE OF
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BY
SAADIA LODI

Under the Supervision of
Dr. SHEEBA HAMID
( Associate Professor )

DEPARTMENT OF COMMERCE
ALIGARH MUSLIM UNIVERSITY
ALIGARH (INDIA)

2013
Certificate

This is to certify that the work embodied in this thesis entitled "Development of Adventure Tourism in Northern India: A Case Study of Uttrakhand" is the original work to the best of my knowledge. It has been carried out by Ms. Saadia Lodi, under my supervision and is suitable for submission for the award of Ph.D degree in Commerce (Tourism) of Aligarh Muslim University, Aligarh.

Dr. Sheeba Hamid
(Associate Professor)
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Tourism is the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. Tourism has become a major and an integral part of economic, social and physical development. Tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. It comprises complete system of nature, the universe, the space and the galaxy which includes the man and his activities, wildlife, mountain and valleys, rivers and waters, forest and trees, social and cultural system, flora and fauna, weather and climate, sun and the sea. World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts.

India's glorious traditions and rich cultural heritage are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as tourist paradise. The diverse geographical locales of India delight the tourists. The monuments, museums, forts, sanctuaries, places of religious interest, palaces, etc. offer a treat to the eyes. Every region is identified with its handicrafts, fairs, folk dances, music and its people.
Uttarakhand is unique indeed and contains a large variety of valuable resources each providing excellent opportunities for development and redevelopment of a diverse range of products with facilities and activities to satisfy any traveller’s desire. It possesses products based on the contrast between the abundance of nature, spirituality, soft and hard adventure and ultimate leisure and ‘well being’ facilities.

The extensive cultural and ecological resources of Uttarakhand provide a good location for the continued development of adventure tourism in the region. Uttarakhand’s mountainous regions, rivers, rich wildlife, historic, religious importance and unique geographical formations set the backdrop for this expanding sector of tourism. Since its formation in November 2000, the government of Uttarakhand has undertaken significant initiatives to bring about all round development. The emphasis was to stimulate development across all sectors of the economy – agriculture, industry and services. There are many potential destinations of adventure tourism in the area. In order to plan, manage and develop, there is a need of field study of potential regions of adventure tourism in Uttarakhand.

The hilly district, however, have languished with poorer social and physical infrastructure that has limited its prospects economic growth. Planning tourism at all levels is essential for achieving successful adventure tourism development and management. The issues that hinder the effective marketing
of the state as adventure tourism destination are lack of awareness of Uttarakhand as adventure destination, ineffective branding of the state and lack of a marketing strategy. Another hindrance is that for positive effects of tourism development, it is important to set up accommodation units and strengthen infrastructural facilities in the State.

Preview of Chapters

The thesis consists of five chapters along with comprehensive references and annexure. First chapter gives an introductory background and framework of the study. It also provides review of literature on the subject matter besides the statement of problems, scope of the study, objectives, hypotheses of the study, research methodology and limitations of the study. Second chapter throws light on the scenario of adventure tourism at global and Indian level. It highlights the scope of the adventure market both internationally and nationally. The chapter also impart knowledge about the institutions and agencies involved in adventure tourism development at world and national level. Apart from this, third chapter introduces Uttarakhand and provides insight about its geographical, physical and economic status with special attention to travel economy and government co-operation. This chapter discusses different strengths, weaknesses, opportunities and threats of adventure tourism with potential of adventure tourism in the state and also addresses problems in development. Fourth chapter analyzes the satisfaction
level of adventure tourists visiting Uttarakhand and tests the hypotheses based on application of relevant and pertinent statistical tools such as Mean, Standard Deviation, Regression analysis to know the impact of five elements of adventure tourism on satisfaction and arrive at the findings of the study. The fifth chapter suggests an action plan for speedy development of adventure tourism in the state of Uttarakhand and evolves strategic priorities in moving forward.
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(Saadia Lodi)
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<td>ATDI</td>
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<td>ATM</td>
<td>Automated Teller Machine</td>
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<td>CBT</td>
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Chapter 1
Introductory Background and Framework of the Study
1. Introductory Background

This chapter begins with an introduction on tourism, economic significance of tourism and defining adventure tourism.

Tourism is considered as one of the fastest growing industries all over the world (WTO, 2001a). Statement made at XXI United Nations General Assembly (1967) acknowledges the importance of tourism industry as, "tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all government". Tourism as an industry has been flourishing and growing since times immemorial, but in the last few decades, specific attention has been started to be given to this smokeless industry (Husain, 2007). A study by WTTC (World Tourism & Travel Council) estimated in 2010 that the contribution of tourism to the world GDP was to the tune of 9%, whereas, its total employment effect was more than 235 million jobs, representing 8% of global employment. Tourism continues to occupy an important position in the global economy. It has been called the greatest voluntary transfer of wealth from rich to poor countries (Ashley 2009). Tourism has been seen as the driving force for regional development.
Successful tourism can increase destination’s tourist receipts, income, employment and government revenues (Chen and Tsai, 2007). Foreign exchange earnings in this industry has a high added value for national economy of any country, that is why many countries consider this growing industry as the main source of income, an opportunity for employment, private sector growth and economic infrastructure strengthening (Haghkhah et. al., 2011). According to the UNWTO (United Nations World Tourism Organization) 2012 forecasts, the sector is expected to provide nearly 296 million jobs by 2019 given that there would be sustained growth of global tourist arrivals and the major economies maintain its momentum.

2. India: A Background vis-à-vis Tourism

India has fascinated people from all over the world for its rich culture and heritage. There are historical monuments, beaches, places of religious interests, hill resorts etc. that attract tourists. Every region is unique with its handicraft, fairs, folk dances, music and its people. India is a land of diversities, with a wide variety of tourism offerings, varied geographies and sub-cultures. In India, the tourism industry is substantial and vibrant, and the country is fast becoming a major global destination. The main elements which attract tourist to India fall under following categories:

i) Pleasant climate

ii) Scenic attraction

iii) Historical and cultural attraction
iv) Shopping  

v) Adventure  

vi) Variety of cuisines  

vii) Relaxation  

viii) Health/ Yoga  

xi) Medical facilities.

The total contribution of travel and tourism to India’s GDP for 2011 is estimated to be about 4.5%. As regards employment generation in 2011, the sectors’ total contribution worked out to be 7.5% in the country’s total employment pie chart (WTTC, 2010). Tourism is one of the largest net earners of foreign exchange for the country, recording earnings of Rs 64889 Crores in 2010, a growth of 18.1% over 2009. (Government of India, 2011).

3. What is Adventure Tourism?

Within the tourism industry, adventure tourism is a rapidly expanding segment. This subset is gaining prominence with tourists, both domestic and foreign, showing a marked preference for adrenaline rush.

Adventure tourism is “characterised by its ability to provide the tourist with relatively high levels of sensory stimulation, usually achieved by including physically challenging experiential components” (Muller & Cleaver, 2000). The adventure experience within a recreational context can be defined as, “A self-initiated recreational activity, that usually involves a close
interaction with the natural environment, structurally contains elements of perceived or real risk and danger, and has an uncertain outcome that can be influenced by the participant and/or circumstance” (Ewert, 2000).

4. Uttarakhand: Adventure Tourism Destination

Uttarakhand state is a unique tourist destination with excellent opportunities for development of a diverse range of products involving nature, spirituality, adventure, leisure etc. to satisfy a tourist's desire. Uttarakhand is a paradise for adventure sports. The sheer variety ranging from mountaineering (Bhagirathi, Chowkhamba, Nanda Devi, Kamet, Pindari, Sahastratala, Milam, Kafni, Khatling, Gaumukh), trekking, skiing (Auli, Dayara Bugyal, Munsyari, Mundali), skating, water sports (in all the lakes and rivers in Uttarakhand) to aero sports like hang gliding, para gliding (Pithoragarh, Jolly Grant, Pauri) make Uttarakhand one of the most attractive destinations for adventure sports not only in India but the world over.

(Section: B)

5. Framework of the Study

This part of the chapter deals with Statement of Problems regarding development of adventure tourism especially in Uttarakhand followed by Review of Literature in the subject matter, Research Gap, Scope of the study, Objectives, Hypotheses, Research Methodology, Layout of the chapters and Limitations of the study.
(I) Statement of Problems

Uttarakhand has a long tradition of providing an ideal environment for adventure tourism but certain barriers continue to hamper the growth and development of the region. The State attracts tourists for pilgrimages, cultural tourism, nature tourism, adventure tourism, wildlife tourism and eco-tourism. Adventure tourism although having a potential to fulfil the criteria of significant economic and social contributor in providing benefits to the host community, it is often improperly placed beneath the umbrella of tourism in general. At present there is no systematic effort to gather data specifically on adventure tourism. Greater emphasis needs to be placed on understanding this subset of tourism in order to ensure effective planning that maximizes adventure benefits and minimizes its impact. Much of the constraint in tapping the unlimited tourism potential of Uttarakhand is attributed to the absence of a planned and coordinated strategy of tourism development, inadequate capital investments in tourism infrastructure and limited private sector participation. However, to sustain tourism, there is requirement of proper infrastructure (good roads, hotels, sufficient power, water, etc). The state needs to identify new locations (instead of over emphasising on Char Dham Yatra) and showcase the culture, handicrafts, and cuisine of that place. Proper publicity and marketing are also required along with the development of skills in tourism sub-sectors to provide world class service.
Chapter -1: Introductory Background and Framework of the Study

It is worth mentioning here that state government has already taken firm steps on certain issues to promote and develop Uttarakhand as adventure tourist destination but still the state government needs to strive hard to make tourism an instrument of economic growth and prosperity in Uttarakhand.

(II) Review of Literature

In the following paragraphs, an effort has been made to furnish an account of literature review on the subject matter of Adventure Tourism within the severe constraints of limited data and research material.

(i) Adventure: A Desire to know the Unknown

Adventure tourism is a large but little-studied sector (Buckley 2004). Definitions of adventure tourism have traditionally been centred on adventure recreation (Hall & Weiler, 1992). Many studies accept adventure recreation as its integral part (Christiansen 1990; Hall 1989). Adventure is an evocative term. “Adventure speaks of beginning boldness and power. Adventure connotes participation and active involvement in the life. An adventure, a quest, begins because of a human desire. a drive to experience which is hidden and unknown” (Quinn, 2003). Quinn is of the view that human desire or drive to experience what is hidden or unknown initiates adventure. In the same line of thinking, Dufrene (1973) states: “We are attracted by a deep forest or lake because it gives the impression that there is some truth to discover, some secret to abduct from the heart of the object. It is the eternal seduction of the hidden”. The idea derived from the above definitions is that adventure is generally assumed to describe an undertaking that is exciting and unexpected.
(ii) Adventure: The Risk Factor

Adventure, from *ad venio* "whatever comes" (Zweig, 1974) by definition has uncertain outcomes. This uncertainty contributes to the challenge and an inherent amount of risk. Martin and Priest (1986) suggests that there is an optimal level of risk and competence which brings about greatest satisfaction with an adventure experience and came up with a model depending on the degrees of risk and competence exerted. They were of the view that there is a peak level of enjoyment attained during adventure sports which balance competence and risk. Research regarding adventure tourism has largely been influenced by adventure definition put forth by Ewert (1989), he stated, "what distinguishes adventure activities from those more commonly associated with outside recreation is a deliberate seeking of risk and uncertainty of outcome, only in outdoor adventure pursuits is there a deliberate inclusion of activities that may contain threats to an individual’s health or life." He differentiated outdoor recreation from adventure recreation by associating the 'deliberate seeking of risk and uncertainty of outcome in adventure recreation and addressed that risk is an integral part of adventure experience. He proposed that risk is something attractive to the participants, it is something they are actively searching for and a desire to participate may decrease if risk is absent. Risk and danger relate to a potential for injury and loss (Kane and Tucker, 2004). According to Badenoch (1991), "an adventure may be defined as any human activity that is valued and engaged in by the participant for the perceived risk of challenge involved". From this viewpoint, any activity undertaken because we choose to place some aspect of ourselves at risk, or to challenge that aspect of ourselves, would be considered an adventure.
Chapter 1: Introductory Background and Framework of the Study

The Oxford dictionary (Brown 1993) defines adventure as, “a chance of danger or loss: risk, jeopardy, a hazardous enterprise or performance.” Thus, adventure tourism has gained the notion of risk and uncertainty. Mortlock (1987) defined adventure in physiological & psychological terms: “to adventure in the natural environment is consciously to take up a challenge that will demand the best of our capabilities – physically, mentally, and emotionally. It is a state of mind.”

The principal aim of Mortlock on why people engage in adventure has been psychological in terms, adventurists are actively searching for risk and it is something attractive to them. Voluntary risk-taking is a behaviour that involves individual’s participation in activities that they perceive to be in some sense of danger, but are undertaken deliberately, and from choice (Lupton and Tulloch, 2002).

According to Swarbrooke et al., (2003) the following characteristics can be used to measure whether a given activity can be classified as an adventure:

1) uncertain outcomes

2) some element of danger and risk

3) challenge

4) anticipated rewards

5) novelty

6) stimulation and excitement

7) escapism and separation
8) exploration and discovery
9) absorption and focus
10) contrasting emotions

(iii) Tourism: An Insight

The above discussed prominent conceptualizations of adventure have to be combined with tourism to acknowledge and merge the concept of tourism in adventure tourism. Therefore, it is necessary to understand the word ‘tourism’ to guide a discussion about adventure tourism as a field of research.

One of the earliest definitions of tourism was provided by the Austrian economist Hermann Von Schullard in 1910, who defined it as, "sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region." Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity"(Wikipedia, 2013). Mathieson and Wall (1982) defined tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

According to Macintosh and Goeldner (1986) tourism is "the sum of the phenomena and relationships arising from the interaction of tourists, business
suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors." The World Tourism Organization (1995) defines tourism as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

(iv) Tourism and Adventure Tourism: An Interface

Above definitions throw light that adventure tourism embraces the commonly agreed characteristics of tourism. There is a strong inter-relation between the two. Adventure tourism requires the settings and activities strongly in addition to the adventure experience. As put by Sung (1996), "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 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." Similarly, Honey (1999) shows the close link between the two as, "Adventure tourism is the sum of the phenomenon of adventure and its related supporting components (i.e. transportation, location and activities). It is characterized by the practical engagement of the tourist, element of risk (physical or otherwise) and uncertainty and its tendency to occur in remote or exotic environments. Adventure tourism is a growing subset of the tourism market (Beedie & Hudson, 2003)."
(e) Adventure Tourism and Outdoor Recreation

Cater (2000), comments that "adventure tourism is fundamentally about active recreation participation and it demands new metaphors based more on "being, doing, feeling, touching and seeing rather than just seeing". Definition of adventure tourism used by Canadian Tourism Commission (cited in The Economic Planning Group of Canada, 2005) is: An outdoor leisure activity that generally takes place in an unusual, exotic, remote or wilderness setting, (sometimes) involving some form of unconventional means of transportation and lending to be associated with low or high levels of physical activity. The activity may entail some element of risk. Adventure tourism had been defined by Weiler and Hall (1992) as being: "a broad spectrum of outdoor tourist activities, often commercialized and involving interaction with the natural environment away from the participants' home range and containing elements of risk; in which the outcome is influenced by the participants, setting, and careful management of the experience." According to Bentley, Page and Laird 2001, adventure tourism may be defined as "commercially operated activities involving a combination of adventure and excitement pursued in an outdoor environment and may incorporate a broad spectrum of activities ranging from high risk adventure activities (e.g. white water rafting) to low risk ones (e.g. tramping)". Adventure tourism activities are typically organised along an adventure continuum ranging from soft adventure to hard adventure (Christiansen, 1990).
Table 1.1 Adventure Tourism Activities

<table>
<thead>
<tr>
<th><strong>Adventure Tourism Activities</strong></th>
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<tbody>
<tr>
<td>Arctic Trips</td>
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<td>Bicycling</td>
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<td>Camping</td>
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<td>Dog sledding</td>
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<td>Hang gliding</td>
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<td>Hunting</td>
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<td>Motorcycling</td>
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<td>nature Trips</td>
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<td>Rafting</td>
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<td>Safaris</td>
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<td>Skiing</td>
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<td>Skydiving</td>
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<td>Soaring</td>
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<td>Trekking</td>
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*Source: Ewert, 1989; Specialty Travel Index, 1992*

(vi) **Factors Affecting Perception of Adventure Tourists**

In the second line of research little scholarly attention is given on the factors that affect the perception of adventure tourists to engage in different adventure tourism activities.

In adventure tourism research, principal attention has been given to review the psychological and behavioural aspect, focussing on the reasons why people...
Chapter -I: Introductory Background and Framework of the Study

Engage in adventure activities. Researchers (Brooker 1983; Cherón & Ritchie 1982; Jacoby & Kaplan, 1972 as cited in Schneider, Vogt & Smith, 2006) recognized that risk has psychological and social dimensions. It is adventure tourist behaviour that has been the focus of adventure tourism studies. Adventurists behaviour and motivation to take risk deliberately is like “license for thrill” (Wickens, 1997) to them. It is generally acknowledged that one of the defining features of adventure tourism is risk and uncertainty of outcome (Ewert 1989, Page et al. 2003, Shephard and Evans 2005, Sung et al. 1997 as cited in Gajda, 2007). Priest and Carpenter (1993) defined risk as “potential to lose something valuable”. The concept of risk is much broader. There are mainly two types of risk- real risk and perceived risk. The terms are described by Ewert (1989 p.4) as, “real risk is that which actually exposes the participant to the possibility, even probability of being hurt or having a close call, whereas perceived risk refers to illusion of danger”. Although risk is an inherent feature of adventure tourism but the adventure seekers are ready to expose them to risk up to a certain level. Fluker (2005) conducted a study on 612 people who participated in three different activities according to their motivation to have exciting experience and it appeared that the individual groups differentiated greatly in their acceptance of amount of risk making the role of commercial adventure tour operators to become significant as they understand the importance of managing the real and perceived risk regarding adventurists desire and thereby develop specific marketing strategies. According to Sung (2004), factors that should be taken into consideration when classifying
different travel groups include: demographic and socioeconomic profiles, trip related factors (location and activity), and perception of adventure in travel decision making. According to Kotler (2000) as cited in Schneider, Vogt & Smith (2006), segmentation is at the heart of modern marketing and traditionally divides the market according to demographics (age, sex, race, etc.), geography (where tourists come from) and psychographics (personality and lifestyle). Walle (1997) as cited in (Gyimothy & Mykletun, 2004) proposes segmentation on the basis of differing levels of risk taking and/or insight seeking motives, rather than treating them as a homogeneous risk taker group.

Age is also another factor that can be determining factor in choosing adventure tourism activity as highlighted by Beedie and Hudson (2003), “people in the Western world are living longer and retiring sooner. It is estimated that by 2040 over half the population in the developed world will be over 50, enjoying good health with a more informed global perspective. Thus, there will be more mountain adventure tourists”. Travelling cost remain a significant determinant in making travel decisions, tourist satisfaction is increasing in importance (Krippendorf, 1987). The most successful adventure tourism operators are those that have reduced their actual risk levels whilst effectively commodifying the thrills within (Cater, 2000). “The standard of care of professionals has increased with the passage of time in step with society’s expectation” (Abrams, 2001, p2). Most people want the appearance but not the essence of risk so participants expect outdoor leaders and providers to protect them from any real harm (Haddock, 1993).
(vii) Adventure Tourism Market: A Global View

Tourism is a commercial industry, like other industries competition also occurs in adventure tourism to capture the market and dominate. Adventure tourism has grown rapidly in recent years and has become increasingly commercialised (Johnson & Edwards, 1994). But there is a lack of attention to the adventure’s contribution to tourism (Swarbrooke et al., 2003). A consistent definition hinders precise measurement of the adventure travel market (Page et al. 2004). As the boundaries between adventure and mainstream tourism are slowly diminishing and are likely to become less clearly defined, although the inherent danger, thrill and risk of adventure tourism can never be eliminated, they can now easily be managed. Therefore, many companies worldwide have sprung up and are operated by experts with specialist knowledge and their main purpose is to capture maximum share in the market (Giddens 1990). Thus, there has been a phenomenon rise in the availability of adventure attractions around the world for example, New Zealand, Australia, and British Columbia, where the attraction of bungy jumping, white water rafting, jet boating and the like has provided a new impetus for tourism. The New Zealand has given itself the name of adventure capital of the world and New Zealand Tourism Board makes heavy use of the slogan “New Zealand is Adrenaline Country” (Cloke & Perkins, 1998).
(viii) Glimpses of Adventure Tourism in India

In India natural beauty is abundant and widely used to promote the nation’s tourism. It has rich cultural heritage, world famous pilgrimage and spiritual centres, rivers, waterfalls, beaches, national park and forests, diverse flora and fauna, and mighty mountains and peaks. From time immemorial India has been looked upon as a pilgrimage spot and spiritual destination. Tillman (1937) describes India as, “The superstitions, myths and traditions relating to mountains, are most of them interesting and some beautiful. The mountains of Garhwal are particularly rich in stories, being the Garhwal is the birth place of the Hindu religion, the traditional home of most of the Gods of the Hindu Pantheon and terrestrial scene of their exploits. Every mountain and river, almost every rock and pool is associated in legend with the life of some God”. Mathur (1994) talks of immense potential of tourism in India, “that India offers an immense variety of attractions ranging from culture, architecture and history to adventure and leisure is well known. What is not well known, however, is the fact that this ancient country also possesses a modern infrastructure along with its traditional sense of hospitality- to enable the tourist to have an enjoyable time in this country”.

Adventure tourism in India is still in nascent stage of development but the country has huge potential. Adventure activities are immersed in such scenery and provide new and significant experiences to those who are adept at them. Tourists today are motivated by a sense of exploration, seeking adventure, nature and activities such as river rafting, trekking, mountaineering, cycling
and nature walks (Bagri & Kumar, 2003). Saigal (1997), “Unknown to many people India is an excellent destination for adventure. Its vast geographical diversity and the pristine nature of its facilities, enable all tastes to be catered for, from the gentle to the fast paced and for the people of every level of competence- the beginner and the expert. From the daunting Himalayan peaks in the north to the azure coastal areas in the south just a small part of exhilaration and excitement of the fast growing area which is increasingly being recognized as adventure tourism. In India the mighty Himalayas and never ending sea-coast and the two island territories are open in citations to the fun-loving and adventurous”. Shamnani (1996), “Few people are aware that more than fifty percent of the mighty Himalayan range lies in India and the third highest mountain, namely the Kanchenjunga lies in the region of Sikkim in India. It also boasts of some high mountains in the central and Kashmir Himalayas, namely the Nanda Devi and Nunkun in the Siachen region. India has the longest valley glacier. Arunachal Pradesh has some unmanned, unclimbed and enchanted peaks”. Confucious said “wise man find pleasure in water and virtues in mountains”, well Kashmir has both. The Department of tourism proposes to make available canoes, kayaks, inflatable rafts and other allied equipment for tourists. The mountains in Kashmir are not purely for the challenge but there is plenty of flora and fauna to add to the adventure. The real adventure is going across the hills, the mountains, cross country skiing and mountaineering and even heli-skiing. The need is to exploit this part of adventure.” (Confucious as cited in Mashraf, 1985).
Farooq & Bhat (2008) examined the potential and scope of adventure tourism in the state of Kashmir and recommended various measures for future development. Uttarakhand with its richly endowed natural environment, unexploited so far, has immense potential for adventure activities. Husain (2007) conducted a study on foreign and domestic tourists, hoteliers and travel agents to throw light on the promotional measures taken by the state government of Uttarakhand for the development of tourism in general and suggested different promotional strategies are needed. The study by Pant (2011) revealed that although Uttarakhand has unique natural offerings but it lacks various infrastructural facilities. It was suggested that Uttarakhand must overcome its deficiencies and market itself well. Government of India has realized the importance of adventure tourism and scope of growth in this sector and is working on to promote India as an adventure tourist destination (Gupta, 2008). Phukan, Rahman & Devdutt (2012) analysed the status of spiritual tourism in the state of Uttarakhand. A Casual-Loop model showing interrelationship between tourist-economy-infrastructure was constructed and it was concluded that tourism is one of the highest earning industries in Uttarakhand, most tourists are primarily attracted by its natural beauty and spiritual activities and the state's infrastructure should be improved to increase the inflow of tourists.

Farooque, Budal & Maikhuri (2008) assessed the environmental and socio-cultural impacts of camping and white-water rafting on river Ganga in Uttarakhand and on the basis of data collected through primary survey, they
were of the view that though adventure tourism has the potential to contribute, in a positive manner, to socioeconomic achievement, but at the same time, its fast and sometimes uncontrolled growth is also leading to the degradation of the environment and loss of local identity and traditional culture.

(III) Research Gap

As observed from the review, Uttarakhand is blessed with the locations ideal for adventure tourism, however, hardly much literature is available on the current scenario and potential of adventure tourism in the state of Uttarakhand. It is noted that most of the reviews relied on the Uttarakhand as spiritual or pilgrimage destination, scholarly focus on the present status and potential of Uttarakhand as adventure destination is lacking. In spite of having huge scope, very few researches are done on the need of strategies for development of adventure tourism in Uttarakhand particularly. A systematic study in this area will thus help in understanding the current status and contribute in development of adventure tourism in the state of Uttarakhand.

(IV) Scope and Need of the Study

It is evident from the gaps in the studies conducted on adventure tourism so far that there is still dearth of research studies mainly focusing on the adventure tourism development in Uttarakhand, India. The present work has been carried out against this backdrop. It includes empirical study on adventure tourist satisfaction and analyzes the impact of elements of adventure tourism that is aesthetic appeal, facilities, market awareness, food and accommodation and safety and security.
The study is justified on the basis that development of adventure tourism market may provide several benefits to the adventure destination. If the adventure tourism market is segmented, the planners can easily understand market niches and the contribution to the field increases manifold. Firstly, comprehending what tourists seek at adventure destination may help tourism marketers better understand their customers. Secondly, identifying which attributes satisfy tourists who visit Uttarakhand as adventure destination could help tourism planners develop strategies to attract customers. Thirdly, knowing who the satisfied tourists are may reduce marketing costs and maintain the adventure destination’s sustainability.

Furthermore, this study contributes to the body of knowledge in satisfaction research. The findings may strengthen knowledge about the relationship between the factors that satisfy tourists and tourists’ behaviours after purchasing adventure tourism products.

(V) Objectives of the study

The study aims at highlighting the importance of adventure potential in Uttarakhand so that necessary attention is given to the development of adventure tourism in the State and some strategies are devised to do the same. The objectives of the study are therefore set as follows:

1. To bring to light the present status of the adventure tourism and its potential in the state of Uttarakhand.
2. To study the present status of adventure tourism infrastructure in Uttarakhand.
3. To identify the problems associated with the development of adventure tourism in Uttarakhand.
4. To analyze the elements of adventure tourism development towards adventure tourist’s satisfaction.
5. To prepare an action plan for speedy development of adventure tourism in Uttarakhand.

(VI) Hypotheses of the Study

In the light of research gap and to meet the research objectives of the study five main hypotheses are formulated. These hypotheses are expressed as follows:

**H01**: There is no significant impact of the destination aesthetic appeal (natural beauty, refreshing environment, crowd at adventure destination and sustainable adventure tourism development practices) on adventure tourist satisfaction visiting Uttarakhand.

**H02**: There is no significant impact of the destination facilities (accessibility, connectivity, Visitor Information Centre, variety of adventure activities options and value for money adventure packages) on adventure tourist satisfaction visiting Uttarakhand.

**H03**: There is no significant impact of the destination market awareness (adventure promotional materials, online marketing, publicity campaigns and adventure brand image) on adventure tourist satisfaction visiting Uttarakhand.
H04: There is no significant impact of the destination availability of food and accommodation (availability of accommodation units, reasonably priced accommodation, hygienic rooms, restaurants availability and good quality food) on adventure tourist satisfaction visiting Uttarakhand.

H05: There is no significant impact of the destination safety and security (adequate safety measures, good quality equipments, competent trainers, sufficient medical insurance covers and low travel warnings and crime rate) on adventure tourist satisfaction visiting Uttarakhand.

(VII) Research Methodology

This research work is basically exploratory in nature. The aim of this research is to collect detailed information on satisfaction of adventure tourists visiting Uttarakhand to facilitate development of adventure tourism in the region. It has been endeavour of the researcher to make an empirical study by analyzing and critically examining the relevant statistical collections from primary sources and related information from secondary sources. The collection of primary data includes questionnaire, discussions and observations to find out adventure tourist satisfaction level in the light of tourist's demographic and travel behaviour characteristics about the various elements of adventure tourism like aesthetic appeal, facilities, market awareness, food and accommodation and safety and security and analyze the impact of the multiple attributes of five main elements of adventure tourist satisfaction in Uttarakhand. Selective discussions with members of adventure tourism
associations and established adventure tour operators across New Delhi were conducted to obtain requisite information. Besides that, participants from Aligarh Muslim University Mountaineering Club were contacted to get the questionnaires filled by adventure tourists during their various visits to Uttarakhand. In addition to it, discussions of tourism opportunities and challenges with major stakeholders in Uttarakhand were also done to determine the level of community support. The attributes of the study were selected through the related tourism literature review which are crucial ones affecting adventure tourists’ satisfaction. Five main hypotheses were proposed, frequency, mean, standard deviation and regression analysis were applied to test the study hypotheses in order to reveal the impact of the elements and the overall level of satisfaction. In order to accomplish the objectives of the study, a model was designed. Further a SWOT analysis of Uttarakhand in respect of adventure tourism was also carried out. The SWOT analysis is a simple and a well-known way of identifying the key factors that are relevant for the estimation of potential development effects. This Analysis consists of four factors: S – strengths, W – weaknesses, O – opportunities and T – threats.

(i) Sources of Information

(a) Primary Sources

From a methodological perspective, adventure tourists who visited Uttarakhand were surveyed. The questionnaire consisted of the elements of adventure tourism and tourist’s demographic and travel behavioural
characteristics. First of all, 23 adventure destination attributes were identified and classified under five dimensions: aesthetic appeal, facilities, marketing awareness, food and accommodation, safety and security. These five elements then were related with overall satisfaction. A total of 350 tourists were surveyed in the study area.

(b) Statistical tools used

For measuring the impact of elements of adventure tourism on the satisfaction of adventure tourists visiting Uttarakhand, various statistical tools have been used according to the requirement and suitability. The statistical tools used are Mean, Standard Deviation and Regression Analysis.

• Mean

It is a single value, which represents the entire data.

• Standard Deviation

The standard deviation measures the absolute dispersion or variability of a distribution. It shows deviation from the mean.

• Regression analysis

Regression analysis is a statistical tool for the investigation of relationship between variables. It is used to ascertain the causal effect of one variable upon another.

(c) Secondary Sources

The data have been collected mainly from various books on the relevant subject matter. The journals and periodicals have been thoroughly scanned to
collect material on adventure tourism. Annual reports of the concerned ministries and directorate have been consulted for the requisite numerical and non-numerical data. Some unpublished theses and dissertations have also been studied to analyze the problems, issues and challenges of adventure tourism development in India and particularly of Uttarakhand. The articles, write-ups and abstracts of the prominent reports on tourism and adventure appearing in the business dailies have been consulted to examine the issues critically. The various informative websites have provided substance and valuable support for the framework of the thesis.

(VIII) Layout of the Chapters

The thesis consists of five chapters along with comprehensive references and annexure. First chapter gives an introductory background and framework of the study. It also provides review of literature on the subject matter besides the statement of problems, research gap, scope of the study, objectives, hypotheses of the study, research methodology and limitations of the study. Second chapter throws light on the scenario of adventure tourism at global and Indian level. It highlights the scope of the adventure market both internationally and nationally. The chapter also imparts knowledge about the institutions and agencies involved in adventure tourism development at world and national level. Apart from this, third chapter introduces Uttarakhand and provides insight about its geographical, physical and economic status with special attention to travel economy and government co-operation. This chapter discusses different strengths, weaknesses, opportunities and threats of adventure tourism with potential of adventure tourism in the state and also
Chapter 1: Introductory Background and Framework of the Study

addresses problems in development. Fourth chapter analyzes the satisfaction level of adventure tourists visiting Uttarakhand and tests the hypotheses based on application of relevant and pertinent statistical tools such as Mean, Standard Deviation, Regression Analysis to know the impact of five elements of adventure tourism on satisfaction and arrive at the findings of the study. The fifth chapter suggests an action plan for speedy development of adventure tourism in the state of Uttarakhand and evolves strategic priorities in moving forward.

(IX) Limitations of the Study

Implications drawn here were also subject to several limitations. First, the attributes chosen as independent variables could be a limitation because other attributes, which were not used in this study, could impact adventure tourist’s satisfaction. Second, the population sample obtained by the survey instrument presented some challenges due to insufficient information. Since, adventure tourism is in nascent stage, sample size was less as adventure tourists were scarce and that too were mainly domestic tourists. This limitation resulted from a one-time measurement for data collection, a limited questionnaire and the timing of the survey.

The relative immaturity of adventure tourism, as mentioned earlier, means that in research terms, there are still many gaps in the body of knowledge, which need to be plugged. Without research, availability of data is limited and without data, the quality of information required to develop theories and models is also scarce.
6. Conclusion

India is showing a remarkable progress in the sphere of tourism industry. In other words, Indian tourism industry is fast shaping the destiny of national economy. The sunrise sector, adventure tourism occupies a unique place in the tourism paradigm and is among the fastest growing niche markets in the sector. Indian adventure tourism is on an upswing and recording double digit growth according to industry estimates. There is a dire need for a revised policy on tourism focusing on holistic developmental approach and sharing of adventure tourism best practices at the grass-root level to support the sustainable growth of adventure travel in the state.

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Chapter 2

Adventure Tourism
Scenario: Global and Indian Perspective
CHAPTER 2

ADVENTURE TOURISM SCENARIO: GLOBAL AND INDIAN PERSPECTIVE

1. Introduction

The world wide changing dimensions in tourist motivation and preference vary not only in the product market but also in the tourism sector. According to WTTC, nowadays, with the changes in taste and preference of the international and domestic tourists, new areas of tourism like eco-tourism and adventure tourism have emerged (M.D. Dutta, A. Dutta & Bhattacharya, n.d.). Adventure travel appears to have developed out of the broader, wider growth of traditional outdoor and wilderness recreation during the 20th century. Unlike other forms of recreation, adventure travel offers a unique opportunity in which participants become more experienced and pursue extended scales of "adventurous endeavours" (Ewert & Hollenhorst, 1989).

2. Adventure Tourism Status in Tourism: A Global Review

Adventure tourism occupies a unique place in the tourism paradigm. The global adventure tourism market has a value of approximately €65 billion (excluding airfares and equipment), according to the Adventure Travel Trade Association. It is estimated that the market accounts for approximately 27% of the global tourism market and that nearly 150 million adventure trips are taken...
Chapter-2: Adventure Tourism Scenario: Global and Indian Perspective

every year. Adventure tourism is among the fastest growing niche markets in the tourism sector, a trend accurately mirrored by events at the 2011 international tourism trade fair (ITB Berlin). The average length of an adventure trip is estimated to be eight days. Guided adventure travellers spend approximately €2,200 per person per trip (excluding airfare and gear); roughly three times more than independent adventure travellers (“Promising EU export markets for adventure tourism”, 2011).

Research from the international body, Adventure Travel Trade Association, indicates that prior to 2007, 42% of tourism boards internationally recognized adventure tourism was of “increasing importance” while in 2011, 89% recognized the sector as important. As a sector, the adventure travel category of the tourism industry worldwide is in a growth phase, charting a 17% increase in receipts between 2009 and 2010. It reached an estimated 26% penetration (1 in 4 trips includes an adventure travel component) in 2010; if growth continues according to present modelling, adventure could be 50% of all reasons to travel by 2050. The sector is also a source of growth for tourism businesses. An Adventure Travel Trade Association (ATTA) found that 63% of adventure tour operators reported an increase in total gross revenue in 2011 and the average revenue increased by 17.3% (Adventure Travel Trade Association, The George Washington University & Xola, 2011).
Chapter 2: Adventure Tourism Scenario: Global and Indian Perspective

According to the benchmark, Adventure Tourism Market Report consumer study by The George Washington University (GWU) in partnership with the Adventure Travel Trade Association (ATTA) and Xola Consulting, adventure travellers are affluent, educated and spent more than $89 billion (excluding airfare and gear/clothing) on adventure tourism in 2009 (Doyle, 2010).

Adventure tourism is recognized as an important growing tourism segment but primary research to quantify the size and scope of this market in the United States of America or at international level has been lacking. For this reason, George Washington University, along with its partners, the Adventure Travel Trade Association (ATTA) and Xola Consulting, sought to better understand the adventure traveller. They conducted a study where the focus area was limited to three major markets: Europe, Latin America and North America, which comprise 70% of overall international departures, according to the UNWTO. In the study, Adventure Tourism Market Report, respondents were asked questions about their past three trips and intentions for future trip. Based on their answers, the study categorized their trips as: hard adventure, soft adventure or “other travel.” Activities were categorized into either hard (e.g., climbing, trekking, etc.) or soft (e.g., bird watching, safari, etc.) adventure activities or “other” tourism activities. Selected key findings of the study were:

1. 26.3% of people in the survey took hard adventure or soft adventure holidays.
2. 16% of all international departures from these three regions were for adventure travel.

3. On an average, the regional adventure market represents 55% of adventure travel in the three regions surveyed (Stowell et al., 2010).

3. Adventure Tourism Development Index (ATDI)

The ATDI is a joint initiative of the Adventure Travel Trade Association (ATTA), the George Washington University (GWU) and Xola Consulting Inc. Year 2009 marks the launch of The Adventure Tourism Development Index (ATDI). It was created to support entrepreneurs and governments who want to develop and market sustainable adventure tourism products and services. The ATDI offers a ranking of countries around the world based on principles of sustainable adventure tourism. Through ATDI’s ten Pillars, ATTA, GWU and Xola offer a set of principles to structure the adventure industry’s growth, ensuring that new markets created will be sustainable, delivering benefits into the future for the local environment and people. The ten pillars are:

i. **Sustainable Development Policy Rationale**: High environmental performance and low unemployment create a favourable climate for sustainable development and Government policies are an important factor in driving country performance in these areas.

ii. **Safety and Security Rationale**: Countries with high levels of transparency and low or no travel warnings issued are safer for travellers. Lower levels of corruption are also a sign of a more secure country. The Safety and Security pillar also assesses the degree to which adventure operators provide for the safety of travellers.
iii. **Tourism Infrastructure Rationale**: Availability of appropriate infrastructure includes both hard infrastructure (e.g. roads, airports, lodging facilities etc.) and soft infrastructure (e.g. trail maps, accessible information, ground operators and outfitters) for adventure travel.

iv. **Natural Resources Rationale**: Adventure travellers want untrammeled and well managed natural resources. Such places earn high praise from adventure travellers and sustained market competitiveness. Places with more unpopulated open space are likely to have greater natural resources for adventure tourism.

v. **Cultural Resources Rationale**: Destinations which encourage local people to preserve their culture with modern influences and customs being carried simultaneously fare well with adventure travellers. A high number of World Heritage sites and a high number of protected areas indicate a high number of cultural resources.

vi. **Adventure Activity Resources Rationale**: A high number of endangered species and the presence and growth of forests, grasslands and dry lands indicate resources for adventure activities.

vii. **Entrepreneurship Rationale**: This indicator assesses ten economic freedoms: Business Freedom, Trade Freedom, Fiscal Freedom, Government size, Monetary Freedom, Investment Freedom, Financial Freedom, Property Rights, freedom from Corruption and Labour Freedom; which when combined indicate the level of barriers to entry for new entrepreneurs.
viii. **Humanitarian Rationale:** The factors measured by the Happy Planet Index (HPI) comprising of life expectancy, life expectation and ecological footprint, combined with the Non Governmental Organisation (NGO) presence; combine to indicate organizations working in humanitarian development and the level of a country's human development.

ix. **Health Rationale:** A high number of beds and physicians per thousand people suggest higher levels of healthcare.

x. **Image Rationale:** It is destination's adventure travel image (Adventure Travel Trade Association, The George Washington University and Xola Consulting, 2008).

The ATDI ranks countries in two categories: developed and developing, based on the countries' UN designation. The top ten developing countries for 2011, 2010 and 2009 are provided below:
Table 2.1 Adventure Tourism Development Index Ranking

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<td>Korea Republic</td>
<td>Romania</td>
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<td>Botswana</td>
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<tr>
<td>Hungary</td>
<td>Latvia</td>
<td></td>
<td>Lithuania</td>
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</tbody>
</table>

|                |            |            |            |
| **Developed Countries** |            |            |            |
| Switzerland    | Switzerland |            | Iceland |
| New Zealand    | Iceland    |            | Switzerland |
| Canada         | New Zealand |            | New Zealand |
| Germany        | Canada     |            | United Kingdom |
| Iceland        | Germany    |            | Australia |
| Norway         | Sweden     |            | Luxembourg |
| Finland        | Ireland    |            | Denmark |
| Austria        | Norway     |            | Ireland |
| Sweden         | Finland    |            | Germany |
| Japan          | Austria    |            | Spain |

*Source: Adventure Tourism Development Report, 2011*
4. Growth Drivers

Adventure tourism is recognized as an important, growing tourism segment. According to a study commissioned by the Adventure Travel Trade Association (ATTA), Xola Consulting, and George Washington University, adventure travellers spent more than $89 billion on tourism in 2009 demonstrating the strength of adventure market in the travel industry. The number does not include the money that travellers spent on airfare or new gear (Becker, 2010).

This section describes the main factors that drive the adventure tourism sector growth:

i. Increased role of internet

(a) Internet marketing is growing in importance.

(b) Tourism operators reported an increase of 17% to their search engines optimization efforts.

(c) Tour operators also reported an increase of 16% in their social media budget (ATDI, 2011).

ii. Preference to Special Interest Travel

(a) The WTO reports that product such as city breaks, cultural tourism, rural tourism, ecotourism, niche market such as adventure and 'special interest tourism such as health and wellness' continue to thrive (Schneider and Heyniger, 2006).
iii. Change in travel behaviour

(a) A lot of people are there who want to get involved in a culture and have a more authentic experience than just lying in the sun (Lamoureux, 2010).

iv. Demographic changes

(a) Baby boomers that are in the age group of 40-60 want “soft adventures” and more luxurious experiences have long been the target of adventure companies but now Gen “Y” or “Millenials” who are in their 20’s want “hard” adventures.

People are growing more cautious with how they spend their disposable money and have become accustomed to seek the best value in everything they purchase. In order for adventure tourism owners, operators, and guides to succeed, they must understand and embrace the foundations of business and entrepreneurial skills. There is an ample reason to have specialized institutes and research agencies to meet the standards of professionalism for adventure tourism growth. Some of the institutes already working are discussed below:

5. The International Institute of Tourism Studies at the George Washington University (GWU)

The International Institute of Tourism Studies at The George Washington University is a world class educational institution that has been involved with tourism development and education for over twenty years. George Washington University (GWU) is known for its experience in
international tourism development at the national, regional and local levels. GWU just completed its tenure as Chair of the World Tourism Organization Education Council, a council of the world’s leading tourism educational institutions. GWU is serving on the Board of Directors for the new UNWTO Centre of Excellence on Destinations.

6. The Adventure Travel Trade Association (ATTA)

Established in 1990, the Seattle-based ATTA with the functional website www.adventuretravel.biz is a global membership organization representing nearly 600 member entities dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. ATTA members include tour operators, destination marketing organizations, tourism boards, specialty travel agents, guides, accommodations, media and service providers. ATTA is the host of the annual Adventure Travel World Summit. ATTA through its website www.adventure.travel, the traveller’s hub of physical, cultural and nature-based adventure travel guides trusted tour operators from around the globe.

7. Xola Consulting Inc.

Xola Consulting Inc. with its functional website www.xolaconsulting.com is a consulting and research services firm assisting governments, tour operators and non-profit organizations with sustainable adventure tourism destination and product development, marketing and research. Xola specializes in strategies and tactics to support entrepreneurs and
rural markets and has experience in Europe, Asia, Latin and North America. Xola also operates ‘Off the Radar’ (travelofftheradar.com), a website and newsletter providing travellers with information about the best entrepreneurial adventure operators around the world (Doyle, 2010).

8. Tourism in India

India’s rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. Tourism in India is the largest service industry with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India (Wikipedia, 2012).

Table 2.2 India’s Position in the World

<table>
<thead>
<tr>
<th></th>
<th>Share of India in International Tourist Arrivals</th>
<th>0.61%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>India’s rank in World Tourist Arrivals</td>
<td>40</td>
</tr>
<tr>
<td>3.</td>
<td>Share of India in International Tourism Receipts</td>
<td>1.54%</td>
</tr>
<tr>
<td>4.</td>
<td>India’s rank in World Tourism Receipts</td>
<td>17</td>
</tr>
</tbody>
</table>

Source: Indian Tourism Statistics, 2010
### Table 2.3 Statistics of Tourism of India, 2010

<table>
<thead>
<tr>
<th></th>
<th>Number of Foreign Tourist Arrivals in India (million)</th>
<th>5.78</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Annual growth rate</td>
<td>11.8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Foreign Tourist Arrivals From Top 15 Markets (Numbers in million and Percentage share)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S.</td>
<td></td>
<td>0.931(16.12%)</td>
</tr>
<tr>
<td>U.K.</td>
<td></td>
<td>0.759(13.15%)</td>
</tr>
<tr>
<td>Bangladesh</td>
<td></td>
<td>0.432(7.48%)</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td></td>
<td>0.266(4.61%)</td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td>0.242(4.20%)</td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td>0.228(3.94%)</td>
</tr>
<tr>
<td>France</td>
<td></td>
<td>0.225(3.90%)</td>
</tr>
<tr>
<td>Malaysia</td>
<td></td>
<td>0.179(3.10%)</td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td>0.170(2.94%)</td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td>0.168(2.91%)</td>
</tr>
<tr>
<td>Russian Federation</td>
<td></td>
<td>0.122(2.11%)</td>
</tr>
<tr>
<td>China(Main)</td>
<td></td>
<td>0.119(2.07%)</td>
</tr>
<tr>
<td>Singapore</td>
<td></td>
<td>0.107(1.86%)</td>
</tr>
<tr>
<td>Nepal</td>
<td></td>
<td>0.104(1.81%)</td>
</tr>
<tr>
<td>Rep. Of Korea</td>
<td></td>
<td>0.096(1.65%)</td>
</tr>
<tr>
<td></td>
<td>Foreign Exchange Earnings</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i)</td>
<td>In INR terms (1 crore = 10 million)</td>
<td>Rs. 64889 cr</td>
</tr>
<tr>
<td></td>
<td>Annual Growth Rate</td>
<td>18.1%</td>
</tr>
<tr>
<td>ii)</td>
<td>In US$ terms</td>
<td>US$14.19 bn</td>
</tr>
<tr>
<td></td>
<td>Annual Growth Rate</td>
<td>24.16%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>No. of Indian Nationals Departures from India (million)</td>
<td>12.99</td>
</tr>
<tr>
<td></td>
<td>Annual Growth rate</td>
<td>17.4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Number of Domestic Tourist Visits (million)</td>
<td>740.21</td>
</tr>
<tr>
<td></td>
<td>Annual Growth Rate</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

*Source: Indian Tourism Statistics, 2010*
9. Indian Tourism: Highlights

i. The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 11.8% as compared to (-) 2.2% during 2009 over 2008. The growth rate of 11.8% in 2010 for India was better than UNWTO's projected growth rate of 5% to 6% for the world in 2010.

ii. The share of India in international tourist arrivals in 2010 was 0.61%, which is 0.02% improvement over 2009. However, India's rank improved to 40th in 2010.

iii. Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were US$ 14.19 billion as compared to US$ 11.39 billion in 2009, registering a growth of 24.6%.

iv. Number of domestic tourist visits in India during 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8%. 10th from 41st in 2009.

10. Adventure Tourism in India: An Overview

If Switzerland in the Alps is called the playground of Europe, then the mighty Himalayas is undoubtedly the adventure playground of India. India, in that context is a "One Stop Adventure Shop" as few people are aware that more than 60% of the Great Himalayan range lies in India, with the remainder shared
between Pakistan, Nepal and Bhutan. India boasts of some of the highest peaks in the world namely Kanchenjunga, Nanda Devi and Nun Kun excluding perhaps the highest unclimbed and as yet uncharted peaks in Arunachal Pradesh and the Eastern Karakoram ranges (Kumar, n.d.).

Adventure Tourism is still a niche segment but one that is fast evolving in India and recording double digit growth. It has the potential to turn into mainstay for tourism in India in near future. This is the result of growing interest among domestic tourists to indulge in adventure activity and the corporate sector to incorporate it in their training programmes and incentives (Khan, 2011).

"The annual growth of adventure tourism is 15% to 20% and projected to be more or less the same for the next ten years. The industry has seen a steady growth because travellers and tourists are becoming more adventurous and they do not mind paying for the experience" (Anand as cited in Jain, 2012). Indian adventure tourism is on an upswing according to industry estimates, domestic adventure tourism is seeing an annual growth of about 30 per cent while inbound adventure tourism to India is increasing by up to 8 to 10 per cent annually. Unofficial figures indicate that over one million adventure tourists visit India every year (Bajaj, 2011).

The endless scope of adventure tourism in India is largely because of its diverse topography and climate; on land and water, under water and in the air. The mountainous regions offer umpteen scope for mountaineering, rock
climbing, trekking, skiing, skating, mount biking and safaris while the rushing rivers from these mountains are just perfect for river rafting, canoeing and kayaking. The vast and deep expanse of water provides tremendous opportunity for adventure sports in form of diving and snorkeling. The forest and the desert region have their own distinct place in providing scope for adventure tourism in India: safari, bird watching is the most favoured adventure sport, there is much left in form of paragliding, hand gliding, hot air ballooning etc. (“Adventure tourism in India”, n.d.).

Generally, all adventure activities and sports are outdoor recreational activities. Therefore there lies the link of adventure activities and ‘nature’. On this basis, activities are categorised as:

i. Land based

ii. Water/ Marine based

iii. Air based
## Table 2.4 Adventure Tourism Activities

<table>
<thead>
<tr>
<th>Land based</th>
<th>Water/Marine based</th>
<th>Air/Aviation based</th>
<th>Mixed (land, air, water)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4x4 Driving</td>
<td>Body boarding</td>
<td>Ballooning</td>
<td>Adventure racing</td>
</tr>
<tr>
<td>Abseiling/ Rappelling</td>
<td>Canoeing</td>
<td>Bungee</td>
<td>Conservation experiences</td>
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<tr>
<td>Jumping</td>
<td>Canyoning</td>
<td>Cliff Jumping</td>
<td>Cultural experiences</td>
</tr>
<tr>
<td>Backpacking</td>
<td>Cruise expeditions</td>
<td>Gliding</td>
<td>Hedonistic experiences</td>
</tr>
<tr>
<td>Caving</td>
<td>Jet-biking</td>
<td>Hang-gliding</td>
<td>Spiritual experiences</td>
</tr>
<tr>
<td>Climbing</td>
<td>Jet-boating</td>
<td>Micro-lighting</td>
<td>Wildfire watching</td>
</tr>
<tr>
<td>Cycling</td>
<td>Kayaking</td>
<td>Paragliding</td>
<td></td>
</tr>
<tr>
<td>Dog sledging</td>
<td>Para-sailing</td>
<td>Parachuting</td>
<td></td>
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<tr>
<td>Flying-fox operations</td>
<td>Sailing</td>
<td>Scenic aerial</td>
<td></td>
</tr>
<tr>
<td>Hiking</td>
<td>Scuba diving</td>
<td>Skydiving</td>
<td></td>
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<tr>
<td>Hunting</td>
<td>Snorkelling</td>
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<td></td>
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<tr>
<td>Horseback riding</td>
<td>Surfing</td>
<td></td>
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<tr>
<td>Jungle exploring</td>
<td>Water skiing</td>
<td></td>
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<tr>
<td>Motorcycling</td>
<td>White water</td>
<td></td>
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<tr>
<td>Mountain biking</td>
<td>Rafting</td>
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<tr>
<td>Mountaineering</td>
<td>Windsurfing</td>
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<tr>
<td>Orienteering</td>
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<tr>
<td>Overland route</td>
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<tr>
<td>Quad biking</td>
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<tr>
<td>Scrambling</td>
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<tr>
<td>Skiing</td>
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<tr>
<td>Snowboarding</td>
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<tr>
<td>Snowmobiling</td>
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<tr>
<td>Snowshoeing</td>
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<td></td>
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<tr>
<td>Trekking</td>
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<td>Wilderness</td>
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<tr>
<td>Experiences</td>
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</table>

Source: Hall and Weiler, 1992
The varied topography and the climate in India give rise to a number of exciting adventure activities.

(1) Popular activities in India

(i) On Land

(a) Mountaineering

(b) Trekking

(c) Desert and Jungle safari

(d) Ski jumping.

(ii) In Water

(a) Sailing

(b) Wind Surfing

(c) Snorkelling

(d) Scuba Diving

(e) Cave Diving

(f) White/Wild Water Rafting

(g) Kayaking and Canoeing

(iii) In Air

(a) Sky-diving

(b) Hang Gliding

(c) Bungee jumping.
(II) Adventure Tourism in North India

Adventure tourism in North India has gained popularity in the recent years. The northern part of India is full of adventurous places like mountains, jungles, rivers and even deserts. Adventure tourism in North India mainly comprises of mountain climbing, trekking, water rafting, jungle safaris and horse or camel safaris in the desert.

(III) Skiing in North India

The places in India like Shimla, Manali, Nainital and Mussoorie are prominent for skiing in North India. The slopes of Kumaon and Garhwal of Uttarakhand are ideal places for skiing in the winter season. The snow capped slopes of Auli also offer a breath taking view. Apart from this, Ice- skating rink at Shimla has the biggest open air area of frozen ice in this part of the world.

(IV) Trekking in North India

The Himalayas is one of the most popular destinations for trekking in North India and attracts several trekkers along with geologists and also nature lovers each year. Manali and Chamba in Himachal Pradesh, Kumaon and Garhwal in Uttarakhand, Sikkim and Darjeeling in the north east and Zanskar in the region of Jammu and Kashmir are some of the places in North India.
(V) Mountain Climbing in North India

Mountain Climbing in North India is synonymous with adventure. The Nanda Devi is the highest mountain range suitable for Mountain Climbing in North India, located at Garhwal, Uttarakhand. Most of the peaks of the northern region of India are above 20,000 feet and thus provide a breath taking view. The most popular place among the tourists for Mountain Climbing in North India is the Nun-Kun Massif which lies in the Himalayan range.

(VI) White Water Rafting in North India

As part of the latest trend in adventure sports, white water rafting is most popular in states like Sikkim which have many rivers and are popular for their scenic beauty. Some of the popular places for White Water Rafting in North India are Garhwal, Ladakh, Sikkim and some parts of Himachal Pradesh. Some of the popular rivers for White Water Rafting in North India are the Teesta and Rangit rivers in Sikkim and the rivers Alakananda, Ganges, river Tons in some regions of Himalayas, Garhwal, Ladakh and Himachal Pradesh.

(VII) North India Jungle Tours

Most of the northern part of India is full of enchanting and beautiful forests. The foothills in Jammu are full of dense forests and are ideal for North India Jungle Tours. The hill station of Nainital present in the Kumaon hills, Uttarakhand is the perfect place for exploring wildlife. The hills and mountains in this area are as high as 2600 meters. The Corbett National Park at the foothills of the Himalayas and The Ranthambore National Park in Rajasthan are very popular.
India is often referred to as the “mystical land”. In North India, Nubra Valley in north of Leh is a place that is known for jeep safaris. Spectacular Kardung La Valley, the Changla Pass, Rohtang Pass, Ghats of Rishikesh and Haridwar and the shrine of holy Gangotri and Ganga offer a great experience to explore the scenic landscape and the natural beauty of the snowcapped mountains, the forested valleys and the arid terrains of Rajasthan are excellent regions for North India Jeep Safaris. The Kumaon and the Garhwal region in Uttaranchal are also among the many places suitable for Jeep Safari ("North India Tourism", n.d.).

11. Basic Minimum Standards for Adventure Tourism Activities

There are a vast number of adventure tourism activities being conducted in the country. In order to ensure safety of participants in such activities, there is a need to lay down the minimum acceptable standards in terms of equipment and human resources. The Ministry of Tourism has formulated a set of guidelines on safety and quality norms on adventure tourism as “Basic minimum standards for adventure tourism activities” (Government of India, 2012). As the first step, the Basic Minimum Standards are recommended for those activities which have the greatest volumes in terms of participation. These activities are:
Chapter-2: Adventure Tourism Scenario: Global and Indian Perspective

i. Land based

   (a) Mountaineering

   (b) Trekking

   (c) Bungee Jumping

ii. Water based

   (a) River rafting

iii. Air based

   (a) Para- sailing

   (b) Para- gliding

The standards outline practical steps taken to tighten safety controls and introduce better accreditations standards for tour operators.

Some of the key objectives include:

i. Fostering safe and environmentally sustainable adventure tourism through the introduction of adventure activity standards.

ii. Providing consistency and benchmarks regarding the skill and competency of leaders, the pre-planning of activities, safety and emergency procedures, equipment and a commitment to environmentally sustainable practices.

iii. Establishing guidelines for operators of all activities
(I) Highlights of the Guidelines

All operators will have to be registered with Adventure Tour Operators Association of India and Ministry of Tourism. Any company operating river running trips or commercial white water rafting trips must be registered with Indian Association of Professional Rafting Outfitters/Adventure Tour Operators Association of Ministry of Tourism.

i. The leader or chief guide and as many as possible of the guides should have high altitude experience.

ii. Advertising must give a true picture of all the difficulties and dangers involved.

iii. All equipment on which life is dependent must be certified and available.

iv. Adequate arrangements must be made known in advance for medical help in the area.

v. The Guide/instructors accompanying the trips should have done training or equivalent course or possess equivalent certificate.

Tourism education has become the subject of prime concern in the whole world as number of travellers continues to grow and market becomes more sophisticated.

Therefore, betterment of educational systems, vocational qualifications, higher studies and sectoral training schemes has been encouraged to improve travel and tourism service quality. Thus, to succeed and counter the challenges, a full professional approach on the part of both destinations and travel trade is of paramount significance (Sofique, n.d.).
12. **List of Institutions in India Offering Adventure Courses and Training**

(i) **Land based activities**

(a) Himalayan Mountaineering Institute, Jawahar Parbat, Darjeeling.

(b) Nehru Institute of Mountaineering, Uttarkashi.

(c) Western Himalayan Mountaineering Institute, Manali.

(d) Indian Institute of Skiing and Mountaineering, Gulmarg.

(ii) **Water based activities**

(a) National Institute of Water Sports, Goa.

(b) Regional Water Sports Centre, Pong Dam, Himachal Pradesh

The Indian Mountaineering Federation (IMF) is recognised as the apex body to oversee mountaineering activities in the country and to control the expeditions in the mountain peaks within the geographical territory of this country in consultation with Ministry of External Affairs and Ministry of Home Affairs.

In addition, the Himalayan Mountaineering Institute, Darjeeling (West Bengal) and the Jawahar Institute of Mountaineering and Winter Sports, Pahalgam (Jammu and Kashmir) under the Ministry of Defence are the other national level institutions along with Indian Mountaineering Federation (IMF) are promoting adventure tourism in India.
The National Institute of Water Sports, Goa, under the Ministry of Tourism is recognized as the apex body to oversee adventure related activities in water.

The Aero Club of India, New Delhi is recognized as the apex body to oversee adventure related activities in air.

13. Adventure Tourism Scenario: Uttarakhand

The Himalayan region of Uttarakhand is a popular tourist destination which possesses Alpine conditions represented by cold winters with prolonged snowfall, considerable rainfall in the monsoon and pleasant summers. This climate is the most significant factor in providing the state with its only livelihood that is tourism. The scope of tourism is considerable in this state, whether it is nature, wildlife, adventure or pilgrimage. Adventure tourists who prefer to face thrills can opt for high- and low-altitude trekking, river rafting, para-gliding, hang-gliding, mountaineering, skiing and similar other alternatives ("Uttarakhand Tourism", n.d.).

Uttarakhand, traditionally known for its religious places and spiritual tourism, is now aiming to become an adventure tourism hot spot. The state is, slowly yet steadily, going ahead with achieving the aim. The state, which has 6 national parks and 6 wild animal reserves is developing 110 trekking stretches which will cover a major chunk of the Himalayan mountain range in the state. The state is also planning to increase river rafting in the state. "With these additions of adventure sports and the concept of adventure tourism we will be able to tap 15 per cent of growth every year in foreign tourist arrivals." (Pant as cited in Trivedi, 2007).
The Uttarakhand Tourism Development Board is keen to see the state among the country’s top five places by making it preferred destination for both domestic and foreign tourists. “We are promoting adventure sports, traditional yatra route, eco-tourism and leisure tourism to achieve the goal”. Estimates show Uttarakhand got around 31 million domestic tourists in 2010, up by 34 per cent from 23.1 million in the previous year. Foreign tourists to the state rose marginally to 0.13 million from 0.11 million the previous year (Sharma as cited in Mookerji, 2011).

“The government has plans to establish adventure centres across the state covering a wide range of adventure and outdoor activities like trekking, mountaineering, river rafting, kayaking, canoeing, rowing, water and snow skiing, paragliding, parasailing, hang gliding, mountain biking, angling, bird watching etc in a phased manner.” This has been done keeping in mind the potential the state offers in adventure tourism (Sharma as cited in Bhar, n.d.).

**Figure 2.2 Tourist Arrivals in Uttarakhand**

![Graph showing tourist arrivals in Uttarakhand](image)

*Source: Indian Tourism Statistics, 2010*
Tourism is one of the fastest growing industries in Uttarakhand. According to the statistics maintained, Uttarakhand has performed well in terms of attracting tourists during 2006-2010 period as the total number of visitors in the state increased from 168 lakh in 2006 to 303 lakh in 2010, growing at a very healthy Compound Annual Growth rate of 16 percent.

In terms of total tourist visits to India, the market share of the top ten states are:

**Table 2.5 Market Share of the Top Ten States of India**

<table>
<thead>
<tr>
<th>States</th>
<th>Rank in 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>1</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>2</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>3</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>4</td>
</tr>
<tr>
<td>Karnataka</td>
<td>5</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>6</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>7</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>8</td>
</tr>
<tr>
<td>West Bengal</td>
<td>9</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>10</td>
</tr>
</tbody>
</table>

*Source: Indian Tourism Statistics, 2010*
Table 2.6 Key Destinations in Uttarakhand

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Known Activities</th>
<th>Destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hill Stations</td>
<td>Abbott Mount, Almora, Auli, Bhimtal, Bhowali, Chakrata, Chamba, Champawat, Chaukori, Chopta Dhanaulti, Dharchula, Didihat, Dwarahat, Gangolihat, Gwaldam, Harsil, Jeolikot, Kanatal, Kausani, Khirsu Lansdowne, Lohaghat, Mukteshwar, Munsiyari, Mussoorie, Nainital, Naukuchiyatal, Pangot, Patal Bhuvaneshwar, Pauri, Pithoragarh, Ramgarh, Ranikhet, Sattal, Tehri Garhwal, Uttarkashi</td>
</tr>
<tr>
<td>2</td>
<td>WildLife (Sanctuaries and National Parks)</td>
<td>Binsar, Jim Corbett, Rajaji and Ramnagar</td>
</tr>
<tr>
<td>3</td>
<td>Adventure</td>
<td>Auli, Barkot, Bedni, Bhojbasas, Chandrashila, Chopta, Dayara, Bugyal, Deoria Tal, Dodital, Gandhi Sarovar, Gangnani, Ghangaria, Ghuttu, Govindghat, Hanuman Chatti, Har Ki Doon, Hemkund Sahib, Kalpeshwar, Kedar Tal, Kedarnath, Madmaheshwar, Milam Glacier, Mori Munsiyari, Pindari Glacier, Roopkund, Rudranath, Sunderdunga Glacier, Tungnath</td>
</tr>
<tr>
<td>4</td>
<td>Pilgrimage</td>
<td>Adi Kailash, Almora, Augustmuni, Badrinath, Devprayag, Dwarahat, Gangnani, Gangolihat, Gangotri, Gaurikund, Ghangaria, Gupkashi, Hanuman Chatti, Haridwar, Hemkund Sahib, Jageshwar, Janki Chatti, Joshimath, Kalpeshwar, Karnaprayag, Kedarnath, Madmaheshwar, Nanakmatta, Patal, Bhuvaneshwar, Rudranath, Rudraprayag, Tungnath, Ukhimath, Yamunotri</td>
</tr>
</tbody>
</table>

Source: www.euttaranchal.com
(I) Adventure Activities in Uttarakhand

The state of Uttarakhand is blessed by nature. The rugged landscapes, mountains, dense forests, rivers etc., offers great opportunity for the adventure seekers to enjoy in this state ("Uttaranchal Adventure Tours", n.d.).

Activities that can be enjoyed in Uttarakhand are:

(i) Mountaineering
(ii) Trekking
(iii) Para-gliding
(iv) River-Rafting
(v) Skiing
(vi) Kayaking
(vii) Canoeing

(II) Trekking Opportunities in Uttarakhand

The state of Uttarakhand is an absolute paradise for nature and adventure lovers. The foothills of the Himalayas have proved to be an ideal retreat for trekking enthusiasts from every corner of the world. The picturesque Garhwal region in the Himalaya offers many wonderful treks ("Trekking in Uttarakhand", n.d.).
i. Chandrashila Summit Trek
ii. Dodital Trek
iii. Har Ki Dun Trek
iv. Nanda Devi Sanctuary Trek
v. Roop Kund Trek
vi. Gangotri Tapovan Nandavan Trek
vii. Chopta Deoriatal Tunghath Trek
viii. Auli Kwaripass Tapovan Trek
ix. Panwali Kedarnath Trek
x. Hemkund Sahib Trek
xi. Nagtibba Trek
xii. Kedarnath Vasukital Trek
xiii. Panch Kedar Trek
xiv. Valley of Flowers Trek
xv. Jwala Devi Trek
xvi. Binsar Trek

(III) River Rafting in Uttarakhand

It is a very popular adventure sport and one of the main attractions. Rishikesh offers great opportunities for rafting expeditions with over 13 exciting river rapids ("Skiing and river rafting in Uttaranchal", n.d.).
(IV) River Rafting Status in Uttarakhand

River rafting in Uttarakhand is also one of the most famous adventure sport of not only Uttarakhand but also in India. By seeing this, Uttarakhand Tourism Development Board also known as UTDB has decided to promote river rafting in Uttarakhand at a very large scale. As a part of this promotion program, UTDB organises various rafting competitions like National River Rafting Championship. UTDB has decided to develop Shivpuri, a beautiful stretch situated very near to the most holy city of Uttarakhand i.e. Rishikesh (Sharma, 2011).

(V) Rafting Business in Uttarakhand

Rafting business of Uttarakhand has grown to about Rs 25-35 crores. Because of this plan of UTDB, employment in Uttarakhand is going to rise by a little fraction. There are about hundred of river rafting companies in Uttarakhand and one can easily find job opportunities in any of them(Sharma, 2011).

Table 2.7 Year wise Detail of River rafting Operators in Uttarakhand

<table>
<thead>
<tr>
<th>Years</th>
<th>Number of firms</th>
<th>Number of rafts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003-04</td>
<td>29</td>
<td>74</td>
</tr>
<tr>
<td>2004-05</td>
<td>38</td>
<td>96</td>
</tr>
<tr>
<td>2005-06</td>
<td>46</td>
<td>130</td>
</tr>
<tr>
<td>2006-07</td>
<td>55</td>
<td>136</td>
</tr>
<tr>
<td>2007-08</td>
<td>76</td>
<td>214</td>
</tr>
<tr>
<td>2008-09</td>
<td>107</td>
<td>276</td>
</tr>
<tr>
<td>2009-10</td>
<td>131</td>
<td>321</td>
</tr>
</tbody>
</table>

Source: Compiled from the data provided by the staff of UTDB
### Table 2.8 Tourist Statistics of River rafting in Uttarakhand

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>22895</td>
<td>3337</td>
<td>26232</td>
</tr>
<tr>
<td>2006</td>
<td>26918</td>
<td>2777</td>
<td>29597</td>
</tr>
<tr>
<td>2007</td>
<td>28271</td>
<td>3589</td>
<td>31860</td>
</tr>
<tr>
<td>2008</td>
<td>30936</td>
<td>3134</td>
<td>34070</td>
</tr>
<tr>
<td>2009</td>
<td>31252</td>
<td>3256</td>
<td>34508</td>
</tr>
<tr>
<td>2010</td>
<td>65320</td>
<td>6911</td>
<td>72231</td>
</tr>
</tbody>
</table>

Source: Compiled from the data provided by the staff of UTDB

(VI) Skiing in Uttarakhand

Auli offers perfect ski conditions. In winters, Auli is attractive with its enormous area of falling snow covers and the skiing facilities provided by the Garhwal Mandal Vikas Nigam Limited (GMVNL) makes Auli an ideal spot for winter sports. Apart from annual skiing festivals, official National Championships are also held here ("Skiing in Uttarakhand", 2010).

India hosted the first South Asian Winter Games in Uttarakhand in 2011 with the purpose to boost winter sports games as well as tourism. A new ice skating rink has been set up at Raiwala with a cost of approximately Rs 50 crore and a new artificial snow-making system at Auli. The games were organised by the Indian Olympic Association and the Winter Games Federation of India. Besides India, players from Nepal, Pakistan, Bhutan, Maldives, Sri Lanka, Bangladesh and Afghanistan participated in these events (Prashant, 2010).
14. Organisation Involved in Promoting Adventure Activities

Uttarakhand Tourism Development Board (UTDB) was set-up as a Statutory Board under the government of Uttarakhand, chaired by the Tourism Minister of Uttarakhand. The board has the Chief Secretary as the Vice-Chairman and five leading experts from the private sector as its members. The board serves as a nodal agency for the development and regulation of tourism related activities and provides a single window clearance to tourism projects. (Uttarakhand Tourism, 2001)

Uttarakhand state is divided in Kumaon division and Garhwal division so the tourism department is also divided in two parts namely Kumaon Mandal Vikas Nigam Limited (KMVNL) and Garhwal Mandal Vikas Nigam Limited (GMVNL) (Garima, 2011).

UTDB is the highest body to advise the government on all matters relating to tourism in Uttarakhand. UTDB in collaboration with zonal tourism development organisations, GMVNL and KMVNL conduct many adventure activities and training courses.

Table 2.9 Training Courses Conducted by GMVNL and KMVNL

<table>
<thead>
<tr>
<th>Courses</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parasailing</td>
<td>1</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Adventure Course</td>
<td>3</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>River Rafting</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Kayaking</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Compiled from data provided by the staff of UTDB
15. Conclusion

Adventure tourism has a great potential in Uttarakhand. The adventure tourism industry has to gear itself to upgrade its standard up to the world level. The industry needs massive efforts from the government to emerge strongly in the adventure tourism segment. The promotion and development of adventure destinations will immensely help the much needed tourism product diversification to tap the domestic and international market. Additionally, lack of manpower, training and other human resource issues seem to be one of the major challenges in this segment, so there is need for specialised courses in the region. Safety of the adventure tourist is of paramount importance and therefore, it is necessary to have good quality products and equipment which is another point of concern.

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Chapter 3

Uttarakhand and Adventure Tourism: An Interface
CHAPTER 3

UTTARAKHAND AND ADVENTURE TOURISM: AN INTERFACE

1. Uttarakhand: Evolution

This Mid Himalayan region of Garhwal and Kumaon, which is commonly known as Uttarakhand today was called by the name Kedarkhand (present day Garhwal) and Manaskhand (present day Kumaon) in the Purans. According to the famous historian Mr. Shiv Prasad Dabral, the word Uttarapad and khand from Kedarkhand formed the term Uttarakhand. ("Uttaranchal Evolution - Ancient History of Uttaranchal", n.d.) The region was given the name Uttaranchal by the Bharatiya Janta Party led central government and Uttar Pradesh state government when they started a new round of state reorganization in 1998. However, they were not quite successful and the name Uttarakhand remained popular in the region. In August 2006, India's Union Cabinet assented to the demands of the Uttaranchal state assembly and leading members of the Uttarakhand movement to rename Uttaranchal state as Uttarakhand. Legislation to that effect was passed by the State Legislative Assembly in October 2006 (Wikipedia, 2012).
2. Uttarakhand: An Introduction

The State of Uttarakhand came into existence on 9th of November, 2000 as the twenty seventh state of India, formed by carving out the fourteen hilly districts of the State of Uttar Pradesh with its administrative and legislative capital as Dehradun (India Brand Equity Foundation, 2007). Uttarakhand is strategically located at the foothills of the Himalayan ranges and has mountainous topography. It forms part of the northern boundary of the country, sharing it borders with Nepal and China. It touches Tibet in the north, Himachal Pradesh in the West and northwest, Gangetic plains of Uttar Pradesh in the south and Nepal in the east. Starting from the foothills in the south, it extends to the snow clad mountains in the north (PHD Chamber of Commerce and Industry, 2011). The state has diverse geographical features ranging from snow-capped mountain peaks in the north to tropical forests in the south. Equally diverse are the climatic conditions and vegetation found across the state. Uttarakhand is one of the five states in India, which has been declared as United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Biodiversity site. Uttarakhand is spread over an area of 53,483 sq km and the forest cover spans an area of 34,651 sq km, accounting for around two-thirds of the state's total geographic area (India Brand Equity Foundation, 2008). Uttarakhand has abundant natural resources as the state has hills and forests. It has abundant water resources, favouring hydro power generation. Hindi, Garhwali and Kumaoni are commonly spoken in the state. English is the medium of education in many of its schools (India Brand Equity
Uttarakhand is one of the most recent states on the political map of India and due to its geographic and strategic location, it has been given ‘Special Category Status’ by Union of India (IL&FS Infrastructure Development Corporation Ltd, 2012). Uttaranchal comprises of thirteen districts (seven in Garhwal region and six in Kumaon) (“Uttarakhand Districts”, n.d.).

Table 3.1 Districts and District Area of Uttarakhand, District

<table>
<thead>
<tr>
<th>Name of District</th>
<th>Headquarter</th>
<th>Area (sq km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almora</td>
<td>Almora</td>
<td>3689 sq km</td>
</tr>
<tr>
<td>Bageshwar</td>
<td>Bageshwar</td>
<td>1696 sq km</td>
</tr>
<tr>
<td>Chamoli</td>
<td>Gopeshwar</td>
<td>7520 sq km</td>
</tr>
<tr>
<td>Champawat</td>
<td>Champawat</td>
<td>2004 sq km</td>
</tr>
<tr>
<td>Dehradun</td>
<td>Dehradun</td>
<td>3088 sq km</td>
</tr>
<tr>
<td>Haridwar</td>
<td>Haridwar</td>
<td>2360 sq km</td>
</tr>
<tr>
<td>Nainital</td>
<td>Nainital</td>
<td>3422 sq km</td>
</tr>
<tr>
<td>Pauri Garhwal</td>
<td>Pauri</td>
<td>5230 sq km</td>
</tr>
<tr>
<td>Pithoragarh</td>
<td>Pithoragarh</td>
<td>7169 sq km</td>
</tr>
<tr>
<td>Rudraprayag</td>
<td>Rudraprayag</td>
<td>2439 sq km</td>
</tr>
<tr>
<td>Tehri Garhwal</td>
<td>New Tehri</td>
<td>3796 sq km</td>
</tr>
<tr>
<td>Udham Singh Nagar</td>
<td>Rudrapur</td>
<td>3055 sq km</td>
</tr>
<tr>
<td>Uttarkashi</td>
<td>Uttarkashi</td>
<td>8016 sq km</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>53483 sq km</strong></td>
</tr>
</tbody>
</table>

Source: http://www.mapsofindia.com
Figure 3.1 Uttarakhand Map

Source: www.euttaranchal.com
Table 3.2 Geographical Data of Uttarakhand

<table>
<thead>
<tr>
<th>Geographical Data</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Latitude</td>
<td>28°43' N to 31°27' N</td>
</tr>
<tr>
<td>Longitude</td>
<td>77°34' E to 81°02' E</td>
</tr>
<tr>
<td>Geographical Area</td>
<td>53483 sq kms</td>
</tr>
<tr>
<td>Forest Area</td>
<td>35394 sq kms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metrological Data</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Rainfall</td>
<td>1523 mm</td>
</tr>
<tr>
<td>Temperature</td>
<td></td>
</tr>
<tr>
<td>(i) Minimum (Mukteshwer)</td>
<td>0.1°C (2001)</td>
</tr>
<tr>
<td>(ii) Maximum (Dehradun)</td>
<td>40.1°C (2001)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Administrative Units</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Divisions</td>
<td>2 (Garhwal &amp; Kumaon)</td>
</tr>
<tr>
<td>Districts</td>
<td>13</td>
</tr>
<tr>
<td>Tehsils</td>
<td>78</td>
</tr>
<tr>
<td>Development Blocks</td>
<td>95</td>
</tr>
<tr>
<td>Gram Panchayats</td>
<td>7227</td>
</tr>
<tr>
<td>Census Villages (As per 01</td>
<td>16826</td>
</tr>
<tr>
<td>census)</td>
<td></td>
</tr>
<tr>
<td>Lok Sabha Seats</td>
<td>05</td>
</tr>
<tr>
<td>Rajya Sabha Seats</td>
<td>03</td>
</tr>
<tr>
<td>Vidhan Sabha Seats</td>
<td>70</td>
</tr>
<tr>
<td>Police Stations</td>
<td>122</td>
</tr>
<tr>
<td>Rural</td>
<td>50</td>
</tr>
<tr>
<td>Urban</td>
<td>72</td>
</tr>
</tbody>
</table>

Source: [http://uttara.in](http://uttara.in), 2007
Uttarakhand has a total population of 101.16 lakh with a growth of 19.17 percent for the year 2001-11. Out of total population, 51 percent are males while 49 percent are females. The population density of the state is 189 persons per sq.km while the literacy rate is 79.6 percent which is higher than the national average of 74 percent (Census India, 2011).

Table 3.3 Demographic Indicator of Uttarakhand

<table>
<thead>
<tr>
<th>Variables</th>
<th>Census 2001</th>
<th>Census 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>84.89 Lakh</td>
<td>101.16 Lakh</td>
</tr>
<tr>
<td>Density of Population</td>
<td>159</td>
<td>189</td>
</tr>
<tr>
<td>Sex Ratio</td>
<td>962</td>
<td>963</td>
</tr>
<tr>
<td>Literacy Rate (%)</td>
<td>71.6</td>
<td>79.6</td>
</tr>
<tr>
<td>Literacy Rate (Male)</td>
<td>83.3</td>
<td>88.3</td>
</tr>
<tr>
<td>Literacy Rate (Female)</td>
<td>59.6</td>
<td>70.7</td>
</tr>
<tr>
<td>Gender Gap in Literacy (in Percentage point)</td>
<td>24</td>
<td>18</td>
</tr>
</tbody>
</table>

*Source: Census, 2011*
Chapter 3: Uttarakhand and Adventure Tourism: An Interface

(I) Structure of the Economy of Uttarakhand

Figure 3.2 Uttarakhand Economic Growth

![Graph showing Uttarakhand Economic Growth](http://www.veethi.com)

Source: [http://www.veethi.com](http://www.veethi.com)

The Gross State Domestic Product (GSDP) in 1999-2000 was 132758 million rupees and this increased to 5999154 million rupees in 2009-10. The major contributors of the economy of Uttarakhand are agriculture, forestry, fishing and mining. More than 70% of people are involved in agriculture and related activities. The service sectors like banking, real estate, transport and public administration contribute to nearly half of the GSDP. ("Uttarakhand", n.d.)

Table 3.4 Growth Rate of Uttarakhand GSDP in Comparison to India

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Uttarakhand</td>
<td>0.8</td>
<td>12.04</td>
<td>5.53</td>
<td>9.92</td>
<td>7.61</td>
<td>12.99</td>
<td>5.66</td>
<td>9.84</td>
<td>8.67</td>
</tr>
<tr>
<td>India</td>
<td>6.07</td>
<td>4.35</td>
<td>5.81</td>
<td>3.84</td>
<td>8.52</td>
<td>7.47</td>
<td>9.52</td>
<td>9.57</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Source: Central Statistical Organisation and Directorate of Economics & Statistics, Uttarakhand
Uttarakhand economic progress since its formation can be seen against the backdrop of the progress achieved by the country itself. In the 2000s, the Indian economy witnessed acceleration in economic growth. It is noteworthy that the State registered even higher growth thus emerging as one of the fastest growing states in India. The acceleration in growth in the initial phase during 2001-08 was mainly from industry and service (RED-GTZ, 2010).

**Figure 3.3 Percentage Distribution of GSDP**

![Percentage Distribution of GSDP](image)

*Source: Centre for Management in the Information Economy*

*Primary Sector includes Agriculture, Forest & Lodging, Fishing and Mining & Quarrying*

*Secondary Sector includes Manufacturing, Construction, Electricity, Gas & Water Supply.*

***Tertiary Sector includes Transport, Storage & Communication, Trade, Hotel & Restaurant, Banking & Insurance, Real Estate, Ownership of Dwelling & Business Services, Public Administration and other services.*

1. The tertiary sector’s share in GSDP was 52.8 per cent in 2011-12. Trade, hotels and restaurants, the largest sub-group of the sector, registered a growth of 12.1 per cent over the previous year.
ii. The secondary sector had fastest growth of 22.7 per cent followed by tertiary sector (20.8 per cent) and primary sector (12.2 per cent) from 2004-05 to 2011-12.

iii. The share of the secondary sector in GSDP was 32.2 per cent in 2011-12; its growth was mainly driven by manufacturing, which recorded a growth of 28.2 per cent between 2004-05 and 2011-12 (IBEF, 2012).

(II) Physical Infrastructure

Infrastructure is a vital sector for the development of the industry and economy. These include connectivity in civil aviation, power, surface transport, communication etc.

(i) Road ways

Roads are the major mode of transportation service available in Uttarakhand. They are the most important network to link the districts with one another. State highways and national highways are required for connectivity with other regions, villages and states. According to the statistics available for 2011-12, the total road network in the state is 36614 km. According to Ministry of Road Transport & Highways, National Highways running through the state has a total length of 2,042 km while the length of State Highways is 3788 km as per latest estimates available, major district road length is 3322 km and village road length is 13282 km.
Table 3.5 Roadways Status

<table>
<thead>
<tr>
<th>Category of Road</th>
<th>Length in km</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Highway</td>
<td>2042</td>
</tr>
<tr>
<td>State Highway</td>
<td>3788</td>
</tr>
<tr>
<td>Major district roads</td>
<td>3322</td>
</tr>
<tr>
<td>Other districts roads</td>
<td>14180</td>
</tr>
<tr>
<td>Rural roads</td>
<td>13282</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36614</strong></td>
</tr>
</tbody>
</table>

Source: Uttarakhand at a Glance 2011-12, Ministry of Road Transport & Highways, Annual Report 2011-12

Figure 3.4 Road network in Uttarakhand

Source: www.mapsofindia.com
(ii) Railways

The state had 345 km of rail routes in 2010-11. The main railway stations are Dehradun, Haridwar, Roorkee, Kotdwar, Kashipur, Udham Singh Nagar, Haldwani, Ramnagar and Kathgodam (IL&FS, 2012).

Figure 3.5 Railway network in Uttarakhand

Source: www.mapsofindia.com
(iii) Airways

The civil aviation infrastructural activities are being strengthened slowly in India and particularly in Uttarakhand. The state has two domestic airports: one at Jolly Grant in district Dehradun and another at Pant Nagar in the district Udham Singh Nagar. Upgradation work is underway at the Jolly Grant airport to facilitate international flights. State Government is also maintaining and up keeping the Naini- Saini (Pithoragarh), Guacher (Chamoli) and Chinyalisaur (Uttarkashi) airstrips. Because of the hilly terrain, the Government has proposed the construction of at least, one helipad per district (PHD Chamber of Commerce and Industry, 2011).

Figure 3.6 Airports in the State

Source: www.mapsofindia.com
Chapter-3: Uttarakhand and Adventure Tourism: An Interface

Table 3.6 Accommodation Facilities in Uttarakhand

<table>
<thead>
<tr>
<th>Place</th>
<th>5 Star Deluxe</th>
<th>5 Star</th>
<th>4 Star</th>
<th>3 Star</th>
<th>2 Star</th>
<th>1 Star</th>
<th>Apartment hotel</th>
<th>Time share Resort</th>
<th>Heritage</th>
<th>Un-classified</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almora</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Badri-nath</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Dehra-dun</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Haridwar</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Kirtinagar</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Mukteswar</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Mussorie</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Nainital</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Narendra nagar</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Ramnagar</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Rudrapur</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Kashipur</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Pantnagar</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Total(no. of hotels)</td>
<td>1</td>
<td>-</td>
<td>1</td>
<td>9</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td>Total(no. of rooms)</td>
<td>90</td>
<td>0</td>
<td>69</td>
<td>466</td>
<td>266</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>48</td>
<td>71</td>
<td>1010</td>
</tr>
</tbody>
</table>

Source: Indian Tourism Statistics, 2009
Chapter-3: Uttarakhand and Adventure Tourism: An Interface

The accommodation infrastructure of the state comprises of 22 registered hotels out of which major share comprises of three star and two star hotels with nine and seven hotels belonging to these categories respectively. It can also be seen from the table that hotels are mainly located in Haridwar, Mussorie and Dehradun.

(III) Travel Economy

Uttarakhand, the home of Himalayas is truly a paradise on earth for tourists, not only for its scenic beauty, fresh air, pure water and chilling snow, but also for being the home of a number of famous spiritual places. An encouraging number of tourists both international and domestic visit this state (Phukan, 2012). Uttarakhand, the Devbhumi (Land of the Gods) has attracted tourists and pilgrims since time immemorial. Sacred pilgrimages of different religions including Haridwar famous char dham or the four Hindu pilgrimage destinations of Shri Badrinath, Kedarnath, Gangotri, Yamunotri, the sacred Sikh pilgrimages of Hemkund, Lokpal, Nanakmatta and Meetha Reetha Sahib and Piran Kaliyar have drawn pilgrims and seekers of spiritual fulfilment to Uttarakhand since ancient times. The rich cultural traditions, the rare natural beauty and the cool and invigorating climate of this land of origin of the Holy Ganga and the Yamuna rivers have been its main attractions.
### Table 3.7 Tourist Arrivals in the State

<table>
<thead>
<tr>
<th>State</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic</td>
<td>Foreign</td>
<td>Domestic</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>20546323</td>
<td>99910</td>
<td>21934567</td>
</tr>
<tr>
<td>India</td>
<td>562982298</td>
<td>14112590</td>
<td>650038673</td>
</tr>
<tr>
<td>%Growth</td>
<td>-</td>
<td>-</td>
<td>6.8</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>-</td>
<td>-</td>
<td>6.8</td>
</tr>
<tr>
<td>India</td>
<td>-</td>
<td>-</td>
<td>15.5</td>
</tr>
<tr>
<td>Share of Uttarakhand to India</td>
<td>3.6</td>
<td>0.7</td>
<td>3.4</td>
</tr>
</tbody>
</table>

*Source: Indian Tourism Statistics, 2010*
The tourist inflow in Uttarakhand over 2008-2010 period had witnessed increase in both domestic and foreign tourists. However, domestic tourists contribute the significant proportion of the total number of tourists in the state. An analysis of tourist arrival data in Uttarakhand shows that the share of Uttarakhand to the total tourist in India has increased in past few years while in case of foreign tourists, the growth is almost stagnant. According to published figures by Ministry of Tourism, for the year 2010, the state has improved its rank from eighth to seventh in case of domestic tourist visits while it has lowered in case of foreign tourist i.e., from fifteenth in 2009 to sixteenth in 2010.

According to a survey undertaken by a consultancy agency, AC Nielsen ORG-MRG in 2005, on behalf of the Ministry of Tourism, the major source markets of international tourists for Uttarakhand were United States of America, United Kingdom, Australia, Other European countries (France, Italy, Greece, and Germany etc.) Nepal etc. (Govt. of India, Govt. of Uttarakhand, UNDP and WTO, 2008).

The list of major markets and their percentage shares as per the survey are given in Table 3.8.
### Table 3.8 List of Major Source Markets

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Source Market</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States of America</td>
<td>10.6</td>
</tr>
<tr>
<td>2</td>
<td>United Kingdom</td>
<td>7.9</td>
</tr>
<tr>
<td>3</td>
<td>Australia</td>
<td>7.7</td>
</tr>
<tr>
<td>4</td>
<td>Other European Countries</td>
<td>7.2</td>
</tr>
<tr>
<td>5</td>
<td>Nepal</td>
<td>5.8</td>
</tr>
<tr>
<td>6</td>
<td>Germany</td>
<td>5.7</td>
</tr>
<tr>
<td>7</td>
<td>Korea</td>
<td>4.5</td>
</tr>
<tr>
<td>8</td>
<td>France</td>
<td>4.3</td>
</tr>
<tr>
<td>9</td>
<td>Japan</td>
<td>4.3</td>
</tr>
<tr>
<td>10</td>
<td>Italy</td>
<td>3.4</td>
</tr>
<tr>
<td>11</td>
<td>Greece</td>
<td>3.3</td>
</tr>
<tr>
<td>12</td>
<td>Israel</td>
<td>3.2</td>
</tr>
<tr>
<td>13</td>
<td>Bangladesh</td>
<td>2.8</td>
</tr>
<tr>
<td>14</td>
<td>Sri Lanka</td>
<td>2.8</td>
</tr>
<tr>
<td>15</td>
<td>UAE</td>
<td>2.6</td>
</tr>
<tr>
<td>16</td>
<td>Switzerland</td>
<td>2.4</td>
</tr>
<tr>
<td>17</td>
<td>Others</td>
<td>21.5</td>
</tr>
</tbody>
</table>

*Source: AC Nielsen ORG-MRG survey, 2005*

### Table 3.9 Number of Tourism Projects and Amount Sanctioned During the 11th Plan Period up to 31st March 2011 in Uttarakhand

<table>
<thead>
<tr>
<th>No. of projects sanctioned</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>8</td>
<td>17</td>
</tr>
</tbody>
</table>

| Amount sanctioned (in crore) | 21.1 | 44.68 | 0.55 | 29.78 | 96.02 |

*Source: Ministry of Tourism, 2012*
Expenditure on schemes for tourism development and promotion of tourism in Uttarakhand has progressively increased over the years. A comparison of investment in tourism made by the states as a percentage of the total state budget during 2007-2011 has been shown in the table 3.7 above. Uttarakhand invests 1.48 percent of its budget in tourism which is the highest among these states.

3. Different Forms of Tourism in Uttarakhand

(i) Pilgrimage Tourism

Uttarakhand is home to some of the holiest Hindu shrines and for more than a thousand years, pilgrims have been visiting the region. Gangotri and Yamnotri with Badrinath and Kedarnath form the ‘Char Dham’, one of
Hinduism's most spiritual and auspicious pilgrimage circuits. Haridwar, meaning "Gateway to God" is also a prime Hindu destination. Haridwar hosts the Kumbha Mela every twelve years, in which millions of pilgrims take part from all parts of the India and the world. Rishikesh near Haridwar is known as the pre- eminent yoga centre of India. Hemkund, nestled in the Himalayas is a prime pilgrimage centre for the Sikhs (Govt. of India, 2012).

(ii) Wildlife and Eco-tourism

The Himalayan state of Uttarakhand is endowed with 64.76% of its area under forests, supporting rich biodiversity, with a variety of flora and fauna attracting thousands of tourists (“Ecotourism in Uttarakhand”, n.d.). The state has twelve National Parks and Wildlife Sanctuaries which covers 13.8 percent of the total area of the state. The various parks and sanctuaries are located at different altitudes varying from 800 mts to the high altitude Protected Areas at 5400 mts. Apart from these, there are two Conservation Reserves; the Asan Barrage and Jhilmil Tal Conservation Reserves; two World Heritage Sites; the Nanda Devi Biosphere Reserve and Valley of Flowers National Park (“Wild-life and eco-tourism in Uttarakhand”, n.d.).

(iii) Cultural Tourism

Uttarakhand has a rich and vibrant cultural heritage. Fairs and festivals are an integral part of the social and cultural life of people in Uttarakhand. These not only encourage the strengthening of social ties across various castes, religions and sections of the society but also showcase the cultural diversity of
the state. There are innumerable local fairs and festivals like Kumbh Mela (Haridwar), Jhanda Mela (Dehradun), Surkanda Devi Mela (Tehri), Magh Mela (Uttarkashi), Nanda Devi Mela (Nainital), Chaiti Mela (Udham Singh Nagar), Purnagiri Mela (Champawat), Piran Kaliyar Mela (Haridwar), Joljivi Mela (Pithoragarh) and Uttarayani Mela (Bageshwar) which are indicative of the immense potential for cultural tourism in Uttarakhand. (Planning Commission, 2009).

(iv) Leisure Tourism/Natural beauty

The Queen of the Hills, Mussoorie, the Lake District of India, Nainital, Kausani, Pauri, Lansdowne, Ranikhet, Almora, Pithoragarh, Munisyari and many more attractive tourist destinations are parts of Uttarakhand. (Uttarakhand Tourism, 2001).

(v) Adventure Tourism

Uttarakhand has all the ingredients for adventure packed with excitement and thrills - an unexplored valley, towering peaks, flowing rivers, snow-capped mountains, a splendid combination of flora and fauna. Mountaineering, trekking, skiing, river rafting, canoeing, kayaking, fishing, angling, aero sports; there lies a whole world of activities to satiate the adrenaline rush. Nanda Devi, Kamet, Pindari, Har ki Doon, Dayara, Kafni, Auli, Munisyari, Pauri, Pithoragarh, Kodiya are some of the hotspots where adventure seekers can have an experience of a lifetime.
4. Potential for Adventure Tourism in Uttarakhand

Uttarakhand holds one of the most lucrative attractions for adventure tourism in the northern India with favourable geographic position. The study area is endowed with a significant number of physical features that hold appeal to travellers from regional to international markets. This natural area represents an excellent opportunities for a diverse range of tourism products, products to be based on the contrast between the abundance of nature, spirituality, soft and hard adventure, leisure and 'well being' facilities. Uttarakhand has tremendous resource base for adventure tourism, apart from the Terai region in the Shivalik foothills, the entire state of Uttarakhand is a part of the Himalayan ranges. Unique mountain environment of Himalayan Ranges, variety of landscapes (e.g. trans-Himalayan range, greater and lesser Himalayas and Bhabar belt) offers numerous terrains that are ideally suited for various adventure activities. The place is full of hills, mountains and is suitable for trekking, mountaineering, skiing at a variety of skill levels, for hiking and biking. The northern part of the state of Uttarakhand is shrouded by Himalayan ranges and glaciers, whereas the lower parts of the state are thickly forested. With exceptionally invigorating geographical features like glaciers, mountain peaks, waterfalls and rapids, there is a good basis for development of adventure tourism. Two of India’s biggest rivers, the Ganga (Ganges) and the Yamuna originate in the glaciers of Uttarakhand and are supplied with water on a perennial basis by numerous lakes, glaciers and many streams in the region. The study area is rich in natural diversity and climate is one of cool winters and mild summers.
(i) The Mountains

A section of the Himalayan mountain ranges in Uttarakhand are home to many streams, forests, diverse wildlife and rough terrain for interesting adventure activities.

- The Tarai, Bhabar and Shiwalik region below 500 m altitude covering 15.52% of the state.
- The Middle Himalayan Region between 500 – 3000 m covering 55.59% of the state.
- A Greater Himalayan Region comprising the belt of high mountains and glaciers above 3000 m altitude covering 28.89% of the state.

These famous ranges provide the necessary environment for the following adventure activities.

(a) Trekking in Uttarakhand

The mountain ranges of Uttarakhand offer breathtaking and enthralling trekking routes. The Garhwal and Kumaon regions, occupy the central place, with special points of interest for the trekker. The foothills of the Himalayas have proved to be an ideal retreat for trekking enthusiasts from every corner of the world. The picturesque Garhwal region in the Himalaya offers many wonderful trekking opportunities. Some famous trek routes in Uttarakhand are- Roopkund Trek, Har ki Doon trek, Valley of flowers, Dodital, Pindari Glacier, Chopta- Chandrashila, Khatling trek, Kuari pass, Vasu ki Tal and Rupari pass.
(b) Mountaineering

Uttarakhand has a long tradition of mountaineering. The Garhwal and Kumaon region in the state of Uttarakhand constitute a large part of the Himalayas. It has various snow covered peaks from where one can see the whole panoramic view of landscape of the region and contains some of the most challenging peaks like- Nanda Devi, Trisul, Dunagiri, Kamet, Chaukhamba, Nilkanth, Bandarpoonch, etc. Generally, mountaineering expeditions are organised by mountaineering institutes in Uttarakhand. Nehru Institute of Mountaineering (NIM) is rated as one of the best mountaineering institutes in India and also considered as the most prestigious mountaineering institute in Asia.

(c) Paragliding

This adventure activity has been gaining importance since the 1990s as the youngest aeronautical sport. This type of adventure offers its participants experience and challenge. Paragliding in Uttarakhand can be done at Ranikhet, Mukteshwar and Naukuchiayatal in Kumaon region. Some other ideal gliding places Dayara and Bedini Bugyal (Uttarkashi-Gangotri road), Pratap Nagar and Dhanaulti Ridge.

(ii) Rivers and Waterfalls

Uttarakhand being a hilly area has fast flowing rivers. Yamuna River and its main tributary Tons, Bhagirathi (Ganges North), Alaknanda, Kali, Kosi,
Ramganga etc. are some of the rivers that flows from Uttarakhand. Kempty Falls, Birthi Falls and Vasudhara falls are the best waterfalls in Uttarakhand. Also popular are Nainital waterfalls in Nainital, Bhatta falls and Mossy falls in Mussoorie. These falls no doubt have the potential to offer the adventure and excitement.

(a) Rafting, Canoeing and Kayaking

The vast network of rivers gives tremendous opportunities for white water rafting. Some good places in Rishikesh for river rafting are- Brahmpuri, Shivpuri, Marine Drive, Byasi. Kaudiyala, Kirti nagar, Devprayag and Rudraprayag. Stretches along Alaknanda, Dhauliganga and Kali rivers have several challenging rafting tracks.

(iii) Natural Bio-Diversity

Uttarakhand is endowed with unique and diverse range of biodiversity. This biodiversity wealth is the pride of Uttarakhand. The snow-capped mountains, rolling meadows, high-altitude lakes and dense forests in the hills of Uttarakhand support exotic wildlife and bird life. Nearly 65% of the geographical area of the state is under forest cover, of which over 12% comes under the Protected Area Network. The state has declared twelve areas as ‘Protected’ sites including six National Parks and six Wildlife Sanctuaries. Some National Parks and Sanctuaries are created to preserve this gift of wildlife and enable adventure seekers to have a privileged view of the same – Corbett National Park, Rajaji National Park, Govind Wildlife Sanctuary, Nanda...
Devi National Park and Kedarnath Sanctuary. In the wilderness of these Parks and Sanctuaries animals like tiger, elephant, leopard, leopard cats, jungle cats, fishing cats, snow leopard, panther, snow cock, musk deer, chitals, barking deers, sambar, Himalayan black bears, brown bears, bharals, monals, crocodiles, gharials can be seen along with many species of birds, butterflies and snakes. The Corbett National Park, established in 1936 is the first National Park of the Asian mainland. The Nandadevi Biosphere Reserve, established under the “Man and biosphere” programme of UNESCO has the honour of being Uttarakhand’s only and the country’s second Biosphere Reserve. These treasures of Uttarakhand offers some of the most breathtaking destinations to undertake adventure activities like, bird watching, angling, nature walks and jeep safaris, the most popular way to explore the forests.

5. Uttarakhand: Swot Analysis

SWOT analysis of adventure tourism in Uttarakhand was done to assess those factors that represent development strengths and development weaknesses and to point out the basic development opportunities and threats hindering the development efforts.

(I) Strengths

(i) An extremely attractive physical setting (e.g. glaciers, mountain peaks, waterfalls, rapids, forests, wetlands, alpine and cliffs are found).
(ii) Variety of landscapes (e.g. trans-Himalayan range, greater and lesser Himalayas and Bhabar belt)

(iii) Extensive range of trekking routes and trails which has always lured mountaineers and trekkers (e.g. Bageshwar, Sankri, Gangotri, Govind Ghat, Dodital and Yamunotri, and Valley of Flowers), rock climbing and paragliding (Pithoragarh, Nainital, Mussoorie, Pratap Nagar etc.)

(iv) A network of magnificent rivers (Ganges, Yamuna and its tributaries) for rafting, canoeing, and kayaking at a variety of skill levels.

(v) Beautiful lakes and streams for Fishing/ angling (Asan Barrage, Haripur lake, Tehri dam and Maneribhali) and water sports facilities (Lohaghat, Kodyala)

(vi) The state has a large diverse forest network, abundant wildlife sanctuaries and national parks like Valley of Flower National Park, Kedarnath Wildlife Sanctuaries, Nanda Devi National Park, Govind National Park, Assan Barrage National Park, Rajaji National Park and Corbett National Park including species of world-wide significance (tiger, leopard, bear etc)

(vii) Pleasant weather which is ideal for the tourists to come for the annual summer holiday to escape the scorching heat of the plains.
(viii) Scenic beauty of Uttarakhand, which draws tourists away from the crowded and polluted towns and cities. Mountain villages and towns set amidst outstanding scenic beauty (e.g. Dharchula, Munsiyari, Bageshwar).

(II) Weaknesses

(i) Lack of accommodation facilities. Accommodation and restaurants exist at a level that meets the minimum requirements. Besides, there are no appropriate possibilities for overnight stays or stops with an appropriate range of food and drinks on offer.

(ii) Lack of standardisation and categorisation of accommodation units.

(iii) Excessive travel time despite close proximity of towns and attractions due to sub-standard road infrastructure.

(iv) Poor rail services to Delhi. Tourists can use railways services to visit Uttarakhand, up to only these five places namely Kathgodam, Ramnagar, Tanakpur, Dehradoon and Rishikesh.

(v) Poor electricity supply due to brown-outs and black-outs.

(vi) Poor telecommunications, notably Internet connections which restricts hotels and guest houses from accepting credit cards and from establishing a state of the art reservation system.

(vii) Unplanned construction around the State which increases the problem of congestion.
(viii) Insufficient promotional activities and lack of a marketing strategy for the State. Awareness of tourism opportunities are also weak.

(ix) Undeveloped brand image, branding strategy adopted by the state focuses mainly on religious tourism.

(x) Insufficient cooperation between the stakeholders, lack of coordination and dialogue between the different branches of the public sector involved in tourism promotion (the Tourism Department and its associated operational arms, the GMVN and the KMVN as well as the Forest Department and the International Food and Agriculture Development Organisation both promoting ecotourism and the Ministry of Culture) and the private sector in terms of collaboration in the marketing effort;

(xi) A small number of tourist agencies and tour operators catering to adventure tourists.

(xii) Lack of tourist information centres.

(xiii) Lack of citizen initiative regarding development of adventure tourism,

(xiv) The public is not familiar enough with the advantages of adventure tourism

(xv) Absence of an efficient statistical system for measurement of tourism demand and supply as well as economic and social impact.
(III) Opportunities

(i) Huge potential for adventure tourism with opportunities for bird watching, nature tours, rafting, trekking, mountaineering, mountain biking.

(ii) Increased disposable incomes of the Indian middle class.

(iii) Promotional opportunities linked with the organisation of the special events related to rafting, skiing and trekking.

(iv) Customised packaged tours must be introduced keeping in mind the needs and motives of adventure seekers.

(v) More adventure-themed special events with activities for spectators and participants.

(vi) Possibilities of including the local economy in development of adventure tourism.

(vii) Alternate form of accommodation like staying as a paying guest with the local people.

(viii) Opportunity for existing tour operators to reposition existing products.

(ix) Hospitality of population and positive attitude towards tourists.

(x) Improvements in the appearance of the towns and districts.

(xi) Conserving the natural attractions, rich flora and fauna and cultural heritage.

(xii) Publicizing local handicrafts and more shopping complexes.
(IV) Threats

(i) Continuous neglect of environment and unplanned developments.

(ii) Lack of proper hygiene and overall cleanliness.

(iii) Competition from other States, in particular Himachal Pradesh and to a lesser extent Kashmir and the North eastern States.

(iv) Lack of planned and focused marketing strategies results in high expenditure with little return on investment.

(v) Congestion at certain scenic and religious spots is putting pressure on carrying capacity.

(vi) Increase in population and traffic congestion.

6. Government co-operation in Uttarakhand development

(I) Formulation of Tourism Policy

The unlimited potential of tourism in the state of Uttarakhand needs to be tapped in a planned manner. Government of Uttarakhand has taken some concrete steps to promote and develop tourism in the State. A forward-looking Tourism Policy, brought out in 2001 to clearly recognizes the strengths, weaknesses and challenges in the tourism development of the region.

The tourism policy of the state aims at:

(i) Placing Uttarakhand on the tourism map of the world as one of the leading tourist destinations and to make Uttarakhand synonymous with tourism.
(ii) Developing the manifold tourism related resources of the state in an eco-friendly manner, with the active participation of the private sector and the local host communities.

(iii) Developing tourism as a major source of employment and income/revenue generation and as a pivot of the economic and social development in the state (IBEF, 2007)

In order to meet the stated objectives, the state government identified the following thrust areas:

(i) Infrastructure Facilities

In order to attract tourists from all over the world, it was felt that there is an urgent need to create efficient, modern and state-of-the-art infrastructure.

(ii) Year Round Tourism

Tourism has mainly been confined to the summer months in Uttarakhand, being recognised as 'hill station'. But there is a lot of potential for winter tourism as well in Uttarakhand. Winter sports activities like skiing, ice-skating and ice hockey, water sports, winter trekking etc. need to be promoted, publicised and advertised to attract tourists throughout the year.

(iii) Year Round Tourism Development

The challenge is to identify the needs of different categories of tourists and provide for them in a comprehensive and integrated manner.
(iv) Development of New Tourist Destinations

Apart from the pilgrimage centres, Uttarakhand has so far been generally known for its ‘hill stations’ such as Mussoorie and Nainital. There are a number of other destinations with immense potential.

(v) Promotion of Tourism-oriented Handicrafts Industry and Cuisine

Souvenirs and cuisine are integral to tourism anywhere in the world. So also, in Uttarakhand, it will be essential to promote large scale production of souvenirs and artefacts based on the traditional arts and craft of the region and encourage fare of high quality international, national and local cuisines.

(vi) Publicity and Tourism Marketing

Publicity and marketing of the tourism attractions of Uttarakhand and its brand name at the national and international level has been inadequate. Planned and coordinated efforts are required in this direction with the fullest utilisation of information technology.

(vii) Human Resources Development

Upgradation of existing institutions, facilities, tourism entrepreneurship, management capabilities and training in specialised services such as guides, porters, chefs, housekeeping, etc., are necessary for developing tourism in the state. The existing institutional arrangements need modernisation and qualitative improvement.
(viii) Private Sector Participation

So far, the development of tourism in Uttarakhand has been a public sector affair. There has been a dearth of participation and involvement of the private sector. Acute need is felt to promote and encourage private sector participation in the development of modern tourist facilities and infrastructure and management practices in the state. (Uttarakhand Tourism, 2001)

(II) Master Plan for Integrated and Sustainable Development of Tourism in the State of Uttarakhand

The Master Plan outlines policy recommendations and action plans for a number of key areas, including physical planning, environmental management and tourism infrastructure, greater community participation in tourism and market effectiveness. Extensive research and studies that have been carried out sought to identify the zones and resources that could be mobilized most effectively to create viable and sustainable tourism growth for the state, including natural and cultural-based tourism products. Planning frameworks for seven tourism zones were subsequently identified for the implementation of priority actions (UNWTO, 2008).

(III) Government Proposals for Tourism Development in Uttarakhand

(i) Development of Dehradun-Mussoorie Tourism circuit

(ii) Development of Pilgrim circuit at Reetha Sahib and Nanak Matta
(iii) Development of Ghangaria – Valley of Flowers – Hemkund Sahib as a Tourist Circuit

(iv) Development of Corbett National Park as a Tourist Circuit

(v) Development of Dhanolti-Chamba-Narendra Nagar Tourist Circuit

(vi) Development of Munsiyari as a Destination in Uttarakhand

(Government of India, Government of Uttarakhand, UNDP & WTO, 2008)

(IV) Schemes for Self employment in Tourism

To provide self employment to the residents of Uttarakhand in tourism sector and to involve local community in tourism development, the “Veer Chandra Singh tourism self employment scheme” was started in June 2002. Under this scheme, State assistance up to 20% for projects with a capital investment of up to Rs.10 lakh will be provided. Projects under this scheme will include fast food centres, setting up retail outlets for local handicrafts, plying of buses, taxis, provision of equipments of adventure sports, establishing small motel like residential accommodation, setting up tourism information centres with restaurants, tented residential facilities and garages.

(V) List of Incentives in the Tourism Sector

New tourism units will be exempted from Luxury Tax for a period of five years from the date of commencement of the respective projects.
(i) New Ropeways installed in the State will be exempted from payment of Entertainment Tax for a period of five years from the date of commencement of the project.

(ii) New Amusement parks setup will be exempted from Entertainment Tax for a period of five years from the date of becoming fully operational from the date of commencement of the project.

(iii) 100% exemption on Entertainment Tax will be allowed for all new multiplex projects in the State for a period of three years (new Industrial Policy) from the date of commencement of the project.

(iv) 100% Excise exemption for ten years (Concessional Industrial Package by Government of India) from the date of commencement of the project.

(v) 100% Income Tax exemption for five years thereafter tapering exemption for next five years (Concessional Industrial Package by Government of India) from the date of commencement.

(vi) Capital Investment Subsidy at the rate of 15% with a maximum of Rs.30 lakh.

(vii) Conversion of land use is admissible for Hotel, Motel, Resort, Health Spa, Yoga and Meditation Centre, Tourist Village and Entertainment / Amusement / Water Park / Natural and Botanical Park.
(viii) New approved hotel projects in 1 to 3 star and heritage categories will be provided one time capital grant of 10% of the total principal loan taken from designated financial institutions or up to Rs. 25 lakh for one star, Rs.50 lakh for two star and Rs.75 lakh for three star and heritage category projects (Govt. of India MR Division, 2005).

7. Problems of Tourism Development in Uttarakhand

Although there is wide and diversified demand for tourism in this state from both the domestic and international markets in terms of content and potential but there are some problems, which the tourists and the tourism officials are facing in the state and for which immediate action needs to be taken.

There is a need of government support for manifesting and implementing the plans and policies for development of tourism market to look after the natural, heritage and cultural resources in Uttarakhand. Government should facilitate the cooperation to have cohesive industry growth, improve partnerships at local, regional, state level and improve communication and coordination of tourism activities across the state. The state government needs to encourage more private sector participation. After finalization of the policies and plans, a Core Committee (CC) may be formed at the state level to make operational and translate the vision into reality. This committee would be taking steps so as to utilize existing structure and resources of government and other stakeholders for attainment of vision elements.
Another main problem in the development of the state is proper infrastructure to support tourism. Uttarakhand has to fulfill a number of requirements in the light of infrastructural facilities to meet the full potential of many unique tourism resources which can be utilized for both outbound and inbound tourists. The government needs to improve the connectivity to Uttarakhand. It has to put in efforts to build airports, airstrips, railways and road network. There is a shortage of accommodation facilities. The government needs to look into this matter and try to take measures in this regard.

In addition to above problems, another major issue in the hindrance of development of adventure tourism in the state is that there is lack of awareness of Uttarakhand tourism potential. For Uttarakhand, it is necessary to develop as well as promote adventure tourism, sport tourism, wild life tourism, in addition to pilgrimage tourism. Uttarakhand lacks branding strategy and needs to create new tourism markets by identifying innovative tourist spots, suggest itineraries emphasizing tourism benefits and offer market exposure to the international and national travel community.

A critical setback in attaining the positive heights of tourism development is that the State does not provide congenial environment for entrepreneurship. Government needs to encourage tourism providers by giving economic freedom through relaxing the barriers to entry. Uttarakhand can prepare a fertile ground for starting new ventures by providing entrepreneurs with land, price and tax concessions. The state could also provide incentives and technical assistance in the tourism sector.
State has a shortage of tourism staff. There is dire need of quality institutions and teachers to impart training and to upgrade the skills required for tourism. Uttarakhand should draw attention towards appropriate skill development. There is a need to develop human resources and hold capacity building training programmes.

8. Conclusion

The tourism industry is a major contributor to the economy of Uttarakhand and has the potential to become a mainstay of the state. There is a growing realisation on the part of Government that tourism has multiplier effects in growth of economy. Although, Government has started taking initiative to strengthen the tourism development processes and linkages considering the socio-economic benefits that tourism has brought over the years. However, the efforts made by government are inadequate when compared to the huge potential that Uttarakhand possesses. It has varied tourism products which satisfies the needs and demands of almost every class of visitors. An interesting fact about tourism in Uttarakhand is that the number of tourists to the state, both inbound and outbound, have been increasing. However, the rate of growth is marginal, despite various resources and potential, the state of Uttarakhand has not been able to attract more tourists. The Central and State Governments must come up with more inclusive tourism policies and programmes to take the growth forward and derive better results of tourism. Furthermore, for the successful development of high-value tourism, it is important to build quality tourism-related infrastructure. In Uttarakhand,
there is a dire need of connectivity of the destinations, good quality roads, airstrips and railways network. There is a shortage of accommodation units in the region. Besides that it is essential that, in order to position Uttarakhand in the Indian as well as in the global market an appropriate branding strategy must be put into place. It is imperative to set up more and more skill development centres and vocational training institutes to create human resource to have more organized and professional approach.

9. References


Chapter 3. Uttarakhand and Adventure Tourism: An Interface


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Chapter-3: Uttarakhand and Adventure Tourism: An Interface

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Chapter 4

Uttarakhand As An Adventure Tourism Destination:
An Analysis
CHAPTER 4

UTTARAKHAND AS AN ADVENTURE TOURISM DESTINATION: AN ANALYSIS

1. Introduction

The basic objective of every organization is to earn profit, which of course applies to the tourism sector as well. In order to be profitable, managers and organizations must have a clear understanding of what leads to their customers’ satisfaction. Satisfaction is the consumer’s judgement on the value of goods and services in relation to the degree of fulfilment of their needs or fulfilling consumer’s experiences and goals (Oliver, 2006). Knowledge of tourist satisfaction will help tourism marketers and planners to maintain or enhance their strengths and minimize their weaknesses. Furthermore, knowledge of tourist satisfaction gives insight to the stakeholders of tourism in formulating strategies to maintain and develop the competitiveness of their region. The satisfaction of tourists on their trips contributes to the profitability of a firm because it helps in creating loyalty to a particular destination (Alexandris, Kourthouris and Meligdis, 2006). Tourist satisfaction is a strong indicator of their intention to visit and recommend relevant destinations to others (Bramwell, 1998). In past years, the unique characteristics of the service industry have prevented many attempts at measurement. However, the competitive nature of the present day business environment has forced the
industry to alter this viewpoint (Lovelock, Patterson & Walker, 1998). As a result, managers need measures to compare the quality performance of the service. It has become increasingly obvious that perpetual quality improvement is not possible without some indication of quality performance. Many reasons cause tourists to be satisfied with their trip or journey, including the quality of the services provided, such as infrastructure, security and cleanliness (handszuh, 1995). Pizam et al. (1978) argue that in calculating satisfaction from tourism destinations, defining satisfaction levels for every attribute of destinations is required. In the tourism sector, consumer-tourist satisfaction surveys are often applied, because they play an important role in the survival of every tourism products, services and travel destinations (Gustroy et al., 2007).

The purpose of this chapter is to describe the methodology used to achieve the research objectives of this study. This section discusses the study area, the selection of the sample, the collection of data and data analysis procedures. The study attempted to investigate which attributes satisfy tourists who visited Uttarakhand for adventure tourism, and to identify the relationship between destination attributes and tourists' satisfaction, controlling for tourists' demographic and travel behaviour characteristics.

2. Elements Affecting Adventure Tourist Satisfaction

In the context of the explanation for adventure tourist satisfaction, five main elements affecting tourists in Uttarakhand have been identified and tested.
I. **Aesthetic Appeal**: This element is related with the natural beauty and scenic attractions of the area. Aesthetics have magnetic effect on tourist's choice of destination. People are attracted to places of natural beauty such as mountains, beaches and waterfalls. It is a strong determinant of adventure tourist satisfaction. This element comprises of attributes like beautiful scenery, refreshing environment, crowd at adventure destination and sustainable adventure tourism development practices.

II. **Facilities**: Facilities at adventure tourist destination play a significant role in carrying out the adventure activity smoothly. They act as a pull factor for adventure tourist's satisfaction and bring about a valuable enhancement to the region. This element comprises of attributes like proper accessibility and connectivity to the destination, visitor information centre, variety of adventure activities options and price-value adventure packages.

III. **Market Awareness**: Tourist satisfaction depends upon the success of marketing as it affects the selection of the destination. Market awareness provides the information to the people about the size of the adventure tourism market and the full range of products available at the destination. It helps to convince people to visit the area and imparts knowledge about the range of adventure activities that are offered at the place. This element comprises of attributes like presence of promotional materials, publicity campaigns, online marketing and brand image.

IV. **Food and Accommodation**: This element plays a dominant role in popularizing any destination. In case of adventure tourism, a tourist, after
hectic and physically exhausted day wants to ends up at a place where food and accommodation facilities are good and satisfactory. If a person, who is quite far away from home, gets to enjoy the same facilities and comforts as he enjoys at his home, then he is bound to become attached to the place and quite likely that he might return to that place. Thus, availability of good quality of food and multiple cuisines add to the satisfaction level of tourists. Attributes that are indicated in this element are readily and reasonably available accommodation units with hygienic and clean ambience, adequate restaurants and good quality food.

V. Safety and Security: The issue of safety and security is an important dimension underlining the development of tourism industry and especially the adventure sector. Safety and security of adventure tourists is necessary to enhance their confidence to visit the destination. To have far reaching effect on adventure tourist's satisfaction, it is vital to clearly understand safety requirements and concerns of the tourist travelling to the region. This element comprises of attributes like availability of safety measures, availability of adventure activities equipments, adequate trainers and instructors, medical insurance covers and number of travel warnings issued.

3. Hypotheses of the Study

To meet the research objectives of the study, five main hypotheses are formulated. These hypotheses are expressed as follows:
**H01**: There is no significant impact of the destination aesthetic appeal (natural beauty, refreshing environment, crowd at adventure destination and sustainable adventure tourism development practices) on adventure tourist satisfaction visiting Uttarakhand.

**H02**: There is no significant impact of the destination facilities (accessibility, connectivity, Visitor Information Centre, variety of adventure activities options available and value for money adventure packages) on adventure tourist satisfaction visiting Uttarakhand.

**H03**: There is no significant impact of the destination market awareness (adventure promotional materials, online marketing, publicity campaigns and adventure brand image) on adventure tourist satisfaction visiting Uttarakhand.

**H04**: There is no significant impact of the destination availability of food and accommodation (availability of accommodation units, reasonably priced accommodation, hygienic rooms, restaurants' availability and of good quality food) on adventure tourist satisfaction visiting Uttarakhand.

**H05**: There is no significant impact of the destination safety and security (adequate safety measures, good quality equipments, competent trainers, sufficient medical insurance covers and low travel warnings and crime rate) on adventure tourist satisfaction visiting Uttarakhand.
4. Model of the Study

The model defines the elements that influence the satisfaction level of adventure tourists. It assumes that the mentioned elements namely aesthetic appeal, facilities, marketing awareness, food & accommodation and safety and security are needed to attain the satisfaction level among tourists. High satisfaction level indicates that adventure tourism has been well developed in the region.

**Figure 4.1 Model of the Study**
5. Methodological Overview

I) Sample

In the context of this study, the sampling type used was convenience sampling. The convenience sampling technique was chosen because it is the most appropriate method for obtaining the exact source of the sample population willing to provide the desired information in the study. The sample population for this research is composed of adventure tourists who visited Uttarakhand. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire. A total sample size of 350 is taken.

II) Questionnaire Design

In order to measure what tourists thought they will get from Uttarakhand as an adventure destination, the collection of information was facilitated by use of a questionnaire.

A section of the questionnaire gathered the respondents' demographic and travel behaviour characteristics like age, gender, income level and their purpose of visit.

Another section is framed in order to define tourists' satisfaction of Uttarakhand as a tourism destination. 23 attributes of five main elements were used in the questionnaire. Respondents in the sample were requested to evaluate their satisfaction with each of the 23 attributes of five main elements using a 5-point Likert-type scale; ranging from strongly dissatisfied to strongly satisfied (1=strongly disagree, 2=disagree, 3=somewhat agree, 4=agree, 5=strongly agree).
Chapter 4: Uttarakhand As An Adventure Tourism Destination: An Analysis

Last section gathered information on adventure tourists' overall satisfaction with the destination. The degree of satisfaction experienced was measured on a 5-point Likert scale anchored at (1) Strongly Dissatisfied through (5) strongly Satisfied.

III) Reliability of Questionnaire

After sorting out the invalid questionnaires, data were coded, computed and analyzed using the Statistical Package for Social Sciences (SPSS). Data were analyzed by using software SPSS-19 version.

Internal reliability of the questionnaire was tested by using Cronbach's alpha. According to Nunnally (1978) Cronbach's α with larger α values (greater than 0.70) indicating higher internal consistency in the measured dimension and hence greater reliability. Table -1 indicates the results of reliability using the approach of alpha Cronbach for internal consistency, the total consistency of the whole questionnaire is (0.989) indicating high reliability. Furthermore, in our study each elements' Cronbach's alpha is greater than 0.70 (Table- 4.1).

So, it is clear that the questionnaire used in this study has strong internal reliability and it could be used with confidence for the application of next statistical analysis and interpretation.
Chapter -4: Uttarakhand As An Adventure Tourism Destination: An Analysis

Table 4.1 Reliability Test

<table>
<thead>
<tr>
<th>Elements</th>
<th>No. of items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aesthetic Appeal</td>
<td>4</td>
<td>0.948</td>
</tr>
<tr>
<td>Facilities</td>
<td>5</td>
<td>0.943</td>
</tr>
<tr>
<td>Market awareness</td>
<td>4</td>
<td>0.961</td>
</tr>
<tr>
<td>Food and accommodation</td>
<td>5</td>
<td>0.969</td>
</tr>
<tr>
<td>Safety and security</td>
<td>5</td>
<td>0.962</td>
</tr>
<tr>
<td>Whole questionnaire</td>
<td>24</td>
<td>0.989</td>
</tr>
</tbody>
</table>

Source: Calculated and computed from SPSS

6. Data Analysis

1) Demographic Characteristics of Respondents

Table 4.2 provides information regarding the demographic characteristics of the respondents. A look into demographic profile of the surveyed tourists indicates the gender distribution with 65.1% male and 34.9% female. Table also provide view on the age of adventure tourists visiting Uttarakhand, most frequent age of tourists' who visited Uttarakhand for adventure tourism are aged between 30-39 years (36.3%), 17.1% of respondents are aged between 19-29 years and 15.4% are falling in the age group of 50 and above. Further, it is evident from the table that the status of the country of origin shows majority of the respondents 90% are Indian and rest 10% are foreigners. In terms of monthly income, it is discernible from the table
that adventure tourists who visited Uttarakhand from them the largest group included those with an income of INR 60 -70,000 (48.3%), followed by INR 50-60,000 (29.7%) to INR 70,000 and more (15.4%). Only 6.6% of the respondents had an income of INR 50,000 or less.

**Table 4.2 Demographic Profile of Adventure Tourists Visiting Uttarakhand (n=350)**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>228</td>
<td>65.1</td>
</tr>
<tr>
<td>Female</td>
<td>122</td>
<td>34.9</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 18</td>
<td>50</td>
<td>14.3</td>
</tr>
<tr>
<td>19-29</td>
<td>60</td>
<td>17.1</td>
</tr>
<tr>
<td>30-39</td>
<td>127</td>
<td>36.3</td>
</tr>
<tr>
<td>40-49</td>
<td>59</td>
<td>16.9</td>
</tr>
<tr>
<td>50 and above</td>
<td>54</td>
<td>15.4</td>
</tr>
<tr>
<td>Origin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indian</td>
<td>315</td>
<td>90</td>
</tr>
<tr>
<td>Foreigner</td>
<td>35</td>
<td>10</td>
</tr>
<tr>
<td>Income (in INR per month)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 50,000</td>
<td>104</td>
<td>29</td>
</tr>
<tr>
<td>50-60,000</td>
<td>169</td>
<td>48.3</td>
</tr>
<tr>
<td>60-70,000</td>
<td>54</td>
<td>15.4</td>
</tr>
<tr>
<td>More than 70,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Calculated and computed from questionnaire
II) Travel Behaviour Characteristics of Respondents

As noted in Table 4.3, it is evident that just over half (55.4%) of respondents indicated that they have visited Uttarakhand in the last five years. 18.9% have never been to Uttarakhand while 25.1% respondents answered that they live in Uttarakhand.

With regard to participation in adventure activity, most respondents (69.1%) did not have experience of any adventure activity in Uttarakhand, whereas 30.9% have done adventure activity in the area. In the category of purpose of visit, the main motive was religion with 43.4%, followed by sightseeing 30.9%, health/yoga indicated 16% visits to Uttarakhand but business and adventure reasons scored least in the category with 4.9% each.

The main source of information about Uttarakhand was word of mouth from friends and relatives for 34.6% of the tourists followed by print media of 34.7%. The other major sources of information were websites (13.9%), tour operators (12%) and other sources like embassy, tourist office at 6.3%. 
Table 4.3 Travel Behaviour Characteristics of the Respondents (n=350)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you visited Uttarakhand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>194</td>
<td>55.4</td>
</tr>
<tr>
<td>No</td>
<td>66</td>
<td>18.9</td>
</tr>
<tr>
<td>I live in Uttarakhand</td>
<td>90</td>
<td>25.1</td>
</tr>
<tr>
<td>Have you participated in adventure activity in Uttarakhand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>108</td>
<td>30.9</td>
</tr>
<tr>
<td>No</td>
<td>242</td>
<td>69.1</td>
</tr>
<tr>
<td>Purpose of visit to Uttarakhand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sightseeing</td>
<td>108</td>
<td>30.9</td>
</tr>
<tr>
<td>Adventure</td>
<td>17</td>
<td>4.9</td>
</tr>
<tr>
<td>Business</td>
<td>17</td>
<td>4.9</td>
</tr>
<tr>
<td>Religion</td>
<td>152</td>
<td>43.4</td>
</tr>
<tr>
<td>Health/Yoga</td>
<td>56</td>
<td>16</td>
</tr>
<tr>
<td>Sources of information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td>121</td>
<td>34.6</td>
</tr>
<tr>
<td>Websites</td>
<td>47</td>
<td>13.4</td>
</tr>
<tr>
<td>Print media</td>
<td>118</td>
<td>33.7</td>
</tr>
<tr>
<td>Tour operators</td>
<td>42</td>
<td>12</td>
</tr>
<tr>
<td>Others (Embassy, Tourist office)</td>
<td>22</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Source: Calculated and compiled from questionnaire
III) Adventure tourists’ Satisfaction Analysis

This segment pertains to adventure tourists’ satisfaction. The degree of satisfaction experienced was measured on a 5-point Likert type scale anchored at (1) strongly dissatisfied to (5) Strongly Satisfied. The section involves satisfaction with individual elements namely aesthetic appeal, facilities, market awareness, food & accommodation and safety & security. Each element comprised of different attributes. Lastly, tourists were also asked about their overall satisfaction level with Uttarakhand as adventure destination.

Relevance of aesthetic appeal on adventure tourists satisfaction has been presented in Table 4.4, positive attitudes in the level of satisfaction of tourists with natural attraction is observed suggesting that Uttarakhand has natural beauty to offer with almost half 48% respondents are satisfied and 41.1% are strongly satisfied with the natural resources of the region. None of the respondent is dissatisfied with its beauty.

Overall, it can be said that natural area presents a tremendous resource base for adventure tourism as the variety of terrain and possible activities will satisfy people interested in hard and soft adventure.

<table>
<thead>
<tr>
<th>Element 1 Aesthetic Appeal (AA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 4.4 Natural Attraction (AA1)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied (%)</th>
<th>Dissatisfied (%)</th>
<th>Somewhat Satisfied (%)</th>
<th>Satisfied (%)</th>
<th>Strongly Satisfied (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>-</td>
<td>-</td>
<td>10.9</td>
<td>48</td>
<td>41.1</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire
In case of refreshing environment shown in table 4.5, 49.3% of the adventure tourists are satisfied and 38.7% are strongly satisfied with the exotic atmosphere of Uttarakhand. This point to the fact that study area has refreshing environment. 9.1% of the respondents are uncertain or somewhat satisfied while negligible number of tourists 2% and 0.9% is dissatisfied and strongly dissatisfied respectively.

It can be concluded that refreshing environment and exotic atmosphere adds up to the natural beauty and appeal of Uttarakhand. The clean, fresh and invigorating environment makes it a preferred destination to relax and unwind.

**Table 4.5 Refreshing Environment (AA2)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>0.9</td>
<td>2.0</td>
<td>9.1</td>
<td>49.3</td>
<td>38.7</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Table 4.6 presents the responses received from the tourists in respect of crowd at adventure tourist destination. It clearly reveals that most of the respondents, 51.2% are dissatisfied which is not very encouraging. 22.3% are somewhat satisfied and 15.4% are strongly dissatisfied with the crowd at the place as it increases the problem of congestion. 5.4% are of the view that they are satisfied and 6% are strongly satisfied with the place.

It can be inferred that there is excessive pressure on adventure places of the destination. As a result of being over crowded, these places become very dirty.
and the tourist attraction gets in to a pathetic condition. These have to be taken care of at the earliest before it can become a serious problem.

**Table 4.6 Crowd at Adventure Destination (AA3)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>15.1</td>
<td>51.2</td>
<td>22.3</td>
<td>5.4</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Sustainable adventure tourism development practices are required to maintain the quality of natural environment. As shown in the table 4.7, regarding this attribute 51.2% and 15.1% of respondents are dissatisfied and strongly dissatisfied respectively. 23.7% of responses are lying in somewhat satisfied column showing their ambiguity about the same while 8.9% of adventure tourists fell they are satisfied with the practices followed.

It is indicative of the fact that eco-friendly practices are not followed rigorously in Uttarakhand. Thus, special consideration should be given to natural beauty like mountains, rivers and bio-diversity of Uttarakhand to maintain the environment viability.
Table 4.7 Sustainable Adventure Tourism Development Practices (AA4)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>15.1</td>
<td>51.2</td>
<td>23.7</td>
<td>8.9</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

The responses received from the tourists in respect of second element of adventure satisfaction that is availability of various tourist facilities in Uttarakhand are summarized in the given tables.

Table 4.8 furnishes information regarding the proper accessibility to adventure destinations in Uttarakhand. As noted from the table, 55.5% respondents’ opinion towards proper accessibility to the adventure destination is dissatisfied while 5.4 % are strongly dissatisfied with accessibility facilities availability in Uttarakhand. Remaining 39.1% of the responses are listed as somewhat satisfied.

This reinforces that there is insufficient access to adventure destinations. The connectivity to Uttarakhand is still not well developed. Efforts have to be made to build airports and airstrips, in order to attract the tourists and concentrate on improving the road and rail connectivity,
Element 2 Facilities (F)

Table 4.8 Proper Accessibility (F1)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>5.4</td>
<td>55.5</td>
<td>39.1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

When the respondents were asked about the proper connectivity facilities of adventure destinations in Uttarakhand then as shown in table 4.9, 54% clearly revealed they were dissatisfied and 15.4% were strongly dissatisfied with the conditions of connectivity. Somewhat satisfied was chosen as their answer by 24% respondents which indicates that tourists were disappointed.

Hence, there is considerable lack of connectivity facilities in Uttarakhand. Betterment of basic amenities like electricity, communication facilities, number of bank branches, ATM, water supply, drainage, sewerage and waste disposal system should be proper. A district cannot be developed as a tourist centre without such facilities.

Table 4.9 Proper Connectivity (F2)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>15.4</td>
<td>54</td>
<td>24</td>
<td>4.9</td>
<td>1.7</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire
Chapter -4: Uttarakhand As An Adventure Tourism Destination: An Analysis

It is observed from the table 4.10, that domineering 43.7% of the respondents are strongly dissatisfied with availability of well established Visitor Information Centre in Uttarakahnd. 34.6% also showed their disappointment regarding information centre. 11.1% are somewhat satisfied while only 8% are satisfied with the same.

From the above discussion, it can be concluded that in order to keep pace with the global tourism standards, Uttarakhand has to establish Visitor Information Centre (VIC). Results have indicated a need to make adventure product opportunities more visible within the centre as VIC provides a tremendous amount of information about the area including the natural, history, culture, economic activities and tourism activities.

**Table 4.10 Well- established Visitor Information Centre (F3)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>350</td>
<td>43.7</td>
<td>34.6</td>
<td>11.1</td>
<td>8</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

In table 4.11, analysis regarding availability of variety of options for adventure activities has been presented. Table shows that majority of the respondents are neutral in their opinion that is 51.1% are somewhat satisfied and 34.9% are dissatisfied with the variety of adventure activities options available for adventure tourists. Meagre 2.9% and 4.3% are satisfied and strongly satisfied respectively with the availability of options of adventure sports.
On the whole it can be said that absence of wide variety of options is a source of dissatisfaction among the adventure tourists visiting Uttarakhand. Multiple benefits of having wide variety of options of adventure activities are that there will be increased participants and visitors.

Table 4.11 Wide-variety of Options Available for Adventure Activities (F4)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>6.9</td>
<td>34.9</td>
<td>51.1</td>
<td>2.9</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

As far as value for money adventure packages are concerned, table 4.12 reveals that almost half 49.4% respondents are dissatisfied with the availability of adventure packages. Another 10.6% are strongly dissatisfied with this attribute. 36.6% are somewhat satisfied or neutral.

Researcher is of the view that considerable attention is required in this aspect to reach the satisfaction level of adventure tourists. As packages are consistently popular with travellers because of the convenience they provide by combining accommodation and activities, it helps extend the time spent in the host community. Uttarakhand should offer adventure packages and continue its efforts in this area.
In terms of third element that is market awareness, when asked about the use of high quality promotional materials for adventure tourism in Uttarakhand, table 4.13 shows that major 54.6% tourists are dissatisfied, 10.9% are strongly dissatisfied while 21.7% are uncertain or somewhat satisfied with the promotional activities followed in Uttarakhand regarding adventure tourism. Only 11.1% are satisfied with attribute.

This is another grey area of adventure tourism development in Uttarakhand. The adventure opportunities in the region have to be well positioned to capture the interest of the adventure traveller as the activities and settings it offers should match the preferences of these market segments.

**Element 3 Market Awareness (MA)**

**Table 4.13 High Quality Adventure Promotional Materials (MA1)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>10.9</td>
<td>54.6</td>
<td>21.7</td>
<td>11.1</td>
<td>1.7</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

As regards the use of online marketing to feature Uttarakhand as adventure destination, it can be seen from the table 4.14 that more than half, 54.9% respondents are dissatisfied and 15.9% are strongly dissatisfied with the
presence of marketing of Uttarakhand online. 21.7% are neutral responses are neutral to the question and are reluctant to show their satisfaction. It is to be noted that none of the respondent is satisfied.

Thus, the researcher feels that strong steps should be taken to attend the problem of online marketing to meet global standards. A website has become an absolute must for tourism companies. Website is a very important channel of distribution with potential visitors, besides creating a website it is important to have good quality website marketing. This can be achieved by registering website at search engines and directories so that they can be easily accessed. Many of the Uttarakhand adventure tourism providers do not maintain website because of their remote location, limited marketing expertise or difficulty in simply accessing the internet.

**Table 4.14 Well Developed Online Marketing (MA2)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>15.1</td>
<td>54.9</td>
<td>28.3</td>
<td>1.7</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Table 4.15 below reveals the fact that 50.6% adventure tourists finds it dissatisfactory that Uttarakhand has impressive publicity campaigns. Further, 18% are strongly dissatisfied with publicity activities carried to market Uttarakhand. 27.7% are uncertain in their views whether campaigns are impressive or not.
In a nutshell, it can be concluded that publicity campaigns followed are not suitable to meet global competition. Uttarakhand has to take planned and rigorous efforts towards publicity campaigns on electronic media have to be launched, various festivals and fairs have to be organized and participation in various national and international tourism events is essentially required.

**Table 4.15 Impressive Publicity Campaigns (MA3)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>18</td>
<td>50.6</td>
<td>27.7</td>
<td>2.3</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Responses regarding the brand image of Uttarakhand as adventure hub are summarized in table 4.16. When questioned about the brand image of Uttarakhand as strong adventure hub, table clearly indicated that respondents are highly disappointed with 60.9% saying they are strongly dissatisfied and more 26.6% supported by choosing dissatisfied as their opinion. Some 9.7% are somewhat satisfied with projection of Uttarakhand image as adventure hub.

It can be inferred that Uttarakhand does not have strong brand image as adventure hub. It is suggested that for promotion, Uttarakhand has to create strong brand identity. It should brand new adventure markets by identifying innovative adventure spots, suggest itineraries emphasizing adventure tourism benefits and offer market exposure to the international and national adventure community.
Table 4.16 Brand Image as Adventure Hub (MA4)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>60.9</td>
<td>26.6</td>
<td>9.7</td>
<td>1.4</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Analysis related to the fourth element of adventure tourism that is availability of food and accommodation has been presented in below mentioned tables.

It is notable from the table 4.17 that accommodation units available near adventure destinations are dissatisfactory for 55.4% of the respondents. Another 12.3% are strongly dissatisfied and 30.1% are somewhat satisfied with the availability of comfortable and relaxing accommodation units in Uttarakhand which indicates that accommodation units are not up to the mark of tourist satisfaction.

Accommodation has been identified as a limiting factor in the growth of adventure. Problem worsens more in summers due to the high occupancy rates in major areas making rooms unavailable for tourists. Hence, it is summarized that greater attention is needed to avail and develop accommodation units in the region.
Element 4 Food and accommodation (FA)

Table 4.17 Availability of Accommodation Units (FA1)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>12.3</td>
<td>55.3</td>
<td>30.1</td>
<td>1.4</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

As noted in Table 4.18, reasonably priced accommodation units do not have a very encouraging assessment with 54.9% respondents giving dissatisfied as their opinion, 16.3% saying strongly dissatisfied as their answer and further 26.3% choosing somewhat satisfied as the option.

From the above results, it can be inferred that accommodation units are not priced suitably and are unable to satisfy tourists needs. Special efforts are required to develop and upgrade accommodation at adventure tourist centres keeping in view requirements and income levels of different categories of tourists.

Table 4.18 Reasonably Priced Accommodation Units (FA2)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>16.3</td>
<td>54.9</td>
<td>26.3</td>
<td>1.1</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire
It is notable from table 4.19 that a good percentage of 46.3 of respondents are dissatisfied with the hygienic conditions of the available accommodation units. Another 27.4% are somewhat satisfied or neutral with the hygiene. 13.4% think they are satisfied with the cleanliness and hygiene of the rooms.

It can be observed that adventure tourists are not satisfied with the hygienic conditions of accommodation units prevailing in Uttarakhand. Cleanliness programmes need to be launched and conducted at regular intervals for maintaining hygienic conditions of accommodation units, excessive pressure on the rooms should be relieved especially during the peak season to avoid these units from getting dirty.

**Table 4.19 Hygienic Accommodation Units (FA3)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>8</td>
<td>46.3</td>
<td>27.4</td>
<td>13.4</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Table 4.20 presents respondent’s view regarding the availability of restaurants in Uttarakhand. It is evident from the table that restaurants availability at the destination or activity area is not satisfactory and 45.7% of the respondents are dissatisfied with the same, followed by 30.9% tourists who are somewhat satisfied with restaurants existence. 16.6% answered that they are satisfied with the presence of restaurants at the adventure place.
The responses lead to the conclusion that restaurants availability is disappointing to the tourists. Uttarakhand should focus on providing range of restaurants serving different cuisines, specialities of the region and organizing food festivals which can act as an additional luring factor to adventure tourist. It also provides them with an opportunity to have firsthand experience of the native culture and traditional foods of the place.

**Table 4.20 Availability of Restaurants (FA4)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>3.1</td>
<td>45.7</td>
<td>30.9</td>
<td>16.6</td>
<td>3.7</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Food is one of the basic needs and hence is very important factor for tourists’ satisfaction. Table 4.21 reveals the unfavourable results as 45.1% of the respondents are dissatisfied with the quality and types of cuisines that are available at adventure spots in Uttarakhand. Further, 28.6% are uncertain whether the food is of good quality is not and chose somewhat satisfied as their option. Only 18.9% tourists found it satisfactory.

**Table 4.21 Good Quality Food (FA5)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>4</td>
<td>45.1</td>
<td>28.6</td>
<td>18.3</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire
Another element of adventure tourism namely safety and security indicates the importance of security and safety at the destination.

Table 4.22 indicates the responses about the adequacy of safety measures present in Uttarakhand. When respondents were asked about the adequate safety measures practiced in Uttarakhand for the safety of adventure tourists then majority 54.9% showed their disapproval and said they are dissatisfied, followed by 14.9% who were strongly dissatisfied with the safety measures. Somewhat satisfied was answered by 26.3% of the adventurists, clearly demonstrating a dismal picture.

It can be concluded from the discussion that in order to ensure safety of participants in such activities more rigid measures have to be taken and safety regulations should be followed strictly.

**Element 5 Safety and Security (SS)**

**Table 4.22 Adequate Safety Measures (SS1)**

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>14.9</td>
<td>54.9</td>
<td>26.3</td>
<td>2.9</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Adventure equipments are life blood for adventure tourism. But the responses in Table 4.23 are not encouraging. 48% and 16.6% are dissatisfied and strongly dissatisfied with the adventure equipments availability. 28% are uncertain with their answers as 28% are somewhat satisfied.
From the above, it can be observed that adventure tourists are reluctant with the quality of equipments supplied in Uttarakhand. There is dire need that all equipments on which life is dependent must be certified, safety equipments should be made available beforehand, Information, details and how to use the equipments should be provided in advance.

### Table 4.23 Availability of Adventure Equipments (SS2)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>16.6</td>
<td>48</td>
<td>28</td>
<td>5.7</td>
<td>1.7</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Competent instructors and trainers are required to provide safety and guidance to the tourists participating in adventure sports. Table 4.24 gives a picture that 35.4% are dissatisfied and 10.6% are strongly dissatisfied with trainers present in Uttarakhand. 39.1% are somewhat satisfied with availability of instructors while participating in adventure activities.

The results again reinforce that there is disappointment among the adventure tourists regarding competent trainers. Thus, it is important for Uttarakhand to become safe place for adventure tourism and guides should be experienced, they must be qualified on first aid. Instructors, trainees should complete a course that equips them with the necessary skills and knowledge of safety measures.
Table 4.24 Competent Instructors and Trainers (SS3)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>10.6</td>
<td>35.4</td>
<td>39.1</td>
<td>12.3</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Table 4.25 below represents adventure tourist's responses towards low travel warnings and crime rates condition in Uttarakhand. As noted from the table, over half of the adventure tourists 43.1% are dissatisfied and 4.3% strongly dissatisfied, they feel that Uttarakhand is not a safe place to travel as it has high crime rates and more travel warnings. 31.7% are different in their views as they are somewhat satisfied with the security in the region.

The results clearly indicate poor conditions of security in the region. Steps should be taken to make the tourists feel secure in the region and regard Uttarakhand as a peaceful destination. Tourists expect safety in the destination with respect to any crime, such as theft, physical assault, or any kind of harassment.

Table 4.25 Low Travel Warnings and Crime Rates (SS4)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>4.3</td>
<td>43.1</td>
<td>31.7</td>
<td>12.9</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire
Availability of medical and insurance gives a feeling of security to the adventure tourists that in case of any mishap they will be supported financially. Regarding this attribute, Table 4.26 shows that more than half 62.6% of adventure tourists are dissatisfied and 3.4% strongly dissatisfied with availability of insurance covers. 30.6% are somewhat satisfied and opines that available medical and insurance covers are adequate.

The results obtained are indicative of the fact that adventurist in Uttarakhand is not convinced with the security aspect of participating in adventure activity in the region. People who participate in adventure tourism have to deal with different kind of risks be it financial or physical as these risks are integral to the trip. Uttarakhand has to mitigate this concept of risk in the area of adventure to make it a popular form of tourism. Participants should be provided with the medical and insurance covers that too easily and readily.

Table 4.26 Availability of Medical and Insurance Covers (SS5)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Strongly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>3.4%</td>
<td>62.6%</td>
<td>30.6%</td>
<td>3.4%</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Table 4.27 presents the overall level of satisfaction of adventure tourists with respect to Uttarakhand as adventure destination, this factor is very important as tourist who are satisfied with their visit would not only repeat their visits, but would also share positive experience with others. As noted from
the table 73.4% of the respondents are dissatisfied and 8% are strongly dissatisfied with the tourist services they are provided in Uttarakhand. Negligible respondents are of somewhat satisfied which accounts for 14.6% and 4% are satisfied. The results are not satisfactory.

In conclusion, it can be said that adventure tourism definitely has a great potential but in many factors were identified that contribute to the satisfaction of tourists travel including beautiful scenery, infrastructure facilities, hotel and restaurant availability, the quality of food and safety of tourists visiting Uttarakhand. In fact, what is felt by tourists after participation in a travel activity does not overall satisfy them. Uttarakhand as adventure tourism industry has to gear itself to upgrade its standard up to the world level.

Table 4.27 Overall level of Satisfaction (OS)

<table>
<thead>
<tr>
<th>Respondents (Adventure tourists)</th>
<th>Strongly Dissatisfied %</th>
<th>Dissatisfied %</th>
<th>Somewhat Satisfied %</th>
<th>Satisfied %</th>
<th>Strongly Satisfied %</th>
</tr>
</thead>
<tbody>
<tr>
<td>350</td>
<td>8</td>
<td>73.4</td>
<td>14.6</td>
<td>4</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Calculated from questionnaire

Table 4.28 below describes the respondents' views on adventure tourism satisfaction and summarize the mean and standard deviations for each of the individual satisfaction scale items.

When asked about the first element of aesthetic appeal of Uttarakhand as adventure tourist destination, the findings showed that most respondents were satisfied with the attribute "beautiful scenery and natural attractions" in
Uttarakhand (mean = 4.30, SD = 0.655). A majority of the respondents are satisfied and strongly satisfied with the natural and scenic beauty of the area.

In addition, the study also showed that respondents are satisfied and strongly satisfied with the exotic atmosphere and refreshing environment of the destination (mean = 4.23, SD = 0.765).

As far as crowd at adventure tourist destination is concerned, a majority of the responses come with the opinion that Uttarakhand has crowded places therefore, adventure tourists are dissatisfied and the noted mean value is 2.36 and standard deviation is 1.002.

Respondents' satisfaction levels towards sustainable adventure tourism development practices in the area are distributed towards lower side of the scale i.e. towards dissatisfied. The mean value noted is 2.30 with SD is 0.872. It is concluded that most of the adventure tourists are dissatisfied with the sustainable adventure tourism development practices followed in Uttarakhand.

In terms of second element which is facilities, a majority of the respondents are either dissatisfied or somewhat satisfied with the “proper accessibility” to adventure tourist spots of Uttarakhand. The mean value is 2.34 and SD is 0.577, which indicates that their opinion is distributed towards lower side on this scale that is towards dissatisfied. The conclusion can be drawn that adventure tourist are dissatisfied with the facilities of proper accessibility.
It is notable that majority of the respondents are dissatisfied with the proper connectivity and communication facilities in the area. The mean value 2.22 and SD .831 of the responses depicts that majority are lying towards lower side of the score at five point scale. Concluding thereby, that tourists are not satisfied with the connectivity and communication facilities at Uttarakhand.

The findings related to availability of facilities of well established Visitor Information Centre revealed that they were strongly dissatisfied and dissatisfied with the Information Centre system available in this region (mean = 1.91, SD = 1.047).

As far as availability of wide variety of options available for adventure activities at one place is concerned, respondents' opinion is distributed more towards lower side i.e. somewhat satisfied to dissatisfied. Mean value is 2.63 and SD = .829. Thus, it can be said that adventure tourists are dissatisfied with this attribute.

The Table further shows that majority of the respondents are either somewhat satisfied or dissatisfied with the availability of Value for money adventure packages. Mean value noted is 2.33 and SD 0.709. Thus the above analysis concluded that tourist is not satisfied with the adventure tourism packages of Uttarakhand.
When it comes to the third element of adventure tourists satisfaction i.e. Marketing awareness, the analysis of it's first attribute which is use of high quality of adventure promotional materials shows that majority of the respondents are dissatisfied (Mean= 2.38 and SD= 0.88).

Respondents' satisfaction levels towards well developed online marketing for adventure opportunities of tourist destination are distributed towards lower side of the average score i.e. dissatisfied. The mean value is at 2.17 and SD = 0.690. Therefore, it is drawn that adventure tourists are dissatisfied with the use of online marketing as a tool for awareness of Uttarakhand.

It can be seen that a majority of the respondents are dissatisfied with the impressive publicity campaigns used to market Uttarakhand as adventure destination. The mean value 2.19 and SD 0.803 clearly indicates the same.

As far as showcasing Uttarakhand with the brand image of adventure hub is concerned the respondents are strongly dissatisfied (Mean = 1.56, SD= 0.837).

In terms of measuring the level of satisfaction of adventure tourists with another element of Food and Accommodation, the Table reveals that a majority of the respondents are dissatisfied with the availability of accommodation units their responses are lying towards the lower side of the scale (Mean= 2.23, SD= 0.712). It can be said that most of the tourists are dissatisfied with the accommodation units that are available at adventure spots.
In addition, the study also showed that respondents are dissatisfied with the availability of reasonably priced accommodation units at adventure destination (mean = 2.17, SD = 0.758).

When respondents were asked about the hygienic conditions maintained at accommodation units, most of the responses are towards the lower side of the scale revealing that tourists are either somewhat satisfied and dissatisfied with the hygiene (Mean= 2.61, SD = 0.980).

Furthermore, respondents were questioned about the availability of restaurants at the place, most of them were either somewhat satisfied or dissatisfied with the same (Mean=2.72, SD=0.906).

As far as the availability of food at the destination is concerned, respondents again gave the mixed opinion of either dissatisfied or somewhat satisfied. The mean value was at the lower side of the scale, so it can be concluded that respondents were uncertain to dissatisfied (Mean= 2.73, SD=0.941).

Analysis regarding another element of tourists' satisfaction that is safety and security of Uttarakhand is also made. When the respondents were asked about the availability of adequate safety measures in the region, majority of them were of the view that they are dissatisfied with the same (Mean= 2.21, SD=0.767).

Furthermore, respondents' satisfaction level towards availability of good quality of adventure equipments at destinations are distributed towards lower side of the scale i.e. Dissatisfied (Mean= 2.28, SD = 0.867).
The respondents under study were asked to give their opinion about the presence of competent instructors and trainers at the adventure sites, most respondents were either somewhat satisfied or dissatisfied. Noted mean value is towards the lower side of the scale i.e. dissatisfied (Mean = 2.61, SD = 0.923).

Another question was asked about the travel warnings and crime rates at the place, majority of the respondents were dissatisfied or somewhat satisfied with the above (Mean = 2.77, SD = 1.001).

Beside that adventure tourists were also asked about the availability of medical and insurance covers while participating in adventure activity, most of them were somewhat satisfied or dissatisfied (Mean = 2.34, SD = 0.602).

In addition, adventure tourists were also asked about their satisfaction levels on their overall visit to the Uttarakhand. Overall, respondents travel satisfaction is at dissatisfied level (mean = 2.15, SD = 0.605).
Table 4.28 Means and Standard Deviations for the Study Questions of the Adventure Tourist Satisfaction Elements (N=350)

<table>
<thead>
<tr>
<th>Elements</th>
<th>Attributes</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aesthetic Appeal</td>
<td>AA1</td>
<td>4.30</td>
<td>.655</td>
</tr>
<tr>
<td></td>
<td>AA2</td>
<td>4.23</td>
<td>.765</td>
</tr>
<tr>
<td></td>
<td>AA3</td>
<td>2.36</td>
<td>1.002</td>
</tr>
<tr>
<td></td>
<td>AA4</td>
<td>2.30</td>
<td>.872</td>
</tr>
<tr>
<td>Facilities</td>
<td>F1</td>
<td>2.34</td>
<td>.577</td>
</tr>
<tr>
<td></td>
<td>F2</td>
<td>2.22</td>
<td>.831</td>
</tr>
<tr>
<td></td>
<td>F3</td>
<td>1.91</td>
<td>1.047</td>
</tr>
<tr>
<td></td>
<td>F4</td>
<td>2.63</td>
<td>.829</td>
</tr>
<tr>
<td></td>
<td>F5</td>
<td>2.33</td>
<td>.709</td>
</tr>
<tr>
<td>Marketing</td>
<td>MA1</td>
<td>2.38</td>
<td>.884</td>
</tr>
<tr>
<td>Awareness</td>
<td>MA2</td>
<td>2.17</td>
<td>.690</td>
</tr>
<tr>
<td></td>
<td>MA3</td>
<td>2.19</td>
<td>.803</td>
</tr>
<tr>
<td></td>
<td>MA4</td>
<td>1.56</td>
<td>.837</td>
</tr>
<tr>
<td>Food and Accommodation</td>
<td>FA1</td>
<td>2.23</td>
<td>.712</td>
</tr>
<tr>
<td></td>
<td>FA2</td>
<td>2.17</td>
<td>.758</td>
</tr>
<tr>
<td></td>
<td>FA3</td>
<td>2.61</td>
<td>.980</td>
</tr>
<tr>
<td></td>
<td>FA4</td>
<td>2.72</td>
<td>.906</td>
</tr>
<tr>
<td></td>
<td>FA5</td>
<td>2.73</td>
<td>.941</td>
</tr>
<tr>
<td>Safety and Security</td>
<td>SS1</td>
<td>2.21</td>
<td>.767</td>
</tr>
<tr>
<td></td>
<td>SS2</td>
<td>2.28</td>
<td>.867</td>
</tr>
<tr>
<td></td>
<td>SS3</td>
<td>2.61</td>
<td>.923</td>
</tr>
<tr>
<td></td>
<td>SS4</td>
<td>2.77</td>
<td>1.001</td>
</tr>
<tr>
<td></td>
<td>SS5</td>
<td>2.34</td>
<td>.602</td>
</tr>
<tr>
<td></td>
<td>OS</td>
<td>2.15</td>
<td>.605</td>
</tr>
</tbody>
</table>

Overall Satisfaction

Source: Calculated and compiled from SPSS
7. Results of Hypotheses Testing

In order to check the impact of each independent variable on dependent variable, linear regression analysis was applied to test the hypotheses developed. The following hypotheses have been tested with the use of relevant statistical tools to arrive at the findings of the study.

**H01:** There is no significant impact of the destination aesthetic appeal (natural beauty, refreshing environment, crowd at adventure destination and sustainable adventure tourism development practices) on adventure tourist satisfaction visiting Uttarakhand.

Table 4.29 shows the results of the linear regression analysis. To predict the goodness-of-fit of the regression model, the correlation coefficient (R), coefficient of determination ($R^2$) and F ratio were examined. First, the R of independent variable (Aesthetic appeal) on the dependent variable (tourists’ overall level of satisfaction) is 0.328, which showed that the tourists had positive relationship to tourist satisfaction. The value of $R^2$ shows how much the independent variable (aesthetic appeal) explain to the variance of the dependent variable (adventure tourist satisfaction), upon this idea aesthetic appeal explains (10.8 %) of the variance of tourist satisfaction. The F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 10.396($p=0.00$) and was considered significant. The t value (7.784) reflects the importance of this variable as the value of the significance level was (0.000) less than 0.05 indicating the linear
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relationship. The regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of adventure tourists' overall satisfaction in relation to the first element, as measured by the above-mentioned R, R² and F ratio. In other words, this element was important in contributing to tourists' overall level of satisfaction with Uttarakhand. In the regression analysis, the beta coefficients could be used to explain the relative importance of the element (independent variable) in contributing to the variance in tourists' overall satisfaction (dependent variable). As far as the relative importance of the element aesthetic appeal is concerned (B =1.967, p=0.000). The results showed that a one-unit increase in satisfaction with the aesthetic appeal would lead to a 1.967 unit increase in tourists' overall level of satisfaction.

As calculated value of t is more than table value at four degree of freedom and at 5% level of significance, therefore, the results of regression analysis rejects the null hypothesis H01 that there is no significant impact of the destination aesthetic appeal on the satisfaction of adventure tourists and accepts the alternative hypothesis.

<table>
<thead>
<tr>
<th>Variable</th>
<th>R</th>
<th>R²</th>
<th>F</th>
<th>Sig</th>
<th>t</th>
<th>Sig(t)</th>
<th>B</th>
<th>Null Hypothesis decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aesthetic Appeal</td>
<td>0.328</td>
<td>0.108</td>
<td>10.396</td>
<td>0.000</td>
<td>7.784</td>
<td>0.000</td>
<td>1.967</td>
<td>Reject</td>
</tr>
</tbody>
</table>

Source: Calculated and compiled from SPSS
H02: There is no significant impact of the destination facilities (accessibility, connectivity, Visitor Information Centre, variety of adventure activities options and value for money adventure packages) on adventure tourist satisfaction visiting Uttarakhand.

Table 4.30 indicates the results of simple linear regression analysis to test the impact of the facilities on adventure tourist satisfaction. The correlation coefficients R was (0.378) suggest a moderate positive relationship to tourist satisfaction. The F value (11.501) indicate that there is a relationship to tourist satisfaction as the value of the significance level (0.000) related to f value was less than 0.05 suggesting the presence of the relationship. The value of $R^2$ shows how much the independent variable (Facilities) explain to the variance of the dependent variable (adventure tourist satisfaction), upon this idea facilities explains (14.3 %) of the variance of tourist satisfaction. The t value (9.606) reflects the importance of this variable as the value of the significance level was (0.000) less than 0.05 indicating the linear relationship.

As far as the relative importance of the element facilities is concerned ($B = 1.423, p=0.000$). The results showed that a one-unit increase in satisfaction with the facilities would lead to a 1.423 unit increase in tourists’ overall level of satisfaction.

As calculated value of t is more than table value at five degree of freedom and at 5% level of significance, therefore, the results of regression analysis rejects the null hypothesis H02 that there is no significant impact of the destination facilities on the satisfaction of adventure tourists and accepts the alternative hypothesis.
Table 4.30 Summary of the Impact of Facilities on Adventure Tourists

<table>
<thead>
<tr>
<th>Variable</th>
<th>R</th>
<th>R square</th>
<th>F</th>
<th>Sig</th>
<th>t</th>
<th>Sig(t)</th>
<th>B</th>
<th>Null Hypothesis decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilities</td>
<td>0.378</td>
<td>0.143</td>
<td>11.501</td>
<td>0.000</td>
<td>9.606</td>
<td>0.000</td>
<td>1.423</td>
<td>Reject</td>
</tr>
</tbody>
</table>

Source: Calculated and compiled from SPSS

H03: There is no significant impact of the destination market awareness (adventure promotional materials, online marketing, publicity campaigns and adventure brand image) on adventure tourist satisfaction visiting Uttarakhand.

Table 4.31 indicates the results of simple linear regression analysis to test the impact of the marketing awareness on adventure tourist satisfaction. The correlation coefficients R was (0.417) suggest a moderate positive relationship to tourist satisfaction. The F value (18.130) indicate that there is a relationship to tourist satisfaction as the value of the significance level (0.000) related to f value was less than 0.05 suggesting the presence of the relationship. The value of R2 shows how much the independent variable (marketing awareness) explain to the variance of the dependent variable (adventure tourist satisfaction), upon this idea facilities explains (18.1 %) of the variance of tourist satisfaction. The t value (16.596) reflects the importance of this variable as the value of the significance level was (0.000) less than 0.05 indicating the linear relationship. As far as the relative importance of the element market
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Awareness is concerned ($B = 1.701, p = 0.000$), the results showed that a one-unit increase in satisfaction with the market awareness would lead to a 1.701 unit increase in tourists' overall level of satisfaction.

As calculated value of $t$ is more than table value at four degree of freedom and at 5% level of significance, therefore, the results of regression analysis rejects the null hypothesis $H_03$ that there is no significant impact of the destination market awareness on the satisfaction of adventure tourists and accepts the alternative hypothesis.

**Table 4.31 Summary of the Impact of Market Awareness on Adventure Tourists Satisfaction Visiting Uttarakhand**

<table>
<thead>
<tr>
<th>Variable</th>
<th>$R$</th>
<th>$R^2$</th>
<th>$F$</th>
<th>$p$</th>
<th>$t$</th>
<th>$p$</th>
<th>$B$</th>
<th>Null Hypothesis decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Awareness</td>
<td>0.417</td>
<td>0.174</td>
<td>18.130</td>
<td>0.000</td>
<td>16.596</td>
<td>0.000</td>
<td>1.701</td>
<td>Reject</td>
</tr>
</tbody>
</table>

Source: Calculated and compiled from SPSS

$H_04$: There is no significant impact of the destination availability of food and accommodation (availability of accommodation units, reasonably priced accommodation, hygienic rooms, restaurants availability and good quality food) on adventure tourist satisfaction visiting Uttarakhand.

Table 4.32 indicates the results of simple linear regression analysis to test the impact of the availability of food and accommodation on adventure tourist satisfaction. The correlation coefficients $R$ was (0.363) suggest a moderate
positive relationship to tourist satisfaction. The F value (10.383) indicate that there is a relationship to tourist satisfaction as the value of the significance level (0.000) related to f value was less than 0.05 suggesting the presence of the relationship. The value of R² shows how much the independent variable (food and accommodation) explain to the variance of the dependent variable (adventure tourist satisfaction), upon this idea food and accommodation explains (10.3 %) of the variance of tourist satisfaction. The t value (15.012) reflects the importance of this variable as the value of the significance level was (0.000) less than 0.05 indicating the linear relationship. As far as the relative importance of the element food and accommodation is concerned (B =1.608, p=0.000). The results showed that a one-unit increase in satisfaction with the facilities would lead to a 1.608 unit increase in tourists' overall level of satisfaction.

As calculated value of t is more than table value at five degree of freedom and at 5% level of significance, therefore, the results of regression analysis rejects the null hypothesis H04 that there is no significant impact of the destination availability of food and accommodation on the satisfaction of adventure tourists and accepts the alternative hypothesis.
Table 4.32 Summary of the Impact of Food and Accommodation on Adventure Tourists Satisfaction Visiting Uttarakhand

<table>
<thead>
<tr>
<th>Variable</th>
<th>R</th>
<th>R square</th>
<th>F</th>
<th>Sig</th>
<th>t</th>
<th>Sig(t)</th>
<th>B</th>
<th>Null Hypothesis decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and accommodation</td>
<td>0.363</td>
<td>0.131</td>
<td>10.383</td>
<td>0.000</td>
<td>15.012</td>
<td>0.000</td>
<td>1.608</td>
<td>Reject</td>
</tr>
</tbody>
</table>

Source: Calculated and computed from SPSS

H05: There is no significant impact of the destination safety and security (adequate safety measures, good quality equipments, competent trainers, sufficient medical insurance covers and low travel warnings and crime rate) on adventure tourist satisfaction visiting Uttarakhand.

Table 4.33 indicates the results of simple linear regression analysis to test the impact of the safety and security on adventure tourist satisfaction. The correlation coefficients R was (0.340) suggest a moderate positive relationship to tourist satisfaction. The F value (8.991) indicate that there is a relationship to tourist satisfaction as the value of the significance level (0.000) related to f value was less than 0.05 suggesting the presence of the relationship. The value of R2 shows how much the independent variable (safety and security) explain to the variance of the dependent variable (adventure tourist satisfaction), upon this safety and security explains (11.6 %) of the variance of tourist satisfaction. The t value (10.922) reflects the importance of this variable as the value of the significance level was (0.000), less than 0.05 indicating the linear relationship.

As far as the relative importance of the element facilities is concerned (B
The results showed that a one-unit increase in satisfaction with the facilities would lead to a 1.492 unit increase in tourists' overall level of satisfaction.

As calculated value of $t$ is more than table value at five degree of freedom and at 5% level of significance, therefore, the results of regression analysis rejects the null hypothesis $H_0$ that there is no significant impact of the destination safety and security on the satisfaction of adventure tourists and accepts the alternative hypothesis.

Table 4.33 Summary of the Impact of Safety and Security on Adventure Tourists Satisfaction Visiting Uttarakhand

<table>
<thead>
<tr>
<th>Variable</th>
<th>R</th>
<th>R square</th>
<th>F</th>
<th>Sig</th>
<th>T</th>
<th>Sig(t)</th>
<th>B</th>
<th>Null Hypothesis decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety and Security</td>
<td>0.340</td>
<td>0.116</td>
<td>8.991</td>
<td>0.000</td>
<td>10.922</td>
<td>0.000</td>
<td>1.492</td>
<td>Reject</td>
</tr>
</tbody>
</table>

Source: Calculated and computed from SPSS

8. Conclusion

This chapter has addressed the research questions created in order to gain a better understanding of the role that satisfaction of tourists plays in developing adventure tourism in Uttarakhand. Hence, to meet the objectives of this study, a questionnaire was developed and tested, intended to measure customer satisfaction attributes.
This study has shed light on the elements that are encompassed in adventure tourists' satisfaction and it has illustrated that overall satisfaction does play a major role in the development of destination. The research results show that Uttarakhand requires the improvement of the elements of adventure tourists' satisfaction for the development of tourist destinations if it wants to increase the current intensity of tourism demand.

9. References


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Sydney, Prentice Hall.

New York.


Chapter 5

Summary, Conclusion and Suggestions
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CHAPTER 5

SUMMARY, CONCLUSION AND SUGGESTIONS

1. Summary of the Study

The purpose of the study was to determine what resources exist or can be developed to support adventure tourism products and what the market potential is for adventure tourism within Uttarakhand. An assessment of adventure tourism viability was felt to be a valuable step in sharing information on the possible opportunities for future growth of adventure tourism. Analysis was conducted to identify the relationship between elements of adventure tourism and the overall satisfaction of adventure tourists who visited Uttarakhand and analyze the differences in the level of overall satisfaction of tourists'. From the study, it has been emphasized that the investigation of the relationship between the elements of adventure tourism development and tourists’ satisfaction are needed. As such research efforts would help adventure tourism practitioners and planners to have a better understanding of adventure tourism and to formulate better strategy and planning about the development of adventure activities in the state of Uttarakhand.

2. Findings of the study

The research yielded some generalizations about characteristics and preferences of adventure travellers visiting Uttarakhand. They are:
i. From the study it can be inferred that significant number of adventure tourists tend to be 30-39 years of age.

ii. More males than females are represented in participation of adventure activities.

iii. High proportion of adventure tourists is of Indian origin as compared to foreign.

iv. Income for these travellers is higher than average with an income of INR 60-70,000 per month.

v. Majority has visited Uttarakhand in last five years.

vi. Most respondents have not participated in adventure activity in Uttarakhand.

vii. Most of the tourists visit Uttarakhand only for religious purposes. Thus the state government can do much to promote other forms of tourism. Reasons for indulging in adventure in Uttarakhand revolves around the religious purpose followed by sightseeing.

viii. Uttarakhand as adventure destination is chosen most often with the source of information provided by the word of mouth from friends and relatives followed by print media.

Furthermore, the study classified attributes of adventure tourism enumerated under five elements, tourist satisfaction analysis was carried out to know the satisfaction level of adventure tourists visiting Uttarakhand. This classification revealed many important findings:
i. Results of the study revealed that Uttarakhand offers many of the settings that adventure travellers have indicated as satisfactory, specifically, it possesses an extremely refreshing environment and extremely appealing natural attractions.

ii. It can be further observed that there is no supportive sustainable adventure tourism development practices followed in Uttarakhand which is a matter of dissatisfaction among the adventure tourists.

iii. Study inferred that there is dissatisfaction of adventure tourists with the proper accessibility and connectivity facilities available in Uttarakhand.

iv. The non-availability of well established facility of Visitor Information Centre at Uttarakhand is a cause of inconvenience to adventure tourists.

v. It can be further deducted that paucity of special adventure packages is another dissatisfying attribute. There is considerable shortage of adventure packages that are designed according to the convenience of adventurists.

vi. It is discernible from the information that Uttarakhand does not have much market exposure as adventure destination. It has the potential to be developed as adventure destination and for that promotion and marketing is a most important component for the development but still well developed online marketing, promotional materials, publicity and brand image are dissatisfying for adventure tourists.
vii. Shortage of readily and reasonably priced accommodation units suitable for adventure travellers is a reason of dissatisfaction. The accommodation establishments have a high concentration only at some of the destinations in the State.

viii. From the analysis, it is indicative that non-availability of good quality food is also another reason of dissatisfaction among tourists. The restaurants in Uttarakhand are generally oriented towards meeting the needs of domestic tourists with Indian cuisine. The restaurants serving continental food are very few and that too with limited menu.

ix. It would appear from the findings of the study that adventure tourists do not find Uttarakhand as safe and secure destination regarding availability of adequate adventure equipments, sufficient trainers and instructors and medical insurance covers.

x. Furthermore, another finding indicates that adventure tourists are not overall satisfied with the destination as a whole. Adventurists visiting Uttarakhand did not find the services received and facilities available satisfactory.

From the study findings, it appears that Uttarakhand contains many of the elements needed for an adventure tourism destination and that the market characteristics and potential size could provide for a viable product match. It has considerable untapped potential in the adventure travel. However, for Uttarakhand to develop successfully, and to realize this market potential, it will need to resolve a number of issues.
In addition to this, regression analysis has been used to test the all five null hypotheses that there is no significant impact of the destination aesthetic appeal, facilities, market awareness, food and accommodation, safety and security attributes on the satisfaction of adventure tourists visiting Uttarakhand. It has been observed that all the null hypotheses have been rejected at 5% level of significance as the calculated t value is more than the table value. Therefore alternative hypotheses are accepted and concluded that there is a significant impact of the five elements on adventure tourists' satisfaction.

3. Recommendations

Based upon the results of this study, several recommendations can be made to increase tourists' satisfaction. The results of the study revealed that five elements (Aesthetic appeal, Facilities, Marketing awareness, Food and accommodation and safety & security) have a significant relationship with the overall satisfaction of tourists. Because this study revealed that there were differences in the overall satisfaction of tourists in terms of different attributes of the elements of adventure tourism, it is hoped that the results of the study will provide some insights that may help tourism marketers develop specific developmental strategies to maintain or enhance their competitiveness to promote the destination. Therefore, an action plan is suggested for the speedy development of adventure in the region.
I) Action Plan for Adventure Tourism Development in Uttarakhand

The success of adventure tourism in Uttarakhand lies in the ability to recognise identified tourism opportunities and threats (reference: SWOT analysis in chapter 3) and to address them as the key strategic priorities in moving forward. The following strategic priorities provide the basis on which the Action Plan for speedy development of adventure tourism has been formulated.

Priorities/Objectives for development of adventure tourism plan include:

i) Enhancement and improvement of infrastructure to support adventure tourism facilities and accessibility for adventure tourists.

ii) Increase market awareness and understanding of the region as adventure tourist destination.

iii) Improve product development including adventure tourism activities, accommodation and attractions across the region.

iv) Consistent and established destination image.

v) Effective cooperation between tourism stakeholders.

vi) Research data collection and monitoring.

vii) Improve skills and capabilities.

viii) Improve knowledge about the benefits of adventure tourism and its implications for community life, cultural heritage.
Figure 5.1 Stakeholders Involved in Uttarakhand Tourism Development

- Public Sector
- Local communities
- Private Sector

a) Forest Department

Forest department plays prominent role in many respects:

- Provide a framework for promotion and development of eco-tourism.
- Forest Department is responsible for maintaining and managing forests and biodiversity in Uttarakhand.
- Its action is mainly conservation oriented i.e. conservation of wildlife and forests.
- It is the leading agency to set regulations on any activity taking place in forests.
- Implementation of Community Based Projects (CBT) for the employment and income generation of the local communities.
- Maintains and enhance tourism values and related services.
- Maintains several Forest Rest Houses.

Source: Self-Compiled
b) Uttarakhand Tourism Development Board

Uttarakhand Tourism Development Board (UTDB) established in 2001 by legislation is the highest body for the development of tourism in Uttarakhand and to advise the Government in this regard. Honourable Tourism Minister of Uttarakhand is the chairman, the Chief Secretary of Uttarakhand the Vice Chairman and the Secretary Tourism is the CEO of UTDB, UTDB receives grants from government of Uttarakhand and has the mandate to plan, develop and promote tourism attractions and destinations of Uttarakhand. UTDB is also responsible for framing of norms, guidelines, regulations and bye laws for tourism activities. UTDB is assigned the tasks of conceptualising, designing and release of advertisements to media (print/electronic), organizing promotional campaigns, development and production of publicity materials, PR, Media (print/electronic) and Event management.

i) Strategy 1- Establishing Adventure Tourism Development Panel

Developing an Expert panel to determine the adventure potential and assess the current status can go a long way to tap the adventure benefit. Panel should consist of experts from the travel and tourism industry with years of experience in adventure tourism sector. These Panel experts will be responsible to manifest and implement the plans and policies for development of adventure tourism market and look after the natural, heritage and cultural resources. Responsibilities of the panel will be as under:
Recommended Actions

1) Formulation of a comprehensive and extensive policy for the development of adventure tourism in Uttarakhand.

2) Establishing specialised departments and sub-offices.

3) Identification of adventure tourism spots and products.

4) Development and maintenance of adventure tourism related infrastructure in the state.

5) Framing and implementing adventure tourism guidelines.

6) Ensuring safety and security of adventure tourists.

7) Creation of business-friendly environment for adventure tourism industry players.

8) Engaging all tourism stakeholders’ to pool their resources, deal with industry related issues and seek additional funding to promote adventure in the region.

9) Ensuring sustainable tourism development by co-ordinating with environmental protection and social development

ii) Strategy 2 - Provision of Adventure Tourism Infrastructure

Adventure tourism infrastructure includes:

1. Hard infrastructure such as roads, airports, lodging facilities and trails.

2. Soft infrastructure such as:

   a. Trail maps

   b. Accessible information on heritage and culture
c. Ground operators/ outfitters

d. Training programmes for adventure tourism providers including guides/interpreters etc.

Uttarakhand has to fulfill number of requirements in the light of infrastructural facilities to meet the full potential of the many unique adventure tourism resources which can be utilized for both outbound and inbound tourists. The government needs to improve the connectivity to Uttarakhand. It has to put in efforts to build airports, airstrips, railways and road network. There is a shortage of accommodation facilities also.

Recommended Actions

1) Address infrastructure needs in recognition of its adventure tourism asset by developing strategic plans.

2) Upgrade the presentation of visitor facilities and information centres at all adventure hotspots and regions of entry and exit of tourists.

3) Improvement in accessibility through road, rail and airways, connections between public transport terminals, tourism attractions and the city centres.

4) Provisions of services at adventure sites and campgrounds

5) Complete information guide showing all adventure spots, trails, treks, sport areas, hotels and restaurants should be made.

6) Establishing waste management plans and plants to check cleanliness and presentation of towns and districts.
7) Add or improve signage at trail heads and expand maps for easy access.

8) Facilitating creation of hotel rooms, Bed & Breakfast units, camps

9) Making efforts for various incentives and easy land access to develop accommodation sector.

iii) **Strategy 3- Strengthen Profile of Uttarakhand as Adventure Destination and Raise Consumer Awareness**

Uttarakhand has a low tourism profile with limited market awareness about adventure opportunities it has to offer. Uttarakhand should brand new adventure markets by identifying innovative adventure spots, suggest itineraries emphasizing adventure tourism benefits and offer market exposure to the international and national adventure community.

1) Registering website at search engines and directories which can be easily accessed by the consumers.

2) Attract relevant, high profile media and trade to participate and experience adventure in Uttarakhand.

3) Development of brand guidelines, destination images showing adventure experiences in travel magazines and journals.

4) Diversify and modernize adventure tourism products according to the need of the market.

5) Maintain adventure tourist profile data and segmentation information for reference.

6) Creating a comprehensive marketing and sales plan keeping in mind target customers and partners.
7) Establishing distinctive image of Uttarakhand adventure segment based on its strength and appeals to differentiate the state from key competitors.

iv) **Strategy4: Improve Industry Cohesion and Partnerships**

Collaboration and cooperation could deliver enhanced performance within the adventure sector through cost efficiency, improved distribution and greater profitability. Central and State Governments are equal partners in development and promotion of adventure tourism as many issues relating to tourism like transportation, land, taxes, utility services, law and order, etc. fall under the jurisdiction of Governments. But the role of industry, travel, trade and hospitality sector associations cannot be neglected, therefore, it is ideal that both public, private and community in general embrace and support development of adventure industry in the region.

**Recommended Actions**

1) Identify best practices and policies on strengthening connections at the local, regional and state level to realise the growth opportunities.

2) Co-ordination of activities with major associations engaged in adventure development process.

3) Improve communication and dispersal of information of adventure tourism activities across the state.
4) Host an annual summit on adventure tourism to include latest research, accreditation, insurance, websites, marketing cooperatives and training workshops of all the stakeholders involved.

v) Strategy 5- Arrangement of Financial Resources for Developing Adventure Tourism

Adventure tourism development in Uttarakhand requires significant financial and other in kind assistance, in order to develop the destination to a level of capacity and to attract the private sector investors to feel confident about the long-term sustainability of tourism in the region. A strategic attention is needed to implement actions that will efficiently yield results and provide the best return on investment.

Recommended Actions

1) Develop associations with international and national organizations to procure funds.

2) Develop and implement joint venture business opportunities between commercial and public tourism developers.

3) Generating interest of government, communities and private sector in recognizing the economic benefits of investing in tourism and specially adventure tourism related projects.

4) Ensuring separate fund allocation for development of adventure tourism.
vi) Strategy 6- Human Resource Development

The success of every tourism activity depends on how consistently high quality of experience and service has been delivered at all points along the customer journey. Adventure tourism development in Uttarakhand needs a strong focus on capacity building across all the diverse range of skills required in the industry.

Recommended Actions

1) Strong need for training and exchange programmes between different tourism agencies.
2) Refining language and presentation skills.
3) Refresher courses for adventure tourism outfitters.
4) Specialised courses for adventure tourism guides and trainers.
5) Establishing institutes that impart specialised knowledge for adventure activities.

vii) Strategy 7- Improve Research Base and Market Knowledge

Adventure tourism has been identified as one of the fastest growing tourism segment which makes it more vulnerable to dynamic changes taking place in tourism industry. Successful tourism development is therefore significantly dependant on well researched, soundly based market monitoring, together with detailed ongoing demographic, psychographic and behavioural research.
Recommended Actions

1) Conducting research on the accurate size, scope and opportunities in adventure market.

2) Conducting research in the safety and security measures of adventure tourists.

3) Maintaining profiles and segments of domestic and foreign tourists.

4. Conclusion

The information gathered in the thesis provided us with a greater understanding of the niche area of tourism — adventure tourism. Through our research, we were able to examine adventure tourism in Uttarakhand.

Five research hypotheses presented in this research were supported by the resulting analysis. Inherent to these hypotheses is the idea that overall, Uttarakhand meets the criteria of a viable adventure destination, it possesses the core elements needed to offer an adventure product and in sufficient size to establish itself as a destination for the adventure seeker. Its successful development will require tour providers, in conjunction with other stakeholders, to address the issues like destination awareness through effective market development, concerns have been expressed about the quality and range of food and accommodation available, limited facilities of accessibility and connectivity have been identified.
Having identified the challenges, suggestions and recommendations presented in the form of speedy action plan should be implemented to result in the development of Uttarakhand as a lucrative adventure tourist destination.

5. Directions for Future Researches

The study provided a general picture of the relationship between adventure destination attributes and tourists' overall satisfaction with the Uttarakhand. However, the study did not mention the relationship between tourist satisfaction and intention to revisit a destination. Future research should investigate the relationship between adventure tourists' satisfaction and intention to revisit a destination, because repeat visitation to a destination is an important issue for tourism marketers and researchers. Beside that analysis of tourists' satisfaction by demographic and travel behaviour characteristics can also be done. Moreover, future studies could be applied to other adventure destinations in India using a similar research method so that a competitive analysis in different destinations can be explored. Also, more refinement is needed in selecting attributes. In addition, each factor can be explored in detail that is micro-level study of elements classified in the study can be taken for future research.
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AdventureTravel.html


Annexure
ANNEXURE

Annexure 1

Questionnaire

I) Demographic Information

1) Gender
   □ Male □ Female

2) Age
   □ Under 18 □ 19-29 □ 30-39 □ 40-49 □ 50 and above

3) Country of Residence:
   □ Indian □ Foreigner

4) Income (INR per month)
   □ Less than 50,000 □ 50-60,000 □ 60-70,000 □ More than 70,000

II) General Information

1. Have you visited Uttarakhand in the last 5 years?
   □ Yes □ No □ I live in Uttarakhand

2. Have you participated in an adventure activity in Uttarakhand?
   □ Yes □ No

3. Purpose of visit to Uttarakhand
   □ Sightseeing □ Adventure □ Business □ Religious □ Health/Yoga

4. Source of Information about Uttarakhand adventure tourism
   □ Word of Mouth from friends and relatives □ Websites □ Print media
   □ Tour operators □ Others (Embassy, Tourist offices)
III) Please use the following scale and tick the option that matches your response.

As an Adventure Tourism Destination, Uttarakhand has/is

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<th>Strongly Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Strongly Satisfied</th>
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<tr>
<td>1) Natural attractions/ Beautiful scenery</td>
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<td></td>
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</tr>
<tr>
<td>2) Refreshing environment/ An exotic atmosphere</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3) Crowd at adventure tourist destination</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>4) Sustainable adventure tourism development practices</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Facilities</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5) Proper accessibility to the adventure destination</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6) Proper connectivity and communication facilities</td>
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<td></td>
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</tr>
<tr>
<td>7) Well-established Visitor Information Centres</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8) Wide variety of options available for adventure tourism activities</td>
<td></td>
<td></td>
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<tr>
<td>9) Value-for-money adventure packages</td>
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</table>
Market Awareness

10) High quality of adventure promotional materials

11) Well developed online marketing for adventure opportunities

12) Impressive publicity campaign

13) Strong brand image as adventure hub

Food and Accommodation

14) Readily available accommodation units at adventure destination

15) Reasonably priced accommodation units

16) Hygienic accommodation units

17) Adequate restaurants availability

18) Serves good quality of food

Safety and security

19) Safety measures are adequate

20) Good quality of adventure equipments

21) Trainers and Instructors are competent

22) Travel warnings and crime rates are low

23) Medical and insurance covers are available

IV) Overall, how satisfied are you with your visit to Uttarakhand as adventure destination?

[ ] Strongly dissatisfied  [ ] Dissatisfied  [ ] Somewhat satisfied  [ ] Satisfied
[ ] Strongly satisfied

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Annexure 2

Regression Results of Tourists' Overall Satisfaction Level Based on the element

"Aesthetic Appeal" (N=350)

Dependent variable: Tourist’s overall satisfaction(OS) with the Uttarakhand as adventure destination

Independent variable: Four attributes (AA1,AA2,AA3,AA4) of Aesthetic appeal

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a. Predictors: (Constant), AA4, AA2, AA1, AA3

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a. Predictors: (Constant), AA4, AA2, AA1, AA3

b. Dependent Variable: OS

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<td>AA3</td>
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a. Dependent Variable: OS

Source: Calculated and computed from SPSS

197
Regression Results of Tourists' Overall Satisfaction Level Based on the element

"Facilities" (N=350)

Dependent variable: Tourist's overall satisfaction (OS) with the Uttarakhand as adventure destination

Independent variable: Five attributes (F1, F2, F3, F4 and F5) of Facilities

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a. Predictors: (Constant), F5, F3, F4, F1, F2

ANOVA

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a. Predictors: (Constant), F5, F3, F4, F1, F2
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Coefficients

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a. Dependent Variable: OS

Source: Calculated and computed from SPSS
Regression Results of Tourists' Overall Satisfaction Level Based on the element

"Market awareness" (N=350)

Dependent variable: Tourist’s overall satisfaction(OS) with the Uttarakhand as adventure destination

Independent variable: Four attributes (MA1, MA2, MA3 and MA4) of market awareness

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a. Predictors: (Constant), MA4, MA2, MA-1, MA3

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a. Predictors: (Constant), MA4, MA2, MA-1, MA3
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a. Dependent Variable: OS

Source: Calculated and computed from SPSS
Regression Results of Tourists' Overall Satisfaction Level Based on the element

"Food & Accommodation" (N=350)

Dependent variable: Tourist's overall satisfaction (OS) with the Uttarakhand as adventure destination

Independent variable: Five attributes (FA1, FA2, FA3, FA4 and FA5) of food and accommodation

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\[a\]. Predictors: (Constant), fa5, fa1, fa2, fa3, fa4

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\[a\]. Predictors: (Constant), fa5, fa1, fa2, fa3, fa4

\[b\]. Dependent Variable: OS

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\[a\]. Dependent Variable: OS

Source: Calculated and computed from SPSS
Regression Results of Tourists' Overall Satisfaction Level Based on the element

“Safety and security” (N=350)

Dependent variable: Tourist’s overall satisfaction (OS) with the Uttarakhand as adventure destination

Independent variable: Four attributes (SS1, SS2, SS3, SS4 and SS5) of safety and security

Model Summary

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a. Predictors: (Constant), SS5, SS3, SS1, SS4, SS2

ANOVA

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a. Predictors: (Constant), SS5, SS3, SS1, SS4, SS2

b. Dependent Variable: OS

Coefficients

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a. Dependent Variable: OS

Source: Calculated and computed from SPSS