

# POTENTIALS OF ADVENTURE TOURISM IN RAJASTHAN

<sup>1</sup>Ms.Vatsala Audichya    <sup>2</sup>Prof.(Dr.)Ashok Singh Rathore

<sup>1</sup>Research Scholar, <sup>2</sup>Professor,  
<sup>1</sup>Tourism and Hotel Management Programme (FMS),  
<sup>1</sup>Mohanlal Sukhadia University, Udaipur, India

**Abstract:** Rajasthan offers great opportunities for adventurers to explore the beautiful exotic ranges and landscapes of Aravalli, as well as offering opportunities for aerial and water adventure activities. Adventure tourism is at the initial development stage in Rajasthan and is the fastest growing tourism industry segment. Adventure tourism development could increase tourist arrivals and the region's business opportunities. It is necessary to utilize the potential of adventure tourism in the Rajasthan region, the present paper is therefore conceptual in nature; the present study examines the potential of adventure tourism in the region of Rajasthan and focuses on the challenges of adventure tourism development. The study also extends to provide recommendations and suggestions for the development of adventure tourism and the utilization of its Rajasthan resources.

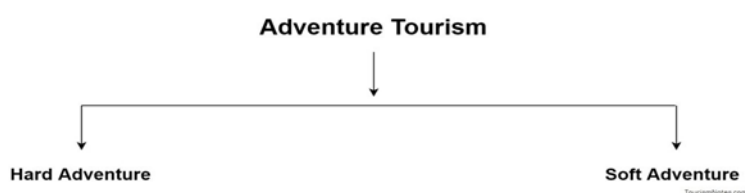
**Keywords:** Adventure tourism, potentials, land, aerial, water adventure sports.

## I. INTRODUCTION

Adventure tourism is an outdoor recreational activity that usually takes place in an unusual, exotic, remote or wilderness setting, sometimes involving some form of unconventional means of transport and tending to be associated with low or high physical activity levels. As the name suggests, this involves a risk element and can range from "getting high" to "getting faster." An Adventure Tourism business provider can arrange a one-time adventure or a combination of tourist paying adventure pursuits. It is probably more cost-effective to focus on the aspects you are good at and have a specialized interest in when considering an Adventure Business. An Adventure Tourism company will rely heavily on specialist interest, experience and skills unlike other tourism businesses. Therefore, the specialist understanding required for adventure activities is a critical area of experience. (Whiriskey & McCarthy, 2006)

In recent years, adventure tourism has grown exponentially throughout the world with previously undiscovered tourist destinations. This allows a new destination to market itself as truly unique, attracting travelers in search of a rare, incomparable experience.

Adventure tourism includes various activities like caving, hiking, sailing, trekking etc. Adventure tourism categorized into two categories. These are following as:



- 1. Hard Adventure:** Hard adventure refers to high-risk activities that require intense engagement and advanced skills. Hard tourism includes mountain / rock / ice climbing, trekking, cave, etc. Hard adventure activities in nature are highly risky. To carry out these activities, professional guide, advance-level skills are required. While climbing the mountains, many tourists died, caving every day. Hard adventure activities in nature are highly risky and hazardous. These are: Cave, Mountain Climbing, Rock Climbing, Ice Climbing, Trekking, Sky diving, etc.
- 2. Soft Adventure:** Soft adventure refers to activities with perceived risk but low risk levels, requiring minimal commitment and initial skills, most of which are led by experienced guides. Soft tourism includes activities such as backpacking, camping, hiking, kayaking and so on. Soft adventure activities in nature are low risk. Professional guides are in charge of these activities. Soft adventure is an adventure tourism category that is popular. On average, soft adventure trips are 25 percent of trips taken from North America and Europe. Compared with hard adventure activities, these activities are less dangerous and risky. These activities are following as: Backpacking, Birdwatching, Camping, Canoeing, Fishing etc.

## II. REVIEW OF LITERATURE

Adventure tourism is regarding connecting with a new culture or a new landscape and being physically active at a similar time. It's not regarding being risky or pushing your boundaries. In fact, it's particularly vital to understand and respect your limits while you're in an unacquainted space. (Wicker, 2017).

According to (Rohatgi,2016) in her report submitted to Ministry of Tourism she mentions adventure tourism is tough, helps local economies, draws high value customers and inspires sustainable methods. Adventure activities can be localized in a certain place or could be elongated over a region defined across a district in a distinct state or across states. Similarly, the activities could differ highly among tourists based on interests, desires and physical capacities. Adventure is classified in terms of two main categories – hard and soft adventure. Both activities are highly fruitful segments.

Sung, Morrison and O' Laery (1997) has defined Adventure tourism as the adventure recreation in the unusual places and the thrilling experiences by the adventurer and always these experiences are full of risks.

Walle, (1997) says that adventure is search for knowledge rather than risk. The adventure tourism is an outdoor activity, which is a means of income to the adventure tour operators; as in adventure itself means to explore so when one pursues adventure tourism he/she not only undertakes risky activities but also try to explore a new aspect of nature, life, culture.

The Adventure Travel Trade Association defines Adventure Tourism as involving three elements: physical activity, cultural exchange, and an interaction with the environment.

Despite a number of attempts to define the concept of 'adventure tourism', consensus remains to be lacking within the academic community; indeed, as the boundaries of knowledge are receding, the number of proposed definitions and conceptualizations appear to be increasing.

Adventure travel is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas. Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations. As the statistic given by ATDI,(2016) the number of adventure tourist has increased to 65% since 2009, hence it can be said that tourists are curious to explore the new dimensions of tourism and willing to undertake adventure tourism activities.

Sung, Morrison and O'Leary (1996), suggests that six major components: activity, motivation, risk, performance, experience and environment are the key variables in defining adventure tourism. Absence of any one of the component may lead to dysfunctional or inefficient tourism which may not fully satisfy the tourist.

Arun Singh (2013) in his paper mentioned Adventure tourism gains much of its excitement by allowing its participants to step outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts that require significant effort and involve some degree of risk (real or perceived) and/or physical danger. This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, paragliding, and rock climbing. Some obscure forms of adventure travel include disaster and ghetto tourism. Other rising forms of adventure travel include social and jungle tourism.

A recent proposition that adopts a fresh perspective by identifying an individual's state of mind as the central factor in the creation of 'adventure' is offered by Swarbrooke *et al.* (2003), who believe that an adventure tourism experience will be:

- (1) Be of a heightened nature— a stimulating context will induce a range of emotions (of which excitement will be key), and separate it from everyday life;
- (2) Entail intellectual, physical or emotional risks and challenges — these will be absorbing; and
- (3) Be intrinsically rewarding, providing opportunities for enjoyment, learning and self-development.

Buckley, (2004); Bentley *et al.*, (2000) believes that guidance is necessary to indulge in adventure activities and every activity has its relevant equipment to perform, everything is done for the excitement of adventure tourists. As these are risky activities where a person's life is at stake so it is very necessary to undertake all the security measures effectively and efficiently.

Cater, (2005) says that Adventure tourists are always eager for the thrill and fight; they are mentally prepared for it without any threat. This kind of behavior and perception towards the adventure thrill and risk is analyzed by the several researchers Ewert and Hollenhorst (1989); Jack and Ronan (1998); Slanger and Rudestam (1997); Fluker and Turner (2000). Adventure activities are generally pursued by those who are curious to explore an out of the box thing those allocentrics who want to experience kick.

Moreover, Quinn, (1990) in his study stated that adventurers are exploring the hidden and unknown things and the forests and lakes are the attractions, which lets the adventurer feel there is hidden truth and to discover that truth from the core of object. It is said that if one undertakes adventure activities it leads him/her closer to Mother Nature, it lets one experience a moment of lifetime which can never be achieved by any other means.

In addition to this, Lee and Crompton, (1992) believes that the level and type of adventure depends upon the motivation of adventurer and facing the dangers, challenges and risks is determined by the expertness, courage and the "optimum stimulation level" (OSL) of the adventurer.

According to Wahlers and Etzel (1985) the individuals having low ‘‘Optimum Stimulation Level’’ OSL are not taking the risk and are involving themselves in adventure activities, but their choice is only to take cultural trips. On the other hand, the individuals having high ‘‘Optimum Stimulation Level’’ OSL are participating in adventure activities like aero sports, mountaineering, rafting etc.

Buckley, (2006) stated that Adventure Tourism is a niche market with large recorded growth and the potential to keep expanding. In 2006, it constituted about a fifth of the tourism industry; in aggregate this made up almost a tenth of global GNP.

According Buckley, (2011) from 2009 to 2012, the market for Adventure Tourism had an approximate average yearly growth of 65%, with a 2012 market worth of \$263 billion, up from \$89 billion in 2010.

According to Adventure Travel Trade Association and The George Washington University, (2013) Adventure travelers also increased their spending per trip, from \$539 in 2009 to \$947 in 2012, which is a yearly increase of nearly 20 percent. These numbers show that as time passes, more travelers are entering into the adventure tourism market and spending more money on their activities.

Trends that are experiencing sustained growth within the industry are: increase in adventure destinations and events; the development of larger and more complex multi-activity product portfolios and combo packages; growth in upmarket luxury products; and a growing number of expedition tours.

Buckley, (2011) mentioned that Because of the overall growth in the industry, it is an attractive area for portfolio development for specialty tour operators, and the number and range of adventure products offered will most likely grow due to the establishment of new operators. Today’s tourist demands something different in terms of tourism, now heritage, culture has become an obsolete kind of tourism, so in order to attract more and more tourist providing adventure activities in the tour, or adding adventure tourism in the brochure which may lead to popularization of the tour operator having the specialty in different kind of tourism.

According to Swarbrooke, Beard, Leckie, Pomfret , (2003) Due to this growth, more research should be conducted on the industry. Much is known about the profile of the ‘‘Adventure Traveler.’’ The typical adventure traveler is male, single, and has never been married. These travelers tend to be younger, with an average age of 36, and over a quarter of them having earned a four-year degree. Despite of the fact that adventure tourism is becoming the most pursued tourism still there are some hitches like gender, age, sometimes marital status also which makes adventure tourism restricted to only one segment of tourists.

As per Adventure Travel Trade Association and The George Washington University, (2013) most available research on the industry focuses on the travelers involved or the risks involved for operators in the industry; after all, this is an industry based around perceived risk.

A website named *hotelresortinsider* has given Latest Trends in Adventure Tourism Industry:

Travelers these days want to have a new experience, something different from the gated resort and cruise ship buffet. They want to taste something extraordinary like climb a mountain, go on a walking tour or kayak down a river. According to experts, here are some of the latest trends in adventure tourism:

- a. Volunteer vacations: Volunteerism along with vacation has increased according to the latest growing trend. There is an increase of 30% in the overall participation than the last year. This trend is growing among people under the age of 20 than people with family.
- b. Girlfriend getaways: According to a survey conducted by the ATTA, more than 50% of adventure travelers are women in the age group of 41 and 60. Women in this age are going mountain climbing, kayaking and surfing.
- c. Charity travel: Venture Expeditions, a Christian based organization organizes trips to raise awareness for many organizations like biking through Thailand to raise money for an orphanage. Travelers pay for the trip and then make a minimum donation to the charity.
- d. Family adventure vacations: Some families are opting for more nature based cultural, education and learning excursions rather than going for theme parks and all-inclusive resorts. These types of excursions help in developing family bonding.
- e. Soft adventure vacations: Many tourists are opting for vacation that centers on a theme, such as a culinary tour in Asia or wine vacation in Israel. Yoga has also been included in the theme of vacation. Best of Both Women's Adventures has yoga on all of its trips and a specific yoga and surf vacation in Puerto Rico. Many others combine yoga and snowboarding or yoga and wine tasting.
- f. Expedition cruising: Tourists can very easily find people going for expedition cruises to Antarctica, the Galapagos and Alaska. The cruises also provide vacationers details or lectures about the particular place. In these small cruises, everything that tourists see around is very important and focused.

### III. OBJECTIVES

- To study the potentials of developing adventure tourism in Rajasthan.

### IV. RESEARCH METHODOLOGY

The present study is a conceptual in nature and the paper is based on secondary data. The data were collected from various journals, papers, magazines, internet, Ministry of Tourism, articles and newspapers; in addition, the researcher, being a resident of Rajasthan, is herself aware about the adventure tourism potentials of Rajasthan.

#### 1. Tourism Potentials in Rajasthan

Rajasthan is the world's most beautiful destination for tourism. Due to its glorious history, majestic natural beauty and strategic location on the Aravalli ranges, Rajasthan has been the dream of tourists for centuries. A colorful mix of stunning palaces, massive forts, delightful cuisines, diverse cultures and warm people, Rajasthan can be proudly referred to as 'India's glory.' Whether travelers interested in adventures or a quiet stay, Rajasthan is a journey. Besides the miscellany of the old and the new, Rajasthan has many aspects worth knowing. The state has the potential to satisfy nearly every type of tourist. It has wonderful natural and manmade tourist attractions, viz gardens, lakes, hill station, mountains, rivers, food, costume, language, crafts, religious sites etc. providing tourists with unforgettable memories and experience.

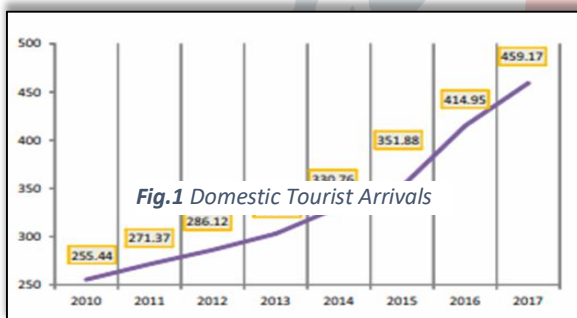
#### 2. Tourist Arrivals in Rajasthan

As for Rajasthan's tourism, Jaipur, Jodhpur, Jaisalmer, and Udaipur play a key role in attracting tourists worldwide. These places are Rajasthan's most famous tourist attractions; all four places can make Rajasthan's commercial circuit. And always received a fancy of tourists all over the globe; the arrivals of tourism in Rajasthan have increased rapidly since the last decade and received a record number of tourists in their tourism history in 2017. Following are the tourism arrivals of Rajasthan from year 2010 to 2017:

Source: [www.tourism.rajasthan.gov.in](http://www.tourism.rajasthan.gov.in)

Some of the focus areas and projects initiated by the state are as follows:

Development of a 'Mega Desert Tourist Circuit' consisting of Bikaner, Jodhpur, Jaisalmer, Pali, Mount Abu and Sambhar through heritage conservation, landscaping and other works • 16 air strips to be upgraded / refurbished and commercial airlines to be invited to commence operations • Construction of sideways facilities of RTDC located on National Highways • Jaipur to be



developed as a MICE destination. Recently, Rajasthan introduced a new train called Royal Rajasthan on palace lines on wheels. Some of the state's recommendations might be improving inter-state connectivity, organizing desert tours, and encouraging heritage buildings corporate sponsorship. (Singh & Chakravarty, 2015)

#### 3. Adventure Tourism in Rajasthan:

If tourists ever had an option to relax in the Thar Desert, go vintage, do some dune bashing, enjoy laid-back camel ride or get up in the sky for the aerial sightseeing of heritage city zip lining, paragliding, and hot air ballooning, then what would they do? Rajasthan is also the place they'd be making their way. All the adventure activities practiced in Rajasthan promises to change one's perception about this scintillating land of forts and marvelous royal structures. When it comes to the adventure holiday in Rajasthan, one just can't let go the number of options that can be experienced here. Paragliding over Jodhpur and Jaisalmer can prove to be out of the blue to feel the thrills and chills. There's something about the beautiful landscapes of the Rajasthan, and palaces dotted on them; they create a royal aura, and if seen from the top of the fray, their beauty will double and rekindle the love of air travel for tourists. And that's the kind of worthwhile experience that Hot Air Ballooning offers the visitors. When it comes to hot air ballooning ride in Rajasthan, one should make their way to Jaipur or Pushkar. Rajasthan's landscapes are home to as many adventure activities as the sky. Spending a day camping in the Thar Desert, sleeping under the stars and doing nothing might sound tempting. But in some corners of this large desert, you can see some ongoing adrenaline-charged activities such as cycling and desert safari happening every winter. Try zip lining over shimmering forts to further enhance the trip to Rajasthan. Tourists can experience this zip line flight at Jodhpur, Jaipur, and Fort Neemrana. Keoladeo Ghana National Park, Ranthambhore Tiger Reserve, and Sariska Tiger Reserve are Rajasthan's best places to drive through the unique flora and fauna variety. Aravali is a part of Rajasthan, the oldest mountain range in the world and the home of trekkers. Udaipur, Ghanerao, Kumbhalgarh and Udaipur are some of the best wandering sites in Rajasthan. Rajasthan has everything for all kinds of adventurers from novices to experts. (Adventure in Rajasthan, 2018)



#### 4. Problems of Adventure Tourism in Rajasthan

Despite being one of the best destinations for adventure tourism, Rajasthan has a number of problems as it concerns adventure tourism. It has everything to satisfy the adventurers; however, in the adventure tourism race, it is notable. Following are the main issues involved in Rajasthan's adventure tourism:

- Lack of adventure tourism expertise.
- Lack of adequate government policies and consideration of Rajasthan adventure tourism.
- Insufficient state adventure infrastructure.
- Rajasthan is not properly promoted at national and international level as an adventure destination.
- Safety and security issues also undermine Rajasthan's adventure tourism.
- Non-availability of desired things that adventurers demand.
- Non-accessibility of modern tourism equipment for adventure.

#### 5. Suggestions

- In order to solve the above problems, the following suggestions could be profitable:
- In order to take charge of adventure tourism in Rajasthan, trained and expert professionals should be invited.
- Rajasthan should be marketed both nationally and globally as an adventure tourism destination.
- New modern equipment should replace old-fashioned equipment.
- In order to train and teach adventure lovers throughout the state, several adventure sports institutes should be opened in the state.
- Adequate infrastructure for adventure tourism activities should be developed.
- It is important for adventurers to ensure safety and security before and after the state tour.
- Appropriate policies must be formulated by the government to boost adventure tourism.

#### V. CONCLUSION

Adventure tourism is a recreational activity and Rajasthan has the finest and tremendous potential of adventure tourism and is one of the best destinations for adventurers. It is the fastest segment of the tourism industry in Rajasthan and it is very important to develop this segment. The maximum resources for adventure tourism in Rajasthan are virgin; their utilization could generate economic development and job opportunities in the region. However, there are some socio-political issues that are weakening its development, and the adventure tourism resources are more than the Rajasthan adventure tourism expertise and infrastructure available. Giving special consideration to promoting adventure tourism in Rajasthan is very important.

#### Bibliography

- Buckley, R. (2004). *Environmental Impacts of Ecotourism*. Australia: Oxford.
- Buckley, R. (2006). *Adventure Tourism*. Gold Coast, Australia: CAB International.
- Cater, C. I. 2005. Playing with risk? Participant perceptions of risk and management complications in adventure tourism. *Tourism Management* 27(2): 317- 325.
- Crask, M. R. (1981). Segmenting the vacationer market: identifying the vacation preferences, demographics, and magazine readership of each group. *Journal of Travel Research*, 29(3), 29–34.
- Ewert, A. and Jamieson, L., 2003: Current status and future directions in the adventure tourism industry. In: Wilks, J. and Page, S.J. editors, *Managing Tourist Health and Safety in the New Millennium*, Oxford: Elsevier Science, pp. 67–83.
- Fluker, M. R. and L.W. Turner 2000. Needs, motivations, and expectations of a commercial whitewater rafting experience. *Journal of Travel Research* 38: 380-389
- Formica, S., & Uysal, M. (1998). Market segmentation of an international cultural historic event in Italy. *Journal of Travel Research*, 36(4), 16–24.
- Gitelson, R. J., & Kerstetter, D. L. (1990). The relationship between sociodemographic variables, benefit sought and subsequent vacation behavior: a case study. *Journal of Travel Research*, 28(4), 24–29.
- Lee, T. H., and J. Crompton (1992). Measuring Novelty Seeking in Tourism. *Annals of Tourism Research* 19:732–751.

- Loker-Murphy, L., & Perdue, R. (1992). A benefit-based segmentation of a non-resident summer travel market. *Journal of Travel Research*, 31(2), 30–35.
- Madrigal, R., & Kahle, L. (1994). Predicting vacation activity preferences on the basis of value system segmentation. *Journal of Travel Research*, 13(3), 22–28.
- Oh, H., Uysal, M., & Weaver, P. (1995). Product bundles and market segments based on travel motivations: a canonical correlation. *Annals of Tourism Research*, 6, 195–197.
- Quinn, B. (1990). The Essence of Adventure. In *Adventure Education*, J. C. Miles and S. Priest, eds., pp. 145–148. State College PA: Venture Publishing
- Singh, P., & Chakravarty, R. (2015). *Tourism Infrastructure: The role states play*. FICCI. New Delhi: Ernst & Young LLP.
- Sung, H.H., Morrison, A.M. and O’Leary, J.T., (1996), “Definition of Adventure Travel: Conceptual Framework for Empirical Application from the Providers’ Perspective,” 1996 *Annual Society of Travel and Tourism Educators Conference*, Ottawa, Canada.
- Swarbrooke, J., Beard, C., Leckie, S. and Pomfret, G., 2003: *Adventure Tourism: The new frontier*, Oxford: Butterworth-Heinemann.
- Swarbrooke J.,(2003). *Adventure Tourism: The new frontier*. Oxford:Butterworth-Heinemann.
- Thakur, A. S. (2013). Adventure Tourism Market Segments and Promotional Policies Therein: A case study of Himachal Pradesh; India. Unpublished Ph. D. Thesis submitted to Himachal Pradesh University, Shimla.
- Wahlers, R. G., and M. J. Etzel (1985). Vacation Preference as a Manifestation of Optimum Stimulation and Lifestyle Experience. *Journal of Leisure Research* 17:283–295
- Walle, A. H. (1997). Pursuing Risk or Insight: Marketing Adventures. *Annals of Tourism Research* 24:265–282
- Weiler, B., and Hall, CM., (1992), “*Special Interest Tourism*,” John Wiley and Sons, New Jersey.
- Whiriskey , J., & McCarthy , P. (2006). Adventure Tourism. Rural Development Centre, Teagasc. Retrieved April 26, 2019, from <http://www.teagasc.ie>
- Adventure Tourism Development Index. (2016). *Adventure Tourism Development Index*. International Institute of Tourism Studies. Retrieved July 21, 2017 , from <https://tia.org.nz/assets/Uploads/2016-adventure-tourism-development-index.pdf>
- Adventure Travel & Trade Association. (2013). *Adventure Tourism Market Study*. Washington D.C.: The George Washington University. Retrieved December 14, 2017, from <http://files.adventuretravel.biz/docs/research/adventure-tourism-market-study-2013-web.pdf>
- Adventure Travel Trade Association. (2013). *Adventure Tourism Market Study*. Washington DC: Adventure Travel Trade Association. Retrieved September 5, 2017, from <http://files.adventuretravel.biz/docs/research/adventure-tourism-market-study-2013-web.pdf>
- Gunjan Rohtagi. (2016). *Adventure Tourism Market Study in India*. Nielsen (India) Pvt. Ltd., Gurgaon. Retrieved from [http://tourism.gov.in/sites/default/files/Other/Adventure\\_Tourism\\_Final\\_Report\\_revise\\_on\\_26-10-2016\\_%282%29.PDF](http://tourism.gov.in/sites/default/files/Other/Adventure_Tourism_Final_Report_revise_on_26-10-2016_%282%29.PDF)
- [http://www.hotelresortinsider.com/news\\_story.php?news\\_id=133932&cat\\_id=8#](http://www.hotelresortinsider.com/news_story.php?news_id=133932&cat_id=8#) Accessed on: 0955hrs 14/12/2016
- Wicker, J. (2017, November 30). *Headrush Technologies*. Retrieved November 2017, from

- *Adventure in Rajasthan.* (2018). Retrieved January 5, 2019, from Tour My India: <https://www.tourmyindia.com/states/rajasthan/adventure.html>
- Whiriskey , J., & McCarthy , P. (2006). *Adventure Tourism.* Rural Development Centre, Teagasc. Retrieved April 26, 2019, from <http://www.teagasc.ie>
- headrushtech.com: <https://headrushtech.com/blogs/what-is-adventure-tourism/>

