

**BTTM-802**

Adventure Tourism

**Programme:** Bachelor in Tourism and Travel Management (BTTM 16)**Year/Semester:** 8<sup>th</sup> Semester**Objective:** This course will focus on the concept & types of Adventure tourism, Institutes running courses, potential for adventure tourism in India, existing popular destinations and activities. Institutions

<b>Block 1</b>	
<b>Basic Concepts of Adventure Tourism</b>	
<b>Unit 1</b>	Adventure tourism: Concept, features, nature, scope and different types.
<b>Unit 2</b>	List of recognized organizations and institutions associated with adventure tourism in India.
<b>Unit 3</b>	Popular Adventure Sports of Uttarakhand, Govt. recognized institutes offering different Adventure sports Courses in Uttarakhand.
<b>Unit 4</b>	Existing trends and places of importance for Land based, Water based and Aero based adventure sports of India
<b>Block 2</b>	
<b>Adventure Tourism (Air Based)</b>	
<b>Unit 5</b>	<b>Air Based Activities:</b> Concept, features, nature, scope and & different types.
<b>Unit 6</b>	Popular Air based Adventure Sports in India: parasailing, paragliding, ballooning, hand-gliding, bungee jumping and micro lighting etc.
<b>Unit 7</b>	Air Based adventure tourism: Marketing and promotional strategies. Job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk Management.
<b>Unit 8</b>	<b>Adventure tourism impacts</b> -social, cultural, economic and environmental impacts of air based adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
<b>Block 3</b>	
<b>Adventure Tourism (Water Based)</b>	
<b>Unit 9</b>	<b>Water Based Activities:</b> Concept, features, scope, nature and types.
<b>Unit 10</b>	Popular water based adventure sports in India: white water rafting, kayaking, canoeing, surfing, water skiing, snorkelling & scuba diving.
<b>Unit 11</b>	Water Based Adventure tourism. Marketing and promotional strategies, job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk management.
<b>Unit 12</b>	Water Based Adventure tourism impacts: social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
<b>Block 4</b>	
<b>Adventure Tourism (Land Based)</b>	
<b>Unit 13</b>	Land based adventure sports: Concept, features, scope, nature and types.

<b>Unit 14</b>	Popular water based adventure sports in India: trekking, rock climbing, skiing, mountaineering, desert safaris, car rallies etc.).
<b>Unit 15</b>	Marketing and promotional strategies, risk management, job opportunities.
<b>Unit 16</b>	Land Based Adventure tourism impacts- social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (Government, local people, tourists and tourism businesses) risk management, Job opportunities