
Unit-1**Adventure tourism: Concept, Features, Nature,
Scope and different Types**

Structure:

- 1.0 Introduction**
- 1.1 Objectives**
- 1.2 Meaning and Features of Adventure Tourism**
- 1.3 Importance and Benefits of Adventure Tourism**
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1.0 Introduction:

Adventure Tourism includes the movement of people from one destination to another to participate in or see any adventure sports activities. Adventure tourism involves a tourist's movement to participate in water, air or land adventure sports activities. Such activities. Such activities are done by those who love the thrill, enthusiasm for new things and fear. Training is mandatory to participate in some activities, viz. skiing, water skiing, etc., but the rest are done under the supervision of the expert. For example, white water rafting and paragliding are adventure sports activities that cannot be done alone. Every nature of adventure sports requires some specific gadgets. Senior citizens, children, physically disabled or people suffering from any heart, lung or blood pressure-related disease are not allowed to participate in adventure sports. Many popular tourist destinations are Bhimtal for Paragliding, Auli for Skiing, and Rishikesh for White Water Rafting.

1.1 Objectives:

After reading the present unit, learners will be able to:

- Explain the meaning and salient features of adventure tourism
- Understand the different types of adventure tourism.

1.2 Meaning and Features of Adventure Tourism:

Meaning of Adventure Tourism:

We need to get to the heart of what we mean by adventure if we understand what makes adventure tourism distinctive and where it overlaps with other tourism sectors. Adventure is evocative for many people, and images and associations flood the mind when the word is mentioned. Imagination and emotion are part and parcel of the adventure experiences, as we will see. Below are words frequently used in the world of adventure tourism. Do these reflect your associations with the word adventure?

- Thrill
- Adrenaline
- Excitement
- Fear
- Journey
- Roughing it
- Challenge
- Ultimate
- Elation
- Terror
- Expedition
- Awe-inspiring
- Risk
- Conquer
- Success
- Daring

Adventure means different things to different people. For the past 5 or 10 years, the term adventure and images of adventure activities have been used worldwide to advertise holidays, equipment, clothing, lifestyle, and more. Adventure may also mean different things to different tourists. What fills one person with fear fills another with boredom and vice versa. Adventure tourism products, however, form a relatively well-defined and reorganizable tourism industry sector. Adventure tours are retail-level commercial tour products that clients purchase specifically to participate in an outdoor activity that is more exciting than contemplative and where the outdoor environment is enjoyed more as a setting for the activity than for its scenery, plants, or animals.

The adventure component of such tour products is recognizable by the activity and sometimes also by the location. Diving and snorkelling, whitewater rafting and kayaking, skiing and snowboarding, hiking and biking, climbing and mountaineering, sailing, and sea kayaking form the basis for adventure tours. Visiting Polar Regions, deserts, jungles or mountaintops or looking for large, dangerous or unusual wildlife is vital for adventure. There are tens or hundreds of thousands of individual adventure tourism products worldwide, and millions of tourists buy them yearly. Adventure tours are rarely cheap because they require expensive specialist equipment, from hiking boots to diving regulators, surfboards to yachts, and ice-strengthened expedition vessels.

India's vast geographical diversity provides a wealth of outdoor adventure. All tastes are catered for, from the gentlest to the fast-paced, and there is something for every level of competence, the beginner and the expert. Not only does India have an immense variety of outdoor thrills, but prices here are meagre by international standards. Travel agents and tour operators often specialize in specific fields, offering package deals for groups and individuals. In summer, the focus is on the mountains in the northernmost region. Jammu and Kashmir, Himachal, Garhwal and Kumaon, Sikkim, Bhutan, North-East and Nepal Himalayas all lie in the lap of the great Himalayan range, where the trekking season is roughly from July to mid-October, August and September being the best months.

Characteristics of Adventure Tourism:

Some essential characteristics of adventure tourism are as follows:

- Adventure tourism includes physical activity.
- Contact with nature is essential because adventure travel allows us to see flora and fauna species.
- Meeting opportunities with people representing different cultures
- The journey from known to unknown places.
- Ambiguous results
- Perils and hazards
- Trials
- Expected benefits
- Freshness
- Thrills and exhilaration
- Venturing and revelation
- Mixed feelings

Definitions of Adventure Tourism:

- **According to the Oxford Dictionary**, Adventure is an exciting experience, a risk or enterprising activity.

- **According to Sung**, "Adventure tourism is the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant's usual environment away from the participant's usual place of residence area of containing elements of risk in which the outcome is influenced by the participation, setting and the organizer of the tourist's experience".
- **According to Smith and Jenner**, "Perhaps the key distinguishing feature of an adventure holiday is that it must have a quality of exploration or an expedition about it for the entire length of the trip, not just for one or two days'.
- **According to the Canadian Tourism Commission**, "Adventure tourism is an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, involves some unconventional means of transportation and tends to be associated with low or high activity levels.
- **According to Muller and Cleaver**, " Adventure tourism is characterized by its ability to provide the tourist with relatively high levels of sensory stimulation, usually achieved by including physically challenging experimental components with the tourist experience.
- **According to the Adventure Travel Trade Association**, "Adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature."

1.3 Importance and Benefits of Adventure Tourism:

Adventure tourism is one of the fastest-growing sectors, attracting high-value customers, supporting local economies, and encouraging sustainable practices. The continued growth of this sector creates net positive impacts not only for tourism but also for destination economies, their people, and their environment.

Some importance and benefits of adventure tourism are the following:

- **Employment Generation:**

Adventure tourism generates jobs. Adventure tourism generates direct jobs for accommodation, transportation, travel agencies, and tour operators. Adventure tourism also provides indirect jobs to tourism suppliers.

Adventure tourism plays an essential role in the economy's generation of employment.

- **Foreign Exchange:**

Adventure tourism attracts foreign tourists on a large scale, which helps in foreign exchange generation.

When tourists travel to another country, they spend a lot of money on accommodation, transportation, and shopping. Adventure tourism generates foreign exchange and supports the economy of the host country.

- **Economy Development:**

Adventure tourism helps develop the host country's economy. Adventure tourism activities directly support the economy in various forms. The more tourists, the more economic growth.

- **Support Local Communities:**

Adventure tourism helps develop infrastructure and supports local communities. Adventure tourism activities directly contribute to the local economy of the communities and increase local people's living standards.

- **Conservation of Natural Resources:**

Adventure tourism activities are nature-based activities. Leaders in the adventure tourism industry are dedicated to making this tourism segment as sustainable as possible. They help conserve natural resources and culture.

- **Creating Business Opportunities:**

Adventure tourism activities create new business opportunities. Some companies specialize in helping emerging adventure tourism operators market their products. Each new adventure tourism activity creates a new business opportunity.

• Local and Foreign Investment:

Adventure tourism creates business opportunities. As a result, it attracts local as well as international investors. Investors invest their money in accommodation, transportation, and travel trade organizations.

1.4 History of Adventure Tourism:

Humans have been travelling since ancient times for food and many survival reasons. Humans have been engaging in adventurous travel via exploration for hundreds of years. People travelled in ancient times to explore sea routes, new destinations, or even a new country.

However, commercial adventure travel is a new phenomenon in which travellers hire a professional guide to provide technical support, equipment, and cultural and natural interpretation.

In the mid-1800s, adventurers began to push the limits of mountain climbing and river rafting, with the first ascent of the Matterhorn in 1865 and the descent of the Colorado River in 1869. Shortly after that, two key institutions were formed. The National Geographic Society and Explorers Club. These institutions are supporting adventure tourism continuously.

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

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

1.5 Types of Adventure Tourism:

Adventure tourism has grown exponentially worldwide in recent years, with tourists visiting previously undiscovered destinations. This allows a new

destination to market itself as truly unique, appealing to those travellers looking for a rare, incomparable experience.

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

1. Hard Adventure**2. Soft Adventure****1. Hard Adventure:**

Challenging adventure refers to **activities with high levels of risk, requiring intense commitment and advanced skills**. Complex tourism includes climbing mountains/rock/ice, trekking, caving, etc.

Complex adventure activities are hazardous. Professional guidance and advanced-level skills are required to perform these activities. Many tourists died while climbing mountains, caving every day. Interestingly, **for K2, the world's 2nd highest mountain, one dies for every two people who submit**.

2. Soft Adventure:

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

Soft adventure activities are low-risk in nature. Professional guides lead these activities. Soft adventure is a popular category in adventure tourism. On average, 25% of North American and European trips are soft adventure trips.

1.6 Check Your Progress:

- Define Adventure Tourism and also discuss its salient features.

- Discuss the role of Adventure Tourism in promoting and developing the Tourism industry at the destination.

1.7 Summary:

After a detailed study, it is clear that adventure is an activity in which a person travels to any destination to participate in land, aero or water-based adventure activities. These activities are full of fear, risk, enthusiasm and courage. Different authors and organizations have classified it in their way.

1.8 Glossary:

- **Adventure:** An act full of risk, danger and fear of loss of life.
- **Adventure Tourism:** Travel to a destination to participate in any water, air or land-based adventure sports activity.

1.9 Self-Assessment Questions:

- Discuss the different types of Adventure Tourism.
- What is Adventure tourism? Also, discuss its significance.

- Discuss the role of adventure sports activities in promotion and growth of the tourism industry in Uttarakhand.

1.10 Reference and Suggested Readings:

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Unit-2

**List of Recognized Organizations and Institutions
Associated with Adventure Tourism in India**

Structure:

- 2.0 Introduction**
- 2.1 Objectives**
- 2.2 Adventure Sports Institutes in India**
- 2.3 Government Initiatives to Promote Adventure Tourism in India**
- 2.4 Career Opportunities in Adventure Sports in India**
- 2.5 Check Your Progress**
- 2.6 Summary**
- 2.7 Glossary**
- 2.8 Self-Assessment Questions**
- 2.9 Reference and Suggested Readings**

2.0 Introduction:

Adventure sports institutions are established by governments and the private sector or sometimes by public-private partnerships (PPPs) to offer different adventure sports-related programmes to the younger generation. Such institutions train people interested in adventure sports activities. After completing such programmes, youth can train others or start offering such activities at essential centres. These institutions specialize in any form of adventure sports, viz. Nehru Institute of Mountaineering offers different programmes related to rock climbing, trekking and Mountaineering. Such institutions also provide certificates to the learners. These institutes attract nature and adventure lovers. A trainer who wishes to train others must have a degree in that particular sport. India is the seventh largest country in terms of area, and this enormous country has deserts, mountains, oceans, seas, lakes, rivers, forests, Plateau, islands, etc. This geographical physiography offers almost every adventure sport in different parts of the country. India's many destinations specialise in adventure activities, attracting foreigners. For example, Goa, Andaman & Nicobar and Lakshadweep are famous for water-based activities and attract citizens of foreign nations.

2.1 Objectives:

After reading the present unit, you learners will understand:

- The essential adventure sports institutions operating in India
- The role of such adventure sports institutions in the promotion and development of the tourism industry

2.2 Adventure Sports Institutes in India:

India houses every kind of topography; because of this, it can offer a variety of adventure sports activities. India has established many adventure sports institutions specialising in different adventure sports activity forms to produce

a skilled, talented, and knowledgeable workforce. Some of the best adventure sports institutions are listed below:

- 1. Himalayan Mountaineering Institute, Darjeeling**
- 2. Nehru Institute of Mountaineering, Uttarkashi**
- 3. Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports, Manali**
- 4. Jawahar Institute of Mountaineering and Winter Sports, Pahalgam**
- 5. National Institute of Mountaineering and Allied Sports, Dirang**
- 6. Indian Institute of Skiing and Mountaineering, Gulmarg**
- 7. National Institute of Watersports, Goa**

1. Himalayan Mountaineering Institute, Darjeeling:

The Himalayan Mountaineering Institute (HMI) is one of the premier mountaineering institutes in the world. We were founded on November 4th, 1954, by Pandit Jawaharlal Nehru, India's first Prime Minister, to commemorate the first successful ascent of Mount Everest by the late Tenzing Norgay Sherpa and Sir Edmund Hillary. Being the premier mountaineering institute of Southeast Asia, HMI is also called the Mecca of Indian Mountaineering. The Institute has an international reputation and has trained thousands of people from across the globe in mountaineering and allied adventure activities.

Darjeeling is also the hometown of Sherpa Tenzing Norgay, the first human to set foot on the highest peak of Mount Everest along with Sir Edmund Hillary. It was in HMI that Tenzing spent most of his post-Everest ascent period as Director of Field Training. HMI is now a prominent landmark of Darjeeling and a tourist attraction centre. It commands a magnificent view of Mount Kanchenjunga, the third-highest peak in the world.

In more than 62 years, the Institute has trained more than 45,000 students, including 2,500 from foreign countries. The prestigious course completion

certificate from HMI is a prized possession of any trainee and is given due recognition worldwide.

HMI boasts of a lineage of very illustrious luminaries. Tenzing Norgay was associated with HMI as its Director of Field Training from June 1954 to May 1976. He was then appointed Advisor in May 1976 and was the guiding spirit of the Institute till his death in May 1986. Nawang Gombu, who became the first man to climb Mt. Everest twice, was an instructor at HMI since its inception in 1954. He succeeded Tenzing as Director of Field training at HMI in 1976 and continued contributing to the institute until he died in 2011. Dorjee Lhatoo, another distinguished mountaineer who scaled Everest, Chomolhari, Matterhorn and Nanda Devi peaks, started as an instructor at HMI and later became Deputy Director of Field Training. Though retired from service now, he continues to give his valuable suggestions for the betterment of the Institute. Nima Tashi is also among the dozen of instructors at HMI. His contribution through his lectures and talks popularized mountaineering and adventure nationwide.

HMI provides state-of-the-art facilities to its trainees. It boasts a well-furnished hostel facility for the trainees, which can accommodate up to 150 trainees simultaneously. A 48-bed girl's hostel is under construction with the support of the Ministry of Defence.

Government of India and Department of Sports and Youth Affairs, Govt, of West Bengal. The hostel is likely to be complete by Oct 2016. It has modern training facilities like indoor and outdoor climbing walls and a well-stocked library with over 2800 books, mostly mountaineering. However, there are also books on travel, exploration, astronomy, geology, flora, and fauna.

HMI has the country's oldest mountaineering museum, established in 1957. It serves as a centre of educational research on mountaineering activities for trainees and research scholars. It has a rich collection of models, paintings,

sculptures, photographs, manuscripts, autographs, books and mountaineering equipment belonging to famous mountaineers.

2. Nehru Institute of Mountaineering, Uttarkashi:

Nehru Institute of Mountaineering (NIM) is rated as one of the best mountaineering institutes in India and is also considered the most prestigious mountaineering institute in Asia.

The proposal to have a mountaineering Institute at Uttarkashi was mooted by the Ministry of Defence, the Government of India and Uttar Pradesh in 1964. Uttarkashi was selected as the home of NIM primarily because of its proximity to the Gangotri region in western Garhwal, which undoubtedly has the best climbing and training potential in India and perhaps the world. Perched beautifully on the turtle back hill across the east bank of river Bhagirathi, the Institute overlooks the sacred town of Uttarkashi and the confluence of Indravati with the Bhagirathi. In a historic development in November 2001, with the newly formed State of "Uttaranchal" (now Uttarakhand) coming into existence, the Chief Minister of Uttarakhand became the Vice President of the Institute.

The Institute was fortunate to receive patronage at the highest level from the Government of India and the government of Uttar Pradesh, now the Government of Uttarakhand. The found fathers of Shri Y. B. Chauhan, then the Hon'ble Defence Minister of India and founder President NIM and Smt Sucheta Kriplani, the Hon'ble Chief Minister of Uttar Pradesh and founder Vice President NIM, gave their unstinting support to the Institute. Brigadier Gyan Singh, the first Principal of NIM, with his vast experience, gave a solid footing to the Institute and nurtured it through its formative years. Late Shri H C Sarin, secretary of NIM for 22 years, ensured the Institute had all the bureaucratic support for a premier national Institute.

The Institute took shape in 1965 at the Provincial Armed Constabulary Campus at Gyansu on the north bank of the river Bhagirathi. The present location, about

5 Km away across the Bhagirathi River, was selected in 1970 by a team comprising Late Shri Harish Sarin (then Secretary), Captain M.S.Kohli and the architect, Mr Rahman, and NIM moved to its new location in 1974. It is now located at 4300 AMSL in the Ladari Reserve Forest amidst a dense pine forest overlooking the sacred river and the valley of gods. It has a sprawling campus, and almost seven hectares of prime forest land. In 2001, Tekhla Rocks, an area of almost 3.5 hectares of rock and boulders, was added to the Institute's real estate. The campus is extremely well laid out and excellently maintained. It offers its trainees many services catering to their ideal physical and mental development. The sylvan surroundings of the Institute and the exquisite natural surroundings have made NIM the Sanctum Sanctorum of all mountain and nature lovers.

The Institute is headed by a Principal who is a handpicked officer by the Ministry of Defence. It has a Training and an Administrative wing. The Training Wing comprises the Vice Principal, the Medical Officer, the intrepid NIM instructional and the Kitchen staff. The Administrative Wing, which deals with accounts, rations, and equipment, is looked after by the Registrar and the Equipment Officer.

3. Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports, Manali:

Today, the Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports, Manali (ABVIMAS), is the country's largest Adventure Sports training centre. Spread over 20 acres of forested land on the banks of the river Beas. The Directorate can boast of having a hostel that can accommodate 260 people at a time, a dining hall catering to more than 200 people at once and an auditorium with a seating capacity of 680 people.

It also has an up-to-date library, museum and lecture halls. All this is located on this beautiful campus. Apart from this, the Directorate has various adventure training centres throughout Himachal.

The Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports (ABVIMAS) has nine sub-centres all over the State, and more than 40,000 people have been trained.

This Directorate has played a preeminent role in teaching the spirit of adventure amongst the youth in the country and promoting adventure tourism in the state.

Almost all tour operators and this Institute have initially trained guides in the State, most of them in Delhi. The Institute is contributing towards the protection of the Himalayan environs.

History:

Regarding sheer geographical diversity, few places are as richly endowed as Himachal Pradesh. High snowcapped mountains, deep valleys, gorges and lakes, meadows, pastures, glaciers and rivers all form a part of this immense spectrum. These natural gifts make this hilly state an eternal and perpetual playground for adventure sports lovers and enthusiasts.

Mountaineering Institute was established in the natural geographical environs of Manali in the picturesque Kullu Valley, with the name "Western Himalayan Mountaineering Institute" on the 16th of September, 1961, under the dynamic leadership of Pandit Jawaharlal Nehru, the first Prime Minister of India. It is one of the largest adventure training institutes in the world and the best in India. Establishing such an Institute was undoubtedly a giant step that added a new chapter to mountaineering history. For this spectacular and great deed, the role of Sardar Pratap Singh Kairon, the then Chief Minister of Panjab, will always be remembered. The Institute is fortunate to have had the late Mr Harnam Singh Thakur as its founder and director, who steered the organization for nearly two and half decades with a vision that only a few can boast of.

The Institute has pioneered Manali, in particular, and Himachal Pradesh, on the world map as a paradise for adventure lovers. For decades, it has

successfully conducted adventure activities like Mountaineering, Rock Climbing, Trekking, Adventure Camps, Skiing, Water Sports, Disaster Management, Mountain Biking and Mountaineering expeditions. The hallmark of the Institute is its easy accessibility to people from all walks of life, as it offers them a golden opportunity to enrol themselves in one or the other adventure activity, whichever suits them.

The Institute is proud to have a faculty of qualified and professional instructors and officers with several prominent peaks, including Mount Everest, to their credit. It is doing yeoman's service in adventure training under the guidance and able leadership of Shri Jai Ram Thakur, Hon'ble Chief Minister of Himachal Pradesh.

Undoubtedly, the Institute gives credit for having trained many trainees (about 180,000 youth, both from home and abroad) in different disciplines of adventure sports. It is a matter of immense pride for the Institute for producing many mountaineers and skiers of international eminence. Holding national-level seminars on Mountain Sports, Youth, and leisure activities has also been privileged. Global leaders, dignitaries, and spiritual leaders like His Holiness Dalai Lama have visited the Institute.

The Rishis and savants of yore came to the Himalayas to seek wisdom and solace. Every nook and corner of Himachal Pradesh is a paradise for trekkers, skiers, mountaineers and adventure lovers. The Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports Manali takes this opportunity and immense pride in extending its warm invitation to one and all to join it, be a part of any adventure programme of one's choice and feel and enjoy the bounty of nature.

Objectives:

- To provide the best training facilities to youth from home and abroad to enable them to gain confidence, generate self-employment, strengthen national integration, and promote international understanding.

- To develop and boost leadership qualities in youth.
- To boost adventure tourism in the state and country.
- To strengthen the existing infrastructure, equipment availability, human resources, and other facilities.
- To allow the youth to participate in national-level competitions, viz. National Winter Games Championships, Water Sports competitions, Mountaineering expeditions, etc.
- To devise ways to encourage youth to strive to attain adventure professionalism.
- To arrange special requirement-based adventure training programmes and courses.
- To organize vocational adventure training programmes and courses.
- To ensure full participation of adventure enthusiast youth in national reconstruction.
- To inspire youth to take on adventure in a big way and encourage outstanding youth and adventure lovers.
- To keep youth away from counterproductive and anti-social activities.
- To instil a passion for nature in youth so they can contribute to preserving its bounty.

4. Jawahar Institute of Mountaineering and Winter Sports, Pahalgam:

The Jawahar Institute of Mountaineering and Winter Sports was established in 1983 in Aru, Pahalgam. It was the brainchild of the then chief minister of Jammu and Kashmir, who suggested the creation of such an institute in Kashmir Valley to the then Prime Minister of India, Smt Indira Gandhi. The institute was formed on the lines of other national mountaineering institutes in the country (i.e., the Himalayan Mountaineering Institute and the Nehru Institute of Mountaineering). Aru was chosen as a natural location for the institute with its rolling hills and easy access to mountain passes. The institute currently offers training in Mountaineering, Skiing, and Adventure Courses.

History:

JIM&WS made a humble beginning by conducting the first Basic mountaineering Course on 24 June 85 with seventeen students. From there on, it has never looked over the shoulders. Owing to disturbed conditions in the valley in the late 80's and reluctance on the part of the students to come to Aru, the Institute was shifted across Banihal to Tringla, Batote, in Aug 90. Despite the odds, the Institute continued to train adventure lovers. Later, with the peace rising back in the valley and the rise in tourist activities, it was decided to move back to the Institute in the valley in October 2003.

5. National Institute of Mountaineering and Allied Sports, Dirang:

After the Government of India passed the mandate in 2012 for an advanced sports training institute to be established in Arunachal Pradesh, the journey of the National Institute of Mountaineering and Allied Sports (NIMAS) has been slow and steady. From the confines of official documents to the freedom of structured training provided to defence personnel and civilians, the institute now stands alongside the historic Nehru Institute of Mountaineering, Himalayan Mountaineering Institute and a few others. Successful collaboration between the Ministry of Defence, Govt of India, the Government of Arunachal Pradesh and the "Core" team has finally made the institute the first of its kind in the state and India.

Campus:

Spread over 52 acres, NIMAS is located in the West Kameng district of Arunachal Pradesh. Situated on a hill between 6000-7000 feet, the institute overlooks the town of Dirang and the Sela Pass and boasts lovely scenery. The state-of-the-art campus with traditional-style houses is being built to accommodate hundreds of students at any given time. Separate hostels for men and women are being constructed, and the entire campus is expected to be fully built by the next four years.

One of the primary roles of the NIMAS campus is to act as the base camp for all the different programmes that the institute conducts. Dirang is accessible from both Tawang, where most of the mountaineering activities are performed, and East Kameng, where students are taken for their training in rafting and aero sports.

Dirang is highly regarded for its fantastic landscape and beautiful weather, with sunny winters and extended monsoons. The region's rich bio-diversity makes it the ideal place for a well- equipped adventure sports establishment like NIMAS. Strategic thought and design are currently being applied to recreate Dirang's bio-diversity within the institute campus.

Aim:

The National Institute of Mountaineering and Allied Sports (NIMAS) was metaphorically born when the Government of India felt the need for an institute with a holistic approach towards adventure sports. The institute was carefully crafted to offer training across land, air, and water – a first that allows civilians to experience challenges across various outdoor surfaces and pursue adventure sports careers.

Right from its concept stage, the idea behind NIMAS has been to drive home the true spirit behind the adventure. We have created every training programme at NIMAS to draw upon the concepts of self-exploration and individual evolution – much of which has been inspired by the splendid inner and outer journeys of individuals closely associated with the institute. Another continuing goal that has driven us forward is to contribute to the local economy through sustainable employment. Over the years, the institute has seen many locals intent on working hard and making NIMAS a success every step of the way.

6. Indian Institute of Skiing and Mountaineering, Gulmarg:

Indian Institute of Skiing & Mountaineering was founded in 1969 by the Government of India, Ministry of Tourism at Gulmarg. Initially, it was started

as a Gulmarg Winter Sports Project (GWSP) project to develop Gulmarg as a Ski resort of international standard. It has grown into a full-fledged adventure institute that conducts various adventure courses and exciting corporate activities. The Institute has been attracting a large number of trainees as well as tourists from not only within the country but also throughout the world. The snow conditions, terrain and the length of the skiing season at Gulmarg, coupled with a dependable Air service, have been significant factors in selecting this place as the Ski Centre in the country. Surveys by foreign experts have also shown that Gulmarg is one of the best areas for developing Winter Sports. Tourists and Winter Sports lovers are coming to Gulmarg in large numbers.

History:

Founded in 1969, IIS&M was initially started as a Gulmarg Winter Sports Project (GWSP) project to develop ski resorts of international standard in Gulmarg. It has grown into an institute that conducts various adventure courses and corporate activities.

Courses:

Adventure Training is an essential aspect of our education to develop those traits of personality in our youth which are not possible in the protected environments of schools & and colleges. The Institute conducts various adventure courses in different fields as follows:-

- Snow Skiing.
- Water Skiing.
- Para-gladding/Para Motors.
- Parasailing.
- Hot Ballooning,
- White Water Rafting/Canoeing.
- Mountaineering etc.

These courses and activities train our youth and entertain the tourists who come to Gulmarg, making Kashmirs an exciting adventure destination worldwide. The schedule of courses is given separately in this brochure

7. National Institute of Watersports, Goa:

The Ministry of Tourism has set up the National Institute of Water Sports (NIWS) as an 'apex' body for training, education, consultancy and research to usher in an era of leisure-water sporting segment in the country.

It is the first Institute of this nature in South East Asia covering the entire range of water sports disciplines such as lifesaving, boat handling, sailing, windsurfing, water skiing and scuba diving, river rafting and kayaking. Since its inception, 20 courses have been developed for water sports professionals, managers and tourists, particularly those visiting Goa.

The Institute is envisaged as a model for similar initiatives/ entrepreneurs concerning faculty and staff, training infrastructure, water sports equipment and specialised repair and berthing facilities. Plans are being conceived to expand the activities to encompass other adventure sporting items and transform them into an 'Institute of Adventure Sports'.

History:

The National Institute of Water Sports was established in July 1990 on a 16.5-acre beachside site in Panaji. In 2004, it was designated as a Centre under the Indian Institute of Tourism and Travel Management (IITTM) by the Ministry of Tourism, Government of India. It is the first institute of its kind in South East Asia. The Board of Governors of IITTM controls the institute's activities.

The Institute is the apex body for water sports in India and the nodal agency for training, consultancy, development, regulation, framing safety norms, benchmarking and promotion of water sports. The Adventure Tourism Guidelines of Govt. of India designated NIWS as the only agency for training, certification and licensing for handling recreational watercraft in India. The spectrum of activities ranges from advising state government agencies and

corporate/private entrepreneurs on safety norms, preparing feasibility studies, organizing water sports awareness and water safety campaigns, inspection and certification of water sports centres, and training on water sports disciplines. The "Sea Rescue Squad" training program has been introduced recently. It is also actively engaged in the competence building of defence agencies, especially in aqua-based adventures.

Courses Run by the Institute:**Long-duration Courses:**

For 2016-17, an MBA in tourism (Tourism and leisure) and a BBA in tourism and travel would be offered.

Short-duration Courses:

These are meant for certification and licensing to handle various operations and are a broad range of three categories: skill enhancement, professional, and management courses.

Skill Courses:

- Windsurfing
- Dinghy Sailing (Enterprise Class)
- Waterskiing
- Kayaking
- River Rafting

Professional Courses:

- Board Motor Maintenance (Basic)
- Out Board Motor Maintenance (Advanced)
- FRP Boat Repair
- Tiller-controlled Power Boat Handling (PBH-T)
- Remote Controlled Powerboat Handling (PBH-R)
- Life-Saving Techniques for Water-sport Operators (LST-WS)
- Life-Saving Techniques for Water-park Lifeguards (LST-WP)
- Life-Saving Techniques for Pool Lifeguards (LST-P)

- Surf Life Saving Techniques (SLST-S)
- Silver Certification for Beach Lifeguard
- Surf Life Saving Techniques (SLST-G)
- Gold Certification for Beach Lifeguard
- CPR Training
- CPR Demonstration Programme

For Resorts and Industries:

- PWC/Jet Ski Conversion
- Parasail boat conversion course (Remote/Level-3)
- Parasail Operations
- Sea Rescue and Equipment Operations

Management Courses

- Watersport Centre Management
- Watersport Orientation Programme for Executives (Course fee includes boarding and lodging)
- Communication Skills for Watersport Instructors
- Entrepreneurship Development Programme

2.3 Government's Initiatives to Promote Adventure Tourism in India:

As per India's policy for diversifying tourism products, special attention is being given to developing adventure tourism there. The Ministry of Tourism has issued Guidelines for Approval of Adventure Tour Operators, a voluntary scheme open to all bona fide adventure tour operators. The Ministry of Tourism has also formulated guidelines on Safety and Quality Norms for Adventure Tourism as basic minimum standards for adventure tourism activities. These guidelines cover Land, Air and Water based activities, including mountaineering, trekking, hand gliding, paragliding, bungee jumping and river rafting.

Central Financial Assistance is being extended to various state governments/union territory administrations to develop tourism infrastructure in destinations, including adventure tourism destinations. These include facilities for trekking, rock climbing, mountaineering, aero-sports, winter/water-related sports, trekker huts, wildlife viewing facilities, etc. Financial assistance for the purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibreglass boats, hovercrafts, water scooters, etc., is also provided to state governments. The Ministry of Tourism promotes Inland Water Tourism by providing the necessary infrastructure. Financial assistance was extended to construct double-hull boats, Jetties, Cruise Vessels, Boats, etc.

The National Institute of Water Sports, another organization of the Ministry of Tourism based in Goa, is upgrading its new building and facilities for training in water sports activities.

The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination. To enhance the quality of the adventure Tourism experience in the country, the Ministry of Tourism has given 'in principle' approval to the Indian Mountaineering Federation to organize training programmes for Adventure and Mountain Guides under the Capacity Building for Service Providers (CBSP) scheme of Ministry of Tourism. The Ministry of Tourism has been following up with concerned central ministries concerning facilitation for the development of adventure tourism. As an outcome, the Government of India has given security clearance for the opening of 104 additional peaks in Jammu & Kashmir (Leh Area) subject to stipulations and clearances from the State Govt., Home Ministry and other concerned agencies. The opening of the additional peaks will help position the Indian Himalayas as an adventure tourism destination. Similarly, the Ministry of Tourism has also taken the issue regarding the use of GPS and satellite phones

by bonafide adventure tour operators to ensure that the safety standards are international.

Promotion of Camping sites has been encouraged to give a different experience to the discerning travellers. Ministry of Tourism has sanctioned Rs. 3.61 crore to develop Camping sites at the Surajkund area and Rs. 3.20 crore at Dharuhera. The Camping huts were erected with State-of-the-Art technology.

2.4 Career Opportunities in Adventure Sports in India:

First and foremost, with a career in adventure and outdoor sports, you could work at different places at different times and with different people. You never know what kind of opportunities your work could present you with.

It is common to find people in extreme sports with more than one area of expertise. Having expertise in multiple areas gives an instant boost to work opportunities. From the significant number of options for activities, finding more than one sport of your liking is not at all a difficult job.

Required Skills to Make a Career in Adventure Sports:

- Good communication skills. You should be able to talk to different people and age groups through different activities.
- Expert and extensive knowledge of the activity and the equipment, the safety precautions that need to be kept in mind, the impact of weather and other external conditions on the activity, etc.
- Physical fitness and stamina.

How do you start a career in adventure sports in India?

One of the most popular ways to begin your adventure sports career in India is to start as an instructor at an outdoor sports activity centre.

Eligibility:

A basic level of education serves well as a kick-off for a career in adventure sports in India. A bachelor's degree may serve as a benefit, but it is not exactly a necessity. Physical fitness is the one essential eligibility criteria for a career in

this field. If you are interested in water sports, proficiency in swimming is required. Also, proficiency in a foreign language is an add-on because, in adventure sports, you may have to deal with tourists frequently. This language proficiency will also help me land work in tourism and travel.

Other traits and skills to make a career in Adventure Sports in India:

- An interest and aptitude in the field of adventure sports.
- The ability to handle risky, unusual, and thrilling activities.
- The ability to work in teams.
- Good leadership quality.
- First aid awareness.
- Survival training.
- An overall hospitable and sociable nature, to deal with people from different backgrounds and cultures.

Career prospects in adventure sports in India:

Those looking to make a career in adventure sports in India can find work opportunities in commercial recreation centres, excursion agencies, travel and tourism agencies, holiday resorts, sports centres, etc. If you have ample experience in the field, you can even set up your own adventure sports agency where you can offer adventure sports services and training.

You can find job prospects as an adventure sports instructor, trainer, or adventure sports photographer, depending on your interests, experience, and skill set.

Top Adventure Sports Institutions to Learn Adventure Sports Skills:

Various institutions offer adventure sports courses for beginners and experienced sportspersons. You can take up technical skills modules in various adventure sports or an instructor's course. An internationally recognized instructor certificate can help you find work opportunities as an adventure sports instructor around the globe.

- Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports

- Directorate of Mountaineering & Allied Courses
- High Altitude Trekking & Skiing Centre
- Himalayan Mountaineering Institute
- Indian Institute of Skiing and Mountaineering
- Jawahar Institute of Mountaineering & Water Sports
- Mountaineering Sub Centre
- Nehru Institute of Mountaineering
- National Institute of Water Sports
- Regional Water Sports Centre, Pong Dam
- Regional Adventure Sports Centre
- Regional Mountaineering Centre, McLeodganj
- The Ballooning Club of India
- Winter Sports Skiing Centre

2.5 Check Your Progress:

- Discuss in detail the water-based Adventure Sports Institutes situated in India.

- Highlight the efforts made by the Indian government to promote adventure sports in India.

2.6 Summary:

It is clear that Adventure sports institutions are the result of Public or Private sector efforts where youths interested in adventure sports join these and get proper theoretical and practical training. Most of the hilly states of India have such nature institutes, and Uttarakhand is also rich in nature adventure institutes where youths are getting training. After that, they start their agency or join any company to earn more and gain experience.

2.7 Glossary:

- **Adventure:** An experience or event that is very unusual, exciting or dangerous.
- **Institution:** a large, important organization with a particular purpose, such as a bank, a university, etc.

2.8 Self-Assessment Questions:

- Discuss in detail the career scope in Adventure Sports in India
- Throw a light on the Air based adventure sports institutions operating in India

2.9 Reference and Suggested Readings:

- <https://www.getbeyondlimits.com/blog/view/Shrija-Bhattacharya/6-PREMIER-MOUNTAINEERING-INSTITUTES-IN-INDIA>
- <https://www.nimindia.net/information>
- <https://www.jawaharinstutepahalgam.com/centre.php>
- <http://nimasdirang.com/Home/Institute#story>
- http://www.iismgulmarg.in/?page_id=80
- <https://pib.gov.in/newsite/PrintRelease.aspx?relid=72350>

- <https://tourismnotes.com/adventure-tourism/>
- <https://flyboy.in/make-career-adventure-sports-india/>

Unit-3**Popular Adventure Sports of Uttarakhand, Govt.
Recognized Institutes offering different Adventure
Sports Courses in Uttarakhand**

Structure:

3.0 Introduction

3.1 Objectives

3.2 Different Types of Tourism Popular in Uttarakhand

3.3 Popular Adventure Sports in Uttarakhand

3.4 Adventure Sports Institutes in Uttarakhand

3.5 The Potential of Adventure Tourism in Uttarakhand

3.6 Check Your Progress

3.7 Summary

3.8 Glossary

3.9 Self-Assessment Questions

3.10 Reference and Suggested Readings

3.0 Introduction:

Uttarakhand is a small, hilly state located in the northern part of India. This state is famous for religious and natural tourism and is heaven for adventure sports lovers. Its mountains, Rivers, and Lakes are suitable for organising Aerial, Water and Land Adventure Sports. Trekking, Rock Climbing, Mountaineering, Paragliding, skiing, white water rafting, kayaking, canoeing and Bungee jumping are popular adventure sports activities in Uttarakhand – Rishikesh, Auli, Bhimtal, Tehri Lake, Mukteshwar etc. The government of Uttarakhand promotes adventure tourism in the State. Some important adventure sports institutions are the Nehru Institute of Mountaineering, Uttarkashi, Nanda Devi Institute of Adventure Sports and Outdoor Education (NDI), Uttarkashi etc.

3.1 Objectives:

The following are the essential objectives of the present unit:

- To know the existing adventure sports institutes working in Uttarakhand.
- To understand the role of such institutions in the promotion of the tourism industry in the state.

3.2 Different Types of Tourism Popular in Uttarakhand:

Uttarakhand is the land of all reasons and all seasons; therefore, it offers every tourism category. Some important types of tourism popular in Uttarakhand are listed below:

1. Pilgrimage Tourism:

Uttarakhand is home to some of the holiest Hindu shrines, and pilgrims have visited the region for over a thousand years. Gangotri and Yamunotri, with Badrinath and Kedarnath, form the 'Char Dham', one of Hinduism's most spiritual and auspicious circuits. Haridwar, meaning "Gateway of God" is also a prime destination. Haridwar hosts the Kumbha Mela every twelve years, during which millions of pilgrims from all parts of India and the world

participate. Rishikesh, near Haridwar, is known as the pre-eminent yoga centre in India. Hemkund, nestled in the Himalayas, is a prime pilgrimage centre for the Sikhs.

2. 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. The state has twelve national parks and wildlife sanctuaries, which cover 13.8 percent of the state's total area. 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 are two conservation reserves, the Asan Barrage and Jhilmil Tal Conservation Reserves and two World Heritage Sites, the Nanda Devi Biosphere Reserve and Valley of Flowers National Park.

3. Cultural Tourism:

Uttarakhand has a vibrant cultural heritage. Fairs and festivals are an integral part of Uttarakhand's social and cultural life. These not only encourage the strengthening of social ties across various castes, religions and sections of society but also showcase the state's cultural diversity. These 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), Punagiri 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.

4. Leisure Tourism/Natural Beauty:

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

5. Adventure Tourism:

Uttarakhand has all the ingredients for an 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, and aero sports- a whole world of activities that satisfy the adrenaline rush. Nanda Devi, Kamet, pindars, Har ki Doon, Dayara, Kafni, Auli, Munsyari, Pauri, Pithoragarh, and Kodeiyala are some of the hotspots where adventure seekers can have the experience of a lifetime.

3.3 Popular Adventure Sports in Uttarakhand:

Uttarakhand is one of the top adventure destinations in India. Every year thousands of thrill seekers and adrenaline junkies travel to various locations in the state to enjoy adventure sports such as trekking, white water rafting, camping etc. There is an endless list of Adventure Activities in Uttarakhand; you must be brave and old enough to enjoy them.

Thanks to its unique topography and abundant natural beauty, paragliding is among the most famous activities in Uttarakhand. Auli, often referred to as the skiing capital of India, is a haven for skiers and snowboarders and is frequented by tourists from India and overseas.

There are numerous places to visit in Uttarakhand to enjoy adventure sports, but Rishikesh is perhaps the most popular among them. Not only is Rishikesh breathtakingly beautiful, but it is also a haven for adventure enthusiasts, nature lovers and those with a passion for photography.

April-October is when most activities are conducted in the region, so make sure you remember our Adventure Activities in Uttarakhand before you head off to test your limits and enjoy some truly memorable moments.

Sr. No.	Adventure Activities in Uttarakhand	Best Time to go	Location
1.	Trekking in The Himalayas	April-October	Valley of Flowers, Bedni Bugyal
2.	Paragliding	April-October	Bir-Billing, Manali, Mukteshwar
3.	Skiing	January-February	Auli
4.	White Water Rafting	April-October	Rishikesh
5.	Camping	April-October	Kanatal, Seoria Tal, Corbet National Park
6.	Elephants Safaris	December-February	Corbet National Park, Rajaji National Park
7.	Bungee Jumping	March-April, October-Mid-November	Mohan Chatti near Rishikesh
8.	Ziplining	March-April & October- Mid-November	Chatti near Rishikesh
9.	Canoeing and Paddling	March-April	Rishikesh
10.	Cable Car Rides	All Year Around	Auli Nainital
11.	Cliff Jumping	April-October	Rishikesh
12.	Rappelling	April-October	Rishikesh
13.	Giant Swing	March-April & October- November	Mohan Chatti near Rishikesh
14.	Mountain Biking	April-October	Rishikesh
15.	Water Trekking	April-October	Rishikesh

1. Trekking in the Himalayas:

There are numerous things to do in Uttarakhand. However, trekking in the Himalayas is perhaps the best among them all. Make sure trekking in these mighty mountain ranges is at the top of your list of Adventure Activities in Uttarakhand.

- **Best Time to visit:** April to October
- **Where to indulge in trekking:** Valley of Flowers, Bedni Bugyal, Kauri Pass, Ropp Kund, etc.

- **Duration:** Treks range between 1 day and can last up to 10 Days at a time
- **Ideal For:** People with reasonably good health and endurance
- **Average Cost PP:** Costs vary depending on duration and inclusion/ Approx. INR 6000/- to INR 25,000 PP
- **Things to carry:** Camping Gear, Hiking Shoes, Water Bottles, Packaged Food, etc.

2. Paragliding:

The Himalayas' unique topography and breathtaking landscape offer the perfect background for Paragliding; hence, you must include this fun activity on your list of Adventure Activities in Uttarakhand.

- **Best Time to go:** April-October
- **Where to go:** Bir-Billing, Manali, Mukteshwar and Ranikhet
- **Duration:** 1-2 hours
- **Ideal For:** Anyone who is brave enough
- **Average Cost PP:** Approx. INR 1500/- PP, may vary depending on the location
- **Things to carry:** Nothing. All gear is provided

3. Skiing:

Uttarakhand Tourism has been booming in the past ten years, thanks to a host of adventure activities the region has to offer, including skiing and snowboarding in the beautiful Auli.

- **Best Time to go:** January-February
- **Where to go:** Auli
- **Duration:** As long as it last
- **Ideal For:** Anyone, prior skiing experience is not required but is preferred
- **Average Cost PP:** Free unless you hire gear or book ski lessons
- **Things to carry:** Ski gear, although you can hire shoes, equipment, clothing etc.

4. White Water Rafting:

Rishikesh is among the top Uttarakhand attractions, and it is also the adventure capital of Uttarakhand. Most, if not all, Adventure Activities in

Uttarakhand are conducted in this small religious city with a big heart. Whitewater rafting is among the most famous activity in the region. Although you can enjoy it in other parts of the county, the experience in Rishikesh is surreal and 100% unmatched.

- **Best Time to go:** April-October
- **Where to go:** Rishikesh
- Duration: 3-4 Hours
- **Ideal For:** Anyone
- **Average Cost PP:** INR 1000/- PP onwards
- **Things to carry:** Extra pair of clothes

5. Camping:

If you book your **Uttarakhand Tour Package**, include a day or two of outdoor camping. Camping is a very safe and family-friendly activity. You can book a river rafting package in Rishikesh that may arise, including camping by the banks of the holy river Ganges. In the evening, guests often gather around the campfire, trade stories and experiences, play games, and sing songs. It is a remarkable and fun activity you can enjoy with the whole family.

- Best Time to go: April-October
- Where to go: Kanatal, Seoria Tal, Corbet National Park, Pangot, Bhimtal etc.
- Duration: 1-2 days, longer if you are on a trek
- Ideal For: Anyone, but avoid if you have young children
- Average Cost PP: INR 2500/- Per Person, Per Night onwards
- Things to carry: Personal items. Everything else is provided

6. Elephants Safaris:

Perhaps the most children-friendly and family-friendly **Adventure Activity in Uttarakhand** is a fun and thrilling Elephant Safari. These gentle giants can be found in Jim Corbet and Rajaji National Park. Do not worry about the unethical treatment of animals; they are given the very best care and allowed to thrive in their natural environment.

- Best Time to go: December- February
- Where to go: Corbet National Park, Rajaji National Park
- Duration: 1-2 Hours
- Ideal For: Photography and nature enthusiast
- Average Cost PP: INR 500/- PP onwards
- Things to carry: Cameras

7. Bungee Jumping:

One of the most **adventurous activities in Uttarakhand**, Bungee Jumping, can be enjoyed at Mohan Chatti near Rishikesh. A retired army officer operates the bungee, and trained individuals from New Zealand oversee the operations. The Kiwis are notoriously famous for their insane bungee experiences and safety standards.

- Best Time to go: March-April, October-Mid-November
- Where to go: Mohan Chatti near Rishikesh
- Duration: 1-2 Hours
- Ideal For: Anyone above the age of 12
- Average Cost PP: Approx. INR 3550/- PP
- Things to carry: Nothing. All gear is provided

8. Ziplining

Ziplining, aka Flying fox, is one of the few adventure activities that young children can enjoy. The activity is very safe and has few risk factors. You can do it multiple times; the zip cord has varying lengths and an unlimited guarantee of fun.

- Best Time to go: March-April, October-Mid-November
- Where to go: Mohan Chatti near Rishikesh
- Duration: 1-2 Hours
- Ideal For: Anyone above the age of 12
- Average Cost PP: Approx. INR 1800/- PP
- Things to carry: Nothing. All gear is provided

9. Canoeing and Paddling:

Another family and age-friendly activity would be canoeing and paddling. If you have experience and are brave enough, you can hire your boat or have an experienced rower on board, significantly minimizing any risk factor. Knowing how to swim is not a prerequisite, although knowing how to swim is always helpful.

- Best Time to go: Early March-April
- Where to go: Rishikesh
- Duration: 2 hours
- Ideal For: Anyone
- Average Cost PP: Approx. INR 1000/- PP onwards, lessons may cost extra
- Things to carry: Change of clothing. Everything else is provided

10. Cable Car Rides:

It is not an adventure activity, but being propelled several thousand feet above sea level can be thrilling for many. If you want to enjoy some spectacular views of the Uttarakhand landscape, we suggest you ride the cable car in Nainital. Bear in mind that visitors have restricted access once they are at the viewing point to ensure that all visitors can enjoy the region's scenic beauty.

- Best Time to go: All year round
- Where to go: Auli, Nainital
- Duration: 1-2 hours (Visitors have restricted access to up to 1 hour at the viewing point)
- Ideal For: Anyone
- Average Cost PP: Approx. INR 150 Per Adult Both Ways; Approx. INR 100 Per Child (3 to 12 years) Both Ways
- Things to carry: Cameras

11. Cliff Jumping

Cliff jumping is an add-on activity when you book a river rafting tour. You can book the activity separately, which can be expensive and time-consuming. You

can cliff jump from varying heights and choose depending on whatever you are comfortable with.

- Best Time to go: April-October
- Where to go: Rishikesh
- Duration: Usually done after the completion of your rafting tour
- Ideal For: Anyone
- Average Cost PP: Included in the cost of your river rafting
- Things to carry: Nothing, all gear is provided

12. Rappelling:

You could perhaps rappel off one if you cannot scale the steep mountains. In fact, in Rishikesh, you can even rappel down a waterfall. Now, that sounds like fun and something you would want to try.

- Best Time to go: April-October
- Where to go: Rishikesh
- Duration: 1-2 Hours
- Ideal For: Anyone
- Average Cost PP: Approx. INR 600/- PP onwards
- Things to carry: Nothing. All gear is provided. However, if you are rappelling down a waterfall, you may want to carry a change of clothing.

13. Giant Swing

Conducted alongside the bungee, the giant swing is another thrilling activity. If you have never tried bungee, perhaps try it out first, as it is less intimidating.

- Best Time to go: March-April, October-Mid-November
- Where to go: Mohan Chatti near Rishikesh
- Duration: 1-2 Hours
- Ideal For: Anyone above the age of 12
- Average Cost PP: Approx. INR 3550/- PP
- Things to carry: Nothing. All gear is provided

14. Mountain Biking:

A prevalent activity in Rishikesh. Tourists often rent bikes for the day and explore the city and its surrounding area. Ensure you are safe, know where you are going and try sticking to a group. This is a fun activity for families, couples and solo travellers.

- Best Time to go: April-October
- Where to go: Rishikesh
- Duration: 1-2 hours
- Ideal For: Anyone with previous biking experience. This is not for the amateurs or the faint-hearted.
- Bike Rentals: Approx. INR 400/- Per Bike for 12 hours
- Things to carry: Safety Helmets and water bottles

15. Waterfall Trekking:

There are three waterfalls in Rishikesh, all located close to one another. This activity is fun and does not require much physical agility. Young children especially enjoy this one, as there will be numerous chances to get wet. Trekking is virtually free; you do not need any assistance or guidance, and there are always people around in case you need help.

- Best Time to go: April-October, although you may want to avoid the heavy monsoon season
- Where to go: Neer Garh Waterfall, Garud Chatti Waterfall and Phool Chatti Waterfall, all located in Rishikesh
- Duration: As long as you like
- Ideal For: Anyone
- Average Cost PP: Entry Ticket of approx. 30/- PP, you can also book a trekking tour that may cost extra
- Things to carry: Change of clothing, footwear, water, food, cameras etc.

3.4 Adventure Sports Institutes in Uttarakhand:

Some important Government institutions which offer adventure sports courses are listed below:

1. Nanda Devi Institute of Adventure Sports and Outdoor Education (NDI):

Established on 15th April 2011, Nanda Devi Institute of Adventure Sports and Outdoor Education (NDI) is designing and conducting adventure and outdoor education courses. It offers capsules in basic mountaineering and bird watching for general candidates. The Nanda Devi Institute is also recognized by the Disaster Mitigation and Management Centre, Uttarakhand Government, as a resource agency that conducts training programmes in search and rescue.

Nanda Devi Institute conducts training at Kuflon, Uttarakhand, and Auli-based centres. All the courses are conducted under the supervision of renowned mountaineers and ex-army veterans from the High Altitude Warfare School of the Indian Army at Gulmarg and ex-instructors from NIM, dully vetted by the Nehru Institute of Mountaineering, Uttarkashi. The Institute has been technically evaluated and duly certified by the Nehru Institute of Mountaineering to conduct training programs in search and resources in snow-bound areas and capsule courses in basic and advanced mountaineering.

2. Himalayan Adventure Institute, Kempty Falls, Mussoorie:

Himalayan Adventure Institute, Kempty Falls, Mussoorie, was established in June 1994 as a registered society to take all possible steps to encourage the youth and develop their interests in outward-bound educational activities like Rock-Climbing, exploration treks, forest exploration, mountain expeditions, wilderness, survival, nature and environment camps, rescue operations, map reading, navigation, jungle craft, river crossing, the study of Himalayan environment and ecology, flora and fauna, studies of mountain village life,

cultures etc. These adventure programs would help develop a round personality and increase initiative and risk-taking capacity.

The Institute is affiliated with and has conducted several programs for the Outward Bound Centre of India. The Institute is affiliated with the Indian Mountaineering Foundation and the National Adventure Foundation, the apex bodies recognized by the Ministry of Youth Affairs and Sports, Govt. of India, for conducting mountaineering and adventure programs in the country. The Institute is located in the Himalayan grandeur overlooking cascading waterfalls of Kempty, surrounded by rich flora and fauna, and offers a wilderness experience combined with all the comforts and pleasures of mountain resorts.

The Objectives:

To initiate the spirit of adventure in our youth, utilize their holidays gainfully and inculcate self-confidence and courage, which are essential for their overall personality development. To help develop communication, cooperation and teamwork, which can be transferred back to the workplace, thus engendering a sense of trust and camaraderie within a group. To actively encourage the conservation of the natural environment and evolve a code of conduct and ethics to be followed by all participants as part of a continuing effort to maintain the land and sustain the well-being of the Himalayan environment. To help develop human potential and environmental awareness through challenges facilitated in a fun and supportive manner.

For a healthy corporate environment, help develop communication skills, cooperation and teamwork, which can be transferred back to the workplace. Thus imbibing a sense of trust and camaraderie within a group. To create awareness for the conservation of rich Himalayan Heritage, Cultures, Traditions, flora and fauna. To take up activities to promote adventure tourism in the Himalayas by conducting short training programmes in adventure sports like rock climbing, artificial climbing, river rafting, skiing, glacial study

tours, high altitude treks, mountain expeditions, etc. To help develop human potential through challenges, facilitated in a fun-filled environment in a supportive manner and also creating awareness for its protection. Our short courses will initiate them into the world of adventure to explore the Himalayan grandeur and prepare them to launch mountaineering, rafting, skiing and environmental expeditions.

3. Nehru Institute of Mountaineering, Uttarkashi:

Nehru Institute of Mountaineering (NIM) is rated as one of the best mountaineering institutes in India and is also considered the most prestigious mountaineering institute in Asia. The Institute aims to introduce and initiate young men, women and schoolchildren to the mountains and nature through its various Mountaineering and Adventure courses. Emphasis is laid on instilling the concept of Adventure and following conventional environmental guidelines to ensure environmental awareness and conservation. NIM was established at Uttarkashi on 14th Nov 1965 to honour the great desire of Pt. Jawahar Lal Nehru, India's first Prime Minister, was an ardent mountain lover.

History:

Nehru Institute of Mountaineering (NIM) is rated as one of the best mountaineering institutes in India and is also considered the most prestigious mountaineering institute in Asia.

The proposal to have a mountaineering Institute at Uttarkashi was mooted by the Ministry of Defence, the Government of India and Uttar Pradesh in 1964. Uttarkashi was specially selected as the home of NIM primarily because of its proximity to the Gangotri region in western Garhwal, which undoubtedly has the best climbing and training potential in India and perhaps in the world. Perched beautifully on the turtle back hill across the east bank of river Bhagirathi, the Institute overlooks the sacred town of Uttarkashi and the confluence of Indravati with the Bhagirathi. In a historic development in November 2001, with the newly formed State of "Uttaranchal" (now Uttarakhand) coming into existence, the Chief Minister of Uttarakhand became the Vice President of the Institute.

The Institute was fortunate to receive patronage at the highest level from the Government of India and the government of Uttar Pradesh, now the Government of Uttarakhand. The found fathers of Shri Y. B. Chauhan, then the Hon'ble Defence Minister of India and

founder President NIM and Smt Sucheta Kriplani, the Hon'ble Chief Minister of Uttar Pradesh and founder Vice President NIM, gave their unstinting support to the Institute. Brigadier Gyan Singh, the first Principal of NIM, with his broad experience, gave a very strong footing to the Institute and nurtured it through its formative years. Late Shri H C Sarin, secretary of NIM for 22 long years, ensured that the Institute had all the bureaucratic support all for a premier national Institute.

The Institute took shape in 1965 at the Provincial Armed Constabulary Campus at Gyansu on the north bank of the river Bhagirathi. The present location, about 5 Km away across the Bhagirathi River, was selected in 1970 by a team comprising the Late Shri Harish Sarin (then Secretary), Captain M. S. Kohli, and the architect, Mr. Rahman and NIM moved to its new location in 1974. It is now located at 4300 AMSL in the Ladari Reserve Forest amidst a dense pine forest overlooking the sacred river and the valley of gods. It has a sprawling campus and almost seven hectares of prime forest land. In 2001, Tekhla Rocks, an area of almost 3.5 hectares of rock and boulders, was added to the Institute's real estate. The campus is extremely well laid out and excellently maintained. It offers its trainees many services catering to their ideal physical and mental development. The sylvan surroundings of the Institute and the exquisite natural surroundings have made NIM the Sanctum Sanctorum of all mountain and nature lovers.

The Institute is headed by a Principal who is a handpicked officer by the Ministry of Defence. It has a Training and an Administrative wing. The Training Wing comprises the Vice Principal, the Medical Officer, the intrepid NIM instructional and the Kitchen staff. The Administrative Wing, which deals with accounts, rations, and equipment, is looked after by the Registrar and the Equipment Officer.

3.5 Potential of Adventure Tourism in Uttarakhand:

Uttarakhand holds one of the most lucrative attractions for adventure tourism in northern India and has a favourable geographic position. The study area is endowed with many physical features that appeal to travellers from regional to international markets. This natural area represents an excellent opportunity for a diverse range of tourism products to be based on the contrast between the abundance of nature, spirituality, soft and challenging adventure, leisure and well-being facilities. Uttarakhand has a 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. The unique mountain environment of the Himalayan Ranges and various landscapes offer numerous terrains that are ideally suited for various adventure activities. The place is full of hills and mountains and is suitable for trekking, mountaineering, and skiing at a variety of skill levels, as well as for hiring and biking. Himalayan ranges and glaciers shroud the northern part of the state of Uttarakhand, whereas the lower parts are thickly forested. With exceptionally invigorating geographical features like glaciers, mountain peaks, waterfalls and rapids, there is a reasonable basis for developing adventure tourism. Two of India's most significant 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 streams. The study area is rich in natural diversity, and the climate is one of cool winters and mild summers.

3.6 Check Your Progress:

- Throw a light on the status of Adventure Tourism in Uttarakhand:

- How do Adventure tourism resources of Uttarakhand differ from other States of India?

3.7 Summary:

The tourism industry is a significant contributor to the economy of Uttarakhand and has the potential to become a mainstay of the state. There is a growing realization on the part of the Government that tourism has multiplier effects on the growth of the economy. However, the Government has started taking the initiative to strengthen the tourism development processes and linkages, considering the socio-economic benefits that tourism has brought. It is imperative to set up more and more skill development centres and vocational training institutions to create human resources that have a more organized and professional approach.

3.8 Glossary:

- **Adventure:** An experience or event that is very unusual, exciting or dangerous.
- **Sports:** Physical games or activities that you do for exercise or because you enjoy it
- **Institute:** An institute is an organization set up to do a particular type of work, especially research or teaching. You can also use institute to refer to the building the organization occupies.

3.9 Self-Assessment Questions:

- Discuss the potential of Adventure Tourism in Uttarakhand.

- Highlight the factors that affect the growth of adventure tourism in Uttarakhand.

3.10 Reference and Suggested Readings:

- <https://blog.thomascook.in/guide-to-all-the-thrilling-adventure-activities-in-uttarakhand/>
- <https://www.nimindia.net/>
- <https://www.tourism-of-india.com/blog/adventure-sports-in-uttarakhand/>
- <https://blog.thomascook.in/guide-to-all-the-thrilling-adventure-activities-in-uttarakhand/>
- <https://www.indianholiday.com/blog/adventure-sports-uttarakhand/>
- <https://www.travelogyindia.com/uttarakhand/adventure-sports-in-uttarakhand.html>

Unit-4**Existing Trends and Places of importance for Land-based, Water based and Aero based adventure sports in India**

Structure:**4.0 Introduction****4.1 Objectives****4.2 Destinations popular for land-based adventure sports****4.3 Destinations popular for water-based adventure sports****4.4 Destinations popular for Aero adventure sports****4.5 Check Your Progress****4.6 Summary****4.7 Glossary****4.8 Self-Assessment Questions****4.9 Reference and Suggested Readings**

4.0 Introduction:

India is a land of all seasons and all reasons because nature has provided all categories of landforms, providing the base to organize different adventure sports. India houses high mountains and hills, all of which are categories of water bodies – deserts, islands, beaches etc. Hilly states of India offer air-based and land-based adventure sports activities, the desert state of India named Rajasthan offers Desert safari, beach states, water bodies offer water-based adventure activities, and the Island Union Territories of India also offer water-based activities. In India, Jammu and Kashmir, Himachal Pradesh, Uttarakhand, Goa, Andaman & Nicobar, Rajasthan, and Maharashtra are the most popular states of India in terms of adventure sports activities, skiing, paragliding, whitewater rafting, scuba diving, trekking, mountaineering, rock climbing are some most popular activities that attract thousands of youngsters at the destination.

4.1 Objectives:

After completing this unit, you will learn:

- The destinations were popular for adventure activities.
- The new emerging trends in the field of adventure tourism

4.2 Destinations famous for land-based adventure sports:

Following are the important destinations popular for different land-based adventure sports activities:

1. Trekking:

Trekking in India brings you face-to-face with ever-changing yet always stunning scenery throughout your route, no matter where you choose to embark. You may pass grassland, deserts, rivers, plateaus, lakes, glaciers, etc.

- 1) Markha Valley Trek
- 2) Chandratal Lake Trek

- 3) Buran Ghati Trek
- 4) Chembra Peak Trek
- 5) Kundremukh Trek
- 6) The Hampta Circuit Trek
- 7) Perumal Trek
- 8) Rupin Pass Trek
- 9) Auden's Col

2. Wildlife Safari:

Wildlife sanctuaries in India beautifully preserve and portray the nation's rich biodiversity. It is undoubtedly one of the best adventure activities to be done with friends and family members. Get closer to the flora and fauna at the famous national parks in India. Every animal lover can spot his favourite creature while wandering in the dense forest. From one-horned rhinos to the Great Indian Bustards to the Royal Bengal Tiger, the country's woodlands are home to all.

Places to go on a wildlife safari in India:

- Bandhavgarh National Park, Madhya Pradesh
- Bandipur National Park, Karnataka
- Bharatpur Bird Sanctuary/Keoladeo National Park, Rajasthan
- Dudhwa National Park, Uttar Pradesh
- Gir National Park, Gujarat
- Hemis National Park, Ladakh, Jammu and Kashmir
- Jim Corbett National Park, Uttarakhand
- Kanha National Park, Madhya Pradesh
- Kaziranga National Park, Assam
- Kutch Great Indian Bustard Sanctuary, Gujarat
- Manas Wildlife Sanctuary, Assam
- Nagzira Wildlife Sanctuary, Maharashtra

- Nanda Devi National Park, Uttarakhand
- Periyar Wildlife Sanctuary, Kerala
- Ranthambore National Park, Rajasthan
- Satpura National Park, Madhya Pradesh
- Sunderbans Jungle Camp, West Bengal
- Tadoba National Park, Maharashtra
- Thattekad Wildlife Sanctuary, Kerala

Months between October to March are the best time to watch flora and fauna in different National Parks and Wildlife Sanctuaries in India.

3. Skiing:

India has been attracting skiing enthusiasts for generations. The gentle and snow-covered slopes offer the best skiing opportunities in India. Glide down the snow-laden peaks and enjoy a thrilling ride. Whether an amateur or a pro, skiing in India will make you fall in love with the snow, adding snowboarding to your skiing experience will be the perfect bonus. Auli, often referred to as the 'Skiing Capital of India', is the top spot for enjoying this thrilling activity.

Places to go for skiing in India:

- Gulmarg, Jammu and Kashmir
- Auli, Uttarakhand
- Solang Valley, Himachal Pradesh
- Pahalgam, Jammu and Kashmir
- Narkanda, Himachal Pradesh
- Munsiyari, Uttarakhand
- Manali, Himachal Pradesh
- Yumthang Valley, Sikkim

December and April are the best times to ski in India.

4. Biking:

Bike tours in India let your wilder side free and help you wander on the roads like never before. Hit the roads full of surprises. Hairpin turns, meandering roads and rugged terrains test your endurance, riding skills and potential. Traverse through unbelievable places, quaint villages, scenic landscapes and much more. A bike tour to India takes you on an ethereal joyride.

Popular routes for biking tours in India:

- Mumbai to Pune Expressway
- Manali to Leh Highway
- Shimla to Manali via Mandi
- Visakhapatnam to Araku Valley
- Manali to Leh Ladakh
- Shimla to Spiti Valley
- Siliguri to Yuksom
- Bangalore to Kannur
- Delhi to Mandawa
- Guwahati to Tawang
- Chennai to Munnar
- Khardung La, Ladakh, Jammu and Kashmir
- Mumbai – Goa
- Ahmadabad-Kutch
- Jaipur – Jaisalmer
- Delhi to Agra via Mathura on Yamuna Expressway

Best time to go for a bike tour in India

September to April is the best time to take a biking tour in India. However, it is better to check the road conditions during winter as snowfall usually blocks the roads leading to a place.

5. Bungee Jumping:

Bungee Jumping in India is for all those who can do extra to pursue their passion. The craze of falling from a breathtaking altitude while tied with a rope sends chills down the spine. Falling freely and then rebounding makes bungee jumping much more exciting than expected. Satisfy your adrenaline rush by trying this fun thing to do in India and make your vacations memorable.

Places to go for bungee jumping in India:

- Bangalore, Karnataka
- Delhi
- Goa
- Jagdalpur, Chhattisgarh
- Maharashtra
- Rishikesh, Uttarakhand

Best time to go bungee jumping in India

September to April is the best time to go for bungee jumping in India.

4.3 Destinations famous for water-based adventure sports:

While most adventure lovers associate aquatic sports with the wild waters of Australia or the pristine lagoons of Mauritius, the truth is, there are plenty of options in India, and the discussion is not about Goa. For those looking to enjoy some form of aquatic sport, India has plenty of options and caters to all, from the novice to the adrenaline junkies, with options ranging from simple kayaking and boat cruising to white water rafting, windsurfing and more. So here is my pick of the five best water sports destinations in India, which will have you returning to these places repeatedly.

1. Rishikesh, Uttarakhand:**River Rafting in Rishikesh**

From body surfing to cliff jumping, enthusiasts will be spoilt for choice in Rishikesh, irrespective of their skill level or experience. If white water rafting excites you, head to Kaudiyala, a beautiful village offering a grade 4+ river rafting stretch. Located at 380 meters above sea level, one can enjoy a breathtaking view of the hills while rafting down the famous rapids – The Danies Dip and Three Blind Mice.

For the not-so-adventurous, body surfing will be a unique experience – it is fun, enjoyable, and requires little experience or skill. Cliff jumping is another sport that novices can participate in – the thrill of jumping in ice-cold water from a 30-40-foot high cliff is exceptional.

Kayaking, however, is a must for anybody, including beginners. The region has exciting kayaking stretches, and you can always enlist the help of internationally experienced experts available on the spot.

2. Kavaratti, Lakshadweep:**Kayaking in Lakshadweep**

Lakshadweep is a water sports enthusiast's delight; you can go kayaking, scuba diving, canoeing, and snorkelling. If coral gazing is on your bucket list, you can cross it off to the Agatti islands. However, for adventure sports, Kavaratti is the place you must head to. The beautiful calm lagoon is ideal for swimming, kayaking, and yachting. If you cannot swim, enjoy a ride on the glass bottom boat, which allows you to gaze at the exotic marine world. The Dolphin Drive Center is a major attraction for water sports enthusiasts.

3. Kovalam, Kerala:**Water Skiing in Kovalam**

A quaint town by the Arabian Sea, Kovalam boasts three beaches – Lighthouse, Hanwah, and Samudra. This beach town is quite popular among adventure sports aficionados largely due to its picturesque setting. The clear waters of the

Arabian Sea will tempt anyone to jump in and have a relaxing swim. While boating and kayaking are the more popular activities, you can also opt for off-beat experiences by choosing parasailing, windsurfing, and water skiing. If you are not too experienced, there is no need to worry as experts will be around to assist and guide you. Additionally, backwater cruising is a must for anybody who visits Kovalam as it gives you a glimpse of marine life from close quarters.

4. Pondicherry:**Scuba Diving in Pondicherry**

Tucked away in the southern corner of India, Pondicherry is a popular holiday destination for both Indians and foreigners. The French architecture that dominates the cityscape lends it a unique continental charm. There are plenty of beaches in the city where you can unwind by lazing around or participating in water sports. Scuba diving is a must if you travel to Pondicherry. Cool Shark Reef, Aravind's Wall, Temple Reef, 4 Corners, Ravines, and The Hole are some of the famous spots, and scuba diving is organized by Temple Adventures, a 5 Star Rated PADI centre.

5. Zanskar, Jammu & Kashmir:**Zanskar Canyon in Jammu and Kashmir**

A delight for the more adventurous and experienced, Zanskar Valley is located at more than 12,000 feet above sea level. The Zanskar River poses a challenge to even the most skilled rafters. Tackle rapids of every grade, ranging from 1 to 4, while enjoying the spectacular scenery of the valley. At the end of the valley, you will be greeted with the sight of the sublime Zanskar Canyon, also known as the Grand Canyon of India. It is a grade 4 section, and you can enjoy kayaking as well. If you are enthused about adventurous activities, waste no time; pack your bags and head out. After all, even if you are no expert, you can always learn and graduate to more thrilling water sports.

6. Andaman Islands:**Scuba Diving in Andaman**

A hub of water sports activities, Andaman is fast emerging as one of the best destinations in India to get your adrenaline rushing. From scuba diving to snorkelling to walking under the sea, you can choose from a multitude of different water adventures. If you aren't a fan of getting wet but still want to explore the enthralling underwater world, Andaman has got it covered. You can hop on to the glass bottom boat or board a semi-submarine (Psst – the only place in India that offers this option) to explore the underwater world. It's thrilling, and it's safe. You should get packing for Andaman right now!

7. Goa:**Surfing**

Depending on the density of people at the North and South Goa beaches, you can easily pick the spot ideal to unleash your surfing skills. It is recommended that you choose the least crowded beaches to perfect your surfing.

8. Varkala, Kerala**Parasailing**

Located at the Southern-most tip of India, the town of Varkala with its pristine beach is a haven for water babies who especially get their cheap thrills from water sports!

4.4 Destinations popular for aero adventure sports:

1. Hot Air Ballooning:

What's better than viewing a destination from a different horizon? If the idea enthralls you then Hot Air Ballooning in India is just for you. Steadily making its way to the list of adventure activities, hot air ballooning offers a lifetime experience. The feeling of flying high above the crowd-infested cities is beyond description. The activity involves both, excitement as well as safety. Do it to believe it!

Places to go for hot air ballooning in India:

- Goa
- Lonavala, Maharashtra
- Jaisalmer, Rajasthan
- Neemrana, near Delhi
- Jodhpur, Rajasthan
- Hampi, Karnataka
- Udaipur, Rajasthan
- Jaipur, Rajasthan
- Pushkar, Rajasthan
- Ranthambore National Park, Rajasthan

Best time to go for hot air ballooning in India

October to June is the best time to go for hot air ballooning in India.

2. Paragliding:

Super-duper excited to fly like a bird? Try paragliding in India. Marvel at the majestic view of the country from a height you can only imagine of. For daring souls, practising some acrobatics in the air is a must. Let the aerial view of a destination cast a spell on you. Glide alone or with an instructor, either way out, you are up to conquer the sky.

Places to go for paragliding in India

- Bir Billing, Himachal Pradesh
- Goa
- Kamshet, Maharashtra
- Manali, Himachal Pradesh
- Saputara, Madhya Pradesh
- Gangtok, Sikkim
- Munnar, Kerala
- Jammu and Kashmir
- Mussoorie, Uttarakhand

- Bangalore, Karnataka
- Yelagiri, Chennai
- Mahabaleshwar, Maharashtra

Best time to go paragliding in India

April to June and October to November are the best months of the year to go for paragliding in India.

3. Flying Fox:

Call it Flying Fox or Zip Line, the adventure activity is a real assessment of your concentration and courage. The unique and exhilarating aerial voyage can be enjoyed in the night as well as in the morning. Hear your heart throbbing as you slide down from a height. Confront the winds with confidence and delight in a free fall. Admire the bird's eye view of a place and get hypnotized by the scenic charm. All this and much more, flying fox in India is a must-try activity at least once in a lifetime.

Places to try flying fox in India:

- Rishikesh, Uttarakhand
- Jodhpur, Rajasthan
- New Delhi
- Kikar, Punjab

Best time to try Flying Fox in India

September to February is the best time to try flying fox in India.

4. Sky Diving:

Skydiving is a popular adventure sport on the majority of adventure seekers' lists. This action-packed sport involves you falling from thousands of feet in the sky and landing with the help of a parachute. Amby valley in Maharashtra is the only place in India offering skydiving packages throughout the year. The aerial view of the region is breathtaking. You would be trained by professional trainers and provided with all safety gear before dropping from around 10,000 feet.

4.5 Check Your Progress:

- Discuss the destinations popular for aero adventure sports.

- Discuss the north Indian destinations famous for land-based adventure sports.

4.6 Summary:

Thus based on the above-detailed study, now it is clear that India offers every category of adventure sports i.e. Land, Water and Aero Adventure Sports and almost every state offers such kind of activities. A tourist who is interested to participate in land and aero-based adventure sports can visit the Northern hilly states of India and water-based adventure sports

lovers can visit to Southern coastal states or Andaman & Nicobar and Lakshadweep islands.

4.7 Glossary:

- **Aero:** Aero means something involving the air or atmosphere.
- **Bungee Jumping:** It is an activity that involves jumping from a high structure while connected to an elastic cord. The high structure can be a building, bridge or even a hot-air balloon or helicopter.

4.8 Self-Assessment Questions

- Discuss in detail the destinations popular for paragliding in India
- Which types of adventure sports are most popular in South India?

4.9 Reference and Suggested Readings:

- <https://www.yatrablog.com/best-water-sports-destination-in-india>
- <https://www.tourism-of-india.com/blog/best-adventurous-activities-in-india/>
- <https://www.treebo.com/blog/adventure-sports-in-india/>
- <https://www.transindiatravels.com/adventure-sports-india>
- <https://flyboy.in/5-popular-aero-sports-in-india-their-destinations/>
- <http://journeymart.com/holidays-ideas/adventure/aero-sports.aspx>

Unit-5

Air-Based Activities: Concept, Features, Nature, Scope and & different Types

Structure:

5.0 Introduction

5.1 Objectives

5.2 Meaning and Features of Aero Adventure Sports

5.3 General Guidelines for Aero Adventure Sports Institutes and Groups

5.4 Guidelines for Aero Sports Trainers

5.5 Important types of Aero Adventure Sports

5.6 Check Your Progress

5.7 Summary

5.8 Glossary

5.9 Self-Assessment Questions

5.10 Reference and Suggested Readings

5.0 Introduction:

India offers every category of adventure sports activities. Air-based activities are popular in India. Some states that offer air-based adventure activities are Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Karnataka, Rajasthan and Maharashtra. Air-based activities involved higher risk, proper training and high cost. India offers every kind of air-based adventure sport viz. Rishikesh-Bungee Jumping, Bhimtal-Paragliding, Mysore-Sky Diving, Jaisalmer-Hot Air Ballooning etc. Some Government and Private Institutions offer short-term courses related to their sports for example wings and flights institute, Pune, Balloon Club of India, New Delhi etc. The government and Private sector have done tremendous jobs and efforts for the promotion of air-based adventure sports in India. Senior citizens, children and persons suffering from heart or lung-related disease or over-weighted persons are not allowed to do such activities.

5.1 Objectives:

After reading this unit, you will learn:

- The popular Aero Adventure Sports in India.
- Important Aero Adventure Sports destinations and institutions.

5.2 Meaning and Features of Aero Adventure Sports:

Beginning from the days when legendary Icarus tried to fly with wings made of wax and feathers, to the present age of diverse modes of soaring in the skies- man seems to have achieved his ambition of flying like a bird. The unknown and the unconquered have always fascinated the more adventurous amongst us and fortunately, today, we have a number of ways of experiencing adventure in the skies. Microlight flying, sky-diving, para sailing and hot-air ballooning are but some of them.

Once machines were invented to fly, the man began using the same innovations for individual flight both mechanized and non-mechanized. Soon

the individual flight fever spread like wild fire across the western countries where for one there were few resource impediments and adventure had been a way of life already. Gradually some of these sports found wider applications such as aerial patrolling traffic management not to speak of the use of microlights by P.L.O. terrorists.

In India, however, these sports are just about taking off. A large number of people have become familiar with the various aero activities. The Indian events of these activities are stumbling off the teething stage and groping for sponsors. But the fact that these sports are ready for take-off is a positive indication.

Each sport be it gliding, sky-diving, microlight flying, ballooning etc. have its National level federation functioning under the auspices of the Aero Club of India situated on Aurobindo Marg near Safdarjang Airport, New Delhi. The Club India is the apex body overseeing all activities and enforcing regulations. It monitors happenings the world over and passes on the data to the concerned federations.

The Aero Club has facilities for gliding and hot-air ballooning too. While gliding is done more frequently ballooning finds few takers owing mainly to the cost factor. The gliding club has its glider which comes over the Safdarjang flyover to land back- and that is one moment everyone shudders to think-what if the glider comes down seconds earlier. The thermals or the hot currents owing to the traffic do create problems and have caused anxious moments for experienced glider pilots too.

With some sort of beginning made in almost all spheres, one can safely say that aero sports in the country are moving to one of the embryonic stages. This gradual movement owes a lot to the ardent fervour of the stalwarts in the field. And it is to bloom the government and other agencies must extend their support soon for these handfuls of youngsters are no Atlas of Ayn Rand.

Aero sports are specialized sports and require professional instruction. There are several world-class aero sports sites in India where international meets

have been held. Hang gliding and paragliding or parapente as the French call it, are the aero sports popular in India. Paragliding however is gaining in popularity since the paraglider is a square parachute which fits into a small rucksack and hence is less cumbersome to carry than the hang-glider. The paraglider is spread out on top of a mountain or at the flying site with the pilot attached to it with a harness. When the wind blows towards the paraglider the pilot inflates it and starts running downhill to take-off. In India, aero sports courses are being organized by private companies in Delhi, Bombay and Ooty.

Features of Aero adventure sports:

Important aero adventure sports are listed below:

1. These adventure sports activities are performed in the sky
2. Some important adventure sports activities are paragliding, skydiving, hot air ballooning etc.
3. These are the costliest forms of adventure sports.
4. These are considered the most dangerous forms of adventure
5. Aero adventure sports require prior training and are performed under a highly skilled trainer.

5.3 General Guidelines for Aero Adventure Sports Institutes and Groups:

- Every group of persons taking part in adventure sports must be accompanied by a person designated as a “leader”.
- “Leaders” must possess appropriate qualifications and skills as indicated in relevant chapters of this document.
- Every person joining a group engaged in adventure sports must receive introductory training and leaders should be satisfied that they have acquired the skills necessary to participate.
- Leaders should have a first aid certification and must be competent to impart first aid training in the use of stretchers.

- Leaders should be familiar with search procedures and should brief all group members on these procedures.
- All group members must be familiar with the use of radios where these are being used.
- Leaders should be familiar with helicopter operations, know how to approach a helicopter and procedures for being winched up and down.
- Leaders should be proficient in the use of maps and compasses in any weather by day or night.
- Leaders should be satisfied that all members are medically fit to take part in adventure sports.
- Leaders should satisfy themselves that the equipment to be used meets all the safety norms for each adventure sport; all inspections have been carried out as recommended by the manufacturer and is fit for use.
- Under no circumstances should the capacity rated by the manufacturer of adventure sports equipment be exceeded, any unauthorized modifications except as additional safety measures be carried out or substandard material used.
- Information regarding the nature of the activity, area of operation, period of activity, possible hazards, persons to be contacted in an emergency and list of members should be given to the concerned safety and rescue committees.
- Suitable hand held devices with graded distress signal capabilities should be made available to adventure tourist groups at suitable prices when available in India.
- A qualified Doctor should be available on call
- Communication facilities such as Mobile Telephone/Walkie - Talkie etc. should be available.

5.4 Guidelines for Aero Sports Trainers:

- All aero sports must be carried out under an instructor or guide holding a valid license or certificate from a recognized institution, club or association.
- All pilots and parachutists must be medically examined and certified fit to participate in aero sports.
- Passengers should be medically fit and briefed on emergency procedures.
- All aero sports should be undertaken only in day light hours.
- Clearance in powered flying, such as micro light and powered hang gliders should be obtained from the concerned air traffic control while flying in controlled airspace. In uncontrolled areas, a responsible person should be available on the ground to give take-off and landing clearances.
- For un - powered flying, such as hang gliding and paragliding a launch master should be present at the take-off site and a landing area safety officer at the landing zone.
- First aid equipment along with suitable trained persons should be available at all times.
- All pilots, passengers and parachutists must wear protective helmets.
- All aero sports activity must be undertaken when the sky is clear of clouds; the surface is in sight and with visibility of at least one nautical mile.
- No person should be allowed to participate in aero sports under the influence of drugs and alcohol.
- Rules for avoiding collision: (For these rules micro light, powered hang gliders etc. may be read as aircraft)
 - ✓ No aircraft shall be flown in such a way as to create a danger of collision. 2. Formation flying is not recommended.
 - ✓ All aircraft must avoid passing under, over or in front of another aircraft unless well clear of it.

- ✓ The lower aircraft always have the right of way, except for aircraft in any emergency.
- ✓ When two aircraft approach each other head-on, they should turn to their right.
- ✓ Overtaking is not allowed under any circumstances.
- All aircraft, parachutes and airborne equipment must be inspected and certified fit by a competent person daily.
- Log books should be maintained for all aircraft, parachutes and airborne equipment which would record its usage, inspections, modifications and repairs.
- Repairs and modifications of airborne aero sports equipment must be carried out with the approval of the manufacturer.
- All clubs, associations, government and other bodies offering aero sports facilities must maintain a manual of operation which should be available at the site of the aero sports activity and a copy should be sent to the concerned safety committee for review.

5.5 Important types of Aero Adventure Sports:

Aero sports are a part of most adventure sports, which have gained popularity in India. Aero sports hold a special appeal for those who want to rise above the ordinary level. Air sports are the best adventure sport which should try to experience the thrill of air and breathtaking views of the countryside. As of now, aero sports are still in its infancy in India. The basic techniques of hang gliding, launching, turning and landing. India offers excellent locations for all types of flying sports such as paragliding, hang gliding and ballooning. Aerobatics and Gliding are not as popular compared to other flying recreational activities in India.

1. Paragliding:

The recreational flying sport, paragliding is a fun, thrilling and safe way to experience flight in its simplest form. There are two types of paragliding, single and tandem, with tandem paragliding one can enjoy the thrill of flying without learning it. Many schools and flying clubs in India are offering courses in paragliding and all other aero sports. The main destinations for paragliding in India range from hilly to coastal regions and from planes to desert regions. Sanasar, An undiscovered haven in Jammu is the hub of paragliding in India.

2. Ballooning

Hot air ballooning is one of the most thrilling adventure sports, which takes you to enjoy the great heights in the sky. Hot air ballooning as an adventure sport is quite new or still in its infancy in India. Hot air ballooning is an adventure, fun, thrilling and exciting way to discover the sky and have a bird's eye view of the land from a height. Rajasthan, "The Royal State of India" is one of the best destinations for Hot air ballooning in India. During the Pushkar camel fair, hot air ballooning is one of the major attractions of adventure travel in Rajasthan.

3. Hang Gliding:

The extremely open sky hangs gliding adventure sports are the most exciting and affordable solution for most people who have the desire to fly. Extreme Sports can enjoy from great hills flying to the coastal region almost throughout the year. Hang gliding is a unique way to fly solo in the air like a bird. There are many great flying locations around India, Kangra valley and Dharmakot in Himachal Pradesh are one of the famous destinations for hang gliding in India.

4. Para Motoring:

Para motoring is one of the popular aero sports in India. It consists of a frame that combines the lightweight 2-stroke engine with a pusher prop strapped on your back, it is also known as powered paragliding. The ultimate adventure

come into the picture, when you fly over the virgin jungle, mountains, rivers and local villages.

5. Sky Diving:

The most thrill open sky adventure sport is also known as parachuting or parachute jumping. Skydiving has a very limited scope in India compared to other air sports. Parachuting is the action of exiting an aircraft or jumping off of a tall structure, and returning to earth. The sports authority of Gujarat is in the process of developing the state as a destination for adventure aero sports, especially skydiving. Indian parachuting federation which promotes and organizes sky diving in India.

5.6 Check Your Progress:

- **Highlight the important types of aero adventure sports.**

- Discuss the importance of aero adventure sports.

5.7 Summary:

Aero adventure sports are considered the most dangerous and expensive activity. Generally, youths prefer to participate in such activities. India offers almost every kind of aero adventure sports activity. Paragliding is done by a large number of people because it is safer than other aero other activities and this activity is available at a large number of hilly destinations in India.

5.8 Glossary:

• Bungee Jumping:

It is an activity that involves jumping from a high structure while connected to an elastic cord. The high structure can be a building, bridge or even a hot-air balloon or helicopter.

• Hot Air Ballooning:

An activity of flying hot air balloons. Its perks include birds view point and the complete hush.

5.9 Self-Assessment Questions:

- Highlight the guidelines for aero adventure sports.
- Discuss the features of aero adventure sports.
- What are the safety measures to prevent aero-sports injuries?

5.10 Reference and Suggested Readings:

- <http://journeymart.com/holidays-ideas/adventure/aero-sports.aspx>
- <https://www.treebo.com/blog/adventure-sports-in-india/>
- <https://www.tourism-of-india.com/blog/best-adventurous-activities-in-india/>
- <https://www.avathi.com/stories/adventure-sports-in-india?dd=43>

UNIT-6

**Popular Air-based Adventure Sports in India:
Parasailing, Paragliding, Ballooning, Hang-Gliding,
Bungee Jumping and Micro Lighting etc.**

Structure:

6.0 Introduction

6.1 Objectives

6.2 Popular Air-based Adventure Sports in India

6.3 Parasailing, Paragliding and Hot Air Ballooning

6.4 Hang Gliding, Bungee Jumping and Micro Lighting

6.5 Check Your Progress

6.6 Summary

6.7 Glossary

6.8 Self-Assessment Questions

6.9 Reference and Suggested Readings

6.0 Introduction:

India is the 7th largest country in the world in terms of area and it houses every type of landscape because of this reason, it offers every category of aero-based adventure sports activities. Some states that offer adventure activities are Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Karnataka, Rajasthan and Maharashtra etc. Important Air Based Adventure Sports Activities offered by these states are Paragliding, Hang gliding, hot air ballooning, sky diving, Bungee jumping etc. Here we will learn the important aero-based adventure sports activities that are popular among youths.

6.1 Objectives:

After reading the present unit, you will learn:

- The important air-based adventure sports activities in India
- The popular destinations that offer air-based adventure sports activities

6.2 Popular Air-based Adventure Sports in India:

While man has always been fascinated with flying, aeroplanes and helicopters have fulfilled his desire to do so. But if you want to go off on your own, and not as part of a crowd, you should head for some super exciting aero sports in India. Aero sports, as a part of adventure travel (remove 'the' before this), have recently gained popularity in India. Take up any aero sport like paragliding, hang gliding, parasailing, hot air ballooning, bungee jumping or sky diving and soar up high in the air on your own. Aero sports are bound to give you the adrenaline rush you require and as you experience the thrill of soaring through the sky, you may also enjoy a bird's eye view of the stunning nature beneath. Several places in the Himalayan and peninsular regions offer ample options for aero sports. Listed below are various aero sports available in India and some important information including the destinations where you can take up these aero sports.

Aero Sports in India:

- Hang Gliding:**

Go hang gliding - it's the closest you will ever come to flying like a bird in the sky! Hang gliding is an extreme sport and can be done by anyone who has little training. So strap yourself up in the harness, wing your way through the clouds and feel free as a bird...

- Skydiving:**

For the ultimate adrenaline rush, jump off a plane and free-fall down to the ground. Not for the faint-hearted, skydiving is an extreme adventure sport and requires some training before your first jump. Gather your courage, strap up your parachute and get ready for the most exhilarating feeling ever!

- Hot Air-Ballooning:**

View the world from the top and get a different perspective altogether of the land below. Hot air ballooning is fast gaining popularity as it allows you the opportunity to do just that. You don't have to be a daredevil, nor do you have to have nerves of steel- just climb aboard the wicker basket attached to the helium-filled balloon and sail through the sky while you admire the scenery.

- Bungee Jumping:**

You have got to have a strong heart for this one. Brace yourself and jump off the high bridge or a cliff and enjoy the thrill of a free fall in bungee jumping. This sport is a must-do for adventure enthusiasts!

- Paragliding:**

Go paragliding, feel a rush of adrenaline, run off a cliff and float high above the ground to fly like a bird in the sky. It is an exciting sport and needs a few hours of training before you are ready to fly solo. So go on, if you have a passion for flying, this is one sport you have to try.

- Parasailing:**

Strap up into the harness of your parachute, and get towed by a motor boat while your parachute lifts you high in the sky, and best of all no prior training

is needed. Glide over the blue waters of the sea below and get a bird's eye view of the coastline - parasailing has become a very popular water sport in recent years and everyone should try it at least once!

6.3 Parasailing, Paragliding and Hot Air Ballooning:

1. Parasailing:

India is a developing country and over the past few years, the same development can be observed in different sectors of society. Sports is one of the fields which entertain and gather millions from around the world and is now not limited to specific sports. If you are an outdoor sports lover and looking for the options available, especially in India, several sports can be known to push your limits.

Just like any other adventurous sport, Parasailing is the latest addition which is a recreational activity where a person is towed behind a vehicle while attached to a specially designed canopy wing that reminds one of a parachute, known as a parasail wing. In India, parasailing is commonly attached to a boat in an open sea whereas it can be attached to a moving car, and even a truck on the road depending on the area. It is quite different from paragliding as in that event, the pilot has more control over the parachute whereas in parasailing the parascending has less or no control over the parachute. If the vehicle like the boat is powerful enough, it can parasail about two to three people at the same time. The first parasailing was done in the year 1962 and was developed by Pierre-Marcel Lemoigne and since then it has been practised in the whole world. There are many commercial parasailing operations all over the world and land-based parasailing has also been transformed into a competitive sport in Europe.

Most people prefer parasailing over paragliding as parasail is more stable and efficient during the ascent mode while paragliding is not that efficient when towed and is primarily used for skydiving where the parachutist can fully

control the direction of the parachute. Just like paragliding, it will also take you to the sky with the feeling of flying in an open sky and it adds to the experience while watching the sea beneath you. As the sports are limited to the sea, there are not many places available in India and some of the most famous places for parasailing where you can plan your next weekend is.

Parasailing Adventure in Goa- While being in India, it is the dream of almost everybody to visit Goa once in their lifetime as the place is famous for its beaches and culture which gathers tourists not only from the same country but has been visited by millions of foreign tourists every year. It is the best place to plan your vacation and to try the thrilling experience of parasailing as it is one of the most famous places for the sport. It is a stop for every adventure junkie as you can be part of a beautiful scenic view once you will be high in the air with the speed. You can enjoy the landscapes and the majestic view of the sea which adds to your memories. The same sport is also called sky gliding in which you will be attached to the safe and specially designed canopy that will be pulled by the speedy boat. The activity is quite easy and you don't require any special skills or techniques to complete your journey. Many private companies carried out the sport and always double-check the equipment including the wings before the customer will use it. All you have to do is to sit in the canopy and enjoy the ride for an amazing experience. Once you will be at the beach, you can also try different water sports as parasailing will only last for a maximum of 3 minutes in one run. The sport is conducted at Calangute, Baga which normally starts from 10 am till 5 pm with a maximum capacity of 40 people in a day. Before getting to the place, you can always be prepared as you can carry along your swimwear, t-shirts, or shorts with an emergency towel.

Parasailing in Bangalore- Just like Goa, Bangalore is another city which conducts parasailing every weekend including Saturdays and Sundays as the company requires a group of at least 25 people for the weekdays. It is a bit

different from free flying and doesn't require any adventure background or any hard training as any beginner can start flying in the air with the help of parasailing. Most people have concerns about safety as in Bangalore, it is under the controlled supervision of a highly experienced ex-IAF officer and qualified Aeronautical engineers. The whole activity is under controlled risk and one should not worry about safety. This is also the best way to challenge yourself and to set your limits as most of us are scared to take the first step. The sport will not only help you to challenge the fear inside you but also puts a smile on your face once you can sense the bird's view. The activity is quite similar to paragliding as it is also dependent on the weather conditions in the area and the weight of the participants. In Bangalore, the activity is performed for almost a whole day and about 40 people can participate in one session. There are different types of plans as one is solo and the other one is a tandem as you can choose the best possible option for your flight. In the solo plan, you will be alone throughout the flight and is best for someone who has already tried parasailing even once the other one is a tandem plan in which you will be attached to your instructor that will help you throughout your session.

2. Paragliding:

Paragliding is the sport of flying parachutes with design modifications that enhance their gliding capabilities. Unlike hang gliders, their close relations, paragliders have no rigid framework; the parachute canopy acts as a wing and is constructed of fabric cells with openings at the front that allow them to be inflated by movement through the air – the “ram-air” effect.

The pilot is suspended in a seated harness and controls the wing via lines attached to the trailing edge of the paraglider. These lines may be operated individually to turn the paraglider or simultaneously to influence pitch and speed. Takeoff and landing are on foot and usually occur on a hill or mountain. To launch, the pilot first inflates the wing by pulling it up like a kite and then runs down the hillside until the flying speed has been reached. Usually, a

speed of about 12 miles per hour (19 km per hour) is enough to launch the craft. Paragliders may also be launched from flatland by towing, either with a winch or behind a vehicle.

The sport can be traced to the activities of French parachute inventor Pierre Lemoigne, who tow-launched his advanced round-parachute canopies in the 1950s. The ram-air-inflated cell structure originated in the early 1960s with the kite and parachute designs of the Canadian-born American inventor Domina Jalbert. These designs evolved into steerable rectangular parachutes with relatively high forward speed. It was soon found that they had sufficient glide performance to allow them to be launched from steep slopes as well as by the aircraft deployment usual for parachutists.

From the late 1960s interest in the gliding ability of parachutes grew slowly but steadily. The paraglider developed in the United States and in the Alpine areas of France and Switzerland, where it finally evolved fully. Some mountain climbers saw paragliding as an alternative to rappelling (abseiling) down after an ascent, while other enthusiasts appreciated its potential as a sport in its own right. As soon as it was realized that the wing did not have to resist the opening shock to which jump parachute canopies are subjected, thinner lines and lighter construction were used; this reduced drag and the glide capability increased. Further improvement came from widening the wing by adding extra cells. This increases the wing's aspect ratio (the relationship of the span to the chord) and improves its efficiency.

Paragliders use lifting air (thermals) in the same way as other gliding aircraft, although their low speed precludes their use in strong winds. Using thermal lifts, soaring flights of 100 miles (160 km) are common. In competition pilots fly routes to distant goals, recording their progress by aerial photographs or GPS (Global Positioning System) traces. In favourable weather, the routes maybe 60 miles (100 km) or more and incorporate several turn points. By the late 1990s, the world record for straight distance was 208 miles (335 km).

The Fédération Aéronautique Internationale (FAI) World Paragliding Championships have been held every other year since the first championship at Kössen, Austria, in 1989. England hosted the first World Paragliding Accuracy Landing Championship in 2000.

Although paragliding is the preferred term, there are several variations, which can give rise to confusion. Sometimes the original French word parapente is used. Parasailing is often applied to the activity of towing a canopy behind a boat for pleasure rides, and parascending describes the European sport of towing low-performance paragliders into the air with the object of landing on a small target. Parafoil is a trading name for certain ram-air parachutes. Additionally, small motors backpacked by the pilot can be used to drive paragliders, in which case the aircraft is referred to as a paramotor or powered paraglider (PPG).

3. Hot Air Ballooning:

Hot air ballooning in India is something that you can enjoy with your entire family or with that special someone in your life. It is a good way to see beautiful landscapes from a substantial height, without spending loads like you do when booking airline tickets. On television, you must have seen colourful balloons, and some even in unique shapes, flying above the ground. You too can indulge in this activity as arrangements for the same are made at various places in the country. This engagement is perfect for a laid-back evening when you just want some time off from your hectic life.

About Hot Air Ballooning:

Hot air ballooning in India is organized at several locations, where proper facilities are present for the successful execution of the activity. Amongst all the places, Lonavala and Jaipur are the most popular ones. Your ballooning experience will be around 3 hours long, and you will touch elevations of approximately 1200 feet. This is high enough to make the adrenaline rush through your body and give you a memorable time.

The balloon is made of synthetic fabric, and a basket is attached to it employing ropes. Coatings of chemicals are applied on its surface to prevent air from passing through it. Liquefied propane is contained in metal tanks, and is fed into burners by opening inlet nozzles. These tanks may also have gauges to measure the volume and pressure of the contents. As the gas is lit, the increasing temperature results in the lift and the whole structure starts flying. You may find some flights equipped with various instruments to aid navigation. Whenever you want to land, open the vent on top of the envelope to release excess gas.

Destinations popular for Hot Air Ballooning in India:

- **Hot Air Ballooning in Jaipur:** This heritage city and the capital of Rajasthan are also known for being a great place to take such flights. After taking-off, you will fly over ornate palaces, historic forts, and numerous small and large artificial lakes. Once you are in the air, you will understand why Jaipur is known as the Pink City. You will also be able to see the Aravalli Ranges, which the city is close to. Know more about Hot Air Balloon Safari in Jaipur.
- **Hot Air Ballooning in Lonavala:** The hill station lies in the Western Ghats, and is located in the state of Maharashtra. Located roughly 2050 feet above sea level, it offers flights over lush forests and scenic hills. Summers here are warm while the winter season remains sufficiently cool. There are numerous Buddhist cave temples in the area, along with some majestic forts, which you may also visit while you are here. Know more about Hot Air Balloon Ride in Lonavala.
- **Hot Air Ballooning in Goa:** Goa is known as the place for parties and the perfect combination of Sun, Sand and Sea. But you can now explore Goa Beyond Beaches with us. One of the most thrilling soft adventure activities that you can experience in Goa is Hot Air Ballooning. This amazing balloon ride will offer you 360-degree views of the gorgeous landscape of Goa. So when

you are planning to visit Goa the next time, add this activity to the list. Know more about Hot Air Ballooning in Goa.

6.4 Hang Gliding, Bungee Jumping and Micro Lighting:

1. Hang Gliding:

If you've ever had the desire to fly like a bird then Hang Gliding is one of the most exciting and affordable solutions for most travellers. A hang glider is a non-motorized, foot-launched wing. A Hang glider has a rigid frame maintaining the shape of the wing, with the pilot usually flying in a prone position.

Hang gliders are controlled by shifting the pilot's weight concerning the glider. Pilots are suspended from a strap connected to the glider's frame (hence the name "hang" glider). By moving forward and backwards and side to side at the end of this strap, the pilot alters the centre of gravity of the glider. This then causes the glider to pitch or roll in the direction of the pilot's motion and thus allows both speed control and turning.

In India, Hang Gliding has caught on with clubs coming up in cities such as Pune, Delhi, Chandigarh, Shimla, Mumbai, Devlali, Bangalore and Kalaheti.

According to experts, India has good thermal soaring effects during the summer months and offers hill soaring almost around the year, the soaring in the winter months-although too static-is also good for hang-gliding. Several sites in India have been identified by expert hang gliders with those in the lower reaches of the Himalayas rated as/among the best in the world.

Equipment Required:

The equipment needed is minimal by aviation standards. The principal items are the glider, also called the wing, and the harness. The rest of the equipment consists mainly of safety and communication gear. The training needed to get yourself flying solo is also minimal. The basic techniques of hang gliding-

launching, turning, landing - are fairly easy to learn. You can fly solo from the training hill and progress to higher flights.

Safety is of utmost importance. You can make hang gliding, like most adventure sports, as safe or dangerous as you want. Ways you can make it safe are to receive instruction from a certified professional and use safe equipment. Hang gliding is an outdoor sport and Mother Nature's unpredictable weather is always a big consideration. The primary safety factors are personal judgment and attitude. You must be willing to learn gradually and use good judgment and have an appropriate attitude.

Despite the relatively low risk involved with hang gliding there remains the possibility of serious injury if a pilot doesn't properly prepare and exercise good judgment. Preparation and proper training go a long way towards a pilot's well-being as well as enjoyment. Part of preparation is knowing what weather conditions you will be flying in.

2. Bungee Jumping:

Bungee jumping is an action-filled recreational activity that involves head-first jumping from a tall structure with an elastic cord attached to participants' feet. That tall structure can be a building, crane, bridge or even a helicopter. The first modern bungee jump was in 1979 and since then the sport became widely popular. Bungee jumping is one of the most enjoyed extreme sports and is available in almost every destination in the world.

Bungee jumping is for everyone aged over sixteen and does not require prior experience. You don't buy any equipment; you are just there to enjoy it. The most crucial part of bungee jumping is being able to gather enough courage to do it. Also, there are precautions to take for security purposes. Bungee jumping may have health risks for people who are overweight or with injuries. Pregnant women, people with heart problems and high blood pressure are not advised to do bungee jumping. If you are in doubt, make sure to consult your doctor before deciding.

Required Equipment for Bungee Jumping:**• Bungee Cord:**

The Bungee cord is the most important piece of equipment you will be using in your bungee jumping experience and will be attached to your ankle with a harness. A bungee cord is mostly made of multiple strands of rubber and natural latex. Bungee cords are discarded after 500 to 1000 jumps to ensure safety.

• Harness:

Two harnesses will be attached to your body during your bungee jump, one to your ankle and another one to your body to increase safety.

• Rubber Cord:

Some bungee jumping facilities add another safety feature such as the extra rubber cord to maximize safety. If you are planning to travel with your equipment, there might be additional costs. You can click [here](#) to check the extra services price table.

Useful Tips for Bungee Jumping:

- There is not a strict clothing directive in bungee jumping, anything you are comfortable with works. It is not recommended for women to wear a dress or high heels though.
- If you are scared of the height you are in, it is normal to decide not to jump beforehand but it is crucial to make that decision before jumping, not in the last step.
- You should carefully listen and trust the jump instructors since they go through in-depth international training to become qualified instructors.
- Try not to eat much before your jump; it is even better to jump with an empty stomach.
- Avoid carrying valuable items with you since they can fall and distract you from the experience.

3. Micro Lighting:

Microlight flying, also referred to as ultralight flying, is an activity where you pilot a lightweight aircraft, usually a one or two-seater with fixed wings. Older microlights used hand gliders, making them noisy and slow. Microlight flights today can cover much larger distances at a high speed of 100mph. The maximum number of people it can carry is 2, not more than 450 kilograms. You can even purchase one for a cost of around INR 20 lakhs.

Microlight flights can reach up to a height of 9000m and go at a speed of 290 kilometres per hour. In recent years, microlight flights have even gone across the globe. They are sturdily built and guarantee a safe aviation experience. In case of an unexpected engine failure mid-aviation, the microlights are capable of landing safely due to their big high-lift wings and low-stall speed. There is a training centre for microlight flying in India too that specially trains you to pilot a microlight flight.

Important Information Regarding Microlight Flying:**Criteria & Eligibility for Solo Microlight Flying:**

- The person should be at least 17 years old.
- The person should have a Microlight Pilot license. To acquire the license the person has to undertake a 60 hours training program that includes at least 40 hours flying and clear the oral and written examination which is conducted by the Directorate General of Civil Aviation. The license has to renew annually, and the aircraft should be registered under the relevant authority. The aircraft is subjected to regular checks to ensure its quality.

Minimum Requirements to Fly with a Pilot:

- The participant should be at least 10 years old.
- The participant should not be under the influence of alcohol or other narcotics.
- Only one person can fly at a time.
- Expecting women are strictly prohibited from flying.

- If you suffer from issues like epilepsy, diabetes, neurological disorders, high blood pressure, heart ailments or other associated health problems, it is expected that you do not undertake the activity.

6.5 Check Your Progress:

- Throw light on popular aero adventure sports in India:

- Discuss the popular destinations for aero adventure sports in India:

6.6 Summary:

Thus based on the above discussion now, it is clear that India offers every category of aero adventure sports activities. Northern Indian states i.e. Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Goa of Southern India offer different categories of aero adventure sports activities. Some popular aero adventure sports are hang gliding, micro lighting, parasailing and paragliding.

6.7 Glossary:

- **Paragliding:** A sport in which a wide canopy resembling a parachute is attached to a person's body by a harness to allow them to glide through the air after jumping from or being lifted to a height.
- **Bungee Jumping:** A sport in which you jump from a high place, for example, a bridge, with a thick elastic rope tied around your feet.

6.8 Self-Assessment Questions:

- Write a detailed note on the equipment required for Bungee Jumping.
- Which kinds of aero adventure sports are popular in Uttarakhand?

6.9 Reference and Suggested Readings:

- <https://www.britannica.com/sports/paragliding>
- <https://adventurenation.com/hot-air-balloon-in-india>
- https://www.tourmyindia.com/adventure_tours/hand_gliding.html
- <https://flypgs.com/en/extreme-sports/bungee-jumping>

UNIT-7

Air Based Adventure Tourism: Marketing and Promotional Strategies, Job Opportunities, Problems and Issues Relevant to the Adventure Travel and Tourism Industry. Risk Management

Structure:

7.0 Introduction

7.1 Objectives

7.2 Marketing and Promotional Strategies

7.3 Job Opportunities in Aero Adventure Tourism

7.4 Problems and Issues Relevant to the Aero Adventure Tourism

7.5 Risk Management

7.6 Check Your Progress

7.7 Summary

7.8 Glossary

7.9 Self-Assessment Questions

7.10 Reference and Suggested Readings

7.0 Introduction:

Air-based adventure sports activities attract adventure lovers, high-income class people and who are always ready to do something different. It involves high risk, fee and only a few destinations are suitable for such sports activities because of this reason it attracts only a few no. of domestic tourists. Indian Government and private sectors have established many institutions which offer long-term and short-term courses to youngsters. State Government that offer such activities promotes these activities through their websites and by giving advertisement in different TV channels, newspapers and magazines. A person interested to get a job in this field needs to first do a course in any particular sport and later get proper training from the specialized agency a person can easily get a suitable job as an instructor or trainer. Before starting a job as an instructor or trainer you much improve your communication skills, leadership qualities, ability to work in teams and ability to quickly overcome risk situations.

7.1 Objectives:

After completing the present unit, you will be able to:

- Understand the different promotional strategies adopted by the public and private sectors to promote adventure tourism in India.
- Identify the different job opportunities in the field of Air Based Adventure Sports in India.

7.2 Marketing and Promotional Strategies:

Marketing strategies, which are already key to business success, will need to be adapted as temperature and weather affect desirability across global destinations. Product mix, promotion and price are variables that can be altered to retain and increase customers, while the location of products offered and distribution tend to be fixed. Active promotional campaigns that showcase

reliable and diverse itineraries in the adventure field are important. While local climate issues should be the driving force behind decisions about changing itinerary components, traveller interests and demands also must be considered.

Product marketing should use transparent and detailed information to set clear expectations while creating excitement in potential travellers for activities outside of the normal and popular set. Contingency planning and climate and environmental education for consumers should be employed to help set expectations. Adventure travel itineraries that include conservation activities provide an opportunity for travellers to help maintain the environment as well as the tour operator's activity base.

In regions where climate change has created or extended off-seasons, some operators have been able to offset revenue losses by altering or adding target markets. Targeting local customers with packages, deals or shorter versions of existing products during non-peak seasons has helped many operators survive with fewer global customers.

Because high-quality customer service is integral to maintaining and encouraging future customers via word-of-mouth promotion or other sales campaigns, adventure tour staff should be adequately prepared to deal with the climate in terms of climate education and discussions with guests. Providing employees with an understanding of the reasoning behind strategic, operational and marketing decisions can ensure increased satisfaction, job focus and improved customer service.

7.3 Job Opportunities in Aero Adventure Tourism:

Adventure sports are gaining popularity throughout the world especially in the tourism sector as part of Adventure Tourism. Due to the involvement of the media (National Geographic, Discovery, AXN etc), people have become

more aware of adventure sports activities around them and want to plan an adventure holiday. (Adventure holiday destinations in India)

There are several career options to choose from, one can either specialise in one particular sport or a number of them. These specialists may work as freelancers or may be recruited by specific agencies. Career options in the adventure sports sector can be as Adventure Sports Instructor, Adventure Sports Athlete, Outbound Training Facilitator & Trainer, Adventure Sports Photographer, Adventure Tourism Facilitator, Extreme Sports Specialist, Aero Sports Specialist, Adventure Tour Guide and so on.

You can set up your own adventure sports centre offering services and impart training in your area of specialization. They can work as instructors to teach students in institutes. Another option is to work in a training organization specializing in outdoor training. One can also opt for Adventure Sports Photography as a career.

Eligibility Required:

For those looking for adventure jobs in India, we have good news. To become a certified adventure sports performer or trainer with some institute or hotel, travel agencies, or travel channels, you do not require any formal qualification degree. What you need is an undaunted spirit and must have qualified for the training provided by some of the well-known training institutes in India or abroad. And you should be within the age range of 16-40 years.

You can find job opportunities in reputed adventure training institutes, to provide training, and corporate houses to train their employees on specially arranged adventure trek expeditions. You may also find options in working with travel channels and pursuing a career in adventure sports. You can also set up your own adventure sports academy to train people but this would require ample experience in this field which might take 5-10 years or more.

Salary Structure:

Unfortunately in India, the salary figures for adventure sports professionals are not very high. Starting salaries are from Rs.6000 to Rs.10000/- every month at the beginning of the career. You may expect to earn Rs.20000/- to Rs.25000/- per month or even more after acquiring a few years of experience in this field. Those who are pros in adventure sports can manage to earn a hefty sum of Rs. 1000/ to Rs. 1500/- or more per day.

7.4 Problems and Issues Relevant to Air-based Adventure Tourism:

Carrying Capacity:

Tourism capacity and planning have always been crucial for sustainable tourism markets. Officials and stakeholders must strategically address the impacts of adventure tourism-additional consumption, traffic and waste caused by non-residents, potential deterioration of natural and historical sites, cultural impacts and pressures for host destinations to develop infrastructure for the benefit of tourists rather than local needs-to prevent degradation and negative effects. These issues are only multiplied as billions more consumers enter the global tourism market. Further complexity is added by the complications of climate change, which is having immediate and direct effects on both popular and emerging tourist destinations all over the globe.

Environmental Fragility:

The tourism sector at large operates at the intersection of business and the environment, but this is especially true of adventure tourism. Thus, well-managed environmental resources are crucial for both tourists and local stakeholders. Adventure tourism commonly occurs in or near natural environments, social environments with distinct cultures and or sites inhabiting historical artefacts. As such, adventure tourism destinations are often fragile and in need of protection from overcrowding. While significant numbers of visitors can offer a financial incentive to conserve attractions, they

also increase threats to destination integrity through overuse, uneven resource distribution and pressures to develop in non-sustainable ways to capture and maximize profits.

Climate Change:

Adventure tourism's natural settings are thoroughly exposed to even the slightest environmental changes. Adventure tour operators with products and services that depend on healthy natural environments have a regular and direct connection to important environmental issues such as climate change. There are two dimensions of risk concerning climate change and tourism. The first is that tourism potentially exacerbates the effects of climate change already occurring from other causes. UNWTO research shows that tourism accounts for an estimated 5% of global CO₂ emissions. Air transport accounts for 40% of all tourism emissions, cars for 32% and accommodation for 21%.

7.5 Risk Management:

Adventure sports are one of the most exciting and novel ways of spending an eternal holiday experience. In a country like India, you get a chance to indulge in various adventure activities, whether on land, water or air, that give you some real thrill. Considering the buzz of adventure sports in India, the Indian government lately issued some guidelines to promote adventure tourism in India and to control risks. These guidelines not only promote tourism but also ensure better safety and security for the clients participating in those sports. These are mentioned below:

1. Hot Air Balloon:

- Every tour operator must have a license issued by DGCA to operate hot air balloon activity.
- If a pilot is a foreign national, then he must have a valid FATA issued by DGCA. Along with having vast experience and knowledge, a pilot is also

required to have a medical certificate endorsed by the relevant Civil Aviation Authority.

- All the equipment, especially balloons must meet the standards for a safe and secure tour.
- All the balloons must be registered with DGCA and must display their registration number.
- Operators are required to carry schedule inspections. This inspection should be conducted before every flight.
- Along with that, a timely inspection should also be conducted.
- All the required documents should be maintained and kept onsite by the operators.
- Safety briefing should be given to all the clients.
- Flying permission must be taken by the Airport Authority of India for each area in which the operators are planning to operate.

2. Paragliding/Hang Gliding:

- All the pilots must have a P4 level training as a solo pilot along with 100 hours of solo flying and a minimum 100 km xc flight. Tandem pilots must have undertaken a conversion course. Before turning into commercial flying, a pilot must have experience in 50 non-commercial flights as a sports tandem pilot.
- For instructors, it is mandatory to have a P5 solo rating on FAI safe pro level. The instructor must also have 2 years of experience as a trainee instructor and a certificate from the accredited association.
- All the equipment is to be certified which includes EN/SHV/DHV/AFNOR/ wing and parachute, harness, and helmet.
- All the equipment must be given proper care and timely maintenance.
- Passengers should be briefed about the basics of flight and the risks involved.

- All the necessary documents should be kept on-site that include pilot certification, equipment logbook, liability and pilot insurance, and emergency action plan.

3. Parasailing:

- Parasail drivers/instructors must have a vast experience and certification from a recognized National or International body. Moreover, all the pilots should also have valid FA/CPR certifications.
- Parasail wings must have APCUL, DHV, CEN, or any certification recognized by FAI. The certification must be displayed on the wing for the inspection. Along with that, harnesses should also be certified.
- Equipment logbook, service record, liability cover, and emergency plan documents must be present onsite.
- Timely maintenance and care of equipment should be done. A logbook of all the equipment should also be kept onsite.
- All the necessary documents must also be present at the site.
- All instructors and guides are required to give a thorough brief of all the safety aspects.
- There should be a clear declaration by the operators about the medical conditions that are required for parasailing.

4. Sky Diving:

- For skydiving, a skydiver must be at least 18 years of age. However, a person above the age of 16 may jump with parent/guardian consent.
- Persons engaging in skydiving must attain the basic medical standards. They also need to carry a physical fitness certificate from a registered physician.
- All the equipment should be properly maintained and duly checked.
- Special altitude equipment and supplementary oxygen must be available on the aircraft.
- All the administrative and operational documents must be present onsite.

7.6 Check Your Progress:

- Highlight the job opportunities in air-based adventure sports.

- Discuss the precautions that need to be done by the trainers and guides to protect the life of participants:

7.7 Summary:

Here, we discussed that air-based adventure operators have to use multiple types of promotional and marketing strategies to promote their products.

Mouth-to-mouth publicity and the use of social media are the most important tools. Further, we understood that a lot of job opportunities are available in air-based adventure sports for example trainers, guides, teachers, photographers and entrepreneurs etc. Finally, we discussed the guidelines issued by the Government that must be followed by operators to protect the life of their customers.

7.8 Glossary:

- **Marketing:** Marketing involves researching, promoting, selling, and distributing products or services.
- **Risk:** Risk management refers to the practice of identifying potential risks in advance, analyzing them and taking precautionary steps to reduce/curb the risk.

7.9 Self-Assessment Questions:

- What are the different promotions strategies adopted by air-based adventure sports operators?
- What are the different problems and challenges faced by trainers and guides in air-based adventure sports activities?

7.10 Reference and Suggested Readings:

- <https://career.webindia123.com/career/options/adventure-careers/adventure-sports/index.htm#:~:text=Career%20options%20in%20adventure%20sports,Aero%20Sports%20Specialist%2C%20Trekking%20%26%20Mountain>
- peakadventuretour.com/blog/adventure-tourism-guidelines/
- tourism.gov.in/sites/default/files/2020-02/1527867024_gallery_image.pdf

- <https://skift.com/wp-content/uploads/2014/11/unwto-global-report-on-adventure-tourism.pdf>

UNIT-8**Adventure Tourism Impacts: Social, Cultural, Economic and Environmental Impacts of Air Based Adventure Tourism, Issues from Perspective of different Stakeholders (Government, Local People, Tourists and Tourism Businesses)**

Structure:

8.0 Introduction

8.1 Objectives

8.2 Socio-Cultural Impacts of Air-based Adventure Sports

8.3 Economic Impacts of Air-based Adventure Sports

8.4 Environmental Impacts of Air-based Adventure Sports

8.5 Check Your Progress

8.6 Summary

8.7 Glossary

8.8 Self-Assessment Questions

8.9 Reference and Further Readings

8.0 Introduction:

Tourism is one of the largest industries in the World that includes the movement of people from one destination to another. Tourists who travel to any destination negatively affect the destination. Such impacts include the destination. Such impacts include the destination. Such impacts include socio-cultural, economic and environmental impacts. Similarly, the destinations which become popular in terms of adventure sports activities always attract a good number of people. Their movement at the destination affects the socio-cultural, economic and environmental features of the destination. Adventure sports lovers gather from different parts of the world so sometimes locals attract by their costumes, language or thinking patterns and they try to copy them. Traveller's movement increases the economic opportunities at the destination. It provides direct and indirect earning opportunities at the destination. Every adventure sport is performed in any natural destination viz. Island, water bodies, Desert, mountains, hills, forest etc. so visitors' movement affect the natural environment of the visited destination because their vehicles release pollution their movement affect flora & fauna species they leave garbage at the visited destination.

8.1 Objectives:

After reading this unit, you will be able to:

- Understand the socio-cultural impacts of adventure tourism.
- Explain the Economic and Environmental impacts of adventure tourism.

8.2 Socio-Cultural Impacts of Air-based Adventure Sports:

Sports tourism inevitably affects more than the economy; tourists by their presence impact the host population and, at least in some regards, hosts affect their visitors. The trend to increase sports touristic experiences and to provide them in faraway, often very different cultures simply increases the importance

of addressing both the potential positive and the negative socio-cultural impacts of sport tourism.

Positive Impacts of Sport Tourism on Culture:

- Sports tourism can strengthen national heritage, identity, and community spirit as local people join together to promote their culture.
- Sports tourism can provide a vehicle through which visitors can come to know foreign people and their cultures.
- Sports tourism can instigate the regeneration and preservation of cultural traditions.

General Benefits of Sport Tourism:

- Sports are an investment in the tourism industry.
- Creates economic growth through filled hotels, restaurants and retail establishments.
- Creates exposure and enhances a positive image for your community.
- Creates new products, a new tourism destination.
- Maximizes facility use in your community.
- Builds community relationships and strengthens corporate support.
- Creates youth opportunity/entertainment.
- Attract high-yield visitors, especially repeaters.
- Generate a favourable image for the destination.
- Develop the new infrastructure.
- Use the media to extend the normal communications reach.
- Generate an increased rate of tourism growth or a higher demand plateau.
- Improve the organizational, marketing, and bidding capability of the community.
- Secure a financial legacy for the management of new sports facilities.
- Increase community support for sports and sport-events.

8.3 Economic Impacts of Air-based Adventure Sports:

Much of the research on event sport tourists has focused on their economic impact on a host community, although measuring spending patterns is a difficult proposition. Tourism's economic impact is one of the most researched but least understood areas of tourism. Sport and tourism each contribute a great deal to the global economy and have become an element in the armoury of politicians, planners and economists seeking to regenerate local economies. As a combination of the two, sports tourism has a significant economic impact. However, the exact impact of sport tourism is difficult to quantify. The availability of data and research both lag behind the market and it is difficult to measure the overall value of sport tourism. In addition, the industry is so expansive that it has caused problems for practitioners and academicians in determining the exact composition.

8.4 Environmental Impacts of Air-based Adventure Sports:

Positive Impacts: This tourism market segment allows for conservation efforts within the experiences it offers in a particular environment. Many individuals are motivated to preserve an area so that years of unique tourism experiences can continue.

India is a hot spot for adventure tourism, and studies within this area have shown that perceptions and behaviours towards the environment from guides influence tourist behaviour as well.

Negative Impacts: Increased tourist and human activity through various environments for the sake of adventure tourism can lead to destruction. Littering is a common issue, which may pile up and lead to harmful effects in an aesthetic and physical sense. Trampling is another concern which can cause vegetation loss, loss of biodiversity, introduction of alien species, and disruption of wildlife.

In the year 2018, the Uttarakhand High Court banned white water rafting, paragliding and other adventure sports in the state until the local administration comes up with a policy to regulate these activities. There was good reason for the court to effect a ban: the absence of a regulatory regime is detrimental to those seeking adventure and, equally importantly, the environment.

One of the main reasons why the Uttarakhand HC passed the order is because waste management and safety were becoming real problems. This is because there are many adventure tourism enthusiasts and tour operators who are not exactly nature-friendly. Worse, many of the small tour operators are largely worried about business, not the environment. The Uttarakhand HC found that many of the operators allow sewage to go into the river.

This isn't a problem only restricted to Uttarakhand. A few weeks ago, the Himachal Pradesh forest department had to vacate the café and camping business in Kullu's popular camping destination, Kheerganga, after the Himachal Pradesh HC ordered it to do so to prevent trekkers and adventurers from littering in this ecologically fragile area.

As for the safety of adventure tourists, not many tour companies have top-of-the-line equipment or trained staff. This needs to change as well.

In the last week of May, the Centre released the Indian Adventure Tourism Guidelines to standardize the safety and quality norms for adventure tourism in India. The guidelines codify standard operating procedures and instructions for risk mitigation and emergencies. They also list safety precautions, and training, insurance, medical safety and other requirements to participate in such activities. The guidelines are well-meaning and promote sustainable adventure tourism, but they are just that, guidelines and there is nothing to ensure implementation.

This is up to the states, which have to ensure best-in-class safety and environmental protection practices are followed. In the absence of that, courts will have to continue to step in now and again.

8.5 Check Your Progress:

- Discuss the positive Socio-Cultural impacts of air-based adventure sports:

- Describe the negative environmental impacts of air-based adventure sports:

8.6 Summary:

Aero sports are the most expensive forms of adventure sports because it takes more time and required parachute, aircraft and other costly gazettes. Air sports negatively affect a lot to the environment but similarly, it also promotes the destination, provide employment opportunities to the local population and offer an abundance of recreational activities to the youth.

8.7 Glossary:

- **Environment:** A person's physical surroundings.
- **Culture:** The customs, ideas, beliefs, etc. of a particular society, country, etc.

8.8 Self-Assessment Questions:

- Discuss the positive impacts of aero adventure sports on a tourist destination's economy.
- Highlight the precautions that must be followed by aero adventure sports operators.

8.9 Reference and Further Readings:

- <http://www.walkthroughindia.com/sports/the-5-adventures-aero-sports-in-india>
- <https://www.sportskeeda.com/sports/detailed-look-impact-sports-environment>
- <http://www.egyankosh.ac.in/bitstream/123456789/16704/1/Unit-13.pdf>
- <https://www.acsedu.co.uk/Info/Hospitality-and-Tourism/Ecotourism/Tourism-Impacts.aspx>

UNIT-9**Water-Based Activities: Concept, Features, Scope,
Nature and Types**

Structure:

9.0 Introduction

9.1 Objectives

9.2 Meaning and Features of Water-based Adventure Activities

9.3 Factors Responsible for the Growth of Water-based Adventure Tourism

9.4 Challenges faced by Water based Adventure Tourism:

9.5 Types of Water-based Adventure Activities

9.6 Check Your Progress

9.7 Summary

9.8 Glossary

9.9 Self-Assessment Questions

9.10 Reference and Suggested Readings

9.0 Introduction:

As already pointed out adventure sports has three different forms viz. Land-based, water-based and Air based. Here, we will highlight the meaning, features and important types of based adventure sports activities that are performed inside or above the water body. These are performed in every category of water body viz. Ocean, Sea, River, Lake, Pond etc. Usually, Scuba diving, Snorkeling, and Parasailing are performed in Ocean or Sea, white water rafting, and water skiing are done in rivers, canoeing, kayaking river crossing, and water scooter are performed on lakes. Uttarakhand, Goa, Andaman & Nicobar Islands and Lakshadweep Islands are popular for water-based adventure sports activities. Scuba Diving, Snorkeling and Water Skiing require prior training to perform but others can be performed under the supervision of trained staff.

9.1 Objectives:

After going through the present unit, the learners will understand:

- The meaning of Water-based Adventure Sports activities and their features.
- Different types of Water-Based Adventure Sports Activities.

9.2 Meaning and Features of Water-based Adventure Activities:

Special interest tourism is a type of tourism that facilitates the customization of tourism activities to cater to the specific interests of individuals and/or groups. A particular need or interest is addressed in the special interest tourism sector. Adventure tourism is a type of special interest tourism, which engages an individual in natural, physical and cultural excursions that results in the individual coming out of his/her comfort zone. This is carried out by an established tour company or agency. Water adventure tourism is a subtype of special interest tourism under the category of adventure tourism. Water adventure or water-based tourism refers to tourist activities undertaken at

water resources such as dams, lakes, canals, seas, coastal zones, oceans and creeks. Water sports enthusiasts look forward to exploring hard as well as soft water-based adventures and activities such as water sports – canoeing, sailing, kayaking, river rafting, water skiing and scuba diving. It is a niche type of tourism that involves exploration and travel in an unfamiliar, remote, exotic and wilderness location.

9.3 Factors responsible for the growth of Water-based Adventure Tourism:

Water adventure tourism, or water-based tourism is gaining popularity in the current global scenario. The factors contributing to the increased popularity of water adventure tourism are listed below:

- Individuals are more interested in pursuing risky adventures, instead of boring tours with fewer activities
- The rise in disposable income has facilitated the growth in tourism all over the world. Money, income and spending power are special influencing factors in the water adventure tourism sector.
- The advent of technology and developments in water sports equipment have a reinforced effect on the safety of individuals, because of which there is increased participation in water sports, expanding the horizon of water adventure sports and thereby impacting the water adventure tourism sector.
- Skilled personnel and trainers are available to help and guide the tourists, and impart knowledge and technical know-how to use the underwater equipment (scuba diving and deep sea diving) conveniently
- New standards are being established concerning inspection and maintenance of equipment, operating instructions and standard operating procedures, guides and instructors, risk mitigation, emergencies and rescue procedures and training
- Water adventure tourism, a mix of soft and hard adventure tourism, imparts the most needed physical exertion along with quick thinking

- Increased social media and advertising has made it possible for the water adventure tourism sector to reach out to people across the globe
- The growing number of water parks has facilitated the growth of the water adventure tourism sector.

9.4 Challenges Faced by Water-based Adventure Tourism:

Like every other tourism segment, the water adventure tourism sector also faces certain challenges. Though the popularity of water sports is rising, there are issues faced by tourists in terms of risk management (despite regulating risk mitigation programmes, people tend to adhere to their terms), equipment (water sports equipment might be faulty during manufacturing and is not checked sometimes owing to brand new packaging that gives a sense of assurance to the tourists; owing to which accidents tend to happen). Water sports agencies can also face problems concerning the misbehaviour of the tourists, trip cancellations and overall resources and tour management issues.

9.5 Types of Water-based Adventure Activities:

A water sport is a game that is carried out in or on water. Lots of people are now engaging themselves in various water games that bring lots of fun. The following are some of the water sports that attract large audiences.

Surfing: These are water games that are played with types of equipment like surfboards which are usually ridden in breaking waves at an erect position. The surfers surf in water sources like ocean, river and man-made wave setups. They slide on the waves till it reduces their energy.

Sailing: It is a sport in which boats are sailed on calm water bodies which move forward using the power of the wind. You can also operate these boats on ice. These boats are navigated according to the directions of the wind.

Swimming: It can both be an individual or a team sport. In these types of sports, people will have to use their arms and legs to move forward in flowing

waters. It is usually carried out in pools or open space natural waters. Swimming helps you to keep your body fit and healthy.

Wind Surfing: It combines two components namely sailing and surfing. These sports include surfboards which are attached to poles at the top. The surfer should sail according to the direction of waves and winds.

Jet Skiing: Jet Ski is a small automobile which resembles a normal motorbike. It is operated by a jet engine that moves in water.

Wake Boarding- It is also referred to as Cable Wake Boarding. People surf when high-speed boats are towed. These sports originated by combining water skiing, surfing and snowboarding techniques.

Water Skiing: It is also referred to as Cable Skiing. The participants of these sports will be pulled behind by a boat or cable ski which is operated on the waters.

Kite Surfing: It is also referred to as Kite Boarding or Sky Boarding. Here a small surfboard is pulled upwards employing a kite. You have to make sure you know the appropriate techniques to operate and have control over the water.

Skim Boarding- Skim boarding greatly resemble the surfing sport. It is also referred to as Skimming. Here a skim board (which is smaller and doesn't have fins) is used to slide on the surfaces of the water to face the breaking waves.

Body Boarding: It is a water game in which the surfer drives the board on any part of the body which moves the surfer to the shore. It is also referred to as Boogie Boarding. These boards use the fins to have control over the waves.

Cliff Diving: It is considered to be one of the least complicated water sports. You need not require any specific equipment, clothes or technique for this sport. You just have to use your body to sail through the air while jumping down from a reasonable height.

Scuba Diving: Everybody wishes to discover and explore the deep seas. This sport will help you have an amazing experience underwater by using gas

cylinders/breathing apparatus which help you hold your breath for longer periods.

9.6 Check Your Progress:

- Highlight the important types of water-based adventure sports:

- Discuss the factors responsible for the growth of water adventure sports:

9.7 Summary:

Water-based adventure sports are one of the kinds of adventure tourism. These are performed on Sea, River or Lakes. In India, southern states such as Goa, Andaman & Nicobar Islands, Lakshadweep Islands and Maharashtra offer such activities. These are also expensive sports. Some popular kinds of water sports are water skiing, parasailing, scuba diving etc.

9.8 Glossary:

- **Lake:** A large area of water that is surrounded by land
- **River:** A large, natural flow of water that goes across land and finally mixes with the sea.

9.9 Self-Assessment Questions:

- Write an essay on your favourite type of water adventure sports.
- Throw light on water adventure sports which can be performed in lakes

9.10 Reference and Suggested Readings:

- <https://www.futuremarketinsights.com/reports/water-adventure-tourism-sector-overview-and-outlook#:~:text=Water%20adventure%20tourism%20is%20a,the%20category%20of%20adventure%20tourism.&text=Water%20sports%20enthusiasts%20look%20forward,water%20skiing%20and%20scuba%20diving.>
- <https://marinacarleton.com/different-types-water-sports/>

UNIT-10

Popular Water Based Adventure Sports in India: White Water Rafting, Kayaking, Canoeing, Surfing, Water Skiing, Snorkeling & Scuba Diving

Structure:

- 10.0 Introduction**
- 10.1 Objectives**
- 10.2 White Water Rafting, Kayaking and Canoeing**
- 10.3 Surfing, Water Skiing, Snorkeling and Scuba Diving**
- 10.4 Check Your Progress**
- 10.5 Summary**
- 10.6 Glossary**
- 10.7 Self-Assessment Questions**
- 10.8 Reference and Suggested Readings**

10.0 Introduction:

In the previous unit, the learners already understood that water-based adventure sports activities are performed on or under different water bodies but here we will understand the different types of water-based adventure activities. India offers almost every kind of adventure sport. Goa, Andaman & Nicobar Islands, Lakshadweep Islands, Goa and Uttarakhand are the prime destinations to participate in different adventure sports activities. Rishikesh of Uttarakhand is popular for White Water Rafting, Chennai of Tamil Nadu is popular for surfing and Islands are popular for Scuba Diving, Jet Skiing, Surfing, Snorkeling etc. Goa is famous for Jet Skiing, Wind Surfing, Parasailing Water Skiing etc.

10.1 Objectives:

After completing the present unit, learners will understand:

- The popular water-based adventure sports of India
- The destinations popular for water-based adventure sports activities

10.2 White Water Rafting, Kayaking and Canoeing

1. White Water Rafting:

Rafting is one of the most popular adventure activities in India. Since it is a dynamic sport, instructors/guides must be highly qualified and the equipment used should be of the highest standard.

Trained manpower: Personnel responsible for conducting rafting activities must be skilled to a high level in rafting techniques, rescue, life-saving techniques and First Aid/C.P.R. Ability to communicate clearly and deliver a comprehensive safety briefing is mandatory.

Guides/Instructors: Lead guides for water sports activities should, as a minimum, hold the following:

a) A minimum 16-hour (2 days) First Aid and CPR (Cardio Pulmonary Resuscitation) valid certificate from a recognized National or International body and a certificate from the operator that the individual "has experience of minimum 2 years in assisting in the particular activity and is independently capable of guiding groups and carrying out rescue operations". A WRT (White water Rescue Technician) certification is highly recommended for guides on all grade IV and above rivers.

b) A log book containing the authenticated record of river running experience.

Equipment:

a) Life jackets or Personal Floatation Devices (PFDs) must meet the minimum buoyancy requirement, be appropriate for the intended activity, and be certified/approved by Indian Standards Institute, US Coastguard, British Canoe Union or equivalent.

b) Throwaway rescue devices and rescue bags must be available for immediate use.

c) Safety Kayaks must be available in the immediate vicinity (within visual distance) for prompt rescue with personnel duly qualified to operate/carry out rescue operations.

d) Helmets are mandatory for all rafting trips.

e) During cold weather operations wet suits and spray jackets are recommended.

2. Kayaking:

Kayaking is amongst the most popular water sports activities globally. Negotiating rapids and paddling in open water, lakes or the sea is an exhilarating experience requiring skill and stamina. Kayaks are normally decked and paddled with two-bladed paddles by paddlers sitting inside an enclosed cockpit. Spray decks are used to minimize water in the cockpit, providing better protection for paddlers and reducing the likelihood of hypothermia on cold water rivers. Safe use of spray decks requires training.

Training in rescue procedures is required for all kayaks and techniques vary according to craft type and environment. Since it is a dynamic sport, instructors and guides must be highly qualified and the equipment used should be of the highest standard.

Guides/Instructors:

- a)** Lead instructors for water sports activities should, as a minimum, hold the following:
 - i)** A minimum 16-hour (2 days) first aid certificate provided by a recognized and qualified provider including CPR (Cardio pulmonary Resuscitation).
 - ii)** Qualification from a Recognized National or International body for the particular kayaking activity and a certificate from the operator that the individual "has experience of 2 years in assisting in the particular activity and is independently capable of guiding groups and carrying out rescue operations".
 - iii)** A logbook containing authenticated records of kayaking experience.
- b)** Other guides accompanying the trip should be skilled to a high level in conducting the activity, rescue and lifesaving techniques and First Aid/C.P.R.
- c)** All Instructors and Guides should have the ability to carry out the following and ensure that this is done before/during the trip:
 - i)** Ability to communicate clearly and deliver a comprehensive safety briefing before starting the activity is mandatory.
 - ii)** Gauge participants' ability to participate in kayaking activity and their ability to do the specific stretch that they are being taken on.
 - iii)** Ask participants for relevant medical history.
 - iv)** Check environmental conditions (weather, tide, river levels).
 - v)** Conduct systematic hazard management checks to ensure that hazards (sources of harm) are identified, assessed, and either eliminated, isolated or minimized on an ongoing basis.
 - vi)** Headcount of all participants before, during and at the end of the trip.

vii) Be vigilant for changes in the physical or psychological state of participants. **viii)** Set an appropriate pace for the group and take rest as necessary.

Equipment:

a) Kayaks (should be a good quality stable craft, able to withstand all foreseeable forces, allow for easy exit upon capsize, footrests should not allow feet to become entrapped, should not sink if swamped and appropriate for the activity).

b) Paddles (appropriate for the type of kayak and the skill level of participants, should be able to withstand all forces associated with activity such as impact with rocks).

c) Helmets are mandatory for all kayaking trips taking place on a river (should be made of strong lightweight material like carbon fibre or plastic, provide protection and coverage to forehead, temple and back of the head and have a good system to absorb shock from impacts).

d) Life jackets or Personal Floatation Devices (PFDs) (must meet the minimum buoyancy requirement, be appropriate for the intended activity, be certified/approved by BIS)

3. Canoeing:

Canoeing is a very popular water sport played extensively all around the world. Canoeing is a sport where one gets into a little boat made for the sport called a canoe and using a single-bladed paddle to steer the canoe, tries to travel down a stream of a river.

In some parts of the world, canoeing is also referred to as kayaking. in which the boat used is called a kayak. The main objective of canoeing is to travel across a stream of water (a part of a river, generally) with the help of a canoe and a paddle.

A Brief History of Canoeing:

The word 'canoe' was generated from the word menu which means dugout. The first ever canoes were made and developed in thousands of years by the Native Americans. These canoes were made out of large tree trunks by shaping them and making them hollow. It was also made sure that they were strong enough to travel from one island to another.

The more effective and well-known version of the canoe was designed by the North American Indians. They made a frame of wooden ribs and covered them with the lightweight bark of birch trees. This simple design has not been modified much over the years and had remained more or less the same. White pine roots were used to hold the joints of the canoes together and then hot pine was applied to make the joints waterproof.

Canoeing—Playing Environment:

Canoeing is a water sport which can be enjoyed as a racing sport. Canoeing is performed in the river and mostly it is hosted in large rivers where the players race while sitting in the boat. They try to cross the river with the help of paddles provided. It can be played as a single person or as a team. Whoever reaches the destination point in the minimum possible time wins the race.

In the canoe race, the racers are provided with a canoe, and paddle along with eye and headgear. All the players with their respective canoes sit on a single horizontal row and with the signal they start peddling. The river is surrounded by spectators, cameras, and referees who keep notifying the points. This is in case of any championship tournament.

In normal canoeing, it is done casually without the spectators. All the resorts and travel agencies have their instructor who keeps an eye on all the players, in case they need any help or get into any kind of trouble.

Advantages of Canoeing:

Canoeing has many advantages which are as follows –

- **Exercise:** Canoeing is a bodily activity that enhances and helps in maintaining physical fitness and overall health and wellness. This sport is an aerobic and physical exercise that helps in improving the cardiovascular system of your body. The body uses more of the energy-generating process.
- **Recreation:** This is an organized, competitive, skilful and entertaining physical activity which requires commitment, fair play, and strategy in which a winner can be defined by the means of its objective.
- **Travel and Tourism:** Going to a distant place on the top of a canoe can be an experience and also an adventure of a lifetime.

Canoeing has a high level of danger because it involves speed, height, supreme physical effort, and the use of highly specified gear. Hence, it gives a tremendous thrill to all its participants.

10.3 Surfing, Water Skiing, Snorkeling and Scuba Diving:

1. Surfing:

Surfing is an outdoor water sport which is predominantly conducted on the shores of oceans and seas. In this sport, the athlete, usually referred to as a surfer, starts at a certain distance away from the shore and moves towards the shore standing on a surfboard, using the waves for propulsion.

Though surfing dates back a couple of centuries, modern surfing originated in the early twentieth century on the Hawaiian Islands and professional surfing competitions did not start until 1975. Earlier surfboards were made of wood which made them heavier and bulkier. But current surfboards are made of fibreglass materials that make them lighter and easier to carry.

The sport of surfing is completely based on the types of manoeuvres surfers make while riding the waves. Some of the common types of manoeuvres are cutbacks, carving, floaters, tube rides, and top-turn.

To successfully ride a wave, the surfers need to accurately judge the shape of each wave, the strength and direction of the wind, the height of the tide, the current and many other variables.

In professional surfing competitions, surfers are judged based on several factors: commitment, degree of difficulty, innovative and progressive manoeuvres, the combination of major manoeuvres and variety of manoeuvres, speed, power and flow of the ride. Each ride is adjudged by a panel of judges and is awarded points between 5 to 10. The two highest-scoring rides for each surfer are totalled to determine the winner of the competition.

Several professional surfing competitions are conducted around the world, for both men and women, throughout the year. The World Surf League, the highest governing body of the sport, conducts men's and women's championship tours; which are the most popular competitions in the sport, from February to December every year.

2. Water Skiing:

Water skiing is a sport which is played on the surface of the water. Water skiing was developed by Ralph Samuelson in the 1920s. He used a pair of boards to ski, and a clothesline as a towrope.

Usually, a rider is pulled behind a boat or pulled by a cable ski installation. Riders skim the surface using one (slalom) or two skis. Most of the time, the double skis are used by beginners, and then they progress to a single ski. Waterskiing is usually played in lakes, rivers, and sometimes the ocean.

There are rubber-moulded bindings on water skis to keep the feet in place. Doubles skis have a single binding for each one. Waterskiing can be done by more than two persons at the same time. Water skiing usually begins in deep water, though they can also have a "dry start" which starts on the shore.

3. Snorkeling:

Snorkelling is of two types: Shoresnorkelling and Boat-snorkeling. The first one is launched from the shore and the second from a Boat. Snorkelling is an

aquatic activity that allows people to interact with the marine world. When done correctly, it is enjoyable, fulfilling, and safe. However, several precautions need to be taken to ensure quality in execution. For practical reasons, the term 'snorkelling' excludes snorkelling that occurs before or after a SCUBA dive begins or ends. It refers exclusively to swimming at the surface with a snorkel, mask and fins.

Instructors/supervisors: Basic minimum qualifications and experience

- a)** Each resort/ water sports centre providing snorkelling activities should have at least one lifeguard/ supervisor monitoring people.
- b)** Should be undertaken only in the demarcated area
- c)** The guests on snorkelling should always be accompanied by a trained and licensed buddy called a 'Guide'. It must be ensured that no guest is left unattended while on the water.
- d)** In case of 'shore-snorkelling' (launched from the shore), a fully equipped rescue boat in readiness should be anchored in the vicinity to attend to any eventuality
- e)** When snorkelling is launched from a boat, besides ensuring that the guest is supervised by a Buddy, he is also constantly watched by the person onboard.
- f)** The Rescue boat used during snorkelling operations should be as per the stipulations provided in this Guideline.
- g)** The boat used for launching snorkelling could also be used for rescue purposes provided that it also fulfils the requirement of a Rescue Boat.
- h)** The open-water Snorkeling boat should be fitted with twin engines, each with a minimum capacity of 60 HP. The capacity of the engine is required to be higher to ensure that the Boat has enough power to reach ashore faster in the event of emergencies. The twin-engine boat enables the safe return of the persons ashore safely in the event of any engine failure.

4. Scuba Diving:

SCUBA (Self-contained Underwater Breathing Apparatus) diving is an aquatic activity that allows people to interact with the marine world. When done correctly, it is enjoyable, fulfilling, and safe. However, several precautions need to be taken to ensure quality in execution. For this Guideline, the term 'diving' here is used to describe recreational diving only. Commercial and military divers and other occupational divers must adhere to these regulations when participating in their activities.

Dive Instructors and Dive Masters: Basic minimum qualifications and experience:

- a)** Each SCUBA diving centre must have at least one dive instructor and one dive master.
- b)** The Dive Instructor must have a valid instructional license from a recognized national/international diving institute/association (NIWS/PADI, NAUI, CMAS, etc.).
- c)** The Dive Master must have an up-to-date and valid license.
- d)** Only a dive instructor may impart teaching & training and certify students in courses, whereas, Dive Master is to play assisting role. Under no circumstances should the Dive Master be permitted to impart training.
- e)** Dive centre must ensure that it has an adequate number of Instructors in place proportionate to the number of activities it proposes to conduct, as well as the dive types of equipment as per its inventory.
- f)** The Dive Centers offering 'fun dives/ try dives should have a minimum of 01 Site supervisor (EFR certified preferably a Life Saver), 01 certified Instructor, 02 certified Dive Masters, 01 EFR certified preferably a Life Saver and support staff (Boat-boys) as per requirement.
- g)** All Dive Centers must have its website as per the standards and all activities that it offers should be furnished on it thereof. The fees for each type of activity,

its duration, eligibility, broad contents for each course etc. must also be uploaded for the information of the Guest/trainees

h) Irrespective of the type of activity-try/fun dive or training course, all participants should be given classroom sessions as per the stipulated course contents; and it shall be a mandatory part of the Dive Center to ensure the same.

10.4 Check Your Progress:

- What are the important types of water-based adventure sports?

- Discuss the key features of water-based adventure sports activities:

10.5 Summary:

Here, we discussed important water-based adventure sports. These activities are performed on Sea, Lakes or River bodies. We discussed white water rafting, kayaking, canoeing, surfing, snorkelling and scuba diving. Fortunately, India offers every category of water-based adventure sports activities. Every

adventure sports are safe because these are done under trainers and guides. High-quality types of equipment are used to perform such activities.

10.6 Glossary:

- **Kayak:** Kayaks are a kind of boat that is slim and small and is used by a limited number of people, often a single person at a time.
- **Canoe:** A canoe, is a lightweight boat pointed at both ends and propelled by one or more paddles.

10.7 Self-Assessment Questions:

- Throw a light on water-based adventure sports which can be performed on River.
- Differentiate between water adventure sports and other forms of adventure sports.
- Differentiate between kayaking and canoeing.

10.8 Reference and Suggested Readings:

- https://tourism.gov.in/sites/default/files/2020-02/1527867024_gallery_image.pdf
- <https://www.topendsports.com/sport/list/waterskiing.htm>
- <https://www.britannica.com/technology/canoe>

UNIT-11**Water Based Adventure tourism. Marketing and promotional strategies, job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk management**

Structure:

- 11.0 Introduction**
- 11.1 Objectives**
- 11.2 Marketing and Promotional Strategies**
- 11.3 Job Opportunities**
- 11.4 Risk Management**
- 11.5 Check Your Progress**
- 11.6 Summary**
- 11.7 Glossary**
- 11.8 Self-Assessment Questions**
- 11.9 Reference and Suggested Readings**

11.0 Introduction:

Water-based adventure sports activities require all safety measures and should be done under a trained staff. An adventure company should employ only trained staff and should use safety gear because one incident can negatively affect the image of the company. A company which wants to increase its sale must give advertisements in newspapers, travel magazines, social media platforms etc. it must have a youtube channel, Facebook account and on other social media platforms. At every destination we find a lot of competition so one who will reach to maximum potential customers with safe people who are physically & mentally fit, love adventure activities have good leadership can do any course from a recognized adventure lover who visits a destination to participate in a water-based adventure sports, there he participates later returns to his home but an instructor has to do the same activity every day. A person can start his career in water-based adventure sports who has any degree, interest, good communication skills, leadership quality, survival training, first aid awareness, physical fitness, skills to work in a team etc.

11.1 Objectives:

After reading the present unit, you will learn:

- The job opportunities in Water-based adventure sports
- The Marketing Strategies adopted by Water-based adventure sports operators.

11.2 Marketing and Promotional Strategies:

Here are some tips are shared on how to make your water-based activities and rentals even more attractive to customers browsing things to do in your destination.

1. Show your customers the availability of your courses and boats:

Many tourists will be researching what they can discover in your destination, and others want to know what they can book in advance in their local area. Let these people find everything they need on your website. Make sure all of your offers are on your website, ideally with appealing images of your activities, courses, or rentals.

2. Offer equipment rentals for water sports and boats:

Do you also rent out boats and equipment? Display these items - alongside their real-time availability - on your website and show how many SUP boards, rowing boats, or any other resource you can lend.

3. Provide other offers and package deals:

There are many ways to market your offers in a memorable and personalized way that distinguishes your business from others and addresses your target groups. For one, you could offer extraordinary dives and underwater shooting. Have you ever thought about providing extra choices for your most water-savvy customers, for example for surfers who want to discover a new bay or surf spot?

You can also enter into partnerships with other providers and sell travel packages. In this way, you're able to expand your inventory by collaborating with others. For instance, think of customers who have already booked an overnight hotel stay and a candlelight dinner at your destination. Might they also be interested in booking a boat tour or a stand-up paddling course to make their weekend even more memorable?

4. Improve the quality of your partner network:

By building partnerships, you can attract more customers and boost sales, so one of the most important goals for your organization is to improve the quality of your partner network. But always keep in mind that not every partnership can be beneficial for you: you have to be picky and choose only what perfectly fits you in the long term.

5. Offer on-board sailing trips:

During a sailing trip, everyone gets a place on the crew - whether they're a beginner or a sailing professional. Offer these trips and let the whole group of customers get their money's worth and an unforgettable experience, whether they're pulling a sail or diving in secluded bays.

6. Offer courses for domestic and foreign sailing:

If your customers want to charter one of your boats without a captain on board, they must have a boat driver's license. So why not offer license courses? Are you a trainer for domestic or foreign sea driver licenses? Then offer these specific courses on your website, perhaps including a consultation or even the direct dates for the practical part. By doing so, you'll have an additional income source besides your boat rental.

7. Be present on the social media channels that your customers use

With only a few exceptions, today's travellers can't go on a trip without their smartphone or laptop. They want it to be accessible, no matter where they are, to share their recent travel experiences on social media. Offer free Wi-Fi access for your customers at your camp and they will be able to promote your water experience on social media. Because the greatest moments are those when you're just back from a rafting trip and full of adrenaline, take a group photo of the experience to act as a memento. If your customers post it on Facebook or Instagram or add it to a review on TripAdvisor, it's free marketing for your company.

8. Offer discounts:

The final suggestion for how to make your water sports more attractive is to offer special discounts or promotion codes. With discounts for your existing customer base, you can retain your customers and encourage them to book again. Or, you could offer a "word of mouth discount" for customers who recommend you to new potential customers.

11.3 Job Opportunities:

If you have ever felt that you should keep your passion for watersports should be hushed up in cupboards because they can keep you drifting from pursuing your career goals then you are mistaken. You should consider making your passion and hobby your full-time job.

Yes. Adventure water sports can be your full-fledged career option. In a country like India, especially a state like Kerala which is endowed with all the natural wonders, a career in adventure sports can be really promising and exciting. The good news is the adventure water sports and travel industry is growing up in a big way in India.

Do you love living life on the edge? Do you consider your life one big adventure and are eager to make it even more so? Then look no further, for a career in adventure sports might be just what you are looking for! While the perk of this kind of career is the obvious fact that you get to spend most of your time outdoors, it also provides you with a unique opportunity to transform your hobby into a rewarding profession.

Why take an adventurous career:

Adventurous careers can offer you opportunities to travel extensively. You will be visiting interesting and unexplored places. Any occupation you take that offers thrills and spills will give a feeling as if you are not doing a job, but what you are born for. Moreover, each day on the job will be a vacation. In a wildland firefighter career, you will fight fire in remote areas. As an adventure tour leader, you will take tourists for an adventurous trip. In a storm chaser's profession, you will follow and study the storm. This means you can have an adrenaline rush in the water.

Eligibility: Basic education is sufficient to initiate a career in adventure water sports, with no subject restrictions as of class XII. Nevertheless, candidates having a bachelor's degree in any discipline are given preference. The

candidate must belong to the age group of 16-40 years. The most important criterion, however, is the physical fitness of the applicant. For water-based activities, it is mandatory to be proficient in swimming. In addition, proficiency in the English language is necessary as the candidate might have to deal with tourists from across the world and is a definite help in bagging jobs in travel and tourism agencies.

Personality traits: If you are not a weak heart, and always ready with your backpack. Then venture out to make your mark in the world as an adventure sportsperson. The field is a bit challenging, I would say 'Do not waste your youthful years and ignore the calls of the wild just listen to your heart and move ahead to make your mark irrespective of your gender'.

Equally important is for the candidate to have the right attitude for these kinds of careers, in addition to interest and aptitude. Since adventure water sports include unusual, risky and exciting activities, the candidate must possess a high degree of risk-taking ability, the ability to work in different terrains, team spirit and leadership qualities, high levels of commitment and responsibility, environmental awareness and a love for conservation, awareness of first aid, camp management, map, compass reading and survival training and a hospitable and sociable nature to deal with the multiplicity of cultures and traditions he/she will inevitably encounter.

The candidate must also be well informed and aware and must possess a genuine love for the job, with a willingness to spend any amount of time outdoors and an indomitable spirit of adventure. Sporting talent is essential and immense mental toughness is a must.

Prospects: Adventure tourism is a booming sector. The involvement of the media (television channels such as National Geographic, Discovery, AXN, Animal Planet etc.) has given additional incentives to people to plan an adventure holiday rather than a routine vacation. The increasing influx of tourists also means that the availability of jobs and the demand for trained

professionals far exceeds their availability, a trend likely to increase in the future, resulting in huge prospects for trained professionals.

Those looking to make a career in adventure sports in India can find work opportunities in commercial recreation centres, excursion agencies, travel and tourism agencies, holiday resorts, sports centres, etc. If you have ample experience in the field, you can even set up your own adventure sports agency where you can offer adventure sports services as well as training.

You can find job prospects as an adventure sports instructor, trainer, or adventure sports photographer, depending on your interest, experience, and skill set.

The career is well-paid all over the world. Moreover, this can be a dream job for strong hearts who wish to explore the beauty of nature and a job like this not only gives you satisfaction but transforms you as a person. As you get to appreciate the nuances of life and the hidden beauty of everything natural and rugged. Fortunately, the training courses and exposure provided by Friends of Neptune are top-notch and can be relied on to start a career in adventure sports.

Opportunities for adventure sports professionals exist in excursion agencies, holiday resorts, leisure camps, commercial recreation centres, sports centres and athletic clubs. Those with enough experience in this field can also set up their own adventure sports centre where they can offer services and impart training in their area of specialization. Trained professionals can also work as liaison officers in various travel and tourism agencies or they can work in training organizations specializing in outdoor training. Related jobs are those of an instructor of the discipline and an adventure sports photographer.

Where you can work:

- Commercial recreation centres
- Excursion agencies
- Travel and tourism agencies

- Holiday resorts
- Sports centres

Career opportunities in water sports:

- Swimming teacher
- Instructor post of windsurfing, standup paddling, kitesurfing, kayaking
- Jetski/speedboat operators
- Sailing instructor
- Dive guide/instructor
- Board skiing trainer
- Professional lifeguard
- Adventure sports photographer

Opportunities in NWS:

- Group members inter contact benefits
- Skill development in Watersports
- Learning about environmental issues
- Becoming part of NWS expeditions
- Becoming part of NWS initiatives
- Becoming part of NWS Media initiatives
- Contact with high officials, and celebrities
- Part-time and full-time career opportunities/ development

Part-time career opportunities:

- Membership card selling Direct
- Fun Ride referral
- Training/Rental referral
- Enrolling Agent/Partner
- Supporting NWS crew at Beach
- Volunteering for events
- Conducting events
- Competition participation

- Distributing boards, banners and other promo materials in shops.
- Canvassing shops to display boards, banners and other promo materials in shops.

Part-time jobs you can do from home:

- Social Media Tasks
- Inviting friends to like the FB page & Instagram
- Sharing the posts
- Commenting on the posts
- Liking the posts on Fb/Insta Page
- Referrals – Friends of Neptune
- Taking photographs of CWS and sharing them on social media, tagging the CWS page
- App installation & Registration
- Posting Reviews on FB, Google, trip advisor

11.4 Risk Management:

If a trainer and participant follow the following precautions then risk can be controlled:

- a) Life Jackets:** Water sports activity must be undertaken with a lifejacket throughout the time spent on the water. The life jacket must have adequate buoyancy and should be fastened properly and checked by the instructor before the commencement of the water sports activity. The lifejacket must be of the appropriate size for the intended user.
- b) Lifeguards:** No water sports activity should be conducted without the presence of trained lifeguard/s.
- c) Alcohol/drugs** during the activity and at least six hours before the activity are strictly prohibited.
- d) Sign boards:** With all rules and mention that no water sports activity is to be undertaken without supervision.

- e) **No water sports activity** should be conducted in the dark and preferably finish an hour before dark.
- f) **Assurance** that the person can swim and is comfortable in the water.
- g) **Centers** must be aware of local weather conditions and inform participants of special conditions before the activity. During bad weather conditions, lightning and storms, water sports activities should not be conducted.
- h) **Boats for safety/rescue** must be available in the immediate vicinity (within visual distance) for prompt deployment with personnel duly qualified to operate/ carry out rescues operations:
 - i) Each boat must have a crew of one or preferably two people, be dedicated to safety and support the participants in any way that they can.
 - ii) The boat driver must have a boat driving license from an appropriate authority and have adequate knowledge of the water sports activity and location. He should have a First aid/CPR certificate. The boat must have an oxygen cylinder and mask and life jackets and throwable rescue devices for emergencies.
 - iii) The boat must be able to communicate with the centre at all times using a walkie-talkie, phone, radiotelephone or any other direct communication device.
 - iv) The boats must have enough fuel to make trips to the activity site and accommodate any changes

Instructors/supervisors: Basic minimum qualifications and experience

- a) each water sports centre must have a minimum of two supervisors/instructors monitoring the activity, throughout the period that water sports activities are being conducted.
- b) They should be strong swimmers.
- c) A minimum 16 hours (2 days) first aid/ CPR certificate by a recognized and qualified provider, approved by ATOAI.
- d) Qualification from a recognized National or International body for the particular activity and a certificate from the operator that the individual "has

experience of 2 years in assisting in the particular activity and is independently capable of instructing/ supervising groups and carrying out rescue operations". e) A logbook containing authenticated records of water sports experience.

f) Qualified and proficient in life-saving and rescue techniques.

g) All centre staff must be familiar with emergency oxygen equipment and training sessions should be held for all staff annually.

Emergencies and rescues:

a) Adequate first aid medical equipment, oxygen cylinder and mask must be available at the centre.

b) An Emergency Action Plan must be in position and all personnel/crew trained regularly in scenarios. Advance arrangements must be in position for medical/evacuation assistance in case of emergency.

c) Evacuation/rescue procedures known to participants and instructors

11.5 Check Your Progress:

- Discuss the precautions a trainer or guide can implement to protect his customers from any risk:

- State the job opportunities after completing the water-based adventure sports activities:

11.6 Summary:

Now, it is clear that water-based adventure institutions have to work hard to promote their products because competition is very tough. Companies have to adopt various promotional strategies to increase discounts, offer an extensive promotions on social media platforms etc. we also understood that job opportunities are abundant after completing water adventure sports courses. These jobs may include, trainers, guides, bloggers, teachers and journalists or you can also start your own company. Finally, we discussed the risk management strategies adopted by water adventure sports operators and found that trainers and guides should always be aware of the risks they should always use original and all safety equipment to protect the lives of their customers.

11.7 Glossary:

- **Risk:** The possibility of loss, injury or other adverse or unwelcome circumstances.
- **Job:** The work that you do regularly to earn money.

11.8 Self-Assessment Questions:

- Discuss the safety gear used by water adventure operators to protect the lives of their customers.
- How water adventure sports are different from air-based adventure sports?

11.9 Reference and Suggested Readings:

- https://tourism.gov.in/sites/default/files/2020-02/1527867024_gallery_image.pdf
- Cheraiwatersports.com/blog/career-opportunities-in-water-sports/

- <https://www.trekksoft.com/en/blog/make-your-water-sport-activities-more-attractive>

UNIT-12

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)

Structure:

- 12.0 Introduction**
- 12.1 Objectives**
- 12.2 Socio-Cultural Impacts of Water Adventure Sports**
- 12.3 Economic Impacts of Water Adventure Sports**
- 12.4 Environmental Impacts of Water Adventure Sports**
- 12.5 Check Your Progress**
- 12.6 Summary**
- 12.7 Glossary**
- 12.8 Self-Assessment Questions**
- 12.9 Reference and Further Readings**

12.0 Introduction:

When tourists move to a particular destination then they affect the destination and its host community. Similarly, it also affects the tourists because get in touch with local people. Visitors' movement affects the socio-cultural, economic and environmental factors of the destination. These impacts may be negative or positive. Adventure sports lovers are also visitors, who reach the destination to participate in any adventure sports activity and their movement also affects the destination's factors and its host community. As already pointed out water-based adventure sports activities are performed on or inside the water body. While doing such activities tourists throw their garbage in or nearby areas of water bodies. Motorboats used water skiing or parasailing and vehicles used at their destination releases air pollution. The public and private sectors have great concern for air pollution. Visitor's movement increases the employment opportunities at the destination.

12.1 Objectives:

After reading this unit, you will learn:

- The Socio-Cultural impacts of water adventure sports
- The Environmental and Economic impacts of water adventure sports

12.2 Socio-Cultural Impacts of Water Adventure Sports:

In tourism, every year millions of people travel from one place to another. They belong to the different cultures of the World. When people from different cultures travel to any destination the tourist's every activity affects the language, costumes and cuisines of locals. Not only do tourists affect the locals but sometimes, the host community also influences visitors' behaviour. Similarly, thousands of water adventure sports lovers travel to different destinations of the world to participate in their favourite sports. When they travel to different destinations then they influence the host community. Some

positive and negative socio-cultural impacts of water-based adventure sports are listed below:

Positive Impacts:

- **Opportunity to learn culture:** Youths while travelling to a destination meets different groups of people, who come from different parts of the world. While meeting with the new people, he learns about their culture.
- **Increase respect for other's cultures:** When we don't know about other country's cultures, some doubts remain in our minds which may be positive or negative but after meeting a person from a similar country, our all negative perceptions are washed out.

Negative Impacts:

- **Language Change:** When water-based adventure sports lovers visit a destination, they have to speak the language of the visited destination. Similarly, locals also get influenced by the visitor's language and they start to speak their language to communicate or please them. After sometimes, they forget or feel shy to speak their language.
- **Crime:** Many times adventure sports lovers travel to a destination for the smuggling of drugs or foreign currency. Though sometimes locals also cheat, kidnap, murder, snatch articles or tease female visitors.
- **Prostitution:** Tourists sometimes travel to a destination to indulge in sexual activities. Local females start prostitution to earn money. Thailand, Spain, the Netherlands, Cambodia and the Philippines are popular sex tourism destinations of the World.

12.3 Economic Impacts of Water Adventure Sports:

Water-based adventure tourism is a type of adventure tourism which involves exploration and recreational activities. The destination of travel is usually exotic and remote with an extremely hostile environment. The tourist has the opportunity to engage with nature through physical activities such as water

skiing, snorkelling, scuba diving and surfing. The activities of adventure tourism have both positive and negative effects on the destination. The impact on the economy directly affects the development of the country.

Therefore, for the better development of tourism, it is essential to know the impacts of adventure tourism on the environment and community. This will help in the planning and management of tourism:

Positive Impacts:**Easy to develop:**

The cost of starting up a recreational centre for water adventure tourism is relatively low as compared to the other types of tourism business. Therefore, it is easy for one to set up in any economic region and can be set up by a local or foreign investor.

Job Opportunities:

The rise of water-based adventure tourism in any area creates job opportunities for locals and foreigners. The jobs are created as a result of the development projects which may need both experts and casual laborers. They also employ local guides and use local transport and local supplies among others.

Improved education and health facilities:

As a result of the availability of jobs and economic development, the community can create education and health facilities. At the same time, the tourists get knowledge about the beauty and natural phenomena. This can make them ambassadors who will fight for the protection and supporters of the conservation activities in the visited regions.

Better Land Management

In a community, where adventure tourism is practised there is a possibility of good land usage because people know the benefits of the land.

Economic development:

The constant arrival of tourists in a community helps improve the economy of that community.

Negative Impacts:

Unforeseen events: unforeseen events can take place anywhere, more so near the water bodies than anywhere else. But the point is that if a destination is solely dependent on tourism as its main source of revenue, even a single unfortunate event like Covid-19 can send the whole city reeling. That's why it is important for cities and towns to have multiple sources of revenue rather than depend solely on tourism.

12.4 Environmental Impacts of Water Adventure Sports:

Like most human activities, water adventure sports causes a certain degree of impact on the natural environment in which it takes place. Whether that impact is negative, neutral or potentially even positive is often a matter of debate. Studies and reports rarely come to the same conclusions concerning either the degree of impact or the relative priority of any one issue as opposed to another.

Positive Impacts:

In some instances, water-based adventure tourism can directly benefit the ecosystem by adding much-needed oxygen to the water body. Studies have indicated that the action of the engine propeller, the boat hull, and the water skier causes an increase in the oxygen content in the water. This in turn can benefit the health and diversity of the animal and plant life living in that water. This oxygenation process is most advantageous in shallow waters, waters that have minimal fresh water exchange and a high incidence of algae growth.

Another benefit of such adventure sports is the removal of carbon dioxide, and other pollutants, from the water body. This benefit is credited to marine engines with underwater exhausts. As the bubbles containing the exhaust gases are dispersed behind the boat they help to reduce noise and to transport emissions to the surface where they are evaporated. An underwater study

done by Outboard Marine Corporation found that air bubbles moving through the water at high speeds can help to degrade certain pollutants.

In narrow waterways, especially canals, a low density of regular boat traffic discourages the overgrowth of potentially troublesome plant species and helps maintain a diversity of native plant species. In addition, the restoration of disused canals and open pit mining quarries for water-based recreation has benefited many types of wildlife and waterfowl.

Furthermore, in some cases, the presence of different boats used in adventure sports have led to significant enhancements to the local ecosystems. In one region of the United Kingdom, a local water ski club, together with the region's conservation authority implemented a comprehensive remediation strategy to protect both plants and animals along a stretch of river. Some of the actions taken included the introduction of native plant species, the construction of natural berms and islands, the implementation of strict no-pass zones along certain shorelines, and the creation of a slalom course a safe distance from nesting areas. The enhancements would most likely not have taken place if the water ski club had not initiated them.

These activities help in the protection of the Lakes and Rivers because these become the source of earning for the locals, therefore, such water bodies are maintained by the authorities.

Such activities help in the protection of the water species because to conduct the different water adventure sports the water body's water level is kept clean and maintained by the Governments it also helps the species.

Negative Impacts:

The main environmental impacts associated with boating and water skiing fall into four key categories:

- 1. Noise** - engine and human noise
- 2. Pollution** - chemicals, gases, solid wastes, and biological contamination

3. Geomorphology and Hydrology- shoreline and flora degradation, and turbidity

4. Birds and Wildlife- disturbance and Dislocation

Some of the more common types of impacts associated with these categories include:

- Noise pollution – from boat movement on the water and the club/marina grounds
- Emission of harmful gases, gaseous products and particulates from marine engines
- Emission of hydrocarbons into water bodies, groundwater, lake sediments and atmosphere
- Release of potentially toxic heavy metals in the water
- Increased water turbidity due to the engine, boat and even water skier
- Clogged intake valves from biological contaminants such as zebra mussels
- Creation of excess garbage on land and water
- Disturbance of birds and wildlife due to boating activity and noise

12.5 Check Your Progress:

- **Discuss the positive impacts of water-based adventure sports:**

- **What are the negative impacts of water-based adventure sports?**

12.6 Summary:

Thus, based on the above vast discussion, now it is clear that water adventure sports have both positive and negative socio-cultural impacts because it preserves as well as degrades the culture but it has more positive impacts because it increases the understanding between two nations. In economic impacts also it is found that adventure tourism provides job opportunities and increases the livelihood and foreign currency of the destination. Finally, adventure sports also negatively and positively affect the destination. Motorboats used in adventure sports and vehicles used by tourists to reach the destination pollute the tourist destination. Promotion of such adventure sports help in the preservation of water bodies and their species.

12.7 Glossary:

- **Culture:** Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts.
- **Environment:** The natural world, for example, the land, air and water, in which people, animals and plants live.

12.8 Self-Assessment Questions:

- What are the positive environmental impacts of Tourism?
- How do water-based adventure sports positively affect the destination?

12.9 Reference and Further Readings:

- https://tourism.gov.in/sites/default/files/2020-02/1527867024_gallery_image.pdf
- <https://tourism.gov.in/sites/default/files/2020-04/chadigarh.pdf>

UNIT-13**Land-based Adventure Sports: Concept, Features, Scope, Nature and Types**

Structure:

13.0 Introduction

13.1 Objectives

13.2 Meaning and Features of Land-based Adventure Sports

13.3 Types of Land-based Adventure Sports

13.4 Check Your Progress

13.5 Summary

13.6 Glossary

13.7 Self-Assessment Questions

13.8 Further and Suggested Readings

13.0 Introduction:

Land-based adventure sports are the most important and popular activities among youngsters. These are also considered the safest forms of adventure sports activities. These can be performed by a majority of the age group people. Some important land-based adventure sports activities are trekking, rock climbing, mountaineering, jeep safari, camel safari, skiing etc. States of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, and Rajasthan are to perform such activities. In some land-based popular activities, senior citizens with good physical fitness can also join and perform. Some land-based activities continue for some hours but others may continue for several days. Such activities are also performed under the supervision of trainers or guides.

13.1 Objectives:

After going through the present unit, you will learn:

- The meaning and significance of land-based adventure sports activities.
- The various types of land-based adventure sports activities

13.2 Meaning and Features of Land-based Adventure Sports:

Land-based adventure sports are such activities which are done on land. These may be done on land, desert or mountains. Adventure on land can be a safari, which does not necessarily mean a wildlife excursion. Modern-day safari primarily has a tourist group travelling caravan style over a long specified distance. Safari could be a desert jeep safari or wildlife excursion or travelling the Amazon jungle where the element of adventure exists. The motor rally also constitutes an adventure sport. It tests the endurance of man and machine along with the navigation skills of a person. The popular land base adventure revolves around mountains or the concept of mountains such as wall climbing, which also has international competitions. Trekking and camping is the most basic form of mountaineering. Mountaineering is tougher than trekking, as it

requires specialized skills which can only be acquired by training. For this mountaineering institute has been established by Govt. of India to promote and provide trained trainers. Rock climbing is a part of mountaineering but many times it is performed as a separate sport. The latest fad is to go mountain biking along with a camping trip. Skiing is a popular activity with both – international and domestic tourists. In Asia, India was the first country to offer heli-skiing, a relatively new sport. India as a country has a lot to offer to the adventure tourists. Professionalism on the part of tour operators and government agencies is required while designing and developing the correct mixture of adventure tour products/services for tourists belonging to all classes and budgets. So far the notion prevails that adventure tourism is a very costly affair and a budget-class tourist cannot afford it. This notion stands contradicts the belief that youth is the target market segment and youth is and will never be a high spenders. If the notion is correct then you cannot sell your product to your target markets.

Features of Land-based Adventure Sports:

Important features of Adventure Sports activities are listed below:

- These are done on land, mountain and deserts.
- Land-based adventure sports are the cheapest forms of adventure
- Some important types of land-based adventure sports are bungee jumping, camel safari, mountaineering, rock climbing, trekking etc.
- Land-based adventure sports are considered as safest forms of adventure sports.
- Among all forms of adventure sports, land-based adventure offers the maximum number of adventure sports activities.
- The maximum number of people participate in land-based adventure sports activities.

13.3 Types of Land-based Adventure Sports:

1. All-Terrain Vehicle Tours (ATV):

ATVs (also known as quad bikes), when operated properly, can be exciting and safe. However, their incorrect use can lead to serious injuries. Though ATVs are very similar to cars & motorcycles, their operation is very different. ATV operation requires a different level of instruction and training. These minimum standards have been outlined to promote safe practices among operators of ATV tours.

Participant's Training: ATV operators should always follow the instruction in their Owner's Manual for recommended operating techniques. All participants of an ATV tour must receive a basic training course before their tour commences. The basic minimum training course should cover the following:

- a)** To mount and sit on the ATV correctly, locate and operate the controls, and dismount.
- b)** To use the brakes properly to bring ATV to a smooth, safe stop.
- c)** To demonstrate basic turning skills by shifting weight properly to maintain balance and avoid the possibility of losing control of the ATV.
- d)** It is very important that all participants pay attention to the instructions provided by their guides.

Equipment:

- **ATV Machine:** ATVs are subject to considerable wear and tear owing to the nature of their use outdoors. Therefore, only use an ATV from a reputable manufacturer and ensure maintenance is undertaken as per operating manual instructions.
- **Helmet:** The single most important piece of protective gear riders must wear is a helmet, which can help prevent serious head injuries. Wearing an approved motorcycle helmet does not reduce essential vision and hearing. Use either a full-face or a three-quarter (open-face) helmet. Helmets must be

properly fitted to the participant - they should be snug, comfortable and securely fastened.

- **Face shield or goggles:** If the ATV tour is in a jungle or areas with dense foliage, a face shield or goggles should be used to prevent eye injuries.
- **Gloves:** Gloves should be of a quality that will help prevent your hands from getting sore, tired or cold, as well as offer protection in the event of a spill/fall. Off-road style gloves, available at leading motorcycle and ATV dealerships, provide the best combination of protection and comfort. They are padded over the knuckles for added protection.
- **Footwear:** The minimum protective footwear is a pair of ankle-length shoes or boots with low heels to help prevent feet from slipping off the footrests.
- **Clothing:** It is important to protect your skin from scratches. A long-sleeved jersey/ sweater, shirt or T-shirt and long trousers are requirements for rider protection.
- **Spares & First Aid:** It is recommended that guides carry an appropriate first aid kit and tool kit during an ATV tour. Examine the tool kit that came with your machine.

2. Bungee Jumping:

It is a land-based extreme adventure sports activity in which a person is made to jump from a height with a rubber cord tied to his ankle. It is a very dangerous activity because if proper precautions are not taken and safety procedures are not followed. However, once the safety procedures are followed and the jump platform is constructed according to safety guidelines this activity is very safe and the chances of accidents are greatly reduced.

Guides/Instructors:

The jump staff particularly the jump masters should be properly trained and have vast experience in this activity. They should possess a calm and mature attitude and have an eye for detail/errors. They require a very high level of

physical fitness, self-discipline, excellent communication and risk management skills and also the motivation to perform these activities.

Equipment:

The equipment used for bungee jump sports must be certified and procured from only reputed companies. The storage and maintenance of the equipment have to be proper. Regular inspection of the equipment should be carried out and records should be maintained. No unauthorized person should have access to the equipment. All the discarded equipment should be removed from the site and destroyed. Rubber has to be procured from a reputed and recognized source. Its shelf life should be recorded. The rubber has to be stored in a cool dark place and saved from UV rays. Regular inspections should be carried out. Bungee cords should be made by the jump masters and certified. The record of jumps must be maintained.

Risk Mitigation:

The following measures will reduce the risk factor.

- a)** Every Jump should be treated as a first Jump
- b)** A highly experienced person should be appointed as the jump master.

Introduction Cycling Tours.

- c)** Jump master's word should be final and binding.
- d)** Continuous training of the staff.
- e)** Regular testing of the staff.
- f)** Regular practice of rescue drills.
- g)** Inspection and updating of the equipment.
- h)** Recording of the jumps.
- i)** All incidents to be reported, discussed and recorded.
- j)** Updating of safety procedures.
- k)** Motivation and welfare of the staff

3. Cycling Tours:

Bicycling tours in India have been managed by privately owned companies and do not fall under the purview of any government or any community-instituted central body. The Cycling Federation of India organizes races and tours for licensed elite athletes for prize money. Any tours where amateur athletes/ holidaymakers are entering into a commercial contract with a touring experience provider do not require any permissions from any sport-related bodies.

Training:

No specific training is required to be a cycling tour operator in India. However, it is helpful if the organizers meet the basic qualifications listed above. It will go a long way towards ensuring the safety and well-being of your clients and your confidence in your operation.

Equipment required:

Tour operators usually give their clients the option of bringing their bicycles or providing bicycles to them.

- a)** In the former case, the minimum materials needed would be spares (tyres, tubes, tyre levers, patch kits, brake and gear cables and their housing, chains, chain links, lubricants, floor pump with Presta and shredder valves, multi-tool or Allen keys, small screwdrivers, duct tape and zip ties.
- b)** In the latter case, in addition to the above, add bicycle-specific spare components such as brake shoes, drivetrain components, spokes, spoke wrenches, etc.
- c)** Bikes should be delivered to the clients fully built and ready to ride after individual saddle height adjustments.

4. Camel Safaris:

Camel safaris in the Rajasthan desert are an experience of a lifetime. To ensure that clients have a wonderful experience in the desert, the camel handler must be experienced and familiar with his animal. The male camels (like elephants)

tend to go 'musth' in the winter months. That is when they are unpredictable and dangerous. The handler must be confident of the animal's reliability and temperament.

Camel Guides: Basic minimum qualifications and experience

- a) The animal should be healthy and of a good size. The camel should not be too young since a young camel is often not strong enough to carry the weight of a rider.
- b) All camels in Rajasthan are Dromedaries (with a single hump) and the saddle used on safaris seats two people. Two persons should get on the same camel only if their combined weight is below 65 kg.
- c) The tack used on the camel must be of good quality and comfortable for both camel and rider.
- d) Stirrups must be provided with the saddle for the riders. e) The girth must be secured properly, otherwise, the saddle might slip and it is a long way down for the rider.

Training Programmes for Camel Guides should include:

- a) Good desert knowledge and field training in desert ecosystems.
- b) Provide vernacular medium literature for local guides.
- c) Training in soft skills like communication, hospitality & hygiene.
- d) Importance of being well turned out.
- e) First Aid training to handle medical emergencies and also scaled viper bites and scorpion stings.
- f) For multiday camel trips it is recommended to limit the distance per day to under 20 km on camelback.

Suggested Minimum Qualification and Experience for Camel Guides:

- a) First Aid certification.
- b) Should have comprehensive knowledge of desert ecosystems.
- c) Minimum five years of experience working with animals.

Equipment required while on camel safari

- a)** Good Binoculars/ Spotting Scope.
- b)** Optional - Good camera.
- c)** Books and Field Guides for Desert Birds/Mammals/Snakes/Insects etc are a must.

Equipment care and maintenance

Camels must be treated well and looked after.

Inspection & Maintenance Procedures

- a)** Health of the camels must be monitored continuously.
- b)** There is a need for regular refresher courses and certification for guides.
- c)** Medical kit to be checked for expiry dates of medicines.
- d)** Binoculars have moving parts and are very sensitive equipment. They need regular checks for fungus and parallax.

SOPs & Operating Instructions:

- a)** Weather/ climate briefing: Before setting off on a Camel Safari, the guide must brief the client on expected weather conditions during the trip, trip duration and safety factors.
- b)** As dehydration is a distinct possibility on a camel safari, sufficient fluids and light refreshments for any unexpected delays should be carried.

5. Horse Safaris:

Horse safaris are the best way to explore rugged or hilly terrain, deserts or other places which are off the beaten track in India. This is a high-risk activity and the highest safety standards must be maintained. It is difficult to gauge the riding ability of a horse rider without seeing him/her ride, and therefore the allocation of an appropriate horse is always a challenge. The first time you usually allocate a horse to a rider is by the reader's perception of their riding ability. A word of caution here, most riders tend to overestimate their riding abilities. Most riders do not realize that a well-schooled, advanced, powerful

horse could severely injure a rider who is not well-matched. Therefore it is imperative to match the right horse to a rider to avoid accidents.

Suggested Minimum requirements:**Equipment:**

- a)** The equipment used on the horses should be of specified standard quality.
Eg. Saddle and tack.
- b)** All people conducting horse safaris should be able to provide proper safety helmets, clothing and riding equipment.
- c)** The tack and saddle must be of high quality. Good quality saddles are not only for the comfort of the rider but it is also for the comfort of the horse. A good-fitting saddle will minimize saddle sores for the animal.
- d)** The bridle and bits used must not be severe. A severe bit can seriously injure a horse if not used correctly. A simple snaffle or French link bit is ideal and recommended. In short, the tack must not cause pain or injury to the horse or rider in any way.

Guides:

- a)** Horse riding guides should be accomplished riders and have a good knowledge of the terrain.
- b)** Guides should have valid FA certification and regular refresher courses to recertify them should be conducted.
- c)** Guides should be well-trained and serve as good ambassadors of the country. **d)** Guides should brief guests about local traditions and customs.
- e)** Guides must have on them the following equipment:
 - i)** Binoculars/ Spotting Scope.
 - ii)** Books and Field Guides for Birds/ Mammals/ Snakes/ Butterflies/ Insects/ Amphibians.
 - iii)** First aid kit.
 - iv)** Torch, GPS, maps.

6 Jeep Safaris:

Jeep Safaris provide opportunities to explore the incredible wilderness and majestic landscapes and opportunities to discover the unique customs, lifestyles and cultures of people in faraway lands. It then becomes the solemn duty of all those conducting safaris, to preserve and protect all that they showcase.

Jeep Safari Vehicles:**Basic requirements:**

The most important feature of this activity is the vehicle:-

- a)** Roadworthy condition of the vehicle to be checked before each trip, and norms to be fixed to ensure the physical fitness of drivers whenever necessary.
- b)** The tyres should have the correct air pressure.
- c)** Any modifications done to the seating etc. must be of the highest quality ensuring complete safety standards. There should be no sharp edges in the welding work. There should be enough leg and headroom for the comfort of the passengers.
- d)** The seats should all be forward-facing and seat belts are a must.
- e)** There must be a well-equipped First Aid Kit and a fire extinguisher in every vehicle.
- f)** It must look good from the outside as well as the inside. The vehicle interior (upholstery, carpet, overhead luggage racks etc.) should be absolutely neat and clean. The windows must be spotlessly clean.

7. Motorcycle Tours:

Motorcycle touring is a lot of fun and is filled with a sense of freedom, as against a car, but can also be a fairly high-risk activity. Therefore, needs to follow a set of rules and practices to keep all involved safe, especially in a commercially organized group riding scenario where all participants are a disjointed group. Adventure activities by their very nature involve some risks,

these regulations are being introduced to ensure that tour operators who offer motorcycle adventure tours have basic safety and operating standards in place.

- These regulations will give both foreign and domestic tourists confidence that appropriate steps have been taken to keep them safe and mitigate the risks involved.

- **Applicability:**

These regulations will apply to the operations and services of travel agencies and tour operators, who organize or sell, motorcycle tourism-related services to the public for business purposes.

Objectives:

To increase safety consciousness among tour operators as well as enable tour operators to determine safety standards which apply to motorcycle tour operations and expeditions.

Adventure Guide/Instructor- Basic Minimum Qualifications and Experience:

- **Who is an Operator?** Any person whether employer, a principal, or a self-employed person who provides an adventure activity to a person directly or indirectly for payment, the purpose of which can be educational/recreational/business and deliberately exposes the participant to a risk of possible serious harm.
- **Basic Qualifications/Requirements:** A tour guide/instructor should possess these basic minimum qualifications/experience.
 - Drivers License:** Operator should have held a full motorcycle license for a minimum of 5 years, and have adequate experience of riding in all types of terrains in India - Himalayas, Coastal, Deserts, National parks etc.
 - Should preferably have completed a basic motorcycle safety course from a recognized Institute.
 - Should have basic knowledge of the working and running repair of a motorcycle that is being used in the expedition.

- d)** Should have valid first aid and CPR certification.
- e)** Have adequate computer skills and the ability to handle/operate a GPS.
- f)** Have basic map reading skills and the ability to use a compass.
- g)** Have customer handling and motorcycle group management skills.
- h)** Possess adequate know-how of traffic rules and general rules and regulations of the area of operation.
- i)** If the customer group does not speak Hindi or English, the operator must have a Guide who speaks the language of the customer rider.
- j)** For an expedition that is more than 4 days or operates in remote areas or had a group size of more than 7 riders, a backup logistic truck may be provided. This could carry additional baggage, mechanical spares, reserve fuels etc.

9. Mountaineering:

India has 73 per cent of the Himalayan range with a huge potential for mountaineering expeditions. Mountaineering is an activity for which the Indian Mountaineering Foundation (IMF) is responsible to the Government of India through the Foreigner's Act and other statutes. All tour operators must keep abreast of the guidelines given by IMF from time to time. These guidelines apply for both guided commercial expeditions and overseas expeditions booked by recognized adventure tour operators.

Guides/Instructors:

Lead guides and instructors who are leading mountaineering activities should, as a minimum, hold valid certificates in the following:

- a)** A minimum 16-hour (2-day) First Aid/ CPR course provided by a recognized and qualified provider.
- b)** Completed the Advanced Mountaineering Course from any of the National Mountaineering Institutes and carry a certificate duly authenticated by an IMF-recognized body OR IMF-accredited tour operator stating that the individual "has experience of 3 years in assisting mountaineering expeditions at altitudes

of 6000m min 5/8 climbs above 6000m reflected in a logbook duly authenticated/ validated by the operator and the clients”.

c) Maintain a logbook containing authenticated records of mountaineering experience.

d) All guides to have a comprehensive understanding of altitude sickness, recognizing its symptoms, treatment and knowledge of appropriate medication is essential to work at high altitude.

e) They should also have a sound knowledge of cold weather problems like hypothermia/ frost-bite.

Equipment:

- The correct use and proper maintenance of climbing equipment are essential for conducting mountaineering activities and should never be taken lightly.
- Equipment, especially safety equipment should be of the highest standard available and preferably certified by ISI or an international body like CE or UIAA. 8.5 Rope – There are many different types of ropes. The operator and leader must have sound knowledge of specifically designed climbing ropes, including the different types and applications. The climbing rope comes in different diameters and specifications but the basics are dynamic, semi-static and static. A safe working load of 25KN (2.5 tons) and CE approval is the internationally recognized standard for climbing ropes.
- Hardware (anchors, carabiners, belay devices etc.) – There is a wide range of climbing aids and devices and the operator and instructor must have sound knowledge of their applications including which devices are necessary to conduct mountaineering activities safely. These devices are also a “link” in the safety chain. As per all other climbing equipment items, a safe working load of 25 KN (2.5 tons) and CE approval is the internationally recognized standard for climbing hardware and devices.
- All equipment is subject to wear and tear and must be checked before every use. Incorrect storage, use and monitoring of rated and approved equipment

is usually the cause of equipment failure. Operators and leaders must have sound knowledge of this and have systems in place to control and manage their equipment.

10. Nature Walks/Bird Watching:

Nature walk: A nature trail or nature walk is a specially developed hiking trail or footpath that runs through the countryside, along which there may be marked stations or stops next to points of natural, technological or cultural interest. These may convey information about, flora and fauna, soil science, geology, mining, ecology or cultural history.

Bird watching is a form of wildlife observation in which the observation of birds is a recreational activity. It can be done with the naked eye, through a visual enhancement device like binoculars and telescopes or by listening for bird sounds. It often involves a significant auditory component, as many bird species are more easily detected and identified by ear than by eye. Most birdwatchers pursue this activity for recreational or social reasons, unlike ornithologists, who engage in the study of birds using formal scientific methods.

Guides/Instructors:

Basic minimum qualifications and experience:

- a)** Preferred bachelor's degree in Botany Zoology., Forestry Sciences, Conservation and Environmental Science.
- b)** Field training in multiple ecosystems to prepare guides for different locations. **c)** Thorough knowledge of the local area or the bird-watching site.
- d)** Good bird knowledge - migration/ distribution of species/endemic bird species.
- e)** Provide vernacular medium literature for local guides.
- f)** Comprehensive syllabus for Guides to be developed.
- g)** Need to understand the safe distance necessary to be maintained to prevent animal/insect attack/charge.

h) Emergency manoeuvres in case of a charge by an animal.

i) First aid and CPR knowledge/certification

Equipment required:

a) Good binocular/spotting Scope.

b) Field book/guide on Birds/Mammals/Snakes/Butterflies/Insects/Amphibians etc. are a must.

c) Good camera.

d) A notebook for recording the time and place of bird sightings.

e) First aid kit.

f) Kit: Measuring tape, magnifying glass, torchlight, GPS, POP powder and kit, camera trap etc.

11. Rock Climbing/Artificial Wall Climbing & Abseiling:

Climbing and abseiling are adventure activities growing in popularity in India.

However if not conducted safely it can lead to injury and serious accidents. The purpose of these minimum standards is to enumerate best practices for operating rock climbing and abseiling sessions. These apply to purpose-built (artificial) structures and single-pitch climbing venues with fixed protection systems.

Terms and definitions:

a) Single Pitch – An easily accessible climbing venue where both the top and bottom of the climbing surface can be accessed safely by foot without the need for personal protective equipment and roped systems.

b) Fixed protection systems – “Bolts” or “anchors” specifically designed and fitted to attach roped systems to a structure/natural climbing venue.

c) The safety chain includes the anchor; the rope; the carabiners and slings; the knots; the harness and the alert belayer.

d) Bottom roping where the belayer is situated at the bottom of the climb and the rope is directed through an anchor at the top of the climb and back down to the climber.

- e) Top roping** where the belayer is situated at the top of the climb and the rope is directed from the belay system directly to the climber.
- f) Lead climbing** where the climber places protection during the climb and has no roped protection above.
- g) Leader-placed protection** is protection specifically designed for the use of lead climbing and rigging where no fixed protection is available.
- h) Fall factor:** a method in which to scale the severity and force of a fall.

Guides/Instructors:

Guides and instructors who are supervising climbing and abseiling activities should, as a minimum, hold valid certificates for the following:

- a)** A minimum 8-hour (1 day) first aid course provided by a recognised and qualified provider.
- b)** Basic Mountaineering Course from any of the National Mountaineering Institutes and be certified by an MOI Qualified Instructor to have assisted climbing and abseiling activities for a minimum of 100 hours OR Indian Mountaineering Foundation (IMF) recognised Sports Climbing Instructors course or should have a sufficient experience certified by suitably qualified Coaches/Instructors duly recognised by IMF.

Equipment:

- a)** The correct use and proper maintenance of climbing equipment is essential for conducting safe climbing and abseiling activities and should never be taken lightly.
- b)** Although these standards do not cover the fitting or construction of fixed protection systems, these systems should be rated by the manufacturer and have a quantifiable safe working load. As a minimum standard for such systems, operators must adhere to a safety factor of 3 following the operator's weight limitations. In addition, fixed protection systems must be proven to withstand 10KN (1 ton) without displaying any visible deformation or damage. To fully understand appropriate fixed anchor/ protection systems an

operator must also have sound knowledge of static/dynamic load and fall factors.

c) Rated and quality-assured personal protective equipment or PPE must be used. An internationally recognized safe working load for such equipment is 25 KN (2.5 tons). To comply with this standard it is recommended that all PPE is CE (European Conformity) approved. Here is a list of the minimum PPE requirements for an average climbing and/or abseiling session:

d) Harness – The single most important piece of personal protective equipment which allows the climber to be safely attached to the roped system and is also a “link” of the safety chain. Harnesses however do not fit themselves and when fitted incorrectly introduce further risk due to providing a false sense of security. For this reason, all harnesses must be checked by a qualified leader to ensure they are fitted correctly before leaving the ground and being exposed to a potential fall.

e) Helmets – Climbing helmets are designed to withstand impact from above by falling rock and equipment, NOT the head impacting on the ground from a falling climber. As such, it is the responsibility of the owner/operator to deem if a climbing helmet is necessary following their risk assessments. The general rule however is that in natural rock venues use a helmet; in bottom rope artificial venues a helmet is optional; in top rope/abseil artificial venues, use a helmet. If in doubt, use a helmet.

f) Rope – There are many different types of rope. The operator and leader must have a sound knowledge of specifically designed climbing ropes, including the different types and applications. For the operator or leader to fully understand the applications of different climbing ropes they must also fully understand fall factors. The climbing rope comes in different diameters and specifications but the basics are dynamic, semi-static and static. The operator must consult the manufacturer’s manual to ascertain its intended use. A rope not intended for climbing is made with different materials and has different specifications.

The rope that isn't designed specifically for the use of climbing and abseiling activities must NEVER be used for this purpose. A safe working load of 25KN (2.5 tons) and CE approval is the internationally recognized standard for climbing rope.

g) Hardware (carabiners, belay devices etc.) - There is a wide range of climbing aids and devices and the operator and instructor must have a complete and sound knowledge of their applications including which devices are necessary to operate climbing and abseiling activities safely. These devices are also a "link" in the safety chain. As per all other climbing equipment items, a safe working load of 25 KN (2.5 tons) and CE approval is the internationally recognised standard for climbing hardware and devices.

h) All equipment is subject to wear and tear and must be checked before every use. Incorrect storage, use and monitoring of rated and approved equipment is usually the cause of equipment failure. Operators and leaders must have sound knowledge of this and have systems in place to control and manage their equipment. Details of how to do this are included in the Indian Climbing Leader Award.

12. Skiing/Snow Boarding:

With 73 % of the Himalayan range, India offers huge opportunities for skiing. The scope and potential for this adventure sport in India are immense. Skiing is not only an adventure sport but also part of the Winter Olympics and can generate employment through tourism. Indian skiing is so competently priced that if the desired infrastructure is developed, India could become a major ski destination. Currently, Auli in Uttarakhand is the only ski slope registered with International Ski Federation. The infrastructure at Auli needs to be developed and connectivity improved. Gulmarg is the best that India has to offer but since its slopes are not homologized, it is not registered with IFS. This is followed by Solang and Narkanda in Himachal which do not have proper ski infrastructure. Besides the regular ski and snowboarding activities, Heli

Skiing in India offers some of the best powder conditions in the world, at high altitudes. This is a major attraction for advanced skiers/snowboarders from all over the world. Other than alpine skiing and snowboarding, India has a small but active Cross Country ski market. This is one area that has scope for development. Since snow skiing is limited to a few winter months, new ski disciplines such as grass skiing and roller skiing have been added to this sport, to ensure year-round activity. There is huge scope for profitable private investment in synthetic ski slopes, grass ski slopes and roller ski runs since these events are part of international skiing competitions.

Challenges:

Access is the main issue today. Other than Gulmarg, all ski areas have a connectivity issue, with no airports close by or irregular flight connections. In most cases, the drive can last anywhere between 5 to 12 hours to get to a ski area. **Qualified instructors:** Though one will find many guides and instructors to teach clients, most of them are not qualified or certified. There is an immediate need to set standards of coaching in India. Being injury-prone, skiing should not be permitted without qualified instructors unless tourists are qualified from a recognized institute. Instructors must be qualified in advanced ski courses from IISM (Indian Institute of Skiing and Mountaineering, Gulmarg), and JIM&WS Pahalgam. Army and ITBP have their training institutes and their instructors are at par with National or state ski instructors.

Safety on and off-piste: Ski instructors/guides must be able to assess weather and mountain hazards (avalanches, snow conditions and terrain) correctly, respond and behave appropriately and be able to take immediate action in the event of an accident. The candidate should be familiar with and able to implement local/FIS rules. The instructor must brief clients about the local culture and a strict 'leave no trace' policy on the mountain.

Equipment: Equipment available for rent must be thoroughly inspected before use.

Ski Patrol and Evacuations: Gulmarg is the only ski area in India that has a formal Ski Patrol team that is well-trained and equipped. None of the other areas have a dedicated team to monitor slopes and skiers. This should be made into a minimum requirement for a state to operate a ski area. Evacuation remains a vexing issue since neither medical facilities nor evacuation systems are in the position in major ski areas. Gulmarg is perhaps the only area where the Indian Army and Air Force have a system to evacuate injured skiers.

Guides and Training:

- a)** The instructor should be proficient in Hindi/local language and English as a medium of instruction.
- b)** The instructor should be able to grade lessons in a step-wise manner covering walking exercises, basic swings, parallel turns etc.
- c)** All ski/snowboarding guides must have valid First Aid/CPR certification.
- d)** Must preserve local flora, fauna and environment.

13. Trekking:

With 73 percent of the Himalayan range in India, trekking has become the most popular adventure activity in the country. These Basic Minimum Standards will apply specifically to commercial trekking expeditions across the country and at altitudes above 2000 meters.

Guides/Instructors:

- a)** Those who are leading trekking activities must be skilled and qualified to lead trekking groups. Trek leaders should have a certificate issued by an MOT-recognized adventure tour operator stating that the individual "has experience of 3 years in assisting trekking expeditions at altitudes of 2000m or minimum 10 climbs above 2000 m (for guiding in the Himalayas minimum 5 climbs above 4500 m) reflected in a logbook duly authenticated or validated by the operator

and the clients. And above and is independently capable of guiding trekking groups and carrying out rescue operations”

OR:

Completed the Basic Mountaineering Course from any of the National Mountaineering Institutes and carry a certificate duly authenticated by an Indian Mountaineering Foundation (IMF) recognized body OR IMF accredited tour operator.

- b)** Maintain a logbook containing authenticated records of trekking experience.
- c)** Must have a valid certification of a minimum 16-hour (2-day) first aid and CPR course provided by a recognized and qualified provider. The maximum group size should be fixed depending on the nature of the trek. The treks can be divided into different categories like Low Altitude Treks/ Glacier Treks/ High Altitude Treks/ Trekking Expeditions etc.

Equipment required:

Equipment care and maintenance

- a)** The correct use and proper maintenance of trekking equipment is essential for conducting trekking activities and should never be taken lightly.
- b)** Trekking equipment such as tents, sleeping bags etc. should be appropriate for the terrain in which it is being used.
- c)** All equipment is subject to wear and tear and must be checked before every use. Proper Equipment must be stored properly and inspected periodically. Unserviceable equipment should be discarded immediately. Operators and leaders must have sound knowledge of this and have systems in place to control and manage their equipment.

14. Wildlife Safaris:

Safari now refers to an adventure tour or expedition into the wilds. Safari travel often provides revenue for local conservation projects and game parks, supporting the protection of wildlife and habitats, rather than taking them out. Safaris also play an important role in creating awareness about wildlife

conservation, as well as benefiting local communities. The modern safari is also a socially responsible journey designed to interact ethically with local communities and has a positive impact on local economies. The cultural interactions offered by reputable safari operators do not exploit local people. The local communities benefit from sustainable tourism through employment and financial gains from selling goods and services (dance performances, guided trips and resource management etc.) Some safari companies directly support social upliftment projects whilst others make use of lodges, reserves and other establishments that assist local communities.

Guides/Instructors:**Basic minimum qualifications and experience**

Guide Training: Need to conduct regular Training Programmes for their Wildlife Guides to ensure a good quality of wildlife experience for the clients:

- a)** Comprehensive syllabus and training for guides on wildlife/ birds of the Indian subcontinent.
- b)** Field training in multiple ecosystems to prepare guides for different locations.
- c)** Additionally we must provide vernacular medium literature for local guides.
- d)** Need to understand the safe distance necessary to be maintained to prevent animal charges.
- e)** Emergency manoeuvres in case of a charge by an animal.
- f)** First Aid and CPR training/certification is a must for wildlife guides.

Equipment:

A good wildlife organization/guide must possess the following equipment:

- a)** Good binoculars/spotting scope.
- b)** Healthy maintained vehicle.
- c)** Field Guides for Birds/Mammals/ Snakes/Butterflies/Insects/Amphibians etc are a must.
- d)** Good point-and-shoot camera (Optional).

- e) Mobile phones where possible/wireless sets for communication with the main gate (recommended/optional).
- f) GPS tracking systems on every vehicle entering the park (preferable).

15. Zip Wires and High Ropes Courses:

All owners & operators of Zip Wire and High Ropes Courses should aspire to install and operate their courses to the following European Standards: EN 15567:2015 (Sports and recreational facilities – Ropes courses:

Part-1: Construction and safety requirements;

Part-2: Operation requirements). What follows is an abridged version of these standards.

- High ropes and zip wire courses involve participants engaged in activities while attached to ropes or cables more than 1.0m above ground level. A zip wire is defined as an activity system or ropes course in which the participant glides under gravity in a sloping direction. Both high ropes and zip wire courses are distinct from playground equipment in that they have restricted access and require supervision.
- Such activities involve risks that should be managed by the operators. This is achieved through careful supervision, training, instruction & information. Based on a risk assessment, operators should take reasonably practicable measures to ensure the safety of participants, including safety devices and protocols designed to limit the risk or consequences of falls or collisions. However, it should be understood that such risks cannot be eliminated.

Medical concerns: High ropes and zip wire courses should only be undertaken by those who are physically and mentally able to comply with the safety requirements specified by the operator. Participants must get a medical opinion from a qualified doctor clearing them for participating in high ropes/zip wires activity, in case any of the following concerns are highlighted:

- a) Asthma (must carry inhalers).
- b) High Blood Pressure.

- c)** Heart disease or recent open heart surgery.
- d)** Diabetes.
- e)** Knee-related problems.
- f)** Spinal issues.
- g)** Severe allergies.
- h)** Recent surgery/hospitalization.
- i)** Any other ailments of a serious nature.
- j)** Pregnancy (expecting mothers should not participate in the activity).

Guides:

It is vital that any guides or instructors involved in high ropes and zip wire courses have the right combination of training and experience to carry out the following tasks:

- a)** Provide participants with the information required to ensure that the equipment and elements are used correctly.
- b)** Check that participants use the right equipment.
- c)** Assess a participant's self-sufficiency on a high ropes or zip wire test course.
- d)** Ensure that the operator's safety instructions are complied with.
- e)** Carry out a mid-span rescue, safely bringing a participant back to the ground within 30 minutes; or alert an onsite rescuer if required.
- f)** Assist participants.
- g)** Provide participants with First Aid, including stretcher evacuation if required.

Training
As a basic minimum, all high ropes and zip wire courses should have guides trained to the following level:

- a)** All guides are to be trained in First Aid / CPR courses, provided by a reputable organization approved by ATOAI.
- b)** All guides to be trained in basic high ropes and/or zip wire operations - in-house training, to a standard approved by ATOAI.

- c) Guide competence in all safety-critical roles validated via regular assessment, containing clearly defined pass and fail criteria, by a senior instructor.
- d) Regular field monitoring to assess guide competence with participants while not under direct supervision.
- e) At least one guide per course to be rescue trained and assessed as capable of conducting a mid-span rescue, safely bringing a participant back to the ground within 30 minutes

13.4 Check Your Progress:

- What are the different types of land-based adventure activities?

- Discuss the significance of land-based adventure activities for the host community.

13.5 Summary:

Based on the above-detailed study, now, it is clear that land-based adventure sports activities are performed on land. These are considered the cheapest and

safest forms of adventure sports. Some important land-based adventure sports are trekking, mountaineering, rock climbing, bungee jumping etc.

13.6 Glossary:

- **Adventure Tourism:** Adventure tourism is a type of tourism in which tourists do some adventurous activities like skydiving, hill climbing and scuba diving.

- **Mountain Biking:**

The sport of riding bicycles off-road, often over rough terrain, using specially designed mountain bikes. Dirt biking is another type which is done on dirt roads or trails

13.7 Self-Assessment Questions:

- What are the aims of trekking?
- What are the aims of adventure activities?
- What are the various land base adventure activities?
- Which is the safest type of land-based adventure sport? Give your opinion.
- What are land-based adventure sports? Also, discuss its key features.

13.8 Further and Suggested Readings:

- <https://www.tourism-of-india.com/blog/adventure-sports-in-uttarakhand/>
- <https://sujataclub.wordpress.com/2018/05/07/land-based-adventure-sports/>
- <https://www.transindiatravels.com/adventure-sports-india>
- <https://www.tripexperienceblog.com/places/types-of-adventure-sports/>

UNIT-14

Popular Land-based Adventure Sports in India: Trekking, Rock Climbing, Skiing, Mountaineering, Desert Safaris, Car Rallies etc.

Structure:

14.0 Introduction

14.1 Objectives

14.2 Trekking, Rock Climbing and Mountaineering

14.3 Skiing, Camel Safaris and Car Rallies

14.4 Check Your Progress

14.5 Summary

14.6 Glossary

14.7 Self-Assessment Questions

14.8 Reference and Suggested Readings

14.0 Introduction:

Land-based Adventure Sports activities are considered the most popular, safest and cheapest forms of adventure sports. These are performed on land and the majority of them are practiced in India. Some Northern States of India are popular and promote such activities. States which promote land-based adventure sports are Rajasthan for camel safari, Uttarakhand, Himachal Pradesh and Jammu and Kashmir for trekking and Bungee Jumping etc. India offers almost every kind of adventure sports activity. Our land-based adventure sports activities not only attract domestic tourists but at the same time also attract international tourists.

14.1 Objectives:

The following are the objectives of the present unit:

- To know the important land-based adventure sports activities.
- To understand the key features of land-based adventure sports.

14.2 Trekking, Rock Climbing and Mountaineering:

1. Trekking:

Being a soft-adventure sport, almost anyone in reasonable physical condition can go trekking. To get initiated into trekking begin with day hikes, returning to your starting point in the evening. Move on to a multi-day trek which is relatively easy, to get to know your ability and aptitude. You can venture into the mountains with an experienced trekker, join an adventure club, or go with a reputed adventure travel company. It is not a good idea to venture out into the mountains alone – unless you happen to be a distant relative of the mythical Himalayan yeti (or an aspiring Reinhold Messner, the first person in the world to have climbed all fourteen 8000m peaks, including the first oxygen-less ascent and later the first solo ascent of Everest).

Basic knowledge of the camp craft, map reading and first aid is essential before you go trekking. It's a good idea to do an adventure course from one of the mountaineering/ adventure institutes in India. A basic course in mountaineering and a first-aid course are recommended if you decide to take it up more seriously and trek to remote/high-altitude areas. Get as much information about the trekking area as possible – the people, their culture, the geography, terrain, medical/rescue facilities and weather conditions – before you go.

Trekking in India:

Trekking in India started when the land was inhabited in prehistoric times. There are perhaps as many trekking routes in India as there are Indians. It was in the 1970s and 1980s that trekking started gaining in popularity as a recreational/adventure sport. Several religious sites and shrines across the country, especially in Jammu and Kashmir, and in the Garhwal region of Uttarakhand – such as Badrinath, Amarnath, Gangotri, Hemkund, Joshimath, Kedarnath, Vaishno Devi and Yamunotri – entail trekking for a couple of days in the mountains. Trekking in India has grown in leaps and bounds and the current trekking scenario is very promising, with thousands of Indians and foreigners hitting trekking trails each year.

What India can boast of is some of the most stunning trekking routes in the world – many of the mountain passes in the Ladakh and Zanskar Himalayas are above 5000m. But there are plenty of gentler and smaller trails, at different altitudes, both in the mountains and in the forests. If you're looking for less arduous hikes, you'll find plenty in the Western Ghats and the Nilgiri Hills of south India (Munnar and Wayanad in Kerala, Coorg in Karnataka, and around Ooty in Tamil Nadu).

Equipment:

It is possible to rent/buy trekking equipment all over India from clubs and adventure- gear manufacturers. Do thoroughly check all gear before venturing out into the mountains.

- Small rucksack/knapsack
- Sleeping bag
- Lockable duffel bag
- Karrimat / Therm-a-Rest
- Tent
- Personal toiletries
- Water bottle (at least 2 litres)
- First-aid kit
- Camera with spare batteries and film (carry more film than you think you will need!)
- Headlamp/torch with spare cells
- Maps
- Diary/pen/reading material
- Sewing kit
- Swiss Army knife
- Whistle
- Sunscreen - with high SPF (at least 30, to better protect you from harmful UV rays)
- Lip salve/ChapStick
- Sunglasses with retainers/spare prescription glasses
- Lighter
- Emergency rations/goodies
- Parachute cord
- Ski-stick/ice-axe

- Rope (for high-altitude treks)
- Plastic bags and Ziplocs for packing gear

Best season in India:

- May/June and September/October for Garhwal, Kumaon (Uttarakhand), Sikkim and Himachal Pradesh
- June/July and August/September for Ladakh and Zanskar (Jammu and Kashmir)

One can trek in the foothills of the Himalayas from October through March

Trekking destinations in India:

- Jammu and Kashmir (Ladakh, Zanskar)
- Himachal Pradesh
- Uttarakhand (Garhwal, Kumaon)
- Sikkim and Darjeeling
- Northeast states (Arunachal Pradesh)
- Western Ghats
- South India (Nilgiris, Coorg)

Tips:

- Hydration
- Clothing / staying warm ('Cover your head if your feet are cold gentlemen' is an old English saying)
- Packing a rucksack
- Pacing yourself on a trek
- Timing – 'Start early and arrive early is the cardinal rule of trekking'
- Porters and guides – A guide, or guide-cum-cook, is important on routes that are remote, tougher and relatively less trodden. Porters, with the option of ponies, will come in extremely handy on longer trips, especially if you're carrying lots of provisions.
- Mules and horses on the trail

Medical concerns:

If you have a previous medical condition, do remember to carry the necessary prescribed medication.

2. Rock Climbing:

Rock climbing is an activity in which participants climb up, down or across natural rock formations or artificial rock walls. The goal is to reach the summit of a formation or the endpoint of a pre-defined route without falling. Rock climbing is a physically and mentally demanding sport, one that often tests a climber's strength, endurance, agility and balance along with mental control. It can be a dangerous sport and knowledge of proper climbing techniques and usage of specialized climbing equipment is crucial for the safe completion of routes. Because of the wide range and variety of rock formations around the world, rock climbing has been separated into several different styles and sub-disciplines.

What is indoor climbing?

Indoor climbing refers to any type of rock climbing that occurs within the confines of a building or other structure, usually on specially constructed fake rock walls. This allows climbers to climb no matter the time of day or condition of weather. Indoor climbing is often used for improving climbing skills and techniques, as well as for general exercise.

Types of Rock Climbing:**Top-Roping:**

Top-roping is a great entry point into roped rock climbing. Falls are seldom serious because the rope always does its job of catching you (when your partner is handling it properly), minimizing the risk of injury. Traditional top-roping requires that another person assists you as you climb, the art of belaying. This extra man is responsible for feeding you the rope and lowering you as you descend your route, using a friction device such as an ATC or Gri-Gri to do so. You'll also observe in several recreational facilities (such as River

Rock) something called an *auto-belay* a device that acts as an anchor at the top of the route and serves to catch you if you fall. In the end, top-roping is a great way for beginners to get used to rock climbing, but it can also be a preferred way for veterans to learn and practice a new route.

Lead/Sport Climbing:

This style of climbing is extremely versatile, offering a range of difficulties as well as a range of route lengths. Overall, though, lead and sport climbers predominantly focus on the moves and techniques they use to get to their destination rather than the destination itself. In lead and sport climbing, falling is expected and planned for accordingly. A climber working on a difficult route may fall dozens of times before he finally accomplishes it. The use of rope in lead and sport climbing differs slightly from top-roping, though, in that there are several pre-fixed anchors bolted into a wall or crag. These anchors follow the path of the pre-planned route from the beginning to the end. It is the responsibility of the climber to loop her rope through carabiner systems called quick draws attached to each of the bolted anchors as she sends the rock. Don't forget—if you go lead or sport climbing, you'll need a partner belaying you; meaning feed you rope, catch your fall, and lower you down.

Traditional Climbing:

Where sport climbing focuses on the physical intensity of the journey itself, traditional climbing is all about the holistic experience and the mental game that accompanies these climbs. Routes sent traditionally do not have fixed anchors permanently bolted into the wall/crag. Instead, the climber is responsible for inserting protection into cracks in the rock. Attached to each protection piece is a sling and carabiner used to keep a climber secured to the wall. As you can probably imagine, traditional climbing also involves the added challenge of carrying all of this essential gear along with you as you climb. Just as with top-roping and sport climbing, though, traditional climbers need a belay partner to feed them the rope and lower them back down.

Big Wall Climbing:

While not the most common form of climbing, big wall climbing is arguably the most notorious. Think... traditional climbing multiplied exponentially. Requiring ascents of at least 1500 feet, these routes often take several days to send, forcing daring climbers to spend nights on portal edges hanging hundreds, if not thousands, of feet above the ground. California's Yosemite Valley is an international mecca for this style of climbing, heralding intrepid climbers from all around the globe. Big wall climbs are not for the faint of heart – any kind of climbing, because of gravity, is dangerous in its very nature, but big wall climbs are certainly the most perilous. Of course, proper precautions can always be made to keep climbers safe – to a certain extent. To make all the proper precautions, however, climbers will be required to invest in proper gear (and a lot of it), making big wall climbing far more expensive than its less-intensive counterparts.

Bouldering:

Two forms of climbing involve no rope at all, and bouldering is by far the safer and, consequently, more popular of the two (the other is free-soloing). With routes rarely more than fifteen feet high, bouldering is essentially a scaled-down version of sport climbing. That is, repeated falling is expected, and the climb is all about the moves and technique. Bouldering, aside from being relatively safe, is popular for another reason it's far less expensive than other forms of climbing because it involves minimal gear. If you're bouldering indoors, then all you need is proper athletic clothes, climbing shoes, and a chalk bag. Outdoors, you'll also need some crash pads as well. In the end, though, it's ultimately just you and the rock – no rope to help (or hinder). Also like sport climbing, bouldering can be very competitive. Boulder problems are graded according to difficulty. Around here, you'll most commonly see bouldering routes graded according to the V system. The grading system is subjective and usually differs from person to person, but (generally) beginners'

routes range from VB to V2, intermediate problems most often fall in the V3-V4 range, and advanced problems are V5 and above. But to give you some further perspective, the world's best boulderers climb in the V14 and above range, problems that are each exponentially more difficult than a V5. Ultimately, each progressive grade is significantly more difficult than its predecessor, and the more difficult the grade, the longer it takes before a climber can progress to the next one. Additionally, climbing on rugged rock outside can make a difficult route even more difficult because of the physical wear and tear it induces on your fingers.

3. Mountaineering:

Mountaineering, also called mountain climbing, is the sport of attaining or attempting to attain, high points in mountainous regions, mainly for the pleasure of the climb. Although the term is often loosely applied to walking up low mountains that offer only moderate difficulties, it is more properly restricted to climbing in localities where the terrain and weather conditions present such hazards that, for safety, a certain amount of previous experience will be found necessary. For the untrained, mountaineering is a dangerous pastime. Mountaineering differs from other outdoor sports in that nature alone provides the field of action – and just about all of the challenges – for the participant. Climbing mountains embodies the thrills produced by testing one's courage, resourcefulness, cunning, strength, ability, and stamina to the utmost in a situation of inherent risk. Mountaineering, to a greater degree than other sports, is a group activity, with each member both supporting and supported by the group's achievement at every stage. For most climbers, the pleasures of mountaineering lie not only in the "conquest" of a peak but also in the physical and spiritual satisfactions brought about through intense personal effort, ever-increasing proficiency, and contact with natural grandeur.

Mountaineering in India:

The first record of Indians being initiated into mountaineering dates to 1942, when teachers from Doon School took their students into the Arwa Valley, above Badrinath. Later, encouragement from the first Prime Minister of India, Jawaharlal Nehru, saw the birth of mountaineering in Independent India. In 1950, an ascent of Bandarpunch (Garhwal) was attempted, and this was followed in 1951 by an attempt on Trishul – the first time any Indian team had successfully scaled a 7000m peak. The Himalayan Mountaineering Institute in Darjeeling was established in 1954, a year after the ascent of Everest, and soon after, in 1955, Indian teams climbed Kamet, in the Garhwal Himalayas. Cho Oyu (on the Tibet-Nepal border) was the first 8000m peak to be climbed by Indians (1958), followed by Nanda Kot (Pithoragarh, Uttarakhand) and Chaukhamba (a massif in the Gangotri group of the Garhwal Himalayas), both in 1959. The sixties saw mountaineering in the country take firm roots. Mountaineering institutes in Sikkim and Manali were established in 1960 and 1961 respectively. Meanwhile, Annapurna II, III and IV were attempted by Indians in 1960 as part of joint expeditions. In addition, there were a couple of remarkable Indian expeditions to Everest in 1960 and 1962, both reaching very close to the summit. The first scaling of Everest by an Indian took place in 1965 when nine mountaineers conquered the mighty mountain – a record which held for 17 long years.

The Indian Mountaineering Foundation came into existence in 1961, while the Nehru Institute of Mountaineering was established in Uttarkashi, in the Garhwal Himalayas, in 1965.

Required types of equipment:**Gear:**

Backpack: 4500+ cubic inches with ice axe loops, Mountaineering boots, plastic doubles with inner liner, Hiking boots, Crampons, 12-point step-in or strap-on, Anti-balling plates for crampons, Ice Axe, Alpine climbing harness to fit over

all cloths and have adjustable leg loops, Helmet sized to fit over a hat, Carabineers at least 2 locking and 2 regulars, Trekking Poles optional, Gaiters, Need to fit over plastic boots

Outerwear:

Hard-shell pants and jacket, Windproof & waterproof, Softshell pants & jacket, in place of hard-shell as applicable, Insulated Down Parka large enough to fit over all other layers, Wind shirt/jacket Middle layer or around town, Fleece/wool hat should cover the ears, Balaclava/Neck warmer, Modular glove system, shell and insulated layers, Mittens, Liner/fleece gloves, Glacier glasses, 100% UV with side shield/nose shield, Goggles, 100% UV, Bandanas.

Innerwear:

Light/midweight underwear, Expedition weight underwear, Fleece jackets, Fleece Pants, Liner socks, Heavyweight socks.

Camping Gear:

Water bottles, Closed cell foam pad full length, Therma-rest type pad 3/4 or full length, Sleeping bag -20to 0 degrees as needed, Compression/Stuff Sacks for the sleeping bag and other uses, Headlamp extra bulbs & 2 sets of fresh batteries, Mug, bowl, utensils (Mug & bowl with lids are best), Baby wipes for personal hygiene, Earplugs foam type for sleeping, Knife/Multi-tool, Matches/lighter, Large duffel bag to pack everything in. Sunblock/Lip balm, Camera/Film, Toiletry Kit and Personal Medicine. F/A Kit as needed.

Best season in India:

For mountaineers keen on testing their skills in higher altitudes, the summer months offer a big window. In some areas higher up, one can also indulge in a spot of climbing in late spring and early autumn. Winters leave much of the Himalayas snowbound – only the hardiest mountaineers will attempt ascents during these months.

Mountaineering destinations in India:

The Indian Himalayas, which includes the Karakoram Range, take in the states of Arunachal Pradesh, Sikkim, Uttarakhand, Himachal Pradesh and Jammu and Kashmir. Much of the Himalayas fall in India (as does the eastern part of the Karakoram Range). Kanchenjunga is India's only 8000m peak, though there are several 7000m peaks, quite a few of them yet to be attempted. Indeed, many peaks between 6000m and 7000m also remain to be scaled, making India an exciting and challenging destination for mountaineers. Friendship Peak in Himachal Pradesh (17200ft, 5289m) is recommended for first-time climbers in the Himalayas (or otherwise). Meanwhile, Ladakhi Peak, also in Himachal Pradesh (17,536ft, 5345m), is a mountain of moderate difficulty. It requires a little bit of climbing experience but is not recommended for beginners. The climber should be familiar with the use of mountaineering equipment and, also, know how to walk on snow and ice. Stok Kangri (20,187ft, 6153m), in Ladakh (Jammu and Kashmir), is another peak that challenges the climber. Uttarakhand: Kumaon, Garhwal (Western Garhwal, Nanda Devi Sanctuary) Himachal Pradesh: Kullu, Kinnaur, Lahaul and Spiti Jammu and Kashmir: Kishtwar, Ladakh, Zanskar, Kashmir, Eastern Karakoram.

Ecological concerns:

The biggest concern today for environmentalists and mountaineers is the receding glaciers. Glaciers – renewable snow and natural reservoirs of fresh water, in the form of glacier ice – are fast receding as a result of global warming and the greenhouse effect. The mountaineer has an enormous responsibility towards helping maintain an ecological balance, and ensure that the mountain environment is not further destroyed. While trekking, rock climbing and mountaineering, his actions must have no impact, or minimum impact, on the environment – especially concerning travelling, camping, washing and disposing of waste.

- **Please:**

Remove all your litter from the mountain and bring it down to civilization (to the extent possible) for recycling.

- Don't burn anything on the mountain.
- Don't leave anything on the mountain – not even your footprints.
- Don't leave any trace of your campsite.
- Do not destroy flora and fauna in any form.
- Do not chip, break, damage or deface rock or any natural climbing surface, while climbing.
- Remove all equipment, including protection (to the extent possible), on faces, glaciers and ice falls. Endeavour to clear the mountain completely.
- Remove medical debris.
- Use blue bags for the disposal of human waste, especially on glaciers and ice bodies.
- Be careful to not contaminate any water source.
- Carry adequate fuel, even for porters.
- Ensure no free grazing by the expedition's load-carrying animals.
- Ensure no undue trampling in the countryside to protect, conserve and encourage the growth of rare species of flowers. Therefore, walk in a single file, wherever possible.
- Respect local customs and cultural sentiments.
- Contribute your bit to any afforestation efforts being undertaken.

Medical concerns:

Mountaineering demands a lot of your physical fitness, and attempts on the highest peaks can push your body to the limit. Before attempting any climb, make sure you are fit enough to endure anything and everything that nature and the elements may throw at you. Remember that mountaineering may be a very exhilarating activity – but it is far from being an easy sport! At high

altitudes, it is important to give enough time for acclimatization. And make sure you get a clean bill of health from your doctor before embarking on an expedition.

14.3 Skiing, Camel Safaris and Car Rallies:

1. Skiing:

Skiing, recreation, sport, and mode of transportation that involves moving over snow by the use of a pair of long, flat runners called skis, attached or bound to shoes or boots. Competitive skiing is divided into Alpine, Nordic, and freestyle events. Competitions are also held in events such as speed skiing and snowboarding.

History:**Skiing for transport, hunting, and war:**

Skiing was a prehistoric activity; the oldest known skis date to between 8000 and 7000 BCE and were discovered in Russia. Early skis have been found in many areas of northern Europe: a 4,000-year-old rock carving depicting skis was found near the Arctic Circle in Norway, and hundreds of ski fragments that are 1,000 to 3,500 years old have been found in bogs in Sweden, Norway, and Finland. Some of the first skis were short and broad, resembling snowshoes more than modern skis. Skiing certainly was not confined to Europe, though, as the first written references to skiing are from the Han dynasty (206 BCE–220 CE) and describe skiing in northern China.

Many peoples who lived in climates with snow for many months of the year developed some form of skiing. The Sami (Lapps) believed themselves to be the inventors of skiing, and their use of skis for hunting was renowned from Roman times. In addition, the Vikings used skis from the 9th to the 11th century. Skis are still occasionally used for travel in rural areas of Russia and the Scandinavian countries.

Skiing also has long been employed for military purposes. Norwegian men on skis reconnoitred before the Battle of Oslo (1200). Ski troops were also used in Sweden in 1452, and from the 15th to the 17th century, skis were used in warfare in Finland, Norway, Russia, Poland, and Sweden. Capt. Jens Emmahusen wrote the first skiing manual for Norwegians in 1733. Since 1767 there have been military ski competitions with monetary prizes. These competitions may have been the forerunner of biathlons, which combine skiing and target shooting. Military skiing continued into the 20th century when snow conditions and terrain favoured their use for scouts and a type of mounted infantry with a first-strike advantage against small objectives. In particular, ski troops fought in both World War I and World War II. Many veterans, especially of World War II, were very active in promoting the sport of skiing after returning to civilian life.

List of skiing destinations:

Skiing destinations in India are mostly in the Himalayas and are listed here by state (North-West to South-East):

Jammu and Kashmir

- Gulmarg, cable car available
- Pahalgam

Himachal Pradesh:

- Manali, heli-skiing is offered in Hanuman Tibba, Rohtang Pass, Deo Tibba and Chanderkhani Pass.
- Kufri
- Narkanda
- Solang Valley (Ropeway available)
- Chamba
- Shoja
- Triund
- Fagu

Uttarakhand

- Auli, ropeway from Joshimath
- Munsiyari
- Dayara Bugyal, near Uttarkashi
- Mundali, in the Garhwal district

Sikkim

- Lachung
- Yumthang

Arunachal Pradesh

- Tawang

Skiing Institute in India:

There are many institutes in India conducting vocational courses in Skiing.

Some major institutes are,

- Jawaharlal Institute of Mountaineering and Winter Sports: Basic skiing & Intermediate skiing courses.
- Nehru Institute of Mountaineering.
- Indian Institute of Skiing and Mountaineering

2. Camel Safaris:

Camel safaris in the Rajasthan desert are an experience of a lifetime. To ensure that clients have a wonderful experience in the desert, the camel handler must be experienced and familiar with his animal. The male camels (like elephants) tend to go 'musth' in the winter months. That is when they are unpredictable and dangerous. The handler must be confident of the animal's reliability and temperament.

Camel Guides:

Basic minimum qualifications and experience:

- a) The animal should be healthy and of a good size. The camel should not be too young since a young camel is often not strong enough to carry the weight of a rider.

- b)** All camels in Rajasthan are Dromedaries (with a single hump) and the saddle used on safaris seats two people. Two persons should get on the same camel only if their combined weight is below 65 kg.
- c)** The tack used on the camel must be of good quality and comfortable for both camel and rider.
- d)** Stirrups must be provided with the saddle for the riders.
- e)** The girth must be secured properly, otherwise, the saddle might slip and it is a long way down for the rider.

Equipment required while on camel safari:

- a)** Good Binoculars/ Spotting Scope.
- b)** Optional - Good camera.
- c)** Books and Field Guides for Desert Birds/Mammals/Snakes/Insects etc are a must.

Popular Destinations for Desert Camel Safari in India:

Desert Camel safari in India can be taken in the cities of Bikaner, Jaisalmer and Jodhpur in Rajasthan, and the valley of the Nubra River in the Ladakh Plateau.

- 1) Jodhpur:** After Jaipur, which is the state capital, Jodhpur is the largest city in Rajasthan. It is sometimes called the blue city due to the colour being dominant on the exterior walls of houses.
- **Location:** The city of Jodhpur lies in the middle of the desert in the centre of the Rajasthan state.
- **Attractions:** Jodhpur has a lot of peculiar sites for you to see, including Kaylana Lake, Ghanta Ghar and Mehrangarh Fort. Jaswant Thada and Umaid Bhawan Palace are also worth visiting, while you are in the city.
- **Climate:** The entire desert region experiences scorching and extremely dry summers, and cool winters. December, January and February are ideal for exploring Jodhpur.

- **Accessibility:** You can take trains here from Delhi, Jaipur, Lucknow, Agra, Kanpur and Ahmedabad, whereas flights can be taken from Delhi and Mumbai.
- 2) **Jaisalmer:** For enjoying the ultimate desert camel safari in India, you should visit Jaisalmer. The yellowish-brown colour of earth and bricks that make the town vibrant, gave it the nickname as golden city.
- **Location:** Jaisalmer is located in the western extremes of Rajasthan, and is a famous desert town of India.
- **Attractions:** Bada Bagh, Jaisalmer Fort, Gadi Sar Lake, Salim Singh Ki Haveli, Khaba Fort and the Thar Heritage Museum are some of the tourist attractions here.
- **Climate:** Dry and hot day weather conditions are prevalent in Jaisalmer due to the arid desert climate of the region. Nights get sufficiently cooler as the sand can quickly lose heat.
- **Accessibility:** You can come to this bewitching town via trains from Delhi, Jodhpur, Kolkata and some other Indian destinations.
- 3) **Bikaner:** This little town, surrounded by smooth sand and high dunes, is another place to take a wonderful desert camel safari in India. Many resorts and hotels here feel pride in taking their guests out on such trips and educating them about the folk culture.
- **Location:** Bikaner lies in the north-western part of this culturally, historically and architecturally magnificent state.
- **Attractions:** Some of the must-visit places of interest in Bikaner are Junagarh Fort, Lalgarh Palace, Laxmi Niwas Palace, Karni Mata Temple, and Ganga Singh Museum.
- **Climate:** Summers here are scorching while winters get quite cold. Bearable day temperatures are experienced in the town between December and February.

- **Accessibility:** Trains to Bikaner are available from Mumbai, Delhi, Kolkata, Agra, Kanpur, Jaipur and Thiruvananthapuram.

4) Nubra Valley:

This enchanting valley lies completely over 10000 feet above sea level, and it has towering and barren mountains.

- **Location:** Nubra Valley is in the northeastern part of Jammu and Kashmir, and it is part of the expansive Ladakh desert and plateau.
- **Attractions:** This part of the country has a strong Buddhist influence, and many religious institutions here are popular attractions. The monasteries of Diskit and Ensa are good sightseeing options.
- **Climate:** Ladakh is subject to a cold arid climate, which makes the region dry and cool. Summers here are pleasant and bearable while in winters, the temperature drops several notches below the freezing point.
- **Accessibility:** The only way to come here is by road from Leh, and through the famous Khardung La mountain pass.

3. Car Rallies:

Car rallying is a car racing sport organized for customized and road-legal cars to participate annually or in regular intervals. This is because car racing doesn't occur on a circuit but in a point-to-point format. Car rally participants and co-drivers drive between points leaving at regular intervals from one or more start points running between specific legs with a specific time designated for each stage. The other variant of this is a TSD Rally which is a Time-Speed-Distance rally.

• Maruti Suzuki Desert Storm Car Rally

The Maruti Suzuki Desert Storm Car Rally is considered one of the toughest motorsports escapades in India. The rally passed the terrains of the Thar Desert, the rocky mountains of Aravalli and the white sands of Rann of Kutch and comprises a lot of thrill and excitement. The event covers a distance of 2,600 km and judges the participants on their driving skills in various terrains.

This Rally was an endeavour of Maruti Suzuki to popularize motorsports in India.

- **Indian National Rally Championship**

Indian National Rally Championship (INRC) is an adventure sport organized by the Federation Internationale de l'Automobile (FIA) and the Motorsports Association of India (MAI). It is based on the point system and is a driver-co-driver combination championship. It first received its National Championship Title status in 1988.

- **India Baja:**

This is the Indian version of the Legendary Baja 1000 rally. This is brought to India by Motorsport and is a TSD rally.

- **Himalayan Car Rally:**

The Himalayan Car Rally is another of India's most important and challenging rallies. The car rally started in New Delhi and concluded in New Delhi only. The rally was concentrated on the mountain terrains of Himachal Pradesh and Uttaranchal. The rally was extensively popular and attracted participants from outside India as well.

- **Monsoon Rally:**

Monsoon Rally is held on an annual basis and starts from Kolkata. The striking feature of this rally is that to earn points participants need to get wet. The Monsoon Rally started in 2000. The rally is being run in a popular time-speed-distance format with secret time control.

- **Kalinga Green Car Rally**

Kalinga Green Car Rally is organized by Kalinga Motor Sports Club (KMSC). Though this rally is not organized annually yet KMSC organizes different small-scale rallies. In the past few years, the Time-Speed-Distance motor rally routed in and about Rasgobindopur and Rajabasa airstrip is a noted one.

- **India-ASEAN Car Rally**

The India-ASEAN Car Rally is conceptualized to strengthen India's relations with South-Asian countries. The rally aims to promote trade and tourism between India and ASEAN. The first India-ASEAN Car Rally was acknowledged by Prime Minister Dr Manmohan Singh from Guwahati. The rally witnessed 250 participants from India as well as South-Asian countries in 60 vehicles and rallied across Assam, Nagaland and Manipur before entering Myanmar.

- **The Vintage Car Rally:**

The Vintage Car Rally starts from New Delhi and went up to Sohna (Haryana). The rally witnessed some of the rare collections of cars. Some of the cars that participated in the Vintage car rally are a 35 Jaguar Convertible or a '34 Austin Saloon Deluxe or an 1898 Humberette.

- **Great Arc Rally:**

The Great Arc Rally was a month-long rally that started in Kochi in the south to Mussorie in the north. The rally was organized to commemorate the 'Great Arc' survey done during the 19th century. Great Arc aimed to uplift the spirit of the survey by asking competitors to drive in straight as a line from Cape Comorin to Hathiopon near Mussoorie. The rally comprised 27 participants in twelve cars and three Sports Utility Vehicles.

- **Women Car Rally by NGO 'Uthaan':**

The Women Car Rally was organized by an NGO called Uthaan in partnership with Ibis, Power Grid, Indian Oil, Radio Mirchi, Desert Trails and Avenues Travel Services. This rally was an initiative of the NGO to create and spread awareness in the social segment. Women's Car Rally was considered one of the National Record Creating Events.

- **Blind Man Car Rally:**

Blind Man Car Rally was an endeavour to raise funds for its projects under the aegis of the national theme 'Freedom through Education'. It started in Mumbai on February 11th, 2007. The rally was aimed at creating awareness about

illiteracy in addition to highlighting the initiatives of Round Table India to eradicate illiteracy and the challenges faced by the visually impaired. It was held in partnership with National Association for the Blind (NAB).

- **Raid De Himalaya:**

Raid De Himalaya HMA is the first Indian club (in 2001) to have its event – the Raid de Himalaya – inscribed on the International Road Rallies Calendar with the FIA (Paris) and the FIM (Geneva). There are 12 such events worldwide and the Raid de Himalaya is one of them.

Internationally reputed to be the “highest motorsport event in the world”, the Raid de Himalaya was created by HMA and has been organized and conducted by the club for the past 15 years consecutively.

- **Uttarakhand Adventure Car Rally:**

The Maruti Suzuki Uttarakhand Adventure Car Rally and also the 1st Round of the Indian National Championship for TSD Rallies 2016 ran between 14 and 18 March 2016. It comprised 3 legs through the spectacular mountains and forests of Uttarakhand from Dehradun to Corbett (Garjiya), Corbett to Auli and Auli to Dehradun. It was open to experts and amateurs, cars and SUVs, and Championship and Non-Championship contenders.

- **Deccan Rally:**

Deccan Rally, which is also the 2nd round of the Maruti Suzuki National Superleague TSD Rally Championship and is open to both experts and amateurs, whether in cars or SUVs! The rally will run on the scenic route between Pune – Ratnagiri – Goa – taking on the Sayhadri range and Konkan Coast alike. There are separate categories for the Championship and Non-Championship contenders as well as separate prizes.

- **Backwaters Rally:**

Barely has the curtain come down on the Deccan Rally from Pune to Goa, when entries to the 3rd Round of the Maruti Suzuki National Superleague TSD Rally Championship have opened, inviting both experts and amateurs, whether in

cars or SUVs, to the Backwaters Rally. A whole new adventure that takes off from Ooty in the Nilgiris, crossing over from Tamil Nadu into Kerala awaits you! With the crippling heat of this year's more than unusually harsh Indian summer, the Backwaters Rally flags off in salubrious Ootacamund before taking you through the lush monsoon-drenched landscape of Kerala's backwaters to conclude in the historical coastal city of Kochi.

- **Mughal Rally:**

Now that we have completed the 3rd Round of the Maruti Suzuki National Super League TSD Rally Championship, we are ready for the next challenge - the Mughal Rally. From the verdant rolling hills of Tamil Nadu and the brilliant green coastal landscape of Kerala, we now move to the extreme north of the country: Jammu and Kashmir. Man and machine will now be pitted against the rugged Himalayan terrain as we traverse locations such as Muradpur, Akhnoor, Jammu, Reasi, Mahore, Dagan Gali, Gool and Ramban. The challenge will take the rally through some spectacular landscapes.

14.4 Check Your Progress:

- **What is Trekking? Also, discuss its key features.**

- **Differentiate between trekking and mountaineering.**

14.5 Summary:

Thus based on the above-detailed study, now it is clear that India offers a variety of land-based adventure sports activities with full safety precautions. It offers every kind of land-based adventure activity.

14.6 Glossary:

- **Rock Climbing:**

An activity in which participants climb up, down or across natural rock formations or artificial rock walls. The ultimate goal is to reach the top.

- **Skiing:** The activity or sport of moving on skis.

14.7 Self-Assessment Questions:

- Throw a light on the important trekking destinations in India.
- Highlight the precautions that need to be done while trekking.

14.8 Reference and Suggested Readings:

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UNIT-15

**Marketing and Promotional Strategies, Risk
Management and Job Opportunities**

Structure:

15.0 Introduction

15.1 Objectives

15.2 Marketing and Promotional Strategies

15.3 Risk Management

15.4 Job Opportunities

15.5 Check Your Progress

15.6 Summary

15.7 Glossary

15.8 Self-Assessment Questions

15.9 Reference and Suggested Readings

15.0 Introduction:

Land-based adventure sports activities are considered as safest adventure sports activities. Majority of the adventure sports lovers participate in land-based adventure sports. They can be performed under the observation of any instructor or guide. It is always better to take the services of approved and well-reputed adventure sports operators. The operator or agency must employ only well-educated and experienced instructors and guides to offer adventure services. To offer a safe experience the agency should regularly check its equipment and never allow children, senior citizens and diseased persons to participate in activities. A person who has attained any degree and has completed his training can easily get a job in any adventure sports tour operating company. Adventure sports activities are promoted on different levels. Ministry of Tourism, Government of India promotes adventure tourism through its websites and advertisements in national newspapers and TV channels. State Governments also promote adventure sports in their states to increase tourism activities. Finally, adventure sports operators also promote adventure activities through their contacts and advertisements. Now a day's social media also play an important role to reach youths.

15.1 Objectives:

The following are the main objectives of the present unit:

- To know the job opportunities in the field of land-based Adventure Activities.
- To understand the safety measures adopted by the adventure sports tour operators.
- To understand the marketing and promotional strategies adopted by the Government and agencies.

15.2 Marketing and Promotional Strategies:

Marketing:

Marketing is the flow or delivery of the product or service to the customer. It is about creating an experience that exceeds expectations. Every time the customer comes in contact with the company, it is a marketing opportunity. This chapter will explain marketing. The sub-heading of marketing in this chapter is the concept of marketing, classification of marketing, marketing mix decisions, marketing management, and impacts of marketing in tourism.

The concept of marketing is the marketing philosophy that sees the customer or client as the central focus of all the activities of the company because no company can survive without the continued performance of its customers. When the company shows genuine concern for the customer's welfare this is called customer orientation. It is also important that a company focuses on production orientation, sales orientation and market orientation. Among all the orientations, the customer is always at the centre of the marketing concept. In the production orientation, the dropping cost by heap production is more important than focusing on the company because it is not the requirement of the customer. The business can take advantage of income by reducing costs through reaching the profitable of the extent the business. Every company believes that they have the best product which is based on quality and characteristics in product orientation and because of this the company trusts that their customer also likes it. In the sales orientation, the company focuses to make the product and make an effort to sell it on the market. There is always the uncertainty that the customer may not like what is being sold to them. The customer is always at the centre of the profit in business. The company always tries to use the proper research method in market orientation to know the needs of the customer. It helps to develop the company strategy from the feedback from the customer. A company that follows the market orientation concept has more chances to be successful.

Marketing for Adventure Tourism:

Marketing for an Adventure Tourism destination or service is a complex task. This reflects the numerous and varied adventure tourism activities on offer. Adventure tourism experiences can last from a few minutes to many weeks, prices vary, adventure tourists have numerous motivations, and many adventure tourism products are highly seasonal. Several methods exist for promoting an adventure tourism service:

- Production of brochures sent out in response to a specific enquiry (this remains the foundation of most adventure travel marketing).
- Websites featuring information, prices, and a booking form.
- Articles or advertisements in specialist magazines, newspapers, and the local media.
- Direct mail marketing to past customers offering discounts or incentives.
- Placing small advertisements in magazines or newspapers.
- Exhibiting at trade shows.
- Notices on local information stations.

These marketing tools can continually be updated or improved depending on the interests and needs of the targeted audience and the success of previous marketing tools.

There are various objectives within the adventure tourism market. These affect the marketing approach. For some companies, adventure tourism is a business with the primary purpose of making profits. Voluntary or non-profit organizations aim to provide a social environment for those participating. Examples could include holidays for disadvantaged children. There are also adventure enthusiasts who set up ventures that allow them to pursue their hobby as a full-time profession – seeking to balance an enjoyable lifestyle with earning enough income to enjoy a comfortable lifestyle. These different objectives reflect the marketing approach taken to promote the product.

Adventure tourists also have several motivations for 'purchasing' an experience. Motivations can include sensual pleasure, escaping from everyday life, meeting like-minded people, spiritual enlightenment, improving fitness, and exploring untouched places of the earth, etc.

Some products are prepared packages while others are individual elements. These individual elements may be taken as a one-off experience en route or as part of the package. Also, some experiences are ultimately personal, solo activities whilst others are experienced as a group. Adventure tourism experience can last from minutes to many weeks and the price of products can vary from very low to high premium pricing. Therefore marketing must be aimed at all these scenarios.

Seasonal Fluctuations:

Many adventure activities are highly seasonal - especially those that are outdoors and rely on specific weather patterns. I.e. white water rafting requires high rainfall to provide white water. Also worth considering is that at certain times of the year, the attraction may be inaccessible, i.e. bad weather or disrupted transport services. Seasonality affects pricing and the volume of demand.

Many tourist operators believe that seasonal fluctuations are the largest drawback to tourism development. The economic impact of seasonal fluctuations can be significant to specialized adventure tourism providers. Seasonal tourism resource use also fluctuates, such as transport and accommodation. Many employees will be working full-time during peak seasons, but only on a casual basis during low seasons.

The major reasons for seasonal fluctuations are climate and social calendar events. An example of seasonal influence is seen in the Himalayas. Winter is the peak season for treks in the Himalayas as the weather is clear and fine. However, it is not the best time for mountaineering. An example of social

events affecting tourism is that of the Muslim pilgrimage to Mecca (hajj) which is taken during the month of Dhu al-Hijjah (the last month of the Islamic year).

Marketing Tools:

Adventure tourism marketing must be many things – localized and global, cross-cultural and/or transnational, and attractive to a range of audiences worldwide.

The Internet plays a large role in adventure tourism marketing than it does in other sectors. There are various reasons for this. It is suitable for small enterprises that do not have a huge budget for advertising. It also allows providers to regularly update their information within a rapidly changing business. Agents can also take bookings from clients anywhere in the world.

The market is becoming more and more segmented into targeting groups that share similar characteristics. For example age, sex, race, lifestyle, etc. For example, the Club 18-30 type vacations provide for a particular age group and a particular motivation for certain types of adventure travel.

There are some interesting trends within the adventure tourism market, some of which are noted below:

- More and more women are taking part in adventurous travel
- There is a growing interest in the Asia Pacific and Eastern Europe regions as travel destinations.
- Senior citizens or adults in their 50s and 60s whose children have grown up are enjoying the benefits of better health care and are keen to try new adventure experiences.
- Parents with families are more commonly taking trips to out-of-the-way places in less developed countries.
- Students are travelling at a younger age, some are spending around \$10,000 on “gap year” explorations
- There is increasing demand for customized itineraries.

Within the adventure tourism industry itself, global trends are occurring, such as:

- Adventure tourism operators are moving towards offering a portfolio of activities at different destinations.
- Adventure tourism operators are also offering a larger variety of adventure activities at single destinations.
- There is an increasing number of tourism destinations marketing themselves as “adventure destinations”.
- The luxury level available for adventure tours is increasing. Some adventure tour operators are providing luxuries such as private charters, spas and access to massage therapy for tour group members.

These increasing trends above do not necessarily require new providers because the market already exists for the type of experiences they are seeking. However, some changes may need to be made to cater for the different clients i.e. considerations for children and older, less agile, adults, or setting grades of difficulty for various tours. A tour, for example, may need to have options for people who choose not to climb Kilimanjaro. Other alternatives may be shopping for the day or walking halfway and meeting the party at the end of the day or another location. These provisions need to be put in place to attract new and increasing markets.

One point worth noting is the role that National and local governments play in marketing tourism. National Governments promote whole countries through a few key images that are the leading attractions or symbolic of the country. Local Governments tend to promote their region, highlighting their attractions to the region. This is generally done through the Department of Tourism in each region.

Adventure tourism has become a very competitive business. Competition is received from:

- Other geographic areas in the world offer similar activities

- Neighbouring regions in the same country with similar activities
- The huge number of existing enterprises offering similar activities worldwide (simply the growth of the market).
- Adventure tourism operators offer different activities within the same natural area.

Developing Market Segmentation and Targeting Customers:

To find out the market size for such a service offering, it is necessary to segment the population along different geographic and psychographic factors. The main geographic profiling points would be the size of the household, the annual income of the family, the occupation and the age of the decision maker. The psychographic parameters are: liking for sports, the relative importance of health, liking for variety and risk appetite. Based on a study of these, it is possible to identify four segments, the pen profiles of whom can be sketched below.

1) Adventure Seeker:

A young man of 25 years, who is single but has a partner, earns a handsome salary and has a similar friend circle. He is enthusiastic about trying out different kinds of adventure sports, owns a car, and lives in a rented apartment in a posh colony of the metropolitan city.

2) Variety Seeker:

A married family man of 45 years whose activities revolve around his family. He owns a four-wheeler, a two-wheeler and has a house of his own. His means of entertainment generally consists of watching television at home, going for family outings and picnics or get-togethers and parties with family and corporate friends.

3) Health Conscious:

A 50 years old man who has recently had a major illness and is recommended by his doctors to spend some time in a clean and quiet place. He owns a four-

wheeler and a house of his own and has been saving for a trip or tour later in his life.

4) Latent Consumers: A 30-year-old housewife who has young children. Her family owns an economy-class car and a house of its own, through a bank loan. She is usually apprehensive about outdoor trips and tours because of concerns about the availability of food, safe drinking water, and sanitary facilities. Such profiling aims to help map the consumers, through interviews based on their preferences, into different levels of adventure sports products. This can ensure that the product is targeted at the consumer who is most likely to go for it.

15.3 Risk Management:

All activities in adventure tourism contain a certain level of risk, and therefore the tour operators and all involved in the creation and provision of the tourist service need to take appropriate measures for managing the risks. Ignoring the fact that risks are a reality in adventure tourism, inadequate education for risk management policies, or failure to take appropriate measures to deal with, them can cause serious consequences on the safety of participants in tourism activity and on the quality of the tourism product. The consequences for the destination, as well as the legal and economic consequences on operators, can be catastrophic. A systematic approach to risk management and compliance with proven work standards is necessary for successful safety management, and the creation of quality and competitive tourism products. Modern standards in adventure tourism imply quality risk management - safety in tourism operations that plays a key role in the competence and competitiveness of the tourism product. Tourism products that do not have a thorough risk management approach in their structure are unsustainable, and the consequences of incomplete, in this sense, tourism products, are long-term and affect the whole tourist destination. Therefore, the safety concept of

products in adventure tourism should be seen as a necessary qualitative component with an extremely important implication for the sustainability of the product.

Due to the nature of activities in adventure tourism, the risks cannot be eliminated but can be significantly reduced by taking appropriate preventive measures and limiting activities that carry a very high degree of risk, which comes out of the usual standard for the respective tourism product.

The right approach to the successful management of security and risks in adventure tourism is to create a safety management system (SMS). The tour operators are obliged to create an efficient safety management system and continuously upgrade it according to the actual needs of the operation and of course the standards imposed by the market in adventure tourism. The employees in the agencies, especially the guides, should be familiar with the risk management system and be trained to implement it.

The design of safety management systems in adventure tourism largely depends on the nature of the activity, that is, the specific form of tourism activity, but basically, each system should cover the following five segments:

- a. Risk assessment** - It aims to systematically analyze the possible risks and reasons for their occurrence.
- b. Creating a system of work procedures** - Procedures that are primarily aimed at preventing and minimizing risks.
- c. Contingency plan** - The plan should provide a set of specific guidelines for actions undertaken in case of an accident or an emergency, that is, whenever there is a deviation from the usual program or procedures.
- d. Incident Report** - A record-keeping form for each incident.
- e. Analysis** - After every situation/incident analysis of incidents or emergencies is necessary to be done. Periodic analyses should be done on all segments of the management system to evaluate and update them.

Risk Categorization:

The main focus of the risk analysis and placing it in a “certain context” is the prediction of the consequences for the safety of customers and staff involved in the activity, the consequences on the attractiveness of the tourism product and the consequences on the company. In that direction, the risks are always analyzed according to the probability of occurrence or occurrence of a particular situation, or incident, and the character - the severity of the consequences.

An important segment in analyzing practical work in adventure tourism, as well as in the professional literature on risk management is risk categorization. There are different approaches and nomenclatures for risk categorization and can be classified into the following three categories:

Category	Explanation
Small risk	Everyday risks that are present in usual activities
Moderate Risk	<ul style="list-style-type: none">• Risks arise from insufficient experience or customer unwillingness.• Risks that arise as a consequence of unusual circumstances.• Activities in which risks are probable.
High Risk	Activities where participants are at risk in case of non-compliance with safety standards and operator recommendations.

Standard Operating Procedures for Risk Management in Adventure Tourism:

After completing the analysis of the expected risks in the planned tourism products, a plan for standard operating procedures is prepared. Standard Operating Procedures (SOP) represents a system of procedures, established at the company level, that is used to better organize trips, as well as procedures that are applied in emergencies. Most often, the procedures for work and

emergencies are integrated into a separate document - A contingency plan prepared for each tour - product separately. This chapter shows the creation of the standard operating procedures at the level of a travel agency, and in the end will be presented some recommendations regarding such planning, which can be useful for tour guides in adventure tourism. The main objective of the standard operating procedures plan is to handle the risks. Risk management should include:

- 1) Analysis, assessment, and projection of possible risks.
- 2) Creating changes in the operation of the agency or product concerned to eliminate or reduce risk.
- 3) Taking measures to reduce the likelihood or severity of possible incidents.
- 4) Sharing the risk with other parties (insurance, rescue services, competent institutions of state or local character).
- 5) A written statement for accepting the risk (referring to the risks from the yellow zone).
- 6) Documents, plans, and checklists.

When risk managing, the list of priorities should be:

Management of the Situation:

All employees of the company and external associates must be clear on how the agency responds in the case of an accident. Therefore, the company needs to have several people who have appropriate risk management training and know "what, when and how" should be taken. The larger companies for adventure tourism in the world are creating response groups composed of staff members and sometimes external associates. In our country, this task would be performed by the managers of the companies or a person appointed by the management, for carrying out these activities. The person in charge of managing the emergency should be ready to answer the following: » Communication with the media » Communication with the police » Communication with family members, passengers and staff » Changes in the

itinerary, for example, if the group or part of it wants to return home before the scheduled one » Communication with Embassies » Transferring information to other persons - the agency staff and external associates whose involvement in the situation is of particular importance.

A	Avoid	Eliminate the risk by changing company operations or discontinue that part of the service which contains the risk
B	Control	Make changes to decrease severity or likelihood, e.g. compose rules on work procedures and train staff
C	Explain	Advertise and explain the risk by the use of markings and instructions
D	Protect	Provide safety equipment and protective clothing for participants

15.4 Job Opportunities:

What are the best adventure travel jobs?

These days' jobs that include adventure travel and action sports are more common than ever before. So if you want to dump the nine-to-five, to cease being a desk jockey and to get outdoors being adventurous then you can follow your passion. But what's the best adventure travel job? This is a really hard question to answer. Ask ten people and you are likely to get ten different replies. The reality is that everyone has different interests, talents and a different definition of adventure.

Career options:

So take a read of the below adventure sports careers.

- **Adventure travel writing jobs:**

Being an adventure travel writer is an amazing job. He visits different adventure sports destinations, to experience the best adventures in return for an honest write-up of the trip. To make matters even better an adventure sports lover is specializing in a few of the activities. As a writer, you are wined and dined, and shown the best restaurants, bars and tourist attractions. Activities are paid for and guides are provided so you experience the best a destination offers. If all that sounds too good to be true then you need to understand the drawbacks. First of all, it doesn't pay very well. While most hobbies are free and travel is covered, in terms of income you don't get paid a lot to write. You often don't get paid at all. How you make money from travel writing is the challenge. This is why many different careers fall under the umbrella of becoming an adventure travel writer.

- ✓ **Freelance writer:**

Only really the national papers and big names magazines pay enough to make this worth your while. And the competition is aggressively fierce. Established freelancers take the lion's share of paid gigs and you need a lot of experience before you will be considered.

Unfortunately, lots of unpaid work is usually how you get the experience. But once you have worked for someone unpaid it's difficult to then get them to pay for your next article. Also, many major titles consider the free trip you are going on to be your 'payment'.

- ✓ **Staff writer:**

There are jobs at publications like Rough Guides and Lonely Planet, within newspapers' travel sections and at magazines such as National Geographic Traveller. But they are not the easiest jobs to land. A degree in journalism helps, or masses of writing and travel experience. It's worth noting you will usually have a normal nine-to-five job for much of the time. Plus the adventure travel you get to experience will be what your bosses want you to cover rather than

what you wish to do. Often staff writers have to take annual leave to go on press trips.

✓ **Travel blogger:**

If you want the freedom to do the trips you wish and don't mind sacrificing a regular salary then blogging can make money. I say 'can' because most of those that do it don't make a living from it.

It's all about driving enough traffic that brands and travel companies are willing to pay to advertise or sponsor your site. This takes a lot of time and effort. So while you can do it from anywhere in the world, you still need to spend a sizable amount of time at a computer.

• **Adventure influencer:**

The world of influencers has grown massively in the last few years. Essentially it is using a large following to influence people to buy things. In the adventure sphere, you could promote everything from hiking boots to hang gliders, surfboards to skis, and destinations to tour operators. Much of it is done through social media, so you don't require your website. But you need a large and relevant following before companies will pay you to promote them. It sounds easy but for every successful influencer, thousands don't make it.

• **Action sports career: Guide or instructor:**

If you have a passion for a particular activity then becoming an instructor or guide is a great option. Once trained up you will be spending every day taking people out doing something you love.

• **TV and Video work:**

The days of Judith Chalmers sinking into the couch on *Wish You Were Here?* Are long gone. Yet the opportunities for TV and video work are more diverse than ever. And if you are into your adventure sports this gives you plenty of opportunities.

- **TV Presenter:**

Every channel from the BBC and ITV to Discovery and National Geographic has adventure travel features. Most are hosted by celebrities (however minor!), so it is a very difficult job to land. You will need to start at the bottom and work your way up - or get a lucky break. But if you make it you can become rich and famous whilst doing possibly the best adventure travel job there is.

- **Vlogger:**

One of the top action sport career options, if you want to get on TV, is to start vlogging. A vlog is a video blog, often hosted on YouTube, which features you and your adventures. As with written blogging, you get to do what you want, film the way you wish and be location independent. All this means you can travel the world having one adventure after another. All great fun, but the tough thing is making money from it.

- **Action sports videographer or photographer:**

Have an eye for photography or how to get that unique shot but don't want to be in front of the camera? There is work available filming other people doing crazy stuff. Whether it is shooting snowboard videos, kitesurfing films, climbing movies or documenting an expedition you will be part of the adventure. Also, tourists like to get good photos and videos of them to show off on social media. So you could work in a resort and sell your services to holidaymakers.

- **Explorer**

Ok, so becoming the next Sir Ranulph Fiennes is unlikely! But while tourists are invading most corners of the world, final frontiers remain. There are numerous places, from jungle to desert, caves to mountains and ocean to lakes that are still barely touched by man.

If you're the first one to write about it or take a photograph, that's exploration. Furthermore, you can be an explorer by doing something different. For

example, the first to SUP the Nile, climb a mountain a particular way or walk the length of the Amazon.

Adventure Sports Instructor Job:

Adventure Sports Instructor as the name itself reveals is a specialist in providing training in adventure sports for example Land based adventure sports like Rock Climbing, Trekking, Mountaineering, Skateboarding, Mountain Biking, Skiing, Snowboarding, Trekking, Adventure Racing, Land and Ice Yachting etc.

With the spreading of awareness among the masses about adventure tourism, hill resort, culture and involvement of the media channels like National Geographic, Discovery, AXN etc., people have become more aware of adventure sports activities around them and want to plan adventure holidays thereby demand these experts as the professional trainer has increased many folds in the last few years.

Thus Adventure Sports Instructors have a good future in this field of Adventure Tourism. A lot of glamour has also been attached to this field at a higher level because of the worldwide approach of adventure sports mass media involvement. To become a successful Adventure Sports Instructor one must possess the necessary know-how and expertise in the field.

To get the necessary expertise one can go for one or more of the following short-term and full-time long-term courses to make it as a career. It requires a lot of hard work and effort but at the same time offers enormous scope for building one's career.

Former players, as well as Young energetic people with a desire and capacity for hard work, can get both money and satisfaction along with name and fame now attached to adventure sports.

Adventure Sports Instructor Eligibility:**Educational Qualification:**

The desirable qualification required to become an Adventure Sports Instructor is the 12th class with Physical Education as one of the subjects (it is not compulsory although) followed by certification from any Adventure sports institute.

Important: Also, proficiency in English or some foreign languages can be handy to handle foreign Adventure Sports enthusiasts.

Adventure Sports Instructors Required Skills:

- Adventure Sports Instructors must have an enthusiasm for sports, excellent communication skills, and the ability to inspire confidence and motivate participants.
- They should have determination and patience, good organizational skills, and a sensitive and supportive approach.
- They should have physical stamina and a commitment to sports participation for all.

How to Become an Adventure Sports Instructor?

There is no formal qualification required for those aspirants who themselves have been involved with Adventure sports as players. Former and senior adventure sportspersons can get the job as Assistant Sports Instructors (after getting the necessary certification or license) owing to their knowledge and experience of the sport as a player.

With some experience in the field as assistants, they can alleviate to the upper position as main instructors or chief instructors in due course of time. However, those aspirants who have a non-playing background but are energetic and have good knowledge of the sport can undergo formal training and get into this field as instructors by following the below-given steps:

Step-1

Interested candidate has to join some adventure sports institute or clubs like Nehru Institute of Mountaineering to do Short Term adventure sports courses offered by them.

Step-2

Once they have done with the training successfully they are provided certification or licenses that enable them to be eligible for becoming Adventure Sports Instructors.

List of Institute providing Courses related to Adventure Sports Instructor

- Himalayan Mountaineering Institute Jawahar Parvat, Darjeeling (www.hmi-darjeeling.com)
- Nehru Institute of Mountaineering Uttarkashi (www.nimindia.net)
- Indian Institute of Skiing and Mountaineering IISM, Gulmarg (www.iismgulmarg.com)
- Jawahar Institute of Mountaineering and Winter Sports, Anantnag (www.jawaharinstitutepahalgam.com)
- Directorate of Mountaineering and Allied Sports, Manali, (www.dmas.nic.in/)
- Regional Mountaineering Centre, Mc Leodganj
- Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports, Manali
- High Altitude Trekking & Skiing Center, Narkanda, Shimla
- Regional Adventure sports Centre, Hatkoti, Shimla (HP)
- Mountaineering Sub-Centre Jispa, Lahaul and Spiti (HP)
- Mountaineering Sub-Centre Bharmour, Chamba (HP)
- The Ballooning Club Of India, New Delhi

Adventure Sports Instructor Job Description:

Adventure Sports need not only sporting skills but also require a lot of motivation to perform adventurous acts as they involve a certain amount of risk-taking too. Thus an Adventurous Sports Instructor Job description has much more than teaching sporting skills. His work involves guiding groups

through group initiatives, teaching proper spotting techniques, teach proper care and maintenance of ropes, carabiners, harness and other life-supporting equipment as they are very important for performing any kind of action properly. Besides this, he encourages campers and staff to try new sports and participate in other aspects of camp life. An Adventure Sports Instructor has to perform all those duties that may be assigned to him by the Adventure/Sports Director, Village Director, Program Coordinator or Camp Director.

Adventure Sports Instructor Career Prospects:

Enormous employment opportunities are available for Adventure Sports Instructors in private as well as public sector organizations. They can get a job in Excursion agencies, Holiday resorts, leisure camps and commercial recreation centres besides Sports centres and athletic clubs. Tourism Departments, Adventure Sports Club and Hills Resorts etc also provide a good opportunity for these professionals. Trained Adventure Sports Instructors can also open their academies with the financial aid provided to them by corporate houses and various state and central governments.

Adventure Sports Instructor Salary:

As far as pay packages and salaries of Adventure Sports Instructors are concerned they can get anything from Rs.20,000 to Rs.30,000 as an Adventure Sports Instructor in some good Adventure Sports Clubs or Hill Resorts to start with. If one goes for a Personal assignment one can get as high as one can think of, all this depends upon one's ability and demand in the field concerned.

15.5 Check Your Progress:

- **Discuss the job opportunities after completing the Adventure Sports course in India:**

- How do adventure sports companies work on risk management?

15.7 Glossary:

- **Danger** -Circumstances or activity that contains possible factors for violation of physical or mental health.
- **Risk** -Assessing the likelihood of an incident and how serious the consequences may be, for example, of people's safety.
- **Risk Control** -The process that includes risk management in its entirety, among other things, defining the scope of risk assessment, monitoring, and analysis, as well as the processes of communication and collaboration. Risk control should be explained in the safety plan.
- **Risk assessment** -a process that assesses the likelihood of a risk and the consequences thereof, taking into account the usefulness of the control procedures in force. At the same time, the assessment should identify whether the risk can be managed or not.
- **Control procedures** -Measures to minimize the risks and consequences of them.

15.8 Self-Assessment Questions:

- Discuss the marketing strategies adopted by adventure travel companies.
- Highlight the required educational qualification to become an adventure trainer.

15.9 Reference and Suggested Readings

- https://www.researchgate.net/publication/236658071_An_introduction_to_risk_adventure_and_risk_management
- <https://pss.org.mk/wp-content/uploads/2020/01/manual-for-risk-management-in-adventure-tourism.pdf>
- <https://www.tandfonline.com/doi/pdf/10.1080/13664539800200054>
- <https://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=1552&context=thesesdissertations>

Unit-16

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

Structure:

16.0 Introduction

16.1 Objectives

16.2 Socio-Cultural Impacts of Land-based Adventure Tourism

16.3 Economic Impacts of Land-based Adventure Tourism

16.4 Environmental Impacts of Land-based Adventure Tourism

16.5 Job Opportunities in Land-based Adventure Tourism

16.6 Check Your Progress

16.7 Summary

16.8 Glossary

16.9 Self-Assessment Questions

16.10 Reference and Suggested Readings

16.0 Introduction:

When a person travels to any destination, then he affects the destination and host community. Similarly when a youth visits a destination to participate in land-based adventure sports activities, then his activities affect the Socio-Cultural environmental and economic features of the destination for example- a person who visits a destination influences the host community through his lifestyle and activities tourists movement offers many direct and indirect job opportunities to the local people finally, the pollution released by vehicles affects the natural environment of the destination.

16.1 Objectives:

After reading the present unit, the learners will be able to:

- Understand the socio-cultural impacts of land-based adventure sports.
- Explain the economic impacts of adventure sports activities.
- Understand the environmental impacts of land-based adventure activities.

16.2 Socio-Cultural Impacts of Land-based Adventure Tourism:

Social Impacts:

Positive Impacts: Adventure tourism can bring different kinds of people together within an environment, allowing them to understand each other better and appreciate different cultures while bonding over their desire for adventure. Interaction between locals and visitors as they partake in new “adventures” together can help harness healthy relationships and move towards more accepting attitudes.

Adverse Impacts: Tourists and the activities they engage in may disrupt residents in surrounding areas due to noise, overcrowding, and trespassing. There may also be a cultural melting pot, in which the destination country distances itself from its origins to please and accommodate tourist expectations and ideals.

Cultural Impacts:

Positive Impacts: Outsiders can experience and appreciate various cultures at the cultural interface and then share their experiences with others, which keeps a culture from dying out.

In Belize, visitors can tour the Mayan ruins, such as the Altun ha and Xunantunich temples. This allows them to experience an ancient culture more intimately and keep it alive, even though it is no longer present today.

Negative Impacts:

A falsified reality may be created when cultures are not respected. In Belize, archaeological sites have been disrupted through the theft of offerings (i.e. pottery) in caves that were once thought of as entrances to the underworld in Mayan culture (Science Daily, 2008). This has increasingly occurred because of a lack of tour guides to accommodate visitors (Belize Tourism Board, 2017). As a result, visitors roam freely without regulation.

16.3 Economic Impacts of Land-based Adventure Tourism:

Positive Impacts:

Tourism markets, including adventure tourism, are often highly beneficial and essential for the economic success of many countries. Tourism can account for a large portion of residents' income and that of a country as a whole. This income can lead to development, which provides residents with schools, hospitals, proper road systems, etc., increasing the quality of life of individuals living there.

Adventure tourism has been growing exponentially in India, and it is expected that travel and tourism will support approximately 43,837,000 jobs, totalling 7.9% of total employment. (Khedkar, 2015). According to Khedkar, this is essentially thanks to the resilience, high-value customers, and encouraged sustainable practices of adventure tourism (2015).

By 2024, Travel and tourism is forecast to support 43,837,000 jobs (7.9% of total employment), an increase of 1.9% pa over the period.

Negative Impacts:

Foreign-owned adventure tourism-related operations may displace locally-owned operations, causing revenue leakage.

16.4 Environmental Impacts of Land-based Adventure Tourism:

Positive Impacts: This tourism market segment allows conservation efforts within the experiences it offers in a particular environment. Many individuals are motivated to preserve an area so that years of unique tourism experiences can continue.

South Africa is a hot spot for adventure tourism, and studies within this area have shown that guides' perceptions and behaviours towards the environment influence tourist behaviour as well (Giddy, 2016).

Negative Impacts: Increased tourist and human activity through various environments for adventure tourism can lead to destruction. Littering is a common issue, which may pile up and lead to harmful effects in an aesthetic and physical sense. Trampling is another concern which can cause vegetation loss, loss of biodiversity, the introduction of alien species, and disruption of wildlife (Giddy, 2016).

16.5 Job Opportunities in Land-based Adventure Tourism:

This career is designed to set you up for lifelong enjoyment in adventure pursuits. The increasing influx of tourists has made Adventure tourism a booming sector. Due to the media's involvement (National Geographic, Discovery, AXN, etc.), people have become more aware of the adventure sports activities around them and want to plan an adventure holiday instead of a routine vacation.

The demand for trained professionals in this field is much more than their availability. This is going to increase shortly further. A qualified graduate with

a certificate in adventure sports can pursue her/his career as an executive or guide in a travel agency.

Most Adventure Sports Institutes include technical skills modules in various sports. These include rock climbing, rappelling, river crossing, trekking, mountaineering, caving, camping, map reading, skiing, swimming, water safety and rescue, canoeing, kayaking, rowing, sailing, water surfing, skiing and white-water rafting.

Prospects:

There are lots of courses available for both beginners and experienced sports people. It depends on what sort of sports you fancy doing. Opportunities for adventure sports professionals exist in the following types of organizations:

- Excursion agencies
- Holiday resorts, leisure camps and commercial recreation centres
- Sports centres and athletic clubs
- You can become an instructor in the discipline
- Set up your own adventure sports centre
- Work as a liaison officer in various travel and tourism agencies
- Work in a training organization specializing in outdoor training.
- Adventure Sports Photographer

The Job:

- Researching the activity and geographical area
- Goal Setting for all activities
- Risk assessment
- Collecting/maintaining materials required for the activity
- Briefing participants on group skills, techniques
- Accompanying participants for the activity
- Route planning/ navigation/ activity detailing
- Completing accident and incident forms
- Participation in administrative activities in the camp

Personality Traits

- A high degree of risk-taking ability
- Ability to work in physically challenging terrains
- Excellent coaching skills
- Team-Worker
- Leadership Skills
- Ability to work under pressure and deadlines
- A high degree of discipline in maintaining physical fitness
- Environmental awareness and love for conservation
- Awareness of first aid, camp management, map and compass reading and survival training

Salaries:

An adventure sports instructor can expect a monthly pay packet starting at Rs. 9000 - 10,000. This can go up to Rs. 20,000 - 25,000, depending on what sport the instructor is dealing with.

16.6 Check Your Progress:

- Highlight the social impacts of Land-based adventure sports

- Discuss the negative environmental impacts of adventure sports.

16.7 Summary

We have seen that, like other types of tourism, adventure tourism has both positive and negative impacts on a destination. However, it has a significantly less negative impact on other tourism industry segments because it provides employment opportunities to the locals. As most of the types of equipment used in land-based adventure sports are pollution-free, only tourist vehicles pollute the destination.

16.8 Glossary:

- **Culture:** The customs, ideas, beliefs, etc. of a particular society, country, etc.
- **Environment:** The natural world, such as the land, air, and water, where people, animals, and plants live.

16.9 Self-Assessment Questions:

- Name any two positive impacts of adventure tourism on society
- How does land-based adventure tourism create a problem for flora and fauna species?
- Discuss the challenges of adventure tourism in terms of litter, waste, pollution over buildings, and destruction of flora and fauna.

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