

BTTMN-605

Course Name: Adventure Tourism

Programme Name and Code: Bachelor of Tourism and Travel Management (BTTM-23)

Year/Semester: 3rd Year/6th Semester

Objective: This course will focus on the concept & types of Adventure tourism, Institutes running courses, the potential for adventure tourism in India and existing popular destinations and activities. Institutions

Block-1 Basic Concepts of Adventure Tourism	
Unit-1	Adventure tourism: Concept, features, nature, scope and different types.
Unit-2	List of recognized organizations and institutions associated with adventure tourism in India.
Unit-3	Popular Adventure Sports of Uttarakhand, Govt. recognized institutes offering different Adventure sports Courses in Uttarakhand, West Bengal, Himachal Pradesh and Jammu and Kashmir
Unit-4	Existing trends and places of importance for Land-based, Water based and Aero based adventure sports in India
Block-2 Adventure Tourism (Air-Based)	
Unit-5	Air-Based Activities: Concept, features, nature, scope and & different types.
Unit-6	Popular Air-based Adventure Sports in India: parasailing, paragliding, ballooning, hand-gliding, bungee jumping and micro lighting etc.
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.
Unit-8	Adventure tourism impacts -social, cultural, economic and environmental impacts of air-based adventure tourism. Issues

	from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
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Block-3

Adventure Tourism (Water-Based)

Unit-9	Water-Based Activities: Concept, features, scope, nature and types.
Unit-10	Popular water-based adventure sports in India: white water rafting, kayaking, canoeing, surfing, water skiing, snorkelling & scuba diving.
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.
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).

Block-4

Adventure Tourism (Land Based)

Unit-13	Land-based adventure sports: Concept, features, scope, nature and types.
Unit-14	Popular water-based adventure sports in India: trekking, rock climbing, skiing, mountaineering, desert safaris, car rallies etc.).
Unit-15	Marketing and promotional strategies, risk management and job opportunities.
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. Training: Role of Water sports Training centre Goa and its ongoing training programmes and evaluation