

Programme Name and Code: Master of Tourism and Travel Management (MTTM-24)

Course Name and Code: Adventure Tourism (MTTM-17A)

Semester: 4th

Objective: This course will focus on the concept & types of Adventure tourism, institute 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 recognised organisations and institutions associated with adventure tourism in India.
Unit-3	Popular Adventure Sports of Uttarakhand, Govt. recognised 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 air-based adventure tourism's social, cultural, economic, and environmental impacts – issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
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 the social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (Government, local people, tourists, and tourism businesses) include risk management and job opportunities. Training: Role of Water Sports Training centre Goa and its ongoing training programmes and evaluation

Suggested Readings:

- Adventure Travel Trade Association. (2019). *Adventure Travel Trends Report 2019*. Adventure Travel Trade Association.
- Buckley, R. (2012). *Adventure Tourism*. CABI.
- Page, S. J., & Connell, J. (2014). *The Routledge Handbook of Tourism and Hospitality Education*. Routledge.
- Swarbrooke, J. (2010). *Adventure Tourism Development*. Routledge.
- Beames, S., Mackenzie, S., & Han, L. (Eds.). (2017). *Understanding Adventure Education: Theory and Application*. Routledge.
- Douglas, N., & Douglas, N. (2009). *Outdoor Recreation Management*. Routledge.