

# **Adventure Tourism Landscape: Assessing Participation, Satisfaction and Potential in Kerala**

*Thesis*

*submitted to the University of Calicut*

*for the award of the Degree of*

**DOCTOR OF PHILOSOPHY IN COMMERCE**

*By*

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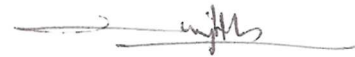
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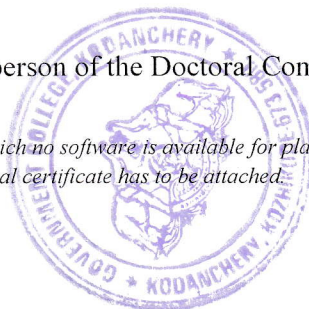
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*Dedicated to the explorers, the dreamers,  
and the fearless travellers who remind us that  
life begins at the edge of our comfort zone.*

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## Abbreviations

<b>Abbreviation</b>	<b>Full Form</b>
UN-WTO	United Nations World Tourism Organization
WTTC	World Travel & Tourism Council
KATPS	Kerala Adventure Tourism Promotion Society
ATTA	Adventure Travel Trade Association
GDP	Gross Domestic Product
ATPs	Adventure Tourism Providers
MoT	Ministry of Tourism
ITDC	India Tourism Development Corporation
FDI	Foreign Direct Investment
CAGR	Compound Annual Growth Rate
SEM	Structural Equation Modelling
CRD	Constructive Replicative Design
CLT	Central Limit Theorem
ANOVA	Analysis of Variance
SS	Sample Size
SPSS	Statistical Package for the Social Sciences (implied from statistical analysis context)

## **Abstract**

The Study focuses on finding out the level of awareness of tourists on various Adventure Tourism options, to identify the participation and satisfaction of tourists in respect of Adventure tourism, to identify the barriers of Adventure Tourism in Kerala, to examine the potentials of Adventure tourism in respect of Adventure Tourism. Adventure tourism sector is considered as one of the fastest growing niche segments of Alternative Tourism. Adventure Tourism is defined as “Adventure tourism involves exploration or travel with perceived (and possibly actual) risk, and it potentially requires specialized skills and physical exertion.”

Adventure Tourism considered as the Niche segment of Tourism. When compared to other niche forms of tourism Adventure tourism involves any two of following three components namely physical activity, natural environment and cultural immersion. On the basis of difficulty Adventure Tourism activities are classified in to two Such as Soft Adventure Tourism activities and Hard Adventure tourism activities. Soft Adventure Tourism activities are the activities which is relatively less risk involved and which doesn't need any specialised skill to perform. Hard Adventure Tourism activities are the activities which involves high risk and which require specialised skills or need the guidance of skilled person to participate in such activities. Another important classification is on the basis of surface which is classified as Land Based Adventure Tourism activities, Water Based Adventure tourism activities and Aerial Based Adventure Tourism activities.

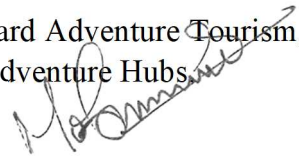
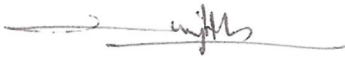
The research methodology of the study based on ‘Research Onion’ by Saunders et al. (2007), It is a conceptual framework that describes various stages and layers involved in conducting research. By using research onion, the researcher is able to create a comprehensive and good research design for the study. The study used both Primary and secondary data, the primary data has been collected from both Adventure Tourists and the Adventure Tourism providers by using two different Interview schedules. The secondary data was collected from various published sources. The primary data collected from tourists to understand various the awareness, participation of tourists on various adventure tourism activities and measure the level of satisfaction of tourists on facilities offered by Adventure Tourism Providers (ATPs). The data collected from Adventure Tourism Providers (ATPs) to measure the difference in the Accessibility of Adventure Tourism Providers (ATPs).

The Analysis of Data Depicts that most of the Land Based Activities shows high level of awareness, Water Based activities shows mixed level of awareness where some activities are more aware where other activities are not that much aware, Some Aerial based activities shows significant level of awareness on the other hand, some other Aerial activities show very low level of Awareness. In case of soft and hard adventure

tourism activities the tourists are more aware about Soft Adventure tourism activities when compared to Hard adventure Tourism activities. Adventure Tourism activities like Trekking, scuba diving, Flat water kayaking, Floating Bridge and Zipline shown high level of participation, and the Satisfaction of Adventure tourists on various facilities offered at the centre is considerably high. Most demographic factors like age, gender, nationality, education, occupation, and travel duration do not affect the satisfaction on Adventure Tourism, whereas, the frequency of travel does make a difference that people travelled more shown different levels of satisfaction when compared to occasional tourists. The analysis also shows that there is a negative correlation between Awareness and satisfaction indicating that when there is higher level of awareness slightly reduces satisfaction.

The study found that the accessibility of facilities such as Airport, Hospital, Bus Station and Fire Station is varied between districts. The Adventure tourism is facing numerous challenges like lack of awareness and promotion, Inadequate infrastructure, Regulatory and policy gaps, Environmental concerns etc. On the other hand, Kerala has immense potentials like Higher scope for water based and Mountain based Adventure tourism activities, the development of adventure circuits and hubs etc. and to become as a promising Adventure Tourism Destination in the region. The findings demand infrastructure development, operator training, eco-cultural integration, and introduce digital tools to enhance services with this collaborating efforts and policies Kerala can emerge as a leading adventure tourism destination by supporting long term social and economic growth.

**Keywords:** Adventure Tourism, Soft Adventure Tourism, Hard Adventure Tourism, Adventure Tourism Providers (ATPs), Adventure Circuits, Adventure Hubs



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## സംഗ്രഹം

വിവിധ സാഹസിക വിനോദസഞ്ചാര മേഖലകളെക്കുറിച്ച് വിനോദസഞ്ചാരികൾക്കുള്ള അവബോധ നിലവാരം കണ്ടെത്തുക, സാഹസിക വിനോദസഞ്ചാരത്തിൽ അവരുടെ പങ്കാളിത്തവും സംതൃപ്തിയും തിരിച്ചറിയുക, കേരളത്തിലെ സാഹസിക ടൂറിസത്തിലെ തടസ്സങ്ങൾ തിരിച്ചറിയുക, സാഹസിക ടൂറിസത്തിലെ സാധ്യതകൾ പരിശോധിക്കുക എന്നിവയാണ് പഠനം ലക്ഷ്യമിടുന്നത്. ബദൽ ടൂറിസത്തിലെ ഏറ്റവും വേഗത്തിൽ വളരുന്ന പ്രധാന വിഭാഗങ്ങളിലൊന്നായി സാഹസിക ടൂറിസത്തെ കണക്കാക്കുന്നു. സാഹസിക ടൂറിസം പര്യവേക്ഷണം അല്ലെങ്കിൽ അപകടസാധ്യതയുള്ള യാത്രയാണ്, ഇതിന് പ്രത്യേക കഴിവുകളും ശാരീരിക അധ്വാനവും ആവശ്യമാണ് എന്നതാണ് സാഹസിക ടൂറിസത്തിന്റെ നിർവ്വചനം. ടൂറിസത്തിന്റെ ഉപവിഭാഗമായി സാഹസിക ടൂറിസത്തെ കണക്കാക്കുന്നു. ടൂറിസത്തിന്റെ മറ്റ് പ്രത്യേക രൂപങ്ങളുമായി താരതമ്യപ്പെടുത്തുമ്പോൾ, ശാരീരിക പ്രവർത്തനങ്ങൾ, പ്രകൃതി പരിസ്ഥിതി, സാംസ്കാരിക നിമജ്ജനം എന്നിങ്ങനെ മൂന്ന് ഘടകങ്ങളിൽ ഏതെങ്കിലും രണ്ടെണ്ണം സാഹസിക ടൂറിസത്തിൽ ഉൾപ്പെടുന്നു. ബുദ്ധിമുട്ടിന്റെ അടിസ്ഥാനത്തിൽ സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങളെ സോഫ്റ്റ് അഡ്വഞ്ചർ ടൂറിസം ഹാർഡ് അഡ്വഞ്ചർ ടൂറിസം എന്നിങ്ങനെ രണ്ടായി തിരിച്ചിരിക്കുന്നു. താരതമ്യേന കുറഞ്ഞ അപകടസാധ്യതയുള്ളതും നിർവ്വഹിക്കാൻ പ്രത്യേക വൈദഗ്ദ്ധ്യം ആവശ്യമില്ലാത്തതുമായ പ്രവർത്തനങ്ങളാണ് സോഫ്റ്റ് അഡ്വഞ്ചർ ടൂറിസം. ഉയർന്ന അപകടസാധ്യതയുള്ളതും പ്രത്യേക കഴിവുകൾ ആവശ്യമുള്ളതോ അത്തരം പ്രവർത്തനങ്ങളിൽ പങ്കെടുക്കാൻ വൈദഗ്ദ്ധ്യമുള്ള വ്യക്തിയുടെ മാർഗ്ഗ നിർദ്ദേശം ആവശ്യമുള്ളതോ ആയ പ്രവർത്തനങ്ങളാണ് ഹാർഡ് അഡ്വഞ്ചർ ടൂറിസം. മറ്റൊരു പ്രധാന വർഗ്ഗീകരണം ഉപരിതലത്തെ അടിസ്ഥാനമാക്കിയുള്ളതാണ്. കരമാർഗ്ഗത്തിലും ജലമാർഗ്ഗത്തിലും ആകാശമാർഗ്ഗത്തിലുള്ളതുമായ മൂന്നു തരം ഉപരിതല ടൂറിസ മേഖലയുണ്ട്.

സോണ്ടേർസും കൂട്ടരും വികസിപ്പിച്ച റിസർച്ച് ഒനിയൻ രീതി ശാസ്ത്രാടിസ്ഥാനമാക്കിയാണ് ഈ പഠനം നടത്തിയത്. ഗവേഷണം നടത്തുന്നതിൽ ഉൾപ്പെട്ടിരിക്കുന്ന വിവിധ ഘട്ടങ്ങളെയും തലങ്ങളെയും വിവരിയ്ക്കുന്ന ആശയപരമായ ചട്ടക്കൂടാണിത്. ഗവേഷണ ഒനിയൻ ഉപയോഗിക്കുന്നതിലൂടെ, ഗവേഷകന് പഠനത്തിനായി സമഗ്രവും മികച്ചതുമായ ഒരു ഗവേഷണ രൂപകൽപ്പന സൃഷ്ടിക്കാൻ കഴിയും. പഠനത്തിനായി പ്രാഥമികവും ദ്വിതീയവുമായ ഡാറ്റ ഉപയോഗിച്ചു. സാഹസിക ടൂറിസുകളിൽ നിന്നും സാഹസിക ടൂറിസം ദാതാക്കളിൽ നിന്നും രണ്ട് വ്യത്യസ്ത അഭിമുഖ ഷെഡ്യൂളുകൾ ഉപയോഗിച്ച് പ്രാഥമിക ഡാറ്റ ശേഖരിച്ചു. പ്രസിദ്ധീകരിച്ച വിവിധ ഉറവിടങ്ങളിൽ നിന്നാണ് ദ്വിതീയ ഡാറ്റ ശേഖരിച്ചത്. വിവിധ സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങളെക്കുറിച്ച് വിനോദസഞ്ചാരികളുടെ അവബോധം, പങ്കാളിത്തം എന്നിവ മനസ്സിലാക്കുന്നതിനും സാഹസിക ടൂറിസം ദാതാക്കൾ മനസ്സിലാക്കുന്നതിനും സാഹസിക ടൂറിസം ദാതാക്കൾ വാഗ്ദാനം ചെയ്യുന്ന സൗകര്യങ്ങളിൽ വിനോദസഞ്ചാരികളുടെ സംതൃപ്തിയുടെ അളവ് അളക്കുന്നതുമായി അവരിൽ നിന്ന് ശേഖരിച്ച പ്രാഥമിക ഡാറ്റ ഉപയോഗിച്ചു. സാഹസിക ടൂറിസം ദാതാക്കളുടെ പ്രവേശനക്ഷമതയിലെ വ്യത്യാസം അളക്കുന്നതിനായി സാഹസിക ടൂറിസം ദാതാക്കളിൽ നിന്ന് ശേഖരിച്ച ഡാറ്റ ഉപയോഗിച്ചു.

ഡാറ്റ വിശകലനം കാണിക്കുന്നത്, കര അടിസ്ഥാനമാക്കിയുള്ള സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങളെക്കുറിച്ച് ഉയർന്ന തലത്തിലുള്ള അവബോധവും, ജലത്തിൽ നടക്കുന്ന

പ്രവർത്തനങ്ങൾക്ക് സമ്മിശ്രതലത്തിലുള്ള അവബോധവും കാണിക്കുന്നു. ചില പ്രവർത്തനങ്ങൾ കൂടുതൽ അവബോധമുള്ളവയാണ്, മറ്റു പ്രവർത്തനങ്ങളിൽ അത്ര ബോധവാൻമാരല്ല, മറുവശത്ത് ചില ആകാശ പ്രവർത്തനങ്ങളിൽ ഗണ്യമായ തലത്തിലുള്ള അവബോധവും കാണിക്കുന്നു, മറ്റ് ചില ആകാശ പ്രവർത്തനങ്ങളിൽ വളരെ താഴ്ന്ന നിലയിലുള്ള അവബോധവും കാണിക്കുന്നു. സോഫ്റ്റ്, ഹാർഡ് സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങളുടെ കാര്യത്തിൽ, ഹാർഡ് സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങളുമായി താരതമ്യപ്പെടുത്തുമ്പോൾ സോഫ്റ്റ് സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങളെക്കുറിച്ച് വിനോദസഞ്ചാരികൾക്ക് കൂടുതൽ അവബോധമുണ്ട്. ടെക്കിംഗ്, സ്കൂബ ഡൈവിംഗ്, ഫ്ലോറ്റ് വാട്ടർ കയാക്കിംഗ്, ഫ്ലോട്ടിംഗ് ബ്രിഡ്ജ്, സിപ്ലൈൻ തുടങ്ങിയ സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങളിൽ ഉയർന്ന തോതിലുള്ള പങ്കാളിത്തം കാണിക്കുന്നു. കൂടാതെ ഇത്തരം കേന്ദ്രത്തിൽ വാശാനം ചെയ്യുന്ന വിവിധ സൗകര്യങ്ങളിൽ സാഹസിക വിനോദസഞ്ചാരികളുടെ സംതൃപ്തിയും ഗണ്യമായ ഉയർന്നതാണ്. പ്രായം, ലിംഗഭേദം, ദേശീയത, വിദ്യാഭ്യാസം, തൊഴിൽ, യാത്രാ ദൈർഘ്യം തുടങ്ങിയ മിക്ക ജനസംഖ്യാ ഘടകങ്ങളും സാഹസിക ടൂറിസത്തിലെ സംതൃപ്തിയെ ബാധിക്കുന്നില്ല. അതേസമയം, യാത്രയുടെ ആവൃത്തി വ്യത്യാസമുണ്ടാക്കുന്നു. കൂടുതൽ യാത്ര ചെയ്ത സഞ്ചാരികളും, ഇടയ്ക്കിടെ യാത്ര ചെയ്ത വിനോദസഞ്ചാരികളുമായി താരതമ്യപ്പെടുത്തുമ്പോൾ വ്യത്യസ്ത തലത്തിലുള്ള സംതൃപ്തി കാണിക്കുന്നു. അവബോധവും സംതൃപ്തിയും തമ്മിൽ ഒരു നെഗറ്റീവ് ബന്ധമുണ്ടെന്നും വിശകലനം കാണിക്കുന്നു. ഉയർന്ന തലത്തിലുള്ള അവബോധം ഉള്ളപ്പോൾ സംതൃപ്തി ചെറുതായി കുറയുന്നുവെന്ന് സൂചിപ്പിക്കുന്നു.

വിമാനത്താവളം, ആശുപത്രി, ബസ് സ്റ്റേഷൻ, ഫയർ സ്റ്റേഷൻ തുടങ്ങിയ സൗകര്യങ്ങളുടെ ലഭ്യത ജില്ലകൾക്കിടയിൽ വ്യത്യാസപ്പെട്ടിരിക്കുന്നുവെന്ന് പഠനം കണ്ടെത്തി. അവബോധത്തിന്റെയും പ്രോത്സാഹനത്തിന്റെയും അഭാവം, അടിസ്ഥാന സൗകര്യങ്ങളുടെ അപര്യാപ്തത, നിയന്ത്രണ നയപരമായ വിടവുകൾ, പാരിസ്ഥിതിക ആശങ്കകൾ തുടങ്ങി നിരവധി വെല്ലുവിളികൾ സാഹസിക ടൂറിസം നേരിടുന്നു. മറുവശത്ത്, ജലാധിഷ്ഠിത - പർവ്വതാധിഷ്ഠിത സാഹസിക ടൂറിസം പ്രവർത്തനങ്ങൾക്ക് ഉയർന്ന സാധ്യത, സാഹസിക സർക്യൂട്ടുകളുടെയും ഹബ്ബുകളുടെയും വികസനം തുടങ്ങിയ വലിയ സാധ്യതകൾ കേരളത്തിനുണ്ട്. ഈ മേഖലയിലെ ഒരു വാശാനമായ സാഹസിക ടൂറിസം ലക്ഷ്യസ്ഥാനമായി മാറുക എന്നതാണ് ഈ കണ്ടെത്തലുകൾ ആവശ്യപ്പെടുന്നത്. അടിസ്ഥാന സൗകര്യ വികസനം, ഓപ്പറേറ്റർ പരിശീലനം, പരിസ്ഥിതി സാംസ്കാരിക സംയോജനം, സേവനങ്ങൾ മെച്ചപ്പെടുത്തുന്നതിനുള്ള ഡിജിറ്റൽ ഉപകരണങ്ങൾ അവതരിപ്പിക്കൽ എന്നിവ വഴിയും സഹകരണ ശ്രമങ്ങളിലൂടെയും നയങ്ങളിലൂടെയും കേരളത്തിന് ദീർഘകാല സാമൂഹിക, സാമ്പത്തിക വളർച്ചയെ പിന്തുണയ്ക്കുന്നതിനുള്ള ഒരു മുൻനിര മേഖലയായി സാഹസിക ടൂറിസത്തെ മാറ്റാൻ കഴിയും.

**സൂചകപദങ്ങൾ:** അഡ്വൈഞ്ചർ ടൂറിസം, സോഫ്റ്റ് അഡ്വൈഞ്ചർ ടൂറിസം, ഹാർഡ് അഡ്വൈഞ്ചർ ടൂറിസം, അഡ്വൈഞ്ചർ ടൂറിസം പ്രൊവൈഡേഴ്സ് (എ ടി പിസ്), അഡ്വൈഞ്ചർ സർക്യൂട്ട്സ്, അഡ്വൈഞ്ചർ ഹബ്ബ്സ്.



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## Chapter 1

# INTRODUCTION

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*"The world is a book, and those who do not travel read only one page"*

- Saint Augustine

## **1.1 Introduction**

Tourism is a dynamic service industry that is susceptible to unparalleled growth opportunities, and hence a pressing concern for individual countries as well as the international community at large. The global organization responsible for tourism management, the World Tourism Organization (UN-WTO), offers a modern definition of the term, and defined tourism as "the activities of persons traveling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business, and other purposes not related to the activity remunerated from within the place visited."

The tourism industry is one of the biggest industries in the terms of investment, employment and GDP. Tourism is significant export product and employment generator. (World Travel and Tourism Council,2018)

Tourism has established a place for itself as a successful tool for creating employment, major generator of earning revenues and foreign exchange at the national level. It has the ability in improving environment, preserving culture and tradition thus ensuring overall development. The travel and tourism sector produces various products and services to cater to the entertaining as well as business requirements of both domestic and international visitors (The creative economy report, 2008).

Over the past two decades, more and more destination economies have grown to depend on the travel, tourism and hospitality sector, as their primary source of livelihood or income. Tourism has become a major industry in poor and rich economies due to its significant contributions to economic, livelihoods and socio-

cultural development. On the other hand, poverty reduction has also become a significant item on the tourism agenda.

Tourism is one of the world's largest and fastest-growing industries, with significant growth in the major portions of the globe, thus generating economic as well as social gains; it may hold the secret to improving a nation's trade performance. With appropriate interventions, these economic gains would play a vital role in reducing poverty (Shah, 2000).

India has a huge potential to become a world leader in tourism, and the travel and tourism industry of India is striving to realize this potential. India is ranked at 39th position in the Travel and Tourism Competitiveness Index in the 2024 Travel and Tourism Competitiveness Report. The launch of innovative branding and marketing campaigns by the Government of India, such as 'Incredible India' and 'Athiti Devo Bhava,' and 'Dekho Apna Desh' has been the driving factor for growth. India is a vast travel and tourism industry with a broad range of niche tourism products, from cruises to adventure tourism, medical tourism, well-being tourism, sports tourism, eco-tourism, film tourism, countryside tourism, and religious tourism.

India's western coast is famous for its beach tourism and one of the most renowned sites on the west coast is Kerala. It is a vacation spot on the Malabar Coast of India and is famous for its beaches, back waters, art forms, ancient temples, mosques, churches, cuisine, music, and serene hills.

Kerala, the most verdant state, at the southern extremity of India, with gorgeous tropical climate and connected by 44 rivers, 34 lakes, canals, ponds and paddy fields, is popularly referred to as 'God's own country'.

“Adventure tourism is a trip that contains at least two of the following three elements namely physical activity, Natural environment or cultural immersion” (Adventure Travel Trade Association). Adventure tourists may be motivated to achieve mental status characterised as rush or flow, resulting from outside their comfort zone. This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining, paragliding, rock climbing etc. (science daily 2019)

“Adventure tourism is an active tourism that combines experiences, local interactions and physical activities to explore and connect with self, nature and communities” (Ministry of Tourism India, 2015). Due to diverse topography India offers different types of adventure activities that can be carried out by any traveler. Adventure tourists also follow cultural and environmental aspects of destinations they visit. These can greatly aide economic opportunities of local people in rural and remote areas in India. The best example of which can be found in Jammu and Kashmir, Sikkim and North East India etc. Apart from sustainable development of local communities’ adventure tourism also brings in socio-economic and cultural development in the region.

Adventure travel is a type of niche tourism, involving exploration or travel with a certain degree of risk (real or perceived), and which requires special skills or physical exertion. (Nielsen,2016) Kerala holds wider scope for adventure tourism activities for adventure seekers. There are variety options like Water sports, cycling and biking through nature, Paragliding, Tree house stays, wild life safari, bamboo rafting, Elephant ride, Kayaking, Trekking etc. In Kerala, adventure tourism is promoted and guided by Kerala State Adventure Promotion Society (KATPS)

## **1.2 Tourism and Adventure Tourism- An Overview**

Tourism involves the activities of people who visit and stay in places outside their usual ones for leisure, business, or other reasons, for not more than one consecutive year. It is a competitive and dynamic sector that requires constant adaptation to customers' changing needs and wants, since the satisfaction, security, and enjoyment of the consumer are of the utmost importance in the tourism sector. Tourism is also a rapidly growing service sector with vast expansion potential and therefore poses enormous challenges not only to single countries but also to the international community at large.

The United Nations World Tourism Organization (UN-WTO) describes tourism as the travel of tourists to a destination outside their usual environment for not exceeding one consecutive year, for leisure or business or other reasons not directly related to the earning of remuneration from the destination place.

Tourism is at the core of driving economic growth and sustainability globally. As a global leading sector of the economy, it is a heterogeneous range of services including hospitality, transport, cultural exchange, and recreation. The global tourism industry contributes about 7.6% of the world's Gross Domestic Product (GDP) in 2022 and generates over 289 million jobs, according to the World Travel & Tourism Council (WTTC, 2023). The economic value is a testament to the ability of the sector to create sustainable jobs, drive infrastructure growth, and uplift livelihoods in developing and developed economies. Furthermore, tourism is a major driver of cross-cultural understanding, peace, and preservation of heritage locations and ecosystems. Notwithstanding the unprecedented disruption caused by the COVID-19 pandemic, the global tourism industry has been remarkably resilient. With the relaxation of travel restrictions and the revival of traveller confidence, international tourist arrivals show a positive trend, with emerging trends such as digital nomadism, ecotourism, and experiential travel being the new reality. Through technological innovation and embracing of sustainable tourism, the sector remains to have a life-changing impact on the global economy.

India's tourism industry is a dynamic and integral part of the Indian economy and possesses vast employment generation, entrepreneurial, and cultural exchange potential. From ancient ruins to sacred places, natural places, and festive festivals, India welcomes millions of domestic and international tourists each year. The industry contributes nearly 5.8% of the national GDP in 2022 with vast employment generation in the hospitality, transport, and handicraft sectors (Ministry of Tourism, Government of India, 2023). Initiatives like Incredible India and Aditi Devo Bhava have boosted India's tourism brand globally, while government policy has spurred the development of infrastructure, online booking platforms, and increased connectivity to peripheral tourist locations. Moreover, niche tourism like medical tourism, adventure tourism, rural tourism, and wellness tourism have boosted India's appeal to various categories of tourists. Growth in domestic tourism, especially post-COVID, has also driven the industry. With its rich culture and affordability, India is set to become one of the big players in global tourism in the coming decades.

Kerala, "God's Own Country," is one of India's most picturesque and culturally rich tourist destinations. With its undulating green hills, tranquil backwaters, hill-top getaways, beach resorts, and rich heritage, Kerala offers an integrated tourism experience of nature, wellness, and cultural heritage. In 2023, the state witnessed a huge resurgence of tourism, as evident from a surge in domestic and international tourist arrivals (Kerala Tourism Department, 2024). What makes Kerala's tourism model unique is its emphasis on sustainability and social equity. The state has been a trailblazer in responsible tourism with efforts like the Responsible Tourism Mission, which actively involves local communities in the tourism value chain, ensuring equitable sharing of economic benefits. Kerala is also a leading centre for Ayurveda and holistic well-being, with international travellers flocking to experience traditional healing traditions. Promotion of cultural festivals, houseboat cruises, spice routes, and ecotourism circuits has also added to the region's popularity. By combining ecological consciousness with high quality services and cultural authenticity, Kerala has become a model of destination management in India and the world.

Adventure tourism, a niche market in tourism economies, involves travel to remote or far-off locations to engage in physically challenging and dangerous outdoor activities. Adventure tourism involves physical activity, nature contact, and culture contact and thus differentiates it from more conventional forms of tourism. Adventure tourism offers varied activities, ranging from high-adrenaline pursuits like mountaineering, scuba diving, and bungee jumping, terms used to label "hard adventure," to low-key adventures like hiking, kayaking, or wildlife excursions, labelled as "soft adventure." This form of tourism targets visitors requiring excitement, self-improvement, and new experiences in unexplored surroundings. The Adventure Travel Trade Association (2013) identifies three critical factors that characterize adventure tourism: physical activity, nature contact, and culture contact, which together create unique and memorable experiences of travel.

Adventure tourism is one of the fastest-growing sectors in the international travel market, combining physical pursuits, cultural interaction, and exposure to the natural world. Trendy adventure activities such as trekking, scuba diving, zip-lining, bungee jumping, paragliding, and mountaineering are becoming increasingly popular among

tourists seeking unusual and demanding experiences beyond traditional tourist trails. Adventure tourism earned an impressive \$683 billion in 2022, according to the Adventure Travel Trade Association (ATTA), and is expected to continue its stride as tourists increasingly prioritize wellness, self-enrichment, and experiential travel over traditional sightseeing (ATTA, 2023). The industry is driven primarily by younger generations, including millennials and Generation Z, who are attracted to unique and life-changing travel experiences. New Zealand, Peru, and Nepal are among the nations that have embraced adventure tourism as a tool for sustainable development, with the potential to support conservation activities as well as economic development in remote areas. Still, the industry also has its downside, with environmental degradation and security risks that need to be addressed through the imposition of regulatory measures and sustainability policies to guarantee its sustained success in the future.

India's varied and extensive topography, with mountains, rivers, deserts, and coastlines, offers a perfect setting for a world-class adventure tourism destination. The nation offers a wide variety of activities for adventure enthusiasts, ranging from river rafting in Rishikesh, Himalayan trekking, and skiing in Gulmarg, to adventures of scuba diving in the Andaman Islands, dune bashing in Rajasthan, and parasailing in Goa. The industry has drawn the attention of the Ministry of Tourism, and the National Strategy for Adventure Tourism was submitted in 2022 with the vision to position India as a global leader in adventure tourism (Ministry of Tourism, Government of India, 2022). The suggested strategy focuses on the growth of safety standards, certification schemes for adventure service providers, and enhanced promotion through the digital media. Recommendations also include strengthening infrastructure, skill training for guides and first aid staff, and the adoption of eco-friendly planning principles. With the growing interest among domestic tourists, particularly among the youth segment, and with the enhanced accessibility to places of adventure, India is fast emerging as a sought-after destination for adventure tourism in Asia.

Kerala, which has been historically renowned for its connection with Ayurveda and backwater tourism, is increasingly embracing adventure tourism as a diversification strategy as well as a means of economic growth. Its spatial extent, with the Western

Ghats, dense forests, scenic rivers, and a 590-km-long coastline, offers scope for diverse activities such as trekking in Wayanad, bamboo rafting in Thekkady, surfing in Varkala, and paragliding in Vagamon. Kerala Adventure Tourism Promotion Society (KATPS), under the aegis of the Department of Tourism, actively promotes the industry by searching for new locations, fitting out safety installations, and aligning with certified adventure operators (Kerala Tourism Department, 2023). Infant industry-related activities such as trekking trail development, adventure park development, and setting up of eco-lodges are being undertaken with prime emphasis on environmental sustainability. Additionally, the state has initiated adventure tourism festivals to attract domestic as well as international tourists. Following a safety-first mantra, rigorous training, and environmental protection, Kerala is becoming a model for promoting adventure tourism in a larger context of responsible and experiential tourism.

### **1.3 Significance of the Study**

The past three years have seen a paradigm change in international travel trends towards new and off-the-beaten-path experiences that allow visitors to discover destinations on their own terms and through experiential learning. All types of alternative tourism, such as eco-tourism, medical tourism, wildlife tourism, nature tourism, and adventure tourism, are becoming increasingly popular even as conventional tourism still comprises the majority of the international tourist population. This is an indicator of changing traveller behaviour, which is fuelled by a desire for richer, more interactive, and meaningful experiences. Among these new phenomena, adventure tourism is especially significant, as it provides exciting opportunities for interaction with the environment, cross-cultural exchange, and discovery of new destinations through a wide variety of activities.

Adventure tourism involves a range of activities, including mountaineering, trekking, camping, mountain biking, wildlife safaris, hot air ballooning, bungee jumping, parasailing, paragliding, diving, and snorkelling. It is commonly classified into two types: soft adventure tourism, which involves low physical risk with a long sense of exploration, and hard adventure tourism, involving high physical risks and long

dangers, which usually demands special skills and experience (UNWTO Global Report, 2013). Despite the risk, adventure tourism is inherently nature-based, where the tourists want to enjoy and explore the environment without disrupting its ecological balance and natural diversity.

Kerala has unparalleled potential for the growth of adventure tourism, as it has a rich diversity in natural landscapes in the form of mountains, forests, rivers, and a coastline. However, the extent of awareness and interest in this particular form of tourism is still in the initial stage of development. The growth of adventure tourism in Kerala requires greater financial investment, utilization of resources, and institutionalization of integrated safety and security mechanisms to enable its development. Governmental support would be required for coordinating the efforts of concerned departments and the creation of infrastructures and policy frameworks. Kerala having enormous untapped potential in this burgeoning sector, the present study would prove to be a valuable forum of reference for governmental departments, policymakers, and other concerned stakeholders. The study would be expected to contribute towards the development of focused policies, strategic planning, and decision-making for the sustainable and responsible growth of adventure tourism in the state.

#### **1.4 Statement of the Problem**

Kerala has been recognized as one of India's foremost tourist destinations, both domestic and international. Kerala is renowned for its serene backwaters, picturesque beaches, wildlife sanctuaries, ancient monuments, and the picturesque Western Ghats, thereby becoming a destination for nature and culture-based tourism. Following international trends, Kerala's tourism model is predicated on ecologically sustainable development, with a focus on local culture, ecological conservation, and community well-being. Adventure tourism, however, which is a rapidly developing sector in the global tourism economy, is underdeveloped in Kerala, though Kerala possesses tremendous potential in this sector.

Adventure tourism is on the rise globally due to the increasing tourist preferences driven by globalization, technological progress, shift in lifestyles, and quest for unique

and challenging experiences. According to Miller (1999), an estimated 100 million adults worldwide opt for soft adventure vacations, which reflects the global popularity of this tourist segment. Contemporary tourists increasingly look for non-conventional, experience-based travel experiences providing personal growth and active interaction with nature and culture. The diverse geography of Kerala with mountains, forests, rivers, and seashore provides an ideal setting for adventure tourism activities like trekking, kayaking, wildlife tours, and paragliding.

Despite this possibility, the adventure tourism industry in Kerala is confronted with a plethora of systemic problems. There is no systemic database or system for the assessment and regulation of adventure tourism activities in the state. The expansion of the industry is still hindered by a lack of coordinated planning, lack of investment in adventure-specific infrastructure, private sector involvement in small numbers, and poor marketing efforts. Furthermore, there is a need to enhance identification and exploration of new adventure sites, while at the same time integrating local culture, handicrafts, and cuisine into the tourist experience with a view to maximizing its attractiveness and sustainability.

Though attempts by the Kerala state towards developing adventure tourism have been initiated, its attempts remain fragmented. To make adventure tourism an economic engine, job developer, and regional empowerment initiative, there must be a comprehensive, research-led strategy. The absence of a robust and unified strategy is a pointer that there must be a thorough study of the situation, issues, and latent opportunities in Kerala's adventure tourism sector. Addressing these through strategic planning and stakeholder cooperation is the means to making Kerala a competitive player in the adventure tourism sector.

### **1.5 Research Questions**

This study seeks to find answers to the following Research problems.

1. What is the level of tourist awareness regarding different types of adventure tourism activities (land-based, water-based, aerial, hard, and soft)?

2. Does factors such as age and nationality influence tourists' awareness of adventure tourism activities?
3. Do other factors like gender, education, and occupation not significantly impact on awareness levels?
4. What are the most and least participated adventure activities both within and outside Kerala?
5. What are the participation trends in hard vs. soft adventure tourism activities within and outside Kerala?
6. How satisfied are tourists with different aspects of their adventure tourism experience (accommodation, safety, facilities)?
7. Do demographic factors (age, gender, education, nationality, etc.) affect tourist satisfaction levels?
8. Does there is any difference in the access of Adventure tourism destinations?
9. What are the important Barriers in Adventure Tourism?
10. What are the major potentials of Adventure Tourism in Kerala?

### **1.6 Objectives of the Study**

1. To find out the level of awareness of tourists to various adventure tourism options.
2. To analyse the participation and satisfaction of tourists in respect of adventure tourism;
3. To identify the barriers to adventure tourism in Kerala.
4. To examine the potentials of Kerala in respect of adventure tourism.

### **1.7 Research Hypotheses**

1. H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on Age of the respondents.

- 2 H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Gender of the respondents.
- 3 H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Nationality of the respondents.
- 4 H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Education of the respondents.
- 5 H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Occupation of the respondents.
- 6 H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the number of travels undertaken for tourism purposes in the last year by the respondents.
- 7 H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Duration of stay of the respondents.
- 8 H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various Hard adventure tourism activities based on the Duration of stay of the respondents.
- 9 H<sub>0</sub>: There is no significant difference in mean preference between land-based and water-based activities.
- 10 H<sub>0</sub>: There is no significant difference in mean preference between land-based and aerial -based activities.
- 11 H<sub>0</sub>: There is no significant difference in mean preference between water-based and aerial -based activities
- 12 H<sub>0</sub>: There is no significant difference in the perceived difficulty of the respondents between soft and hard adventure tourism activities.
- 13 H<sub>0</sub>-There is no significant difference in the satisfaction levels with adventure tourism activities across different age groups.

- 14 H<sub>0</sub>- There is no significant difference in the satisfaction levels with adventure tourism activities based on Gender
- 15 H<sub>0</sub>: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Nationality.
- 16 H<sub>0</sub>: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Education.
- 17 H<sub>0</sub>: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Occupation.
- 18 H<sub>0</sub>: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Number of times travelled for tourism purposes in the last year.
- 19 H<sub>0</sub>: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Duration of travel.
- 20 H<sub>0</sub>: -There is no significant correlation between awareness and satisfaction of tourists regarding adventure tourism activities.
- 21 H<sub>0</sub>: There is no significant correlation between awareness of tourists on land-based adventure tourism activities and satisfaction of tourists on land-based Adventure tourism activities.
- 22 H<sub>0</sub>: There is no significant correlation between awareness of tourists on water-based tourism activities and satisfaction of tourists on water-based adventure tourism activities.
- 23 H<sub>0</sub>: There is no significant correlation between awareness of tourists on aerial - based adventure tourism activities and satisfaction of tourists on aerial based adventure tourism activities.
- 24 H<sub>0</sub>: There is no significant correlation between awareness of tourists on soft adventure tourism activities and satisfaction of tourists on soft adventure tourism activities.

- 25 H<sub>0</sub>: There is no significant correlation between awareness of tourists on hard adventure tourism activities and satisfaction of tourists on hard adventure tourism activities.
- 26 H<sub>0</sub>: The mean distance from Adventure Tourism Providers to railway stations is the same across Wayanad, Idukki, and Thiruvananthapuram.
- 27 H<sub>0</sub>: The mean distance from Adventure Tourism Providers to Airport is the same across Wayanad, Idukki, and Thiruvananthapuram
- 28 H<sub>0</sub>: The mean distance from Adventure Tourism Providers to Bus Stations is the same across Wayanad, Idukki, and Thiruvananthapuram
- 29 H<sub>0</sub>: The mean distance from Adventure Tourism Providers to Hospitals is the same across Wayanad, Idukki, and Thiruvananthapuram
- 30 H<sub>0</sub>: The mean distance from Adventure Tourism Providers to Fire stations is the same across Wayanad, Idukki, and Thiruvananthapuram

### **1.8 Scope of the Study**

The current research attempts to examine the advantages and disadvantages of adventure tourism in Kerala, a state renowned for its rich natural landscape, high level of biodiversity, and complex topography. Kerala has tremendous potential in the tourism sector, especially as far as adventure tourism is concerned, encompassing activities such as trekking, paragliding, kayaking, rock climbing, wildlife safari, and river rafting. The current research attempts to identify and evaluate the specific opportunities in this new niche.

The research seeks to identify the degree of awareness among the tourists about the adventure tourism activities that are available in Kerala. In addition, the research seeks to explore their satisfaction levels about the quality, availability, safety, and overall experience of participating in activity-based tourism. The research findings are significant in enhancing the appeal and competitive edge of Kerala as an adventure tourism destination. Based on such problem identification, the research seeks to give recommendations for strategic development in the sector.

Due to constraints in resources and logistics, the geographic catchment of the study is limited to the state of Kerala. Still, it is hoped that the implications of the study can be of valuable use to tourism planners, local entrepreneurs, and other stakeholders in the adventure tourism industry.

## **1.9 Research Methodology**

Research methodology is the systematic process employed to carry out the research, encompassing the choice of data collection, analysis, and interpretation methods. It ensures a study is reliable, valid, and scientifically sound. A well-formulated methodology guides the researcher to traverse a structured path in order to address their research questions properly (Creswell, 2014).

### **Research Onion Study of Adventure Tourism in Kerala**

"Research Onion" is a Saunders et al (2007) model that is applied to explain the different layers of decisions that are needed in developing a research methodology. It is a logical approach that guides researchers in planning their research so that they have a rational and logical methodology.

#### **1.9.1 Research Philosophy (Outer Layer)**

An empirical research approach combining elements of positivism and interpretivism, known as a Mixed Approach, is appropriate for adventure tourism studies in Kerala. Positivism prefers the use of quantitative techniques to measure awareness, participation, and satisfaction levels, while interpretivism allows for qualitative analysis of challenges and opportunities from individuals' viewpoints. The mixed method is useful for a general understanding of the topic by taking into account both measurable data and individuals' views (Saunders et al., 2019).

#### **1.9.2. Methodological Approach**

The research employs both deductive and inductive approaches, with a mixed-methods methodology. The deductive approach is employed to test theories by the collection of quantitative data regarding the awareness, participation, and satisfaction of tourists with adventure tourism in Kerala, typically with the use of structured

questionnaires. The inductive approach, however, analyses qualitative data, such as barriers and the untapped potential of the area, typically by using interviews or open questions. This mixed methodology enables the researcher to test existing theory as well as uncover new trends or themes, enabling greater overall understanding of the topic (Saunders, Lewis, & Thornhill, 2019).<sup>3</sup> Choice of Methodology. The Mixed Methods research design employs both qualitative and quantitative research methods within a single study to enable greater overall understanding of the research issue. Within adventure tourism, this two-pronged approach enables researchers to measure participation and satisfaction levels, as well as gain greater understanding of the barriers and potential of tourists and providers

### **1.9.3 Research Approach**

Interview schedules were used as the primary instrument of data collection in interviewing the providers and the adventure tourists in the adventure tourism industry in this current study. An interview schedule is an advance planned questionnaire of questions used face-to-face or facilitated, typically to gather consistent, comparable, and reliable data from different participants.

### **1.9.4 Methodological Choice**

The research utilizes a mixed methods approach to fully meet its goals. The quantitative data, gathered via structured interviews with adventure tourists, establishes trends for awareness, participation, and degree of satisfaction. Meanwhile, qualitative findings from adventure tourism operators analyse critical obstacles and opportunities for growth. This integration makes the analytical scope and depth greater, resulting in wider and substantiated findings (Creswell & Plano Clark, 2018).

### **1.9.5 Time Horizon**

This study uses a cross-sectional research design, where the participants are assessed at a single point in time. The design is suitable for measuring prevailing levels of awareness, participation, satisfaction, and attitudes towards adventure tourism among tourists and suppliers. It allows for the analysis of patterns and correlations among variables (e.g., age, gender, and frequency of travel) without needing follow-up over

time. Cross-sectional studies are particularly well-suited for descriptive and comparative purposes, capturing a snapshot of what is present at a given moment in time (Bryman, 2016).

### **1.9.6 Research Design**

The study utilizes descriptive and mixed-methods research, which involves both the qualitative and quantitative approaches in order to improve on addressing the aims related to adventure tourism in Kerala. Quantitative data will be collected through structured questionnaires among tourists to assess awareness levels, participation, satisfaction, and perceived barriers. Qualitative data will be collected through interviews with stakeholders in tourism, with the intention of revealing underlying challenges besides the untapped potential of adventure tourism within the area. This integration of methods improves understanding of the subject. Utilization of a descriptive design is therefore justified as it allows for systematic explanation of phenomena and interrelationship among variables (Kothari, 2004; Creswell, 2014).

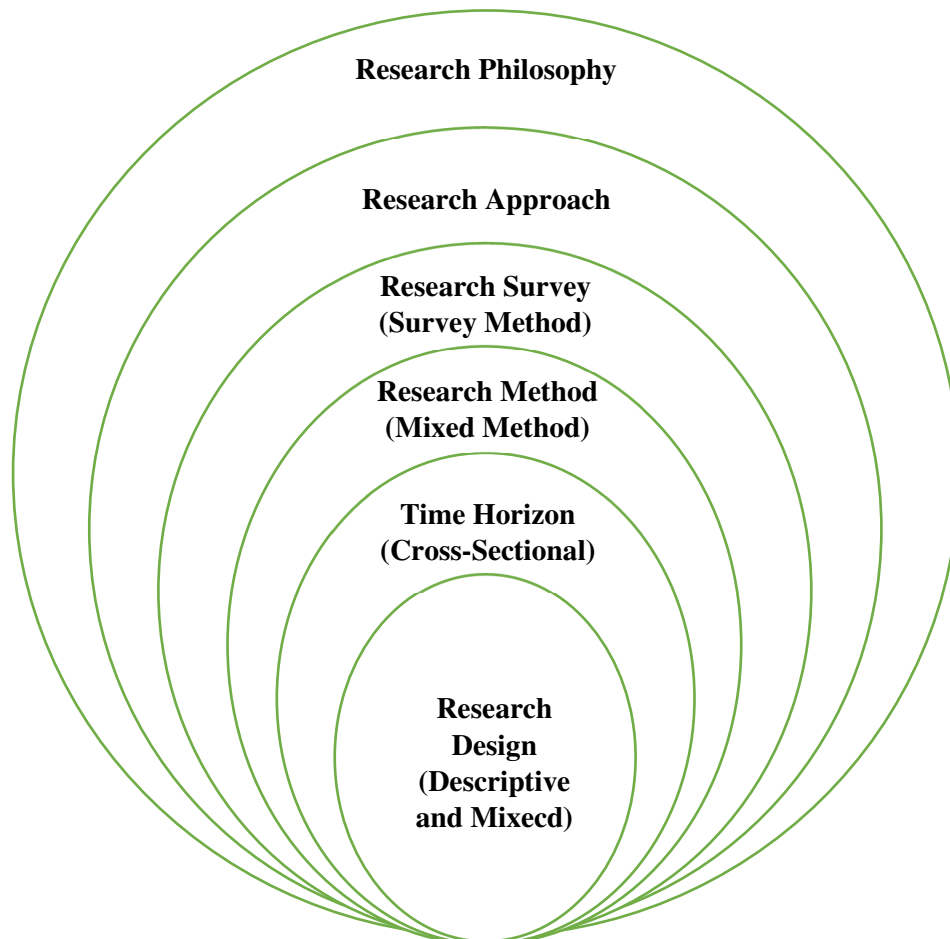
Despite its promise, Kerala's adventure tourism is confronted with a series of systemic challenges. There is no unified database or approach to research and monitor adventure tourism activity at the state level at present. There is no integrated planning, poor investment in adventure tourism-exclusive infrastructure, little private sector investment, and poor promotional efforts that continue to hinder the growth of the sector. Apart from this, there has to be an acceleration of the discovery and development of new adventure locations, as well as the integration of local culture, handicrafts, and cuisine into the tourism product to make it more attractive and sustainable.

Although the Kerala government has initiated numerous initiatives for developing adventure tourism, these efforts remain piecemeal in nature. To function as an economic development engine, employment generator, and local empowerment instrument, adventure tourism requires a research-oriented, integrated approach. The absence of a robust strategy is evidence of the need for an intensive study of the ground situation, issues, and untapped opportunities in the adventure tourism sector in Kerala. These issues must be addressed through strategic planning and stakeholder

coordination to reposition Kerala as a competitive player in the adventure tourism sector.

**Figure 1.1**

*Research Onion Proposed for the study*



Source- Saunders et al.2016

### **1.9.7 Sources of Data**

The study will utilize both primary and secondary data to comprehensively explore adventure tourism in Kerala. Primary data will be collected directly from two key groups: adventure tourists and adventure tourism providers. Adventure tourists visiting key destinations will be surveyed using structured Interview schedule to assess their awareness, participation levels, satisfaction, and perceived barriers. In parallel, semi-structured interviews will be conducted with adventure tourism

providers, Secondary data will be drawn from reliable sources including reports from the Ministry of Tourism (Government of India and Kerala), the Kerala Adventure Tourism Promotion Society (KATPS), the Adventure Travel Trade Association (ATTA), as well as relevant tourism magazines, research articles, and academic publications. This combination of primary and secondary data sources ensures a robust and well-rounded understanding of the current state and future prospects of adventure tourism in Kerala (Kumar, 2019; Saunders et al., 2016).

### **1.9.8 Sampling Design**

Sampling design is the framework or strategy used to select a subset of individuals (a sample) from a larger population, with the aim of making statistical inferences about that population. It outlines how, when, and from whom data will be collected in a study. An effective sampling design ensures that the sample is representative of the population, minimizing bias and increasing the validity and reliability of the research findings (Kothari, 2004).

#### **1.9.8.1 Target Population**

The target population consists of tourists—both domestic and international—visiting 31 selected adventure tourism destinations across three districts in Kerala. The study focuses on tourists who are current or potential participants in adventure tourism activities. In addition to tourist surveys, data is also collected from these 31 adventure tourism providers operating at these destinations, to gain insights into service offerings, operational challenges, tourist participation trends, and the overall potential of adventure tourism in the region.

#### **1.9.8.2 Sampling Unit**

The sampling units for this study include both individual tourists and adventure tourism providers. Tourists, both domestic and international, visiting the 31 selected adventure tourism destinations across three districts in Kerala form the primary sampling units. These tourists are either current participants or potential participants

in various adventure tourism activities. In addition, the 31 adventure tourism service providers operating at these destinations serve as secondary sampling units. This dual sampling approach enables the study to capture comprehensive insights from both the demand side (tourists) and the supply side (service providers), ensuring a well-rounded understanding of the awareness, participation, satisfaction, barriers, and potential related to adventure tourism in Kerala.

### **1.9.8.3 Sampling Technique**

The study employed a multi-stage random sampling technique. Kerala was initially divided into three zones using a thematic-terrain analysis led by the UN-WTO (2014) methodology and based on the tourism development trends in the Kerala Tourism Policy (2022). The three zones were: (1) the High-Altitude Adventure and Mountain Trekking Zone (Idukki, Pathanamthitta, Kottayam, Ernakulam, Palakkad), (2) the Forest-Based Eco and Wildlife Zone (Malappuram, Kasaragod, Wayanad, Thrissur, Kannur), and (3) the Coastal Cliff and Marine Adventure Zone (Kozhikode, Alappuzha, Thiruvananthapuram, Kollam). A single district was randomly selected from each of the three zones—Idukki, Wayanad, and Thiruvananthapuram, respectively. All the adventure tourism operators in the selected districts were surveyed, and a systematic sampling approach was used to select tourist respondents to be surveyed.

### **1.9.8.4 Sample Size Determination**

Since the population is infinite the following formula is used to determine the sample size.

$$\text{Determination of Sample Size } = S = Z^2 * P(1 - P) / M^2$$

S = Sample size

Z = Given Z value

p = Percentage of population

M= Margin of error

$$S = 1.96^2 * 0.5 * (1 - 0.5)/0.05^2 = 384.16$$

By applying this formula at 5 percentage confidence level, it will give sample size of “384.16” rounded as 385

To attain determined sample size, data of 13 respondents have been collected from each adventure tourism destination.

### **1.10 Variables used in this study**

#### **Dependent Variables**

These are the main outcomes the study aims to measure or explain:

- Level of awareness of adventure tourism options
- Participation in adventure tourism activities
- Satisfaction with adventure tourism experiences

#### **Independent Variables**

These are the factors that might influence the dependent variables:

- Type of tourist (domestic or international)
- Type of adventure activity (e.g., trekking, kayaking, rock climbing, paragliding)
- Mode of travel
- Information source (internet, travel agencies, friends/family, social media)
- Frequency of travel (occasional, frequent traveler)
- District visited (Thiruvananthapuram, Wayanad, Idukki)

#### **Demographic / Control Variables**

These help to describe the sample and control for background factors:

- Age
- Gender

- Education level
- Income level
- Occupation
- Nationality
- Previous experience with adventure tourism
- Duration of stay in Kerala

### **1.11 Framework for Analysis**

Normality was established for data obtained from tourists to facilitate the utilization of parametric tests. Data from Adventure Tourism Providers (ATPs) were not normally distributed, and thus, non-parametric tests were utilized to analyse them.

#### **1. Percentage Analysis**

Percentage analysis will be used to explain the composition of the respondents based on demographic characteristics and their responses in terms of awareness, engagement, and satisfaction. This facilitates the presentation of information in a clear and understandable format (Kumar, 2014).

#### **2. T-Test**

Independent samples t-test will be utilized in comparing two different groups—i.e., domestic and international tourists—based on variables like awareness and satisfaction. This statistical method helps in determining if the differences between group means are statistically significant (Field, 2013).

#### **3. Analysis of Variance (ANOVA)**

Analysis of Variance (ANOVA) will be used to compare more than one group's means (e.g., varying age and income groups) to find out whether the differences between them are statistically significant in their level of satisfaction or participation (Gravetter & Wallnau, 2014).

#### **4. Scheffé Test**

The Scheffé post-hoc test, identified as being a conservative method for making multiple comparisons, will be used after the ANOVA to distinguish specific differences between groups while controlling the overall error rate (Field, 2013).

#### **5. Correlation Analysis**

The direction and strength of linear relationships among key variables, such as awareness and participation, and satisfaction and follow-up visits, will be examined using Pearson correlation analysis (Bryman & Bell, 2015).

#### **6. Cluster Analysis**

Cluster analysis will be used to segment tourists into different groups depending on the similarity of behavior, taste, or satisfaction level. This can be useful when segmenting the market as well as when understanding different types of tourists (Hair et al., 2010).

#### **7. Dendrogram**

A dendrogram, which is created using hierarchical cluster analysis, will visually display how cases (tourists) individually cluster together. This will help interpret the natural groupings and see the structure of the data (Punj & Stewart, 1983).

#### **8. Kruskal-Wallis H Test**

Kruskal-Wallis H Test is a non-parametric test employed to determine whether there exist statistically significant differences among the median values of a continuous or an ordinal variable among three or more independent groups. Unlike ANOVA, no assumption of normal distribution of data is required for this test and is therefore very suitable in a case where data is not normally distributed or the measurement scale is ordinal (Field, 2013; McDonald, 2014).

## **9. Time series trend and growth analysis**

Time series trend and growth analysis refers to the examination of data collected over successive years to identify long-term patterns, rates of change, and fluctuations. It helps in understanding whether a variable shows an increasing or decreasing trend over time, measures year-to-year growth, and highlights the impact of external shocks and recovery phases on overall performance.

### **1.12 Instruments for Data Collection**

Interview schedule was the primary instrument utilized for gathering data from adventure tourism operators and tourists. For tourists, the interview schedule consisted of structured questions to assess their knowledge concerning alternative adventure tourism, levels of involvement, levels of satisfaction with the experience, perceived obstacles, and views concerning the potential development of adventure tourism in Kerala. A separate interview schedule was utilized for adventure tourism operators to gather information on the attributes of the services offered. The structured method facilitated consistency in the data-gathering exercise while allowing the interviewer to pose clarifying questions where appropriate. The method enhanced the reliability of the data and facilitated the gathering of comprehensive information from both groups of the respondents.

### **1.13 Pilot Study**

A pilot study was conducted on a sample of 39 travellers from a selected district to try out the validity, usability, and overall effectiveness of the interview schedule. The primary aim was to ascertain any ambiguity, confusion, or inconsistencies in the survey tool before its extensive use. After feedback from the respondents and an initial analysis, some questions were changed to improve clarity, structure, and consistency with the research objectives. Some questions were rewritten, modified, or removed to improve the validity of the questionnaire and ensure that it fairly covered the desired data.

### **1.14 Reliability Assessment**

To determine the internal consistency of the research instrument, Cronbach's Alpha was computed. The obtained reliability coefficient was 0.878 for 51 items on the interview schedule. While in social science research, Cronbach's Alpha of more than 0.70 is usually acceptable, more than 0.80 indicates good reliability (Nunnally & Bernstein, 1994). The alpha value 0.878 thus ensures that the instrument used in the present study has high internal consistency, which indicates that the items measure related constructs like awareness, participation, satisfaction, obstacles, and potential in adventure tourism well. This ensures the reliability of the instrument used to collect data from both adventure tourism operators and tourists.

### **1.15 Validity**

Content validity during the current study was ensured through a rigorous process of item development and expert panel review. Questionnaire items were initially developed through a rigorous review of the associated academic literature and available measurement scales used in previous research, particularly those that have studied adventure tourism. This initial step ensured items captured the theoretical constructs applicable to the research context.

In addition to content validity, a panel of subject matter experts was also utilized. The panel included academic researchers with research and tourism studies and practitioners with on-the-job experience in the field of adventure tourism. These experts were asked to comment on the items in the questionnaire for clarity, relevance, and representativeness. Their suggestions were utilized to refine the wording, eliminate ambiguities, and provide adequate coverage of the significant dimensions of the construct being studied. Based on their suggestions, necessary modifications were incorporated to increase the overall quality and validity of the instrument.

### **1.16 Limitations of the study**

1. The result of the study is limited to the information provided by the respondents as there was no mechanism to check whether the information is correct or not'
2. Seasonal variations may be affected the study.
3. The study did not attempt to measure the impact of COVID-19 on adventure tourism in Kerala
4. The present study collected data only from Adventure Tourism Providers (ATPs) Registered with KATPS.

### **1.17 Chapter Structure of the theses**

**The theses are presented in seven Chapters each chapter discussed below**

#### **Chapter 1 – Introduction**

This chapter deals with introduction, the Concept of tourism and Adventure Tourism, Significance of the study, Statement of the problem, research questions, Objectives of the study, sampling plan and technique, source of data, data collection techniques, analysis and limitations of this study.

#### **Chapter 2- Review of Literature**

This chapter shows the articles, theses etc related to the study area. This chapter been divided in ton four. namely Studies related to tourism in world, Studies related to Tourism Indian context, Studies related to Adventure Tourism in world and Studies related to Adventure tourism Indian Context.

### **Chapter-3 - Adventure Tourism: An Emerging Paradigm in Contemporary Tourism**

This chapter discusses Tourism, Definition of Tourism, Development of Alternative Tourism What is Adventure Tourism, Adventure Tourism activities, Barriers faced for developing Adventure Tourism and Potential of Adventure Tourism

### **Chapter -4 Awareness in Adventure Tourism**

This chapter discuss Profile of the Respondents, Travel Pattern of the Respondents, Awareness of Adventure tourism activities. Participation in Adventure Tourism activities, Satisfaction of Adventure Tourists, Access Facilities of Adventure Tourism Providers (ATPs)

### **Chapter -5 Adventure Tourism: Trends in Participation and Tourist Satisfaction**

This chapter shows Participation in Adventure Tourism activities, Satisfaction of Adventure Tourists, Comparison of Satisfaction on Adventure Tourism Activities, Access and Facilities of Adventure Tourism Providers (ATPs)

### **Chapter-6 Findings and Conclusion**

This chapter gives the findings and Conclusion

### **Chapter-7 Recommendations, Implications and Potential Avenues for Future Research**

This chapter discuss the recommendations, Implications and Future Research potential.

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## Chapter 2

# REVIEW OF LITERATURE

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## **2.1 Introduction**

Literature in the field of tourism and adventure tourism destinations will be discussed in this chapter. The chapter primarily discusses knowledge acquisition in the field of adventure tourism, such as important concepts, categories, and activities involved in the field. It also tries to define tourism and set the studies in the field of tourism. The lengthy literature review tries to recognize important studies in the fields of travel and adventure tourism.

There have been various research studies related to tourism conducted across the world. These studies encompass a wide range of subjects, including the economic effects related to tourism, consumption patterns related to tourism, reconceptualizing tourism, the history of tourism, tourism as a modern revolution, tourism innovations, and the convergence of tourism and development. This review also examines academic literature related to tourism in India. From the examination of these studies, it is possible to determine the challenges facing the Indian tourism industry, the new advantages for India, the different forms of tourism found in India, the possibilities of developing domestic and international tourism, and the ways through which tourism can contribute to the development of rural India.

The meaning of adventure tourism is established well from a literature review that includes the following areas: the fundamental activities that form the centre of adventure tourism, the position played by risk in the context of adventure tourism, the softening and commodification processes of adventure tourism, the organizational and operational structures of adventure tourism across various countries, and satisfaction levels among tourists who engage in different adventure tourism activities.

Subsequently, an extensive literature review was carried out to understand the extent

of adventure tourism in India, its scope, challenges, and opportunities. This search was done from Meghalaya in the east to Rajasthan in the west, and from Jammu and Kashmir in the north to Kerala in the south. The conclusion of this chapter also tries to seek out the research gap available to the researcher. This chapter is divided into four distinct sections.

1. Tourism in the World
2. Tourism in India
3. Adventure Tourism in World
4. Adventure Tourism in India.

## **2.2 Tourism in the World**

Tourism literature emphasizes that tourists' awareness of available tourism products plays a decisive role in shaping demand, particularly for specialized forms such as adventure tourism. Economic perspectives suggest that informed tourists respond positively to diversified tourism products, as awareness enables market segmentation and reduces the negative impacts of seasonality (Gray, 1982). Sociological interpretations further explain that tourists' awareness is socially constructed through cultural meanings, visual representations, and media exposure, influencing what tourists perceive as desirable experiences (Urry, 1990). In this context, awareness of adventure tourism activities is not merely informational but experiential, shaped by destination image and symbolic value. The shift from standardized mass tourism to experience-oriented niche tourism reflects growing tourist sensitivity toward authenticity, novelty, and sustainability, which enhances interest in adventure-based activities (Poon, 1994). Consequently, awareness emerges as a foundational determinant of tourists' willingness to engage in adventure tourism.

Participation in adventure tourism is closely linked with experiential quality and overall satisfaction derived from tourism products. Tourism experiences have been conceptualized as composite products involving physical settings, service delivery, hospitality, freedom of choice, and personal involvement, all of which are highly

pronounced in adventure tourism activities (Smith, 1994). Empirical research has demonstrated that tourists' satisfaction is significantly influenced by their perceptions of destination attributes and the availability of niche tourism options such as sports, eco-tourism, and adventure tourism (Ibrahim & Gill, 2005). Studies examining tourist satisfaction in less conventional destinations reveal that novelty, emotional engagement, and interaction with the destination environment enhance satisfaction levels, while deficiencies in service quality and infrastructure diminish overall experience (Li & Ryan, 2014). Further evidence suggests that destinations offering a wider range of activities experience higher tourist satisfaction and loyalty, as increased participation opportunities intensify experiential fulfillment (Padron-Avila et al., 2022). These findings highlight the importance of well-designed adventure tourism products in sustaining tourist satisfaction and repeat visitation.

Despite increasing demand, the literature identifies several barriers that constrain the development and participation of adventure tourism. Structural and infrastructural limitations have been observed in destinations that rely heavily on tourism yet lack adequate diversification strategies (Sharpley, 2010). Safety concerns constitute one of the most critical barriers, as tourists' perceptions of risk and the availability of safety infrastructure significantly influence their participation in adventure activities (Imbeah, 2020). Environmental challenges also pose serious constraints, particularly when adventure tourism operates in ecologically sensitive regions without effective regulatory mechanisms (Buckley, 2011). Additionally, the emergence of overtourism and unregulated tourism growth has generated resistance from host communities, creating socio-cultural and environmental barriers to sustainable adventure tourism development (Higgins-Desbiolles et al., 2019). These barriers are especially relevant in destinations like Kerala, where natural resource abundance must be balanced with environmental conservation and community well-being.

Tourism research strongly supports the idea that destinations endowed with diverse natural and cultural resources possess significant potential for adventure tourism development. Historical and geographical analyses suggest that wilderness landscapes, coastal zones, and mountainous regions provide ideal settings for adventure tourism activities (Towner & Wall, 1991). Contemporary tourism theories

advocate a systems-based and ecological approach to tourism planning, emphasizing sustainability and adaptability in destinations with fragile ecosystems (Farrell & Twining-Ward, 2004). Innovation and technological advancement have further enhanced destination potential by improving information dissemination, accessibility, and product innovation in tourism markets (Aldebert et al., 2011; Koo et al., 2015). Studies on destination competitiveness indicate that key resources, enabling conditions, globalization, and pricing structures collectively determine tourism performance, reinforcing the latent potential of resource-rich destinations for adventure tourism (Hanafiah & Zulkifly, 2019).

Recent behavioral and longitudinal studies provide additional insights into destination sustainability and long-term potential. Destination image and tourist satisfaction have been shown to improve over time when tourism experiences remain consistently positive and well-managed, leading to stronger revisit intentions (Luvsandavaajav, 2022). However, emerging research warns that excessive participation and poorly managed tourism experiences may result in tourism fatigue, negatively affecting satisfaction and future travel intentions (Su et al., 2024). These findings underline the need for balanced and sustainable adventure tourism development strategies.

Overall, the literature establishes that tourists' awareness, participation, satisfaction, perceived barriers, and destination potential are interrelated dimensions of adventure tourism development. The transition toward experience-driven tourism necessitates informed tourists, diversified adventure activities, robust safety mechanisms, and sustainable destination management. These theoretical and empirical insights provide a comprehensive foundation for examining the scope and challenges of adventure tourism in Kerala

### **2.3 Tourism in India**

Tourism research in India indicates that tourists' awareness of diverse tourism products is a critical determinant of destination choice and activity preference, particularly for emerging forms such as adventure tourism. Studies examining tourism policy and development in India emphasize that awareness is shaped by national tourism campaigns, policy initiatives, and market communication strategies, which

influence tourists' understanding of available tourism options (Baken & Bhagavatula, 2010; Venkatesh & Raj, 2016). The identification and classification of tourism types in India, including adventure tourism, wildlife tourism, and eco-tourism, have further contributed to increasing awareness among domestic and international tourists regarding alternative tourism experiences (Arunmozhi & Paneerselvam, 2013). Research on the growth potential of Indian tourism suggests that improved information dissemination and government-led promotional efforts have expanded tourists' exposure to specialized tourism products, thereby enhancing awareness and interest in adventure-based activities (Abhyankar & Dalvie, 2013). However, despite India's vast natural diversity, several scholars argue that awareness of adventure tourism remains uneven across regions and tourist segments, indicating the need for targeted marketing and destination-specific branding strategies (Bhatia, 2013; Chowdhary et al., 2020).

Tourist participation in adventure tourism is closely associated with experiential engagement, destination attributes, and satisfaction levels. Empirical studies on the growth and performance of the Indian tourism industry reveal that participation in tourism activities contributes significantly to employment generation and economic development, thereby reinforcing tourists' experiential involvement (Kaur & Sharma, 2012; Ghatage & Kumbhar, 2015). Research focusing on niche and rural tourism in India indicates that adventure tourism activities such as trekking, nature trails, and outdoor recreation enhance tourists' satisfaction by offering authentic and immersive experiences (Nagaraju & Chandrashekara, 2014). Kerala-specific studies demonstrate that destinations like Vagamon and Wayanad attract tourists seeking adventure and nature-based experiences, where satisfaction is influenced by environmental quality, infrastructure, and local community interaction (George, 2019; Varghese & Natori, 2024). Furthermore, studies on tourism segmentation reveal that diverse tourist groups exhibit varying levels of participation and satisfaction depending on motivation, accessibility, and perceived value of adventure tourism offerings (Chowdhary et al., 2020). These findings suggest that sustained participation and satisfaction in adventure tourism depend on experiential quality, service support, and destination management.

Despite its growing popularity, the literature identifies several barriers that hinder the development and participation of adventure tourism in India and Kerala. Structural and infrastructural limitations have been widely reported as major constraints affecting tourism growth, particularly in emerging destinations (Subash, 2015; Hole et al., 2019). Safety concerns, inadequate training of service providers, and lack of standardized operational guidelines further restrict tourists' willingness to engage in adventure activities (Bhatia, 2013; Gupta, 2015). Kerala-based studies highlight environmental vulnerability and socio-ecological pressures as significant barriers, especially in ecologically sensitive regions such as the Western Ghats, where unregulated tourism development has led to biodiversity loss and community displacement (George, 2019; Varghese & Natori, 2024). Additionally, external shocks such as the COVID-19 pandemic exposed the fragility of tourism-dependent livelihoods, particularly in Kerala's backwater and nature-based tourism sectors, thereby intensifying economic and operational barriers to adventure tourism development (Ajoon & Dileep, 2020; Jaipuria et al., 2021). These challenges underscore the need for integrated policy frameworks and sustainable tourism governance.

The literature strongly supports the view that Kerala possesses substantial potential for adventure tourism owing to its diverse natural landscapes, favorable climate, and cultural richness. Studies on tourism growth and economic contribution in India emphasize that tourism has a positive long-term impact on economic development, suggesting that adventure tourism can serve as a catalyst for regional growth if strategically developed (Mishra et al., 2011; Dash et al., 2018). Kerala's hills, forests, backwaters, and coastal ecosystems provide ideal settings for adventure activities such as trekking, kayaking, wildlife exploration, and eco-adventure tourism (George, 2019). Research on inclusive and sustainable tourism development highlights that destinations with ecological and cultural uniqueness, when managed responsibly, can support adventure tourism while ensuring community participation and environmental conservation (Ghosh et al., 2023). Recent studies on emerging opportunities and future trends in Indian tourism further emphasize that adventure tourism represents a high-growth segment, provided that adequate infrastructure, safety standards, and

destination planning mechanisms are implemented (Gurunathan & Lakshmi, 2024). However, scholars caution that realizing this potential requires balancing economic objectives with environmental sustainability and social equity, particularly in ecologically fragile regions such as Kerala (Varghese & Natori, 2024).

Overall, the reviewed literature reveals that tourists' awareness, participation, satisfaction, perceived barriers, and destination potential are interlinked dimensions shaping adventure tourism development. While India and Kerala possess significant natural and socio-cultural advantages for adventure tourism, the realization of this potential depends on informed tourists, diversified adventure offerings, effective risk management, sustainable policy interventions, and community-inclusive development strategies.

## **2.4 Adventure Tourism in World**

The literature on adventure tourism consistently emphasizes that tourists' awareness of adventure tourism options is a prerequisite for participation and destination choice. Early conceptual work positioned adventure tourism as a distinct yet evolving form of tourism closely linked with nature, risk, and sustainability (Zurick, 1992). Awareness is shaped not only by destination resources but also by marketing communication, advertising strategies, and tourists' subjective perceptions of adventure experiences (Weber, 2001). Studies examining promotional narratives indicate that adventure tourism awareness often emerges from symbolic representations of thrill, challenge, and authenticity, which stimulate curiosity and intention to participate (Fletcher, 2009; Cloke & Perkins, 2010). Research across destinations further reveals that word-of-mouth, digital media, and social networks play a dominant role in informing tourists about available adventure tourism options, particularly among younger and experience-seeking segments (Mohammed et al., 2018; Petterson & Pan, 2017). These findings suggest that awareness of adventure tourism is not uniform but varies according to demographic profile, exposure to promotional content, and perceived accessibility of activities.

Tourist participation in adventure tourism has been widely examined through motivational, experiential, and psychological perspectives. Motivation-based studies

identify learning, relaxation, novelty, competence mastery, and social interaction as primary drivers encouraging tourists to engage in adventure activities (Carvache-Franco et al., 2002; Akbar, 2017). Participation is further enhanced when tourists perceive an optimal balance between risk and safety, as perceived risk in adventure tourism has been found to stimulate demand rather than deter it (Dickson & Dolnicar, 2004). Empirical evidence demonstrates that participation intensity is strongly linked with satisfaction, particularly when adventure experiences generate emotional engagement, psychological flow, and a sense of achievement (Amatulli et al., 2021; Mackenzie & Kerr, 2013). Studies focusing on customer experience confirm that satisfaction in adventure tourism is influenced by guide competence, safety management, environmental interpretation, and service quality, which in turn affect revisit intention and positive word-of-mouth (Rock et al., 2015; Thapar et al., 2017; Cordova-Buiza et al., 2021). These findings indicate that participation and satisfaction are mutually reinforcing, making experiential quality a critical determinant of adventure tourism success.

Despite its growing appeal, the literature identifies several barriers constraining adventure tourism development and participation. Safety and risk management emerge as dominant challenges, with studies reporting under-reporting of accidents and inadequate regulatory mechanisms, particularly among small operators (Bentley et al., 2001; Bentley et al., 2006). High injury incidence associated with activities such as trekking, rafting, cycling, and climbing highlights the need for standardized safety guidelines and professional training (Buckley, 2006; Bentley & Page, 2001). Environmental degradation is another critical barrier, as adventure tourism often operates in ecologically fragile regions where unregulated activities can lead to habitat loss and pollution (Giddy, 2016; Ahmed & Nihei, 2024). Socio-cultural and legal constraints, including community resistance, criminal liability concerns, and gender-based participation constraints, have also been documented as limiting factors (Lynch & Jonson, 2017; Doron et al., 2018; Ntanjana et al., 2018). These barriers are particularly relevant to Kerala, where adventure tourism activities intersect with sensitive ecosystems of the Western Ghats and require careful governance and community engagement.

The literature strongly affirms that regions endowed with diverse natural landscapes possess immense potential for adventure tourism development. Mountain regions, forests, coastal zones, and water bodies have been identified as ideal settings for activities such as trekking, climbing, kayaking, surfing, and mountain biking (Vujadinovic et al., 2013; Makunyi, 2023). Studies from developing countries suggest that adventure tourism can act as a catalyst for regional development by generating employment, supporting rural livelihoods, and encouraging sustainable resource use when managed responsibly (Zurick, 1992; McKay, 2012). Emerging research highlights innovation, micro-adventures, and technology-enabled experiences as new growth pathways in adventure tourism, particularly in the post-pandemic context (Mackenzie & Goodnow, 2020; Kadagidze & Ugrelidze, 2023). Destination-specific studies further emphasize that environmental richness combined with effective planning, safety regulation, and marketing strategies enhances the long-term potential of adventure tourism (Upandhayaya, 2016; Wengal, 2021). These insights are highly applicable to Kerala, whose hills, forests, rivers, and coastline offer extensive scope for diversified adventure tourism development.

Overall, the reviewed literature establishes that tourists' awareness, participation, satisfaction, perceived barriers, and destination potential are deeply interconnected dimensions of adventure tourism development. While awareness stimulates interest and participation, satisfaction determines sustainability through repeat visitation and positive advocacy. At the same time, unresolved barriers related to safety, environment, and governance can undermine growth.

## **2.5 Adventure Tourism in India**

The existing body of literature on adventure tourism highlights that tourists' awareness of adventure tourism options plays a foundational role in shaping interest, participation, and destination choice. Studies conducted across Indian destinations indicate that awareness is largely influenced by promotional efforts, destination branding, and tourists' prior exposure to adventure activities. Research on adventure tourism in Nainital revealed that tourists' awareness regarding available adventure activities and safety provisions significantly affects their willingness to participate

(Bharti, 2017). Similarly, studies in Meghalaya and West Bengal demonstrate that tourists exhibit a high level of interest in adventure tourism when they are informed about the diversity of activities and destination potential, suggesting that awareness acts as a catalyst for demand generation (Bhattacharya, 2013; Saha et al., 2018). In the Kerala context, research focusing on international tourists emphasized that awareness of safety standards, uniqueness of adventure activities, and integration of cultural elements significantly enhance destination appeal (Thomas, 2012). Empirical evidence further suggests that awareness levels vary across demographic groups, with younger and experience-seeking tourists displaying greater familiarity with adventure tourism offerings compared to other segments (Prabhu, 2022). These studies collectively indicate that informed tourists are more inclined to explore adventure tourism opportunities, reinforcing the importance of effective communication and marketing strategies.

Participation in adventure tourism has been extensively examined through tourists' motivations, experiential involvement, and satisfaction outcomes. Studies conducted in Himachal Pradesh and Karnataka establish that tourists are primarily motivated by thrill, enjoyment, stress relief, natural beauty, and opportunities for personal achievement, which directly influence their participation levels (Chandel, 2014; Xolxo & Matharu, 2021). Research on trekking destinations and fort-based adventure tourism highlights that tourists actively engage in adventure activities when basic facilities, safety measures, and accessibility are adequately provided (Suryawanshi, 2016). Satisfaction emerges as a critical outcome of participation, with several studies confirming a strong relationship between experience quality, perceived value, and behavioural intentions such as revisit and recommendation (Thapar et al., 2017; Narvekar & Dayanand, 2020). Studies in Kerala further reveal that tourists participating in off-roading, trekking, and nature-based adventure activities report higher satisfaction when experiences are well-organized and supported by safety precautions and trained personnel (Joy & Antony, 2019; Joseph et al., 2022). These findings underscore that sustained participation in adventure tourism is closely linked to tourists' satisfaction, which in turn influences destination loyalty and long-term growth.

Despite its growing popularity, adventure tourism faces several barriers that restrict its development and effective participation, particularly in ecologically sensitive regions. Infrastructure inadequacy, lack of trained guides, insufficient safety mechanisms, and poor emergency services are repeatedly identified as major constraints across Indian destinations (Devi & Singh, 2016; Suryawanshi, 2016). Studies conducted in Kashmir and Rajasthan highlight that although destinations possess immense natural potential, the absence of professional training, safety infrastructure, and transportation facilities hinders adventure tourism development (Dar, 2014, 2020; Vatsala, 2020). Safety-related concerns are further intensified by the lack of standardized regulations and risk mitigation strategies, as emphasized by studies advocating structured frameworks such as the Haddon Matrix for managing adventure tourism risks (Senthilkumaran & Patim, 2017). In Kerala, infrastructural deficiencies, limited promotional initiatives, and policy-level neglect have been identified as significant barriers preventing the effective utilization of adventure tourism resources (Joseph et al., 2022). Environmental and socio-cultural barriers have also been documented, with studies from Himalayan regions indicating that unregulated adventure tourism can lead to cultural erosion, youth migration, and ecological stress if sustainability principles are ignored (Farooque, 2008; Silori, 2012). These barriers highlight the need for balanced development strategies that integrate safety, infrastructure, and community welfare.

The literature strongly affirms that Kerala and several Indian regions possess substantial potential for adventure tourism due to their diverse natural landscapes and favourable climatic conditions. Studies focusing on Manipur, Meghalaya, Himachal Pradesh, and the Western Ghats identify mountains, forests, rivers, and coastal ecosystems as ideal settings for both land-based and water-based adventure activities (Lina & Meinam, 2016; Saha et al., 2018; Sharma, 2020). Kerala-specific research emphasizes that hill tracts, rivers, and forested regions offer considerable scope for activities such as trekking, rafting, kayaking, and off-roading, positioning adventure tourism as a viable tool for post-disaster recovery and sustainable development (Jose & Manoj, 2019). Scholars argue that adventure tourism can generate employment, diversify rural livelihoods, and promote inclusive growth when aligned with

sustainability and responsible tourism principles (Raj Kumar, 2018; Anuj Kumar & Nag, 2024). Recent studies further suggest that strategic planning, infrastructure development, safety enforcement, and innovative marketing can transform regions like Kerala into competitive adventure tourism destinations at the national and international levels (Vyas et al., 2024; Ajay Kumar & Sharma, 2024). However, the literature cautions that realizing this potential requires careful governance to protect fragile ecosystems while enhancing tourist experiences.

In synthesis, the reviewed literature establishes that awareness, participation, satisfaction, perceived barriers, and destination potential are interdependent dimensions shaping adventure tourism development. While awareness enhances tourists' readiness to participate, satisfaction determines sustainability through repeat visitation and advocacy. Simultaneously, unresolved barriers related to infrastructure, safety, and governance can impede growth.

## **2.6 Research Gap**

The review of literature indicates that tourism theory and practice have been widely examined from global and Indian perspectives, with considerable attention given to the emergence and conceptual foundations of adventure tourism. Existing studies have largely focused on defining adventure tourism, examining risk perception, risk management practices, and the gradual softening and commodification of adventure travel experiences. While these aspects are important, such a focus has resulted in a limited understanding of adventure tourism as a comprehensive experiential and developmental phenomenon.

Most empirical research continues to concentrate on a narrow range of adventure activities such as trekking, scuba diving, bungee jumping, river rafting, and jeep safaris. As a result, a broader spectrum of adventure tourism activities remains under-researched, particularly those that may offer higher levels of excitement, participation, and tourist satisfaction. Additionally, studies examining tourist participation and satisfaction often adopt activity-specific or fragmented approaches, with limited attempts to integrate awareness, participation, and satisfaction within a single analytical framework.

Although several studies identify general barriers to adventure tourism—such as inadequate infrastructure, safety concerns, environmental sensitivity, and regulatory limitations—there is a lack of destination-specific research that systematically examines these barriers within Kerala’s unique ecological, socio-cultural, and policy context. Despite Kerala’s rich natural resources and global tourism recognition, its potential for adventure tourism has not been comprehensively assessed in academic research, with most studies focusing primarily on conventional or eco-tourism.

Therefore, a significant research gap exists in undertaking an integrated empirical study of adventure tourism in Kerala that examines tourists’ awareness of adventure tourism options, their participation and satisfaction levels, the barriers hindering development, and the overall potential of the state as an adventure tourism destination. Addressing this gap is essential for generating destination-specific insights and supporting sustainable adventure tourism development in Kerala.

## **2.7 Chapter Summary**

This chapter provides a systematic review of the definition of tourism, economic importance, definition of adventure tourism, risk involved, major activities encompassed under adventure tourism, current status of adventure tourism in India, and most visited adventure tourism destinations in India. Following an extensive review of the literature, a gap in research on adventure tourism is established. It also provides cues towards hypothesis development ensuring accurate and specific research. The next chapter will critically review the concepts tourism, adventure tourism, and other adventurous activities associated with it.

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## Chapter 3

# **ADVENTURE TOURISM: AN EMERGING PARADIGM IN CONTEMPORARY TOURISM**

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### **3.1 Introduction**

Tourism, as a global activity, has witnessed phenomenal growth over the decades, extending to several specialized niches to accommodate the diverse interests of tourists. Adventure tourism, indeed, has become a dynamic and rapidly changing industry, offering alternative experiences beyond conventional sightseeing excursions. This chapter tries to create a preliminary notion of tourism, specifically in relation to adventure tourism by analysing its genesis, evolution, and future trends.

The shift towards alternative tourism, as opposed to mass tourism with comparable, uniform travel plans and tourist parties, is a new demand for more authentic, sustainable, and personalized tourist experiences. Adventure tourism, a key component of the alternative tourism model, combines investigation and physical engagement with cultural immersion and interactions in nature.

This chapter discusses key areas of adventure tourism, including the definition and characterization of an adventure tourist, various forms of adventure tourism activities and their features. It also discusses the global situation of adventure tourism, including its development in India and presenting the vast opportunities in Kerala, a state famous for its diversified range of adventure tourism activities and festivals.

By the end of this chapter, the readers will have gained a thorough knowledge of adventure tourism as a significant and emerging sector of the tourism industry, and its scope for growth, especially in ecologically and culturally rich areas like India and Kerala.

### **3.2 Tourism**

As defined by Hunziker and Krapf "Tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with earning activity" based on the definition it can be seen that Tourism merely refers to traveling and staying in other location which is not the permanent residence of tourists. Tourism can be termed as the activity of travel for recreation and provision of services for the activity. It is a service industry, comprising of number of tangible and intangible factors. The tangible factors or components is Transport systems such as air, rail, road and water, Space such as hospitality services, accommodation, foods and beverages, tours, souvenirs, accommodation, food and beverages and related services such as banking, insurance and safety and security. The intangible factors are rest and relaxation, culture, escape, adventure, new and different experiences.

As per WTO (1993) "Tourism include the activities of individuals visiting and residing in areas outside the everyday environment for not exceeding one consecutive year for holiday, business and other reasons."

Pearce (1987) suggests that tourism can be defined as the relations and happenings that come into being through the visit and temporary stay of those who travel primarily for leisure or recreational purposes.

As per Leipers (1995) "Tourism can be described as theories and practice of visiting and travelling to places for leisure related activities"

### **3.3 Development of Tourism**

#### **History of Travel: Early Civilizations**

While there is no definitive evidence, it is generally accepted that travel had occurred in ancient times. While photographs and travel brochures of the day did not exist, archaeological evidence and historical accounts show that ancient civilizations were engaged in travel for purposes other than survival. Ancient travel was often associated with commerce, war, and the necessity to explore. The Phoenicians, for instance, were

considered to be among the earliest explorers, driven by commerce and adventure (Towner, 1996). Early innovations spearheaded by the Egyptian, Roman, and Eastern Mediterranean Empires set the stage for what would come to be known as leisure tourism.

### **The Empire Phase**

With the Empire Age—Egyptians to Romans—travel flourished. Driven by business, governmental, religious, and educational needs, people travelled across empires. With more political stability came more travel. The Greeks made tourism possible with a shared language and currency, enabling cultural exchange. The Romans expanded this with the construction of roads and safe waterways, and a shared system of law that made mobility easier (Casson, 1994). Organized tourism infrastructure in the form of inns and waystations made its first appearance during this time.

### **The Renaissance era and the Medieval era.**

The decline of the Roman Empire ended mass travel. Feudal fragmentation, linguistic disconnection, and security issues pushed tourism into a virtual impossibility during the early Middle Ages. Religious pilgrimages and crusades, though, maintained some aspects of travel open. After the end of the Crusades, traders such as Marco Polo revived interest in distant lands (Towner, 1996). In the Renaissance, growing political stability and re-established trade routes made the re-emergence of travel easier. Cyriacus of Ancona is commonly considered the first "tourist," traveling the Mediterranean in pursuit of classical heritage (Casson, 1994).

### **The Grand Tour Era**

The Grand Tour from 1613 to 1785 was the beginning of educational tourism in modern times. Young elites of Europe went on long trips to France, Italy, and Germany to learn art, culture, and architecture. The trips became a symbol of social status. The Industrial Revolution introduced economic reforms that greatly enhanced mobility and therefore provided a foundation for mass tourism (Boorstin, 1987).

### **The Mobility Age**

Between 1800 and 1944, expanding personal fortunes and transportation technology—trains, steamships, stagecoaches—stimulated mass travel. Thomas Cook brought the business into the masses by initiating the first package tours in the mid-19th century (Page, 2019). This made mass travel possible, shifting it from the elite to the rising middle class.

### **The Contemporary Period**

In the 20th century, there was more leisure time, disposable income, and infrastructure, which increased tourism. Paid vacations, motor transport, and air travel expanded travel. The possession of a credit card in the 1950s made it easy to spend money on travel. Tour operations and franchised hotels formalized tourism (Goeldner & Ritchie, 2012).

### **The Postmodern Era**

The 21st century saw a new tourism trend that emphasizes experience, sustainability, and community participation. The internet has made it easy to plan travel, and new markets have opened new doors to destinations. Contemporary tourists increasingly demand more participative and interactive experiences compared to passive watching (Richards, 2011).

### **3.4 Tourism Development: Shift towards Alternative Forms of Tourism**

Tourism initially started where the concept of elite class travelling from one place to another place. This occurred due to the expensive travel cost. Where later on rail transport got become popular and travelling became more popular. The development of other tourism infrastructure, including accommodation, transportation, and other facilities made travel for the purpose of tourism became popular.

The 1930s was when the holidays targeted for both high-end and low-income markets, and low-income markets (masses) finally took place. The availability of motor cars and aircraft from the 1930s onwards opted by low-income classes and wealthier classes respectively contributes to a certain extent to the growth in the tourism market

(Swarbrooke & Horner, 2007). In the 1960s, the concept of mass tourism gained prominence when people from Northern Europe and North America experiencing chilly climates started traveling to temperate destinations for fascination towards the sun with the assistance of tour packages provided by the tour operators (Sezgin & Yolal, 2012). Mass tourism flourished with a significant movement of travellers from cold northern regions to warm temperate regions searching for sun, sea, and sand. The development of mass tourism has significantly transformed many countries in terms of economy. Many tourism service providers got benefited from the concept of mass tourism.

Most of the tourism research studies concluded that tourism ultimately contributed to the overall development and progress of the country. Including infrastructures construction, Development of quality of life, increase in local peoples' wealth, generation of employment. Mass tourism development has greatly changed the economies of most countries. Most of the tourism service providers gained from the era of mass tourism. In fact, it was an era of euphoria for tourism practitioners where in quick money could be made from the arriving tourists. Most of the tourism research studies concluded that tourism development contributed greatly to the development and progress of the region, particularly on the economic front such as generation of employment, increase in peoples' wealth, improved quality of life, investment funds, and others. Though it had contributed greatly, the adverse effects and issues of tourism began emerging in the early 1970s(Lama,2014), and for that reason, the phenomenon of mass tourism was doubted by most. There was a rising concern by most people with the fast growth of mass tourism, which had brought more negative effects on the environment and society, which was overlooked in the past because of its economic contributions.

Mass tourism also suffered a sudden weakening or slump towards the latter half of the 1980s (Lickorish & Jenkins, 1997). The reasons for the decline of mass tourism are various factors, among which is destructive impact on the environment, heavy tourist arrivals, economic impacts, lack of proper infrastructure, ignoring carrying capacity, post-modern culture influence, rise in pollution, and so on (Lama, 2014; Triarchi & Karamanis, 2017). The decline in the experience level of tourists at tourist destinations

and the environmental issues arising due to mass tourist arrivals during peak season resulted in mass tourism's decline (Lickorish & Jenkins, 1997). Another reason for mass tourism's decline is that the preferences and tastes of tourists have also changed, with more tourists wanting to experience something new and not the same old group tour provided in the form of mass tourism. This change was that tourists are wealthier with additional disposable income, better transport facilities, and extra leisure time in their hands; tourists are more aware of tourist sites and their attachment towards the natural surroundings.

The change in the preferences and inclinations of tourists started surfacing in the 1980s and continued to intensify in the 1990s (Lama, 2014). In addition, there has been a drastic change in the expectations of tourists, as a result of which most tourists have started shunning packaged tours and opting for more personalized travel experiences with a focus on enhancing the quality of their travels (Boissevain, 1996; Gamberozic & Tonkovic, 2016). Such a change in the expectations, interests, and inclinations of tourists, as well as heightened awareness of the adverse impacts of mass tourism, has led to a change from mass tourism to other types of tourism.

One of the major challenges faced by mass tourism involves the shift of people from long packaged holidays to shorter holiday experiences. In the period of mass tourism, people had more spare time, and thus long durations for single trips; however, this is no longer the case in today's and post-contemporary periods, as most people are engaged in different employment opportunities that make long holidays challenging to obtain. In today's modern and postmodern society, tourists prefer many short weekend breaks or short getaways instead of one long packaged holiday because of their hectic schedules. This has made tourists seek customized individual excursions tailored to their own desires and tastes. However, the desires and demands of such tourists for quality experiences have become highly intensified and diversified. Most tourists today desire nature, culture, and local experiences as their main reasons for traveling. These are also factors that have helped shift tourists from mass tourism to alternative tourism.

**Table 3.1**

*Characteristics of Old Tourist to New Tourist.*

<b>Old Tourist</b>	<b>New Tourist</b>
Search for the sun	Interested in Something different
Follow the masses	Independent
Here today, gone tomorrow	Responsible to travel
Just to show that you had been	Fun Seeking
Superiority	Understanding
Like Attractions	Like sports
Take precautions	Adventurous
Homogenous	Hybrid

Source-Poon (1993)

### **3.5 Alternative Tourism and it's Development**

Alternative tourism is generally envisioned as a fulfillment of new tourism trends that will minimize the adverse effects connected with mass tourism, such as environmental degradation, socio-cultural exploitation, and uneven economic distribution, thereby providing authentic and positive experiences to hosts and visitors. In the words of Eadington and Smith (1992), alternative tourism is "a form of tourism that is consistent with natural, social and cultural values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences" (p. 3). In the way, alternative tourism appears to be an answer or alternative to the conventional model of tourism growth labeled as 'mass tourism,' seeking to follow a more innovative and sustainable strategy (Eadington & Smith, 1992; Lama, 2014). Alternative tourism provides possibilities to address environmental challenges, deal with the massive number of visitors, and act as a good alternative to uncontrolled development (Triarchi & Karamanis, 2017). The philosophy of alternative tourism is to facilitate more intimate relationships between tourists and indigenous communities, fostering mutual understanding and constructive interactions. Therefore, in the view of Holden, alternative tourism is "a process which promotes a just form of travel between members of different communities." The goal is to promote mutual understanding, solidarity, and equality between participants" (Holden, 1984, p. 15).

Mass tourism mainly focuses on the quick growth for the purpose of earning high income, usually ignoring the negative effects of such growth that could be created on the social structures or the environmental conditions. The main goal of mass tourism is quick profit accumulation, without a care for the principles of sustainable development. But alternative tourism is more interested in the sustainability aspects of tourism development. It is especially concerned with the preservation and conservation of environment, with the equitable sharing of the tourism benefits among the resident population, with the creation of positive host-guest relations, and with the attempt to satisfy the economic and social needs of the community.

**Table 3.2**

*Difference between Mass Tourism and Alternative Tourism*

<b>Features</b>	<b>Mass Tourism</b>	<b>Alternative Tourism</b>
	Social, environmental, inconsiderate, aggregate	Socially, environmentally considerate, Cautious
	Maximises Growth	Optimus Growth
	Rapid Development	Slow Development
	Short term	Long term
General Features	Remote control	Local control
	Unstable	Stable
	Price Consciousness	Value Consciousness
	Quantitative	Qualitative
	Growth	Development
	Peak Holiday periods	Staggered holiday periods, not necessarily seasonal.
Tourist Behaviour	Large Groups	Singles, families and small groups
	Fixed Program	Spontaneous decisions
	Tourists directed	Tourists decide
	Comfortable and Passive	Demanding and active.

Source- Gartner (1996)

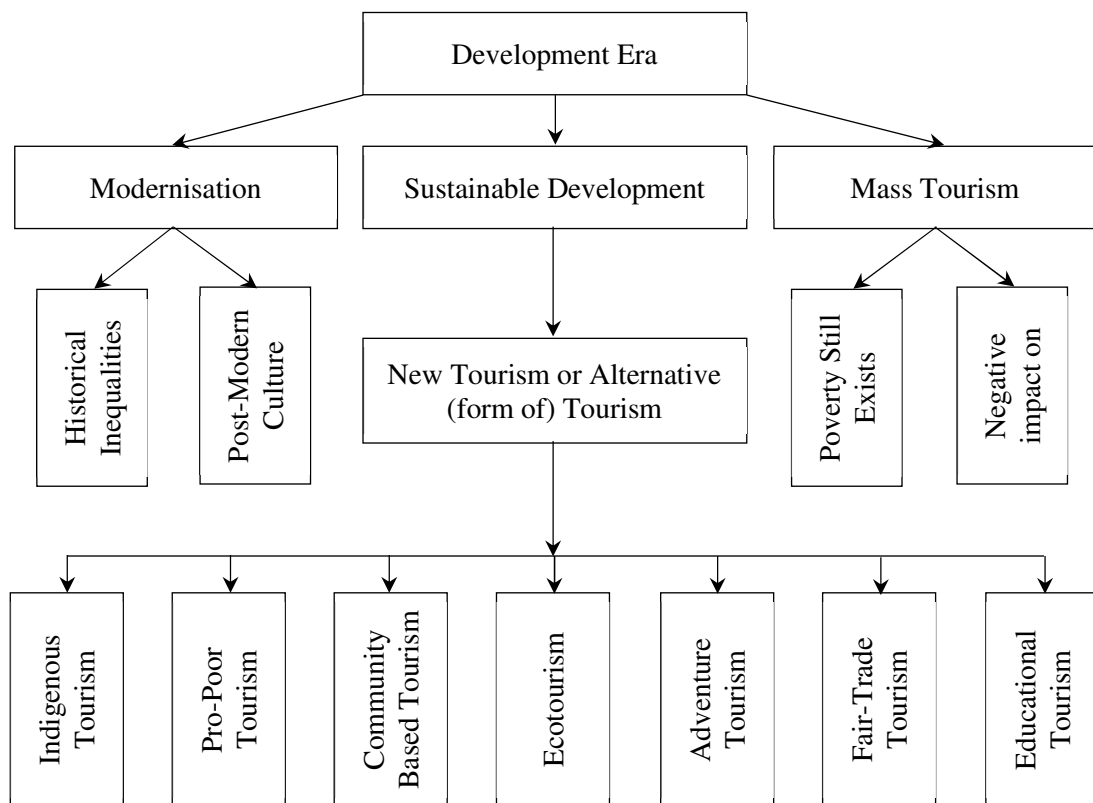
The alternative tourist phenomenon arose in the 1970s, in line with the development of new tourist modalities. The phenomenon was largely found in developing countries, and the main aim was to provide an alternative solution to the problems of

"traditional tourism," "mass tourism," or "conventional tourism." (Leksakundilok, 2004; Triarchi & Karamanis, 2017a).

Alternative tourism is a wide range of new tourism modalities that offer alternatives to mass traditional tourism (Prochazkova, 2012). Regardless of the range of terms and conceptual frameworks utilized by such new modalities of tourism, they all share a single aim: to develop tourism on a more sustainable and responsible basis, giving due attention to natural and cultural resources while developing and planning the same (Triarchi & Karamanis, 2017a). The new modalities of tourism—wellness tourism, culinary tourism, indigenous tourism, pro-poor tourism, community-based tourism, ecotourism, adventure tourism, fair-trade tourism, and agrotourism—are good alternatives to mass tourism (Leksakundilok, 2004; Prochazkova, 2012). Empirical aspects influencing the development of alternative tourism are presented in figure 3.1

**Figure 3.1**

*Roots of the Emergence of Alternative Tourism*



Source- Leksakundilok (2004)

### **Indigenous tourism.**

Indigenous tourism is tourism that seeks to promote the culture, tradition, knowledge, and heritage of Indigenous people to visitors. Most of this type of tourism is guided or co-managed by Indigenous people, empowering them to narrate their own stories, preserve their identity, and economically benefit. Cultural performances, storytelling, traditional crafts and art, nature walks guided by Indigenous people, and ceremonies are some of the activities that are common in this tourism. Indigenous tourism also promotes cultural exchange, respect for Indigenous livelihood, and community development while fostering understanding among travelers.

### **Pro-Poor Tourism**

Pro-poor tourism is a tourism strategy for enhancing the welfare of the poor by providing opportunities for income, employment, and livelihood. The emphasis is on engaging local people in tourism opportunities, which may include operating homestays, providing tour leadership, or marketing crafts and food products. The overall objective is to alleviate poverty while ensuring tourism development is inclusive and sustainable, hence ensuring economic growth in communities without compromising their cultural heritage and natural surroundings.

### **Community Based Tourism**

Community-based tourism (CBT) is tourism in which the local community, especially rural or indigenous communities, possesses, manages, and economically benefits from tourism operations. CBT is centered on the delivery of authentic cultural experiences to tourists, including indigenous lifestyle, handicraft production, local food, and nature-based tourism, with the assurance that the economic, social, and environmental returns are sustainable for the local community. Involvement of residents in planning and decision-making processes ensures empowerment, protection of cultural heritage, and sustainable development.

### **Ecotourism**

Ecotourism falls under the umbrella of sustainable tourism. Ecotourism, as defined by Ceballos-Lascuráin, is "travelling to relatively undisturbed natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations found in these areas" (Ceballos-Lascurain, 1987, p. 13). The primary purpose of ecotourism is to offer a unique experience to the tourists while at the same time maintaining the sustainability of tourism at the destination. Ecotourism, as Development era Sustainable Development Modernisation Mass tourism Negative impact on conservation Poverty still exists Post-modern culture Historical inequalities New Tourism or Alternative (type) of tourism Indigenous tourism Pro-poor tourism Community-based tourism Ecotourism Adventure tourism Fair-trade tourism Educational tourism 6 a new form of tourism, entails traveling to nature-based destinations to study the natural environment, undertake activities, and interact with the culture without damaging the local societies.

### **Adventure Tourism**

Another new form of tourism that is being tailored or augmented to provide thrill and excitement for the tourists is adventure tourism. Adventure tourism primary purpose is to drive away from the tourists from the busy daily schedule and escape into the wilderness to generate a whole new experience that calls for the tourists to participate in activities that may include high level or low-level risks. The presence of scintillating natural resources coupled with diverse topography and climate has prompted many adventure operators to develop various adventure activities. The mountains, rivers, lakes, thick forest, deserts, waterfalls, cliffs are the primary resources that are tapped for adventure tourism development

### **Fair Trade Tourism**

Fair Trade Tourism is a sustainable tourism movement whose objective is to ensure that travel contributes to local people, protects the environment, and preserves cultural heritage. It encourages ethical business by promoting businesses that provide fair

wages, safe working environments, and engage communities. Travelers are urged to choose destinations and services that are in line with fair trade principles, thus ensuring that their spending supports local development and sustainability. This is not only a way of enhancing the travel experience but also a way of empowering local communities and ensuring long-term social and environmental responsibility in the tourism industry.

### **Educational tourism**

Educational tourism is a travel mode that integrates learning with the discovery experience, enabling individuals to enhance their knowledge and skills by exploring new destinations. Educational tourism entails travel to various destinations for learning, including the study of history, culture, languages, or technical courses like science and art. School excursions, university student exchange, research excursions, and cultural immersion programs are usually typical of this type of tourism. Educational tourism not only enhances academic knowledge but also enhances global awareness, promotes cross-cultural comprehension, and contributes to individual development, thus rendering the learning process more interesting and significant beyond the confines of the classroom.

### **3.6 Adventure Tourism**

As per Muller and Cleaver, 2000 has defined Adventure Tourism as " Adventure Tourism is Characterised by its ability to provide the tourist with relatively high level of sensory stimulation, usually achieved by including physically challenging experimental components with the (typically short) tourist experience" Adventure tourism is one type of niche tourism which comprises of numerous activities which provides the tourist with exploration, experience, cultural interaction in natural or remote setting. 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 participants usual place of residence area of containing elements of risk in which the outcome is influenced by the participation, setting and the organiser of the tourist's experience. (Sung et al. 1997)

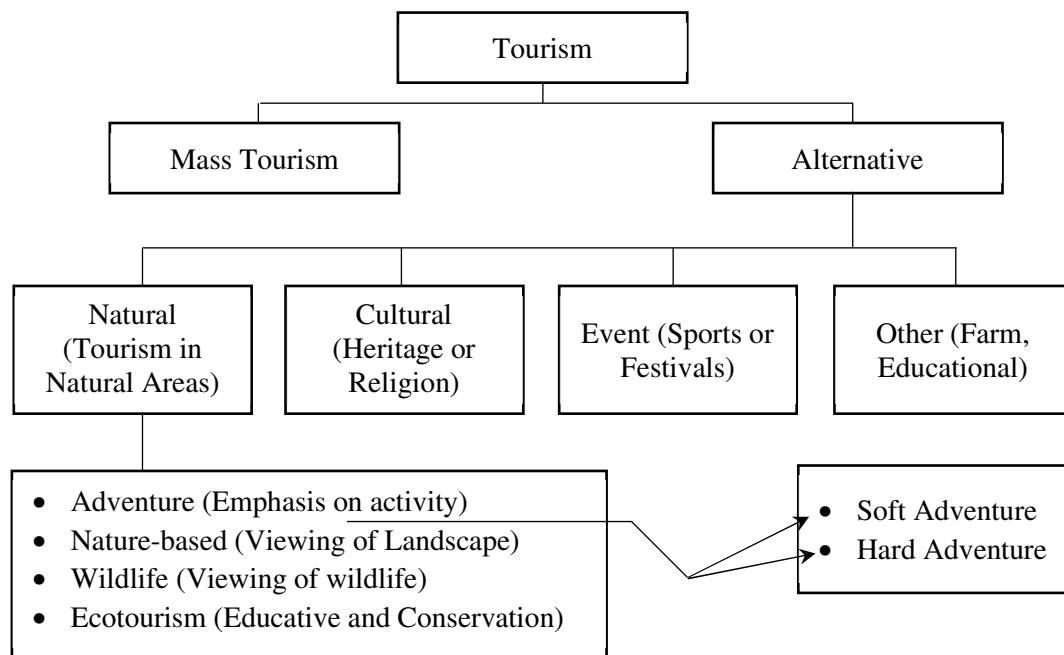
Adventure tourism allows people to participate in adventurous and exciting activities as a series of challenges that are faced along the way. It is significant to note that adventure tourism generally involves risk of some sort. However, the extent of this risk may differ depending on the nature of activity that the person undertakes. The extent of risk, and the extent of required skill and effort, from low to high demands for participation in the activity, allows adventure tourism to be subdivided into two groups: soft adventure and hard adventure. Soft adventure comprises those activities that normally involve a low level of ability of participants, either in terms of experience, knowledge, or physical and mental efforts in relation to the activity. Tourists who undertake soft adventure are likely to engage in activities with low-risk intensity, involving a low level of training and skills. These individuals are not ready to expose themselves to real danger or high-risk factors that are a necessary component of the adventure activity. Most of these participants are novices in the field of adventure, and they prefer calm and risk-free activities with no experience required. The driving forces that compel the tourists engaged in soft adventure towards such activities are mainly concentrating on wanting to move away from the stresses of their daily life, obtaining new experience and knowledge about the surroundings, enjoying the scenic beauty that nature has to offer, and enjoying the indigenous culture of the places. Camping, bird watching, and hiking are the best indications of adventure activities that fall under the category of soft adventure. This segment has been attracting increasing interest from an increasing population due to the nature of activity involved. Hence, it has a bigger market size and seems to have grown leaps and bounds compared to hard adventure. Hard adventure, however, comprises activities that involve a high level of physical and mental effort, along with necessary knowledge and experience prior to undertaking the activity. Some of the activities included in the category of hard adventure include rafting, sea kayaking, mountaineering, and rappelling. This type of adventure tourism is mainly chosen by individuals who have the required knowledge and skill set related to the activity.

Hard adventure tourists can participate in risky aspects of the activity, where they are likely to face extreme challenges that will require high levels of physical and mental effort, and high-level skills and experience, in order to be able to conduct the

undertaking successfully. Most of these tourists venture out on their adventures on their own, without the help of professionals or experts, showing a desire to venture out on the expedition on their own. The thrill and excitement need of this adventure tourist is to a large extent satisfied through participating in activities that are risky, which may be bearable or, in some instances, totally unbearable, perhaps leading to injury or even death. Figure 3.2 depicts a conceptual model of the convergence of adventure tourism, which later led to the convergence of various types of adventure tourism, both soft and hard adventure.

**Figure 3.2**

*An Overview of Tourism*



Source: Newsome, Moore & Dowling (2002)

### 3.6.1 Definitions of Adventure Tourism

Adventure Travel Trade Association (ATTA) still defines Adventure Tourism as "Adventure tourism involves travel that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion."

National Geographic says that "Adventure tourism is travel that involves exploration or travel with an apparent (and often real) risk, and perhaps involving specialized skills or physical effort."

### **3.6.2 Characteristics of Adventure Tourism**

#### **1. Physical activity**

Adventure tourism involves physical activity the intensity of physical activity varies according to the Adventure tourism activity that the tourist is being participated.

#### **2. Nature Based Activities**

Majority of the Adventure tourism activities are nature based Such River, Mountain, Ocean or Dessert which gives the adventure tourist to explore the nature and experience the raw beauty of the environment.

#### **3. Element of Risk and Uncertainty**

The risk involved in Adventure Tourism is either real risk or perceived risk. Which includes engaging in new activity, challenging terrain, fluctuating weather.

#### **4. Cultural Interaction and Learning**

Many of Adventure tourism activities take place in rural areas where the Adventure Tourist interact with the people including Indigenous community living over there it facilitates the tourist to understand their cuisine, living standards, their life style etc.

#### **5. Trip to Distant or Less Visited Places**

The Adventure Tourism centres are generally found in Unconventional regions, off the beaten path destinations. These destinations boast distinctive landscapes, seclusion and Authenticity.

#### **6. Personal Growth and Achievement**

Being involved in Adventure Tourism activities will provide a feeling of personal growth and Achievement to individuals involved in Adventure Tourism activities by overcoming various kinds of risks and overcoming obstacles.

### **7.Sustainability and Environmental Awareness.**

Adventure Tourism also adapts Adventure tourism principles thereby it also aligns with sustainability and Environmental protection, respect wild life and ecosystems.

### **8. Small and Customised**

Unlike the other forms of Tourism Adventure tourism is mainly focused on providing personalized and customized tour packages.

### **3.6.3 Development of Adventure Tourism**

People have started travelling a long time back mainly for food and survival, and they have undergone an adventurous journey in the early period to meet their requirements, and this practice has increased little by little. Today, the interest in adventure travel has witnessed an enormous boost up among international travellers, which has added fuel to the growth and development of the travel industry. There is a growing desire among a large number of people for hiking, angling, wildlife safari, scuba-diving, mountain biking, mountaineering, sailing, gliding and learning about the culture and lifestyle of other communities internationally. In the early period, travelling was an expensive activity. It involved a considerable amount of monetary expenditure to avail the services and a massive amount of time needed to be dedicated for travelling, which resulted in unaffordable for the general population. However, this predicament has transformed with people employed in high-paying jobs, which allowed them to buy luxurious things and save a significant amount of disposable income. The availability of disposable income combined with improved transportation facilities and additional recess time tender the chance to travel the world and discover new destinations. In the mid-period of the 19th century, adventurers explored the possibility of river rafting and mountain climbing wherein the first climber took place in 1865 with adventurers climbing Mount Matterhorn, which is a mountain of Alps and also in 1869, adventurers steered themselves in the River Colorado for river rafting (UNWTO, 2014). A few years later, two institutions like National Geographic Society and the Explorers Club were also set up to diffuse geographic information and encourage exploration of air, space, sea and land, respectively (UNWTO, 2014).

In the 20th century, people were cautious and more sensitised about the need to take care of the environment for future consumption. This led to the development of activities that foster the preservation and conservation of the environment. Several organisations have taken an initiative for protecting forest covers, flora, fauna and refreshing rivers, which offer the scope for introducing outdoor adventure activities. In the present scenario, people have taken excellent cognisance about the importance of leading and maintaining a healthy life. The long working hours in offices require an individual to engage in other physical activities, making outdoor adventure one of the preferred activities for rejuvenation. People are more involved with the natural environment, wildlife and cultural assimilation as they look for a healthy environment free from the usual daily surroundings. This is one of the many reasons that led to the evolution of adventure travel, and this trend points out that the love for adventure will continue to mature in the coming years. What is more concerning is that with the extensive use of the wilderness increases, the main challenge is preserving the resources currently being used for future uses. People have understood that their resources need to be protected and preserved to continue benefitting from them in the near future. Adventure tourism was introduced to offer thrill and excitement to the tourists and provide monetary gains for resource conservation. Adventure tourism is seen as one of the major revenue generators in many countries and has provided good incentives for conserving the natural environment. As soon as the idea of adventure tourism was conceived, numerous nations have been seeking this type of tourism in order to boost the economic development of the country. The majority of nations involved in the evolution of adventure tourism have the objective of stimulating the conservation of natural and cultural resources. Adventure tourism has introduced a significant shift in the global economy and has also stimulated environmental development, particularly in developing countries where the main economic activity involves mining extraction and agriculture.

#### **3.6.4 Components of Adventure Tourism**

Adventure tourism is full of some inherent elements which are inter-dependent and inter-reliant. The elements are of such nature that they cannot be undertaken separately to be defined as an adventure. However, they must be taken as a whole to

experience an adventure. "The fundamental elements of adventure tourism are uncertainty of outcome, challenge, escapism and separation, danger and risk, stimulation and excitement, anticipated rewards, novelty, exploration and discovery, absorption and concentration, contrasting emotions" (Swarbrooke et al., 2003).

### **Uncertain results**

It is believed that uncertainty of outcome is one of the significant features of adventure. The risk inherent in the activity put the participant at risk, leading to uncertainty of outcome. The uncertainty of the outcome leads to a state that presents an enormous challenge that can take various forms. Thrill, excitement, and commitment are achieved in the adventure process, primarily when the participant is not certain how the activity will conclude. Experimentation with new things that are new and strange can cause uncertainty in the mind of the performer. Obviously, the majority of adventurers will be shy and enjoy it due to the uncertain conclusion of the adventure.

### **Risk and Danger**

The exploratory nature of adventure coupled with the curiosity of the adventurer to explore the unseen world and participate in newly developed activities presents a danger and risk dimension to this type of tourism. The risk factor associated with adventure tourism has attracted significant interest from many adventurers. Adventure tourism cannot do away with danger and risk, be it low-level risk or high-level risk, as these are the factors that mainly pull the people to participate in the adventure activities to achieve the main goal, the adrenaline rush. Danger and risk create a sense of uncertainty. The participant's exposure to danger and risk while performing the activity stimulate the feeling of the uncertain outcome of the event. The challenging nature of adventure that requires skill and proficiency to undertake successfully gives a clear picture of the risk and danger associated with it. The danger and risk of the adventure may lead to the tarnishing of a person's well-being through shame, awkwardness and loss of self-belief. In addition, danger and risk may create fear among some participants, but in other individuals, excitement and exhilaration are generated through these factors.

### **Challenge**

The physical exertion, advanced skills, and prior training required to perform the task in the adventure context successfully converge to create a challenge. The challenge may also have been generated by the risk, unforeseen consequence, required concentration and anticipation of successfully coping with the task. The challenge may be physical, intellectual, mental or emotional. The scale of the challenge varies from activity to activity and individual to individual, depending on the talent and skills of the participants. In addition, it is the scale of the challenge that distinguishes adventure as highly adventurous or easy going. In adventure tourism, the nature of the activity should be such that the degree of difficulty is never more than the potential of the individual, or else the essential experience of thrill and excitement is lost.

### **Anticipated gains**

Adventure tourists are encouraged to undertake the actual adventure journey for the sake of pride and satisfaction. The adventurers were convinced that the fact that they would accomplish the extra step despite the adventure difficulty and the challenges ahead would be a source of bliss or even reward. The sense of jubilation comes in achieving the forefront desire; however, the disappointment to finish the task should not influence the sense of pride, happiness, or even reward. A sense of fulfillment could be developed from the good effort.

### **Novelty**

Finding something new along the way during travel is what every tourist has in mind. Adventure tourism is one of such types of tourism that offers this element. The characteristics, therefore, that are present with adventure allow the adventurers to acquire new or new-age know-how, possibly even experience that can be brought about by the re-engineering of the old developed product or services. The need to explore or discover new experiences can encourage tourists to pursue adventure tourism.

### **Stimulation and Excitement**

Adventure is bound to create excitement and thrill. But the level of excitement differs from one participant to another based on the ability to handle the risk of adventure. In adventure, individuals are subjected to risk and danger, and this has the potential to stimulate the mind, the body, and the heart. Excitement is generated due to the effect of stimulation. The level of stimulation required to result in excitement varies with the experience, competence, and ability of the person to handle the adventure experience. The advanced feature of adventure is that the experience can be exciting for one person and anxiety-provoking to another.

### **Escapism and Isolation**

The adventure or venturing into the outdoors that is mostly experienced in adventure tourism offers the chance to move away from the usual day-to-day routine or setting. Adventure desire normally pushes to move from the current or conventional setting and to be alienated, thus offering the chance to experiment with a new horizon where the first consideration may not be the usual ones. The excitement of experimenting with new ventures is responsible for the element of escapism and alienation.

### **Discovery and Exploration**

Touristic activities without discovery and exploration can never be called an adventure, and they are believed to be the most important constituents of the adventure experience. Adventure tourism offers an opportunity to be well-acquainted with the natural world as well as an opportunity to enhance the knowledge-based and awareness through the discovery of new-fangled surrounding areas, cultures and other species. Discovery through adventure experience can convey the physical elements as well as the emotional or mental element. The benefits associated with exploration and discovery in adventure can also be satisfaction, recognition or even rewards.

### **Absorption and Concentration**

The intense character that is associated with adventure requires intense concentration and absorption of physical, mental, and emotional energy. The touristic adventure

activity requires serious concentration to effectively apply the techniques and skills required for the accomplishment of the mission.

### **Divergent Feelings**

Adventure is an amalgamation of a mix of conflicting emotions that individuals may experience during the course of action – such as fear and thrill, joy and sorrow, fear and pleasure. These feelings arise due to the risk and danger, uncertain result and sheer challenge present in the adventure experience. The mix of conflicting emotions may have been triggered even prior to the actual adventure experience, which could be in the form of an anticipation to experience, mental tension, hope, developing self-confidence. It is also confirmed that lack of mixed emotions will influence the genuine sense of adventure

### **3.6.5 Adventure Tourist**

Since there is no specific definition for Adventure Tourist, for academic and Governmental sources as commonly cited as ATTAs definition, the term generally derived from ATTAs definition. “An Individual who participate in adventure tourism activities involving physical effort, cultural exchange, or interaction with nature often with an element of risk or thrill”

#### **Characteristics of Adventure Tourist.**

##### **1. Thrill seeking and Challenge oriented**

Adventure Tourist actively focus on Thrill and challenge-oriented activities, these activities will provide the tourist Adrenaline rush, excitement and physical excision.

##### **2. Passion for nature and oriented**

Adventure Tourists usually travel to less travelled and remote areas, also travel to natural environment rich area.

##### **3. Experience over comfort.**

Adventure tourists are more likely to value substantial, experiential experience over luxury amenities more likely to endure discomfort or danger as part of the adventure.

#### **4. Environmental and Culturally Aware.**

Appreciates the maintenance of natural environments and indigenous cultures, frequently engaging in or sponsoring eco-tourism and sustainable level practices.

#### **3.6.6 Classification of Adventure Tourism**

Adventure tourism activities can be classified according to Risk involved and Adventure Tourism based on the basis of Adventure Tourism on the Basis of Environment.

##### **a) Adventure Tourism Based on the Risk Factor**

Adventure Tourism activities on the basis of Risk Involved can be divided into two.

##### **1. Soft Adventure Tourism Activities**

Soft Adventure Tourism activities are the activities that involve only a little physical activity, a feeling of discovery and little risk. This kind of Adventure Tourism Activities is ideal for individuals who belong to all age groups.

Which provides opportunity to explore nature, culture and challenging the physical limits. Examples- Nature walks, Jeep Safari, Tent Camping.

##### **Characteristics of Soft Adventure Tourism**

- a) **Low Risk**- Unlike Hard Adventure Tourism Activities Soft Adventure Tourism activities involve low risk only.
- b) **Minimal Physical Demand**- Most of the soft adventure tourism activities require only minimal physical demand.
- c) **No Special Skills required** – Unlike Hard Adventure Tourism Activities, Soft Adventure Tourism activity does not require any special skills or technical expertise.
- d) **Cultural and Natural Environment** – Such activities include directly engaging with the locals and the activities are nature-based as well.

- e) **Beginner and Family Friendly** – Activities of Soft Adventure Tourism are more appropriate for beginners or families.

### **1. Hard Adventure Tourism Activities**

Hard Adventure Tourism activities are the activities which involves high risk, physical demanding activities that often require specialised training, equipment and physical fitness. These activities are suited for the adventure seekers and who well experienced in those adventure Activities. Examples- Mountaineering, Skydiving, Rock Climbing.

#### **Characteristics of Hard Adventure Tourism**

- a) **High Risk and Physical Challenge**- Hard Adventure Tourism activities involve high risk and required to do physically challenging activities.
- b) **Require Technical Skills or Training**- Technical skills and training are required by the participants of Hard Adventure Tourism activities prior to undertaking Adventure Tourism Activity.
- c) **Special Equipment and Safety Measures**- Special safety measures and equipment are required for hard adventure Tourism activities in order to perform such activities.
- d) **Adrenaline Driven**- These Adventure Tourism activities are usually Adrenaline Driven which is pushing physical limits.

### **b) Adventure Tourism based on the Type of Activity**

#### **1. Land-Based Adventure Tourism Activities**

Land based Adventure Tourism activities are the Adventure Tourism activities which happen in the ground often it includes physical activities. Examples- Trekking/Hiking, Rock Climbing, Mountain Biking, Jungle safari.

#### **2. Water-Based Adventure Tourism Activities**

Adventure Tourism activities involving water can be termed as Water Based Adventure Tourism activities. Examples- White Water rafting, Scuba Diving, Snorkelling.

### **3. Aerial Based Adventure Tourism Activities**

Activities done at heights which provides the Adventure Tourist with a bird's eye view. Paragliding, Skydiving, Hot air ballooning are examples.

#### **c) According to Location**

On the basis of Location Adventure Tourism activities can be classified as follows which means it is classified on the base where the Adventure Tourism activity being performed.

##### **1. Mountain Adventure**

Adventure Activities which are based on mountain there are lot of Adventure tourism activities which is mountain based. Examples- Trekking, Climbing, Skiing.

##### **2. Desert Adventure**

Adventure Tourism activity which are based on Desert it includes various activities which is performed in desert. Example- Camel Ride, Desert Safari.

##### **3. Coastal/ Marine Adventure**

Adventure Tourism activities situated in Coastal areas or Marine areas may be called Coastal /Marine Adventure Tourism activities. Surfing, Scuba Diving.

##### **4. Forest/ Jungle Adventure**

Adventure Tourism activities that is forest/jungle based is known as Forest/ Jungle adventure Tourism. Example- Safari, Jungle Trekking.

#### **d) As per Participation**

On the basis of participation which means whether it is done alone, groups or a part is classified into three.

##### **1. Individual Adventure**

Individual or solitary adventure activities are referred to as Individual Adventure. For example- Solo Trekking.

##### **2. Group Adventure**

Adventure activities participated in group can be considered as Group Adventure. Example- Rafting Trip.

### 3. Organised Adventure Tours

These are Adventure tours which is operated by Tour operators is termed as Organised Adventure Tours. Example- Guided Mountaineering Expeditions

#### 3.6.7 Destination and Activity by Driven Adventure tourism

Millington et al. (2001) made a basic division within Adventure Tourism market between adventure travel that is destination driven. Each of these basic division is subdivided as follows.

**Table 3.3**

*Types of Adventure Tourism Activities*

Culture Adventure	Trips that explore exciting places but do not necessarily involve any particular physical activity, usually focusing on local cultures, historic sites or dramatic locations.
Ethnic or Tribal encounters	Trips offer the opportunity to meet, and sometimes stay with, traditional local people or tribal groups.
Easy to moderate hikes	Hikes involve a few days easy or moderate walking, usually in open countryside, based in hotel or tented accommodation, most people in good health should find no problem with this level of walking.
Major treks	This type of trips is recommended for strong mountain walkers who enjoy a challenge. Participants should be physically fit. Walking may at high elevations (over 3500m) Normally there is no Back packing, and the main luggage is transported by vehicles, porters or pack animals.
Wildlife and natural history	Trips have particular emphasis on wildlife or natural wonders-perhaps visiting some of the world's greatest game reserves. Explore's unique styles will make the experience memorable.
Wilderness Experience	Perhaps the ultimate travel adventure, this involve trips that venture into areas where man's influence is limited. The rewards of reaching such remote settings more than outweigh the fact that participants may have to 'rough it' for a few days.
Sailtrek/ Sea trek	Some of our most original adventure involve the use of sailboats, ships, ferries, or even tall ships.
Raft or River Journeys	Journeys last anything from a few hours to several days. This category includes a wide range of activity types, from exhilarating white-water rafting to easy-going cruising and river exploration.

*Source-Buckley, R. (2006).*

### **3.6.8 Adventure Tourism Activities**

#### **Artificial Wall Climbing**

Synthetic wall climbing is climbing purpose-built climbing walls that replicate natural rock formations. Generally, in indoor gyms or specialized adventure centers, the facilities have component holds of differing sizes and difficulties. Participation in the sport enhances physical strength, coordination, and pressure problem-solving skills. Internationally recognized, wall climbing was officially recognized as an Olympic sport at the Tokyo 2020 Games (International Federation of Sport Climbing.)

#### **Abseiling (Rappelling)**

Abseiling, or more commonly known as rappelling, is a technique of descending steep rocks or vertical rock faces using a rope in a controlled manner. The sport is common in rock climbing, mountaineering, and canyoning activities, and requires the use of a harness alongside a belay or rappel device to facilitate a safe descent. Abseiling training allows enthusiasts to cross terrain too challenging or unsafe to cross using conventional routes. It requires the use of protective gear in the form of gloves, helmets, and climbing shoes, and is both a rescue and military skill as well as an adventure sport.

#### **ATV (All-Terrain Vehicles)**

ATVs (All-Terrain Vehicles) are motorized off-road vehicles designed to travel across a range of challenging terrains such as dirt tracks, sand dunes, woods, and rock trails. They typically have four large, rugged tires, handlebars, and are built for stability and ruggedness. Used for recreational adventures as well as for utilitarian purposes such as farming, patrolling, or transporting commodities in rural areas, ATVs offer an exhilarating way of exploring the great outdoors. Protective gear such as helmets must be worn by riders, and safety guidelines must be followed, as these vehicles are powerful and challenging to control on difficult ground.

### **Bamboo Rafting**

Bamboo rafting is an ancient and eco-friendly water sport that involves traveling on rivers or still water on a raft made of strong bamboo poles bound tightly together. Often with a native guide who paddles with a long pole, bamboo rafting is a peaceful and visually stunning way of experiencing natural landscapes, including forests, mountain ranges, and countryside villages. Practiced extensively in most of Asia, most notably in countries like Thailand and India, bamboo rafting is a peaceful experience of nature and is practised by tourists looking for a gentle experience.

### **Bicycle Touring**

Bicycle touring is a niche style of travel and adventure where significant distances are traveled by bicycle, often over several days or weeks, with the essentials and provisions brought along. Cycling is mixed with exploration, thereby enabling the participants to experience unfamiliar places, culture, and landscapes at a leisurely and intimate pace. Bicycle tourists can camp, stay in hotels, or resorts along the way, normally taking clothes, tools, food, and camping equipment in panniers or bikepacking bags. It also enables physical fitness, facilitates environmental sustainability, and fosters a sense of independence and self-sufficiency, making it a good option for outdoor enthusiasts and travellers.

### **Bird watching**

Also referred to as birding, is the hobby of watching and identifying birds in the wild. It entails the use of instruments such as binoculars, field guides, and in some cases, cameras to locate and observe birds without harming or disturbing them. Bird watchers usually go to forests, wetlands, parks, or even their own backyards to view various species, their habits, calls, and migratory patterns. The sport encourages patience, focus, and an increased appreciation of nature and wildlife. It's a serene and informative hobby practiced by individuals of all ages globally.

### **Backpacking Through Rough Terrain (TDT)**

Backpacking Through Rough Terrain (BPRT) is an outdoor activity characterized by the travel of long distances over challenging and uneven landscapes with frequently

carried essential gear, including food, water, and camping supplies. The activity requires physical endurance, skilled navigation, and the capacity to respond to adverse conditions, which can include steep grades, heavily vegetated areas, or rocky trails. BPRT fosters a holistic relationship with the environment and a sense of adventure; nonetheless, it requires a high level of physical fitness and meticulous planning to insure safety and successful attainment.

### **BASE jumping**

BASE jumping is an extreme sport where jumpers leap off fixed structures such as buildings, antennas, bridges, or cliffs with a parachute to soften the impact of descent. Unlike skydiving, which is initiated at high altitudes from an airplane, BASE jumping from much lower altitudes gives the parachute less time to open. BASE jumping is an extremely risky activity that puts participants in a sudden, adrenaline-pumping freefall.

### **Bungee jumping**

Bungee jumping is a highly adventurous activity where a person leaps from a tall building, like a bridge or a crane, attached to a highly elastic rope tied around his or her ankles or waist. On the way down, the rope stretches, and then it recoils, propelling the jumper in a regular up-and-down pattern until it finally stops. The activity provides a thrilling experience that is made up of a rush of adrenaline and the sensation of free fall.

### **BWSR (Bush Walking and Scenic Rim)**

BWSR (Bush Walking and Scenic Rim) is the process of walking the Scenic Rim—a sequence of mountain ranges, national parks, and rainforests of southeast Queensland—on foot, along marked tracks as well as unmarked trails. Bush walking here includes moderate to difficult walks, trekking through ancient Gondwana rainforests, expansive eucalypt woodlands, and beside scenic waterfalls. Trail walkers are treated to rugged peaks like Mount Barney, varied fauna like pademelons and lyrebirds, and views over volcanic crater lakes and green valleys. Walking either long

multi-day treks or day hikes, BWSR offers a profound connection to nature, with physical challenge balanced by the area's rich biodiversity and stunning scenery.

### **Camel Riding**

Camel riding is an ancient and recreational pursuit—frequently provided as a tourist attraction or utilitarian mode of travel—where one rides on a camel (typically a one-humped dromedary or two-humped Bactrian) to traverse desert dunes, oases, or arid terrain. Ridden on a padded saddle and accompanied by a handler on foot or horseback, riders rock in time to the camel's characteristic gait, all while viewing broad desert scenery and gaining insight into surrounding Bedouin or nomadic societies. This pursuit involves easy adventure and cultural activity, and thus it is an unusual vehicle for touring such regions as the Sahara, the Arabian Peninsula, and most of Asia.

### **Canoeing**

Canoeing is water sports recreation in which individuals or teams paddle a canoe, a light and narrow boat, over tranquil or running bodies of water. Using a one-bladed paddle, the athletes paddle rivers, lakes, or coastal waters, which offers both a peaceful experience and a physical challenge. The activity can be undertaken alone or with a companion, offering casual exploration of the natural environment or challenging paddling in rough water. It is a favorite among outdoor recreationists seeking a mix of adventure, relaxation, and exposure to aquatic environments.

### **Canyoning**

Canyoning is a thrilling outdoor sport that entails exploration of canyons through a range of activities such as hiking, climbing, jumping, rappelling, and swimming. It is done in spectacular landscapes with waterfalls, steep rock faces, and natural pools. It marries adventure with nature to give a unique chance to experience the ruggedness and beauty of inaccessible areas.

### **Cave exploration**

Cave exploration or spelunking involves the sport of visiting and exploring caves, typically within isolated or inaccessible locations. The sport involves crawling,

climbing, and traversing underground passages and rooms with or without the assistance of ropes and expert equipment for protection. Cave exploration may give a unique view of geological structures, such as stalactites, stalagmites, and underground rivers. Cave exploration requires physical stamina, knowledge of the cave system, and the use of safety equipment since caves present hazards like cramped spaces, loose rocks, and limited visibility.

### **Cycling**

Cycling is a popular type of exercise and transport involving riding a bicycle for fitness, recreation, commuting, or sport. It has numerous health advantages, including improved cardiovascular fitness, muscle tone, and mental well-being. Cycling is also a green mode of travel, decreasing traffic and pollution. It can be undertaken alone or in groups, on roads, trails, or bike paths, and is appropriate for people of all ages and fitness levels. For everyday use or leisure outings, cycling promotes an active and healthy lifestyle.

### **Dinghy Sailing**

Dinghy sailing is sailing that uses small, lightweight dinghies, usually for one to four sailors. Dinghies are ideal for novice and experienced sailors alike, providing a hands-on, responsive ride on the water. Dinghies are sail-propelled and tiller- or wheel-steered, providing a superb and skill-developing method of learning about wind, water, and navigating. Used for racing, recreational sailing, or training, dinghy sailing is ideal for tranquil lakes, rivers, and coastal settings, providing a challenging yet accessible means of exploring nature.

### **Flat water kayaking**

Flat water kayaking is paddling a sit-in or sit-on-top kayak in protected, calm aquatic settings like lakes, slow-moving rivers, or coastal bays. Unlike whitewater kayaking, it involves minimal or no rapids navigation, and it is all about steady paddling technique, navigation, and appreciating natural scenery. The paddler uses a double-bladed paddle, a personal flotation device, and typically has dry bags of necessary gear. Flat water kayaking is a low-impact sport for beginners and offers a peaceful

way of experiencing nature, observing wildlife, and developing upper-body conditioning and core strength in a controlled and safe environment.

### **Floating Bridge**

Floating Bridge is a bridge that rests on the surface of water, supported by linked pontoons or tubular members rather than the usual piers or columns. Typically made of modular steel, concrete, or plastic pontoons linked in series, it may be quickly installed and re-tuned to changing water levels, hence ideal for temporary bridges, military applications, or regions with deep or soft riverbeds. While normally designed for light to moderate traffic—pedestrians, automobiles, or even trains—floating bridges must be made to withstand waves, currents, and ice, and quite often comprised of expandable flexible joints to provide stability and alignment.

### **Glass Bridge**

The glass bridge is a raised, transparent walkway—commonly over deep gorges, valleys, or ridges of mountains—built with layers of tempered safety glass and held together with steel framing. Intended to allow travellers the exhilarating experience of walking on air, glass bridges provide stunning, unobstructed views of the ground far beneath them while adhering to rigorous engineering and safety requirements. Especially prevalent in scenic travel destinations (most famously Zhangjiajie in China and Bana Hills in Vietnam), glass bridges bring architectural innovation together with engaging observation of nature, making them a stunning spectacle as well as an achievement of contemporary engineering.

### **Hang-gliding**

Hang-gliding is a high-altitude aerial sport in which an individual flies a light, motorless, aluminium-framed glider with a fabric wing. The pilot is securely seated in a horizontal position, suspended beneath the wing, and steers and balances the glider by shifting body weight. Typically flown from high locations such as hills or cliffs, hang-gliding utilizes air currents and thermals to stay aloft, often resulting in long and scenic journeys. This type of sport provides an exhilarating experience akin

to bird's soaring and must be learned through training for safe and competent operation.

### **Hot air ballooning**

Hot air ballooning is a serene flight experience that entails the ascent of a big balloon filled with hot air, which ascends above the ground with people in a basket that is being carried by the balloon. The pilot regulates the altitude by varying the temperature within the balloon, thereby enabling ascension or descension. It is a serene and picturesque experience, enabling participants to slowly float over varying landscapes and appreciate expansive views from the top.

### **Hiking**

Hiking is a form of exercise that takes place outdoors, usually on trails or paths in forest, mountain, or other scenic landscapes. Hiking may be an effortless walk on level ground or a demanding hike on sloping ground. Hiking enables participants to be close to nature, witness wildlife, and view spectacular scenery. For adventure, fitness, or leisure, hiking is a recreation activity that is popular among many individuals of all ages and abilities.

### **High Rope Courses (HRC)**

High Rope Courses are raised adventure obstacles composed of linked platforms, cables, beams, and other challenges—like rope bridges, swinging logs, and zip lines—that are suspended high in the air in woods or constructed buildings. Harnesses are worn, and users are attached to safety lines as they traverse the course, thereby challenging their balance, strength, and problem-solving abilities. Commonly employed in outdoor education, team-building, and recreational uses, high rope courses foster confidence, trust, and communication, and offer a thrilling experience in a controlled, safety-monitored setting.

### **Horse Riding.**

Equestrianism is a sport involving humans riding horses for transport, sporting, or leisure use. It entails the use of reins and body weight to steer the horse through

various gaits like walking, trotting, cantering, or galloping. Horse riding can be done in different environments, from natural terrain to competing in events like show jumping, dressage, or racing. Horse riding builds physical strength, coordination, and balance and at the same time creates a horse-rider bond. Adaptable for individuals of any age group, horse riding is an adrenaline-pumping and therapeutic activity.

### **Jeep Safari**

Jeep safari is an off-road exploration tour taken in sturdy, open-sided vehicles like jeeps or 4x4s to travel over varied landscapes like wildlife reserves, desert landscapes, jungles, and hill country. Accompanied by skilled drivers or naturalists, the travelers travel on rural roads to see and photograph varied fauna, avifauna, and landscape vistas and learn about local ecology and methods of conservation. Blending learning and adventure, jeep safaris allow the tourists to cover greater distances than on foot, visit remote habitats safely, and acquire information on an individual basis about the region's biodiversity, cultural heritage sites, and vegetation.

### **Jet skiing**

Jet skiing is an adrenaline-fueled water sport in which participants ride a personal watercraft (PWC) jet engine-powered, racing across lakes, rivers, or seas. The riders operate the jet ski by steering the handlebars and applying the throttle to speed up or slow down. It provides thrill and liberty, with the ability to make sharp turns, high-speed driving, and ride through waves. Jet skiing is enjoyed for its adrenaline and is commonly done recreationally or in water sports competitions.

### **Kiteboarding**

Kiteboarding is categorized as an extreme water sport in which participants use a small board while attached to a large kite that carries them above the water's surface. The kite is controlled through a control bar, which allows participants to steer, accelerate, and perform several aerial stunts. This sport combines elements of surfing, windsurfing, and paragliding, requiring skill in controlling both the kite and the board. The sport of kiteboarding offers a thrilling experience, which involves the thrill of

riding close to the water and rising to the air, thus making it a preferred recreational activity in coastal areas with strong winds.

### **Mountain biking**

Mountain Biking is an outdoor sport in which bicycles are ridden on rugged, rocky landscapes such as trails, hills, and mountains. It requires skill, balance, and endurance to navigate through obstacles such as rocks, roots, and steep slopes. Mountain biking offers an exciting way of exploring nature while challenging the body physically. The cyclists use specially prepared bikes with ridged tires and suspension to navigate through the rocky landscape in an efficient and secure way.

### **Mountaineering**

Mountaineering is the sport of climbing mountains, taking physical strength, technical expertise, and mental resilience. It is conducted with specialized equipment such as ropes and crampons and involves planning and safety expertise. Climbers can employ various styles, e.g., alpine or expeditions, based on the mountain. Although rewarding, mountaineering is risky with dangers such as altitude sickness and inclement weather, necessitating training and preparation for safety.

### **Nature walks**

Nature walks are leisure excursions on designated trails or open routes through forests, parks, wetlands, and other natural environments, created to enable participant observation and appreciation of the hosting ecosystem at a relaxed pace. They tend to emphasize observation of vegetation, animals, geology, and changes by season, and may be undertaken alone or with naturalists who identify notable species and ecosystems. Nature walks provide low-level physical exertion, stress reduction, and doors to education on biodiversity and conservation, and are accessible and enjoyable to individuals of all ages and degrees of physical capacity.

### **Open Sea Boating (OSB)**

Open Sea Boating (OSB) is a recreational or adventurous sport that encompasses boating through huge oceans, as opposed to sheltered and coastal waters. In contrast

to freshwater boating in rivers or lakes, OSB occurs in big and sometimes rough marine waters, necessitating a level of expertise, adequate safety gear, and sometimes specific licenses. The sport is enjoyed for many reasons, including fishing, tourism, or simply the excitement of being on open water. OSB is a special experience with the liberty of uncontrolled movement, massive ocean scenery, and the possibility of seeing marine animals in their natural environment.

### **Paragliding**

Paragliding is an exhilarating air sport in which a person hovers above the ground on a light, free-flying wing, lifting off from a higher part of the ground like a hill or a mountain. The pilot sits in a harness beneath a fabric wing, riding the air currents and thermals to stay aloft, often crossing long distances. Paragliding is a peaceful yet exhilarating experience with panoramic views of the ground below. Paragliding is a favorite among adventure-seekers around the world and is provided to beginners in the form of tandem flight with experienced instructors.

### **Powered Boating and Fishing Recreation (PBFR)**

Powered Boating and Fishing Recreation (PBFR) combines the thrill of powerboating with the sport of sport fishing, using powerboats—or personal watercraft—on lakes, rivers, and coastal waters to pursue fish. Anglers typically outfit their boats with rod holders, live wells, fish finders, and safety gear like life jackets and navigation lights. PBFR offers anglers a means to travel farther and access remote fishing locations while simultaneously appreciating the speed and responsiveness powered boats provide. Whether trolling for freshwater bass, casting in a saltwater bay, or competing in a fishing tournament, PBFR combines water adventure with the skill and patience associated with sport fishing, all within guidelines and rules designed to protect aquatic environments and enhance boater safety.

### **Rock climbing**

Rock climbing is an adventure sport in which people ascend man-made or natural rock formations using equipment and technical know-how. The sport requires strength, flexibility, and problem-solving, with its varieties being bouldering, sport climbing,

and traditional climbing. Safety is, however, the priority, with the climbers' wearing ropes, harnesses, and helmets to avoid accidents. Rock climbing is a physical fitness test as well as a means of communing with nature.

### **Scrambling**

Scrambling is an arduous outdoor endeavour characterized by the ascent of steep, rocky landscapes utilizing both hands and feet, albeit without the specialized gear necessary for traditional rock climbing. This activity occupies a middle ground between hiking and climbing, often taking place on mountainous or hilly terrains with rugged and irregular surfaces. Although it does not necessitate the use of ropes or harnesses, scrambling requires substantial physical fitness, balance, and adept route-finding capabilities to navigate challenging rock structures safely. It presents an exhilarating experience for individuals pursuing a more technically demanding hike.

### **Scuba diving**

Scuba diving is a form of water recreation wherein subjects utilize specialized equipment, such as a compressed air tank and a breathing apparatus, to penetrate subaqueous habitats. Scuba diving is different from snorkelling, where surface-level observations are more typical. With scuba diving, subjects are able to dive deeper and longer. They are able to view colourful coral reefs, an array of fish, sea turtles, and even underwater caverns or wrecks. Scuba diving necessitates learning and certification for safety; nevertheless, it is a fulfilling experience to witness the ocean's hidden wonders.

### **Skydiving**

Skydiving is an adventure sport that entails leaping from an airplane at high altitudes and then free falling before deploying a parachute to descend safely. The sport entails a tremendous amount of adrenaline rush as the adventurers feel the thrill of flying with awesome scenery from high above several thousand feet. Skydiving can be performed solo or accompanied by an instructor, particularly for first-timers, and necessitates proper safety training and equipment. Skydiving is fast gaining popularity among

adventurers who seek to test their limits and feel the thrill of an unparalleled bird's eye view.

### **Snorkelling**

Snorkelling is an aquatic sport in which an individual swims near the surface of the water wearing a mask, snorkel tube, and flippers, allowing people to examine water ecosystems in shallow oceanic habitats without the use of scuba equipment. With their faces submerged in the water and breathing through the snorkel—a tube that sticks out above the surface of the water—humans can swim slowly over coral reefs, rocky shorelines, and seagrass beds, monitoring fish, sea turtles, and other marine life in their natural habitats. Snorkelling is a low-impact, simple sport to learn with a broad following in tropical waters and coastal areas around the world due to its simplicity, low cost, and close connection with marine systems.

### **Snow skate**

Snow skating is a winter sport that combines the art of snowboarding and skating, with the riders sliding on custom-designed boards on snow. Snow skates are unlike traditional snowboards, being shorter and typically without bindings, and allow performers to perform tricks and slides like skateboarding but on snow. It's a fun and creative way of sliding through snow parks, slopes, and trails, offering a unique, freestyle feel in snowy landscapes.

### **Stand-Up Paddleboarding (SUP)**

Stand-Up Paddleboarding (SUP) is an activity where a person stands on a big, stable board and moves forward in calm lakes, rivers, or ocean bodies of water using a long paddle. SUP is a sport that is a mix of surfing and kayaking and is a full-body workout activity while, at the same time, providing a peaceful way of traveling across the water. SUP has been popularly accepted because it is accessible to anybody at any level of skill, be it for recreational purposes, fitness, or adventure.

### **Surfing**

Surfing is a water sport in which participants surf ocean waves on surfboards, harnessing the power of the ocean to move along the water's surface. Surfers go out

to find waves, and then stand up on the board in order to steer and make turns as the wave propels them toward the shore. Surfing demands great amounts of balance, timing, and technical ability to surf the waves successfully. Renowned for the exhilarating mix of physical activity, adventure, and exposure to ocean conditions, surfing draws enthusiasts to the beaches of the world.

### **Tent Camping**

Tent camping is a widely practiced outdoor recreation in which an individual or group of people installs a tent as temporary shelter in outdoor locations like woods, mountains, or camps. It entails overnight occupation of the tent, which could be equipped with sleeping bags, mattresses, and outdoor camping equipment for convenience. Tent camping enables one to bond with nature, undertake activities like hiking, fishing, or night stargazing, and live a simple life outdoors. It takes place in diverse environments, ranging from developed campsites with amenities to less accessible, primitive areas, providing an adventurous and engaging mode of spending time outdoors.

### **Trekking**

Trekking is a long and adventurous walk taken on foot, mainly in rural or distant areas like mountains, woods, or paths. It is a physically demanding activity, where long walking over long distances is involved, usually for several days, thus requiring endurance, good physical condition, and proper preparation. Trekking provides individuals the chance to explore natural scenery, learn about different cultures, and engage in outdoor activities. While less technically challenging compared to mountaineering, trekking also requires a minimal knowledge of direction, safety measures, and surviving skills. Trekkers usually engage in camping, face varying weather conditions, and engage with the natural world. The activity is enjoyed by adventure-seekers and nature lovers who want both physical adventure and peace.

### **Wakeboarding**

Wakeboarding is a water sport where a person is pulled behind a boat standing on a board, similar to a snowboard, over the wake of the boat. A person balances with the

help of a rope and is able to perform many manoeuvres, such as tricks, jumps, and spins, over the wake. The sport is a combination of waterskiing, surfing, and snowboarding but requires a combination of power, skill, and coordination. The sport is usually played for its thrilling and adrenaline-packed experiences and is usually practiced in lakes or calm, controlled water bodies.

### **White water kayaking**

White water kayaking is an adrenaline sport where participants paddle along turbulent, fast-flowing water courses in a small, highly manoeuvrable kayak. Using paddles, the kayakers attempt to make their way through rapids, obstacles, and waves, attempting to perform tricks or beat the clock. The sport requires a lot of skill, balance, and fast decision-making in order to overcome the challenging conditions, hence providing an adrenaline experience while interacting with peaceful river scenery. White water kayaking is popular among thrill-seekers looking for excitement as well as a dip in nature.

### **White water rafting**

White water rafting is an exciting, dynamic water sport that involves navigating through fast-flowing, chaotic rivers using an inflatable raft. Participants in this sport work together as a team to navigate and paddle through rapids, overcoming challenges posed by strong currents, boulders, and waves. White water rafting requires effective communication, coordination, and timely decision-making, subjecting participants to an adrenaline boost while navigating scenic river environments. The sport is popular because it involves excitement and adventure, often taking place in isolated or untouched river environments.

### **Wilderness exploration**

Wilderness exploration is the thrill of traveling to distant, unspoiled natural regions, frequently without today's comforts, to uncover and appreciate the unadulterated majesty of nature. Wilderness exploration includes such activities as hiking, camping, and survival tactics, with an emphasis on self-sufficiency, direction, and resilience in hostile conditions. Wilderness exploration enables people to bond profoundly with

nature, challenging their limitations and resourcefulness while accepting solitude and adventure in unspoiled lands

### **Wilderness survival**

Survival in the wilderness is the skill of living in natural, often harsh environments with limited resources. It involves the ability to find food and water, build shelter, navigate, and protect oneself from dangers like wild animals or bad weather. These are skills that are valuable to adventurers, trekkers, and campers in the wilderness and create self-reliance and adaptability in the outdoors.

### **Wingsuiting**

Wingsuiting is a highly dangerous airborne sport that involves a person wearing a specially made suit with fabric wings that stretch from the arms to the legs, thus allowing for the gliding of the air after jumping off a plane or a high cliff. The suit maximizes the surface area, thus providing the user with lift and control in the process of descending. It combines the thrill of the freefall with the sensation of bird flight, and thus it is one of the most dangerous airborne sports. Windsurfing is a water sport that involves aspects of surfing and sailing, in which riders stand on a board attached to a sail and ride the wind on the water. Windsurfers move by adjusting the sail and transferring weight, allowing them to steer, accelerate, or execute tricks. It demands balance, coordination, and knowledge of wind currents. Windsurfing is enjoyed for thrill and learning sailing and surfing skills on open water.

### **Zipline**

Ziplining is travel along a cable from one platform to another, typically installed high above the ground, such as treetop to treetop, canyon to canyon, or valley to valley. The riders are attached to a pulley along the cable, and when released, they zip along the line with gravity providing the only power. The ride can be a smooth, easy passage or a high-speed, adrenaline rush drop, depending on the configuration. Ziplining occurs at outdoor adventure parks and nature-based eco-tourism, and the experience is one of seeing nature from a new perspective.

**Table 3.4**

*Classification of Soft and Hard Adventure Tourism Activities*

<b>Soft Adventure Tourism Activities</b>	<b>Hard Adventure Tourism Activities</b>
Artificial Wall Climbing	Mountaineering
Abseiling (Rappelling)	Trekking
Tent Camping	Rock Climbing
Hiking	Mountain Biking
Bicycle Touring	Backpacking Through Rough Terrain (BPRT)
Horse Riding	Cave Exploring
Cycling	Snow Skating
Glass Bridge	Scrambling
Jeep Safari	Wilderness Exploration
Camel Riding	ATV (All-Terrain Vehicles)
High Rope Courses (HRC)	White Water Rafting
Nature Walks	White Water Kayaking
Bird Watching	Canoeing
Flat Water Kayaking	SUP (Stand- Up Paddleboarding)
BWSR (Bush Walking and Scenic Rim)	Surfing
Bamboo Rafting	Windsurfing
Dinghy Sailing	Kiteboarding
PBFR (Powered Boating and Fishing Recreation)	Jet Skiing
Snorkelling	Wakeboarding
Floating Bridge	Canyoning
	Scuba Diving
	OSB (Open Sea Boating)
	Sky Diving
	Paragliding
	Hang-gliding
	Hot Air Ballooning
	Zipline
	BASE Jumping
	Bungee Jumping
	Wingsuiting
	Wildness Survival

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*Source-Buckley, R. (2006)*

**Table 3.5**

*Classification of Adventure Tourism Activities on the Basis of Type of Activity.*

<b>Land Based Adventure Tourism Activities</b>	<b>Water Based Adventure Tourism Activities</b>	<b>Aerial Based Adventure Tourism Activities.</b>
Mountaineering	White Water Rafting	Skydiving
Trekking	White water Kayaking	Paragliding
Rock Climbing	Flat Water Kayaking	Hang-gliding
Artificial Wall Climbing	Canoeing	Hot Air Ballooning
Abseiling (Rappelling)	Stand Up paddleboarding (SUP)	BASE Jumping
Tent Camping	Surfing	Wingsuiting
Hiking	Windsurfing	Bungee Jumping
Bicycle Touring (BT)	Kiteboarding	
Horse Riding	Jet skiing	
Mountain Biking	Wakeboarding	
BPRT (Back Packing Through Rough Terrain)	BWSR (Bush Walking and Scenic Rim)	
Cave Exploring	Bamboo rafting	
Glass bridge	Dinghy sailing	
Jeep Safari	PBFR (Powered Boating and Fishing Recreation)	
Camel Riding	Scuba Diving	
Snow Skating	Snorkelling	
Scrambling	OSB (Open Sea Boating)	
High Rope Courses (HRC)	Floating Bridge	
Wildness Exploration		
Nature Walks		
ATV (All-Terrain Vehicle)		
Bird Watching		
Canyoning		
BWSR (Bush Walking Scientific Rim)		
Cycling		
Wildness Survival		

*Source-Adventure Travel Trade Association. (2013). Adventure Tourism Market Study. ATTA.*

### **3.6.9 Adventure Tourism in the International Context**

The global tourism economy is actually increasing with the increase in the travel of tourists throughout the globe and also with the increase in different niche forms of tourism. Among 23 forms of niche tourism, adventure tourism is increasing very rapidly and being selected by a large number of tourists. Adventure tourism is reported to be one of the fastest-growing niches of tourism, increasing in the world. Adventure Tourism have a market size of US\$ 804.51 Billion in 2024 and is expected to increase up to US\$ 1682.28 billion by 2032 with a CAGR of 9.42%. (Fortune Business Insights). This increase can be credited due to the interest of tourists to travel to unexplored locations and by participating in adventurous activities which will create thrill and excitement. The attempt by the government and other agencies to harness this other source of tourism has accelerated the increase in global adventure tourism even further. In addition, the increase in technologies, more specifically the internet, through social websites has provided many adventure tourists with proper information about the availability of proper destinations for adventure tourism and also are able to purchase the travel package. Increase in adventure tourism will be beneficial to a large number of adventure tourism players like the government, travel agencies, tour operators, local residents and others. Among all the nations of the world, Iceland is reported to be the best place for adventure tourism, followed by Germany, Norway, Switzerland, Canada, New Zealand, Australia, Finland, Austria and Denmark, who topped the first ten. The assessment has been conducted by the Adventure Travel Trade Association (ATTA) considering the assets of various nations, such as natural assets and cultural assets such as national parks, heritage sites, and tourism infrastructure (Foxye, 2016). A research report by George Washington University in partnership with the Adventure Travel Trade Association (2016) contains a comprehensive regional analysis of the top five nations in adventure tourism that has been a useful reference for destination planners who have been seeking to benchmark their country's performance against adjacent regions with similar natural, cultural, and adventure features.

### **Adventure Travel Trade Association (ATTA)**

It is a premier global community that speaks on behalf of the adventure travel sector. It was founded in 1990 and unites a diverse group of stakeholders such as tour operators, destination marketing organizations, travel agencies, equipment and apparel manufacturers, and travel media. Its objective is to enable the global travel community to market natural and cultural capital in addition to marketing responsible and sustainable tourism.

ATTA benefits its members through industry research, professional development, marketing activities, and international networking events, such as the Adventure Travel World Summit. ATTA also advocates for environmental protection, cultural sensitivity, and economic sustainability within the adventure travel industry. Through collaboration and knowledge sharing, ATTA helps shape the future of adventure travel and the evolution of responsible practices within the industry.

#### **3.6.10 Adventure Tourism Development Index 2024**

Adventure Tourism Development Index is an Index published by Adventure Travel Trade Association (ATTA) and George Washington University International Institute of Tourism Studies (GW)Top Five Countries Ranked by Region for Adventure Tourism- 2024

**Table 3.6**

*Adventure Tourism Development Index-Ranking 2024*

<b>Sl No</b>	<b>East Asia and Pacific</b>	<b>Eastern Europe and Central Asia</b>	<b>Europe and North America</b>	<b>Latin America and The Caribbean</b>
1.	New Zealand	Croatia	Germany	Costa Rica
2.	Japan	Türkiye	France	Chile
3.	Australia	Montenegro	Switzerland	Brazil
4.	Singapore	Albania	Norway	Peru
5.	South Korea	Russia	Austria	Mexico

*Source- Adventure Tourism Development Index (ATDI),2024*

**Table 3.7**

*Adventure Tourism Development Index-Ranking 2024*

<b>Sl No.</b>	<b>Middle East and North Africa</b>	<b>South Asia</b>	<b>Sub-Saharan Africa</b>
1.	United Arab Emirates (UAE)	Bhutan	Botswana
2.	Israel	India	Namibia
3.	Morocco	Nepal	Zambia
4.	Jordan	Maldives	Tanzania
5.	Oman	Sri Lanka	South Africa

*Source- Adventure Tourism Development Index (ATDI),2024*

### **3.6.11 Adventure Tourism in India**

India unleashed the potentiality it had for tourism not so long ago but gradually had stepped up in tapping this sector which has experienced immense development in other nations. The nation initially started the growth of tourism as a cultural destination due to the rich cultural heritage the nation is famous for. However, concerted research and initiatives undertaken by different agencies indicated that there is superb scope for the growth of adventure tourism through the discovery and opening of destinations both in inaccessible and undisturbed regions. Adventure tourism is basically an activity which occurs in the natural environment. India realized that there is limitless scope to welcome the international adventure-seekers as it professed immense geographical richness in the form of lakes, rivers, forest covers, beaches, caves, mountains. Today, it has generated good revenue to the nation's exchequer. India is gifted with limitless natural and cultural resources that provide a superb opportunity for adventure tourists to be subjected to noteworthy challenges and experience the thrill and excitement involved in them. India can easily be one of the world's famous adventure tourism destinations. It offers an experience that tends to be a memorable takeaway for adventure travelers with its panoramic landscape and variety of activities.

India, with its vast spectrum of natural and cultural attributes, is a prime candidate for hosting adventure tourists to different parts of the country. The country is famous for its varied landscape, which includes the North-East's dense forests to the world-

famous backwaters of the South-West, the towering Himalayas in the North, and the long coastlines in the South. Furthermore, the fact that India is home to vast deserts, several hidden caves, and peaceful rivers and serene lakes makes it a potential destination for adventure tourism as well.

India's vast geography offers sufficient scope for providing varied adventure activities in varied places across the country. Adventure activities vary in a wide range, including land-based activities, water-based activities, and aerial activities like mountaineering, kayaking, paragliding, etc. Adventure tourism's expansion requires adventure operators to increase the variety of adventure products and services provided in other locations. Various agencies have made attempts to enable the provision of services for adventure tourists. Kerala's backwaters offer a variety of adventure activities for adventure seekers in India, thus attracting a high number of tourists to the destination. A long houseboat trip in Alleppey is one such popular adventure activity among tourists.

The tourism industry in Kerala offers some of the most exciting wildlife safaris via different national parks and wildlife sanctuaries. Camping and trekking are also other great adventure sports for visitors to Kerala. The raw charm of the Northern Himalayan ranges has lured many adventure seekers eager to take part in exciting expeditions. The stunning snow-capped peaks, lush landscapes, dense forests, sparkling rivers, and lush vegetation and wildlife in these ranges greatly contribute to the entire tourist experience. The mountain ranges offer a huge potential of adventure activities that attract high-value customers and have largely contributed to the country's growth and development of adventure tourism. Himachal Pradesh offers a huge variety of great surprises in the field of adventure activities, thanks to its good geographical diversity and the availability of certified adventure operators. The most famous adventure tourism activities in the state are skiing, paragliding, mountaineering, river rafting, mountain bicycle cycling, camping, trekking, and angling. Desert and camel safaris in the state of Rajasthan offer tourists a distinct, vibrant, and unforgettable experience. Camping in the Thar Desert is a distinct experience that is difficult to experience anywhere else in the country. Maharashtra offers adventure activities like hot-air ballooning, caving, sailing, bungee jumping,

and parasailing. India's North-East, covering 7.9 percent of the country's geographical area, boasts dense cover of forests, unpolluted rivers, snow-capped mountains, cascading waterfalls, rich floral and faunal resources, and rich availability of natural resources. The region thus provides the perfect venue for a variety of adventure tourism activities, such as paragliding, trekking, and rafting, among others.

Previously, adventure tourism was not a feasible choice for tourists traveling to India; however, the development of infrastructure, facilities, and amenities necessary for adventure tourism, coupled with technological advancement and enhanced transport facilities, together with the availability of natural resources and biological diversity, have drawn adventure tourists to pursue novel experiences in India. Considering the efforts of various organizations for the promotion of adventure tourism, India welcomed a large number of adventure tourists in 2015 at 34.59 lakhs (Nielsen, 2016), a healthy boost compared to earlier years. To further boost this new tourism segment, the tourism ministry of the country has launched a series of initiatives and then announced the year 2018 as the Year of Adventure Travel (Jarvis, 2018).

Adventure tourism has been recognized as one of the promising segments that can pour in huge benefits to the host destination. Tourism government agencies have collaborated with each other to place huge importance on this emerging segment that can provide huge gain to the people and the nation. According to the study conducted by Nielsen on the Adventure Tourism market in India 2016, it was seen that the market size of this segment in terms of revenue generated was 1815.21 crores, out of which 1337.975 crores was generated from domestic adventure tourists and 477.235 crores from foreign adventure tourists (Nielsen, 2016). The mentioned figures show a promising sign that this niche tourism segment is growing tremendously despite being introduced recently. According to Akshay Kumar, general manager of Mercury Himalayan Explorations (MHE), adventure tourism is capable of attracting inbound adventure travelers who are willing to spend a high amount of money for the activity (Goa Tourism, 2007). Presently, adventure tourism is thriving in the nation and has attracted a huge number of high-value customers from different countries resulting in the overall tourism growth of the nation. The prime reason for the growth of adventure tourism in the nation can be attributed to the availability of varied natural resources,

availability of a large number of activities offered by different agencies and mass movement of youth travelers who are one of the largest segments of travelers globally (Shaikh, 2012). The youth generation of travelers plays a major part in the revenue generation of adventure tourism as they are ready to drench their pockets for experiencing something new. With all these new trends, Indian adventure tourism is certainly a big-size market that cannot be overlooked and can grow even larger in the future years

**Table 3.8**

*Top 15 Adventure Tourism Destinations in India*

<b>Place</b>	<b>Adventure Activities</b>
Ladakh	Chadar Trek, Mountain Biking, River Rafting
Rishikesh	Bungee Jumping, Cliff Jumping, White Water riding
Manali	Paragliding, Skiing and Trekking
Meghalaya	Caving, Snorkelling, Trekking
Rann of Kutch, Gujarat	Wildlife Safaris, Paramotoring
Andaman Islands	Scuba Diving, Sea Walk, Trekking
Bir Billing, Himachal Pradesh	Paragliding, Angling, Camping
Auli, Uttarakhand	Skiing and Snowboarding
Coorg	River Rafting, Microlight Flying
Goa	Hot Air Ballooning, Scuba Diving
Lakshadweep Islands	Wind Surfing, Kayaking
Spiti Valley, Himachal Pradesh	Mountain Biking, Trekking
Jim Corbett National Park, Uttarakhand	Jeep Safari, River Rafting, Camping
Valley of Flowers, Uttarakhand	Trekking, Mountaineering
Sandakphu Trek, West Bengal	Trekking

*Source- Business Outreach, 2024*

### **3.6.12 Adventure Tourism in Kerala**

Kerala is famous for its tranquil backwaters, green hills, vast tea plantations, and high level of biodiversity. While more famous for its serene and idyllic landscape, Kerala is also fast emerging as a hot spot for adventure tourism. The state's intricate

topography—defined by the rugged Western Ghats Mountain range, many waterways, dense forests, and breathtaking coastlines—provides the ideal backdrop for a variety of spine-tingling outdoor pursuits.

This diverse natural landscape attracts adventure enthusiasts from all over the world to enjoy exciting activities like trekking over foggy hills, rafting over fast-flowing rivers, paragliding over scenic valleys, exploring wildlife sanctuaries, and canoeing over peaceful backwaters. The diverse topographies allow tourists to enjoy strenuous activities as well as peaceful exploration within the same region.

Also, the favorable climate of Kerala all around the year makes it a perfect place for adventure sports all year round. Its well-established tourism infrastructure enables adventure enthusiasts to indulge in such activities in a comfortable and secure manner, generally in the company of trained professionals. Further, the increased focus on eco-tourism and sustainable tourism ensures that Kerala's natural environment is not disturbed and its natural beauty and biodiversity are preserved for generations to come.

Short of this, Kerala offers an ideal blend of nature wonders and adventure activities, and therefore, it is a place that one should visit if one wants to mix adventure with the state's rich cultural and environmental heritage.

### **3.6.13 Kerala's Strengths as an Adventure Tourist Destination**

#### **1. Diverse Natural Habitats**

The distinctive geography of Kerala comprises mountains, rivers, forests, backwaters, and a coastline, and thus offers a variety of adventure experiences. Whether trekking in the Western Ghats, jogging in rugged rivers, paragliding over hills, or kayaking in serene backwaters, the varied landscapes of Kerala offer something for everyone who is an adventure enthusiast.

#### **2. Rich Biodiversity**

The area boasts several wildlife sanctuaries and national parks, such as the Periyar Tiger Reserve and the Wayanad Wildlife Sanctuary. This feature renders adventure-hungry travelers capable of experiencing adventure activities in addition to wildlife

watching, jungle trekking, and participation in eco-safaris in thick, bio-diverse environments.

### **3. Pleasant and Mild Climate**

Kerala has a moderate tropical climate and provides adventure activities to be done almost throughout the year. Post-monsoon weather is good weather for trekking, paragliding, and camping.

### **4. Well-Developed Infrastructure**

Kerala has invested heavily in tourist facilities such as quality roads, accommodation, and trained adventure tour operators. Safety standards are usually high, and tourists also have certified guides for rafting, trekking, and paragliding.

### **5. Cultural and Ecological Integration**

Kerala adventure tourism is generally combined with cultural experience and ecotourism. One can soak up local culture, festivals, and cuisine along with their adventure activities, thereby enriching the experience and making it more authentic.

### **6. Green and Sustainable Practices**

Kerala promotes responsible tourism, emphasizing sustainability and conservation of the environment. The adventure operators embrace environmentally conscious approaches to work, such that the natural beauty and resources are preserved even as tourism grows.

### **7. Accessibility and Connectivity**

Kerala is sufficiently well connected by air, rail, and road with key Indian and international metropolitan cities. Major adventure tourist destinations like Munnar, Wayanad, and Alleppey are easily accessible, and tourists can easily plan multi-activity excursions without hassle.

### **8. Varied Set of Adventure Activities**

The wide range of activities—white-water rafting, trekking, and paragliding, as well as kayaking, rock climbing, and game safaris—means that everyone seeking adventure, whatever their skill level and their preferences, can find an equivalent.

## **9. Scenic Beauty Adds to Experience**

The beautiful landscape of Kerala, with its foggy hills, peaceful backwaters, and green forests, greatly adds beauty to each adventure, making it not just exciting but also a feast to the eyes.

### **3.7 Kerala Adventure Promotion Society (KATPS)**

Kerala Adventure Tourism Promotion Society (KATPS) was established in the month of October 2012 under the Travancore-Cochin Literary, Scientific and Charitable Societies Act 1955. KATPS aims to make Kerala a leading destination for national and international adventure tourism and to promote the state's unique adventure products and boost its image in the global adventure tourism market.

Kerala, the most vibrant and exciting destination in India, is not merely a sight; it is a place where one's adventurous spirit can soar. Apart from its peaceful surroundings, Kerala has a wide range of adventure sports that will surely thrill. With its imposing mountain ranges, turbulent rivers, eerie forests, and extensive coastlines, Kerala is a natural playground for the adventurous. Among the activities are water sports, wildlife safaris, and paragliding, each of which offers a unique experience with nature in its most raw and powerful sense.

Kerala Natventure, an initiative associated with KATPS, encourages individuals to depart from conventional routes and immerse themselves in the raw essence of the state. In this context, adventure encompasses engaging with the challenges posed by nature—its uneven pathways, wild waterways, tranquil streams, peaceful solitude, and uncontrollable forces. It involves pushing the boundaries of one's capabilities and uncovering the genuine nature of exploration.

The state's diversified terrain, including towering mountains, deep valleys, rolling hills, and plain coastal areas covering a total of 38,863 square kilometers, makes Kerala an adventure tourism destination unlike any other. Every type of terrain offers a possibility of exploration, a new experience, and a way to experience nature at a deep and personal level.

KATPS has a commitment to facilitating adventure tourism by exploring and discovering new destinations, ensuring safety and security, providing support to local adventure tour operators and entrepreneurs, conducting national and international adventure festivals, and promoting Kerala's adventure tourism on the international front. Kerala with its abundant natural heritage and well-developed support infrastructure certainly has a distinct adventure travel experience to offer. Adventure tourism activities facilitated by KATPS in Kerala state.

### **Malabar River Festival**

The Malabar River Festival is an annual adventure sport festival located in Kerala's Kozhikode district, India, with special focus on the Kozhikode district's rivers like the Iruvazhinji Puzha, Chalippuzha, and Meenthullippara. It is one of Asia's largest white-water kayaking festivals, and it draws professional kayakers and adventure sport enthusiasts from all over the world. As a festival, the event comprises thrilling kayaking events like the downriver race, boater cross, giant slalom, and extreme races with professional and amateur categories. The event is organized by the Kerala Adventure Tourism Promotion Society (KATPS) and local tourism societies and kayaking clubs for the promotion of causes in adventure tourism, conservation of rivers, and maintenance of the local economy. Apart from sporting activities, the festival also has cultural events, traditional food, and eco-tourism activities, and it is a colorful celebration of Kerala's natural beauty and adventurous culture.

**Table 3.9**

*Malabar River Festival Competition -Categories*

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<b>Open Category Men and Women</b>	<b>Amateur Category Men and Women</b>
Kayak Cross (Extreme Slalom)	Kayak Cross
Downriver Time Trial (Top 16 por Top 32)	

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*Source: Malabar River Festival (KATPS)*

### **Vagamon International Accuracy Cup**

The Vagamon International Accuracy Cup is a ranking paragliding competition held in Vagamon, a scenic hill station in the Idukki district of Kerala. It is a part of the

International Paragliding Festival promoted by the Kerala Adventure Tourism Promotion Society (KATPS) under the umbrella of the Department of Tourism. Sanctioned by the Fédération Aéronautique Internationale (FAI), the competition attracts sportsmen from across the globe, who compete in six categories: individual, team, women, juniors, and Indian nationals.

The highlight of the event is the hosting of the first-ever Top Landing Accuracy Cup in the world, which challenges pilots to perform landings with accuracy on raised stages—thus testing their skill and control in a new format. The competition offers attractive monetary prizes, with the top one equalling INR 1.5 lakh, thus encouraging outstanding standards of performance. The event has the support of the Aero Club of India and is organized locally by Fly Vagamon, thus ensuring international safety and organizational standards.

Located in the picturesque backdrop of Vagamon's rolling hills and moderate climate, the festival has thrilling aerial performances in addition to promoting Kerala as a new location for adventure tourism. The Vagamon International Accuracy Cup's success shows Kerala's commitment to organizing international-level adventure sporting events and its appeal to adventure enthusiasts from around the world.

### **Categories**

- Paragliding Accuracy Overall
- Paragliding Accuracy Women
- Paragliding Accuracy Team
- Paragliding Accuracy Indian Overall
- Paragliding Accuracy Indian Women
- Paragliding Accuracy Junior

### **International Surfing Festival**

The Varkala International Surfing Festival is India's first national surfing championship of the calendar year, organized by the Kerala Tourism Department in association with the Kerala Adventure Tourism Promotion Society (KATPS) and the

Thiruvananthapuram District Tourism Promotion Council (DTPC), with technical support given by the Surfing Federation of India (SFI) and the International Surfing Association (ISA). The event is organized at Edava Beach in Varkala and invites the best surfing participants from all over the country to compete in different categories. The main aim of the event is to enhance the image of surfing as a sport in India and establish Kerala as a major surfing destination.

Besides competitive activities, the festival provides a unique opportunity for water sports enthusiasts to enjoy the exhilarating world of surfing and its lively culture. Varkala, with its consistent waves and suitable places for beginners to practice, is the ideal place for beginners to learn and enjoy the sport in a warm atmosphere. Varkala attracts foreign and local tourists every year, thereby becoming an emerging destination for surfing; additionally, the Tourism Department is busy promoting it as a world-class surfing destination by hosting this new-fangled festival. Competition Category

- SUP Technical Area
- Paddleboard Technical Area
- SUP Surfing

### **MTB Kerala Mountain Bike Race**

Famous for the thrill and demanding experience it offers, MTB Kerala is a top international test in mountain biking that continues to draw cycling enthusiasts from across the world. Sanctioned by the Government of Kerala's Department of Tourism under the Kerala Adventure Tourism Promotion Society (KATPS), MTB Kerala has emerged as an important event on the world mountain biking calendar. Notably, MTB Kerala is the only mountain bike race in India that features in the championships run by the Union Cycliste Internationale (UCI), the international governing body for competitive cycling.

Situated amidst the stunning landscape of the Western Ghats of Mananthavady, Wayanad, the event combines the best of green landscapes, rugged landscapes, and fierce competition. It brings both participants and spectators together for an

experience of a lifetime, fusing the ethos of adventure with the unadulterated charm of nature. MTB Kerala is more than a competition event in itself— it is a celebration of determination, skill, and the adventure spirit, which is fast putting Kerala on the global map of adventure tourism.

### **3.8 Barriers to Adventure Tourism in Kerala**

#### **1. Inadequate Awareness and Mobilization**

Most of the local and foreign tourists do not know the adventure tourism potential of Kerala since they lack promotion and marketing. The tourism image of the state is mainly based on backwaters and wellness tourism, which hides the real potential of the adventure tourism (Thomas & George, 2021).

#### **2. Inadequate Infrastructure**

Off-site adventure sites are usually marred by poor roads and inadequate transport facilities. In the majority of regions, fundamental infrastructure, such as equipment, signs, and safety gear, is lacking or underdeveloped (Ramesh & Nair, 2020).

#### **3. Safety and Risk Management Considerations**

Lack of harmonized safety standards and a shortage of adequate trained personnel are the major threats. Besides, the lack of emergency response systems, first aid facilities, and tourist insurance contributes further to the decreased safety and appeal of these activities (Kumar & Pillai, 2019).

#### **4. Inadequacy of Policies and Regulations**

Kerala does not have a specific policy structure for regulating and monitoring adventure tourism. Operators have to overcome bureaucratic barriers for obtaining permits that are applicable, and inter-departmental coordination, particularly amongst tourism, forests, and local governments—is poor (Suresh, 2022).

#### **5.Environmental Constraints**

Ecologically sensitive areas, such as forests and wildlife reserves, are regulated by strict rules limiting access and permitted activities. Seasonal barriers, such as

monsoons and landslides, and increasing concern over environmental degradation also limit adventure tourism activities (Menon & Joseph, 2020).

**a) Seasonal Accessibility Issues**

Adventure tourism in Kerala, such as trekking in the Western Ghats or rafting in Thenmala, is highly seasonal. Monsoons trigger floods and landslides, making it difficult to access and safe most of the time (Sreekumar & Parayil, 2002).

**b) Decline of Natural Environments**

Unregulated trekkings and tourism activities in areas such as Wayanad and Munnar lead to erosion, littering, and deforestation, wiping out sensitive ecosystems and scenic beauty (Biju & Kumar, 2016).

**c) Human-Wildlife Conflict**

In regions around forests like Thekkady or Silent Valley, tourism disrupts the wildlife habitats and opens up chances of encountering wildlife, which endanger biodiversity (Chandran, 2010).

**d) Exceeded Carrying Capacity**

Such crowded destinations as Munnar overshoot their ecological and infrastructural capacity during peak season, leading to congestion, environmental degradation, and strain on local resources (Thomas, 2014).

**e) Climate Change Impact**

Changes in climatic patterns—like volatile precipitation as well as rising temperature—have profound effects on river runoffs, pedestrian health, and overall appeal of recreational areas. Events like the 2018 floods brought out this vulnerability (Kumar & Thampi, 2019).

**6. Limited Skilled Workforce**

There exists a serious shortage in the state of Kerala of trained and licensed adventure tourism professionals. This is further exacerbated by the unavailability of proper

institutional training programs and skill development courses within the state (Babu & Varma, 2021).

### **7. High Costs and Affordability**

Adventure tourism is likely to involve high operating costs, which make it expensive for the average domestic tourist. The absence of low-cost packages and promotional offers limits its popularity and accessibility to a broad cross-section of individuals (Das, 2019).

### **8. Cultural and Social Factors**

Cultural attitudes are barriers to such products, and adventure tourism is often viewed as risky or unsuitable for families and older tourists. High-adrenaline or physically demanding activities are not in great demand among some age groups (Ravi & Thomas, 2021).

### **9. Natural Disasters and Kerala**

#### **1. Floods**

Kerala experienced severe floods in 2018 and 2019, and the floods caused extensive damage across districts such as Alappuzha, Kottayam, Idukki, Ernakulam, and Pathanamthitta. The floods were triggered by excess monsoon rains, river floods, forest cover loss, and poor urban planning (KSDMA, 2019).

#### **2. Landslides**

Prevalent in hilly areas such as Idukki, Wayanad, and Pathanamthitta, landslides are primarily triggered by heavy rainfall, quarrying, and deforestation. An excellent example is the Pettimudi landslide of 2020, which caused several fatalities and loss of houses (KSDMA, 2020).

#### **3. Cyclones and Heavy Winds**

Although less frequent, cyclones and gales occasionally strike coastal regions such as Kollam and Thiruvananthapuram, interfering with transport and electricity supply and collapsing houses (IMD, 2021).

#### **4. Droughts**

Due to insufficient or late rainfall, regions like Palakkad and Kasaragod face seasonal drought, resulting in water shortages, especially in farm lands (Kerala Planning Board, 2021).

#### **5. Coastal Erosion**

Coastal erosion is a rising concern in areas such as Alappuzha and Kozhikode, where monsoon waves and sea level rise consume coastlines. It has affected fishing communities severely, damaged homes, and cut beach-based tourism activity, causing economic losses in impacted areas (Central Water Commission, 2021).

### **3.9 Post-Calamity Tourism Revival in Kerala**

#### **1. Safe and Disaster-Ready Tourism Development**

In order to maintain tourist attractiveness in the event of natural disasters, Kerala must enhance disaster preparedness. Construction of strong infrastructure in flood- and landslide-prone areas and establishment of early warning systems are required. Safety signs, trained emergency responders, and quality health facilities in popular tourist areas guarantee visitors that they are safe (Kerala State Disaster Management Authority [KSDMA], 2020).

#### **2. Safe-Zone and Off-Season Tourism Development**

Low-risk areas can be identified and marketed as year-round destinations in an effort to reduce the impact of catastrophes. Cultural tourism, heritage tours within in-land areas, and wellness tourism are possible even during the monsoon. Special off-season offers and marketing of areas that are not hit by recent catastrophes give uninterrupted tourist flow (Kerala Tourism Department, 2023).

#### **3. Transparency and Real-Time Communication**

Utilizing websites, mobile applications, and official social media outlets to provide real-time weather, road closure, and safety notices establishes trust. Encouraging

transparency prior to and after disasters ensures potential visitors that the state is concerned about their well-being (Ministry of Tourism, 2021).

#### **4. Developing Sustainable and Community-Based Tourism**

Promoting ecologically friendly and community-oriented tourism supports sustainable development and rehabilitation after disaster. Sustainable tourism is a rapidly emerging concern for tourists, and Kerala's village homestays, eco-camps, and village guides can offer safe, real, and socially responsible tourism experiences (UNWTO, 2022).

#### **5. Rebranding Kerala's Resilience**

Rather than being described as disaster-stricken, Kerala can emphasize quick recovery ability. Post-disaster promotions such as "Kerala is Open" successfully promoted resilience following the 2018 floods. Telling recovery stories and stories of community resilience allows trust to be rebuilt and tourists to be attracted (Kerala Tourism Department, 2019).

#### **6. Using Technology and Online Interaction**

Virtual tours and "travel later" campaigns can keep the world interested during and after disasters. Virtual and augmented reality are experiences that enable tourists to visit Kerala virtually, encouraging future travel once conditions improve (WTTC, 2022).

#### **7. Long-Term Planning and Engaging Stakeholders**

Effective disaster planning for tourism must engage hoteliers, tour operators, transporters, and local communities. Training activities of tourism staff in first aid, communication, and guest safety in case of emergencies improve the overall response system (KSDMA, 2020).

#### **8. Fast Recovery and Clear Messaging**

Fixing the damaged infrastructure like roads and tourism infrastructure is essential. Open communication about which places are safe and accessible makes it easier to

rebuild tourist confidence. Phrases like "Kerala is ready to welcome you" can be powerful when applied sincerely and actively (Ministry of Tourism, 2021).<sup>3.9</sup>

Adventure Tourism Opportunities in Kerala

### **3.10 Potentials of Adventure Tourism in Kerala**

Kerala has immense scope for adventure tourism due to its diverse geography, which includes beaches, backwaters, mountains, and forests. The state can attract domestic as well as foreign tourists by offering multi-dimensional activities like trekking, water sports, wildlife tours, and ecotourism. With proper planning and promotion, adventure tourism can be the focal point of Kerala's tourism sector.

#### **1. Water Based Adventure Tourism activities**

Water-based adventure sport tourism activities in Alappuzha, Varkala, and other Kerala backwater and coastal holiday spots are of huge growth potential. Alappuzha, known as the "Venice of the East," offers tourists the opportunity to kayak, canoe, and paddleboard through beautiful backwaters, and houseboat cruises with adventure elements like fishing and overnight camping. Varkala, known for its rugged cliffs and virgin beaches, is a perfect destination for surfing, parasailing, and jet skiing. Other coastal spots like Kovalam and Bekal can also have snorkeling, scuba diving, and banana boat rides, offering thrilling experiences while showcasing Kerala's large marine and aquatic life. These activities not only attract adventure sport tourists but also help to upgrade the state's coastal tourism profile.

#### **2. Adventure tourism activities based in the mountains of Agastyarkoodam, Chembra Peak, Anamudi, etc.**

Kerala's adventure tourism in the mountain's flourishes in destinations such as Agastyarkoodam, Chembra Peak, and Anamudi, providing adventure experiences against the backdrop of the Western Ghats' magnificent scenery. Agastyarkoodam, located in a UNESCO Biosphere Reserve, is suitable for demanding treks and nature walks, which are in demand by trekkers as much as by botanists. Chembra Peak in Wayanad, which has a heart-shaped lake, provides moderate-grade trekking routes with exhilarating hill and valley views. Anamudi, the highest peak in South India, in

Eravikulam National Park, provides opportunities for high-altitude trekking and wildlife spotting. These destinations provide physical adventure with ecological enrichment, which makes them the best destinations for Kerala's mountain tourism.

### **3. The establishment of theme adventure circuits in Kerala**

This can greatly increase the state's appeal to adventure tourists by providing well-designed, experience-oriented circuits. The Western Ghats Adventure Circuit combines trekking, wildlife safaris, and camping along the verdant highlands of Wayanad, Idukki, and Pathanamthitta and is particularly well-suited for nature and adventure activity lovers. The Malabar Coastal Circuit, covering regions of Kozhikode, Kannur, and Varkala, is centered on beach-based activities like water sports, surfing, and coastal hikes and provides an engaging yet easy-going experience along Kerala's picturesque coastlines. Meanwhile, the Backwater Adventure Circuit, with the emphasis on Alappuzha, Kumarakom, and Kollam, focuses on kayaking, canoeing, and exposure to local village life, combining gentle adventure with genuine regional experience. Such circuits can be appropriately promoted to expand the range of adventure tourism opportunities in Kerala.

### **4. Adventure Tourism Hubs**

Strategic location of adventure tourism hubs in thoughtfully chosen districts of Kerala would go a long way towards encouraging niche tourism and attracting adventure-seekers. Wayanad, with its rugged terrain and picturesque natural scenery, has the perfect setting for trekking, exploration of the ancient Edakkal Caves, and zip-lining across forest valleys. Idukki has breathtaking topographies that are perfect for high-intensity pursuits like paragliding, mountaineering, and jungle safaris, and hence is a top destination for nature-oriented adventure. Alappuzha, famous for its tranquil backwaters, can be made a water-based adventure hub with activities like kayaking, houseboat cruises, and water sports. These districts together can act as specialist adventure tourism hubs, thus making Kerala more appealing to domestic and international adventure-seekers alike.

### **5. Incorporating technology into Kerala adventure tourism**

It will improve experience and safety for visitors. GPS tracking, drone mapping, and mobile apps assist travelers in navigating trekking trails, kayaking routes, and wildlife sanctuaries safely and easily. Virtual reality previews and online booking platforms simplify planning, and wearable technology tracks health in high-adrenaline activities. These advances not only enhance convenience but also appeal to technology-enabled visitors, increasing Kerala's appeal as a contemporary adventure destination.

### **6. A Kerala-style Genting Highlands-type adventure park**

A Kerala Genting Highlands-style adventure park would be a huge boost to tourism by combining the natural surroundings of the state with adventure facilities. Kerala's green landscape and hills make Wayanad or Munnar the perfect sites for facilities such as cable cars, roller coasters, zip lines, and theme rides. It would be a hit among families and adventure tourists, create jobs, and stimulate local business. With the incorporation of green design into state-of-the-art entertainment facilities, it can be a tourism destination in Southern India.

### **7. Heli Tourism in Kerala**

Kerala's "Sky Escapes" heli-tourism venture aims to connect the state's major tourist spots, including Varkala, Kovalam, and Vagamon, through scenic paths in the sky, thus enabling faster movement and offering an elite experience for luxury tourists. Following India's first state-specific heli-tourism policy, the venture aims to enhance connectivity and boost luxury tourism in the state (The Economic Times, 2024).

### **8. New Trekking Routes**

Kerala is developing its adventure tourism industry by demarcating around 50 trekking trails by the Kerala Adventure Tourism Promotion Society (KATPS) through districts like Wayanad, Idukki, and Kannur. The trails range from easy to demanding and are planned with safety, sustainability, and local community involvement in mind, with a view to drawing local and foreign trekkers (The Hindu, 2024; Reddit, 2024).

### **3.11 Kerala Adventure Tourism Policy**

#### **1. Safety and Security Regulations**

The Kerala Government has issued detailed guidelines on safety and security to regulate 31 categories of adventure tourism activities on land, in water, and in the air. These were brought out through GO (MS) No. 18/2019 (October 14, 2019) and GO (MS) No. 13/2021 (July 26, 2021). The policy enforces systematized safety management systems, first-aid training among service providers, mandatory insurance cover, certified equipment, and emergency preparedness. These are designed to ensure tourist safety and enhance the professionalism of the adventure tourism sector (The Hindu, 2019; Kerala Adventure Tourism Promotion Society, 2021).

#### **2. Compulsory Registration and Accreditation**

Every Kerala adventure tourism operator has to be registered with the or Kerala Adventure Tourism Promotion Society (KATPS). Compulsory certification, which is biennial, guarantees operators have standardized safety procedures, trained personnel, and certified equipment. The move is Kerala's broader objective to professionalize and regulate adventure tourism (Onmanorama, 2023; Times of India, 2023).

#### **3. Improvements in Infrastructure and Industry Support**

To support adventure tourism, the state has invested in developing over 50 adventure tourism sites. These include nature camps, soft-adventure parks, and eco-tourism facilities. One such flagship scheme is the proposed Adventure Tourism Academy and Park at Sasthampara, Thiruvananthapuram. The public-private venture project will offer training in all streams of adventure as well as enable new start-ups. Training at the Kerala Institute of Tourism and Travel Studies (KITTS) further supports the local manpower (Times of India, 2024; Onmanorama, 2024).

#### **4. Simplified Regulatory Process**

With the aim of encouraging the establishment of new adventure tourism enterprises, the Kerala government has streamlined the regulatory process by doing away with the need for local-body No Objection Certificates (NOCs). They still must register with

the state regulator and meet safety and insurance requirements, however. This is a reform that does away with red tape without forgoing accountability and quality (Onmanorama, 2023; The Hindu, 2023). Major Events and Skill Development Schemes The government sponsors many of the most sought-after adventure tourist activities, including MTB Kerala 2025, an internationally acclaimed mountain biking event sanctioned by the Union Cycliste Internationale (UCI). Kerala also hosts paragliding festivals at Vagamon and surfing tournaments at Varkala, which are visited by local as well as international tourists. In the interest of providing quality service and the safety of the tourists, the state is launching its first Adventure Tourism Academy, where certified guides, safety officers, and instructors will be trained (Times of India, 2024)

### **3.12 Conclusion**

Adventure tourism has evolved into a substantial and formative category in the broader tourism industry, offering tourists the capacity to engage with nature, push their own limits, and engage with multicultural populations in appropriate ways. Across this chapter, there has been extensive discussion of the principles underlying tourism, with an emphasis on the shift away from mass tourism towards more sustainable, experiential forms, such as alternative and adventure tourism.

Identifying the profile of adventure tourists, the multitude of activities that they undertake, and the inherent characteristics that define this form of travel further increases understanding of its escalating popularity across the world. The persistent global spread of adventure tourism presents opportunities and challenges to destinations, communities, and tourists alike. India, with its vast geographical and cultural range, holds enormous potential in this field. Kerala, in particular, has proved to be a potential destination for adventure tourism with its variety of well-organized activities and events attracting foreign and domestic tourists. With continued commitment to sustainable development, security, and innovation, adventure tourism will be a key contributor to the creation of the tourism of the future not only in India but in the world.

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## Chapter 4

# **AWARENESS IN ADVENTURE TOURISM**

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## **1.1 Introduction**

The present study seeks to investigate the possibilities and challenges of adventure tourism in Kerala. The main goals of the present study are: 1. To find out the level of awareness of tourists to various adventure tourism options. 2. To analyse the participation and satisfaction of tourists in respect of adventure tourism; 3. To identify the barriers to adventure tourism in Kerala. 4. To examine the potentials of Kerala in respect of adventure tourism.

Awareness of adventure tourists, participation in various adventure tourism activities, and satisfaction regarding various facilities are measured using an interview schedule developed by the researcher. Percentage analysis, one sample t-test, independent sample t-test, analysis of variance, Scheffe test of multiple comparison and correlation are applied for data analysis in this chapter. This chapter has been presented in various sections as given below.

1. Profile of the Respondents
2. Travel pattern of Adventure tourists
3. Awareness of Adventure tourism activities

## **4.2 Profile of the Respondents**

In this part the socio-demographic profile of the adventure tourists such as age, gender, nationality, education, occupation, and income is considered. This section gives the demographic profile of the respondents on various categories.

**Table 4.1**

*Frequency Distribution of Adventure Tourists on the Basis of Age, Gender, Nationality, Education, Occupation and Income*

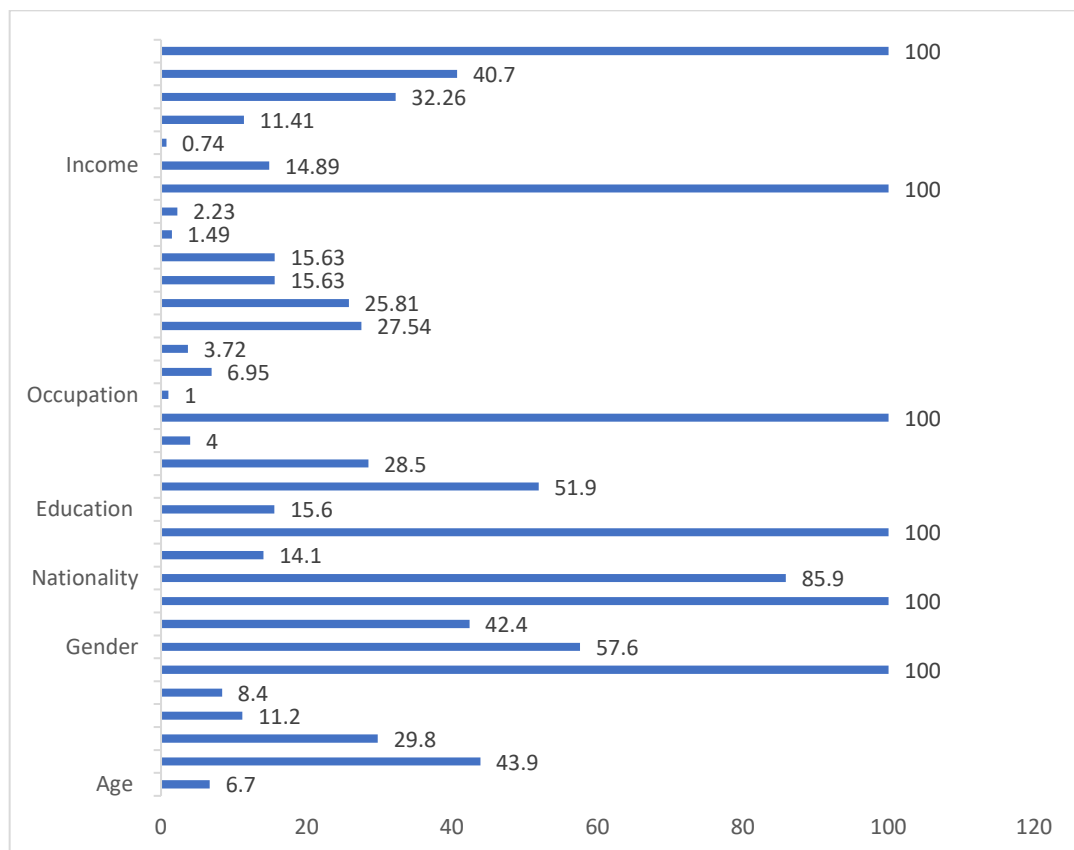
<b>Categorical Variables</b>	<b>Level</b>	<b>Number</b>	<b>Percentage</b>
<b>Age</b>	Up to 20	27	6.70
	21 – 30	177	43.90
	31 – 40	120	29.80
	41 – 50	45	11.20
	Above 50	34	8.40
	<b>Total</b>		<b>403</b>
<b>Gender</b>	Male	232	57.60
	Female	171	42.40
	<b>Total</b>	<b>403</b>	<b>100.00</b>
<b>Nationality</b>	Indian	346	85.90
	Foreign	57	14.10
	<b>Total</b>	<b>403</b>	<b>100.00</b>
<b>Education</b>	Plus Two	63	15.60
	Degree	209	51.90
	PG	115	28.50
	Above PG	16	4.00
	<b>Total</b>	<b>403</b>	<b>100.00</b>
<b>Occupation</b>	Unskilled Worker	4	1.00
	Working in Private Sector	28	6.95
	Farmer	15	3.72
	Business/ Industrialist	111	27.54
	Self Employed Professional	104	25.81
	Government Employee	63	15.63
	Students	63	15.63
	Retired	6	1.49
	Others	9	2.23
	<b>Total</b>	<b>403</b>	<b>100.00</b>

Categorical Variables	Level	Number	Percentage
<b>Income</b>	Below 100000	60	14.89
	100001-500000	3	0.74
	500001-1000000	46	11.41
	1000001-1500000	130	32.26
	Above 1500000	164	40.70
	<b>Total</b>		<b>403</b>

Source- Primary Data

**Figure 4.1**

*Frequency Distribution of Adventure Tourists on the Basis of Age, Gender, Nationality, Education, Occupation and Income.*



Source- Primary Data

Age wise distribution of the respondents says that majority of the respondents belong to 21-30 Age group with 43.90 % (177), 31-40 age group is the second in the greatest number of the respondents with 29.80% (120), followed by 41-50 Age group with

11.20% (45). Above 50 age group includes the least number of respondents 34(8.40%). The gender distribution of the participants, by gender, shows that male participants account for 57.60% (232), and female participants account for 42.40% (171). None of the participants identified with any gender category other than male and female.

Nationality wise distribution of the respondents indicates that 85.90% (346) are Indians and foreigners consist 14.10% (57) of the respondents. Gender based distribution shows that 57.60% (232) of the respondents are male and remaining 42.40% (171) are female. None of the respondents belong to any other gender category other than male and female.

Education wise distribution of respondents shows that 51.90% (209) of the respondents have Degree as their qualification, followed by PG 28.50% (115), 15.60% (63) of the respondents have plus two as their qualification. Only 16(4%) of the respondents have education qualification Above PG.

Occupation wise distribution of respondents shows that 27.54% (111) are belongs to Business/ industrialist, followed by 25.81% (104) are self-employed professionals. The number of Government employees and students are the same and contributes 63(15.63%) each. Respondents working in Private sector comprises. 6.95 % (28) and 3.72 % (15) of the respondents are farmers. 1.50% (6) and 1% (4) of the respondents belongs Retired and Unskilled worker category respectively. Others category consists of 9(2.20 %) of the respondents.

Income based classification of the respondents Says that Annual Income Above 1500000 contribute 40.70% (164) of the respondents, 32.26% (130) of the respondents belong to the Annual income category of 1000001-1500000. Followed by 11.41% (46) in 500001-1000000 category. 14.89% (60) Respondents have an Annual income of Below 100000. Only 0.74% (3) of the respondents have an income between 100000-500000.

### 4.3 Travel pattern of adventure tourists

Number of Times Travelled for Tourism Purposes, Duration of the Last Trip, the place that Tourists last visited for Tourism purposes, Information about the Destination, Mode of Transportation at Starting Point, Mode of Transportation after Reaching the Destination, Booking Information Regarding Transportation, Arrangement of Lodging at destination, Nature of the Last Trip, Type of Accommodation are considered in travel pattern of the tourists.

**Table 4.2**

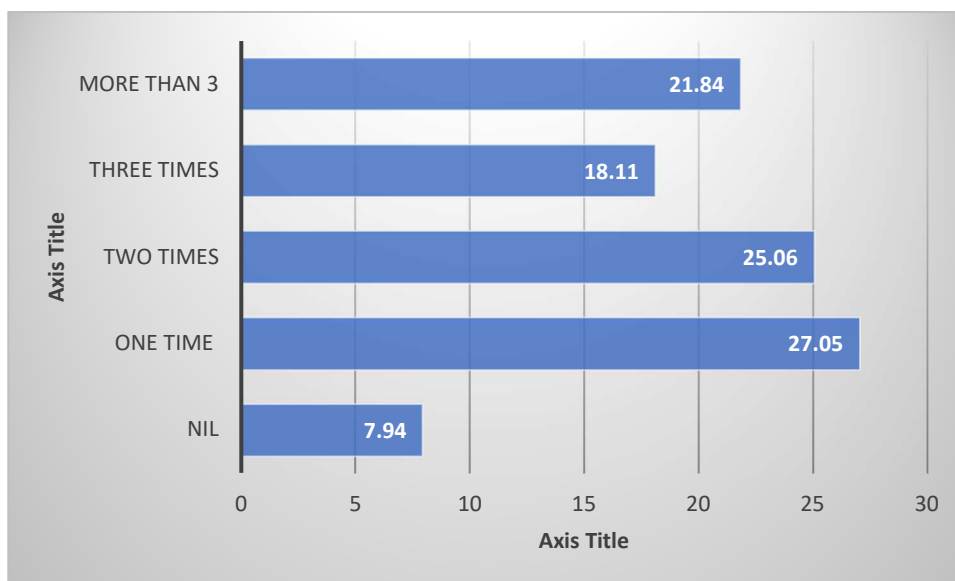
*Number of Times Travelled for Tourism Purposes in Last Year*

Number of Times	Number	Percentage
Nil	32	7.94
One Time	109	27.05
Two Times	101	25.06
Three Times	73	18.11
More than Three Times	88	21.84
Total	403	100.00

*Source- Primary Data*

**Figure 4.2**

*Number of Times Travelled for Tourism Purposes in Last Year*



*Source- Primary Data*

The table and figure show the number of times travelled by the tourists for Tourism purposes in the last year. Tourists who travelled contribute 27.05% (109) of the respondents. Tourists who travelled for tourism purposes two times consists 25.06% (101) of the respondents. More than Three times Travelled for tourism purposes in the last year consists 21.84 % (88) respondents. 3 times for the tourism purpose in the last year constitutes 18.11 % (73). Only 7.94 % (32) respondents did not undertake any kind of travel for the tourism purposes in the last year

**Table 4.3**

*Duration of the Last Trip*

<b>Duration of the visit</b>	<b>Number</b>	<b>Percentage</b>
7 Days or less	105	26.06
2 Weeks	72	17.87
More Than 2 weeks but less than one month	78	19.35
One month	53	13.15
More than one month	95	23.57
Total	403	100.00

*Source- Primary Data*

This table shows the Duration of the last trip of the tourists, 26.06% (105) of the respondents travelled for Seven Days or Less in the last trip. 23.57% (95) of the respondents took more than one month for travelling. 19.35% (78) of the respondents travelled for more than 2 weeks but less than one month. 17.87% (72) of the tourists spend 2 weeks for travelling in their last travel.

**Table 4.4**

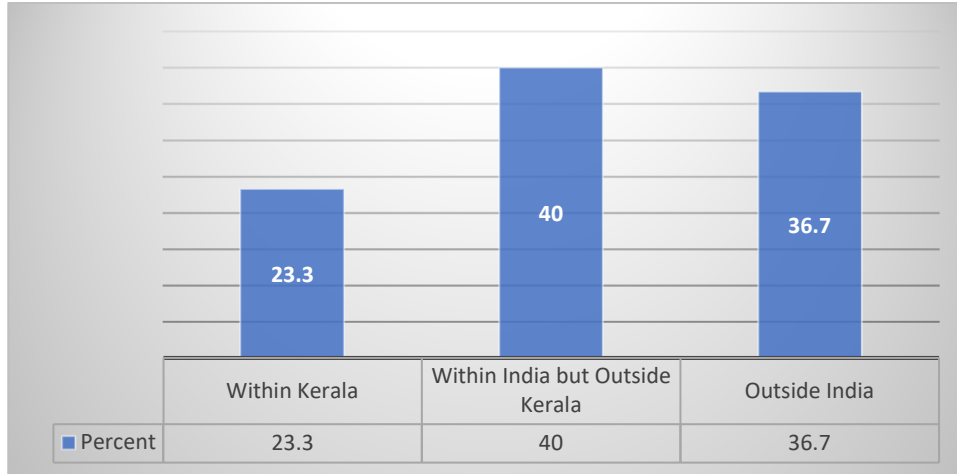
*The place that Tourists last visited for Tourism purposes*

<b>Last visited place</b>	<b>Number</b>	<b>Percentage</b>
Within Kerala	94	23.30
Within India but Outside Kerala	161	40.00
Outside India	148	36.70
Total	403	100.00

*Source- Primary Data*

**Figure 4.3**

*The place that Tourists last visited for Tourism purposes*



Source- Primary Data

The figure and table depict the Place that the tourists visited for Tourism purposes last year. It shows that 40 % (161) of the Tourists visited a place with in India for Tourism purposes. On the other hand, 36.7% (148) tourists visited a place outside India for tourism purposes. Only 23.30% (23.3) of the tourists travelled with in Kerala for tourism purposes.

**Table 4.5**

*Source of Information about the Destination*

Source	Number	Percentage
From Family	72	17.87
Friends	120	29.78
Newspaper	3	0.74
Travel Brochures	14	3.47
Guidebooks on travel	14	3.47
Internet	78	19.35
Travel Agency	34	8.44
Travel Program on TV	4	0.99
Travel vlogs	58	14.40
Magazine	6	1.49
Total	403	100.00

Source- Primary Data

This table shows how the Tourists got Informed about the destination. 29.78% (120) tourists became aware about the destination from their own friends. 19.35% (78) got information from Internet, 17.87% (72) tourists received information from the family. 14.40% (58) people got information from various travel vlogs. 8.44 % (34) got aware from the Travel Agency. 3.47 % (14) Tourists got information from Travel Brochures and Guidebooks on Travel. 1.49% (6) tourists got information from magazine. 4 (0.99%) from Travel Programs on TV and 0.74% (3) from the newspaper.

**Table 4.6**

*Mode of Transportation at Starting Point*

Mode of Transportation	Number	Percentage
Flight	84	20.84
Bus (Hired)	46	11.41
Bus (Public Transportation)	16	3.97
Taxi Car	7	1.74
Car (Rented)	46	11.41
Own Car	104	25.81
Ships	3	0.75
Boats	1	0.25
Metro Train/ Local Train	42	10.42
Auto Rickshaw/ E- Rickshaw	52	12.90
Motor Cycle	2	0.50
Total	403	100.00

*Source- Primary Data*

The majority of the participants utilized their own vehicle 104(25.81%), indicating personal travel choice. Flight 84 (20.84%) was also prevalent for distant travel. Auto/E-rickshaws 52(12.90%), hired cars, and rented buses 46(11.4% each) were moderately utilized. Metro Train/Local Train (10.42%) were moderately utilized, but motorbikes and public transport were less preferred. This indicates that individuals prefer transport based on convenience, comfort, and distance.

**Table 4.7**

*Mode of Transportation after Reaching the Destination*

<b>Mode of Transportation</b>	<b>Number</b>	<b>Percentage</b>
Flight	0	0
Bus (Hired)	45	11.17
Bus (Public Transportation)	78	19.35
Taxi Car	66	16.38
Car (Rented)	81	20.09
Own Car	109	27.05
Ships	0	0
Boats	0	0
Metro Train/Local Train	0	0
Train	24	5.96
Total	403	100.00

*Source- Primary Data*

On arrival, the majority of respondents 27.05% (109) used their own vehicle and 20.09% (81) rented vehicle, which shows a high preference for private and flexible travel. Public bus 19.35% (78), taxis 16.38% (66) were also frequently used, reflecting affordable and readily available modes. Hired bus 11.17% (45), trains, Flights, metro/local trains, ships and boats (0%) were least used, which may be attributed to limited availability at local levels.

**Table 4.8**

*Booking Information Regarding Transportation*

<b>Booking Information</b>	<b>Number</b>	<b>Percentage</b>
In person at a travel agency in my place of residence	38	9.43
By telephone	51	12.65
Through Internet	159	39.45
In place of destination with an Intermediary	17	4.22
In place of destination directly at transport authority	1	0.25
Others	1	0.25
Not Booked any Transportation	136	33.75
Total	403	100.00

*Source- Primary Data*

Majority of the tourists booked their transportation through Internet which contribute 39.45% (159). 33.75% (136) of the tourists never booked their transportation. 12.65% (51) of the tourists booked the transportation by using Telephone. 9.43% (38) tourists booked their Transportation by going in Person at a travel agency in my (tourists) place of residence. 0.25 % (1) person booked transportation in place of destination directly at the transport authority. 0.25% (1) used other means for booking the transportation. 33.7% (136) tourists don't book any Transportation to reach the destination.

**Table 4.9**

*Mode of Lodging Arrangement at destination*

<b>Mode of Lodging</b>	<b>Number</b>	<b>Percentage</b>
In person at a travel agency in my place of residence	25	6.20
By telephone	56	13.90
Through Internet	182	45.16
In place of destination with an intermediary	59	14.64
In place of destination directly at the hotel	46	11.41
Others	1	0.25
Not booked any lodging	34	8.44
<b>Total</b>	<b>403</b>	<b>100.00</b>

*Source- Primary Data*

The table depicts booking information regarding Lodging 45.16% (182) tourists booked their lodging through Internet, 14.64% (59) tourists booked their Lodging In place of destination with an Intermediary. 13.9% (56) tourists booked lodging through Telephone, 11.41% (46) of the Tourists Booked lodging in place of destination directly at hotel. 8.44% (34) haven't booked any Lodging facility.6.2% (25) tourists booked their lodging in person at a travel agency in place of the Tourists destination. 0.25% (1) used other means for using lodging facility.

**Table 4.10**

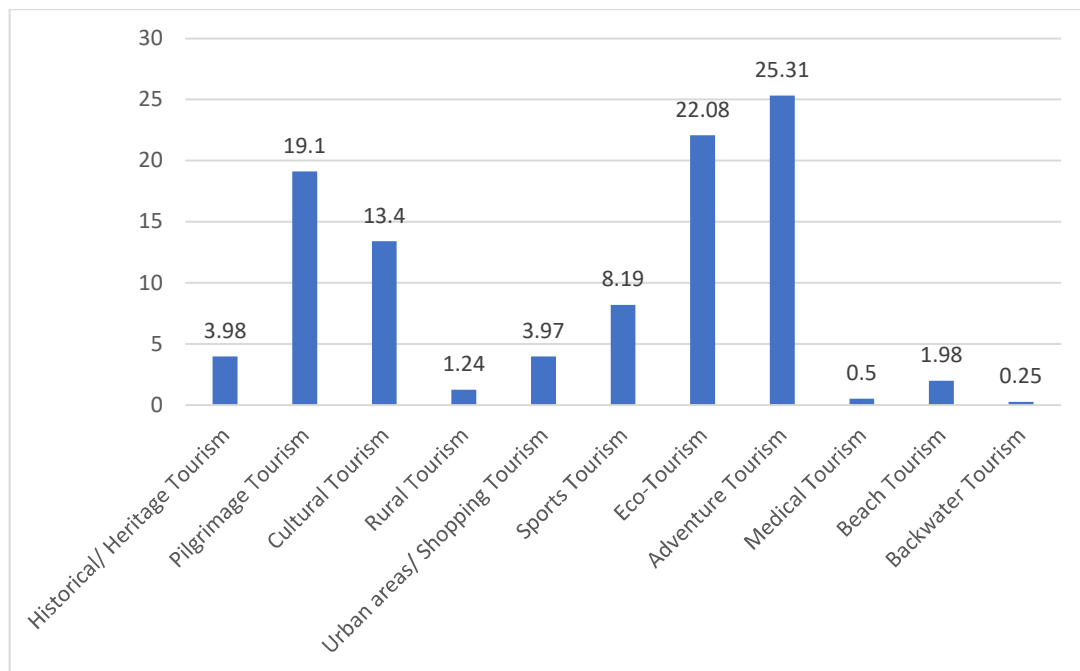
*Nature of the Last Trip*

Nature	Number	Percentage
Historical/ Heritage Tourism	16	3.98
Pilgrimage Tourism	77	19.10
Cultural Tourism	54	13.40
Rural Tourism	5	1.24
Urban areas/ Shopping Tourism	16	3.97
Sports Tourism	33	8.19
Eco-Tourism	89	22.08
Adventure Tourism	102	25.31
Medical Tourism	2	0.50
Beach Tourism	8	1.98
Backwater Tourism	1	0.25
Total	403	100.00

Source- Primary Data

**Figure 4.4**

*Nature of the Last Trip*



Source- Primary Data

The above table and figure show the nature of trip undertaken by the tourists on their last trip. 102 (25.31%) of the tourists done travel for Adventure Tourism purposes, 89(22.08%) of the tourists done travel for Eco-Tourism, 77 (19.10%) and 54 (13.40%) of the people undertaken travel for Pilgrimage Tourism and Cultural Tourism respectively.33(8.19%) of the respondents conducted travel for Sports Tourism. 16 (3.97 %) of the respondents done travel for Urban areas/ Shopping Tourism and Historical/ Heritage Tourism each. 8 (1.98%) done beach tourism. 5(1.24%) respondents conducted Rural Tourism. 1(0.25%) and 2 (0.5%) undertaken Backwater tourism and medical tourism respectively.

**Table 4.11**

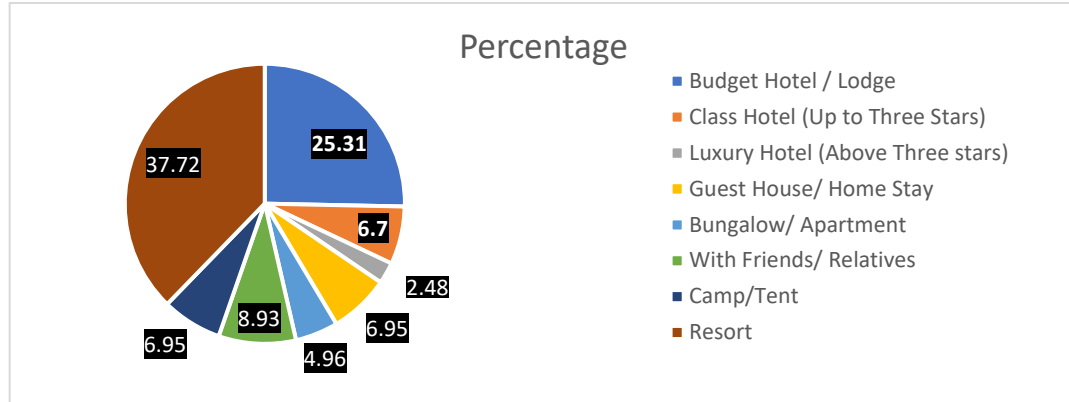
*Type of Accommodation*

<b>Type of Accommodation</b>	<b>Number</b>	<b>Percentage</b>
Budget Hotel / Lodge	102	25.31
Class Hotel (Up to Three Stars)	27	6.70
Luxury Hotel (Above Three stars)	10	2.48
Guest House/ Home Stay	28	6.95
Bungalow/ Apartment	20	4.96
With Friends/ Relatives	36	8.93
Camp/Tent	28	6.95
Resort	152	37.72
Total	403	100

*Source- Primary Data*

**Figure 4.5**

*Type of Accommodation*



Source- Primary Data

A majority of the respondents opted to stay in resorts (37.72%), showing high desires for recreation and relaxation in their adventure holidays. Budget hotels/lodges (25.31%) were also the choice, showing cost-saving efforts.

Accommodation with families/friends (8.93%), homestays/guest houses (6.95%), and camping/tents (6.95%) reflect a combination of adventure, cultural, and social preferences. Class hotels (6.7%) and bungalows/apartments (4.96%) were utilized in a moderate manner. Luxury hotels (2.48%) were utilized the least, reflecting that luxury accommodation is not a choice for the majority of adventure tourists.

Overall, the respondents chose between experience, cost, and comfort when selecting accommodation

#### 4.4 Awareness of Various Adventure Tourism Activities

##### Normality of Data

“The assumption of normality implies that the scores or measurements are symmetrically distributed around the mean, and that the distribution of errors is normal” (Pallant, J.,2020). Normality means the assumption that the data follows normal distribution

**Table 4.12**

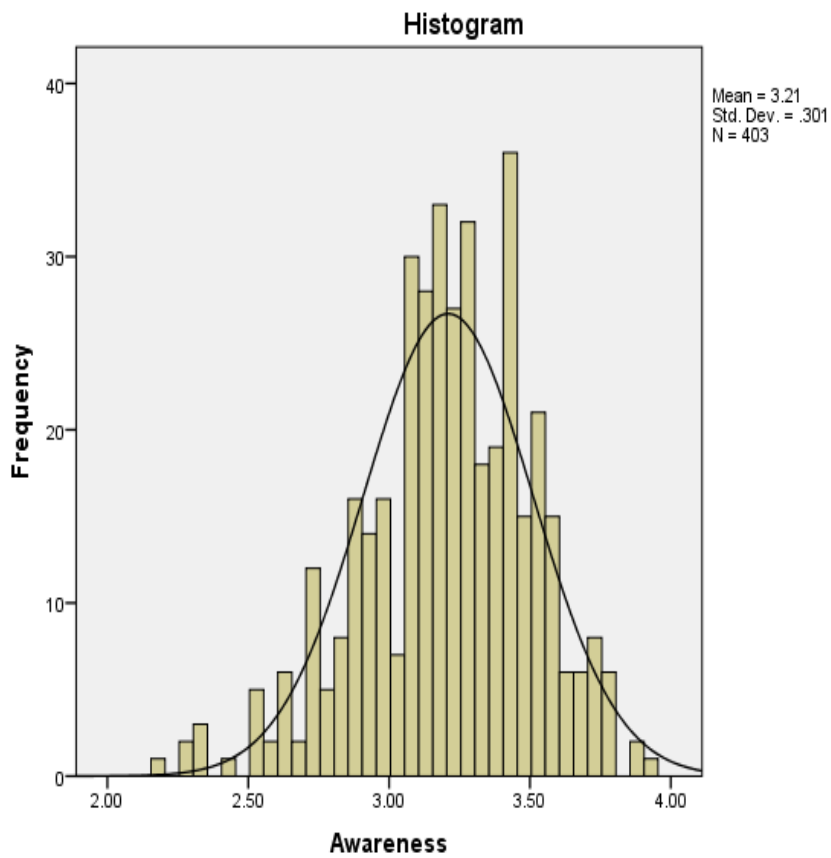
*Mean, Median, Mode, Standard Deviation, Skewness and Kurtosis of Awareness on Adventure Tourism Activities.*

Mean	3.21
Median	3.24
Mode	3.12
Standard Deviation	0.301
Skewness	-0.50
Kurtosis	0.40

*Source- Primary Data*

**Figure 4.6**

*Histogram of Awareness Data*



*Source- Primary Data*

In table 4.12 the skewness is -0.50 which falls in acceptable range for normality. (range between -1 and 1). The Kurtosis value near to “0” shows that the distribution is slightly peaked. Here in this data, it is 0.40 which shows a leptokurtic. Then the closeness of Mean (3.21), Median (3.24) and Mode (3.12) supports the normality of the distribution.

The data show no major deviations from normality. With moderate skewness and kurtosis well within acceptable ranges, and the central tendency values (mean, median, mode) being close, it can be interpreted that the data on awareness is normally distributed.

**Table 4.13**

*Awareness of various adventure tourism activities*

Activities	Type based on surface	Type based on difficulty	N	Mean	SD	t-value	p-value
Mountaineering	Land	Hard	403	3.38	1.47	5.13	0.00
Trekking	Land	Hard	403	3.65	1.46	8.71	0.00
Rock Climbing	Land	Hard	403	3.07	1.48	0.91	0.37
Artificial Wall Climbing	Land	Soft	403	3.00	1.45	-0.10	0.92
Abseiling	Land	Soft	403	3.14	1.65	1.73	0.09
Tent Camping	Land	Soft	403	3.33	1.54	4.29	0.00
Hiking	Land	Soft	403	3.01	1.57	0.16	0.87
Bicycle Touring	Land	Soft	403	3.45	1.54	5.83	0.00
Horse Riding	Land	Soft	403	3.31	1.43	4.38	0.00
Mountain Biking	Land	Hard	403	3.33	1.55	4.20	0.00
Cycling	Land	Soft	403	3.28	1.50	3.78	0.00
Back Packing Through Rough Terrain (BPRT)	Land	Hard	403	3.51	1.23	8.29	0.00
Cave Exploring	Land	Hard	403	2.30	1.45	-9.65	0.00
Glass Bridge	Land	Soft	403	3.65	1.34	9.71	0.00
Jeep Safari	Land	Soft	403	3.81	1.37	11.97	0.00
Camel Riding	Land	Soft	403	3.50	1.35	7.36	0.00
Snow Skating	Land	Hard	403	3.63	1.34	9.34	0.00
White Water Kayaking	Water	Hard	403	3.57	1.28	8.88	0.00
Scrambling	Land	Hard	403	2.37	1.37	-9.23	0.00

Activities	Type based on surface	Type based on difficulty	N	Mean	SD	t-value	p-value
High Rope Courses (HRC)	Land	Soft	403	3.59	1.33	8.88	.000
Wildness Exploration	Land	Hard	403	3.87	1.32	13.32	.000
Wildness Survival	Land	Hard	403	3.54	1.33	8.18	.000
Nature Walks	Land	Soft	403	3.58	1.46	7.93	.000
All-Terrain Vehicles (ATV)	Land	Hard	403	3.38	1.31	5.70	.000
Bird Watching	Land	Soft	403	3.46	1.39	6.66	.000
White water Rafting	Water	Hard	403	3.38	1.53	4.93	.000
Flat Water Kayaking	Water	Soft	403	3.34	1.52	4.57	.000
Canoeing	Water	Hard	403	3.37	1.43	5.16	0.000
Stand Up Paddleboarding (SUP)	Water	Hard	403	3.35	1.50	4.70	0.000
Surfing	Water	Hard	403	3.19	1.60	2.37	0.018
Windsurfing	Water	Hard	403	2.63	1.40	-5.27	0.000
Kiteboarding	Water	Hard	403	2.68	1.45	-4.47	0.000
Jet skiing	Water	Hard	403	2.59	1.52	-5.44	0.000
Wakeboarding	Water	Hard	403	2.62	1.45	-5.30	0.000
Canyoning	Land	Hard	403	2.87	1.49	-1.74	0.083
Bush Walking and Scenario Rim (BWSR)	Land	Soft	403	2.53	1.48	-6.34	0.000
Bamboo Rafting	Water	Soft	403	3.50	1.35	7.32	0.000
Dinghy Sailing	Water	Soft	403	2.75	1.48	-3.44	0.001
Powered Boating and Fishing Recreation (PBFR)	Water	Soft	403	2.69	1.47	-4.24	0.000
Scuba diving	Water	Hard	403	3.19	1.49	2.62	0.009
Snorkelling	Water	Soft	403	3.43	1.34	6.41	0.000
Open Sea Boating (OSB)	Water	Hard	403	2.73	1.47	-3.63	0.000
Floating Bridge	Water	Soft	403	3.58	1.35	8.59	0.000
Skydiving	Aerial	Hard	403	3.21	1.46	2.91	0.004
Paragliding	Aerial	Hard	403	3.32	1.40	4.64	0.000
Hang Gliding	Aerial	Hard	403	3.25	1.48	3.41	0.001
Hot Air Ballooning	Aerial	Hard	403	3.48	1.40	6.88	0.000
Bungee Jumping	Aerial	Hard	403	3.45	1.47	6.08	0.000
Zipline	Aerial	Hard	403	3.45	1.44	6.25	0.000
Base-jumping	Aerial	Hard	403	2.65	1.47	-4.78	0.000
Wingsuiting	Aerial	Hard	403	2.79	1.50	-2.78	0.006

Source- Primary Data

This Table shows the awareness level of Adventure Tourists on various Adventure Tourism activities. It includes Land, Water and Aerial Based Activities. It also gives classification on the basis of difficulty namely Soft Adventure Tourism activities and Hard Adventure Tourism activities. From the data it can be found that the following activities have the highest level of awareness the activities include namely Jeep Safari, Wildness Exploration, Glass Bridge and Snow skating. The activities with low level of awareness are Windsurfing, Jet skiing, Base Jumping and Cave Exploring. It can be found that most of the activities show significant variations in the P value ( $p < .05$ ). Few activities like Artificial Wall Climbing (.918) and Hiking (.874) show there is no Significant difference. It can be also found that Land Based activities and Soft Adventure Tourism activities have comparatively high level of Awareness. On the other hand, Adventure Tourism activities and Aerial Based Activities have low level of Awareness.

The results clearly indicate statistically significant differences in awareness across various types of adventure tourism activities, categorized by surface (land, water, aerial) and difficulty level (hard, soft).

- Land-based activities such as trekking, jeep safari, mountain biking, and hiking generally show higher awareness levels, with many activities having significant t-values and p-values less than 0.05, indicating strong recognition among tourists.
- Water-based activities display mixed levels of awareness. While activities like white-water kayaking, bamboo rafting, and snorkelling show high awareness with significant results ( $p < 0.05$ ), others like jet skiing, kiteboarding, and windsurfing reflect lower awareness levels, with some even having negative t-values, indicating tourists are less familiar with these.
- Aerial adventure activities such as hot air ballooning, bungee jumping, paragliding, and ziplining also demonstrate significant awareness, though activities like base-jumping and wingsuiting show comparatively lower awareness, as evidenced by their negative t-values and lower mean scores.

- When comparing difficulty levels, both hard and soft adventure activities have numerous entries with significant p-values ( $p < 0.05$ ). This demonstrates that tourists are not uniformly aware of all adventure activities, and awareness varies considerably depending on how challenging or accessible the activity is perceived to be.

There is significant variation in tourists' awareness based on both the type of surface (land, water, aerial) and difficulty level (hard or soft). These findings suggest that certain activities are much more familiar and widely recognized, while others remain niche or under-promoted. This insight is critical for tourism planners to design effective awareness and promotional strategies, especially for under-recognized activities that have the potential to attract more interest

**Table 4.14**

*Awareness of adventure tourism activities based on the classification of Surface and the Difficulty of the Adventure Tourism Activity.*

One Sample T-Test						
Basis	Awareness	N	Mean	Std. Deviation	t-value	p-value
		403	3.21	0.30	13.98	0.000
On the Base of Surface	Land Based Activities	403	3.29	0.31	18.28	0.000
	Water Based Activities	403	3.11	0.47	4.75	0.000
	Aerial Based Activities	403	3.17	.85	3.89	0.000
On the Base of Difficulty	Soft Adventure Tourism Activities	403	3.30	0.34	17.51	0.000
	Hard Adventure Tourism Activities	403	3.15	0.38	8.33	0.000

*Source- Primary Data*

This table depicts that the results of One-Sample T-Test, adventure tourists are aware about the Adventure tourism activities in total. When we consider the classification about Adventure Tourism activities on the basis of surface, the adventure tourists are

more aware about Land Based Adventure Tourism activities followed by Aerial and Water based adventure Tourism activities. The Adventure tourists are more aware about Soft Adventure Tourism activities followed by Hard Adventure Tourism Activities.

The statistical results strongly reject the null hypothesis. All comparisons show p-values = 0.000, indicating that the differences in awareness are highly significant across both surface types and difficulty levels.

- Land-based activities have the highest mean awareness score (3.2888), followed by air-based (3.1646) and water-based activities (3.1124). This suggests that tourists are most aware of land-based adventure activities, likely due to better accessibility and promotion.
- In terms of difficulty, soft adventure activities have a higher mean awareness score (3.2960) than hard adventure activities (3.1538), indicating tourists are more familiar with less intense and more accessible activities.

The results indicate a significant variation in tourist awareness based on both the type of surface and difficulty level of adventure tourism activities. Thus, the null hypothesis is rejected. This highlights the need for increased awareness and targeted promotion, especially for water-based and hard adventure activities, to balance visibility and encourage broader participation across all types.

### **Comparison of awareness of adventure tourism activities**

Awareness of adventure tourism activities was analysed by comparing various demographic and visit-related factors, including age, gender, nationality, education, occupation, frequency of visit, and duration of stay. The study revealed that these variables significantly influenced the level of awareness, with younger individuals, males, and those with higher education generally showing greater knowledge of adventure tourism options. Additionally, frequent visitors and those staying longer tended to have higher awareness, while nationality and occupation also played important roles in shaping perceptions and familiarity with adventure tourism activities.

### Comparison of awareness of adventure tourism activities based on age

Awareness of adventure tourism activities was compared based on Age of the respondents and the result is presented in Table 4.15

**Table 4.15**

*Awareness of adventure tourism activities based on the Age of the Respondents*

<b>One Way ANOVA</b>					
<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Up to 20	107	<b>3.24</b>	<b>0.27</b>		
21-30	72	3.18	0.32		
31-40	78	3.20	0.31	2.435	0.047
41-50	53	3.30	0.30		
Above 50	93	3.22	0.32		
Total	403	3.2096	0.30		

*Source- Primary Data*

This table shows Awareness on Adventure Tourism activities based on age. Tourists with in the age limit of 20 with mean (3.2393) are more aware about the Adventure Tourism activities followed by Above 50(with mean 3.2096), 40-50 age group is third in the list with mean 3.2092, followed by 30-40 age group with mean (3.1906) and 20-40 age group is least aware about the adventure tourism activities.

*H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on Age of the respondents.*

The analysis presents an F-value of 2.435 and a p-value of 0.047 for the variable Age. Since the p-value is less than the significance level of 0.05, the null hypothesis is rejected. This indicates a statistically significant difference in awareness of adventure tourism activities among tourists across different age groups. Despite relatively close mean awareness scores, the differences are statistically meaningful, suggesting that age group plays a role in shaping tourist awareness of adventure tourism options.

Scheffe test of multiple comparison was applied to identify the internal difference between groups and the result is presented in Table 4.16

**Table 4.16**

*Internal difference between age groups*

Age Category	Age Category	Mean Difference (I-J)	Std. Error	Sig.
<b>Up to 20</b>	21-30	-0.08	0.06	0.76
	31-40	0.02	0.06	0.99
	41-50	-0.03	0.07	0.99
	Above 50	-0.03	0.08	0.99
<b>21-30</b>	31-40	0.18	0.04	0.05
	41-50	0.05	0.05	0.89
	Above 50	0.05	0.06	0.93
<b>31-40</b>	41-50	-0.06	0.05	0.89
	Above 50	-0.06	0.06	0.92
<b>41-50</b>	Above 50	-0.00	0.07	1.00

*Source -Primary Data*

Although there is a slight variation in the mean awareness scores among different age groups, none of these differences are statistically significant, as all p-values exceed 0.05. This suggests that tourists' awareness of various adventure tourism activities does not differ meaningfully based on age. While earlier analysis using ANOVA showed a significant difference overall ( $p = 0.047$ ), this post hoc test reveals that no specific age group pair shows a significant difference, meaning the overall significance might be due to small cumulative differences across several groups rather than a sharp contrast between any two particular age categories.

The post-hoc analysis (Scheffé test) results for age group comparisons indicate that none of the pairwise differences in awareness of adventure tourism activities are statistically significant, as all p-values exceed the 0.05 threshold. For instance, the comparison between the "Up to 20" and "21–30" age groups shows a mean difference of -0.08375 with a p-value of 0.765, and the largest observed mean difference, between the "21–30" and "31–40" groups (0.10762), has a p-value of 0.057, which is still above the significance level. These findings suggest that although the overall ANOVA test showed a significant difference across age groups, the individual group comparisons do not reveal any specific age category with a statistically distinct level

of awareness. This implies that the overall significance is likely due to minor variations spread across all groups rather than strong differences between particular age pairs.

**Table 4.17**

*Awareness of adventure tourism activities based on Gender of the respondents*

<b>Independent Sample T-Test</b>					
<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Male	232	3.23	0.31	1.368	0.172
Female	171	3.19	0.29		

*Source -Primary Data*

This table depicts Awareness on Adventure Tourism activities based on Gender; it can be interpreted that there is no considerable difference in the Awareness level on the basis of Gender.

**Table 4.18**

*Awareness of adventure tourism activities based on Nationality of the respondents*

<b>Independent Sample T-Test</b>					
<b>Nationality</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Indians	346	3.22	0.29	1.693	0.091
Foreigners	57	3.15	0.32		

*Source -Primary Data*

This table shows the Awareness level on Adventure Tourism activities based on Nationality. This can be interpreted as Indians are more aware about the Adventure Tourism activities than the Foreigners.

**Table 4.19**

*Awareness of adventure tourism activities based on Education of the respondents*

One Way ANOVA					
Education	N	Mean	SD	F-value	p-value
Plus Two	63	3.20	0.32	1.414	0.238
Degree	209	3.21	0.30		
PG	115	3.23	0.28		
Above PG	16	3.07	0.39		
Total	403	3.20	0.30		

Source -Primary Data

The table displays Awareness on Adventure Tourism activities based on Education. It can be interpreted that there is no significance difference in Awareness of Adventure Tourists on the basis of Education, since the p-value (0.238) is greater than 0.05.

**Table 4.20**

*Awareness of adventure tourism activities based on Occupation of the respondents.*

One Way ANOVA					
Occupation	N	Mean	SD	F-value	p-value
Working In Private sector	47	3.20	0.37	0.275	0.894
Business/ Industrialist	111	3.19	0.31		
Self Employed Professional	104	3.22	0.30		
Government Employee	63	3.22	0.28		
Student	78	3.22	0.26		
Total	403	3.21	0.30		

Source -Primary Data

This table depicts Awareness level of Adventure Tourists on the basis of Occupation. It can be interpreted that occupation of the respondents has no impact on the level of awareness of respondents on various Occupation groups, since the p value is more than 0.05.

**Table 4.21**

*Awareness of adventure tourism activities based on the Number of Travel for Tourism Purpose in Last Year*

One Way ANOVA					
Frequency	N	Mean	SD	F-value	p-value
Nil	32	3.26	0.26		
1	109	3.21	0.30		
2	101	3.20	0.28	0.309	0.872
3	73	3.27	0.35		
More than three	88	3.19	0.30		
Total	403	3.20	0.30		

*Source -Primary Data*

This table shows the Awareness on Adventure Tourism based on frequency, It can be understood that The Frequency of Travel for Tourism purposes in the last year has no impact on the Level of awareness of Tourists.

**Table 4.22**

*Awareness of adventure tourism activities based on Duration of visit*

One Way ANOVA					
Duration	N	Mean	SD	F-value	p-value
One Week	107	3.24	0.26		
2 Week	72	3.17	0.32		
More than 2 Week	78	3.19	0.31	0.736	0.568
One month	53	3.21	0.31		
More than 1 Month	93	3.22	0.31		
Total	403	3.21	0.30		

*Source -Primary Data*

This table depicts the Awareness level of Adventure Tourists on the basis of Duration. It can be interpreted that the Duration of tourist's visits doesn't have an Impact on the awareness level of tourists.

**Table 4.23**

*Results regarding testing of Hypotheses and Remarks for Adventure Tourism Activities*

Hypotheses	F-Value	p-value	Statistical test	Remarks
Ho: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Gender of the respondents.	1.368	0.172	Independent Sample T-Test	Accept Ho
Ho: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Nationality of the respondents.	1.693	0.091	Independent Sample T-Test	Accept Ho
Ho: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Education of the respondents.	1.414	0.238	One-Way ANOVA	Accept Ho
Ho: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Occupation of the respondents.	0.275	0.894	One-Way ANOVA	Accept Ho
Ho: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the number of travels undertaken for tourism purposes in the last year by the respondents.	0.309	0.872	One-Way ANOVA	Accept Ho
Ho: There is no significant difference in the awareness of tourists regarding various adventure tourism activities based on the Duration of stay of the respondents.	0.736	0.568	One-Way ANOVA	Accept Ho

Source -Primary Data

Based on the provided statistical data, all the null hypotheses ( $H_0$ ) regarding the awareness of tourists towards various adventure tourism activities should be accepted, as none of the p-values are below the standard significance level of 0.05. Specifically, the p-values for gender (0.172), nationality (0.091), education (0.238), occupation (0.894), frequency of visit (0.872), and duration of stay (0.568) exceed the 0.05 threshold. This means that there is no statistically significant difference in tourists' awareness based on any of these demographic variables. In other words, the awareness levels of tourists about adventure tourism activities appear to be consistent regardless of their gender, nationality, educational background, occupation, how often they visit, or how long they stay.

#### **Awareness of adventure tourism activities Land based on Age, Gender, Nationality, Education, Occupation, Frequency, Duration**

**Table 4.24**

*Awareness of land-based adventure tourism activities by age group of respondents.*

<b>One-Way ANOVA</b>					
<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Up to 20	27	3.28	0.33		
21-30	177	3.32	0.33		
31-40	120	3.25	0.31	1.043	0.385
41-50	45	3.25	0.28		
Above 50	34	3.32	0.28		
Total	403	3.29	0.32		

*Source -Primary Data*

This table shows the Awareness on Land Based Adventure Tourism Activities Based on Age, It can be found that age doesn't affect the Awareness level of Tourists on the Land-Based Adventure Tourism activities. Since the p value (0.385) is more than 0.05.

**Table 4.25**

*Awareness of Land based adventure tourism activities based on Gender of the respondents*

<b>Independent Sample T-Test</b>					
<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Male	232	3.31	0.31	1.279	0.202
Female	171	3.27	0.32		

*Source -Primary Data*

This Table Depicts Awareness of land Adventure tourism Activities based on Gender. It can be interpreted that there is no significant difference in the Awareness level on Land Based Adventure Tourism activities based on Gender, since the p-value (0.202) is greater than 0.05.

**Table 4.26**

*Awareness of Land Based adventure tourism activities by Nationality of the Respondents*

<b>Independent Sample T-Test</b>					
<b>Nationality</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Indian	346	3.31	0.39	2.653	0.008
Foreigner	57	3.19	0.29		

*Source -Primary Data*

Table 4,23 shows Awareness on Land Based Adventure Tourism activities based on Nationality. It can be found that there exists significant difference in the awareness level on Land Based Adventure Tourism activities based on Nationality, since the p-value (0.008) is less than 0.05. Awareness on Land Based Adventure Tourism activities is high among domestic tourists (3.31) and it is low among foreign tourists (3.18).

**Table 4.27**

*Awareness of Land Based adventure tourism activities by Education of the Respondents*

One-Way ANOVA					
Education	N	Mean	SD	F-value	p-value
Plus Two	63	3.32	0.31	0.396	0.756
Degree	209	3.29	0.31		
PG	115	3.29	0.33		
Above PG	16	3.22	0.26		
Total	403	3.29	0.32		

*Source -Primary Data*

This table depicts the Awareness on Land Based Adventure Tourism activities based on Education, it can be said that there is no significant difference in the Awareness Level of Tourists on the Land Based Adventure Tourism activities based on Education, since the calculated p-value (0.756) is greater than 0.05.

**Table 4.28**

*Awareness of Land Based adventure tourism activities by Occupation of the Respondents*

One-Way ANOVA					
Occupation	N	Mean	SD	F-value	p-value
Private (Skilled Worker)	47	3.30	0.34	0.635	0.638
Business/ Industrialist	111	3.26	0.32		
Self Employed Professional	104	3.30	0.33		
Government employee	63	3.27	0.28		
Student	78	3.33	0.31		
Total	403	3.29	0.32		

*Source -Primary Data*

This Table displays the Awareness level of Adventure tourists on Land Based Adventure Tourism activities based on Occupation. It can be interpreted that there is

no significance difference in the Awareness level of tourists on the basis of Occupation, since the p value is greater than 0.05.

**Table 4.29**

*Awareness of Land based adventure tourism activities by Number of Travels undertaken for Tourism Purposes*

One-Way ANOVA					
Frequency	N	Mean	SD	F-value	p-value
Nil	32	3.38	0.25		
1	109	3.30	0.33		
2	101	3.27	0.32	0.883	0.474
3	73	3.29	0.32		
4	88	3.27	0.32		
Total	403	3.29	0.32		

Source -Primary Data

This table shows the Awareness Level of Adventure tourists on Land Based Adventure Tourism activities on the basis of Frequency of travel for tourism purposes in the last year. It can be found that there is no difference in the Awareness of Adventure tourists on Land Based Adventure tourism activities based on the Number of travels undertaken for Tourism purpose last year since the p value is greater than 0.05.

**Table 4.30**

*Awareness of Land Based adventure tourism activities by Duration of the visit*

One-Way ANOVA					
Duration	N	Mean	SD	F-value	p-value
One Week	107	3.36	0.32		
2 Week	72	3.25	0.33		
More than 2 Week	78	3.27	0.27	1.750	0.138
One month	53	3.26	0.36		
More than 1 Month	93	3.27	0.30		
Total	403	3.29	0.32		

Source -Primary Data

This table displays the Awareness on Adventure Tourism Activities based on Duration of the visit for tourism purposes. It can be found that there is no significant difference in the Awareness Level of tourists on Land based tourism on the basis of Duration of the visit, since the p value is greater than 0.05.

**Awareness of Water Based adventure tourism activities** based on Age, Gender, Nationality, Education, Occupation, Frequency, Duration

**Table 4.31**

*Awareness of Water based adventure tourism activities by Age of the Respondents.*

<b>One-Way ANOVA</b>					
<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Up to 20	27	3.1011	0.47		
21-30	177	3.1650	0.43		
31-40	120	3.0435	0.51	1.662	0.158
41-50	45	3.1662	0.57		
Above 50	34	3.0197	0.40		
Total	403	3.1124	0.48		

*Source -Primary Data*

This table displays the Awareness of Tourists on Water Based Adventure Tourism Activities. It can be found that there is no significant difference on the Awareness level of Adventure Tourists on Water Based Adventure Tourism Activities based on their age, since the p value is greater than 0.05.

**Table 4.32**

*Awareness of Water Based adventure tourism activities by Gender of the Respondents*

<b>Independent Sample T-Test</b>					
<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Male	232	3.1188	0.48		
Female	171	3.1038	0.47	0.313	0.754

*Source -Primary Data*

This table shows the Awareness on Water Based Adventure Tourism activities based on Gender. It can be found that there is no significant difference in the Awareness level of Adventure Tourists on Water Based Adventure Tourism activities based on the Gender of the tourists, since the p value is greater than 0.05.

**Table 4.33**

*Awareness of Water Based adventure tourism activities by Nationality of the Respondents*

<b>Independent Sample T-Test</b>					
<b>Nationality</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
India	346	3.1258	0.47	1.397	0.163
Foreigner	57	3.0312	0.50		

*Source -Primary Data*

This table describes the Awareness on Water Based Adventure Tourism activities based on Nationality. It can be understood that there is no significant difference in the Awareness level of Adventure Tourists on Water Based Adventure Tourism activities based on Nationality since the p value is greater than 0.05.

**Table 4.34**

*Awareness of Water Based Adventure tourism activities by Education of Respondents*

<b>One-Way ANOVA</b>					
<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Plus Two	63	3.0633	0.51	1.625	0.183
Degree	209	3.1174	0.48		
PG	115	3.1590	0.42		
Above PG	16	2.9056	0.61		
Total	403	3.1124	0.47		

*Source -Primary Data*

This table displays the Awareness of Adventure Tourists on Water Based Adventure Tourism activities based on Education. It Can say that There is no Significant

difference in the Awareness level of Adventure Tourists on Water Based Adventure Tourism Activities based on Education, since the p value is greater than 0.05.

**Table 4.35**

*Awareness of Water based adventure tourism activities by Occupation of the Respondents*

One-Way ANOVA					
Occupation	N	Mean	SD	F-value	p-value
Private/ Skilled worker	47	3.02	0.54		
Business/ Industrialist	111	3.11	0.48		
Self Employed Professional	104	3.14	0.46	0.662	0.619
Government Employee	63	3.15	0.48		
Student	78	3.10	0.43		
Total	403	3.11	0.47		

*Source -Primary Data*

This Table portrays the Awareness on Water based Adventure Tourism Activities based on Occupation. It can be found that there is no significant difference in the Awareness Level of Adventure Tourists on Water Based Adventure Tourism activities based on their Occupation, since the p value is greater than 0.05.

**Table 4.36**

*Awareness of Water based adventure tourism activities by Number of Travels undertaken for Tourism Purposes last year.*

One-Way ANOVA					
Frequency	N	Mean	SD	F-value	p-value
Nil	32	3.15	0.42		
1	109	3.12	0.46		
2	101	3.14	0.48	0.240	0.916
3	73	3.09	0.55		
More than three	88	3.08	0.45		
Total	403	3.11	0.47		

*Source -Primary Data*

This table shows the Awareness on Water Based Adventure Tourism activities based on the Number of Travels undertaken in the last year. It can be said that there is no significant difference in the Awareness level of Tourists on the basis of their Number of Travels done for tourism Purposes in the last year, since the p value is greater than 0.05.

**Table 4.37**

*Awareness of Water Based adventure tourism activities by Duration of the visit*

One-Way ANOVA					
Duration	N	Mean	SD	F-value	p-value
One Week	107	3.16	0.38		
2 Week	72	3.07	0.53		
More than 2 Week	78	3.09	0.54	0.485	0.747
One month	53	3.09	0.50		
More than 1 Month	93	3.12	0.46		
Total	403	3.11	0.47		

Source -Primary Data

This table shows the Awareness level on Water Based Adventure Tourism Activities based on duration. It can be found that there is no significant difference between the Awareness Level of Adventure Tourists based on the Duration of days for tourism, since the p value is greater than 0.05.

**Awareness of Aerial based adventure tourism activities based on Age, Gender, Nationality, Education, Occupation, Frequency, Duration**

**Table 4.38**

*Awareness of Aerial based adventure tourism activities by age of the respondents*

One-Way ANOVA					
Age	N	Mean	SD	F-value	p-value
Up to 20	27	2.96	0.89		
21-30	177	3.27	0.78		
31-40	120	3.03	0.95	1.890	0.111
41-50	45	3.15	0.85		
Above 50	34	3.26	0.72		
Total	403	3.17	0.85		

Source -Primary Data

This table shows the Awareness on Aerial based Adventure Tourism Activities based on age. It can be understood that there is no significant difference in the level of Awareness on Aerial Based Adventure Tourism activities based on the age of the respondents, since the p value is greater than 0.05.

**Table 4.39**

*Awareness of Aerial based adventure tourism activities by Gender of the respondents.*

<b>Independent Sample T-Test</b>					
<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Male	232	3.21	0.84	1.321	0.187
Female	171	3.10	0.86		

*Source -Primary Data*

This table portrays the Awareness on Aerial Based Adventure Tourism activities, It can be found that there is no significant Difference in Awareness level of Aerial Based Adventure Tourism activities based on the Gender of the respondents, since the p value is greater than 0.05.

**Table 4.40**

*Awareness of Aerial based adventure tourism activities by Nationality of respondents.*

<b>Independent Sample T-Test</b>					
<b>Nationality</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
India	346	3.14	0.85	1.261	0.208
Foreigner	57	3.30	0.87		

*Source -Primary Data*

This table gives the Awareness level of Tourists on Water based Adventure Tourism activities based on the Nationality of the respondents, it can be understood that there is no significant difference in the Awareness level on Aerial Based Adventure Tourism activities based on the Nationality of the respondents, since the p value is greater than 0.05.

**Table 4.41**

*Awareness of Aerial based adventure tourism activities by Education of the Respondents*

<b>One-Way ANOVA</b>					
<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Plus Two	63	3.07	0.87	0.817	0.485
Degree	209	3.19	0.84		
PG	115	3.21	0.83		
Above PG	16	2.93	1.02		
Total	403	3.16	0.85		

*Source -Primary Data*

The table shows the Awareness on Adventure Tourism Activities based on Education. It can be found that those with Degree and PG qualifications are slightly more aware about those who have Plus Two and above PG qualifications. However, no strong impact has been found ( $p > 0.05$ ) which means the educational qualifications of the respondents doesn't strongly impact the awareness level of Aerial based Adventure Tourism activities, since the p value is greater than 0.05.

**Table 4.42**

*Awareness of Aerial based adventure tourism activities by Occupation of the respondents*

<b>One-Way ANOVA</b>						
<b>Occupation</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>	
Private/ Skilled worker	47	3.26	1.02	0.365	0.833	
Business/ Industrialist	111	3.12	0.87			
Self Employed Professional	104	3.16	0.83			
Government Employee	63	3.23	0.87			
Student	78	3.12	0.74			
Total	403	3.16	0.85			

*Source -Primary Data*

This Table shows the Awareness level of Adventure tourists on aerial based adventure Tourism activities based on Occupation. It can be found that the it is understood that there is no Significant Difference on the Awareness level on aerial based adventure Tourism activities on the basis of occupation of the respondents, since the p value is greater than 0.05.

**Table 4.43**

*Awareness of Aerial based adventure tourism activities by Number of Travels undertaken for Tourism Purposes last year.*

One-Way ANOVA					
Frequency	N	Mean	SD	F-value	p-value
Nil	32	3.08	0.74		
1	109	3.19	0.82		
2	101	3.13	0.90	0.179	0.949
3	73	3.20	0.92		
More than 3	88	3.18	0.81		
Total	403	3.16	0.85		

*Source -Primary Data*

This Table depicts the Awareness level of Adventure Tourists on aerial based adventure Tourism activities. It can be understood that there is no Significant Difference on the Awareness level on aerial based adventure Tourism activities by Number of travels undertaken for tourism purposes last year.

**Table 4.44**

*Awareness of Aerial based adventure tourism activities by Duration of the visit.*

One-Way ANOVA					
Duration	N	Mean	SD	F-value	p-value
One Week	107	3.00	0.67		
2 Week	72	3.10	0.88		
More than 2 Week	78	3.15	0.94	2.226	0.066
One month	53	3.33	0.89		
More than 1 Month	93	3.30	0.90		
Total	403	3.16	0.85		

*Source -Primary Data*

This table depicts the Awareness of Adventure tourism activities based on Duration. The Tourists who stayed more than one month have higher awareness level when compared to shorter durations, However, the P value indicates marginal significance.

**Awareness of Soft adventure tourism activities based on Age, Gender, Nationality, Education, Occupation, Frequency, Duration**

**Table 4.45**

*Awareness of Soft adventure tourism activities based on age of the respondents*

One-Way ANOVA					
Age	N	Mean	SD	F-value	p-value
Up to 20	27	3.32	0.37		
20-30	177	3.32	0.35		
30-40	120	3.26	0.33	0.789	0.533
40-50	45	3.30	0.34		
Above 50	34	3.25	0.33		
Total	403	3.30	0.34		

Source -Primary Data

This table portrays the Awareness level of Adventure Tourism activities based on age; it can be interpreted that there is no significant difference in the Awareness on soft adventure tourism activities based on the age of the respondents, since the p value (0.533) is greater than 0.05

**Table 4.46**

*Awareness of Soft adventure tourism activities based on Gender of the respondents*

Independent Sample T-Test					
Gender	N	Mean	SD	t-value	p-value
Male	232	3.32	0.35	1.643	0.101
Female	171	3.26	0.33		

Source -Primary Data

This table shows the Awareness level of Tourists on Soft Adventure Tourism activities based on Gender it can found that the mean average of male is slightly higher than

Female. However, the difference between these groups is not statistically significant. Since the p value (0.101) is greater than 0.05.

**Table 4.47**

*Awareness of Soft adventure tourism activities based on Nationality*

<b>Independent Sample T-Test</b>					
<b>Nationality</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
India	346	3.31	0.33	2.361	0.019
Foreigner	57	3.20	0.36		

*Source -Primary Data*

Independent t-test shows statistically significant difference in response of foreign and Indian respondents for the measured variable ( $p = 0.019 < 0.05$ ).

Indian respondents' greater mean score (3.31) than respondents in other places (3.20) shows that Indian respondents rated the variable higher. The finding is statistically significant, which implies that nationality is affecting perception or behaviour in this situation.

**Table 4.48**

*Awareness of Soft adventure tourism activities based on Education*

<b>One-Way ANOVA</b>					
<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Plus Two	63	3.32	0.36	0.834	0.476
Degree	209	3.30	0.34		
PG	115	3.31	0.33		
Above PG	16	3.18	0.35		
Total	403	3.30	0.34		

*Source -Primary Data*

This table shows the awareness level of Adventure tourists on soft adventure Tourism activities based on education; it can be found that the awareness level of tourists is consistent along all age groups and the awareness of soft adventure tourism activities is not affected by the age of the respondents

**Table 4.49**

*Awareness of Soft adventure tourism activities based on Occupation*

One-Way ANOVA					
Occupation	N	Mean	SD	F-value	p-value
Private/ Skilled worker	47	3.28	0.37		
Business/ Industrialist	111	3.27	0.35		
Self Employed Professional	104	3.30	0.35	0.275	0.894
Government Employee	63	3.31	0.34		
Student	78	3.32	0.31		
Total	403	3.30	0.34		

Source -Primary Data

This table portrays the Awareness level on Soft Adventure tourism activities based on Occupation; it can be interpreted that the occupation of tourists doesn't affect the Awareness level of tourists.

**Table 4.50**

*Awareness of Soft adventure tourism activities based on Number of Travels undertaken for Tourism Purposes last year.*

One-Way ANOVA					
Frequency	N	Mean	SD	F-value	p-value
Nil	32	3.41	0.25		
1	109	3.32	0.33		
2	101	3.27	0.35	1.513	0.198
3	73	3.29	0.35		
More than 3	88	3.27	0.36		
Total	403	3.30	0.34		

Source -Primary Data

This table shows the Awareness Level of Tourists on Soft Adventure Tourism activities based on the Number of times they travelled in the last year for tourism purposes; it can be found that the number of times travelled for tourism activities doesn't impact the Awareness level of tourists on soft adventure tourism activities.

**Table 4.51***Awareness of Soft adventure tourism activities based on Duration*

Duration	One-Way ANOVA				
	N	Mean	SD	F-value	p-value
One Week	107	3.36	0.32		
2 Week	72	3.25	0.37		
More than 2 Week	78	3.25	0.32	1.666	0.157
One month	53	3.28	0.34		
More than 1 Month	93	3.31	0.34		
Total	403	3.30	0.34		

*Source -Primary Data*

This table gives the Awareness level on Soft Adventure Tourism activities based on the Duration of their travel for tourism purposes; it can say that the Duration of travel that the tourists undertaken doesn't impact on the awareness level of tourists.

#### **Awareness of adventure tourism activities based on Age, Gender, Nationality, Education, Occupation, Frequency, Duration**

**Table 4.52***Awareness of Hard adventure tourism activities based on Age of the respondents*

Age	One-Way ANOVA				
	N	Mean	SD	F-value	p-value
Up to 20	27	3.08	0.34		
21-30	177	3.22	0.32		
31-40	120	3.08	0.41	2.912	0.021
41-50	45	3.14	0.43		
Above 50	34	3.18	0.34		
Total	403	3.15	0.37		

*Source -Primary Data*

*H<sub>0</sub>: There is no significant difference in the awareness of tourists regarding various Hard adventure tourism activities based on the Duration of stay of the respondents.*

The ANOVA test indicates that there is a significant difference in responses between different age groups ( $p = 0.021 < 0.05$ ), implying that age, statistically and significantly influences the variable in question.

The 21–30 age group had the highest mean score (3.22) and were most likely to report more agreement or preference than any other age group. The under-20s and 31–40s reported lower mean scores (3.08), reflecting fewer positive responses.

Cumulatively, findings indicate that age is affecting perceptions or behaviour in ways that make young adults (21–30) more positive or engaged than others.

There is a statistically significant difference in the awareness of adventure tourism activities among different age groups. This indicates that age has a meaningful influence on tourists’ awareness levels. Although the mean awareness scores are relatively close across age groups, the variation is sufficient to be considered statistically significant.

**Table 4.53**

*Awareness on Hard Adventure Tourism Activities Across Age Groups*

<b>Age Category</b>	<b>Age Category</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>
<b>Up to 20</b>	20-30	-0.14	0.076	0.529
	30-40	0.00	0.078	1.000
	40-50	-0.06	0.089	0.975
	Above 50	-0.10	0.095	0.896
<b>21-30</b>	30-40	0.14	0.043	0.037
	40-50	0.07	0.061	0.840
	Above 50	0.04	0.069	0.991
<b>31-40</b>	40-50	-0.07	0.064	0.900
	Above 50	-0.10	0.071	0.721
<b>41-50</b>	Above 50	-0.00	0.083	0.996

*Source -Primary Data*

### Post-Hoc Test Results: Scheffé test

From the post-hoc pairwise comparisons, only the difference between the 21–30 and 31–40 age groups is statistically significant, with a mean difference of 0.13934 and a p-value of 0.037 (which is  $< 0.05$ ). All other comparisons show p-values much greater than 0.05, indicating no significant difference between those pairs. Post-Hoc Result can be interpreted as the significant difference in awareness specifically between the 21–30 and 31–40 age groups. Tourists in the 21–30 age range tend to have higher awareness of adventure tourism activities compared to those in the 31–40 range

The null hypothesis is rejected as the p-value (0.021) is less than 0.05, indicating a significant difference in awareness of adventure tourism activities based on age. Post-hoc analysis shows that this difference is specifically between the 21–30 and 31–40 age groups, with the 21–30 group having higher awareness. This highlights the need for age-specific awareness strategies, especially targeting the 31–40 age group to improve their familiarity with adventure tourism options.

**Table 4.54**

*Awareness of Hard adventure tourism activities based on Gender of the Respondents*

Independent Sample T-Test					
Gender	N	Mean	SD	t-value	p-value
Male	232	3.17	0.37	0.859	0.391
Female	171	3.14	0.37		

*Source -Primary Data*

This table shows the awareness level on Hard Adventure Tourism activities based on Gender of the respondents; it can be found that the Gender of the respondents doesn't impact on the Awareness level of tourists.

**Table 4.55**

*Awareness of Hard adventure tourism activities based on Nationality of the respondents*

<b>Independent Sample T-Test</b>					
<b>Nationality</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
India	346	3.16	0.37	0.912	0.362
Outside India	57	3.11	0.40		

*Source -Primary Data*

This table gives the Awareness on Hard Adventure Tourism activities based on Nationality; it can be interpreted that the Indian nationals have higher level of awareness when compared with the foreigners.

**Table 4.56**

*Awareness of Hard adventure tourism activities based on Education of the respondents*

<b>One-Way ANOVA</b>					
<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Plus Two	63	3.11	0.39	1.385	0.247
Degree	209	3.16	0.38		
PG	115	3.18	0.32		
Above PG	16	3.00	0.49		
Total	403	3.15	0.37		

*Source -Primary Data*

This table shows the awareness level of tourists on Hard Adventure Tourism activities based on Education of the respondents. It can be found that Education of the respondents doesn't affect the awareness level of the Tourists.

**Table 4.57**

*Awareness of Hard adventure tourism activities based on Occupation of the respondents*

<b>One-Way ANOVA</b>					
<b>Occupation</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Private/ Skilled worker	47	3.14	0.449		
Business/ Industrialist	111	3.13	0.393		
Self Employed Professional	104	3.17	0.357	0.201	0.938
Government Employee	63	3.16	0.342		
Student	78	3.16	0.332		
Total	403	3.15	0.371		

*Source -Primary Data*

This Table shows the Awareness level of Tourists on the basis of occupation. It can be Interpreted that the occupation of the respondents has no significant impact on the awareness of tourists.

**Table 4.58**

*Awareness of Hard adventure tourism activities based on Number of Travels undertaken for Tourism Purposes last year.*

<b>One-Way ANOVA</b>					
<b>Frequency</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Nil	32	3.16	0.330		
1	109	3.15	0.356		
2	101	3.17	0.359	0.053	0.995
3	73	3.15	0.435		
More than 3	88	3.14	0.366		
Total	403	3.15	0.370		

*Source -Primary Data*

This Table shows the Awareness of Tourists on Hard Adventure Tourism activities is based on the number of times travelled for tourism activities. It can be interpreted that

the number of travels done for tourism activities doesn't impact on the Awareness level of the tourists.

**Table 4.59**

*Awareness of Hard adventure tourism activities based on Duration of the visit*

One-Way ANOVA					
Duration	N	Mean	SD	F-value	p-value
One Week	107	3.16	0.313		
2 Week	72	3.11	0.385		
More than 2 Week	78	3.15	0.387	0.260	0.904
One month	53	3.17	0.404		
More than 1 Month	93	3.17	0.392		
Total	403	3.15	0.371		

Source -Primary Data

This Table shows the Awareness level of tourists on Hard Adventure Tourism activities. It can be understood that the Duration of the Travel has no impact on the Awareness of Tourists on Hard Adventure Tourism activities.

**Comparison of Awareness of adventure tourism activities based on surface**

Comparison of Awareness of various adventure tourism activities of tourists based on surface is given in Table 4.60

**Table 4.60**

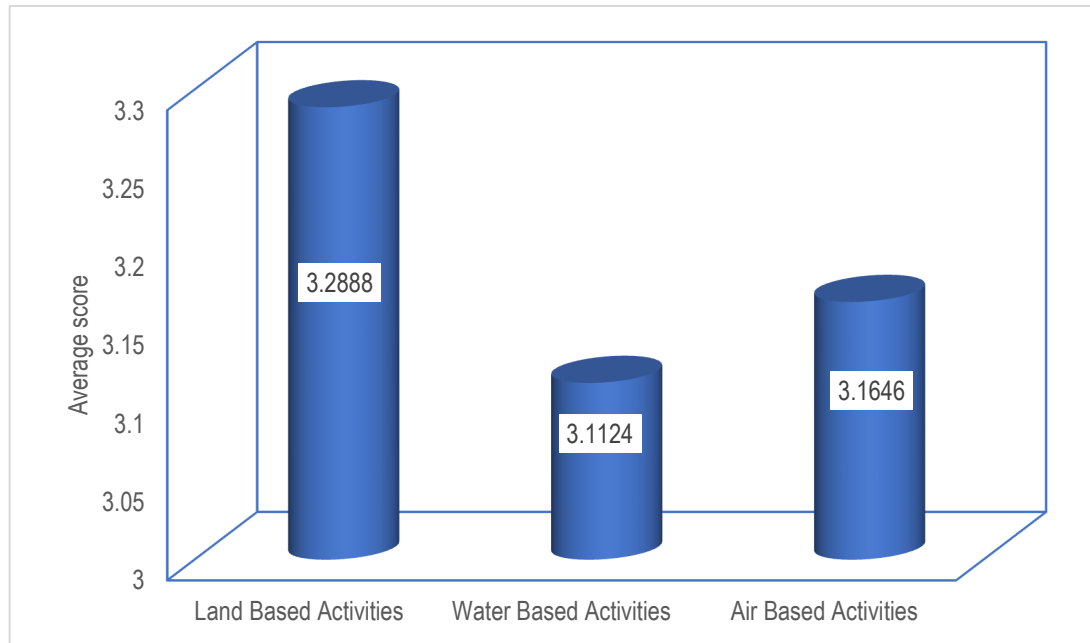
*Comparison of Awareness of adventure tourism activities based on surface*

Paired Sample T-Test						
Pair	Surface	N	Mean	Std. Deviation	t-value	p-value
<b>Pair 1</b>	Land Based Activities	403	3.29	0.32	6.484	0.000
	Water Based Activities	403	3.11	0.47		
<b>Pair 2</b>	Land Based Activities	403	3.29	0.32	2.679	0.008
	Aerial Based Activities	403	3.16	0.85		
<b>Pair 3</b>	Water Based Activities	403	3.11	0.47	1.459	0.145
	Aerial Based Activities	403	3.16	0.85		

Source -Primary Data

**Figure 4.7**

*Comparison of Awareness of adventure tourism activities based on surface*



*Source- Primary Data*

Tourists are significantly more aware of land-based adventure tourism activities compared to water-based and air-based activities. This suggests that land-based options like trekking or mountain biking are more familiar, accessible, or better promoted. On the other hand, there is no significant difference in awareness between water-based and air-based activities, indicating a similar, but lower, level of familiarity. This highlights the need for stronger promotion and visibility of water and air adventure experiences to create a more balanced and diverse adventure tourism offering.

#### **Pair 1: Land-Based vs. Water-Based Activities**

$H_0$ : There is no significant difference in mean preference between land-based and water-based activities.

Since the p-value is less than 0.05, reject the null hypothesis. This means there is a statistically significant difference between land-based and water-based preference. That is, the respondents prefer land-based to water-based.

**Pair 2: Land-Based vs. Aerial Based Activities**

$H_0$ : There is no significant difference in mean preference between land-based and aerial -based activities.

Since the p-value is less than 0.05, reject the null hypothesis. This suggests a significant difference in preferences, with a higher preference for land-based over air-based activities.

**Pair 3: Water-Based vs. Aerial Based Activities**

$H_0$ : There is no significant difference in mean preference between water-based and aerial -based activities

Since the p-value is greater than 0.05, Accept null hypothesis. There is no significant difference in the preferences between water-based and air-based activities.

**Comparison of Awareness of adventure tourism activities based on difficulty**

Comparison of Awareness of various adventure tourism activities of tourists based on difficulty is given in Table 4.61

**Table 4.61**

*Comparison of Awareness of adventure tourism activities based on difficulty*

<b>Paired Sample T-Test</b>					
<b>Difficulty of the activity</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t-value</b>	<b>p-value</b>
Soft Adventure Tourism Activities	403	3.23	0.339	7.154	0.000
Hard Adventure Tourism Activities	403	3.15	0.370		

*Source -Primary Data*

$H_0$ : *There is no significant difference in the perceived difficulty of the respondents between soft and hard adventure tourism activities.*

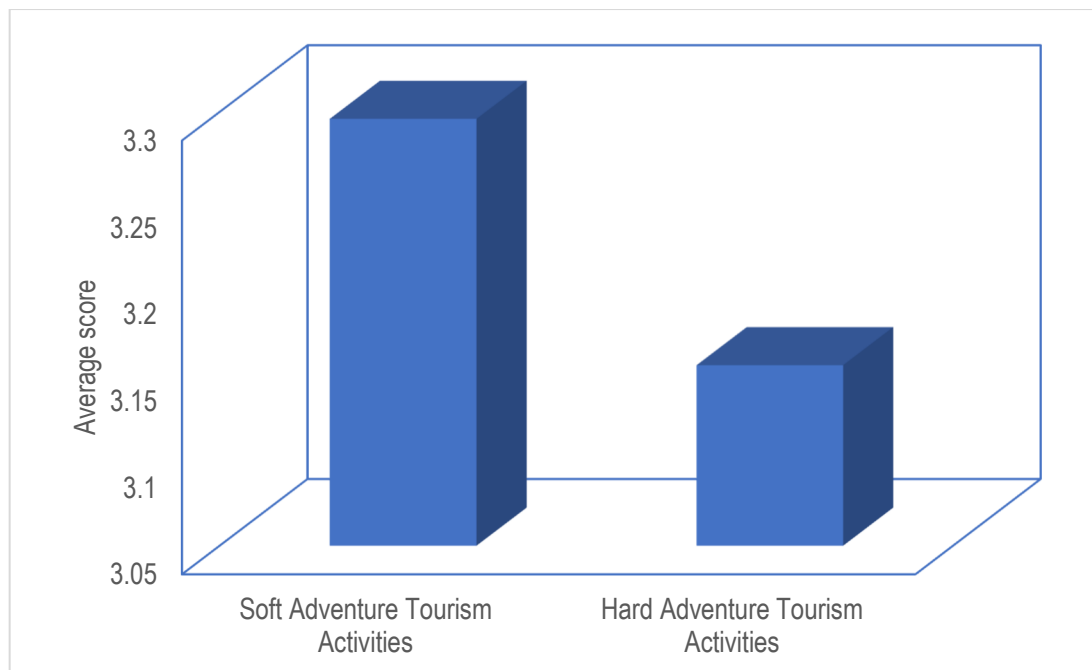
Since p-value (0.000) < 0.05, we reject the null hypothesis.

There is a significant difference in the perceived difficulty between soft and hard adventure tourism activities. Specifically, soft adventure activities (Mean = 3.2960) are perceived as less difficult compared to hard adventure activities (Mean = 3.1538).

This Table shows that the average score obtained for the Soft Adventure Tourism Activities is 3.29 with a standard deviation of 0.33 and the average score of Hard Adventure Tourism Activities is 3.15 with a standard deviation of 0.37. Paired sample t-test discloses that the calculated t-value is 7.154 and the p-value is 0.000 which is less than 0.05. Hence it can be concluded that there exists a significant difference in the awareness of tourists regarding various tourism activities based on the difficulty of the activity. Awareness of Soft Adventure Tourism Activities (3.29) is significantly higher than awareness Hard Adventure Tourism Activities (3.15) and the difference is statistically significant. Graphical representation of the comparison of Awareness of adventure tourism activities based on difficulty is presented in Figure 4.3.

**Figure 4.8**

*Comparison of Awareness of Adventure tourism activities based on difficulty*



Source- Primary Data.

This table and figure depict that the adventure tourists are aware about the Adventure tourism activities in total. If we observe the classification on the basis of surface, then the adventure tourists are well aware of Land Based Adventure Tourism activities and then Aerial and Water based adventure Tourism activities. The Adventure tourists are well aware of Soft Adventure Tourism activities and then Hard Adventure Tourism Activities.

#### **4.5 Conclusion**

This chapter explores key determinants of adventure tourism, focusing on tourists' demographic characteristics, travel behaviour, activity interest, and awareness levels. It examines age, gender, education, and travel pattern variables to identify target market segments. Tourists' involvement in various adventure activities—land, air, soft, and hard—is examined to identify interests and trends. Awareness levels of such activities are also examined, with statistical tests used to determine differences in demographic and behavioural terms. The results obtained enable strategic planning and marketing in the adventure tourism industry.

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## Chapter 5

# **ADVENTURE TOURISM: TRENDS IN PARTICIPATION AND TOURIST SATISFACTION**

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## **5.1 Introduction**

This chapter seeks to investigate important features of adventure tourism, concentrating on four key areas: participation in adventure tourism activity, level of satisfaction of adventure tourists, comparative evaluation of satisfaction in various activities, and accessibility and facilities provided by Adventure Tourism Providers (ATPs). Drawing from the analysis of these variables, the chapter presents an overall picture of how tourists interact with adventure tourism, their level of satisfaction regarding the activity, how various activities differ in terms of satisfaction, and the level to which service providers satisfy the needs of adventure enthusiasts.

1. Participation in Adventure Tourism activities
2. Satisfaction of Adventure Tourists
3. Comparison of Satisfaction in Adventure Tourism Activities
4. Access and Facilities of Adventure Tourism Providers (ATPs)

## **5.2 Participation of Adventure Tourism Activities**

The following table provides a detailed overview of participation in various adventure tourism activities. It is divided into four main sections to clearly represent tourists' awareness and involvement. First, it lists different adventure tourism activities such as trekking, rafting, and paragliding. The second section, "Participated," shows the number of tourists who have actually taken part in each activity. The third section, "Heard," includes tourists who have heard about the activity but have not participated in it, indicating general awareness. The final section, "Not Heard," represents tourists who have neither heard about the activity nor participated in it, reflecting a lack of awareness or exposure. Together, these categories help to understand both the

popularity and visibility of different adventure tourism activities. The section includes the following tables to illustrate these aspects clearly.

- Participation of Adventure tourists in Hard Adventure Tourism Activities outside Kerala.
- Participation of adventure tourists in Soft Adventure Tourism Activities outside the Kerala
- Participation of adventure tourists in Hard Adventure Tourism Activities inside Kerala
- Participation of adventure tourists in Soft Adventure Tourism Activities inside Kerala
- Participation of Adventure Tourists in Land Based Adventure Tourism Activities Outside Kerala.
- Participation of Adventure Tourists in Water Based Adventure Tourism Activities Outside Kerala.
- Participation of Adventure Tourists in Aerial Based Adventure Tourism Activities Outside Kerala.
- Participation of Adventure Tourists in Land Based Adventure Tourism Activities inside Kerala.
- Participation in Water Based Adventure Tourism Activities inside Kerala
- Participation in Aerial Based Adventure Tourism Activities inside Kerala

#### **Participation of Hard Adventure Tourism Activities outside Kerala**

The table presents data on tourists' engagement with 31 hard adventure tourism activities, categorized into three columns: Participated, Heard, and Not Heard. This classification helps assess both the awareness and involvement, of tourists in each activity. The "Participated" column indicates direct experience, highlighting popular

and accessible activities like bungee jumping or rafting. The "Heard" category reflects awareness without participation, suggesting potential interest that could be converted through better marketing or improved access. "Not Heard" points to unfamiliar activities, indicating opportunities for awareness-building and promotion. Overall, this data provides valuable insights for enhancing and diversifying adventure tourism offerings.

**Table 5.1**

*Participation of adventure tourists in Hard Adventure Tourism Activities outside Kerala*

Adventure Tourism Activity (Hard)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Mountaineering	197	48.88	206	51.12	0	0.00	403	100
Trekking	337	83.62	66	16.38	0	0.00	403	100
Rock-climbing	121	30.02	282	69.98	0	0.00	403	100
Mountain Biking	49	12.16	354	87.84	0	0.00	403	100
BPRT (Back Packing Through Rough Terrain)	58	14.39	340	84.37	5	1.24	403	100
Cave Exploring	46	11.41	356	88.34	1	0.25	403	100
Snow Skating	110	27.30	292	72.46	1	0.25	403	100
Scrambling	38	9.43	351	87.10	14	3.47	403	100
Wildness Exploration	40	9.93	361	89.58	2	0.50	403	100
Wildness Survival	37	9.18	364	90.32	2	0.50	403	100
ATV (All Terrain Vehicles)	112	27.79	289	71.71	2	0.50	403	100
White Water Rafting	119	29.53	284	70.47	0	0.00	403	100
White Water Kayaking	150	37.22	253	62.78	0	0.00	403	100
Canoeing	78	19.35	325	80.65	0	0.00	403	100
SUP (Stand-Up Paddleboarding)	44	10.92	356	88.34	3	0.74	403	100
Surfing	104	25.81	298	73.95	1	0.25	403	100
Wind Surfing	35	8.68	366	90.82	2	0.50	403	100
Kite Boarding	26	6.45	371	92.06	6	1.49	403	100
Jet Skiing	50	12.41	352	87.34	1	0.25	403	100
Wakeboarding	33	8.19	366	90.82	4	0.99	403	100
Canyoning	34	8.44	368	91.32	1	0.25	403	100
Scuba diving	168	41.69	235	58.31	0	0.00	403	100

Adventure Tourism Activity (Hard)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
OSB (Open Sea Boating)	91	22.58	308	76.43	4	0.99	403	100
Skydiving	72	17.87	330	81.89	1	0.25	403	100
Paragliding	117	29.03	286	70.97	0	0.00	403	100
Hang Gliding	26	6.45	375	93.05	2	0.50	403	100
Hot Air Ballon	75	18.61	328	81.39	0	0.00	403	100
Bungee Jumping	74	18.36	329	81.64	0	0.00	403	100
Zipline	269	66.75	134	33.25	0	0.00	403	100
BASE jumping	23	5.71	378	93.80	2	0.50	403	100
Wing Suiting	26	6.45	374	92.80	3	0.74	403	100

Source- Primary Data

This table shows the participation of Adventure Tourists in 31 Hard Adventure Tourism Activities outside Kerala. Hard Adventure Tourism activities can be termed as Adventure Tourism Activities which require Specialised skill or knowledge for performing it. Among the Hard Adventure Tourism Activities Trekking is the mostly participated activity with 83.62% (337) of tourists participated in trekking and the rest 13.38% (66) tourists are aware of trekking. The second most participated Adventure Tourism activity is Zipline and 66.75% (269) tourists participated in this adventure Tourism activity and the remaining 33.25% (125) tourists have heard about this Adventure Tourism Activity. The Third most participated Hard Adventure Tourism Activity is Scuba diving with 41.69% (168) Adventure Tourists participated in this Hard Adventure tourism activity and the rest 58.31% (235) tourists have Heard about Scuba diving. The least participated Hard Adventure tourism activities are BASE Jumping with 5.71% (23) participation but rest of the respondents have heard about BASE Jumping. Wing Suiting, Kite Boarding, Hang Gliding have 6.45% (26) participation. in these cases also the tourists have heard about this Adventure Tourism Activities.

### 5.1.2 Participation of Soft Adventure Tourism Activities outside Kerala

The table presents data on the participation of tourists in 20 soft adventure tourism activities outside Kerala, categorizing their responses into two groups: "Participated" and "Not Heard." This classification helps evaluate both the engagement levels and

the awareness of tourists regarding these relatively less intense, yet experiential adventure activities.

**Table 5.2**

*Participation of adventure tourists in Soft Adventure Tourism Activities outside Kerala*

Adventure Tourism Activity (Soft)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Artificial wall Climbing	212	52.61	187	46.40	4	0.99	403	100
Abseiling	69	17.12	317	78.66	17	4.22	403	100
Tent Camping	299	74.19	104	25.81	0	0.00	403	100
Hiking	81	20.10	320	79.40	2	0.50	403	100
Bicycle Touring	104	25.81	298	73.95	1	0.25	403	100
Horse Riding	101	25.06	302	74.94	0	0.00	403	100
Cycling	209	51.86	194	48.14	0	0.00	403	100
Glass Bridge	292	72.46	111	27.54	0	0.00	403	100
Jeep Safari	281	69.73	122	30.27	0	0.00	403	100
Camel Riding	128	31.76	275	68.24	0	0.00	403	100
Flat Water Kayaking	308	76.43	90	22.33	5	1.24	403	100
HRC (High Rope Course)	110	27.30	289	71.71	4	0.99	403	100
Nature Walks	133	33.00	269	66.75	1	0.25	403	100
Bird Watching	57	14.14	345	85.61	1	0.25	403	100
BWSR (Bush Walking Scenic Rim)	19	4.71	379	94.04	5	1.24	403	100
Bamboo Rafting	33	8.19	367	91.07	3	0.74	403	100
Dinghy Sailing	66	16.38	327	81.14	10	2.48	403	100
PBFR (Powered Boating Fishing Recreation)	18	4.47	380	94.29	5	1.24	403	100
Snorkelling	134	33.25	269	66.75	0	0.00	403	100
Floating Bridge	298	73.95	105	26.05	0	0.00	403	100

*Source- Primary Data*

This table depicts the participation of tourists in 22 soft Adventure Tourism activities outside Kerala. White water Kayaking is the Soft Adventure Tourism activity which

has the highest level of participation 76.43% (308) tourists participated in this activity 22.33% (90) tourists have Heard about the activity and only 1.24% (5) have not even heard about the activity. Floating Bridge has the second most Participation rate of 73.95% (298) and 26.05% (105) have heard about Floating Bridge, followed by Glass Bridge 72.46% (292) participation, Jeep Safari 69.73% (281) participation rate. The least participated Soft Adventure Tourism activity is PBFR with only 4.47% (18) Participation rate, whereas 94.29% (380) tourists have Heard about this adventure tourism activity. The second least participated activity is BWSR 4.71% (19) tourists have participated in this activity at the same time 94.04% (379) tourists have heard about the activity followed by Bamboo Rafting and Wildness Survival with 8.19% (33) and 9.18% (37) respectively on the participation rate.

### Participation of Hard Adventure Tourism Activities inside Kerala

This table shows participation of Adventure tourists in 31 Hard Adventure tourism activities inside Kerala. This table also shows whether the tourists have heard about the activity or not heard about the activity. Some Activities such as Snow skating, Sky diving, hang gliding, BASE jumping and Hang Gliding have “0” since none of the Adventure Tourism providers in Kerala have these activities.

**Table 5.3**

*Participation of adventure tourists in Hard Adventure Tourism Activities inside Kerala*

Adventure Tourism Activity (Hard)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Mountaineering	10	2.48	393	97.52	0	0.00	403	100
Trekking	304	75.43	99	24.57	0	0.00	403	100
Rock-climbing	3	0.74	400	99.26	0	0.00	403	100
Mountain Biking	7	1.74	396	98.26	0	0.00	403	100
BPRT (Back Packing Through Rough Terrain)	7	1.74	392	97.27	4	0.99	403	100
Cave Exploring	8	1.99	393	97.52	2	0.50	403	100

Adventure Tourism Activity (Hard)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Snow Skating	0	0.00	396	98.26	7	1.73	403	100
Scrambling	3	0.74	386	95.78	14	3.47	403	100
Wildness Exploration	2	0.50	399	99.01	2	0.50	403	100
Wildness Survival	1	0.25	400	99.26	2	0.50	403	100
ATV (All Terrain Vehicles)	57	14.14	345	85.61	1	0.25	403	100
White Water Rafting	73	18.11	330	81.89	0	0.00	403	100
White Water Kayaking	101	25.06	301	74.69	1	0.25	403	100
Canoeing	45	11.17	358	88.83	0	0.00	403	100
SUP (Stand-Up Paddleboarding)	9	2.23	391	97.02	3	0.74	403	100
Surfing	56	13.90	346	85.86	1	0.25	403	100
Wind Surfing	6	1.49	395	98.01	2	0.50	403	100
Kite Boarding	6	1.49	391	97.02	6	1.49	403	100
Jet Skiing	19	4.71	382	94.79	2	0.50	403	100
Wakeboarding	3	0.74	396	98.26	4	0.99	403	100
Canyoning	5	1.24	397	98.51	1	0.25	403	100
Scuba diving	94	23.33	309	76.67	0	0.00	403	100
OSB (Open Sea Boating)	34	8.44	365	90.57	4	0.99	403	100
Skydiving	0	0.00	399	99.01	4	0.99	403	100
Paragliding	61	15.14	342	84.86	0	0.00	403	100
Hang Gliding	0	0.00	398	98.76	5	1.24	403	100
Hot Air Ballon	3	0.74	400	99.26	0	0.00	403	100
Zipline	280	69.48	123	30.52	0	0.00	403	100
BASE jumping	0	0.00	373	92.56	30	5.96	403	100
Bungee Jumping	9	2.23	394	97.77	0	0.00	403	100
Wing Suiting	0	0.00	397	98.51	6	0.74	403	100

*Source- Primary Data*

This table shows the participation in Hard Adventure Tourism Activities inside Kerala. Trekking has the highest participation rate, 75.43% (304) of the respondents have participated in trekking .and 24.97% (99) have heard about Trekking. Kayaking and Scuba Diving have 25.06% (101) and 23.33% (94) of Participation. No one Participated in the following activities namely Hang gliding, Base Jumping,

Skydiving and Wing Suiting whereas more than 90% of the respondents have heard about these activities.

### Participation of Soft Adventure Tourism Activities inside Kerala

The following table shows the participation of tourists in 20 Soft Adventure tourism activities inside Kerala. There are certain activities which do not have any participant namely, BWSR (Bush Walking Scenic Rim) and PBFR (Powered Boating and Fishing Recreation), since any of the Adventure Tourism providers, in Kerala offers these activities.

**Table 5.4**

*Participation of adventure tourists in Soft Adventure Tourism Activities inside Kerala*

Adventure Tourism Activity (Soft)	Participated		Heard		Not heard		Total	
	Num ber	Perc ent	Num ber	Perc ent	Num ber	Perc ent	Num ber	Perc ent
Artificial wall Climbing	143	35.48	256	63.52	4	0.99	403	100
Abseiling	7	1.74	379	94.04	17	4.22	403	100
Tent Camping	267	66.25	136	33.75	0	0.00	403	100
Hiking	12	2.98	390	96.77	1	0.25	403	100
BT (Bicycle Touring)	28	6.95	374	92.80	1	0.25	403	100
Horse Riding	15	3.72	388	96.28	0	0.00	403	100
Cycling	164	40.69	239	59.31	0	0.00	403	100
Glass Bridge	252	62.53	151	37.47	0	0.00	403	100
Jeep Safari	270	67.00	133	33.00	0	0.00	403	100
Camel Riding	4	0.99	399	99.01	0	0.00	403	100
Flat Water Kayaking	347	86.10	56	13.90	0	0.00	403	100
HRC (High Rope Courses)	80	19.85	316	78.41	7	1.74	403	100
Nature Walks	119	29.53	283	70.22	1	0.25	403	100
Bird Watching	13	3.23	389	96.53	1	0.25	403	100
BWSR (Bush Walking and Scenic Rim)	0	0.00	397	98.51	6	1.49	403	100
Bamboo Rafting	5	1.24	395	98.01	3	0.74	403	100
Dinghy Sailing	51	12.66	341	84.62	11	2.73	403	100

Adventure Tourism Activity (Soft)	Participated		Heard		Not heard		Total	
	Num ber	Perc ent	Num ber	Perc ent	Num ber	Perc ent	Num ber	Perc ent
PBFR (Powered Boating and Fishing Recreation)	0	0.00	396	98.26	7	1.73	403	100
Snorkelling	66	16.38	337	83.62	0	0.00	403	100
Floating Bridge	352	87.34	48	11.91	3	0.74	403	100

*Source- Primary Data*

This table depicts participation of tourists in Various Soft Adventure Tourism Activities within Kerala. Floating Bridge is the highest participated activity with 87.34% (352) participation rate and 11.91% (48) tourists who have heard about the activity and only 0.74% (3) have not heard about the activity. 86.10% of the tourists have participated in Flat Water Kayaking and the remaining 13.90% (56) tourists have heard about the Activity. Thereafter on the basis of participation it is been followed by Jeep Safari, Tent Camping and Glass Bridge with 67%, 66.25% and 62.53 % respectively. No one participated in activities like PBFR and BWSR but more than 98% of the tourists have heard about this activity.

### **Participation in Land Based Adventure Tourism Activities Outside Kerala**

The following table shows participation in Land Based Adventure Tourism Activities outside Kerala. It shows the list of 26 land-based Adventure Tourism activities and whether the Adventure tourists participated, heard or not heard about the activity.

**Table 5.5**

*Participation of Adventure Tourists in Land Based Adventure Tourism Activities Outside Kerala.*

Adventure Tourism Activity (Land Based)	Participated		Heard		Not heard		Total	
	Num ber	Perc ent	Num ber	Perc ent	Num ber	Perc ent	Num ber	Perc ent
Mountaineering	197	48.88	206	51.12	0	0.00	403	100
Trekking	337	83.62	66	16.38	0	0.00	403	100
Rock-climbing	121	30.02	282	69.98	0	0.00	403	100

Adventure Tourism Activity (Land Based)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Mountain Biking	49	12.16	354	87.84	0	0.00	403	100
BPRT (Back Packing Through Rough Terrain)	58	14.39	340	84.37	5	1.24	403	100
Cave Exploring	46	11.41	356	88.34	1	0.25	403	100
Snow Skating	110	27.30	292	72.46	1	0.25	403	100
Scrambling	38	9.43	351	87.10	14	3.47	403	100
HRC (High Rope Course)	110	27.30	289	71.71	4	0.99	403	100
Wildness Exploration	40	9.93	361	89.58	2	0.50	403	100
Wildness Survival	37	9.18	364	90.32	2	0.50	403	100
ATV (All-Terrain Vehicle)	112	27.79	289	71.71	2	0.50	403	100
Artificial Wall Climbing	212	52.61	187	46.40	4	0.99	403	100
Abseiling	69	17.12	317	78.66	17	4.22	403	100
Tent Camping	299	74.19	104	25.81	0	0.00	403	100
Hiking	81	20.10	320	79.40	2	0.50	403	100
BT (Bicycle Touring)	104	25.81	298	73.95	1	0.25	403	100
Horse Riding	101	25.06	302	74.94	0	0.00	403	100
Cycling	209	51.86	194	48.14	0	0.00	403	100
Glass Bridge	292	72.46	111	27.54	0	0.00	403	100
Jeep Safari	281	69.73	122	30.27	0	0.00	403	100
Camel	128	31.76	275	68.24	0	0.00	403	100
Nature Walks	133	33.00	269	66.75	1	0.25	403	100
Bird Watching	57	14.14	345	85.61	1	0.25	403	100
Canyoning	5	1.24	397	98.51	1	0.25	403	100
BWSR (Bush Walking Scenic Rim)	19	4.71	379	94.04	5	1.24	403	100

Source- Primary Data

This table shows participation of Adventure Tourists on Land Based Adventure Tourism activities outside Kerala. It can be found that Trekking has the highest level of participation in Land Based Adventure Tourism Activities with 83.62% (337) have participated in this Activity and the remaining 16.38% (66) Tourists are aware of the activity. Tent Camping has the second highest level of Participation of 74.19% (299) and 25.81% (104) have heard about the activity, followed by Glass Bridge 72.46%

(292), 52.61% (212) Artificial Wall Climbing and 51.86% (209) for Cycling. Canyoning has the least participation rate of 1.24% (5), followed by 4.71% (19) for BWSR (Bush Walking Scenic Rim).

### **Participation in Water Based Adventure Tourism Activities Outside Kerala**

The following table shows participation of tourists in 17 Water based Adventure tourism activity and whether tourists have participated in this activity or not.

**Table 5.6**

*Participation of Adventure Tourists in Water Based Adventure Tourism Activities Outside Kerala.*

Adventure Tourism Activity (Water Based)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
White Water Kayaking	119	29.53	284	70.47	0	0.00	403	100
White Water Rafting	150	37.22	253	62.78	0	0.00	403	100
Flat Water Kayaking	308	76.43	90	22.33	5	1.24	403	100
Canoeing	78	19.35	325	80.65	0	0.00	403	100
SUP (Stand-Up Paddleboarding)	44	10.92	356	88.34	3	0.74	403	100
Surfing	104	25.81	298	73.95	1	0.25	403	100
Wind Surfing	35	8.68	366	90.82	2	0.50	403	100
Kite Boarding	26	6.45	371	92.06	6	1.49	403	100
Jet Skiing	50	12.41	352	87.34	1	0.25	403	100
Scuba diving	168	41.69	235	58.31	0	0.00	403	100
OSB (Open Sea Boating)	91	22.58	308	76.43	4	0.99	403	100
Wakeboarding	33	8.19	366	90.82	4	0.99	403	100
Bamboo Rafting	33	8.19	367	91.07	3	0.74	403	100
Dinghy Sailing	66	16.38	327	81.14	10	2.48	403	100
PBFR (Powered Boating Fishing Recreation)	18	4.47	380	94.29	5	1.24	403	100
Snorkelling	134	33.25	269	66.75	0	0.00	403	100
Floating Bridge	298	73.95	105	26.05	0	0.00	403	100

*Source- Primary Data*

This table depicts the participation of Tourists on Various Water Based Adventure Tourism activities. 76.43% (308) tourists have participated in Flat Water Kayaking, 22.33% (90) have heard about this activity and 1.24% (5) are not even heard about the activity. 73.95% (298) tourists have participated in Floating Bridge the remaining 26.05% (105) have heard about the activity. 41.69% (168) tourists have participated in Scuba Diving and the remaining 58.31% (265) tourists have heard about the activity. PBFR (Powered Boating Fishing Recreation).

### Participation in Aerial Based Adventure Tourism Activities Outside Kerala

The below table shows participation of tourists in 7 Aerial based Adventure tourism activity outside Kerala.

**Table 5.7**

*Participation of Adventure Tourists in Aerial Based Adventure Tourism Activities Outside Kerala.*

Adventure Tourism Activity (Water Based)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Skydiving	72	17.87	330	81.89	1	0.25	403	100
Paragliding	117	29.03	286	70.97	0	0.00	403	100
Hang Gliding	26	6.45	375	93.05	2	0.50	403	100
Hot Air Ballon	75	18.61	328	81.39	0	0.00	403	100
Bungee Jumping	74	18.36	329	81.64	0	0.00	403	100
BASE Jumping	23	5.71	378	93.80	2	0.49	403	100
Zipline	269	66.75	134	33.25	0	0.00	403	100
Wing Suiting	26	6.45	374	92.80	3	0.74	403	100

*Source- Primary Data*

This table shows the participation of Adventure Tourists on various Adventure Tourism Activities. It can be found that 66.75% (269) of the respondents have participated in Zipline and the remaining 33.25% (134) have heard about Zipline. Paragliding has the second highest level of participation 29.03% (117) have participated in paragliding where as 70.97% (286) have heard about this activity.

Activities like Hot Air Ballooning, Bungee Jumping and Sky diving have got 18.61%,18.36% and 17.87% participations respectively. Hang Gliding has the least number of participations, 6.45% (26) at the same time 93.05% (375) have heard about this activity.

### **Participation in Land Based Adventure Tourism Activities inside Kerala**

The following Table shows the participation in various Land based adventure tourism activities Inside Kerala.

**Table 5.8**

*Participation of Adventure Tourists in Land Based Adventure Tourism Activities inside Kerala.*

Adventure Tourism Activity (Land Based)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Mountaineering	10	2.48	393	97.52	0	0.00	403	100
Trekking	304	75.43	99	24.57	0	0.00	403	100
Rock-climbing	3	0.74	400	99.26	0	0.00	403	100
Mountain Biking	7	1.74	396	98.26	0	0.00	403	100
BPRT (Back Packing Through Rough Terrain)	7	1.74	392	97.27	4	0.99	403	100
Cave Exploring	8	1.99	393	97.52	2	0.50	403	100
Snow Skating	0	0.00	396	98.26	7	1.73	403	100
Scrambling	3	0.74	386	95.78	14	3.47	403	100
Wildness Exploration	2	0.50	399	99.01	2	0.50	403	100
Wildness Survival	1	0.25	400	99.26	2	0.50	403	100
ATV (All-Terrain Vehicles)	57	14.14	345	85.61	1	0.25	403	100
Artificial wall Climbing	212	52.61	187	46.40	4	0.99	403	100
Abseiling	69	17.12	317	78.66	17	4.22	403	100
Tent Camping	299	74.19	104	25.81	0	0.00	403	100
Hiking	81	20.10	320	79.40	2	0.50	403	100
Bicycle Touring	104	25.81	298	73.95	1	0.25	403	100

Adventure Tourism Activity (Land Based)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Horse Riding	101	25.06	302	74.94	0	0.00	403	100
Cycling	209	51.86	194	48.14	0	0.00	403	100
Glass Bridge	292	72.46	111	27.54	0	0.00	403	100
Jeep Safari	281	69.73	122	30.27	0	0.00	403	100
Camel Riding	128	31.76	275	68.24	0	0.00	403	100
HRC (High Rope Courses)	80	19.85	316	78.41	7	1.74	403	100
Nature Walks	119	29.53	283	70.22	1	0.25	403	100
Bird Watching	13	3.23	389	96.53	1	0.25	403	100
Canyoning	5	1.24	397	98.51	1	0.25	403	100
BWSR (Bush Walking and Scenic Rim)	0	0.00	397	98.51	6	1.49	403	100

Source- Primary Data

This table shows the participation of Tourists in Land Based Adventure Tourism Activities inside Kerala. 75.43% (304) tourists have participated in this activity the remaining 24.57% (99) tourists has heard about this activity. 74.19% (299) tourists have participated in Tent Camping where as 25.81% (104) have heard about this activity. 72.46% (292) of respondents have participated in Glass Bridge on the other hand 27.54% (111) have heard about this activity. No one participated in activities like BWSR and Snow Skating inside Kerala.

**Table 5.9**

*Participation in Water Based Adventure Tourism Activities inside Kerala.*

Adventure Tourism Activities	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
White Water Rafting	73	18.11	330	81.89	0	0.00	403	100
White Water Kayaking	101	25.06	301	74.69	1	0.25	403	100
Flat Water Kayaking	347	86.10	56	13.90	0	0.00	403	100
Canoeing	45	11.17	358	88.83	0	0.00	403	100

<b>Adventure Tourism Activities</b>	<b>Participated</b>		<b>Heard</b>		<b>Not heard</b>		<b>Total</b>	
	<b>Num ber</b>	<b>Perce nt</b>	<b>Num ber</b>	<b>Perce nt</b>	<b>Num ber</b>	<b>Perce nt</b>	<b>Num ber</b>	<b>Perce nt</b>
SUP (Stand-Up Paddleboarding)	9	2.23	391	97.02	3	0.74	403	100
Surfing	56	13.90	346	85.86	1	0.25	403	100
Wind Surfing	6	1.49	395	98.01	2	0.50	403	100
Kite Boarding	6	1.49	391	97.02	6	1.49	403	100
Jet Skiing	19	4.71	382	94.79	2	0.50	403	100
Wakeboarding	3	0.74	396	98.26	4	0.99	403	100
OSB (Open Sea Boating)	91	22.58	308	76.43	4	0.99	403	100
Bamboo Rafting	33	8.19	367	91.07	3	0.74	403	100
Dinghy Sailing	66	16.38	327	81.14	10	2.48	403	100
PBFR (Powered Boating Fishing Recreation)	18	4.47	380	94.29	5	1.24	403	100
Snorkelling	134	33.25	269	66.75	0	0.00	403	100
Floating Bridge	298	73.95	105	26.05	0	0.00	403	100
Scuba diving	94	23.33	309	76.67	0	0.00	403	100

*Source- Primary Data*

Flat Water Kayaking has highest participation rate 86.10% (347) of the respondents have participated in this activity and 13.90%(56) respondents have heard about the activity. Floating Bridge have 73.95%(298) participation whereas 26.05%(105) respondents have heard about the activity.

Wakeboarding has the least level of participation rate only 0.74% (3) respondents have participated in this activity, followed by Wind surfing and Kite Boarding which have 1.49%(6) participation.

### Participation in Aerial Based Adventure Tourism Activities inside Kerala

The following Table shows the participation of Adventure tourists on Aerial Based Adventure tourism activities.

**Table 5.10**

*Participation of Adventure Tourists in Aerial Based Adventure Tourism Activities inside Kerala*

Adventure Tourism Activity (Aerial Based)	Participated		Heard		Not heard		Total	
	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt	Num ber	Perce nt
Skydiving	0	0.00	399	99.01	4	0.99	403	100
Paragliding	61	15.14	342	84.86	0	0.00	403	100
Hang Gliding	0	0.00	398	98.76	5	1.24	403	100
Hot Air Ballon	3	0.74	400	99.26	0	0.00	403	100
Zipline	280	69.48	123	30.52	0	0.00	403	100
BASE jumping	0	0.00	373	92.56	30	5.96	403	100
Bungee Jumping	9	2.23	394	97.77	0	0.00	403	100
Wing Suiting	0	0.00	397	98.51	6	0.74	403	100

*Source- Primary Data*

This table shows the participation rate of Adventure Tourists on Aerial Based Adventure Tourism Activities within Kerala. Zipline have the highest level of participation rate 69.48% (280) of tourists have participated in this and 30.52% (123) tourists have heard about this Adventure tourism activity. Paragliding has the second highest level of participation 15.14% (61) respondents have participated in this activity and remaining 84.86% (342) have heard about the activity. Bungee Jumping got a participation rate of 2.23% (9). Only 0.74% (3) have participated in Hot Air Ballon, No One participated activities such as Skydiving, Hang Gliding, BASE Jumping and Wing Suiting. Whereas more than 90% of the respondents have heard about the activities before.

### 5.3 Satisfaction of Adventure Tourists

The satisfaction of adventure tourists was evaluated using a five-point Likert scale across multiple dimensions, including accommodation, transportation, recreational activities, washroom facilities, cleanliness and sanitation, safety and security, the friendliness of local residents, overall experience, restaurant and shopping facilities, and accessibility.

#### Normality of Satisfaction

#### Mean, Median, Mode, Skewness and Kurtosis of Satisfaction of Adventure Tourists

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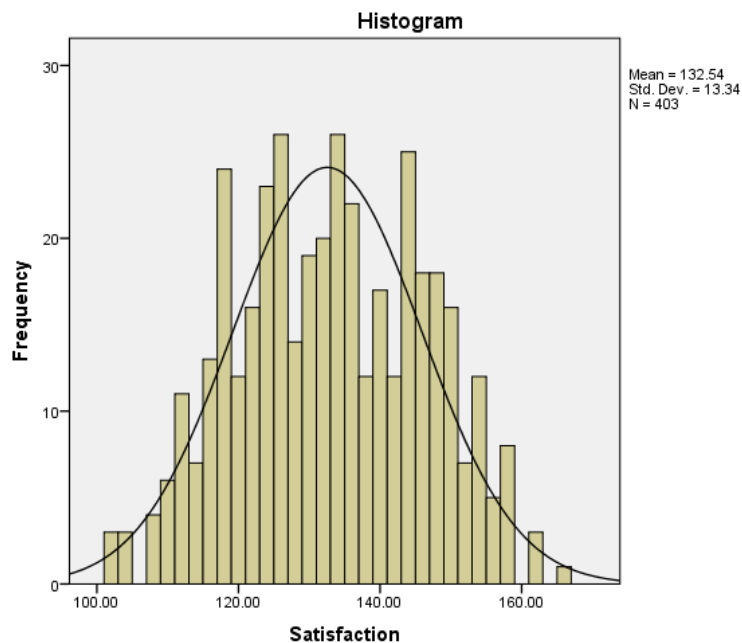
Mean	132.54
Median	133.00
Mode	133.00
Skewness	0.020
Kurtosis	-0.721

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Source-Primary Data

**Figure 5.1**

*Histogram for Satisfaction of the Adventure Tourists.*



Source- Primary Data.

In table., the skewness is 0.20 which falls in acceptable range for normality. (range between -1 and 1). The Kurtosis value of “-0.721” shows that the distribution is platykurtic distribution. Then the closeness of Mean (132.54), Median (133.00) and Mode (133.00) supports the normality of the distribution.

The data of satisfaction shows normally distributed, with no significant skewness and slightly less level of peakiness i.e. the data is normally distributed.

### **Level of satisfaction with regard to Accommodation**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5. 11..

**Table 5.11**

*Level of satisfaction with regard to Accommodation.*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Food and Beverages	403	3.46	1.50	3	6.132	0.000
Hygiene	403	3.60	1.46	3	8.178	0.000
Customer Services	403	3.65	1.46	3	8.935	0.000
Accessibility	403	2.66	1.51	3	-4.594	0.000
Availability of Internet Facilities	403	3.60	1.37	3	8.686	0.000
<b>Accommodation</b>	403	16.9529	3.91899	15	10.003	0.000

*Source-Primary Data*

This Table shows the satisfaction level of Tourists on Accommodation facilities availed by them. It can be found that the tourists are satisfied on Hygiene, Customer services, food and beverages and Internet Facilities available at the Destination, But the tourists are not satisfied with the Accessibility of the destination and it should be improved. On the other hand, the tourists are satisfied with the Overall accommodation facilities availed.

**Level of satisfaction with regard to Transportation.**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5.12.

**Table 5.12**

*Level of satisfaction with regard to Transportation*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Road Conditions	403	3.67	1.40	3	9.588	0.000
Fare	403	3.37	1.52	3	4.950	0.000
Availability of Public Transportation.	403	2.83	1.62	3	-2.097	0.037
Distance to Railway Station/Airport	403	2.80	1.54	3	-2.647	0.008
Distance to Bus Stand	403	3.66	1.34	3	9.910	0.000
<b>Transport</b>	403	16.33	3.81662	15	7.022	0.000

*Source-Primary Data*

This Table depicts the Level of Satisfaction related with Transportation. It can be understood that the Tourists are highly satisfied with the Road conditions and the Distance to bus stop and moderately satisfied with Transportation fare but they are not satisfied with Availability of Public Transportation and the Distance to Railway station/Airport. The Tourists are satisfied with the Transportation Facilities available in over all to the destination.

**Level of satisfaction with regard to Recreation**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in

**Table 5.13***Level of satisfaction with regard to Recreation*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Availability of Gaming Area	403	3.05	1.55	3	.707	0.480
Availability of Children's Park/ Play Zone	403	2.89	1.51	3	-1.521	0.129
Availability of Breast-Feeding Area	403	3.48	1.36	3	7.118	0.000
Availability of Drinking Water Facilities	403	3.78	1.38	3	11.266	0.000
<b>Recreation</b>	403	13.2010	3.16	12	7.738	0.000

*Source-Primary Data*

This Table shows the satisfaction of Tourists on Recreation Facilities, The Tourists are satisfied with the Availability of Gaming area and Drinking water facilities available in the destination, and moderately satisfied with the Availability of Gaming area and slightly satisfied with the Availability of Children's Park/ Play Zone. The Tourists are satisfied with the Recreation facilities in overall at the destination.

### **Level of satisfaction with regard to Washroom Facilities**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5.14.

**Table 5.14***Level of satisfaction with regard to Washroom facilities*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Hygiene	403	3.80	1.40	3	11.517	0.000
Availability of Water	403	3.79	1.32	3	12.038	0.000
Spaciousness	403	3.79	1.43	3	11.123	0.000
<b>Washroom</b>	403	11.39	2.67	9	17.917	0.000

*Source-Primary Data*

The table depicts the Satisfaction of tourists regarding Washroom facilities available at the destination, The tourists are satisfied with Hygiene, Availability of Water and Spaciousness at the washroom. The tourists are satisfied in Overall with the Washroom facilities available in the destination.

**Level of satisfaction with regard to Cleanliness and Sanitation.**

Level of satisfaction of the adventure tourists with regard to Cleanliness and Sanitation was assessed and the results is presented in Table 5.15.

**Table 5.15**

*Level of satisfaction with regard to Cleanliness and Sanitation*

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<b>One-Sample T-Test</b>						
	N	Mean	Std. Deviation	Test value	t-value	p-value
Cleanliness at the Destination	403	3.70	1.43	3	9.882	0.000
Availability of Waste Baskets	403	4.15	1.21	3	19.088	0.000
Usage of Plastic Items at the destination	403	3.89	1.37	3	12.944	0.000
<b>Cleanliness and Sanitation</b>	403	11.73	2.53	9	21.661	0.000

---

*Source-Primary Data*

This table portrays the Cleanliness and Sanitation at the destination. The Tourists are satisfied with the Cleanliness at the Destination, Availability of Waste Baskets and the usage of plastic items at the destination, the tourists are also satisfied with the Overall Cleanliness and Sanitation at the destination.

**Level of satisfaction with regard to Safety and Security**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5.16.

**Table 5.16***Level of satisfaction with regard to Safety and security*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Availability of life Guards	403	4.12	1.18	3	19.064	0.000
Availability of Safety Gears	403	4.19	1.11	3	21.488	0.000
Instructions provided by the staff	403	4.27	1.07	3	23.872	0.000
Safety Instructions sign boards	403	4.33	0.96	3	27.786	0.000
<b>Safety and Security.</b>	403	16.90	2.43	12	40.535	0.000

*Source-Primary Data*

The table shows the Safety and Security at the Destination, It can be found that the Tourists are satisfied with the Availability of Life Guards at the destination, Availability of Safety Gears, Instructions provided by the Staff and the Safety instructions signboards placed at the destination, The tourists are satisfied with the Overall Safety and Security available at the destination.

**Level of satisfaction with regard to Experience**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5.17.

**Table 5.17***Level of satisfaction with regard to Experience*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Activities	403	3.71	1.39	3	10.209	0.000
Quality of services	403	3.96	1.31	3	14.721	0.000
Behaviour of staffs	403	4.11	1.17	3	19.149	0.000
Experience	403	11.78	2.44	9	22.827	0.000

*Source-Primary Data*

This table gives the level of satisfaction of tourists with regard to Experience, the tourists are satisfied with the Activities at the destination, Quality of services and the Behaviour of staff members. The tourists are also satisfied by the Overall experience that they got from the destination.

### **Level of satisfaction with regard to Friendliness of Local People**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5.18

**Table 5.18**

*Level of satisfaction with regard to Friendliness of local people*

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<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Attitude of local people towards Tourist	403	4.25	1.06	3	23.825	0.000
Interaction of Local People	403	4.24	1.09	3	22.931	0.000
<b>Friendliness</b>	403	8.50	1.62	6	30.908	0.000

---

*Source-Primary Data*

The tourists are satisfied with regard to the Attitude of Local People towards Tourists and with the Interaction of local people. The tourists are also satisfied with the Friendliness of local People.

### **Level of satisfaction with regard to Climate**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5.19

**Table 5.19***Level of satisfaction with regard to climate*

One-Sample T-Test						
	N	Mean	Std. Deviation	Test value	t-value	p-value
<b>Climate</b>	403	4.06	1.13	3	18.902	0.000

*Source-Primary Data*

This table shows the Satisfaction of tourists on the Climate conditions at the destination; it can be found that the tourists are satisfied with the Climate conditions at the destination.

### **Level of satisfaction with regard to Restaurants and shopping facility**

Level of satisfaction of the adventure tourists with regard to Accommodation was assessed and the results is presented in Table 5.20.

**Table 5.20***Level of satisfaction with regard to Restaurants and shopping facility*

One-Sample T-Test						
	N	Mean	Std. Deviation	Test value	t-value	p-value
Hygiene	403	4.13	1.14	3	19.925	0.000
Price of food items	403	4.05	1.24	3	16.898	0.000
Availability of food items	403	2.53	1.42	3	-6.623	0.000
Quality of food items	403	4.25	0.91	3	27.571	0.000
Restaurant	403	14.96	2.63	12	22.538	0.000

*Source-Primary Data*

This Table shows the satisfaction of tourists on Restaurants and Shopping Facility available at the destination. The tourists are satisfied with the Hygiene, Price of food items, Quality of food items but the tourists are not quite much satisfied with the Availability of food items. When consider the overall satisfaction of the Restaurants and Shopping facility, the tourists are satisfied with that too.

**Level of satisfaction with regard to Accessibility**

Level of satisfaction of the adventure tourists with regard to Accessibility was assessed and the results is presented in Table 5.21.

**Table 5.21**

*Level of satisfaction with regard to Accessibility*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Mobility	403	3.82	1.26	3	13.025	0.000
The quality and Availability of transport Options	403	3.93	1.18	3	15.802	0.000
Connectivity to the destination	403	3.06	1.63	3	0.705	0.481
Accessibility	403	10.7990	2.5	9	14.405	0.000

*Source-Primary Data*

This table portrays the tourists are satisfied with the Mobility and The Quality and Availability of Transport Options, But the Tourists are not that satisfied with the Connectivity to the Destination, in overall the tourists are satisfied with the Accessibility of the destination.

**Table 5.22**

*Level of satisfaction*

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Accommodation	403	16.95	3.92	15	10.003	0.000
Transport	403	16.34	3.82	15	7.022	0.000
Recreation	403	13.20	3.12	12	7.738	0.000
Washroom	403	11.39	2.67	9	17.917	0.000
Cleanliness	403	11.73	2.53	9	21.661	0.000
Safety	403	16.90	2.43	12	40.535	0.000

<b>One-Sample T-Test</b>						
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Test value</b>	<b>t-value</b>	<b>p-value</b>
Experience	403	11.78	2.44	9	22.827	0.000
Friendliness	403	8.50	1.62	6	30.908	0.000
Climat_S_1	403	4.06	1.13	3	18.902	0.000
Restaurant	403	14.96	2.63	12	22.538	0.000
Accessibility	403	10.80	2.51	9	14.405	0.000
<b>Satisfaction</b>	403	132.54	13.34	108	36.932	0.000

*Source-Primary Data*

This Table shows the level of satisfaction based on various criteria it includes Accommodation, Transportation, Recreation, Washroom Facilities, Cleanliness, Safety and Security, Experience, Friendliness, Climate, Restaurant facilities and Accessibility. It can be found that the tourists have highest satisfaction on Accommodation, Safety and Security and Transportation. When compared to this parameter the tourists are less satisfied on Friendliness, washroom facilities and Cleanliness at the destination. With regards to the overall satisfaction, it can be found that the tourists are satisfied with the overall facilities offered at the destination.

Since the mean scores for all components of the tourist experience were significantly higher than the benchmarks, and all tests yielded  $p$ -values  $< 0.001$ , we have strong evidence to support the hypothesis.

The null hypothesis is accepted: The satisfaction level of tourists regarding the facilities available in adventure tourism locations is significantly high

### **Comparison of Satisfaction**

#### **Comparison of satisfaction of adventure tourism activities**

The satisfaction derived from adventure tourism activities was examined in relation to various demographic and travel-related variables, including age, gender, nationality, educational attainment, occupation, frequency of visits, and duration of stay.

**Comparison of satisfaction of adventure tourism activities based on age**

Satisfaction of adventure tourism activities was compared based on Age of the respondents and the result is presented in Table 5.23

**Table 5.23**

*Satisfaction of adventure tourism activities based on Age*

<b>One-Way ANOVA</b>					
<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Up to 20	27	134.48	12.96		
20-30	177	132.03	12.95		
30-40	120	132.76	13.10	0.239	0.916
40-50	45	133.09	14.79		
Above 50	34	132.15	15.02		
Total	403	132.54	13.34		

*Source-Primary Data*

The analysis of variance (ANOVA) revealed no significant difference in satisfaction levels across different age groups of adventure tourists ( $F = 0.239$ ,  $p = 0.916$ ). Although slight variations were observed in mean satisfaction scores among the age categories, these differences were not statistically meaningful. This suggests that age does not have a significant impact on the satisfaction levels of tourists engaging in adventure tourism activities, indicating a generally consistent experience across all age groups.

**Table 5.24**

*Satisfaction of adventure tourism activities based on Gender*

<b>Independent Sample T-Test</b>					
<b>Gender</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Male	232	132.94	13.38		
Female	171	132.00	13.31	0.698	0.485

*Source-Primary Data*

The independent sample t-test conducted to compare satisfaction levels based on gender revealed no statistically significant difference between male and female respondents ( $t = 0.698$ ,  $p = 0.485$ ). Although males reported a slightly higher mean satisfaction score (132.94) compared to females (132.00), the difference is not significant, indicating that gender does not influence the satisfaction levels associated with adventure tourism activities.

**Table 5.25**

*Satisfaction of adventure tourism activities based on Nationality*

<b>Independent Sample T-Test</b>					
<b>Nationality</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>t-value</b>	<b>p-value</b>
Indians	346	132.46	12.10	-0.312	0.755
Foreigners	57	133.05	15.36		

*Source-Primary Data*

The analysis compares satisfaction with adventure tourism activities between Indian and foreign tourists. The mean scores are very similar (132.46 for Indians and 133.05 for foreigners), and the high p-value (0.755) indicates no statistically significant difference between the two groups. This suggests that nationality does not have a notable impact on tourists' satisfaction levels.

**Table 5.26**

*Satisfaction of adventure tourism activities based on Education*

<b>One-Way ANOVA</b>					
<b>Education</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Plus Two	63	132.13	11.91	1.255	0.290
Degree	209	132.57	12.98		
PG	115	131.86	14.53		
Above PG	16	138.69	14.08		
Total	403	132.54	13.34		

*Source-Primary Data*

The analysis examines satisfaction with adventure tourism activities across different education levels. Although the mean satisfaction scores vary slightly, the p-value

(0.290) is above the standard threshold for significance. This indicates that there is no statistically significant difference in satisfaction based on education level. Therefore, education does not appear to influence tourists' satisfaction with adventure tourism activities.

**Table 5.27**

*Satisfaction of adventure tourism activities based on Occupation*

<b>One-Way ANOVA</b>					
<b>Occupation</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Working In Private sector	47	136.04	15.34		
Business/ Industrialist	111	132.41	13.06		
Self Employed Professional	104	130.61	13.18	2.272	.061
Government Employee	63	135.22	13.96		
Student	78	131.04	11.61		
Total	403	132.54	13.34		

*Source-Primary Data*

The analysis explores satisfaction with adventure tourism activities based on occupation. While mean scores differ slightly among occupational groups, the p-value (0.061) is just above the standard threshold of 0.05. This suggests that there is no statistically significant difference in satisfaction levels based on occupation

**Table 5.28**

*Satisfaction of adventure tourism activities based on the Number of travels Undertaken for Tourism Purposes Last year.*

<b>One-Way ANOVA</b>					
<b>Frequency</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
Nil	32	129.75	12.91		
1	109	134.49	12.43		
2	101	129.95	13.45	2.391	0.050
3	73	134.68	13.03		
More than three	88	132.34	14.27		
Total	403	132.54	13.34		

*Source-Primary Data*

The analysis examines satisfaction with adventure tourism activities based on the frequency of participation. While there are some differences in mean satisfaction scores across groups, the p-value is exactly 0.050, indicating marginal statistical significance. This suggests that frequency of participation may have a slight impact on satisfaction, with those participating once or three times reporting higher satisfaction.

**Table 5.29**

*Satisfaction of adventure tourism activities based on Duration*

<b>One-Way ANOVA</b>					
<b>Duration</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>F-value</b>	<b>p-value</b>
One Week	107	131.10	11.17		
2 Week	72	133.93	13.80		
More than 2 Week	78	133.71	14.21	1.176	0.321
One month	53	130.21	13.22		
More than 1 Month	93	133.44	14.49		
Total	403	132.54	13.34		

*Source-Primary Data*

The analysis assesses satisfaction with adventure tourism activities based on the duration of participation. Although there are slight variations in mean satisfaction scores, the p-value (0.321) indicates no statistically significant difference. This suggests that the duration of adventure tourism activities does not significantly influence tourists' satisfaction levels.

**Table 5.30**

*Hypothesis and Remarks on Satisfaction of Adventure Tourists*

<b>Hypotheses</b>	<b>F Value</b>	<b>P value</b>	<b>Statistical Test</b>	<b>Remarks</b>
H <sub>0</sub> -There is no significant difference in the satisfaction levels with adventure tourism activities across different age groups.	0.239	0.916	One-Way ANOVA	Accept H <sub>0</sub>

<b>Hypotheses</b>	<b>F Value</b>	<b>P value</b>	<b>Statistical Test</b>	<b>Remarks</b>
Ho- There is no significant difference in the satisfaction levels with adventure tourism activities based on Gender	0.698	0.485	Independent Sample T-Test	Accept Ho
Ho: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Nationality.	-0.312	0.755	Independent Sample T-Test	Accept Ho
Ho: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Education.	1.255	0.290	One-Way ANOVA	Accept Ho
Ho: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Occupation.	2.272	0.061	One-Way ANOVA	Accept Ho
Ho: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Number of times travelled for tourism purposes in the last year.	2.391	0.050	One-Way ANOVA	Accept Ho
Ho: - There is no significant difference in the satisfaction levels with adventure tourism activities based on Duration of travel.	1.176	0.321	One-Way ANOVA	Accept Ho

The analysis of satisfaction with adventure tourism activities across various demographic and travel-related factors reveals that most variables do not significantly influence satisfaction levels. Specifically, factors such as age, gender, nationality, education level, occupation, and duration of travel show no statistically significant differences, as their p-values are well above the 0.05 threshold. This suggests that participants across different demographic groups and with varying travel durations generally report similar levels of satisfaction with adventure tourism experiences. However, number of times travelled for tourism purposes stands out as the only factor

with a p-value of exactly 0.050, indicating a marginal difference. This indicates that frequency of tourists' travel is connected to satisfaction. In most cases, the results establish that demographic characteristics of tourists' travel have minimal influence on satisfaction, although travel behaviour, in this instance, frequency, plays a role in how tourists perceive adventure activities

### Relation between Awareness and Satisfaction

**Table 5.31**

*Correlation between Awareness and Satisfaction on Adventure Tourism Activities*

Pearsons Co-relation			
Variables	r-value	p-value	Significance
Awareness Satisfaction	-0.124*	0.013	Significant

*Source-Primary Data*

Table 5.31 shows a negative correlation between awareness and satisfaction, indicating that as tourists become more aware of adventure tourism, their level of satisfaction decreases. Increased awareness raises tourists' expectations regarding quality, safety, facilities, and overall experience. When the actual adventure tourism offerings do not meet the heightened expectations, tourists tend to evaluate the experience more critically, leading to lower satisfaction.

*H<sub>0</sub>: -There is no significant correlation between awareness and satisfaction of tourists regarding adventure tourism activities.*

The correlation analysis shows an r-value of -0.124 with a p-value of 0.013, which is less than the significance level of 0.05. This indicates a statistically significant but weak negative correlation between awareness and satisfaction. Therefore, the null hypothesis is rejected, and it is concluded that as awareness increases, satisfaction slightly decreases in the context of adventure tourism activities

**Table 5.32**

*Correlation between Awareness of land-based Adventure tourism Activities and Satisfaction*

<b>Pearsons Co-relation</b>			
<b>Variables</b>	<b>r-value</b>	<b>p-value</b>	<b>Significance</b>
Awareness Satisfaction	-0.011	0.831	Not significant

*Source-Primary Data*

Table 5.32 shows the correlation between awareness of land tourism and satisfaction. It shows that there is no significant correlation between tourists' awareness of land tourism activities and their satisfaction. It shows that the tourist's awareness doesn't impact the satisfaction of the tourists. It can be understood that the increase or decrease in the awareness level doesn't affect the satisfaction of adventure tourists in case of Land Based adventure Tourism activities.

*H<sub>0</sub>: There is no significant correlation between awareness of tourists on land-based adventure tourism activities and satisfaction of tourists on land-based Adventure tourism activities.*

The correlation between awareness and satisfaction is very weak ( $r = -0.011$ ), and the high p-value (0.831) indicates that this correlation is not statistically significant. Therefore, we fail to reject the null hypothesis, meaning there is no evidence of a significant relationship between awareness of land-based adventure tourism activities and satisfaction.

**Table 5.33**

*Correlation between Awareness of water-based tourism activities and Satisfaction*

<b>Pearsons Co-relation</b>			
<b>Variables</b>	<b>r-value</b>	<b>p-value</b>	<b>Significance</b>
Awareness of water tourism Satisfaction	-0.229**	0.000	Significant

*Source-Primary Data*

Table 5.33 shows the Correlation between Awareness of water tourism and Satisfaction. It shows that there is a negative relation between Awareness on Water based Adventure tourism activities and Satisfaction on Water based Adventure tourism activities. It can be found that there is a negative correlation between Awareness on water-based Adventure tourism activities and Satisfaction on water-based Adventure tourism activities. Which means the satisfaction level of the tourists decreases when their awareness on Water based Adventure tourism activities increases.

*H<sub>0</sub>: There is no significant correlation between awareness of tourists on water-based tourism activities and satisfaction of tourists on water-based adventure tourism activities.*

Based on the statistical analysis, the p-value obtained is 0.000, which is less than the commonly used significance level of 0.05. This indicates that the result is statistically significant. Therefore, the Null Hypothesis (H<sub>0</sub>) is rejected and Alternative Hypothesis (H<sub>1</sub>) is accepted. The correlation coefficient (r) is -0.229, suggesting a negative but weak relationship between awareness of water-based tourism activities and satisfaction. This means that as awareness of these activities increases, satisfaction tends to slightly decrease. While the correlation is statistically significant, its strength is modest, implying that other factors may also influence satisfaction levels.

There is a significant negative correlation between awareness of water-based tourism activities and satisfaction, indicating that greater awareness may be associated with slightly lower satisfaction levels among participants.

**Table 5.34**

*Correlation between Awareness of Aerial Based Adventure Tourism Activities and Satisfaction*

Pearsons Co-relation			
Variables	r-value	p-value	Significance
Awareness	0.023	0.643	Not significant
Satisfaction			

*Source-Primary Data*

Table 5.34 shows the Correlation between Awareness on Air based Adventure Tourism activities and Satisfaction on Air based Adventure tourism activities. It can be understood that there is no meaningful relation between Awareness on Aerial Based Adventure Tourism Activities and the satisfaction of Adventure tourists. Which means the deviations in the Awareness level of tourists on Aerial Based Adventure Tourism activities doesn't impact on the satisfaction of the tourists.

*H<sub>0</sub>: There is no significant correlation between awareness of tourists on aerial -based adventure tourism activities and satisfaction of tourists on aerial based adventure tourism activities.*

Based on the correlation analysis, the p-value is 0.643, which is greater than the standard significance level of 0.05. As a result, accept Null Hypothesis (H<sub>0</sub>) and do not accept the Alternative Hypothesis (H<sub>1</sub>). The correlation coefficient (r = 0.023) further indicates a very weak, nearly negligible relationship between awareness of aerial -based adventure tourism activities and satisfaction. Therefore, we conclude that there is no statistically significant correlation between awareness and satisfaction in the context of aerial -based adventure tourism.

**Table 5.35**

*Correlation between Awareness of Soft Adventure Tourism Activities and Satisfaction*

---

<b>Pearsons Co-relation</b>			
<b>Variables</b>	<b>r-value</b>	<b>p-value</b>	<b>Significance</b>
Awareness of soft tourism Satisfaction	0.005	0.914	Not significant

---

*Source-Primary Data*

Table 5.35 depicts the correlation between awareness of soft adventure activities and satisfaction with soft adventure tourism activities. It can be interpreted that there is no relation between awareness of soft adventure tourism activities and satisfaction with soft adventure tourism activities; that is, the changes in awareness of adventure tourism for adventure tourists do not impact the satisfaction of adventure tourists.

*H<sub>0</sub>: There is no significant correlation between awareness of tourists on soft adventure tourism activities and satisfaction of tourists on soft adventure tourism activities.*

Since the p-value = 0.914 is greater than 0.05, the null hypothesis is accepted. There is no statistically significant correlation between awareness of soft adventure tourism activities and satisfaction. The correlation is extremely weak ( $r = 0.005$ ), and the high p-value confirms the lack of a meaningful relationship between the two variables.

**Table 5.36**

*Correlation between Awareness of hard adventure tourism activities and Satisfaction*

Pearsons Co-relation			
Variables	r-value	p-value	Significance
Awareness Satisfaction	-0.168**	0.001	Significant

*Source-Primary Data*

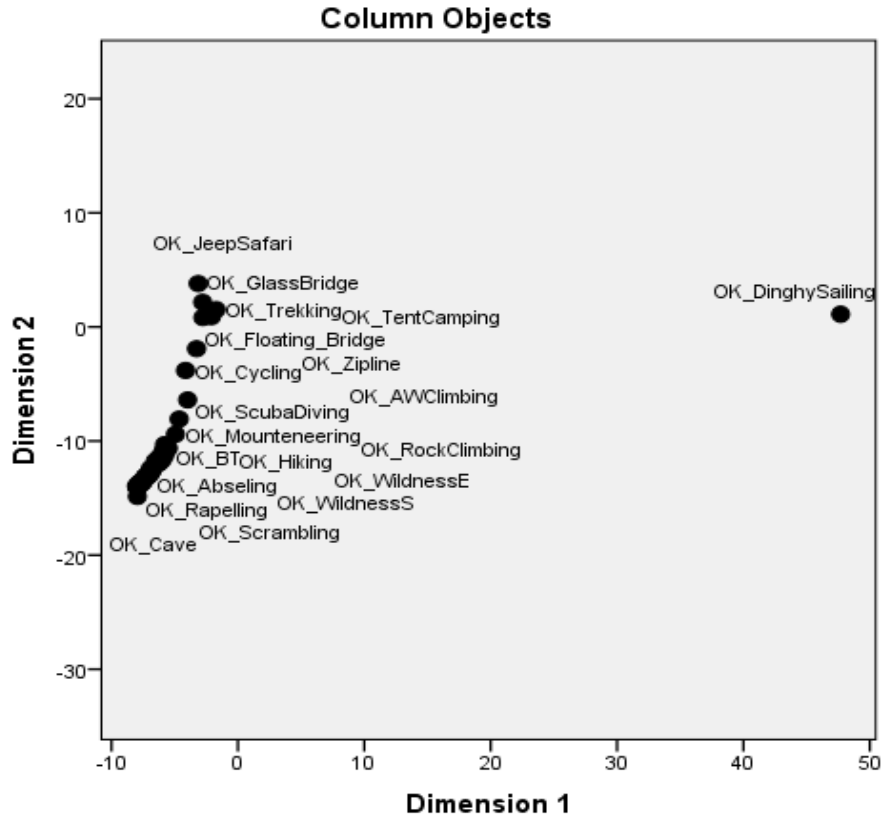
Table 5.36 shows the correlation between hard adventure tourism activities and satisfaction with hard adventure tourism activities. It can be found that there is a negative relation between awareness of hard adventure tourism activities and satisfaction with hard adventure tourism activities. Which means when the awareness of hard adventure tourism activities increases, there will be a decrease in the level of satisfaction with hard adventure tourism activities.

*H<sub>0</sub>: There is no significant correlation between awareness of tourists on hard adventure tourism activities and satisfaction of tourists on hard adventure tourism activities.*

Since the p-value (0.001) < 0.05, the null hypothesis is rejected, and the alternative hypothesis is accepted. There is a statistically significant, though weak, negative correlation between awareness of hard adventure tourism activities and satisfaction. This suggests that increased awareness of such activities may be linked to slightly lower satisfaction levels among participants.

Figure 5.2

Clustering of Adventure Tourism Activities



This graphical representation illustrates various adventure tourism activities arranged in descending order based on their levels of participation and public awareness. At the top of the chart are the activities with the highest popularity and visibility, indicating that a larger number of people engage in these adventures and are more familiar with them. As we move down the graph, the number of participants and the general awareness of each activity gradually decline.

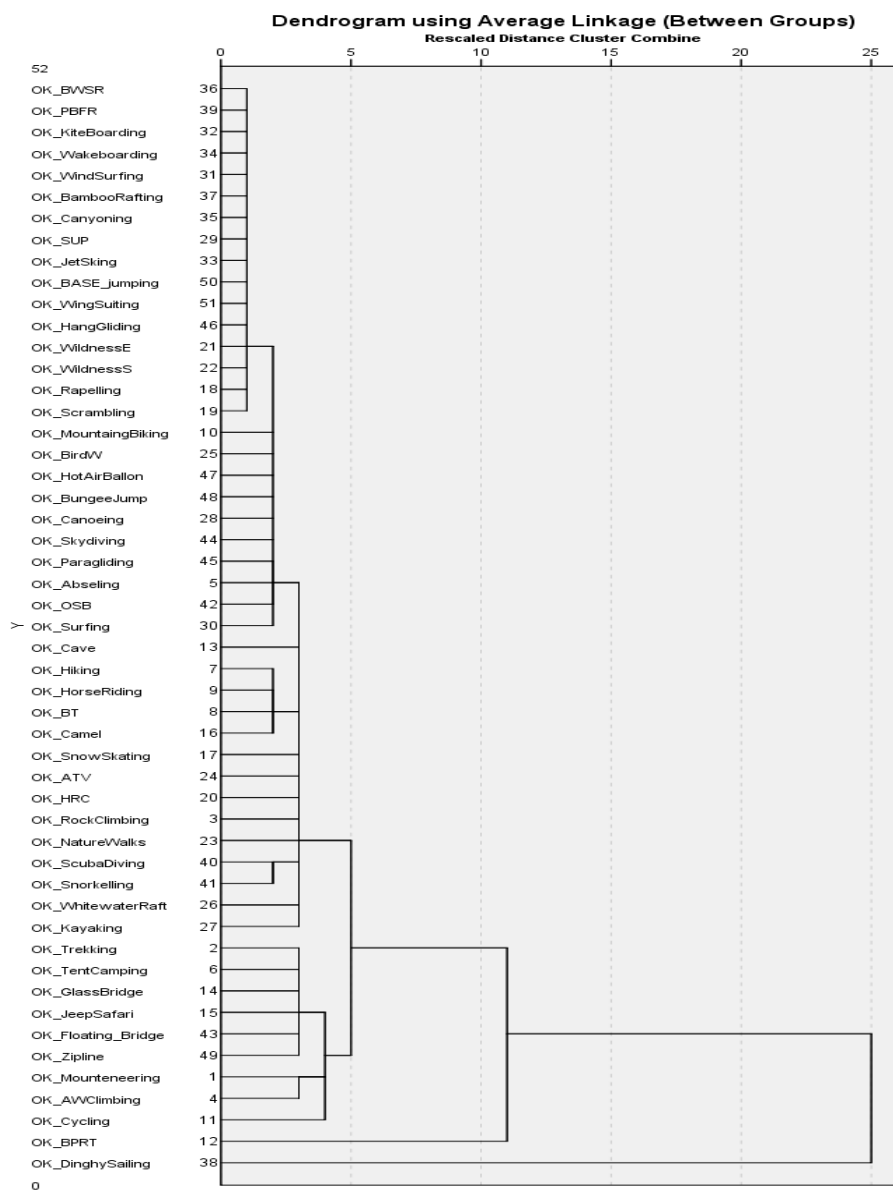
Towards the bottom, activities such as cave exploring and scrambling show significantly lower levels of participation and awareness compared to the others, suggesting that they are either more niche, less accessible, or less publicized. Interestingly, dinghy sailing stands apart from the rest — not aligning with the general trend. This suggests that while it may not be among the most widely participated

activities, it may still maintain a distinctive identity due to its specialized nature or unique appeal.

Overall, the graph highlights not just the popularity of these adventure activities, but also points to the gaps in awareness and participation, offering insight into which experiences are mainstream and which remain under the radar.

**Figure 5.3**

*Dendrogram using Average Linkage*



In this dendrogram, adventure tourism activities are organized based on their level of participation and awareness. Notably, the structure is such that the activities with the highest level of participation and public awareness are positioned at the bottom, while those with lower levels of participation and awareness appear toward the top.

This inverted arrangement visually emphasizes the contrast between widely popular activities and more niche or lesser-known ones.

#### **5.4 Access and Facilities of Adventure Tourism Providers (ATPs)**

The Access and Facilities of Adventure Tourism Providers (ATPs) section examines how easily tourists can reach adventure sites and the quality of services offered. This includes transportation, safety measures, equipment, accommodation, and support services. Good access and well-maintained facilities play a key role in enhancing tourist satisfaction and promoting sustainable growth in adventure tourism.

#### **Adventure Tourism Providers (ATPs)**

**Table 5.37**

*Distance to Various Services from Adventure Tourism Centres*

	<b>District</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Minimum</b>	<b>Maximum</b>
Distance to Railway Station.	Wayanad	11	80.45	13.55	58.00	99.00
	Idukki	10	81.20	24.01	45.00	117.00
	Thiruvananthapuram	10	13.23	12.94	2.80	42.00
	Total	31	59.01	36.27	2.80	117.00
Distance to Airport	Wayanad	11	85.00	13.62	63.00	103.00
	Idukki	10	102.70	11.78	93.00	126.00
	Thiruvananthapuram	10	29.54	15.50	4.40	46.00
	Total	31	72.82	33.94	4.40	126.00
Distance to Bus Station	Wayanad	11	3.73	1.74	1.60	6.80
	Idukki	10	2.90	2.23	1.00	7.00
	Thiruvananthapuram	10	3.73	1.64	1.00	6.00
	Total	31	3.46	1.86	1.00	7.00

	District	N	Mean	Std. Deviation	Minimum	Maximum
Distance to Hospital	Wayanad	11	5.11	2.90	0.50	9.40
	Idukki	10	3.64	1.50	1.10	6.00
	Thiruvananthapuram	10	4.43	2.92	1.30	10.00
	Total	31	4.42	2.53	0.50	10.00
Distance to Fire station	Wayanad	11	16.43	6.40	6.30	25.00
	Idukki	10	32.10	12.39	17.00	58.00
	Thiruvananthapuram	10	10.39	8.47	2.10	27.00
	Total	31	19.54	12.85	2.10	58.00

*Source-Primary Data*

The table depicts the mean distance to various services such as Railway Station, Airport, Bus Station, Hospital, and Fire Station from the Adventure Tourism Centres. There is a significant difference in the mean distance to the railway station from the Adventure Tourism Centres. In both Wayanad and Idukki, the mean distance is 80.4545 KMs and 81.200 KMs respectively, whereas the mean distance in Thiruvananthapuram is only 13.2300 KMs.

The same trend is observed in the case of the mean distance to airports from the Adventure Tourism Centres. In Wayanad and Idukki, the mean distance to the airport is 85 KMs and 102.700 KMs, respectively, whereas in Thiruvananthapuram, the mean distance is only 29.54 KMs.

The distance to the bus station is less than 4 KMs in all districts. In Wayanad, it is 3.7273 KMs, in Idukki, it is 2.89 KMs, and in Thiruvananthapuram, it is 3.73 KMs.

In the case of the mean distance to hospitals from the Adventure Tourism Centres, it is less than 6 KMs. In Wayanad, the distance is 5.1091 KMs, in Idukki, it is 3.6400 KMs, and in Thiruvananthapuram, it is 4.4300 KMs.

There is a difference in the mean distance to fire stations from the Adventure Tourism Centres. In Wayanad, it is 16.4273 KMs, in Idukki, it is 32.100 KMs, and in Thiruvananthapuram, it is 10.39 KMs.

From this, it can be understood that the distances to railway stations and airports from Adventure Tourism Centres vary significantly between these districts. The distance to fire stations also shows considerable variation, but the distances to bus stations and hospitals from Adventure Tourism Centres show only negligible differences.

In conclusion, the Adventure Tourism Centres in Thiruvananthapuram District are more accessible to adventure tourists who use railways and flights as their modes of transportation.

**Table 5.38**

*Hypothesis and Remarks on Adventure Tourism providers Barriers- Kruskal-Wallis H test.*

Hypotheses	KW Chi- Square	p-value	Remarks
H <sub>0</sub> : The mean distance from Adventure Tourism Providers to railway stations is the same across Wayanad, Idukki, and Thiruvananthapuram.	19.717	0.000	Failed to accept H <sub>0</sub> P Value is less than 0.05
H <sub>0</sub> : The mean distance from Adventure Tourism Providers to Airport is the same across Wayanad, Idukki, and Thiruvananthapuram	23.167	0.000	Failed to accept H <sub>0</sub> P Value is less than 0.05
H <sub>0</sub> : The mean distance from Adventure Tourism Providers to Bus Stations is the same across Wayanad, Idukki, and Thiruvananthapuram	2.221	0.329	Accepted H <sub>0</sub> P Value is greater than 0.05
H <sub>0</sub> : The mean distance from Adventure Tourism Providers to Hospitals is the same across Wayanad, Idukki, and Thiruvananthapuram	6	0.523	Accepted H <sub>0</sub> P value is greater than 0.05
H <sub>0</sub> : The mean distance from Adventure Tourism Providers to Fire stations is the same across Wayanad, Idukki, and Thiruvananthapuram	15.887	0.000	Failed to Accept H <sub>0</sub> P Value is less than 0.05

*Source -Primary Data*

The analysis of distances to various services from adventure tourism centres across Wayanad, Idukki, and Thiruvananthapuram reveals significant regional differences for certain services. The distance to railway stations and airports varies significantly between districts, with Thiruvananthapuram having much better access to both compared to Wayanad and Idukki, indicating superior transportation connectivity in the capital district. Similarly, the distance to fire stations also shows a significant difference, with Idukki being notably farther from fire stations, which may raise concerns about emergency preparedness in that region. On the other hand, the distances to bus stations and hospitals do not show statistically significant variation across the districts, suggesting relatively uniform access to these essential services. Overall, the findings highlight that while access to basic services like hospitals and bus stations is fairly consistent, transportation and emergency infrastructure vary considerably, potentially affecting the operational efficiency and safety of adventure tourism in these districts.

**Table 5.39**

*Number of Staffs in the Adventure Tourism Centre*

	District	N	Mean	Std. Deviation	Minimum	Maximum
Number of Staffs	Wayanad	11	17.09	17.87	2.00	58.00
	Idukki	10	15.80	8.80	7.00	35.00
	Thiruvananthapuram	10	18.50	11.39	4.00	38.00
	Total	31	17.13	13.04	2.00	58.00
Number of Staffs (Exclusively for Safety and Security.)	Wayanad	11	3.73	3.80	1.00	12.00
	Idukki	10	3.60	2.67	1.00	8.00
	Thiruvananthapuram	10	4.10	1.66	2.00	7.00
	Total	31	3.81	2.80	1.00	12.00

*Source -Primary Data*

The above table shows the mean number of staff and the mean number of staff dedicated exclusively to safety in the Adventure Tourism Centres. It can be concluded that the mean number of staff in the Adventure Tourism Centres in Idukki is less than

in the Adventure Tourism Centres in Wayanad and Thiruvananthapuram, with Thiruvananthapuram having the highest mean number of staff.

In the case of safety staff, the mean number of safety staff in the Adventure Tourism Centres in Thiruvananthapuram is higher than the mean number of safety staff in Wayanad and Idukki.

**Table 5.40**

*Tourists' Turnout in Kerala*

<b>Year</b>	<b>Domestic Tourists</b>	<b>Foreign Tourists</b>	<b>Total Tourist Arrivals</b>
2012	10,076,854	793,696	10,870,550
2013	10,857,811	858,143	11,445,954
2014	11,695,411	923,366	12,618,777
2015	12,465,571	977,479	13,443,050
2016	13,172,535	1,038,419	14,210,954
2017	14,673,520	1,091,870	15,765,390
2018	15,604,661	1,096,407	16,701,068
2019	18,384,233	1,189,771	19,574,004
2020	4,988,972	340,755	5,329,727
2021	7,537,617	60,487	7,598,104
2022	18,867,414	345,549	19,212,963
2023	21,871,641	649,057	22,520,698
2024	22,246,989	738,374	22,985,363

*Source: Department of Tourism, Government of Kerala.*

**Table 5.41**

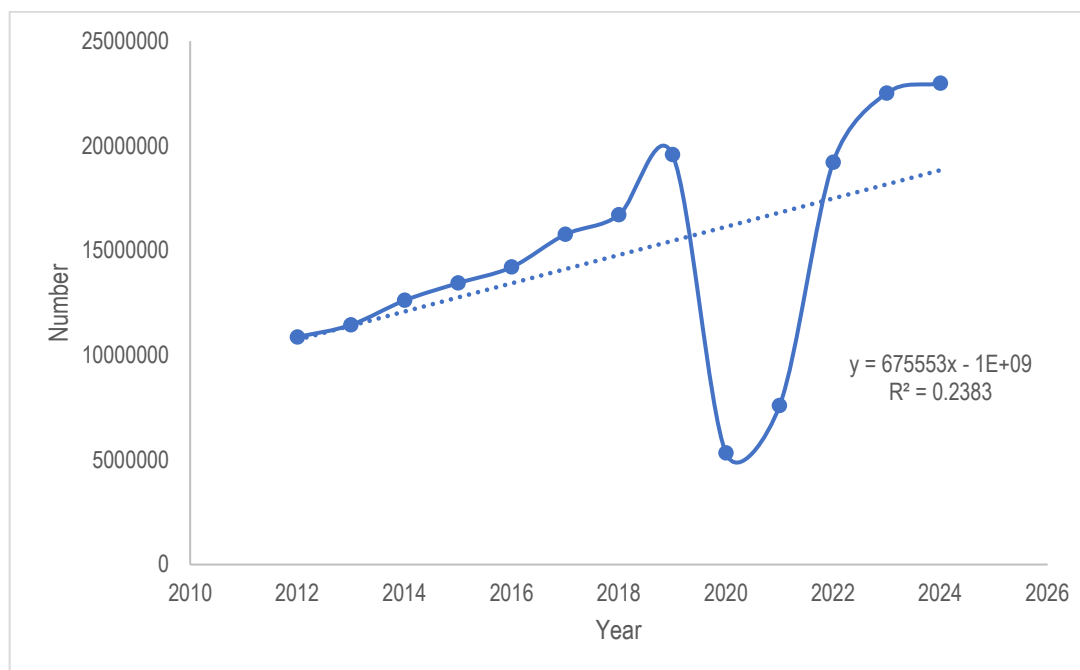
*Growth in the Turnout of Domestic and Foreign tourists in Kerala*

<b>Year</b>	<b>Domestic Tourists</b>		<b>Foreign Tourists</b>		<b>Total Tourist Arrivals</b>	
	<b>Number</b>	<b>Growth</b>	<b>Number</b>	<b>Growth</b>	<b>Number</b>	<b>Growth</b>
2012	1,00,76,854	-	7,93,696	-	1,08,70,550	-
2013	1,08,57,811	7.75	8,58,143	8.12	1,14,45,954	5.29
2014	1,16,95,411	7.71	9,23,366	7.60	1,26,18,777	10.25
2015	1,24,65,571	6.59	9,77,479	5.86	1,34,43,050	6.53

Year	Domestic Tourists		Foreign Tourists		Total Tourist Arrivals	
	Number	Growth	Number	Growth	Number	Growth
2016	1,31,72,535	5.67	10,38,419	6.23	1,42,10,954	5.71
2017	1,46,73,520	11.39	10,91,870	5.15	1,57,65,390	10.94
2018	1,56,04,661	6.35	10,96,407	0.42	1,67,01,068	5.94
2019	1,83,84,233	17.81	11,89,771	8.52	1,95,74,004	17.20
2020	49,88,972	-72.86	3,40,755	-71.36	53,29,727	-72.77
2021	75,37,617	51.09	60,487	-82.25	75,98,104	42.56
2022	1,88,67,414	150.31	3,45,549	471.28	1,92,12,963	152.87
2023	2,18,71,641	15.92	6,49,057	87.83	2,25,20,698	17.22
2024	2,22,46,989	1.72	7,38,374	13.76	2,29,85,363	2.06
CAGR	6.28		-0.55		5.93	
AAGR	17.45		38.43		16.98	

Figure 5.4

*Tourists' Turnout*



Between 2012–2019, total tourist arrivals steadily increased from approximately 1.08 crore to approximately 1.95 crore, showing consistent growth

(mostly 5–17% annually). In 2020, there was a sharp decline of approximately 72–73%, caused by COVID-19 travel restrictions, a global shock. Post-2020, there is a strong recovery, with 2022 showing a record growth of 152–150%, as tourism bounced back from the pandemic. Growth stabilizes in 2023–2024, indicating a return to normal growth trends. CAGR (5.93%) reflects the long-term compounded growth from 2012 to 2024. It smooths out spikes and dips. AAGR (16.98%) reflects the simple average of yearly growth rates, which is higher because extreme positive growth (2022) inflates the average. Consistent growth of total tourist arrivals expect in all the fields. This indicates the prospects of adventure tourism in Kerala similar to that of other tourism activities.

### **5.5 Conclusion**

This chapter provides a comprehensive overview of adventure tourism by analysing participation levels, tourist satisfaction, comparative experiences across different activities, the accessibility and facilities offered by Adventure Tourism Providers (ATPs) and Growth in the turnout of Domestic and Foreign Tourists in Kerala. These insights help identify strengths and gaps in the current adventure tourism landscape, offering valuable guidance for improving service quality and enhancing the overall tourist experience

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## Chapter 6

# **FINDINGS AND CONCLUSION**

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## **6.1 Introduction**

This study examines the adventure tourism industry in Kerala, considering tourist involvement and destination attractiveness. The general aim is to assess the level of tourists' awareness of the varied adventure tourism activities available in the state. The study also seeks to investigate the levels of tourist involvement and satisfaction with adventure tourism activities, thus shedding light on their general experience. The study also seeks to identify significant challenges that prevent the development of adventure tourism in Kerala, from infrastructural, informational, and regulatory issues. Lastly, the study seeks to test opportunities and potential presented by Kerala as an adventure tourism destination, considering its impressive geography, natural endowments, and emerging market trends. The expected outcomes are to provide useful insights to policymakers, tourism stakeholders, and entrepreneurs to inform the state's adventure tourism sector.

## **6.2 Findings**

### **1. Tourist Demographics: Age and Gender**

A high proportion of adventure tourists consisted of individuals in the 21–30 age group, which implies that young adults constitute the most actively participating segment in adventure tourism. In addition, more males comprised of respondents than females, indicating that men have a higher preference for indulging in adventurous travel activities.

### **2. Education and Nationality**

Most of the respondents were Indians, indicating that they are local tourists who represent the market for adventure tourism in Kerala. As far as education is concerned,

majority of the respondents had a degree or postgraduate degree, which indicates that educated individuals are more likely to go out and prefer adventure tourism activities.

### **3. Work and Income**

A considerable percentage of the visitors belonged to self-employment and business segment. The data further indicated that most of the visitors had high income, with more than 40% of them having a higher income of ₹1500000 and more per annum. This indicates that adventure tourism is preferred by people with stable financial resources and can afford it.

### **4. Travel Frequency and Duration**

A considerable number of tourists had engaged in travel for leisure purposes once or twice during the preceding year, with a subset undertaking trips exceeding three instances. The length of these journeys exhibited significant variability; however, a substantial proportion remained for periods surpassing one week, while a noteworthy percentage travelled for durations exceeding one month, signifying a robust interest and commitment to travel.

### **5. Destination Preferences**

While some of the tourists were keen to visit other places in Kerala, another larger group decided to proceed to other Indian states or even overseas. This is a sign of a trend of adventure tourists looking for varied and possibly more well-known adventure tourism places outside their state.

### **6. Sources of Information**

Most of the tourists got information regarding destinations mostly from word-of-mouth publicity, especially from friends, and from online media like the internet and travel blogs. This indicates the importance of both online media and interpersonal communication in the travel decision-making process.

### **7. Transportation and Booking Preferences**

During the early periods of their journeys, a significant portion of travellers chose to use their own cars, indicating individualized preferences for transportation. Online

platforms became the main sources for booking both means of transit and hotels, indicating a substantial shift towards online convenience and independent travel bookings.

### **8. Accommodation Options**

Resorts were the preferred mode of accommodation for tourists, then budget hotels and overnight stay with family and friends. This is a wide range of options, where some tourists' desire luxury and comfort, and some desire less costly or home-like alternatives.

### **9. Identification of Adventure Activities**

Visitors showed a clear consciousness for different land and soft adventure activities. Jeep safaris, trekking, tent camping, and flat-water kayaking were well known, perhaps due to their accessibility, safety aspects, and promotion in tourism marketing initiatives.

### **10. Low Awareness Activities**

Individual activities like cave exploration, jet skiing, base jumping, and windsurfing were measured with little awareness among tourists. This shows that such activities are perhaps not properly marketed or are perceived as being too dangerous or foreign to the masses.

### **11. Type-Based Awareness Comparison**

Segmented by activity type, land and soft adventure activities were far more familiar to tourists than water, aerial, and hard adventure activities. This means that those activities that are easier to reach and less physically demanding are preferred.

### **12. Effect of Age and Nationality**

Age and nationality were both important in determining the awareness level of tourists. Young tourists, particularly those aged below 30, were generally well aware of the adventure tourism opportunities. Indian nationals were better informed than foreign tourists, perhaps because they were exposed to more domestic promotions.

### **13. Other Demographic Factors**

No significant gender, educational, occupational, travel frequency, or stay duration differences in awareness were suggested by the analysis. This would mean that these factors had no apparent impact on tourists' awareness of adventure tourism activities.

### **14. Promotional Gaps**

The general findings indicate a lack of awareness about some forms of activities, especially water and adventure tourism activities. This finding indicates the necessity of specialized promotional campaigns and education programs to raise awareness and encourage engagement in these relatively unknown or poorly promoted niches.

### **15. Objectives of Travel**

Adventure tourists have a preference for eco-tourism and pilgrimage tourism due to their strong interest in nature-based and holy-travel destinations following engagement in adventure tourism. This indicates that, in addition to the adventure experience from the adventure activities, adventure tourists are also inclined towards nature-based and spiritually fulfilling travels, indicating a more extensive and inclusive travel motivation.

### **16. Participation in Hard Adventure Activities Outside Kerala**

Trekking was the most sought among hard adventure activities provided outside Kerala, with 83.62% of the visitors engaging in it. It shows very high demand as well as availability outside the state. Ziplining was next at 66.75% participation, showing it is available and demanded. Scuba diving also gained a good percentage with 41.69% participation. BASE jumping, wing suiting, and kite boarding, however, were very low in participation, although most of the visitors were aware of them—pointing towards a lack of participation and interest, perhaps due to a lack of availability or perceived danger.

### **17. Soft Adventure Activities Outside Kerala Participation**

Soft adventure activities were also most popular among tourists traveling outside Kerala's borders. Flat water kayaking was the most popular with 76.43% participation,

followed by floating bridge activities at 73.95% and glass bridge tours at 72.46%. All such activities are considered to be safe and enjoyable for a wide range of tourists. While activities like powered boating and bush walking are known to travellers, their participation rates are significantly low, perhaps due to a lack of service providers or lack of promotional activities in those areas.

### **18. Engaging in Difficult Adventure Activities in Kerala**

Of the activities in Kerala, trekking was the most participated hard adventure activity, at 75.43%. White-water kayaking (25.06%) and scuba diving (23.33%) were also popular activities, showing increasing popularity for water activities. Some high-intensity activities like skydiving, hang gliding, and BASE jumping had no participation, primarily due to the fact that they are not offered by local adventure tour operators.

### **19. Engagement in Soft Adventure Activities Within Kerala**

Among Kerala's soft adventure tourist activities, the most prominent experiences realized were floating bridge activities (87.34%), flat water kayaking (86.10%), and jeep safaris (67%). These activities are distinguished by ease of access, family orientation, and general availability at the most tourist sites. Specialist activities like powered boating and bush walking had a zero-participation rate, which may reflect a lack of infrastructure or public interest.

### **20. Participation in Land Adventure Activities**

For excursions outside Kerala, trekking (83.62%), tent camping (74.19%), and glass bridge (72.46%) were participated in the most, showing high popularity and ease of access. The same pattern was observed in Kerala, where the same activities were participated in the most. This shows that land activities are well integrated and supported both inside and outside the state.

### **21. Participation in Aquatic Adventure Activities**

Water sports were greatly accepted both outside and within Kerala. Flat water kayaking (76.43% outside and 86.10% within) and floating bridge (73.95% outside

and 87.34% within) were the most accepted ones, as they were safe and of mass popularity. However, adventure water sports such as kite boarding and wakeboarding had very little participation, possibly due to the requirement of skills, the cost of equipment, or unavailability.

## **22. Participation in Aerial Adventure Activities**

Among adventure activities in the air, the most popular activity both outside (66.75%) and in Kerala (69.48%) was zipline and thus the most accessible and sought-after airborne activity. Paragliding and hot air ballooning were moderately sought after, with high-risk activities such as skydiving, BASE jumping, and wing suiting having little or no activity, likely because of safety issues or unavailability of providers

## **23. Tourist Satisfaction Levels**

Overall, tourists were highly satisfied with their accommodation, security, and their adventure tourism experience in general. These were rated positively and had a positive impact on their travel experiences. However, site accessibility problems, lack of proper public transportation facilities, and poor family recreational facilities were areas of concern.

## **24. Satisfaction with Facilities**

Visitors mentioned satisfaction with fundamental amenities such as sanitary standards, safety measures, native hospitality, and climatic situations. Nevertheless, they expressed low levels of contentment with the provision of public transport and the quality of food variety at certain sites, indicating a demand for enhanced infrastructure and improved hospitality services.

## **25. Demographic Comparison of Satisfaction**

There were no notable differences in satisfaction levels when compared with variables like age, gender, nationality, education, or occupation. This shows that adventure tourism provides an equally good experience regardless of backgrounds. However, more experienced visitors had somewhat higher levels of satisfaction, and this could be due to them having a clearer sense of expectation and preparation techniques.

## **26. Relation between Awareness and Satisfaction**

There was a weak but substantial negative correlation between awareness and satisfaction, primarily for water-based and hard adventure activities. This suggests that high degree of awareness by the tourists can raise their expectations, hence limiting satisfaction when the experience does not live up to their high expectations. This was not so for land-based or soft adventure activities.

## **27. Availability of Adventure Tourism Providers (ATPs)**

Availability of facilities for adventure tourism varied between districts. In Wayanad and Idukki areas, distances to basic services like airports and hospitals were much larger, leading to lower accessibility. Thiruvananthapuram, on the other hand, had better connectivity, providing easier access to transport and emergency services, thus enhancing the overall tourist experience.

## **28. Steady long-term growth and Strong post pandemic recovery.**

The steady long-term growth and strong post-pandemic recovery in total tourist arrivals indicate a resilient tourism sector in Kerala, suggesting significant and sustained potential for the development of adventure tourism alongside other tourism activities

## **6.3 Conclusion**

Kerala's adventure tourism has huge potential, driven mainly by excitement of young, educated, and affluent domestic tourists. Popular soft and land-based adventure activities like trekking and kayaking are in vogue, but expansion is hindered by factors like low awareness of specialized activities, poor infrastructure, and lack of registered operators. Overall satisfaction levels are highly positive, especially for safety and hospitality; however, improvement in accessibility and variety of services is overdue. To ensure sustainable and competitive expansion, Kerala needs to invest in better infrastructure, develop a variety of adventure experiences, implement safety standards, and involve local communities in sustainable tourism.

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## Chapter 7

# **RECOMMENDATIONS, IMPLICATIONS AND POTENTIAL AVENUES FOR FUTURE RESEARCH**

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## **7.1 Introduction**

The overall conclusions of the study reflect that Kerala has great potential in the adventure tourism industry; however, there are several aspects that require intervention at the strategic level. The suggestions enumerated in this section attempt to address the significant gaps that were identified, i.e., absence of awareness, poor infrastructure, problems of accessibility, and the need for better regulation and promotion. These recommendations are aimed at helping policymakers, tourism boards, and stakeholders to enhance the overall quality of adventure tourism environment of Kerala.

## **7.2 Recommendations.**

1. Adventure tourism initiatives should target the 21–30 age group through youth-oriented packages and digital marketing. As male participation is higher, efforts should be made to attract more female tourists by promoting safe, inclusive, and women-friendly adventure experiences.
2. Since most adventure tourists are educated Indians, operators should focus on enhancing experiences that align with their interests—such as eco-conscious travel, guided learning experiences, and skill-based activities. Collaborations with universities, alumni networks, and professional groups can also help promote adventure tourism among educated local audiences.
3. Adventure tourism providers should design premium, customized packages targeting professionals and high-income individuals. Offering exclusive experiences, luxury accommodations, and personalized services can attract this segment. Additionally, promoting adventure tourism as a form of stress relief and

lifestyle enhancement can appeal to business owners and self-employed professionals.

4. Develop flexible adventure tourism packages that cater to both short-term and long-term travellers. Offer extended itinerary options and loyalty benefits to encourage repeat visits and cater to tourists with strong travel commitment.
5. To retain adventure tourists within Kerala, diversify and promote lesser-known adventure spots across the state. Strengthen branding, improve infrastructure, and highlight unique local experiences to compete with popular destinations in other states and abroad.
6. Enhance online presence through engaging content, influencer collaborations, and travel blogs. Encourage satisfied tourists to share their experiences, leveraging word-of-mouth and social media to influence potential adventure travellers.
7. Promote self-drive adventure packages and ensure easy accessibility to destinations for private vehicles. Strengthen partnerships with online booking platforms and optimize digital booking systems to cater to the growing trend of independent, tech-savvy travellers.
8. Design integrated tourism packages that combine adventure activities with eco-tourism and pilgrimage experiences. Promoting multi-interest itineraries can attract a broader audience and enhance the overall appeal of destinations.
9. Offer diverse accommodation options to suit varying tourist preferences—ranging from luxury resorts to budget-friendly stays and homestays. Partnering with different types of lodging providers can help cater to both comfort-seeking and budget-conscious travellers.
10. Continue promoting popular soft adventure activities like jeep safaris, trekking, and kayaking through targeted marketing. Enhance accessibility and safety features, and expand offerings to include similar low-risk activities to attract a wider range of adventure tourists.

11. Increase awareness of lesser-known adventure activities through targeted campaigns, demo events, and influencer promotions. Emphasize safety, local availability, and beginner-friendly options to make these activities more appealing and accessible to a broader audience.
12. Focus on expanding and enhancing land and soft adventure offerings, while gradually introducing water, aerial , and hard activities with proper safety assurances and beginner-friendly versions. Awareness campaigns and guided experiences can help build confidence and interest in more challenging adventure types.
13. Strengthen youth-focused marketing strategies and digital outreach to sustain engagement among younger tourists. To increase awareness among foreign tourists, enhance international promotional efforts, offer multilingual content, and collaborate with global travel platforms and agencies.
14. Since awareness levels are consistent across gender, education, occupation, travel frequency, and stay duration, awareness campaigns should adopt a broad, inclusive approach. Focus on universally appealing messages and platforms to reach diverse tourist segments effectively.
15. Implement specialized promotional campaigns and educational initiatives focusing on lesser-known water and hard adventure activities. Use workshops, social media, and experiential marketing to inform and engage tourists, highlighting safety, accessibility, and unique experiences.
16. Capitalize on the high demand for trekking, ziplining, and scuba diving by improving local availability and infrastructure in Kerala. For lesser-participated but known activities like BASE jumping and wing suiting, introduce trial experiences, ensure strict safety measures, and promote through expert-led events to gradually build interest and trust among tourists.
17. Promote and expand popular light adventure activities like kayaking, floating bridges, and glass bridge tours within Kerala to retain tourists locally.

Additionally, invest in developing and marketing underutilized activities like powered boating and bush walking by improving service availability and highlighting their safety, accessibility, and recreational value.

18. Strengthen and diversify existing hard adventure offerings like trekking and water activities such as kayaking and scuba diving in Kerala. To meet growing interest in high-intensity adventures, gradually introduce activities like skydiving and hang gliding through pilot programs with certified operators, ensuring strict safety standards and effective promotion to build interest and trust.
19. Continue promoting high-demand soft adventure activities like floating bridge walks, flat water kayaking, and jeep safaris by enhancing accessibility and family-friendly features. To boost participation in underutilized activities like powered boating and bush walking, invest in infrastructure development and targeted promotions that highlight their unique appeal and suitability for a wide range of tourists.
20. Leverage the strong popularity of land-based activities like trekking, tent camping, and glass bridge tours by expanding and upgrading related infrastructure in Kerala. Promote these activities through eco-friendly and adventure-themed packages to strengthen Kerala's position as a leading land adventure destination, both regionally and nationally.
21. Continue promoting widely accepted water sports like flat water kayaking and floating bridge activities by ensuring accessibility and affordability. To increase participation in specialized sports like kite boarding and wakeboarding, introduce beginner-friendly training programs, provide rental equipment, and collaborate with certified instructors to make these activities more approachable and appealing.
22. Expand and promote ziplining across more locations in Kerala, as it is the most popular and accessible airborne activity. To boost interest in paragliding and hot air ballooning, invest in safety-certified operators and create scenic packages. Introduce high-risk activities like skydiving gradually, ensuring strict safety standards and guided experiences to build trust and participation.

23. Maintain high standards in accommodation, safety, and overall adventure experience to sustain tourist satisfaction. To address concerns, improve site accessibility through better road connectivity, enhance public transportation options to key adventure spots, and develop family-friendly recreational facilities to cater to group and family travellers.
24. Continue upholding high standards in sanitation, safety, and local hospitality to maintain visitor satisfaction. Simultaneously, improve public transport connectivity to adventure sites and diversify food options by promoting local cuisine and ensuring better quality and hygiene at food outlets to enhance the overall tourist experience.
25. Maintain a consistent quality of adventure tourism experiences to appeal to all demographic groups. To enhance satisfaction among less experienced tourists, provide clear pre-trip information, beginner-friendly guidance, and orientation sessions to help set expectations and improve preparedness, ensuring a more enjoyable experience for all.
26. Manage expectations for water-based and hard adventure activities by providing clear, realistic information about what tourists can expect. Use honest marketing, detailed activity descriptions, and feedback from past participants to align awareness with actual experiences, thereby reducing the gap between expectations and satisfaction.
27. Improve infrastructure and accessibility in districts like Wayanad and Idukki by enhancing road connectivity and establishing support facilities such as first-aid centers and transport links. Promote these areas as emerging adventure hubs while leveraging well-connected regions like Thiruvananthapuram as gateways to draw more tourists.
28. Adventure tourism be systematically developed and integrated into Kerala's mainstream tourism planning through enhanced infrastructure, safety standards, and targeted promotion to effectively harness the growing and resilient tourist inflow.

### **7.3 Implications of the research**

Implications of this study are important for Kerala's adventure tourism stakeholders, including policymakers, tourism developers, local communities, and service providers. The study shows growing interest and involvement in adventure tourism by young, educated, and economically secure domestic tourists. However, awareness gaps, limited choices for high-intensity activities, poor infrastructure, and unregulated service operators paint a picture of the need for strategic planning and sustainable development. The study highlights the need to enhance accessibility, develop promotional interventions—particularly for less familiar activities—and safety and quality of services provided. Furthermore, it highlights the possibility of local economic development and job creation through ethical tourism practices. Through these areas of concern, Kerala can be a competitive and sustainable adventure tourism destination.

### **7.4 Potential Avenues for Future Research**

The present study provides a basic insight into adventure tourism in Kerala; however, many directions remain open to be investigated in future research. Longitudinal analyses to track changes in tourist interest and participation rates over time, comparative analyses between Kerala and other Indian or foreign locations for adventure tourism, environmental impact studies of adventure tourism, and effectiveness analysis of regulations would provide more refined insights into best practices and competitive niches. Further, a study of the environmental consequences of adventure activities and the effectiveness of regulating mechanisms would assist in sustainable tourism planning. Future research could also investigate the involvement of the local community in the development of adventure tourism, gender participation trends, and the use of digital technologies in promotion and service delivery. These research directions will assist in constructing a more holistic and dynamic understanding of the industry.

### **7.5 Conclusion**

This study situates the evolving landscape of Adventure Tourism in Kerala within the broader empirical and theoretical discourse on contemporary tourism development.

Consistent with global evidence, the findings reaffirm that adventure tourism demand is increasingly driven by young, educated, and high-income travellers who seek experiential, high adrenaline activities that transcend conventional sightseeing models (Newsome et al. ,2002). Kerala's current adventure tourism profile reflects this transition, with strong participation in land based and soft adventure activities, while hard and aerial adventure segments remain largely underdeveloped, echoing patterns observed in emerging adventure destinations worldwide.

From a theoretical perspective, the uneven distribution of awareness, participation and satisfaction across activity type aligns with Poon's(1993) framework of new tourism, which emphasizes informed choice, transparency, and quality assurance as perquisites for sustainable destination competitiveness. The low correlation between awareness and satisfaction identified in this study underscores a critical gap between tourist expectations and on ground delivery particularly in water based and hard adventure activities. This gap highlights the need for expectation management through credible marketing, standardised safety protocols, and professional operational training elements widely recognised in adventure tourism risk and experience management literature.

Empirically, the relatively high satisfaction levels associated with safety, accommodation , and host guest interactions indicate Kerala's strengths in core tourism services, However , concerns regarding public transportation , food diversity and family oriented infrastructure reflect structural limitations commonly reported in developing adventure tourism regions. Theses findings support Swarbrooke et al's (2003) assertion that the success of adventure tourism is not defined solely by thrill seeking opportunities but by the integration of safety, accessibility, sustainability and inclusive participation.

Overall, the study contributes to broader academic understanding of adventure tourism by demonstrating how destination potential is mediated by infrastructure, awareness, and governance mechanisms. Kerala's rich natural endowments, when combined with strategic planning, technological integration, community participation, and supportive policy frameworks, position the state favourably within India's Adventure tourism market. In line with sustainable tourism theory, the long term

growth of adventure tourism in Kerala depends on balancing economic benefits with environmental stewardship and socio-cultural inclusion. If these dimensions are affectively aligned, adventure tourism can emerge as a catalyst for diversified tourism development and sustained socio-economic transformation in the region.

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# APPENDIX

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## Interview Schedule

Dear Madam/Sir,

We, Ranjith P R (Ph.D. Scholar) and Dr. Mohandas. A (Associate Professor and Research supervisor), from the Research Department of Commerce, Government College Kodanchery (Affiliated to University of Calicut), are conducting a Ph.D. Research on the title “Management of Challenges of Adventure Tourism in Kerala” We appreciate your support in participating in this survey. Please provide your valuable responses regarding this research study. We are promising that we will not share your data for any other purposes except this research study.

### Basic Information

1. Age :
2. Gender :  Male  Female  Others
3. Nationality :  Indian  Foreigner  
: If Indian Specify State.....  
: If Foreigner Specify Country.....
4. Marital Status :  Unmarried  Married  Divorced  
 Widow/ Widower  Others
5. Education :  Illiterate  Literate but No formal Education  
 SSLC/HSE  Graduation  
 Post Graduation  Above Post Graduation
6. Occupation :  Unskilled Woker  Skilled Worker  
 Trader  Business/Industrialist  
 Self Employed Professional  Student  
 Government Employee  House Wife  
 Retired  Others  
: If others specify .....

- 
7. Income (Annual) :  Below 100000  100000-500000  
 500000-1000000  1000000-1500000  
 Above 1500000

**Tourism Related**

9. The place that you last visited for Tourism purposes

- Within Kerala  
 Within India but Outside Kerala  
 Outside India

10. How did you gather information about the destination

- From Family  Friends  Newspaper   
Travel Brochures  Guide books on Travel  Internet   
Travel Agency  Travel Program on TV  Travel Programmes   
Travel Vlogs  Magazine  Others

If others please specify .....

.....

11. Choose the appropriate from the list

Mode of Transportation	Mode of Transportation did you use for reaching the starting point of the trip.	Mode of Transportation that you used after reaching the starting point of the destination.
Flight		
Bus (hired)		
Bus (Public Transportation)		
Taxi Car		
Car (Rented)		
Own Car		
Ships		
Boats		

Mode of Transportation	Mode of Transportation did you use for reaching the starting point of the trip.	Mode of Transportation that you used after reaching the starting point of the destination.
Metro Train /Local Trains		
Trains		
Auto Rickshaw/ E-Rickshaw		
Motorcycle		
Motorcycle (Taxi)		
Motorcycle (Rented)		
Bicycle		
Hitchhiking		
By Foot		
Cycle Rickshaw		
Others		

12. Choose the appropriate one from the following

Booking Details	For Transportation	For Lodging
In person at a travel agency in my place of residence		
By Telephone		
Through Internet		
In place of destination with an Intermediary		
In place of destination directly with transport authority/ at the hotel		
Others		
If others specify		

13. What kind of accommodation did you occupy in this place?

- |                      |                          |                            |                          |                              |                          |
|----------------------|--------------------------|----------------------------|--------------------------|------------------------------|--------------------------|
| Budget Hotel         | <input type="checkbox"/> | Class Hotel (Up to 3Stars) | <input type="checkbox"/> | Luxury Hotel (Above 3 Stars) | <input type="checkbox"/> |
| Guesthouse/ Homestay | <input type="checkbox"/> | Bungalow/ Apartment        | <input type="checkbox"/> | With Friends/ Relatives      | <input type="checkbox"/> |
| Camp/ Tent           | <input type="checkbox"/> | Bed and Breakfast          | <input type="checkbox"/> | Hostel                       | <input type="checkbox"/> |
| Resort               | <input type="checkbox"/> | Others                     | <input type="checkbox"/> |                              |                          |

If Others please specify .....

14. The nature of your last trip

- Historical/ Heritage Tourism  Pilgrimage Tourism  Cultural Tourism   
 Rural Tourism  Urban areas/ Shopping Tourism  Sports Tourism   
 Eco-Tourism  Adventure Tourism  Medical Tourism   
 Beach Tourism  Backwater Tourism  Others

If others please specify .....

15. How long did your holiday in this place last you visited (Duration)

- 7 Days or less  2 Weeks   
 More than 2 Weeks  One Month   
 More than one month

16. How many times did you travelled for tourism purposes in the last year

- Nil  1   
 2  3   
 More than 3

17. Awareness

	1	2	3	4	5
Tourism development Programmes in Kerala					
Awareness on Adventure Tourism					

(1-Highly Aware,2-Aware,3- Neutral, 4- Unaware, 5- Completely Unaware)

If you aware, Name at least one tourism development programmes.

.....  
 .....  
 .....

18. Do you participate any Adventure Tourism Activity before?  Yes  No

19. If yes, then why

Cost Effective	
Natural challenge Activities	
Freedom of Experimentation	

New Experience	
Interaction with the Natural environment	
Gather knowledge	
Outdoor Recreations	
Building risk taking capacity	
Others	

20. If No

Cost	
Risk/ Fear factor	
Lack of motivation	
Lack of promotion	
Lack of Knowledge	
Lack of organised set up	
Lack of guidance	
Others	

21. Can you tell me why Adventure Tourism in Kerala can be potential place for the foreign and domestic tourist?

Cost effectiveness	
Infrastructure Support	
Less Risk/ Fear factor	
Natural environment diversity	
Good resource for Adventure support	
Information/ knowledge providing method	
Good organised setup	
Proper guidance	
Others	

22. Are you aware of the difference between soft adventure tourism activities and hard adventure tourism activities?

Yes       No

If yes, which of the following activities do you consider a soft adventure tourism activity?

Activities- Bungee Jumping, Jeep Safari, Snorkelling, Surfing, Trekking, Camping.

**Soft Adventure Tourism activities**

.....  
 .....  
 .....

23. Which type of Adventure tourism activity you prefer the most (Rank from 1 to 3)

Adventure Tourism on Ground	
Adventure Tourism in Water	
Air Based Adventure Tourism	

24. Which of the following type of Adventure Tourism activity is already developed and which activity need to be developed, and have you participated or heard of the following adventure tourism activity.

Adventure Tourism Activities	Scope for Development				Adventure Tourism Participation			
	Already developed	No Scope to Develop	Need to be developed	Don't know	Outside Kerala		Within Kerala	
					Participated	Heard	Participated	Heard
Mountaineering								
Trekking								
Rock Climbing								
AW Climbing								
Abseiling								
Tent Camping								
Hiking								
Bicycle Touring								
Horse Riding								
Mountain Biking								
Cycling								
BPRT								
Cave Exploring								
Glass Bridge								
Jeep Safari								
Camel Riding								
Snow Skating								
White Water Kayaking								
Scrambling								
HRC								
Wildness Exploration								
Wildness Survival								
Nature Walks								
ATV								
Bird Watching								

Adventure Tourism Activities	Scope for Development				Adventure Tourism Participation			
	Already developed	No Scope to Develop	Need to be developed	Don't know	Outside Kerala		Within Kerala	
					Participated	Heard	Participated	Heard
White Water Rafting								
White Water Kayaking								
Canoeing								
SUP								
Surfing								
Windsurfing								
Kiteboarding								
Jet skiing								
Wakeboarding								
Canyoning								
BWSR								
Bamboo Rafting								
Dinghy Sailing								
PBFR								
Scuba Diving								
Snorkelling								
OSB								
Floating Bridge								
Skydiving								
Paragliding								
Hang-glider								
Hot Air Balloon								
Zipline								
BASE Jumping								
Bungee Jumping								
Wing suiting								

25. Are you aware about the following Adventure Tourism Activities.

Please use the following method for answering the question.

1	2	3	4	5
Highly Aware	Aware	Neutral	Unaware	Completely Unaware

Adventure Tourism Activity	1	2	3	4	5
Mountaineering					
Trekking					
Rock Climbing					
AW Climbing					
Abseiling					
Tent Camping					
Hiking					

<b>Adventure Tourism Activity</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Bicycle Touring					
Horse Riding					
Mountain Biking					
Cycling					
BPRT					
Cave Exploring					
Glass Bridge					
Jeep Safari					
Camel Riding					
Snow Skating					
White Water Kayaking					
Scrambling					
HRC					
Wildness Exploration					
Wildness Survival					
Nature Walks					
ATV					
Bird Watching					
White Water Rafting					
White Water Kayaking					
Canoeing					
SUP					
Surfing					
Windsurfing					
Kiteboarding					
Jet skiing					
Wakeboarding					
Canyoning					
BWSR					
Bamboo Rafting					
Dinghy Sailing					
PBFR					
Scuba Diving					

<b>Adventure Tourism Activity</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Snorkelling					
OSB					
Floating Bridge					
Skydiving					
Paragliding					
Hang-gliding					
Hot Air Balloon					
Zipline					
BASE Jumping					
Bungee Jumping					
Wing suiting					

26. Please use following method for answering the questions.

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied

		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1</b>	<b>Accommodation</b> 1. Food and Beverages 2. Hygiene 3. Customer Services 4. Accessibility to the destination 5. Availability of Wi-Fi facilities					
<b>2</b>	<b>Transportation</b> 1. Road conditions 2. Fare 3. Availability of Public Transportation. 4. Distance to Railway station/ Airport 5. Distance to Bus stand/ Boat Jetty					
<b>4</b>	<b>Recreation Facilities</b> 1. Availability of Gaming area 2. Availability of Children's Park/ Play zone 3. Availability for Breast feeding area. 4. Availability of drinking water facilities.					
<b>5</b>	<b>Washroom facilities</b> 1. Hygiene					

	2. Availability of Water 3. Spaciousness					
6	<b>Cleanliness and Sanitation</b> 1. Cleanliness at the destination 2. Availability of waste baskets 3. Usage of plastic items at the destination.					
7	<b>Safety and security</b> 1. Availability of life guards 2. Safe gears availability (Eg. Helmets, Life jackets, etc) 3. Instruction provided by the staff 4. Safety instruction sign boards					
8	<b>Experience</b> 1. Activities 2. Quality of service 3. Behaviour of staffs					
9	<b>Friendliness of local people</b> 1. Attitude of local people towards tourists 2. Interaction of local people					
10	<b>Good climate</b>					
11	<b>Restaurants and shopping facility</b> 1. Hygiene 2. Price of food items 3. Availability of food items 4. Quality of food items					
12	<b>Accessibility</b> 1. Mobility 2. The quality and availability of transport options. 3. Connectivity to the destination					

27. What is your suggestion for developing Kerala as an Important adventure tourism destination in the world.

.....

.....

.....

.....

**-Thank You-**

## INTERVIEW SCHEDULE

Dear Madam/Sir,

We, Ranjith P R (Ph.D. Scholar) and Dr. Mohandas. A (Associate Professor and Research supervisor), from the Research Department of Commerce, Government College Kodanchery (Affiliated to University of Calicut), are conducting a Ph.D. Research on the title “Management of Challenges of Adventure Tourism in Kerala” We appreciate your support in participating in this survey. Please provide your valuable responses regarding this research study. We are promising that we will not share your data for any other purposes except this research study.

1. Name of the Adventure tourism centre :
2. Place and district :
3. Distance from nearest Railway station :
4. Distance from nearest Airport :
5. Distance from nearest Bus station :
6. Distance to nearest Hospital :
7. Distance to nearest Fire station :
8. Choose the appropriate item/items from the following list Provide ✓ for applicable

Adventure Tourism Activities	Adventure Tourism activities offered	Adventure Tourism activities are planned to offer in the near future	Costliest Adventure tourism activity Offered (Max:1)	Cheapest Adventure tourism activity offered (Max:1)
Mountaineering				
Trekking				
Rock Climbing				
AW Climbing				
Abseiling				
Tent Camping				
Hiking				
Bicycle Touring				
Horse Riding				
Mountain Biking				

Adventure Tourism Activities	Adventure Tourism activities offered	Adventure Tourism activities are planned to offer in the near future	Costliest Adventure tourism activity Offered (Max:1)	Cheapest Adventure tourism activity offered (Max:1)
Cycling				
BPRT				
Cave Exploring				
Glass Bridge				
Jeep Safari				
Camel Riding				
Snow Skating				
White Water Kayaking				
Scrambling				
HRC				
Wildness Exploration				
Wildness Survival				
Nature Walks				
ATV				
Bird Watching				
White Water Rafting				
White Water Kayaking				
Canoeing				
SUP				
Surfing				
Windsurfing				
Kiteboarding				
Jet skiing				
Wakeboarding				
Canyoning				
BWSR				
Bamboo Rafting				
Dinghy Sailing				
PBFR				
Scuba Diving				
Snorkeling				
OSB				

Adventure Tourism Activities	Adventure Tourism activities offered	Adventure Tourism activities are planned to offer in the near future	Costliest Adventure tourism activity Offered (Max:1)	Cheapest Adventure tourism activity offered (Max:1)
Floating Bridge				
Skydiving				
Paragliding				
Hang-gliding				
Hot Air Balloon				
Zipline				
BASE Jumping				
Bungee Jumping				
Wing suiting				

9. How many staff work here? .....
10. How many staff members are exclusively appointed to provide safety and security for the tourists?.....
11. Did you provide accident insurance protection for visitors  Yes /  No
12. Did you provide insurance protection for staffs  Yes /  No
13. Did you avail any kind of Business loans?  Yes /  No
- a) If yes from, where did you avail Business loans Banks
- NBFCs
- Tourism Department
- From Government or Government agencies Others
- If Others please specify .....
14. Did you avail any sort of financial assistance other than business loans?
- Yes  No
- a) If yes, from where did you avail financial assistance?
- From Tourism Department NBFCs
- Bank
- Private money lenders Directly from Government Others
- If others please specify .....

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15. Did you avail of any sort of assistance other than financial assistance?

Yes  No

a) If yes, what kind of assistance did you avail of?

- Technical support
- Expert Consultancy Training
- Business Idea consultation
- Others

If others please specify .....

16. Average number of tourist visits in a month.....

17. Did you provide any of the following services to the tourist?

- Taxi Services
- Bus services
- Parking facility
- Entertainment facility
- Recreation facilities
- Shopping facilities
- Toilet facilities
- Kids play area
- Others

If others specify .....

18. Do you have any suggestions to improve adventure tourism in Kerala?

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**List of Centres (Adventure Tourism Providers) that data collection done**


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<b>Sl No.</b>	<b>Wayanad</b>	<b>Idukki</b>	<b>Thiruvananthapuram</b>
1.	Wayanad Ultra Park, Lakkidi	Sandal Adventures, Marayoor	Rausta Surf, Varkala
2.	Liventure Vacations, Puthumala	Fun Factory, Mattupetty	Fly Varkala Adventure Sports Pvt. Ltd, Varkala
3.	Vythiri Park (V Sharp Promoters)	Let's Glamp, Vagamon	Varkala Water Sports, Varkala
4.	Lanternstay, Ellembarassery	Bharatmata Ventures Pvt. Ltd, Vagamon	Rider's Heaven, Vithura
5.	Skypark Kalladi	One Adventure, Vagamon	Go Go Land Resort, Pozhiyoor
6.	Tent root Adventures, Vellamunda	Perfect Tense Adventures, Vagamon	Nova Boat Club , Vakkom Golden Island
7.	Skyswing, Schoolpadi	River Valley Adventures, Sree Narayanapuram	Bond Water Sports, Kovalam
8.	Wonders of Wayanad, Chelod	Spice Munnar Camping, Rajakumari	Joy Water Sports, Kottukkal
9.	Muddy Boots Vacations, Pozhuthana	Ripple Adventures, Thalakulam	Oceanaut Adventures Pvt. Ltd, Kovalam
10.	Evergreen Homestay, Muttil	Kallanthady Natural Cave park, Udumbanchola	Vattiyoorkavu Youth Brigade Entrepreneurs co-operative society, Akkulam
11.	Eagle nest Ambukuthy		

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