

Adventure Tourists in Himachal Pradesh and Uttarakhand



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Abstract

Tourism is a lucrative source for destination to attract travelers and for tourists to spend money. Many service sector industries such as transportation services, hospitality services and entertainment play a vital role in tourism development. Due to high disposable income and easier travel, tourism sector has been able to maintain double digit growth. Travel and tourism is the world's largest service industry supporting more than 260 million jobs and generating 9 percent of the world GDP. Adventure in an activity is dependent on the various elements, such as the degree of remoteness, the levels of skills and effort required the opportunity for responsibility and the level of contrivance. Adventure tourism overlaps with other types of tourism with regard to recreation, leisure and travel elements. This paper outlines briefly about the profile of adventure tourists in Himachal Pradesh and Uttarakhand.

Keywords:

Himachal Pradesh, Tourists, Adventure, Uttarakhand.

Introduction

Adventure tourism is an unusual, uncertain, exotic, exploration, expedition of an activity, which gives adrenaline rush, thrill, fear, challenge and excitement to the participants. The tourism sector embraces various tourism niches like Social Tourism, Pilgrimage Tourism, Adventure Tourism and many more. Similarly, there is no community agreed profile of an adventure tourist as adventure tourism also embraces a broad range of motivational characteristics, risk, excitement and educational appreciation. Adventure tourist may be the tourist who is demanding unique, original and enticing holiday experiences. They are participating in physically mentally stimulating activities through travelling to remote destinations or engaging in adrenaline rush, experience as a part of their tourist experience.

Adventure travelers often seek unique or new travel destination and activities. They are usually young, even though more and more the adventure sports are being adapted for all ages. The most common is groups of friends around the thirties. Even so, lately new trends have been detected like the case of couples that make their honeymoon a journey of adventure. It is often believed that a percentage of this sector is willing to accept limited tourism infrastructure with the promise of an exceptional, authentic experience. Although adventure tourism means different things to different people accordingly that engages a person in physical, mental, natural and cultural excursions that put individual outside his comfort zone. This whole process can be divided into soft adventurer and hard adventurer.

Soft Adventurer: These participants are usually novices in the realm of adventure and enjoy soft activities that necessitate limited or no previous experience. Soft adventure is the term used to describe the type of adventure in which participants have little or no experiences and low risk in activities. Soft adventurer may also use mechanized transport (cars, motorbikes) and other comfortable accommodation. Soft adventure activities are often based upon their hard adventure equivalents. Although, they occur at a less physically demand level.

Hard adventurers: refers to the tourists who participate in activities in which travel experience has more physical challenge, higher element of risk and pushes people outside of the comfort zone. Hard adventure gives an adrenaline rush to participants in the elements of uncertain outcome and risk. These tourists sometime can control risks because of the level of experience, they have.

Objectives of the study

- To know the socio – economic characteristics of the Adventure tourists in himachal Pradesh and Uttarakhand.
- To identify the source of exposure to the destination.
- To know the most participated adventure activities.

Research Methodology

The primary data were collected from 75 adventure tourists (each) in Himachal Pradesh and Uttarakhand, on specially structured questionnaires through personal interview method. The data were analyzed by applying simple statistical tools like averages, frequencies and percentages as well as advanced statistical techniques like Non-parametric Z-test, and Chi-Square test. Hypothesis of the study were as follows:

H1: Younger people are more interested in adventure tourism as compared to older in Himachal Pradesh and Uttarakhand.

H2: Rural people are more interested in adventure tourism as compared to Urban in Both the states.

Profile of Adventure Tourists

Before going for discussion on tourists' perceptions and expectations from adventure tourism agencies, it is relevant here to have an overview of their socio-economic characteristics as socio-economic characteristics may have direct or indirect bearings on their perceptions.

Socio-Economic Characteristics

Table 1.1: Distribution of Tourists According to their Age

Age (years)	Himachal Pradesh		Uttarakhand	
	No.	%age	No.	%age
<18	5	6.67	5	6.67
18-30	56	74.67	59	78.67
30-45	8	10.67	8	10.67
45-60	6	8.00	3	4.00
chi-square		0.44	d.f.=2	

Source : Primary Probe

Age

It is evident from Table 1.1 that majority i.e. 74.67 and 78.67 percent of the tourists in Himachal Pradesh and Uttarakhand respectively were from the age group of 18 to 30 years, followed by 10.67 each from 30 to 45 years of age group. This showed that the age pattern of tourists was similar in both the states. This is also confirmed by the calculated value of chi-square of 0.44. The analysis revealed that the younger persons are more interested in

adventure tourism as compared to the older persons.

H1: Younger people are more interested in adventure tourism as compared to older in Himachal Pradesh and Uttarakhand.

Table 1.1 shows that majority i.e. 74.67 and 78.67 percent of the tourists in Himachal Pradesh and Uttarakhand respectively were from the age group of 18 to 30 years. The analysis revealed that the younger persons are more interested in adventure tourism as compared to older persons. so the hypothesis is accepted.

Table 1.2: Distribution of Tourists According to the Sex

Sex	Himachal Pradesh		Uttarakhand	
	No.	%age	No.	%age
Male	55	73.33	49	65.33
Female	20	26.67	26	34.67
chi-square		1.13	d.f.=1	

Source : Primary Probe

Sex

A perusal of Table 1.2 showed that majority i.e., 73.33 percent of tourists in Himachal Pradesh and 65.33 percent in Uttarakhand were

males, while the remaining 26.67 percent and 34.67 percent of tourists in Himachal Pradesh respectively were females. The pattern of sex distribution of tourists was similar in both the states as indicated by the chi-square value of 1.13.

Table 1.3: Distribution of Tourists According to the Marital Status

Marital Status	Himachal Pradesh		Uttarakhand	
	No.	%age	No.	%age
Married	35	46.67	26	34.67
Unmarried	39	52.00	47	62.67
Divorced	1	1.33	2	2.67
chi-square		2.24	d.f.=1	

Source : Primary Probe

Marital Status

The information given in Table 1.3 indicated that majority i.e. 52.00 and 62.67 percent of the tourists in Himachal Pradesh and Uttarakhand respectively were unmarried while 46.67 percent in Himachal Pradesh and 34.67 percent in Uttarakhand were married. Only 1.33 percent and 2.67 percent of tourists in Himachal Pradesh

and Uttarakhand respectively were divorced. The marital status pattern was similar in both the states as indicated by the chi-square value of 2.24. The analysis showed that married persons are less interested in adventure tourism as compared to the unmarried persons. This may be due to the higher level of socio-economic responsibilities/liabilities on married persons as compared to that on unmarried persons.

Table 1.4: Distribution of Tourists According to their Educational Level

Education	Himachal Pradesh		Uttarakhand	
	No.	%age	No.	%age
Illiterate	1	1.33	2	2.67
Under-Graduate	26	34.67	25	33.33
Graduate	36	48.00	33	44.00
Post-Graduate	12	16.00	15	20.00
chi-square		0.46	d.f.=2	

Source : Primary Probe

Educational Level

Table 1.4 showed that the highest proportion i.e. 48.00 percent and 44.00 percent of tourists in Himachal Pradesh and Uttarakhand respectively were graduates, followed by 34.67 percent in Himachal Pradesh and 33.33 percent in Uttarakhand were under-

graduates and 16.00 percent and 20.00 percent of tourist in Himachal Pradesh and Uttarakhand respectively were postgraduates. Only 1.33 percent of tourists in Himachal Pradesh and 2.67 percent in Uttarakhand were illiterate. The pattern of educational level of tourists in both the states was similar as also conveyed by the chi-square value of 0.46.

Table 1.5: Distribution of Tourists According to their Occupation

Occupation	Himachal Pradesh		Uttarakhand	
	No.	%age	No.	%age
Business	12	16.00	13	17.33
Service	27	36.00	28	37.33
Agriculture	5	6.67	4	5.33
Housewife	8	10.67	8	10.67
Studies	23	30.67	22	29.33

Source : Primary Probe

Occupation

A perusal of Table 1.5 showed that the highest proportion i.e. 36.00 and 37.33 percent of tourists in Himachal Pradesh and Uttarakhand respectively were doing service either in public sector or in private sector. This was followed by 30.67 percent and 29.33 percent respectively who were students and 16.00 percent and 17.33

percent respectively were from business community. The lowest proportion i.e. 6.67 percent of tourists in Himachal Pradesh and 5.33 percent in Uttarakhand were doing farming, followed by 10.67 percent in each state who was housewives. The information revealed that service people and student are much interested in adventure tourism.

Family Income

Table 1.6: Distribution of tourists according to their family income

Family Income (Rs./Month)	Himachal Pradesh		Uttarakhand	
	No.	%age	No.	%age
<10000	20	26.67	17	22.67
10000-25000	21	28.00	17	22.67
25000-50000	24	32.00	33	44.00
>50000	10	13.33	8	10.67
chi-square		2.31	d.f.=3	

Source : Primary Probe

The information given in Table 1.6 indicated that highest proportion i.e. 32.00 and 44.00 percent of tourists in Himachal Pradesh and Uttarakhand respectively enjoyed a monthly family income between Rs. 25000 to Rs. 50000, followed by 28.00 percent and 22.67 percent with a monthly family income between Rs. 10000 to Rs. 25000 and 26.67 percent and 22.67 percent were

having an income of less than Rs. 10000 per month. The lowest proportion of tourists i.e. 13.33 percent in Himachal Pradesh and 10.67 percent in Uttarakhand enjoyed a monthly income of above Rs. 50000. The pattern of family income was similar in both the states as conveyed by the chi-square value of 2.31.

Table 1.7 : Distribution of Tourists According to the Locality of Residence

Locality	Himachal Pradesh		Uttarakhand	
	No.	%age	No.	%age
Urban	44	58.67	42	56.00
Semi-Urban	8	10.67	8	10.67
Rural	23	30.67	25	33.33
chi-square		0.13	d.f.=2	

Source: Primary Probe

Locality of Residence

The data presented in Table 1.7 indicated that majority i.e. 58.67 and 56.00 percent of adventure tourists in Himachal Pradesh and Uttarakhand respectively was from urban locality, followed by 30.67 and 33.33 percent respectively from rural locality. The lowest proportion i.e. 10.67 percent from each state was from semi-urban locality. The pattern of locality of adventure tourists was similar in both the states as indicated by the chi-square value of 0.13. The analysis showed that urbanites are more interested in

adventure tourism as compared to the ruralites.

H2: Rural people are more interested in adventure tourism as compared to Urban in Both the states.

Table 1.7 indicates that majority i.e. 58.67 and 56.00 percent of adventure tourists in Himachal Pradesh and Uttarakhand respectively was from urban locality. The analysis showed that urbanites are more interested in adventure tourism as compared to the realities, so the hypothesis is rejected.

Table 1.8: Distribution of Tourists According to the Purpose of Travel

Purpose of Travel	Himachal Pradesh		Uttarakhand		Z-value
	No.	%age	No.	%age	
Pilgrimage	1	1.33	2	2.67	0.58
Leisure/Pleasure	35	46.67	24	32.00	1.84
Adventure Tourism	36	48.00	31	41.33	0.82
Business	6	8.00	3	4.00	1.03
Visiting Friends/Relatives	22	29.33	27	36.00	0.87

Source : Primary Probe

General Information about Adventure Tourism**Purpose of Travel**

As per information given in Table 1.8, the highest proportion i.e. 48.00 percent of tourists in Himachal Pradesh and 41.33 percent in Uttarakhand state visited for adventure tourism, followed by 46.67

percent in Himachal Pradesh visited for leisure/pleasure and 36.00 percent in Uttarakhand visited for visiting friends and relatives. The lowest proportion i.e. 1.33 and 2.67 percent of tourists in Himachal Pradesh and Uttarakhand respectively visited for pilgrimage, followed by 8.00 percent in Himachal Pradesh and 4.00 percent in Uttarakhand state visited for business purpose.

Table 1.9 : Distribution of Tourists According to the Source of Exposure to Adventure Tourism Destinations

Source of Exposure	Himachal Pradesh		Uttarakhand		Z-value
	No.	%age	No.	%age	
Friends/Relatives	55	73.33	53	70.67	0.36
Television/Radio	23	30.67	20	26.67	0.54
Printed Literature	23	30.67	19	25.33	0.73
Institutions	11	14.67	11	14.67	NA
Internet	45	60.00	41	54.67	0.66
Tourist Offices	4	5.33	3	4.00	0.38
Travel Agencies	6	8.00	5	6.67	0.31

Source: Primary Probe

Source of Exposure to Adventure Tourism Destinations

The tourists came to know about adventure tourism destinations from many sources. The source wise distribution of respondent tourists has been presented in Table 1.9. Majority i.e. 73.33 percent of tourists in Himachal Pradesh and 70.67 percent in Uttarakhand came to know about destination from friends and relatives, followed by 60.00 percent and 54.67 percent from internet, 30.67 percent and 26.67 percent from television/radio and 30.67 percent in Himachal Pradesh and 25.33 percent in Uttarakhand came to know about adventure tourism destinations from printed literature.

The lowest proportion i.e. 5.33 percent of tourists in Himachal Pradesh and 4.00 percent in Uttarakhand knew about destinations from tourist offices, followed by 8.00 percent and 6.67 percent from travel agencies and 14.67 percent each in Himachal Pradesh and Uttarakhand came to know about adventure tourism destinations from institutions. The pattern of sources was similar in both the states as indicated by the calculated Z-values. Thus, friends/relatives and internet emerged as the most common sources of exposure of adventure tourism destinations.

Table 1.10: Distribution of Tourists According to the Adventure Activity Participated

Adventure Activity	Himachal Pradesh		Uttarakhand		Z-value
	No.	%age	No.	%age	
Trekking	35	46.67	32	42.67	0.49
Boating	36	48.00	34	45.33	0.33
Scuba Diving	14	18.67	17	22.67	0.61
Fishing	11	14.67	11	14.67	NA
Rafting	30	40.00	27	36.00	0.50
Horse Riding	24	32.00	26	34.67	0.35
Camping	23	30.67	20	26.67	0.54
Bush Walking	10	13.33	8	10.67	0.50
Bungee Jumping	11	14.67	8	10.67	0.74

Source : Primary Probe

Adventure Activities Participated

The adventure tourists participated in many adventure activities like trekking, boating, scuba diving, fishing, rafting, horse riding, camping, bush walking and bungee jumping. The information about participation of tourists in various adventure activities is given in Table 4.19. A perusal of Table 1.10 indicated that the highest proportion i.e. 48.00 percent and 45.33 percent of tourists in Himachal Pradesh and Uttarakhand respectively participated in boating activity, followed by 46.67 percent and 42.67 percent in trekking activity, 40.00 and 36.00 percent in rafting activity, 32.00 and 34.67 percent in horse riding activity and 30.67 percent and 26.67 percent respectively participated in camping activity.

The lowest proportion i.e. 13.33 and 10.67 percent of tourists in Himachal Pradesh and Uttarakhand respectively participated in bush walking activity, followed by 14.67 percent and 10.67 percent in bungee jumping activity, 14.67 percent and 14.67 percent in fishing activity and 18.67 percent of tourists in Himachal Pradesh and 22.67 percent in Uttarakhand participated in scuba diving activity. The rate of participation of tourists in various adventure activities was statistically at par in both the states as indicated by the Z-values. Thus, boating, trekking and rafting emerged as the most commonly participated activities in adventure tourism.

Conclusion

Himachal Pradesh and Uttarakhand state are taking a forward leap in Adventure Tourism. There is endless scope for Adventure tourism activities in both the states. The fabulous snow, beautiful rivers and trekking sites offer excellent options for a water sports and trekking. Apart from water and land based Adventure activities one can also enjoy Air based Adventure sports. Adventure sports also beckons adventure lovers to indulge in extra ordinary activities and challenges. Adventure Tourism is an emerging niche market and shows potential to be very popular and high yielding. The states has a great future and promise in Adventure Tourism. This new form of tourism needs increasing volume of resources for its speedy growth and development as well as greater safety and security measures need to be introduced. The State Government,

Department of Tourism (DOT) and Tour Operators need to coordinate their efforts and concentrate in providing necessary infrastructure and facilities for the development of Adventure Tourism. There is a need to address critical issues of protecting the natural environment, protecting tourist from potential risks, and protecting long term market share, through better understanding of customer's needs and want. If these issues are addressed now, it will help to provide long term and sustainable future for Adventure Tourism in Himachal Pradesh and Uttarakhand.

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