

## **Exploring the Potential of the Emerging Indian Market for Adventure Tourism**

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### ***ABSTRACT***

This research aims to inspect the potential of the emerging adventure tourism market. Travel and tourism are not a single phenomenon or set of interactions, but rather a complex amalgam of many. Tourism generates activities that are different and dissimilar to those of the locals who really live and work in the areas that visitors pass through and visit since the trip and stay are to and in areas beyond the customary place of living and employment. The study's objective is to determine whether or not adventure travelers would be interested in visiting India. In this study, we'll ask adventure tourists about their expectations and perceptions to learn things like how actively certain demographics are being pursued by India's adventure tourism business. The findings of this study will be used to fill in the blanks in our understanding of marketing and infrastructure. This investigation makes use of a strong combination of qualitative as well as quantitative approaches. Under qualitative research, the focus group discussions are used to get first-hand information. Secondary data was gathered from a wide assortment of resources, favorable but not restricted to national and international travel journals and magazines, statistics from national and international organizations, and a number of books and research papers on adventure travel.

**Keywords:** Adventure Tourism, Market, Travel, Potential, India.

### ***INTRODUCTION***

Traveling for recreational or business purposes to locations outside of one's usual residence or place of employment is tourism. These actions cover the board. Tourism is "The act of traveling to a new site temporarily, the actions taken while there, and the infrastructure put in place to meet the needs of those travelers."

Investment, employment, and GDP all go to the tourism sector first, as reported by the "World Travel and Tourism Council" in 2000. It's no secret that the tourism industry is a major force in the world economy. Tourism has established itself as a powerful tool for creating jobs, a major source of income and foreign cash for the country, and a major contributor to the creative economy. It can improve the environment, keep cultural practices alive, and speed up economic growth. Products and services developed for the travel and tourism sector cater to the recreational and professional demands of visitors from all over the world. The travel, tourism, and hospitality business have become more important to the economy of several popular vacation spots during the last two decades. The positive effects of tourism on economies of all sizes—rich and poor alike—have made it a vital sector of the global economy. However, in recent years, efforts to alleviate poverty have risen to prominence as a priority for the tourist industry. Because of its rapid expansion throughout the globe and its attendant positive social and economic effects, the tourism is now single of the world's most imperative businesses and may significantly contribute to a nation's export performance. Such financial gains have the probability to play a pivotal role in poverty reduction with the right policies in place.

The travel and tourism industry plays a significant financial role in encouraging overseas opportunities for labor, and this is true not only for highly skilled professionals but also for manual laborers who return at least some of their income back to their own nations and communities. The number of international migrants has increased to 214 million (from 150 million in the year 2000),

and in 2010, they were reported to have sent home more than US\$440 billion in remittances (WTTC, 2011). Travel and tourism's overall 3.0% GDP contribution growth in 2012 was the highest on record. This outpaced not just the global economy as a whole (which grew by 2.3%), but also other major economic sectors, such as manufacturing, finance, and retail. In 2012, tourism directly contributed US\$ 2.1 trillion to the GDP and supported 101 million employments throughout the world (WTTC, 2012). Employment possibilities are not only directly created by the tourist industry, but also indirectly as a result of its promotion of the growth of other businesses. International employment progress is a straight result of, and a driver for, the expansion of the global economy. Growth in the tourist industry's potential to create jobs is a promising sign for the world economy's future.

There has long been an association between the size of the global leisure industry and the size of international visitor arrivals and tourist spending. India does not appear on a list of the top ten nations in relation to international visitor arrival and international tourism receipts or income that was issued by the World Trade Organization in 2006. It's puzzling that India, which ranks second only to the United States in 2005 in terms of foreign currency profits per tourist, isn't among the world's top ten tourist hotspots or top ten tourism earners. A second-place finish in foreign currency profits per visitor is nothing to be proud of for India. Foreign currency revenues per visitor are important, but international tourist arrival is what really drives the industry's bottom line. India has not been successful in luring foreign tourists. The amount of foreign currency earned per visitor is a clear sign that foreigners would have to pay more to go to India.

There is a wide range of consumer tastes and preferences in the travel industry, just as there is in the product market. The majority of studies used field settings; however, it has been suggested that the clients for leisure and adventure typically diverge in terms of their requirements, expectations, and motives. While finances will always play a role in choosing where to vacation, travelers are beginning to place a greater premium on how happy they are while on their trip. There has to be more to a travel offer than just good value for money if it's going to attract serious vacationers. As a result, there has been a dramatic movement toward new vacation patterning to fit the growing variety of benefits and relaxation-portable activities and "experience-oriented" breaks. Although traditional and mass tourism does attract a certain demographic, the current wave of tourism is more deserving of attention. When compared to mass tourism, the idea of "alternative tourism" is more in tune with human life's essential components, such as its devotion to enduring values and the preservation of natural environments.

Even though many developing nations are struggling economically, they are making great strides in expanding their tourist infrastructure. Where tourist resources are mainly reliant on less developed, natural areas, such as in "The Association of South-East Asian Nations", adventure is being actively encouraged by various regions. Tourism centered on natural attractions is a vital part of the economy for a number of nations throughout the globe. They are already pushing adventure tourism as a means to increase the economy. Adventure tourism is in high demand from both local and international tourists.

### ***REVIEW OF LITERATURE***

From the perspective of a buyer thinking about booking any kind of vacation, he says, "the product may be characterized as a pack or raft of physical and incorporeal components, depending on activities at a place." For the visitor, the suite represents an experience that can be had for a fee. There are two tiers to this tourism product; the first, "whole tier," refers to the entire trip from the moment a traveler leaves their home until the moment they return. This tier is equivalent to the gears model. The other tier is the particular tier, which represents a unique product sold by a solo company. The tourist product is "basically a complicated human experience," the outcome of a manufacturing progression in which the visitor makes use of the available facilities and services to create the desired end result.

According to the literature on service management, new product creation in service sectors should adhere to a predetermined set of rules. Given the immaterial nature of facilities, it is even more critical that a new product development system exhibits certain traits. Only of the cornerstones of "sustainable tourism" and "destination management" in the highly competitive tourist business is enhancing service quality to achieve competitive advantages (Liu and Yen, 2010). Providing excellent service in the tourism industry requires beginning with the customer's wants and ending with their satisfaction and a favorable impression of the service provided. As both the provider and the customer have a substantial effect on the development and distribution of service, the term "service" was coined to describe this dynamic. The study's author accurately identifies tourism as a service with a heavy emphasis on direct engagement with consumers. The right kind of advertising is needed to showcase the tourist offering and draw in the intended audience. Promotion and pricing play a crucial part in attracting potential tourists, and the service gives ultimate fulfillment to their demands in conjunction with the other marketing mixes components such as tangible proof, people, and procedures.

One of the fastest-developing industries nowadays is the travel industry. Tourism to developing nations, especially those in South and Southeast Asia and the Pacific, has become an important and growing phenomenon, even though the vast majority of foreign tourists still visit wealthy nations. According to several studies (Balaguer and Cantavella-Jordà, 2002), tourism is a vital and expanding part of the global economy. Small nations that focus on tourism tend to develop rapidly. Economic advantages from foreign tourism have been acknowledged for some time in many third-world nations. That's why it's imperative that governments and businesses give tourism a high priority in emerging economies (ESCAP, 1999). At the level of particular territorial systems, the evolution of the tourism industry is the primary driver of economic activity and is growing more complicated as its social, political, cultural, and economic ramifications expand.

There are three main reasons in favor of tourism that are luring poorer nations to the industry. The first is that, as the economy improves and people's tastes in travel expand, we should expect the rising demand for foreign travel to continue at unprecedented rates. Next, the income resistance of demand for the tourism suggests that when the domestic incomes of individuals in the established world grow, more discretionary money will be channeled toward travel. Third, in order to finance economic development efforts and meet the needs of their own citizens, emerging nations need foreign currency profits. Increases in income and employment are just a few of the ways that tourism benefits local economies. When it comes to economic impact and job creation, tourism is among the world's top service sectors. The leisure sector of the tourism industry is massive and has far-reaching effects on the economy. Financial benefits from tourism aren't the only way it aids poor countries. There would be no poverty eradication or sustained economic progress without the contributions of the tourism industry. The results of responsible tourism include improved food security, a heightened awareness of environmental issues, the growth of local economies, and better use of available resources. Several nations are prospering thanks in large part to their tourist industries, which in turn have spawned economic growth and social advancement.

As a result of globalization, liberalization, and deregulation, competition between nations in the global tourism sector is now given more weight. Therefore, it is important for a tourist location to gain and keep its edge over competitors (Dwyer et al., 2009). When several parties work together, the economic, environmental, and social effects of tourism may be better coordinated and accounted for. The outputs may be more efficient and sustainable (Dredge, 1999) Each and every one of the world's furthestmost popular holiday spots is a vital part of the tourism industry. Still, it's also a sophisticated social structure, often dubbed a destination system. The many moving parts that make it function effectively are the source of its complexity. As a whole, the tourism industry may be broken down into three distinct subsystems: customers (vacationers), providers (tourism stock providers), and the

state and the other organizations and foundations. The limits of a destination structure, which are independent of official borders, are set by the volume of tourist arrivals in a certain area. Development planning is a vital part of managing a tourism site. The spatial effects of tourism must be considered alongside commercial planning. As pointed out, including tourism within the local place management strategy is crucial for resolving the practical challenges related to destination management. Property use planning, ordinary resource management, and community financial development programs are just a few examples of the statutory as well as non-statutory planning commands that affect the availability of a destination's natural and human resources, upon which the industry depends. Most of these regimes are unrelated to tourism planning and instead emphasize other issues. So, if we want destination place management to operate, it has to be included in pre-existing planning frameworks.

Physical characteristics (such as product, facilities, location, and accessibility) are combined with intangible qualities like volunteering, having lifelong interests, and being involved in one's community. Since destinations are where people go and remain for a prolonged period of time, they have a distinct character and a reliable tourism product, making their perceived attractiveness and competitiveness the most pressing concerns to investigate. Destinations in the tourism industry are intangible or abstract since experiences gained while traveling cannot be analyzed or processed prior to purchase (Awaritefe, 2003). Promoting one's destination's unique character and brand to prospective visitors has grown more dependent on marketing communications.

Destination branding has emerged as a significant tool for conveying a positive image of a company to a specific demographic via the field of tourist promotion. To create a lasting impression, a successful branding strategy should include both practical and symbolic elements in the brand's identity. Marketing campaigns should be tailored to the specifics of the target location. According to a group of researchers (Jalilvand et al., 2010) it claimed that brand image promotions may be generated by informational, persuasive, and reminding messages, in accordance with the concept of changing brand imageries (biological, persuaded, and complicated). Exposure to broad information sources like newspapers, magazines, television, and other media are crucial to the development of an organic image during the informative period. Information and name recognition work hand in hand to boost brand gratitude and customer recall (Keller, 1993). Effective information, as argued by Fakeye and Crompton (1992), may leave a lasting impression on potential visitors in the form of brand messaging. They reasoned that enticing tourists to visit a given location might be accomplished via the use of commercial ads or posters. For that reason, this phase aids in honing potential visitors' mental pictures of the brand (Goodrich, 1978). When natural visuals, word of mouth, and promotional materials are compared, induced images are formed. The goal of the promotional reminder is to keep the venue fresh in the thoughts of past guests so that they will return. After travelers evaluate the place based on their experiences, a nuanced picture emerges and the brand is tweaked accordingly. In the same way that a place's complex image may evolve with repeated exposure, travelers' first impressions and impressions of a destination might shift when they see it first-hand. That's why it's crucial to promote a strong brand image now since doing so creates the framework for customer retention. Since there are three distinct ways in which an impression may be made, Bieger and Laesser (2004) advised that hosts of tourist destinations look for efficient methods of communication.

While conventional parameters like demographics, socioeconomic status, and location are often used to classify tourists, benefit segmentation (Frochot, 2005; Sarigöllü and Huang, 2005) classifies them based on the advantages they seek. Many studies have found success with this approach (Yannopoulos and Rotenberg, 2000), with benefits referring to either the push motivations of travelers (Lee et al., 2006) or the pull characteristics of a destination (Bieger and Laesser, 2002; Jang et al., 2002; May et al., 2001). Consumer segmentation is a common topic of research in the

hospitality sector. Bowen (1998) and Johns and Pine (2002) provide comprehensive reviews of the various segmentation methods along with their respective benefits and drawbacks. Bahn and Granzin (1985) found that dietary issues influenced restaurant choice, while Lewis (1981) found that different restaurant sectors placed different values on certain service aspects. Given the breadth of services offered by hospitality businesses, it makes sense to evaluate the value in terms of the characteristics of the whole service offering. Knowledge of the advantages sought by visitors allows for the provision of amenities which appeal to them, understanding of the preferences of various market groups, and the creation of efficient advertising, as stated by Palacio and McCool (1997). When looking for potential customers of a certain tourist product, knowing their preferences is crucial.

According to studies, the prevalent use of IT in the tourist and hospitality segments has improved service quality and customer experience while also lowering costs and increasing operational efficiency (Winata and Mia, 2005; Singh, Kim, and Huh, 2006; Kim and Ham, 2006). Due in large part to the proliferation of information technology (IT), the tourist and hospitality sectors have been able to better respond to consumers' needs for rapid, accurate information (Connolly and Lee, 2006; Singh and Kasavana, 2005). Previous studies have shown that an increasing number of tourists are making their purchases for their vacations online, with the impression that the website's aesthetics and usability have a direct bearing on their final decision to buy (Chiang and Jang, 2007; Law and Cheung, 2006; Law and Hsu, 2006).

The tourism industry has developed in response to changes in consumer preferences, information, and communication technologies, manufacturing methods, management philosophies, and general economic and political climates. Since the 'new' tourist is always on the lookout for something fresh and exciting, it's no surprise that the birth of the term 'new tourism' has been coined to describe the industry. This shift in focus is a sign that people are willing to go into previously uncharted territory or to go against conventional wisdom. The market for tourism is evolving. Because of these changes, the travel and leisure industry has seen profound changes in both demand and market structure from sociodemographic shifts such as a more mobile and older population, dual-income households, childless couples, and an increase in the number of single individuals (Chon and Singh, 1995; Loverseed, 1997; Morrison et al. 1996; Ross, 1999). In order to encounter the requirements of modern tourists, who are more expected to be interested in a wide range of niches than in the past, new types of niche tourism have emerged. Here, it seems that the concepts of personal fulfillment and self-realization play a significant role in making sense of why a traveler would choose to participate in an activity or purchase a product for that very reason.

There is a wide range of consumer tastes and preferences in the travel industry, just as there is in the product market. The majority of studies used field settings; however, it has been suggested that the clients for leisure and adventure typically diverge in terms of their requirements, expectations, and motives. While finances will always play a role in choosing where to vacation, travelers are beginning to place a greater premium on how happy they are while on their trip. There has to be more to a travel offer than just good value for money if it's going to attract serious vacationers. As a result, there has been a dramatic movement toward new vacation patterning to fit the rising variety of welfare and relaxation portable activities and "experience-oriented" vacations. Due to the wide variety of interpretations that the word "adventure" might elicit, adventure tourism stands apart from other types of travel. Because of the prevalence, distinguishing qualities, and promising future of adventure tourism, it serves as a useful basis for the themes and concerns discussed in the case studies. Data shows that the number of people seeking out extreme vacations is rising. The same research also showed a high openness to include mild adventures like hiking and bird viewing. The concept of adventure tourism has been expanded to include greater emphasis on cultural interaction, which may have contributed to the trend's rising popularity. You can tell whether an outing is really adventurous

based on whether or not it meets the following criteria: There are ten things that keep people engaged: 1) the unknown, 2) hazard and risk, 3) difficulty, 4) expected reward, 5) freshness, 6) encouragement and enthusiasm, 7) the chance to escape and be alone, 8) the thrill of discovery, 9) complete immersion, and 10) the experience of opposing emotions.

Tourism is evolved to include "adventure tourism and eco-tourism" in response to shifting consumer preferences both at home and abroad. It seems that the advent of adventure travel in the 20th century was a natural progression from the widespread expansion of more conventional forms of outdoor and wilderness leisure. This potential to gain knowledge and skills while engaging in "adventurous activities" on a grand scale is what sets adventure travel apart from other types of leisure. Skill and knowledge of a particular outdoor location are common components of more conventional types of leisure. The major allure of "setting" in niche tourism. But with adventure travel, it is the "action" itself that serves as the main draw. Adventure travel apart from other types of outdoor restoration is "the conscious quest of danger and unpredictability of consequence commonly denoted to as adventure", where the individual frequently encounters escalating degrees of danger or personal menace. There is some debate as to whether or not the umbrella term "outdoor recreation," as used by Ewert (1989), is sufficiently inclusive to encompass the full breadth of adventure tourism. In addition, his "adventure pursuit" concept should be categorized as a subdomain, distinct from yet related to adventure travel and adventure activities.

More and more city dwellers nowadays want to "enjoy" their holidays rather than passively observe them from the comfort of a tour bus, and this trend has led to an increase in the popularity of adventure travel (Madrigal, 1995). The adventuring tourism industry is growing rapidly all around the globe. Due to the inextricable nature of adventure tourism's dependence on the region's natural and cultural heritage, it stands in a particularly advantageous position to encourage the protection of these vital resources over the long term, while also helping to curb wasteful outbound travel and keep more of visitors' money in the local economy. The long-term success and financial viability of new endeavors will need a concerted effort from the private sector, the public sector, local communities, and project backers. The political, economic, social, and environmental conditions in the area will need a development strategy that is specific to the players involved. This may be difficult to do, particularly in developing economies where adventure tourism is often developed at the grassroots level due to a lack of qualified labor, access to technology, and institutional backing. Sustainable expansion of the adventure travel industry in these areas may be facilitated by enhancing education and training, encouraging collaborative efforts, and disseminating best practices in adventure tourism.

### ***OBJECTIVES***

The present study's goal is to discover the finest potential results; therefore, it's exploring a number of various elements of promoting adventure tourism in relation to the issue at hand. This quest has guided and helped shape the study's objectives, which are as follows.

- To resolve this investigation is to scrutinize the viability of India as a tourist destination for adventure tourism.
- The current research will inquire into adventure travelers' hopes and impressions in an effort to identify variables such as the degree to which certain demographics are being courted by the adventure tourism industry in India.
- The persistence of this research is to detect any knowledge gaps in the areas of marketing and infrastructure.

***RESEARCH METHODOLOGY***

This study relies on an effective blend of qualitative and quantitative methods. Focus group discussions (FGD) are employed in qualitative research as a strategy for obtaining primary data in conjunction with an observational study. In the quantitative research method, the main data is gathered by a survey questionnaire using a random sample strategy. Primary sources for secondary data include national and international travel publications and magazines, statistics from national and international organizations, and a number of books and scholarly articles on adventure travel. For the sake of secondary data collection, online tourist databases have also been mined. Questionnaire surveys are the major method of data collection. We utilized a random sample strategy to complete the survey. The questions on the survey are both open-ended and closed and are arranged in a logical progression.

***ANALYSIS AND RESULTS***

The gender breakdown of the participants in this study is as follows: 73.2% male and 26.8% female. The bulk of those who answered are men. This is due to the fact that the topic at hand is a survey of vacation preferences, and in our society, such questions are often answered along gendered and patriarchal lines.

Based on a descriptive study of the data, we know, for example, that individuals between the eternities of 25 and 40 are the utmost likely to enjoy a vacation, and that males show greater enthusiasm for travel than women do.

Existing research shows that tourists prefer traveling with members of their immediate family, friends and other travelers, and relatives. By and large, it's safe to say that visitors to a new place would rather have a travel buddy with them than explore on their own. In addition, the data show that vacationing as a family is by far the most popular form of vacationing (including children).

Types of tourism most enjoyed by the sample, according to a descriptive analysis: 52.4% prefer historical/heritage tourism, 43.6% prefer spiritual enlightenment tourism, 48.8% prefer religious place tourism, 25.8% prefer cultural events tourism, 25.6% prefer rural tourism, 22.4% prefer urban/shopping tourism, 20% prefer sightseeing tourism, 40.8% prefer ecotourism, 30.4% prefer mountain/hill station tourism, 52% prefer beach tourism, and 58.2% prefer national parks and reserves. Visitors, according to the available statistics, lean for vacations that focus on nature, culture, and outdoor activities.

Insightful travelers already know a little about adventure travel, but a greater public awareness of the concept is needed to further spread the word. While promoting adventure tourism, bear in mind that most people are already familiar with the term and that what has to be emphasized instead is the specific nature of the offered activities and services.

High on the list of most-preferred adventure pursuits are treks, encounters with animals, ascents of mountains, swims in oceans, and trips to the beach.

The primary data analysis also revealed that the marketing mix elements in the choice of adventure tourism destination scheduling are substantially connected with the gender, age, personal income, and education of the tourists. Therefore, the aforementioned criteria must be taken into account anytime a marketing plan for eco-friendly adventure travel is being established. The current study also analyses the preferences of visitors, which is an important factor. components such as culture, local people's attitudes toward tourists, trying new things, having their expectations met, where to stay, tourist information, safety, health care, currency exchange, ATM access, quality of food and drink, local

artifacts, climate, and ease of communication. Tourists place a high value on accessibility, affordability, cleanliness, and the availability of food and drink, as well as on the value of the attractions in the area and the opportunities it presents for new experiences, enjoyment, and recreation. Adventure tourism may benefit from the aforementioned, but necessary precautions must be taken.

Following are some of the key takeaways from the focus group discussions with the target market and potential adventure tourists:

We can't live without tourism; it's an integral component of our economy and culture. Simply put, we have a serious case of the travel bug. Things are never well-organized. We tend to simply pack our bags and go away to new places whenever we get the opportunity to do so. However, most of the time we carefully plan our vacations, taking into account a wide variety of aspects such as budget, preferred activities, the opinions of family and friends, the cost of the trip, the accessibility of local attractions, the company of our traveling companions, and so on.

Because tourism is a subject in which curiosity plays a leading role in shaping public opinion, the allure or draw of various destinations may shift over time and from person to person.

Attractions for tourists are shifting away from more conventional types of travel these days. Travelers aren't content with just going to see the sights anymore.

There takes a dramatic change in current years toward vacations focused on experiencing new things, adding value to one's life, traveling to far-flung locations, and connecting with nature.

There isn't much of a thrill factor in conventional tourism; instead, it focuses on giving visitors a pleasant, relaxing experience. However, consumer preferences are shifting rapidly, and new forms of travel are becoming more expected. This is occurring as a result of cultural shifts and changes in people's daily routines as well as the effects of globalization.

Indian travelers nowadays have more access to information about the world and its people, as well as more alternatives, such as media communications on par with global standards, thanks to the widespread availability of cyberspace. "Facebook" and other "social media sites" are providing a forum for people with similar interests to exchange thoughts and information.

Adding to the traditional notion of "life" in the current day is a focus on spontaneity, openness, and positivity.

Television reality programs such as "Fear-Factor", "Roadies", "Khatron-Ki-Khiladi" and "Splitsvilla", etc. are growing more popular among Indian viewers. For Discovery Channel India, the biggest ratings go to shows like "Survival Man", "Man vs. Woman" and "Man vs. Wild", People's perspectives are shifting, and the tourism industry as a whole is branching out from its typical tours and trips to attempt something new.

Adding to the traditional notion of "life" in the current day is a focus on spontaneity, openness, and positivity. Because young Indians are increasingly moving away from their families in search of jobs, they are bringing with them a new perspective on Indian culture. This is effective in fostering confidence and bravery, and it boosts decision-making and risk-taking abilities. Society as a whole is becoming much more malleable because of people's increased cultural adaptation.

The emerging field of adventure tourism is fascinating and is expanding in popularity. Opportunities to try new things, expand one's horizons, and see the world are all enhanced by adventure travel. We may as well not bother with vacationing if we don't plan on doing anything fun. Having fun while



drinking and overcoming obstacles is a thrill. Those who try this kind of tourism once are certain to return for more.

Everyone of any age or gender may participate in adventure travel; all that's required is a healthy body and mind and a genuine enthusiasm for the experience. Group members participating in adventure tourism should be physically and mentally fit, like trying new things and have a competitive spirit.

A destination's assertiveness, costs, infrastructural quality, inhabitants' mentality and culture, transportation or connection and accessibility, amenities, personal preferences, social pressures, recommendations from friends and family, and authentic experiences are all important considerations in destination planning and the development of tourism interests. All the essentials are there: a place to sleep, some food to eat, some water to drink, some basic medical care, and some softy. One of the most effective ways to increase interest in a destination is to have repeat visitors recount their experiences there.

While I am familiar with many types of adventure travel, including hiking, camping, rock climbing, and mountain biking, the only two that I have personally experienced are the former.

One FGD participant said, "When I think of adventure travel, I think of any kind of physical exercise, any kind of exploration of new places, any kind of experimentation where I can experience something beyond the ordinary, and that requires a certain amount of risk, skill, and nerve. "River rafting", "hiking", and "wildlife adventures" are just a few of the various adventure tourism activities I've tried. "Rock climbing", "mountaineering", "camel safari", "Mountain biking" and "paragliding" are all activities that I have either read about or heard others talk about.

Yet another respondent highlighted the relative safety of jungle and wildlife tourism, as well as beach pursuits like sand biking and parasailing. Adventure travel, including the likes of the "treks", "rock climbing", "Jeep Safari", "river rafting", "zip lining" and "mountain biking", are all things I've heard about.

This guy enjoys water sports in general and has participated in parasailing and river rafting; he is also familiar with "bungee jumping", "rock climbing", and "trekking". Some people are more interested in off-road hiking and trekking than in wildlife viewing in the jungle.

Without a doubt, India has everything a traveler might want for a thrilling vacation. Natural resources abound in every corner of India. India is home to a wide variety of landscapes, including the Himalayan Mountains, forests, beaches, rivers, and the ocean. However, this kind of vacation is underdeveloped in India. Most adventure tourism operations are run by non-profit organizations based in various parts of the nation. Travel agents have no active role in this, other than as facilitators. But the adventure tourism industry has to take the necessary steps. The marketing of the event needs to resemble that of other tourism-related packages. Even though adventure travelers are growing more enthusiastic about adventure locations and adventure tourism across the globe, including in India, tour operators are ignoring the trend since the target demographic is so tiny in comparison to the conventional tourism they cater to.

### ***CONCLUSION AND RECOMMENDATIONS***

The current study shows that two primary factors—adventure travel and tourism stimulation, and social and personal determinates—influence buyerbehavior in terms of product choice and selection in the realm of adventure tourism. The combination of these two factors is significantly influencing the emergence of a demand for adventure travel. Opportunity for adventure and the desire to see the world are two of the most important factors in determining the level of attention in adventure travel

and tourism. Information plays a crucial part in the policymaking process of adventure travel and tourism, shaping expectations about adventure travel and tourism and, in turn, inspiring people to go on such trips. The following elements all play a role as stimuli within the aforementioned process: advertising across several media platforms, travel writing, travel reports, tourist fairs and festivals, data from social networking sites, recommendations from friends and family, and messages from tour operators. Socioeconomic position, personality traits, social influence and ambitions, attitudes and values, knowledge, personal interest and judgments, and familial influence are all parts of the social and personal elements of adventure tourism. The expectations of adventure tourists are shaped by a number of aspects, including price/value ratios, the availability of adventure attractions and facilities, the possibility of fulfilling expectations, travel arrangements, and the quality and amount of travel information.

Currently, there has been a shift in customer behavior within the tourist industry, with a corresponding increase in interest in cutting-edge forms of vacationing. As the needs and expectations of today's travelers evolve, adventure travel has emerged as a promising new niche within the global tourism industry. India is lagging behind other nations in this area where tourism is being promoted elsewhere to boost foreign exchange and GDP. India is a large nation with a wide variety of landscapes that is ideal for active vacations. The government needs to take the lead in effectively advertising this tourist destination.

#### ***FUTURE SCOPE OF RESEARCH***

- Enhancing the adventure tourism industry is a potential topic for further study.
- Promoting adventure tourism in the right ways may do wonders for a destination's image.
- Creating cutting-edge adventure travel services that exceed customer expectations.
- Identifying opportunities in the adventure tourism industry.
- Relevance of environmental considerations to the adventure tourism sector.

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