

Chapter 1

A Study on Adventure Tourism and Mountaineering Practice as a Business Perspective Among the Northern Region of India

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ABSTRACT

This study was conducted with the goals of determining the current state of the adventure tourism-related market and organizations already in operation, as well as attempting to zero in on the factors that will be most important in the development of adventure tourism as a commercial enterprise in Ladakh, Himachal Pradesh, and Arunachal Pradesh in the future. The study includes a discussion on the prospects of the adventure tourism industry as well as its probable potential to change the country in such a way that it moves closer to the adventure tourism business. In the theoretical framework, the positive aspects of adventure tourism were discussed; in the study effort, evidence that support the theoretical notion was brought forth. The theory section of the study discusses a variety of subjects pertaining to adventure tourism, including human psychology in relation to it, the history of adventure tourism, and the current market scenario of adventure tourism-related commercial organizations in Ladakh, Himachal Pradesh, and Arunachal Pradesh as chosen study areas.

1. INTRODUCTION

The etymological origins of tourism can be traced back thousands of years. Tourism and travel are directly related, and historically, travel was mostly done for business, religious, and military purposes.

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Today, the tourist industry has grown to include a wide range of actors, as well as economic, sociological, cultural, political, environmental, and spatial factors. The tourist industry as a whole is growing at a rapid rate, and one sector that is seeing this growth is adventure tourism and mountaineering practice. It is a particular sort of niche tourism that entails investigation or travel to isolated locations where visitors should be prepared for the unexpected. An adventure vacation is a beach trip. Adventure travel often entails visiting unfriendly, difficult-to-reach locations. It could also entail doing things that are risky in some way and call for a lot of grit and effort (Anandan, 2004).

The term “adventure tourism” refers to an outdoor travel activity that can be classified as a leisure travel activity with a requirement for physical risk and hazard. Adventure tourism is a thrill-seeking pastime where the adventurer is willing to take on both difficult and easy difficulties. Adventure tourism is a distinct type of tourism where visitors are willing to accept areas with little or no infrastructure development in exchange for an authentic experience. Adventurers are welcome and take part in the adventure activities gladly and without any negative emotions, despite the risks of death and injury. Mountaineering involves coming face to face with a challenging natural environment and oneself. This sport’s content involves climbing, time outdoors, and taking in stunning scenery, as well as struggle, difficulties, and risks because mountaineering takes place in a setting where human needs are not taken into account. Mountaineering began as attempts to reach the highest peak of vast unclimbed mountains. It has different sub-branches depending on whether the path is on rock, snow, ice, or it is flat and these sub-branches include classic rock, ice, alpine, and sport climbing in addition to summer mountaineering, winter mountaineering, and other sub-branches (Bashir and Muthueleckuvan, 2018). Because mountaineering is evolving, it might be difficult to distinguish between mountaineering tourism and mountaineering enjoyment. Mountaineering is fragmenting and blending with tourism as mountain adventure tourism expands its range of traditional activities (walking and climbing). In actuality, climbing is being absorbed by tourism and becoming less distinct inside a more broadly defined consumer culture.

2. BACKGROUND OF THE STUDY

The world’s most dynamic sector right now is the travel and tourism industry. A new era of improved cultural longevity and economic importance for all nations may be ushered in by rising international tourism (Ajitha, 2004). This sector of the economy is well-known throughout the world, in both developed and developing nations, and it aids in the good social development of both. The national economies, labor markets, land-use regulations, and tax receipts of numerous countries have all been impacted by tourism (Clawson and Johnson, 2004). Adventure tourism is the act of visiting a location specifically with the intention of partaking in one or more adventurous activities. Any time of year, anywhere in the world, adventure tourism is possible (Sung, Morrison and O’Leary, 1996). It always calls for a minimum of one night of hotel, if not many more. In recent years, the number of tourists looking for thrilling new experiences has soared. Outside of the bustling summer months, travellers seeking a genuine experience frequently look for festivals off the beaten route. For travellers looking for distinctive tourist experiences, adventure tourism has emerged as a pillar. As consumers look for authentic experiences in today’s globalized economy, adventure tourism is on the rise. The desire to discover new and interesting vacation spots allows these uncharted locales to look for uncharted areas where they might have amazing experiences (Kang, Hsu and Wolfe, 2003). Therefore, the researcher makes an effort to investigate the practice of

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