

Current structure of Adventure tourism

Tourism remains one of the largest employers' accounting for 9% of global GDP and accounts for one in every 11 jobs . Adventure tourism is a niche tourism activity involving exploration or travel to remote area, where the traveler should expect the unexpected. Adventure tourism has grown exponentially worldwide over the past few years. Tourists explore new destinations looking for rare, incomparable experiences. Adventure tourism can be domestic or international, and like all travel must include an overnight stay, but not last longer than one year. To date no definition of adventure tourism exists in UNWTO literature; however, the Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment and cultural immersion. While the definition of adventure tourism only requires two of these components, trips incorporating all three tend to afford tourists the fullest adventure travel experience . Adventure tourism is resilient, supports local economies, attracts high value customers and encourages sustainable practices. Adventure activities can be localised in a particular place or could be extended over a region defined across a district in a particular state or across states. Similarly,

the activities could vary greatly among tourists based on interests, inclinations and physical capacities. Adventure is identified in terms of two main categories – hard & soft adventure. Both activities are highly lucrative segments.

Who is an Adventure Traveler?

Adventure tourism is a vibrant, dynamic and fast-changing sector. Adventure activities around the world are many and varied adapted to available local resources and entrepreneurship. Across the globe tourist's visit destinations for variety of purposes. Tourists could be adventure enthusiasts for a particular sport or activity, hence seeking adventure trip after trip or maybe, seeking a new activity in every trip, while newer exploring destinations. Adventurers could be extreme adventurers, who may not seek commercial support to practice an activity, and may look for difficult inaccessible locations. The Adventure Tourism market Study 2013 further highlights the age of adventure travellers is younger than non-adventure travellers with an average of 36.



Mountain cycling



Paragliding



Hot air ballooning

Hot air ballooning is a relatively new adventure activity in India, but one that's fast growing in popularity. It's a thrilling way to experience India and get a different perspective of the country. Imagine having a calm and peaceful view of India's breathtaking scenery from a quiet place high above the crowds.

Heli Skiing

You'll be airlifted by helicopter to slopes and mountain tops that are impossible to reach otherwise. Marvel at the virgin environment, and be the first to leave your tracks in the snow. Himalayan Heli Adventures offers various heli skiing trips. The season runs from January to April.

Bunjee jumping.

Bungee jumping is one of the fastest growing adventure activities in India. The thrill of falling freely from a height of more than 100 feet cannot be replaced by any other experience. The trend of bungee jumping is growing in India and several bungee jumping camps are offering people a chance to experience adventure like no one else. Rishikesh is

the best place to cater to the exhilarating experience of bungee jumping.

Sky diving

Sky-Diving involves jumping from a plane or any other place of height and then travelling through the air. As quirky as it sounds, it is definitely not for the weak-hearted. This adventure sport is a recent addition to India's long list of breath-taking activities and can be only found in a small town in Gujrat



River rafting

