

POTENTIAL OF ADVENTURE TOURISM IN RAJASTHAN

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Abstract- Rajasthan provides explorers with excellent opportunity to explore the Aravalli's stunning exotic ranges and landscapes, as well as aerial and water adventure sports. The fastest growing tourism business segment in Rajasthan is adventure tourism, which is still in its early stages of development. Tourist arrivals and business prospects in the region could both benefit from increased adventure tourism development. The current study evaluates the potential of adventure tourism in the Rajasthan region and focuses on the challenges of adventure tourism growth. The report also includes the study of domestic and foreign tourist arrivals across Rajasthan in India between 2010 and 2019.

Keywords- Adventure Tourism, Foreign, Domestic, Rajasthan, Potential

Introduction

Travel has piqued mankind's interest since the dawn of history. Man has a craving for food throughout history. Since the start of time, travel has attracted mankind's fascination. Throughout history, man has had a burning urge for food. The objective of the days travel was not for leisure or to take a break from the work condition. The main goal was to promote commerce and commercial operations. Historically, travel was associated with the pursuit of goods and the conduct of trade and commerce. (Ashalatha, 2018)

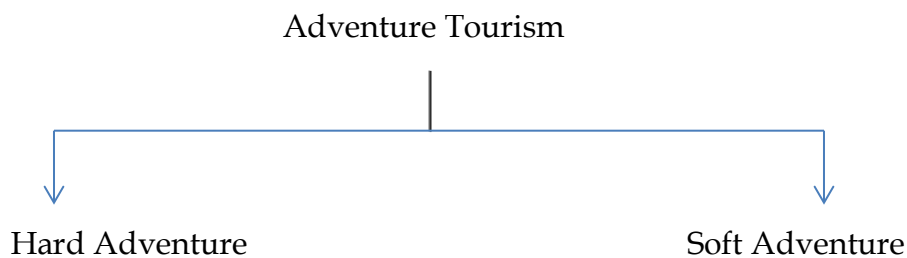
The term "adventure" refers to a unique, interesting, or adventurous encounter that entails risk or tragedy. Adventure tourism is an outdoor travel activity that can be classified as a leisure travel activity with a requirement for physical risk and hazard. Adventure tourism is a thrill-seeking activity in which the adventurer is equipped to confront both high and low levels of difficulty. The main attractions for adventure tourism activities are exotic, unusual, wilderness, or remote locations where the adventurer explores new areas and expects unexpected results. (Dar, 2014)

Adventure tourism is a distinct type of tourism in which visitors are willing to endure little infrastructure building or completely underdeveloped areas in exchange for a genuine experience. Despite the dangers of death and injury, adventurers joyfully welcome and participate in adventure activities with no negative feelings. "Adventure travellers say they want risk and thrill, and they know the significance of safety. They want genuineness, and they want it now" (Vital Wave Consulting, 2011). The adventurers are divided into two categories: outer world explorers who travel to exotic and unspoiled regions of the world, and inner world explorers who concentrate on self-mastery, self-perception, and self improvement.

Adventure tourism has developed dramatically in recent years around the world, with formerly unknown tourist destinations. This provides an innovative place to present itself as totally special, attracting travellers looking for a once-in-a-lifetime experience. (Rathorfe, 2019)

Adventure travel is indeed a type of tourism that comprises exploration or travel with a clear and present threat, and also the possibility for professional autonomy skills and physical endurance. Although the exact origins of adventure tourism are unknown, merchants are thought to be the first adventure tourists. Soft and hard adventure tourism are the two types of adventure tourism. (Padmanabhan, 2018)

Adventure tourism can be categorized in two categories i.e. hard adventure and soft adventure.



Hard Adventure	Soft Adventure
Mountaineering	Skating
River Rafting	Camping
Skiing	Boating
Ice Climbing	Jungle Safari
Alpine Trekking	Trekking
Scuba Diving	Nature Walks
Soaring	Hiking

Source:- Anshay Singh, Professor Jiwaji University

Literature Review

According to Jeremy Wicker): Adventure tourism entails keeping in touch with a cultural environment or landscape while still remaining physically active. It's not about taking a gamble or pushing your limits. In fact, knowing and respecting your limitations is more crucial when you are in an unfamiliar environment.

(According to Singh): Adventure tourism has eight components i.e. calculated risk, commercial viability, satisfaction, unusualness, attraction, space, nature and sense of unknown. In the absence of any of the components, tourism may have become dysfunctional or inefficient, lacking to satisfy consumer tourist.

(Buckley,2006): Adventure tourism is worthy of inquiry in and of itself. To so far, it appears that the focus has been on the individual participants, their risks, and their experiences. Adventure tourism products, packages, and operators seems to have been ignored in terms of business and location.

(Anshay Singh): The phrase "adventure" refers to an activity that offers a feeling of personal thrill. Adventure tourism is a fast expanding tourism product that comprises activities such as hiking, camping, river rafting, backcountry bicycling, and other outdoor recreation.

(According to the "Indian Adventure Tourism Guidelines"):Compendium has been looked over. It covers adventure activities on the ground, in the air, and on the water.

(According to Rajasthan Tourism Policy 2020): The tourism department will work to enhance existing tourism products and also offer new experimental tourism products like adventure tourism, MICE tourism, ecotourism , desert tourism, tribal tourism, cultural tourism, etc.

(Thrillophilia): From 2017 to 2023, India's adventure tourism and activity travel industry is expected to develop at a CAGR of 17.4 percent.

(Thrillophilia): The expansion of adventure travel culture in the country might be regarded as a wonderful solution to enhance tourism. Given India's potential as a diversified destination, some genuine efforts could help it achieve a high ranking among adventure tourist destinations.

(Swarbrooke, 2003): Adventure tourism has developed into a popular niche and a rapidly increasing area of the tourism business since its inception by early adventurers.

(Wahlers and Etzel, 1985): Individuals with a low "Optimum Stimulation Level" OSL do not take the risk of participating in adventure activities, preferring instead to go on cultural tours. Individuals with a high "Optimum Stimulation Level" OSL, on the other hand, engage in adventurous activities such as air sports, mountaineering, and rafting.

Research methodology-The current research is conceptual, and the work is based on secondary data. The information was gathered from a variety of journals, papers, magazines, the internet, the Ministry of Tourism, publications, and newspapers; also, the researcher, as a Rajasthan educationist is well-versed in the state's adventure tourism potential.

Objectives-

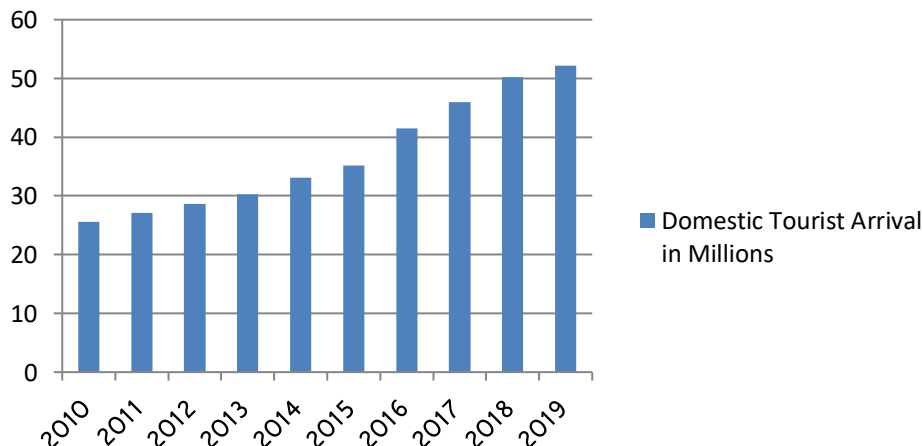
1. To examine the potentials of adventure tourism in Rajasthan.
2. To study foreign and domestic tourist arrivals across Rajasthan in India between 2010 and 2019

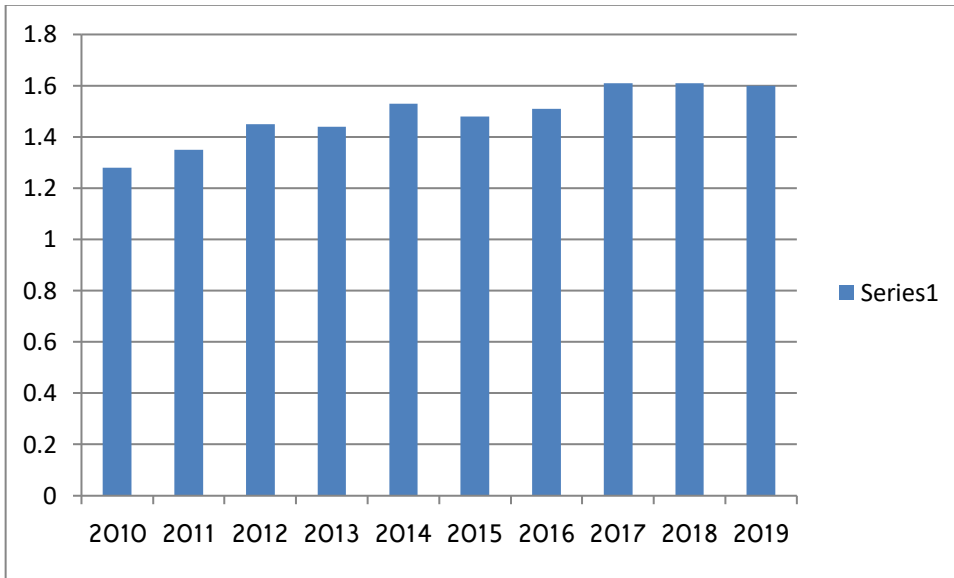
Result Analysis and Discussion-

INDIA BETWEEN 2010 FOREIGN AND DOMESTIC TOURIST ARRIVAL ACROSS RAJASTHAN IN AND 2019

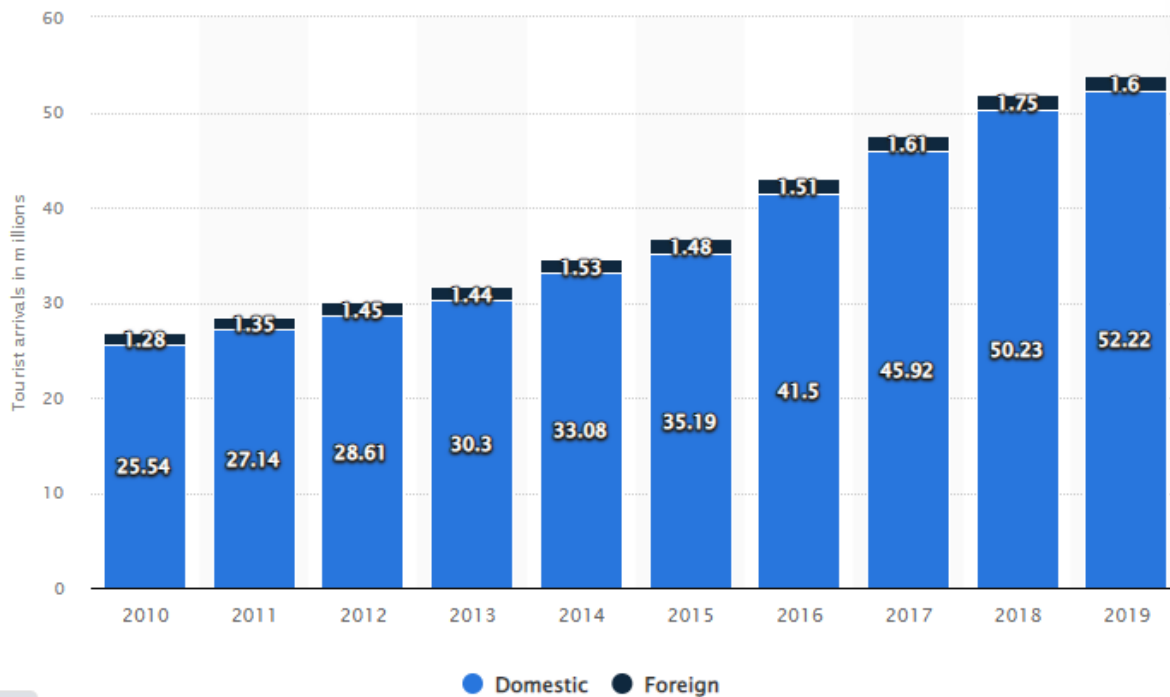
Year	Domestic Tourist Arrival in Millions	Foreign Tourist Arrival in Millions	Total Tourist Arrival in Millions
2010	25.54	1.28	26.82
2011	27.14	1.35	28.49
2012	28.61	1.45	30.06
2013	30.3	1.44	31.74
2014	33.08	1.53	34.61
2015	35.19	1.48	36.67
2016	41.5	1.51	43.01
2017	45.92	1.61	47.53
2018	50.23	1.61	51.84
2019	52.22	1.6	53.82

Domestic Tourist Arrival in Millions





Total Tourist Arrival in Rajasthan



Source:- <https://www.statista.com/statistics/1026993/india-tourist-arrivals-in-rajasthan-by-type/>

Rajasthan's tourism industry is flourishing thanks to its natural beauty and rich heritage. In 2018, 50.23 million domestic and 1.75 million foreign tourists visited the state; in 2019, 53.82 million total tourists visited Rajasthan, with 52.22 million domestic and 1.60 million foreign tourists arriving, representing a 3.95 percent and -8.48 percent growth rate in domestic and foreign tourist arrivals, respectively. The state's percentage share of total domestic and international tourist arrivals in India is 2.71 percent and 6.08 percent, respectively, putting it in 10th and 6th place in domestic and international tourist arrivals in India (2019) (State/Union Territory Tourism Department)

Because of the Covid Pandemic, tourist arrivals plummeted in the first five months. In the first half of 2020, 11.40 million domestic visitors visited the state, compared to 20.63 million in the first half of 2019. Likewise, during the same time period, foreign tourists dropped from 8.05 lakh to 4.39 lakh. (timesiofndia.indiatimes.com)

One of the major reason of this boom is increment in adventurous activities held in Rajasthan.

Tourism Potentials in Rajasthan-Rajasthan is the most beautiful destination in the world. Since it has magnificent history, the majestic nature beauty and strategic location on the Aravali ranges, Rajasthan has been the dream of tourists for centuries. Indian glory, Rajasthan is a pulsating combination of beautiful palaces, huge fortresses, delicious food, unique culture and friendly people. Rajasthan is a journey for those looking for an adventure and a quiet stay. Rajasthan has a lot of interesting elements next to the old mix. Almost all types of tourists can be satisfied in the state. Gardens, lakes, resorts, mountains, rivers, food, costumes, languages, handicrafts, religious sites and other natural and man-made attractions provide travelers with great memories and experiences

Adventurous Activities in Rajasthan

Zone	State	Locations	Encore destination	Activity
North	Rajasthan	Jaipur, Jodhpur & Jaisalmer	Jaipur, Jodhpur, Jaisalmer, Udaipur , Chittorgarh, Bijapur,Ranthambo re, Pali,Bikaner, Mandua	Hot Air Balloons, Wildlife Safari, Camel Safaris, Motorbike tour, Trekking, Cycling, Jeep Safaris, Parasailing, Rock climbing, Artificial Wall Climbing, Elephant & Horse Safari

Source: Anshay Singh, Professor Jiwaji University

Adventure Tourism in Rajasthan-What would tourists do if they could relax in the Thar Desert, go retro, go dune bashing, take a laid-back camel ride, or get up in the sky for aerial sightseeing of heritage cities zip lining, paragliding, and hot air ballooning?

Rajasthan is also where they'll be passing through. All of Rajasthan's adventure activities promise to alter one's impression of this enthralling land of forts and magnificent royal architecture. When it comes to adventure vacations in Rajasthan, one simply cannot ignore the vast array of possibilities. Gliding over Jodhpur and Jaisalmer might be an unexpected way to experience thrills and shivers.

The gorgeous landscapes of Rajasthan, as well as the palaces sprinkled throughout them, have a royal aura, and when seen from above, their beauty is multiplied, reinvigorating travellers' enthusiasm for air travel. Hot Air Ballooning provides guests with just this type of worthwhile experience. If you want to go on a hot air balloon ride in Rajasthan, you should go to Jaipur or Pushkar. As many adventurous activities as the sky may be found in Rajasthan's landscapes. It would sound appealing to spend a day camping in the Thar Desert, sleeping under the stars and doing nothing.

However, in some areas of this vast desert, adrenaline-pumping sports such as cycling and desert safaris take place every winter. To make your trip to Rajasthan even more memorable, try zip lining above glistening forts. This zip line flight is available at Jodhpur, Jaipur, and Fort Neemrana. Rajasthan's top places to drive through the distinct flora and wildlife variety include Keoladeo Ghana National Park, Ranthambhore Tiger Reserve, and Sariska Tiger Reserve. The Aravali mountain range in Rajasthan is the world's oldest mountain range and a popular destination for trekkers. Some of the best strolling locations in Rajasthan are Udaipur, Ghanerao, Kumbhalgarh, and Udaipur. Rajasthan caters to all levels of adventurers, from amateurs to masters.

Conclusion-Adventure tourism is a recreational activity, and Rajasthan is one of the best destinations for explorers, with the best and tremendous potential for adventure tourism. It is the fastest-growing segment of Rajasthan's tourism business, and its development is critical. The majority of Rajasthan's adventure tourism potential are untapped; their use might spur economic development and employment creation in the state. However, various socio-political factors are impeding its growth, and the adventure tourism resources available are more than the Rajasthan adventure tourism knowledge and infrastructure. It is critical to provide special attention to promoting adventure tourism in Rajasthan.

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