

A RESEARCH ON SCOPE OF ADVENTURE TOURISM IN UTTARAKHAND: A CASE STUDY

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INTRODUCTION

The terrain of Uttarakhand offers immense opportunities for adventure sports. The region abounds with a splendid combination of flora and fauna. Flowing rivers and snow-capped mountains, which are magnificent enough to infuse the spirit of adventure in all. The exhilarating sport of skiing is a big draw. A serious protagonist or a onetime prospector of thrills, all find Uttarakhand a perfect spot for adventure sports. The adventure sports of Garhwal and Kumaon Himalaya are different as compared with other states. Marketing of adventure sports of any destination is important in tourism industry in order to understand respective place and events in detail. Opening of new economic routes and marketing techniques can give a big boost to travel and trade. The present trade of travel and tourism here is largely a simple affair, as a result, Auli, the tourism capital of skiing has achieved its rightful share from tourism. Being a localite it is pleasure to market adventure sports that is present in here. Uttarakhand's adventure sports becoming popular among present generation, its marketing is essential in order to get its rightful share globally. Hence, dissertation on marketing of adventure sports is likely to be taken up.

Adventure Sports: As the Name suggests, it is emerging as popular adventure tourism in Uttarakhand. The country gearing up to host commonwealth games, world cup cricket and other similar other events in near future the movement of domestic and international travelers will be enormous towards adventure tourism and holiday spots. Hence marketing and uplift of adventure sports needs to be taken up seriously to help attain Indian tourism industry achieve a new milestone in world tourism mainstream. Adventure sports of "Uttarakhand" mainly includes:

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- Skiing
- Trekking, Rocking climbing
- Water sports and
- mountaineering

REASONS FOR MARKETING OF ADVENTURE SPORTS

It is important for us to know the reason to marking the Adventure Sports for tourism of Uttarakhand. The Indian travel and tourism industry is expected to generate Rs 2342.7 billion (\$53.5 billion) of economic activity (total demand) in 2010, growing annually at the rate of 8% Per annum to Rs 8, 128.2 billion (\$ 128.0 billion) by according to recent research by the World Travel and Tourism Council (WTTC). The various initiatives undertaken by the government to promote Incredible India 'among international as well as domestic tourism have started yielding positive results. In 2008–2009 the Indian tourism Industry registered growth of 24% in foreign tourism arrivals compared to the growth of 19.5 % registered in 2004–2005. this year itself, about 1605773 foreigners have visited India, from January to October 2008 against 1403234 visitors during the same period last, as per a provisional report of the Union ministry of Tourism and culture. Apart from creating vacancies in the areas which are directly related to travel and tourism sector such as travel agencies, tour operation, aviation sector, hotel industry and so on, it will, moreover, create employment opportunities in companies that are involved in organizing Adventure Tours, seminars, exhibitions, conferences, events, fund officers and other theme companies. Hence marketing and uplift of adventure sports needs to be taken very seriously.

ADVENTURE SPORTS OF UTTARAKHAND

DESCRIPTION:

A) Skiing:

- **Location-** AULI, GARHWAL.
- **Season-** February/March.
- **Special Events-** Skiing Competition, Coaching Of Skiing.

B) Mountaineering:

- **Location-** at various places of UTTRAKHAND.
- **Special Event-** Rock Climbing.
- **Season-** March to July.

C) White Water Rafting:

- **Location-** Kudiya, Rishikesh.
- **Season-** March.

- **Special Event-** Only Rafting Experience.

Details of these Adventure sports are mentioned under separately.

FEATURES “AULI” Resort is located at the altitude of 2915 mts to 3049 extendable to 3400mts and ski slopes are spread over 5 to 7 square Km. Auli offers a 180 degrees panoramic view of Mt. Nanda Devi, Mana Parwat, Dunagin Betharoli, Nilkhantha, Nar and Narayan Parwat, Hathi and Ghori Parwal and many other Himalayan peaks. AULI Has become a prominent tourist and ski resort in the country. More than a dozen national level skiing championships have already been successfully conducted in the past. The trolleys of AULI pull good amount of tourist traffic. Zeal to visit the finest slopes of Asia and participation in the Nation level competitions i.e. adventure and leisure is always welcomed and provokes travel. for the tourism industry, which is fully dependent on tourist, easy accessibility, organizations of events, in the form of tents, AULI bounds in all. possess perfect suitable conditions and deserves marketing. For nearly two decades, **Garhwal Mandal Vikas Nigam Ltd**”, a tourism promotion agency and a govt of “Uttarakhand” enterprise, has been actively involved in the integrated development of the Himalayan region of Garhwal. It has been deeply involved in promotion of religious pilgrimage, pleasure and adventure tourism through 82 tourist Rest Houses and Hotels, a fleet of buses and taxis and specially designed package tours for pilgrims and tourist from all over the world. The ski resort at “AULI” being run by GMVN has the distinction of successfully hosting several National ski championships and Winter Games in the past. GMVN also conducts ski—training courses for adventure lovers on a regular basis. The aim of the National Junior Alpine Skiing Championship is to provide a fillip to snow skiing and Allied sport in the country: to select who would represent India in International Games and competitions, and also to develop and upgrade winter games infrastructure at “AULI” Ski Resort. The championship would also provide opportunities and exposure to local talent to compete at National events.

INFRASTRUCTURE AT AULI (skiing): GMVN Provides the following facilities at auli to visitors.

- Excellent communication is available at Auli.
- A state of the art ski-lift which has been imported from France. This lift is 500 m long, which is longest in the country.
- Also on customer demand, a 800 m long chair lift linking the lower slopes with the upper slopes.
- Two snow-beaters have been imported from Germany.
- Dressed and improved a ski slope which makes them ideal for hosting ski festivals and competitions.

MEDICAL FACILITIES: It is available at Joshimath and Auli, which has well equipped hospital where 24 hours service is provided, in case of emergency. Visitors can also bring first-aid

kit, which includes foot powder, medicines to take care of headaches, colds and sprains. Participants joining the ski camps often ensure themselves against any accidents. Risk/insurance is not compulsory for visitors.

EQUIPMENTS

Some essentials such as gloves, goggles, skis are available both for the visitors and the participants on nominal rates by GMVN. But visitors should carry necessary woolen clothing such as cap, pairs of thick socks, gloves, trousers, dark glasses, snow/gum boots, torch, wind proof jacket, sewing kit, jersey, muffler and other major essentials keeping in mind the climate and topography of the region.

PACKAGE TOUR : (MAY TO NOVEMBER) Garhwal Mandal Vikash Nigam Ltd, a public sector organization under the UTTARANCHAL Govt. offers deluxe coaches for package tours to AULI. Tour guides are also made available for these packages. Advance reservation of seats can be done at the office of the Dy. Managing Director (tourism) Travel Office, GMVNL BY paying the required amount. GMVN also provides campsite that includes two AC huts, two deluxe huts, six executive huts with attached bath and three ordinary huts with common toilet/bath.

PACKAGETOURS (ForSkiingChampionship): No special package is available for championships. However, it can be done on demand depending upon number of candidates arriving at auli. This arrangement is done by GMVN. Free accommodation and messing for the teams is arranged by the organizers at joshimath/AULI.

ACCESSIBILITY

TRANSPORT SERVICES

- By airline transport,
- By rail transport, and
- By road.

ACCOMMODATION

Various types of accommodations that are available are

- Accommodations at joshimath,
- Government Accommodation and
- Rooms at Clubs

ALPINE SKIING CHAMPIONSHIP

Details of the event

Categories:

Category	Age Group	Born in year
Sub-junior 1	below 12 years	1994 or earlier
Sub-junior 2	12, 13 or 14+years	1991, 92, 93
Junior 3	15 or 16 +years	1989, 1990

Events: Following events of alpine skiing that are normally conducted:

- Junior Giant Slalom – Boys and Girls
- Junior Slalom – Boys and Girls
- Sub Junior Slalom – Boys and Girls

Participating Teams

- All affiliated members of the Winter Games federation of india are eligible to participate.
- Maximum entries in each event shall be restricted to four competitors per team. No. individual participation will be allowed.

WATER SPORTS- (IN GARHWAL, UTTARAKHAND)

The sacred River Ganga offers the professional as well as the amateur the exhilaration of white water rafting. The rivers **Alaknanda and Bhagirathi** are the main tributaries of **Ganga** and meet at **Devprayag**, frothing from their racy descent. Their waters are Grade IV to V Challenging the expert to savour the thrill down from **Devprayag**, **Ganga** changes into Drop River. This stretch of almost 70 kms is perfect for the amateur and the novice, for here the river offers some fine grade iii rapids and two Grade IV rapids, the 'WALL' at Byasi and Golf course 4 kms below 'Shivpuri' Village; each followed by deep and placid pools. Sandy beaches line the river at intervals, allowing river at intervals, allowing river rafters to pull up alongside. The slopes on either side are covered with oak, pine, spruce and Fir, with the occasional village and terraced fields dotting the landscape. Wildlife can be sighted at a distance, especially spotted deer, monkeys, Leopard, while multi-hued butterflies flit among flowering bushes. Spiritual retreats and ashrams overlook the river and add to the spiritual experience.



WHITE WATER RIVER RAFTING

KUDIYALA

'Garhwal' is an exciting destination for water sports enthusiasts. There locales for rafting, water skiing, canoeing and Kayaking, where both the amateur and professional can experience thrill. 'Rishikesh' has become the hub for White Water Rafting with 'kudiyala' located 40 kms and 'shivpuri' located 19 kms. The 'Ganga' before reaching 'Rishikesh' bursts into White Water rapids like Black Money, **Three Blind Mice, Roller Coaster, and Daniel's Dip** etc. 'Rishikesh' is located 24 kms from 'Haridwar' at the confluence of the 'Ganga' and 'Chandrabhaga' rivers. 'Rishikesh' is not only city but offers the spiritual seeker- nirvana adventure enthusiast- White Water Rafting and health freak- yoga and **ayurveda**. Sir 'Edmund Hillary's' historic ocean to sky expedition (1977) in jet boats up the river 'Alaknanda' and 'Ganga' has sparked interest in river rafting. Sir 'Edmund Hillary' feels that 'ganga' is a beautiful river particularly in the upper reaches with fast flowing water and many lively rapids. It is a superb river for inflatable raft and challenging too for kayaks and canoes. GMVN organizes White Water Rafting courses from October to April at 'Kudiyala'. The camp-site at '**Kudiyala**' comprises of two AC huts, two deluxe huts, six executive huts with attached bath and three ordinary huts with common toilet/ bath. The restaurant at camp-site offers a choice of vegetarian and non-vegetarian meals. A special outdoor catering service is available. It also offers packed lunch for adventure enthusiast. The rafting equipment that is provided on all our trips included Paddles/oars, rafts safety helmets, life jackets, waterproof containers and a first aid emergency kit. There is a waterproof drum also available in which one can put things for the day while rafting. GMVN conducts 3 days preliminary courses and 5 day certificate courses at '**kudiyala**' from October to April every year in White Water Rafting, apart from daily trips.

Expert instructors provide training, which is appreciated by many tourists. For those fascinated by the unexplored, the hills of '**Uttarakhand**' offer breathtakingly adventurous trekking routes. Trekking is the best way of getting to know any land, it's people, it's culture and traditions. Trekking often confused with mountaineering does not require as much preparation as mountaineering, which is a pre planned affair. Mountaineering is more technical in nature and hazardous but this is not in case of trekking.

EXCURSIONS

Tourist attractions around '**Auli**' are namely:

1. Hemkund Sahib.
2. Batrinath Temple.
3. Tapovan
4. Valley of Flowers.
5. Joshimath.
6. Panch Prayag.

Adventure Tourism: It is the new buzzword among domestic tourists. Adventure tourism is basically of two types – Hard options, which include mountaineering, mountain biking/bungee jumping (yet to be introduced in this region) and so on; the softer options included camping, trekking and water rafting, among others. Adventure tourism is finding more takers among the youth and corporate.

Spiritual Tourism: Haridwar and Rishikesh are popular places that attracts young and old, Indian and foreign visitors especially from Europe, Australia and US. It is not just about going on a pilgrimage and visiting holy places but indulging in Yoga, meditation and even Ayurvedic massages.

Rural Tourism: It mainly covers village visit by tourists to an old 'Haveli' urban dwellers as well as international travelers finding growing of crops, making of mud vessels and creation of handicrafts, highly fascinating and these are showcased to tourist as a part of village life. If government starts promoting the concept, it will generate more options for livelihood for the rural population.

WILDLIFE TOURISM

It offers an opportunity to come close to nature and experience animals, Restricted more among the elite and students, there are certain travel agencies exclusively doing wildlife tourism. 'Jim Corbett' Park is a popular destination for wildlife tourists. 'Ramnagar' (Kumaon) and 'Govind Pashu Vihar' (Garhwal), continue to remain popular destination for wildlife tourism. It has not only enabled the commoners to see and experience the lives of 'Paharis' and general lifestyle, but have given a new lease of life to several 'Paharis' (hill people) and the local economy.

WHY MARKETING IS ADVENTURE SPORTS

It is important to know the reasons for marketing of adventure sports. Well, Marketing is mainly due to following reasons:

- A. Social reasons
- B. Econic reasons
- C. Promotion and Attraction
- D. Environmental Conservation

GENERAL SUGGESTIONS

- Tourism marketing should be based upon research methodology, new concepts of eco-tourism. The marketing should support and nourish eco-tourism.
- Off season festivals and tours with discount should be purposely introduced by the private operators, package designers or the government.

- Free visits, special packages to Auli should be introduced in lucky draws. Film industry should be encouraged to shoot films at AULI and the nearby excursions.
- NGOs should be encouraged for marketing of destinations throughout India rather than government departments and progress made by them should be made public.
- A week named destination marketing week should be introduced in the country. All the states should be given chance to promote and market its destinations, events, services and other linkages related to tourism marketing and prove it's tourism capacity. Introduction, cleaning of cities and garbage, improvement of roads etc. increase in competition and focus on tourism industry rather than information technology sector.
- Tourism week should be introduced in India. At present it is just restricted to fashion industry, film industry, information technology etc. organization of such weeks will surely improve the standard of tourism industry in India.
- Indian tourism channel should be started in India soon. Introduction of such channels will promote INDIAN culture along with various festivals, pilgrimages, and bring the states in limelight.
- Entrepreneurs who wish to promote tourism industry of india should be encouraged and a separate tourism Academy should be introduced in INDIA, INDIAN culture on global scale and reach international standard.

Tourism is the major smokeless industry that has strong base in northern hills of India. In context of **UTTARAKHAND** State, Tourism activities have always played a major role in providing employment opportunities for the localities and revenue generation for the state government. Rugged terrain and geographical features do not favor setting up of industries in this region. Hence, tourism is the only major industry, which has brought various destinations in world tourism mainstream. Being a smokeless industry, tourism in **UTTARAKHAND** State does ensure

CONCLUSION

The hills of **UTTARAKHAND** have all the requirements for adventure, tourism promotion, excitement and thrills, snow capped peaks, splendid collection of flora and fauna, hence deserve marketing. The region also provides immense opportunities for adventure sports like skiing and other thrills like water sports which makes Uttarakhand an ideal venue for aggressive tourists and can assure future INDIAN Status reach miles. The efforts taken up by tourism department and other key players like KMVN, GMVN and private tour operators ensure further innovations on large scale. Being a good source of water, the mountain peaks and Glaciers provide good opportunity for the mountaineers and the scientists to establish high altitude research center in order to study the climate and environmental issues related with peaks and high altitude snow valleys. The high altitude valleys also harbor various famous tourist places such as AULI, Badrinath, Kedamath, Yamunotri etc. it will not be incorrect to say that, economical activities have been

boosted by the high altitude valleys and snow resorts. Adventure camps and trekking activities have now become a common practice. Recent changes in the environment had bad impact on the glaciers, which is a serious matter of concern.

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