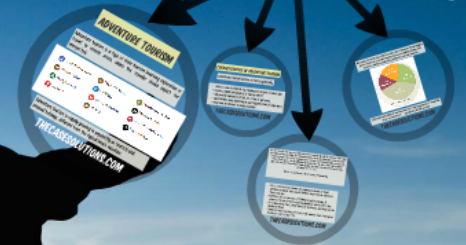


TREKS 'N RAPIDS: ADVENTURE SPORTS TOURISM IN INDIA

THECASESOLUTIONS.COM

THANK YOU FOR LISTENING TO OUR PRESENTATION !

DEFINING ADVENTURE TOURISM



BUNGEE JUMPING

The fastest "bungee jumping" adventures is increasingly popular over the past years on a global level.

Bungee jumping, basically, is a thrilling activity of jumping from a tall structure with a large elastic cord.

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AN EXAMPLE OF A TREKKING ADVENTURE TOUR PACKAGES

1. Name of the tour operator: THECASESOLUTIONS.COM

2. Name of the tour: TREKKING ADVENTURE TOUR

3. Duration: 10 days

4. Price: \$1200

5. Location: Himalayas

6. Description: This trekking adventure tour package is designed for those who want to experience the beauty of the Himalayas. It includes transportation, accommodation, food, and other services.

7. Itinerary: Day 1: Arrival in Kathmandu. Day 2: Trek to Boudhanath. Day 3: Trek to Thamel. Day 4: Trek to Patan. Day 5: Trek to Bhaktapur. Day 6: Trek to Lalitpur. Day 7: Trek to Kathmandu. Day 8: Trek to Pokhara. Day 9: Trek to Annapurna. Day 10: Departure.

8. Contact: THECASESOLUTIONS.COM

ACTIVITIES OF ADVENTURE TOURISM

RAPPELLING

Rapelling is one of the most popular forms of adventure tourism. It is the process of descending a rope which is fixed to a high point. It is a fun and exciting activity that can be done in many different settings.

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ROCK CLIMBING

Rock climbing is a sport that involves ascending a rock face or other vertical surface. It is a challenging and exciting activity that can be done in many different settings.

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TREKKING

Trekking is a long-distance hike or walk, often in a mountainous or hilly area. It is a popular form of adventure tourism that allows people to experience the beauty of nature and enjoy the fresh air.

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RAFTING

Rafting is a water sport that involves navigating a river or stream in a raft. It is a fun and exciting activity that can be done in many different settings.

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PARAGLIDING

Paragliding is a sport that involves flying a parachute from a high altitude. It is a thrilling and exciting activity that allows people to experience the beauty of the sky.

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MOUNTAINEERING

Mountaineering is a sport that involves climbing mountains. It is a challenging and exciting activity that requires a lot of skill and experience.

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ATTA

ATTA stands for Adventure Travel Trade Association. It is a global organization that promotes and supports adventure tourism activities. It provides a platform for adventure travel operators to connect and share information.

- The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future.
- ATTA serves 1000 members in 100 countries worldwide.
- Members include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism.



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AN EXAMPLE OF A TREKKING ADVENTURE TOUR PACKAGE

Item	Price	Availability
10 Days Trekking Package	12,500	Available
15 Days Trekking Package	18,500	Available
20 Days Trekking Package	24,500	Available
25 Days Trekking Package	30,500	Available
30 Days Trekking Package	36,500	Available

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RAPPELLING

Rapelling is also a growing form of adventure tourism. It is the term given to the controlled descent down a rock using ropes. The basic aim is to climb down a steep cliff or ledge which is of the steep to descend without protection.

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ROCK CLIMBING

Rock climbing is a sport that involves climbing natural rock formations, artificial rock walls or other built-up structures. It is a sport that involves climbing a rock face or other built-up structures. It is a sport that involves climbing a rock face or other built-up structures.

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TREKKING

Trekking is a long journey on foot in areas where there are usually no means of transport available. It is a walking for a number of days, usually in search for parks, or challenging environments which are likely to be rich in natural resources.

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RAFTING

Rafting is a recreational outdoor activity which takes place on inflatable rafts on stretches of white water or other bodies of water. It is a sport that involves climbing a rock face or other built-up structures.

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PARAGLIDING

Paragliding is a recreational and competitive flying sport. It is a sport that involves climbing a rock face or other built-up structures.

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MOUNTAINEERING

Mountaineering is a sport that involves climbing a mountain. It is a sport that involves climbing a mountain. It is a sport that involves climbing a mountain.

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ATTA













Finally, we should familiarize ourselves with some association that helps promote, support and sustain adventure tourism activities on a global scale.

Which stands for, Adventure Travel Trade Association

- This association is established in 1991.
- The ATTA delivers solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future.
- ATTA serves 3000 members in 90 countries worldwide.
- Members include tour operators, tourism boards, specialty agents and accommodations with a vested interest in the sustainable development of adventure tourism.

ADVENTURE TOURISM

Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveler should expect the unexpected.

- | | | |
|---|---|---|
|  Adventure Cruises |  Hiking/Trekking |  Nature and Wildlife |
|  African Safari |  Paddling |  Mountaineering |
|  Biking/Cycling |  Luxury Adventures |  Skiing/Snowboarding |
|  Do-It-All |  Multisport |  Voluntourism |

Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation.

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CHARACTERISTICS OF ADVENTURE TOURISM

- adventure related tourism activity
- creates some excitement by stepping out of the comfort zone
- requires significant physical or mental effort
- may involve some kind of risk
- expectations vary depending on the activity
- may have an element of philanthropy

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CHARACTERISTICS OF ADVENTURE TOURISM

adventure related tourism activities generally,

- creates some excitement by stepping out of your comfort zone
- requires significant physical or mental effort
- may involve some kind of risk, be it real or perceived
- expectations vary depending on participants level of experience
- may have an element of physical danger

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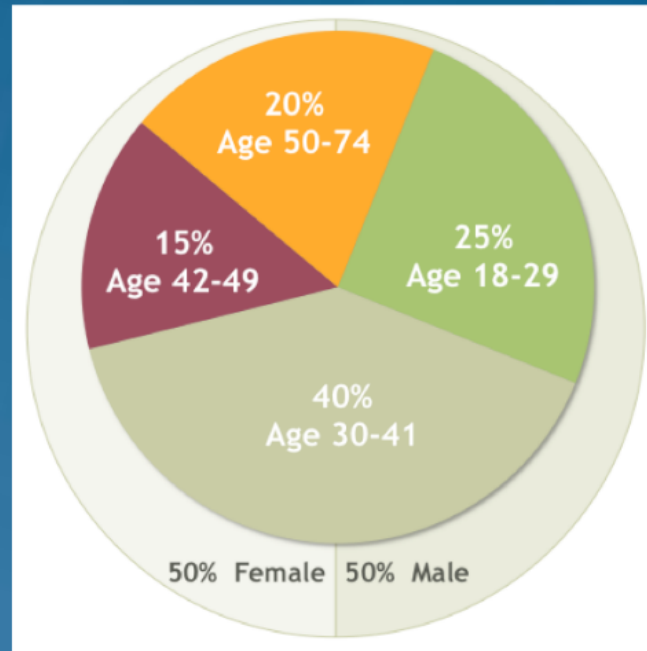
A recent survey by The George Washington University in partnership with The Adventure Travel Trade Association and Xola Consulting, gives factual information about the global adventure travel market. The survey respondents were 855 consumers from 6 countries in Latin America, North America, and Europe. These regions were especially selected because they represent 68% of all international departures and 73% of international travel spending. The survey was administered online, with a sampling error of +/- 3.3%.

Some of the key findings of the survey include the following,

- 26% of international travelers are engaging in adventure travel activities worldwide; this is about 150million departures for adventure travel each year.
- Adventure tourism generates at \$89billion in global spending. For reference, the entire tourism economy globally is valued at \$4 trillion.
- 16% of departures from Latin America, North America and Europe are for adventure travel.
- Adventure travel is growing at a rate of 17%, whereas mass travel grows steadily at a rate of about 4%.

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Also included in the survey, is the chart below, which illustrates the demographic profile of American adventure travelers (based on a separate survey of 825 Americans and focus groups with adventure travel tour operators).



Within the United States, it was found that 15% of the US population fit the profile of an "eco-adventurer" - approximately 18.6 million people.

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MOUNTAINEERING

Mountaineering is simply one of the finest adventure activities available to the lover of high places.

Every year thousand of tourists from all over the world come to Turkey for winter sports, mountains climbing.

In Turkey, the most important peaks are inactive volcanoes which are Mount Ararat (5.137m) in Agri and Mount Erciyes (3.917m) in Kayseri. Other well-known mountains are Mount Kackar (3.937m) and Aladag Mountains (3.756m).



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This picture was taken from
called "X-plore Travels and

THE

TREKKING

- Trekking is a long journey be undertaken on foot in areas where there are usually no means of transport available.
- Trekking is not necessarily mountaineering; it is walking for a number of days, usually on uncharted paths, in challenging environments which are likely to be hilly or mountainous.



This picture was taken from a trekking tour in Turkey, of an international adventure travel agency, called "X-plore Travels and Expeditions"

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