



POTENTIAL OF ADVENTURE TOURISM : A STUDY OF JAMMU AND KASHMIR.

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ABSTRACT

Jammu and Kashmir has a large untouched adventure tourism potential, with attractive tourist destinations which consists of snow capped peaks, water bodies, forts, hill stations, heritage, valleys, cool climate and sanctuaries. Middle Himalayan range, in Jammu and Kashmir, is full of natural fortune and satisfies the several types of tourists. The tourists experiences adventurous , exciting events and great experience in middle Himalayan range including Pir Panjal. Mountains and water bodies in Jammu and Kashmir offers great opportunities to the adventure tourists to explore the wonderful exotic Kashmir Himalayan ranges and landscapes, in addition, to facing the challenges of fast flowing rivers and forts. Adventure tourism is at the initial stage of development in Jammu and Kashmir and is fastest growing segment of tourism industry. Development of adventure tourism could increase the tourist arrivals and the business opportunities in the region. The exploitation of virtue of adventure tourism potentials in region is must, hence, the present paper is conceptual in nature; the present study examines the potential of adventure tourism in Jammu and Kashmir and focuses on the problems in the development of adventure tourism. Furthermore, the study extends to give Recommendations and suggestions in order to develop adventure tourism and exploit its resources in Jammu and Kashmir.

INTRODUCTION

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. An activity focused on thrills is adventure tourism, where an adventurer is willing to take on both high- and low-level difficulties. The odd, wild, exotic, or unusual. The key draw for adventure tourism activities where adventurers explore are distant locations. Expecting the unexpected outcomes in new sectors. Adventure tourism is a distinct type of travel in which tourists are willing to visit destinations with little or no infrastructure development, where people are experiencing life authentically. Hard adventure and soft adventure are the two categories into which adventure tourism may be classified. The Hard Adventure is a travel exercise that includes more risky components and difficult physical demands. To engage in a Hard Adventure, one must possess a higher level of confidence, enthusiasm, knowledge, and specialized abilities. Adventurers are pushed by this type of tourism out of their comfort zones and into perilous terrain. Out of all adventurers, fewer are hard adventurers. Climbing is a challenging adventure. Caving, mountain biking, aero sports, trekking, and (mountain, rock, and ice). The choice and motivation of the adventurer determine the kind and nature of the adventure. The nature of an adventurer's voyage is determined by his or her inner drive or motivation. The driving force behind each adventurer's



exploration of new places is different, engages in thrilling adventure pursuits (rafting, mountain biking, aero sports etc) or a person prefers to go hunting, fishing, and seeing animals. Based on Maslow's hierarchy of needs, Pearce's Travel Career Ladder Lessons from the Peak Experience, which claims that a visitor's motivation shifts after meeting the individual's immediate needs and enabling them to realize their higher goals Maslow's Hierarchy of Needs (1976). The experience has also been confident by visitor lives travel packaging Social life became extremely demanding. The adventure tourism is best ever growing segments of tourism industry worldwide. The small businesses have dominated this sector, but these businesses are typically unprofessional; while, as better businesses are smaller in this field with appropriate specialized management systems ensuring the safety and shortening the growing demand (Cluotier, 2003). The lifestyle entrepreneurs have well-known adventure tourism businesses, or somewhat by the adventure tourism lovers (Swarbrooke, et al 2003). The adventure tourism is one of the best ways to earn from tourism industry not only for the business owners, but the locals can take the benefits from it as well. At the global level, the demand of venture tourism is growing quickly and the diverse countries have developed best communications for the adventure activities. In India, there is a huge extent of adventure tourism; here are several virgin adventure tourism resources. The development of adventure tourism in India is at initial stage. The , deserts, mountains, hill stations, rivers, forests, wild life etc are the best adventure tourism potentials in India. For the development of adventure tourism in country, Ministry of Tourism, Govt of India has taken various steps. The Ministry of Tourism, Adventure Tour Operators Association of India (ATOAI) and the Indian Mountaineering Federation (IMF) are working in cooperation together for bringing the India on adventure tourism map at global level. Moreover, a set of guiding principle were set up by the Ministry of Tourism for safety and worth norms on adventure tourism, which covers the water, air and land based adventure tourism activities. Furthermore, government has recognized outdoor and adventure institutes in India, which are contributing several adventure sports courses, and the institutes have all up to date training equipments of adventure tourism.

LITERATURE REVIEW

There is no appropriate description of adventure tourism, but a choice of schoclars has defined it by different angles. It is defined as the adventure activity in the extraordinary places and the gripping experiences by the adventurer (Sung, Morrison and O' Laery 1997) and forever these experiences are full of risks (Walle, 1997) says that adventure look into for knowledge rather than risk. The adventure tourism is an outdoor activity, which is a means of income to the adventure tour operators; it needs direction to delight in adventure activities and every activity has its relevant equipments to perform, everything is done for the enthusiasm of adventure tourists (Buckley, 2004; Bentley et al., 2000). Adventure tourists are always eager for the thrill and fight; they are psychologically equipped for it without any threat (Cater, 2005). This kind of behaviour and awareness towards the adventure thrill and risk is analysed by the several researchers (Ewert and Hollenhorst 1989; Jack and Ronan 1998; Slanger and Rudestam 1997; Fluker and Turner 2000). Moreover, it was also considered that adventurers are exploring the concealed and unknown things (Quinn, 1990) and the forests and lakes are the attractions, which lets the adventurer feel there is hidden truth and to discover that truth from the core of object. In addition to this, the level and type of adventure depends upon the motivation of adventurer and facing the



dangers, challenges and risks is determined by the expertness, courage and the “optimum stimulation level” (OSL) of the adventurer (Lee and Crompton, 1992). According to Whalers and Etzel (1985) the individuals having low “Optimum Stimulation Level” OSL are not taking the risk and are involving themselves in adventure activities, but their choice is only to take cultural trips. On the other hand, the individuals having high “Optimum Stimulation Level” OSL are participating in adventure activities like aero sports, mountaineering, rafting etc.

OBJECTIVES

1. To examine the potentials of adventure tourism in jammu and Kashmir.
2. To study the problems in development adventure tourism in jammu and Kashmir .

RESEARCH METHODOLOGY

The current study is a theoretical in nature and the paper is based on secondary data. The data were collected from various journals, papers, magazines, internet, Ministry of Tourism, articles and newspapers; in addition, the researcher, being a resident of jammu and Kashmir, is himself aware about the adventure tourism potentials of jammu and kashmir .

Hill station Aru, Gulmarg, kishtawar,Patnitop,Vaishno devi,Sanasar Pahalgam, Sonamarg, Srinagar, Manasbal, Dodepathri and Yusmarg.

Mountains and Peaks Kolhoi Peak (5,425m), Mount Harmukh (5,142m), Machoi Peak (5,458m), Amarnath Peak (5,186 metres), Sirbal Peak (5,236m), Sunset Peak (4,746m), Tatakooti Peak (4,725m)

Lakes Gadsar Lake, Dal Lake, Satsar Lake, Gangabal Lake, Krishansar Lake, Manasbal Lake, Nundkol Lake, Sheshnag Lake, Vishansar Lake, Tarsar Lake, and Wular Lake,Gil sar,Khushal sar Nandan sar.

Rivers Jhelum (originates from verinag), Sind River (at Nilgrar Sonamarg) Lider river and Lahwal River (through Lolab Valle).Tawi river, Ravi river,Ponch River ,Sandran river.

Adventure tourism potential in jammu and Kashmir

Jammu and Kashmir is blessed with a topography that allows visitors to engage in a variety of adventure activities, including hiking, skiing, paragliding, river rafting, mountaineering, and fishing. These activities are made possible by the region's fast-moving rivers, high-altitude passes, gorgeous mountain slopes, lovely forests, and mountains. You may experience the ultimate thrill and adrenaline rush by participating in these amazing adventure activities in Jammu & Kashmir.

Land based adventure tourism potentials-

Trekking: is a immense and stirring way of exploring the wonderful loveliness of Kashmir, with its meadows, lakes, valleys, orchids and remote villages. Some of the popular short treks in Jammu and Kashmir are from Gulmarg to Ningle Nallah, Sonamarg to Thajiwas Glacier & Pahalgam to Aru.One of the mainly famous treks in Kashmir is the Great Lakes Trek, which covers the lakes of Gangabal, Kishansar and Vishansar. Two treks



popular in Jammu are Kishtwar to Srinagar and Kishtwar to Padum. Two famous spiritual treks are Amarnath Yatra from Baltal/Pahalgam and Katra to Vaishno Devi treks.

Rafting :is one of the most incredible adventure activities in Jammu and Kashmir that you can try during your holidays in Jammu and Kashmir. In Pahalgam, you can battle the rapids of the Lidder River, which presents enough challenge and is exciting. The river stretches from Langabal to Ganeshpora, with rapids ranging from Grade I to Grade IV. While the Lidder Joy Ride, from Varganpal to Yaneer Bridge is perfect for beginners and amateurs, the stretch from Langabal to Ganeshpora is perfect for experts.

Skiing: is one of the most enjoyable adventure activities that you can enjoy during your holiday in Jammu and Kashmir. The hill station of Gulmarg is famously known as one of the best skiing destinations in India, and Asia as well. From January to mid-February, it attracts enthusiastic skiers from India and all over the world. The famous Gondola cable car ride takes you up to Agharwat Peak, and lets you descend from an incredible height of almost 2,000 meters. For expert skiers, Shark Fin, located on the back of Mount Agharwat, is the best place for powder skiing. If you are a beginner skier, the modest slopes at Patnitop are great for skiing.

Paragliding: is a famous aero sport adventure activity in Jammu and Kashmir that lets you admire its valleys, meadows & splendid beauty. One of the places to enjoy paragliding is the hill station of Nathatop. Batote and Sanasar are other places where you can enjoy paragliding, from May-June and September-October. Astanmarg, a little village located close to Srinagar, is also famous for paragliding.

Mountaineering in Jammu and Kashmir: The Pir Panjal Ranges of Indian Himalayas provide wonderful opportunities for mountaineering in Jammu and Kashmir, as they are home to some of the best mountain peaks. You can try mountaineering from the Kishtwar region, where the famous peaks are Tupendo & Cerro Kishtwar.

- Kolhoi Peak (5,425m),
- Mount Haramukh (5,142m),
- Machoi Peak (5,458m),
- Amaranth Peak (5,186 meters),
- Sirbal Peak (5,236m),
- Sunset Peak (4,746m), and
- Tatakooti Peak (4,725m)

Mountain biking in Jammu and Kashmir: Pedaling your way through the mountains of Kashmir dotted with rich pine and deodar trees & across its fabulous landscape combines adventure and thrill. The best mountain biking spots in Kashmir stretches from Srinagar to Gulmarg, Gulmarg to Pahalgam, Pahalgam to Srinagar and Sonmarg to Manasbal Lake. Advanced bikers can also try the route from Srinagar to Pahalgam and back. You can also camp at the Lidder River while biking in Kashmir.



Problems of adventure tourism in jammu and kashmir.

In spite of one of the finest adventure tourism destinations Jammu and Kashmir has numerous problems as for as it adventure tourism is apprehension. It has all to please the adventurers; however, it is note in front in the contest of adventure tourism. Following are the main problems concerned in the adventure tourism of Jammu and Kashmir:

- Insufficiency of proficiency in adventure tourism
- Insufficiency of appropriate government policies and consideration towards the adventure tourism in jammu and kashmir Kashmir .
- Insufficient infrastructure for the adventure in region.
- The Jammu and Kashmir is not promoted as a adventure destination at national and international levels accurately
- security and protection issues also deteriorating the adventure tourism in jammu and kashmir .
- Harsh winter season
- Non-availability of preferred things demanded by participants
- Speciation permissions from the establishment for fishing, mountaineering and trekking
- Non-availability of latest adventure tourism equipments

SUGGESTIONS

In order to solve the above problems, the following suggestions could be fruitful

- The experienced and specialist professionals must be hired in view to take the charge of adventure tourism in Kashmir valley
- Jammu and kashmir should be marketed as an adventure tourism locale at national as well as at international level.
- The political restrictions should be revealed the mountaineering and trekking
- High tech modern equipments should replace the old-fashioned equipments
- Several adventure sports institutes should be opened in Jammu and kashmir so that to acknowledge the adventure lovers throughout the region.
- accurate infrastructure (campsites, rafting points, ski resorts etc) should be developed for the adventure tourism activities
- It is important ensure the safety and security to the adventurers before and after the trip in jammu and kashmir.
- In order to give boost to the adventure tourism, Govt has to formulate suitable policies .

CONCLUSION

Adventure tourism is a leisure activity in Jammu and Kashmir and is one of the premium destinations for the adventurers and has supreme and tremendous potentials of adventure tourism. It is fastest segment of Kashmir tourism industry and the development of this segment very important. The maximum adventure tourism



resources are virgin in Kashmir valley; their exploitation could bring economic development and generate employment opportunities in the region. However, there are some socio-political issues, which are weakening its development, moreover, the adventure tourism resources are more than the expertise and infrastructure available for the adventure tourism in Kashmir valley. It is very important to give special consideration towards the promotion of adventure tourism in Kashmir valley.

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