

# Adventure Tourism in and Around Khatima City

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## Abstract

The different types of adventure tourism activities available in and around Khatima. The types of tourist undertaking these activities and the level of adventure involved. Perception of the tourists towards adventure tourism. Limitations and challenges of adventure tourism.

**Keywords:** Adventure, Tourism

## INTRODUCTION

(Khatima - Tinsel town of Kumaon)

Khatima is one of the most important town of Udham Singh Nagar district of Uttrakhand states and is also one of the business hubs of Kumaon region. Khatima is well connected by major transportation facilities with popular destinations of northern India. The whimsical town of Khatima is one of the growing agriculture cities in the Kumaon region.

Khatima is also one of the important business hubs of Kumaon region. Industries such as Polyplex, Ester Industries Ltd., Khatima fibers etc. have set their foot here and are flourishing in the region. This beautiful town also features its very own hydropower plant at Lohiahead on river Sharda. Famous

### Places to visit in Khatima:

**Banbassa Barrage or Banbassa Range:** Banbassa Barrage or Banbassa Range is a Barrage which is built on the Sharda River and attracts visitors to come here. This is 17 km away from Khatima. An old daak bungalow is also situated near this barrage which is constructed by Britishers in 1923. Banbassa range is situated on Tanakpur Khatima road.

**Nanak Matta or Nanak Matta Sahib:** Nanak matta is a historical town and it was called Gorakhmata or Nanakmatta Gurudwara. This town is associated with Guru Nanak Dev. and Guru argovind. Nanakmatta Gurudwara is located on Tanakpur road 15 km away from Khatima railway station. Nanakmatta Sahib Gurudwara is famous in the Sikh community.

**Vankhandi Temple:** Vankhandi Temple is a 200-year-old temple, Situated in Khatima district 7 Km far from the main city on Tanakpur road in Udham Singh Nagar of Uttrakhand state. The Tharu community used to feed their cattle in this area. One day cow pouring milk over a heap of boulders and this incident itself repeated regularly then Tharu community constructed this temple which is now revered by all other communities.

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**Bhramal Baba:** Bhramal Baba is a holy place for Hindus and Muslims as well, is situated 20 km from Khatima town of Udham Singh Nagar of Uttrakhand state. Here Shiva Linga is installed in its divine form. Many people visit this place every year. This place lies in the Surai forest range which is a famous tourist place.

**Surai Forest range-** is located 20 km from Khatima town in Udham Singh Nagar of Uttarakhand state. This is the best place to visit with your friend and family. Surai forest range is a heaven for nature lovers and bird watcher people, you can click a few good nature pictures and can explore this place.

**Purnagiri temple-**This popular vantage point, situated at 2,270 meters above sea level, offers an excellent view of the northern Himalayan ranges. The point is accessible by a chair lift (ropeway) or you can hire horses and mountain ponies to reach there. From the top, with the help of powerful binoculars, you can have a close up view of Nanda Devi, one of the highest peaks in the country.

**Bird Watching:** The Surai forest Range is an ideal place for bird Watching and can explore different kinds of bird species.

**About Kakra Crocodile Trail-** Kakra Crocodile Trail is the first crocodile trail of India where tourists will be able to witness close view of the crocodile specie 'Marsh'. It will be the part of Surai Ecotourism zone, where tourist can enjoy Jungle safari as well. In addition Kakra Crocodile Trail, the Khatima City Forest and Chuka Migratory Bird Centre will be developed in Khatima. The process of development of Khatima City Forest and Chuka Migratory Bird Center has been started. This project will help to boost tourism activities in Khatima region.

**Bayandhura baba mandir-** One of the best places to worship and also known as “Vidhan Sabha of God, All saints say this for temple place situated on top of mountains.

River rafting in Purnagiri mandir way, Boating in Nanakmatta Dham, Tracking and climbing of mountains of way to Bayandhura baba mandir are very famous and many more. Besides the above-mentioned adventure activities, there are many other smaller villages offering all these activities on a smaller scale. These villagers, due to the internet, have reached the cities and encouraged tourist to visit the place and carry out the adventure activities. The local travel agents help in the promotion by making the facilities available on the location, as well as digitally displaying themselves.

## NEED OF THE STUDY

As understood that adventure tourism is varied and provides for a lot of activities that can be performed due to the demographic variations, the adventure tourism industry is a growing one. The study is extremely important to understand the various available options in and around the city to undertake adventure tourism with respect to the variation in the land features, in the best interest of the environment. The survival of any adventure tourism would depend on the number of tourist undertaking it and their perception. The study helps in understanding the challenges and limitation of adventure tourism.

## LIMITATIONS OF THE STUDY

- The study was purely based on the information received through the limited scope and purview of survey.
- The study was relevant to the existing market scenario and the information, judgment and predictions of the respondents may differ accordingly with time, status, mind-set and situations.
- The study also relates to the boom and demands of the adventure tourism at the current hour and would differ in case of a change in climate or demographics.

## DEFINITION

Adventure tourism is defined as the movement of the people from one to another place outside their

comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities.

## LITERATURE REVIEW

### *Suman Tarafdar (Dec. 2014) (Selling World Travel)*

At last, the adventure tourism segment in India has something to cheer about. According to the writer, this is just the beginning of adventure tourism in India? The boom is yet to come. There is a lack of resources to develop tourism. Writer estimated that out of 5000 odd operators in India, only 70 had been voluntarily recognized by them. Today most of the people are attracted towards tourism due to its natural resources. Today mass Trekking should be under controlled management and companies should be made for this so that tourism will increase day by day, and its growth will be enhanced.

### *Revista Intercontinental de Turismo 1991 Volume 2, No. 1, pp. 97-101: Dutt, S.P.*

The author explains that as we have a lot of foreign currency flowing in due to the visit of tourists from all over the world due to which it's becoming a lot easier for India to pay back the loans taken from the World Bank. In the past ten years, there is a massive growth in adventure tourism in India due to the diverse demographic. Activities like wildlife watching, mountain climbing, trekking, white water rafting, car rallies (off-roading), etc. can be developed to generate revenue. So a SWOT analysis of these could be done and developed further.

### *Global Report on Adventure Tourism*

World Tourism Organization (UNWTO) Secretary- General: Taleb Rifai Director-Executive Secretary of Member Relations: Carlos Vogeler UNWTO editorial team (The Adventure Travel Trade Association (ATTA) editorial team Contributing authors: Christina Beckmann, Natasha Martin, Nicole Petrak, Keith Sproule.

The report presented by the UNWTO expresses the resilient nature of adventure tourism, and how it attracts high-value customers, the support provided by adventure tourism to local economies, and the encouragement to sustainable practices being undertaken. The types of adventure tourism, mentioned in the report are as follows: Archeological expedition, backpacking, bird watching, camping, Canoeing, attending festivals/fairs, trekking, cruise, caving, fishing/fly fishing, hiking, horseback riding, hunting, kayaking, Rafting, Research expedition, safaris, Sailing, Scuba diving, Snorkeling, skiee/ snowboard, surfing.

The report discusses types of adventure travel organizations, the future of adventure tourism, the global trends in adventure tourism, growth in demand and supply of adventure tourism since 2013, The current Structure of adventure tourism, Impact of adventure tourism on technology, Benefits of adventure tourism, Creating and maintaining the right environment and other issues related to adventure tourism.

### *POMFRET, Gill (2016). An Exploration of Adventure Tourism Participation and Consumption. Doctoral, Sheffield Hallam University*

Pomfret Gill, in his exploration, explains about the consumption and participation of adventure tourism. The growth in the market of adventure tourism, positive outcomes of adventure tourism, the various emotions that an adventure tourist undergoes, their lifestyle, the motivation of the tourist and the kind of risk that they are willing to undertake while taking up adventure tourism.

### *International Journal of Pure and Applied Mathematics Volume 118, No. 18, 2018, 4747-4752*

A Scope for Adventure Tourism in India – A Review Sreenath Padmanabhan Department of Management, Kochi Amrita Vishwa Vidyapeetham.

In the research discusses the scope of adventure tourism in India among domestic and international tourist. The impact created by adventure tourism on the Indian economy and the rise of GDP by 7% since 2013. The demand for adventure tourism in India since 2013 has gone up to 400% higher. The research talks about the various activities undertaken by tourism organisations to promote adventure tourism.

***Prof Dr P van der Merwe Travel Motives of Adventure Tourists: A Case Study of Magoebaskloof Adventures h. Terblanche B.A. (Hons) 20306458***

Adventure relates to thrill, responsibility, uncertainty and commitment. Apart from these feelings, the researcher says that there are 2 types under adventure tourism, namely soft and hard adventure tourism. The soft adventure tourism can be enjoyed by tourists who are not just into beaches and site seeing but want a little more than that. The amount of skill and the risk that the tourist perceives is fairly low. Whereas hard adventure tourism the perceived risk and required skill are higher, the tourist needs a physically fit body as well as a stable mind to pursue these type of activities. The adventure tourist needs to be more experienced, independent flexible, and also should be ready for the changed values, lifestyle and demographics.

***Selling Adventure Tourism: A Distribution Channels Perspective - Christaian Schott International Journal Tourism Research, 2007***

As per the research conducted by Christian Schott there is a gap in between demand and supply and the distribution system. The channel choices like

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Pune, like a weekend. Along with that participating age groups, and the challenges faced.

**Methods of Data Collection**

*Primary Data* - Was collected from the owners And Usage of the internet as a channel, having an office onsite, making packages with the help of local travel agencies, making packages for tour operators off-site are some of them. The direct and indirect channels further saw more intermediaries between the indirect channels.

**OBJECTIVES OF THE STUDY**

- To study adventure tourism as an emerging trend in the various age groups, frequency, in and around Khatima city.
- To learn the source of knowledge about adventure tourism around Khatima city and the activities performed.
- To understand the challenges faced and customer perception about adventure tourism in and around Khatima.

**RESEARCH METHODOLOGY**

The various activities adopted by the tourist destinations in the Khatima and the region around have been compiled by carrying out a difficult survey across various age groups. These strategies were floated in the form of questionnaires and the feedback was collected on the basis of this survey. This questionnaire was circulated amongst tourist with different strengths and weakness and likings. This survey was specifically carried out to evaluate the growth options in the adventure tourism. To understand the challenges and customer perceptions. Research has further scope of finding new alternative options in undiscovered tourism destinations and providing various facilities to develop it like an adventure tourism destination.

**Type of Research**

A descriptive research was used to study the various existing adventure activities carried around in and around Managers of various outlets from the Baner area which is

The scope of the study. Primary data was collected through survey in the following ways:

- **Personal Interviews:** The answer was sought to a set of pre-conceived questions through personal interviews and the data was collected in a structured way.
- **Questionnaires:** Considering the Reviews, and the additional inputs, one schedule was prepared it was a questionnaire designed for the various outlets.

*Secondary Data:* Was collected from published/ unpublished literature for collection of data. On curbing tourism industry, advancements in the techniques of retention, latest references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

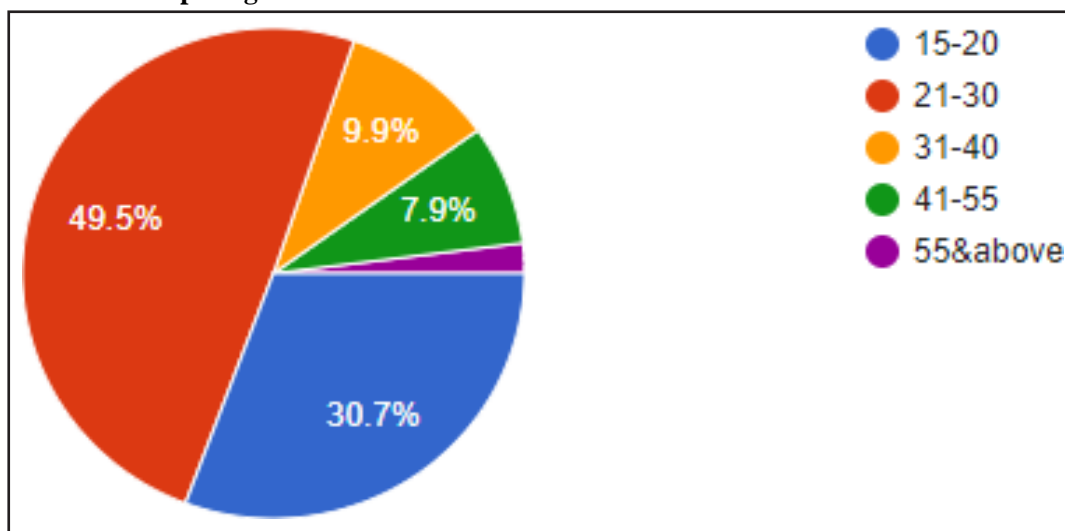
*Questionnaire – Design and Implementation:* The questionnaire design was done to achieve the objectives of the study. The questionnaire was administered to the sample population and sample size.

*Sampling Techniques:* For this study different age groups of living in and around the Khatima city were considered. The sample size was about 100 respondents across various age groups.

**DATA ANALYSIS & INTERPRETATION**

The data collected was analysed using basic and advanced analytical tools. This also includes the detailed examination of the data which was conducted with the purpose of achieving the set objectives of the research. Mentioned below is the analysis which be presented graphically and in tabulated form for better interpretation. The Analysis of the collected data was done by drawing inferences from the collected evidences after the analysis of the study.

**Male Female Ratio Participating in Adventure Tourism**



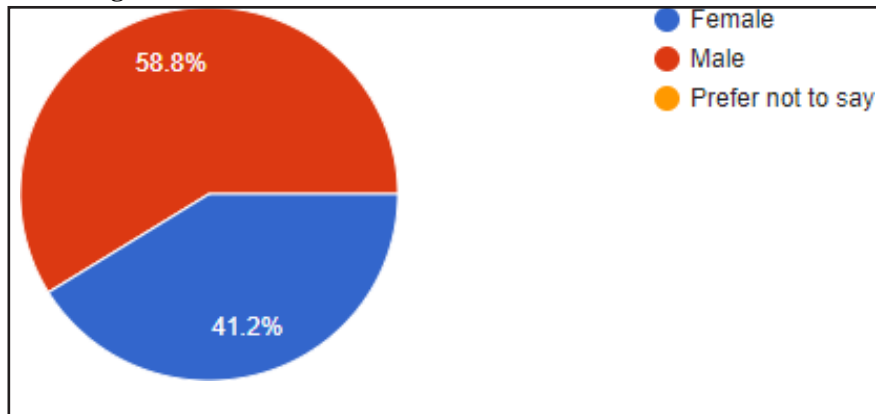
**Fig. 1**

*Observation:* The response were collected from 100 respondents out of which 50 where males and remaining 50 females.

*Interpretation:* 58.8% male population from the selected sample size is already undertaking adventure tourism and 41.2% of female population is involved into adventure tourism. Considering that the male are a little stronger as compared to the females, it is seen that a little more males are inclined as compared

to females towards adventure tourism.

### The Age Groups Undertaking Adventure Tourism

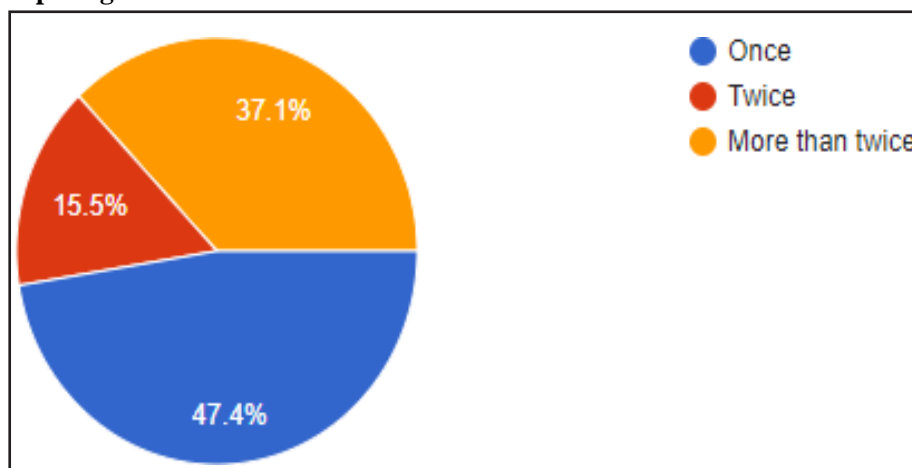


**Fig. 2**

*Observation:* As per the observation from the above pie chart it is seen that 100 respondents 30.7% are in the 15- 20 years age group, 49.5% are in the 21-30 years age group, 10% are in the 31-40 years age group, 7.9% are in the 41-55 years age group and remaining 1% are above 55 years of age. By this we come to know 21-30 years (teenagers) age group people mostly prefer adventure tourism because their of good physical and mental health. And above 40 years age group people prefer less adventure tourism because of weak and mental state.

*Interpretation:* According to the observation it can be interpreted that the age group in between 21-30 is one which is undertaking adventure tourism on a large scale tourism. And the age group in between 15- 20 years is the age group which is also very active in undertaking adventure tourism.

### Frequency of Participating in Adventure Tourism



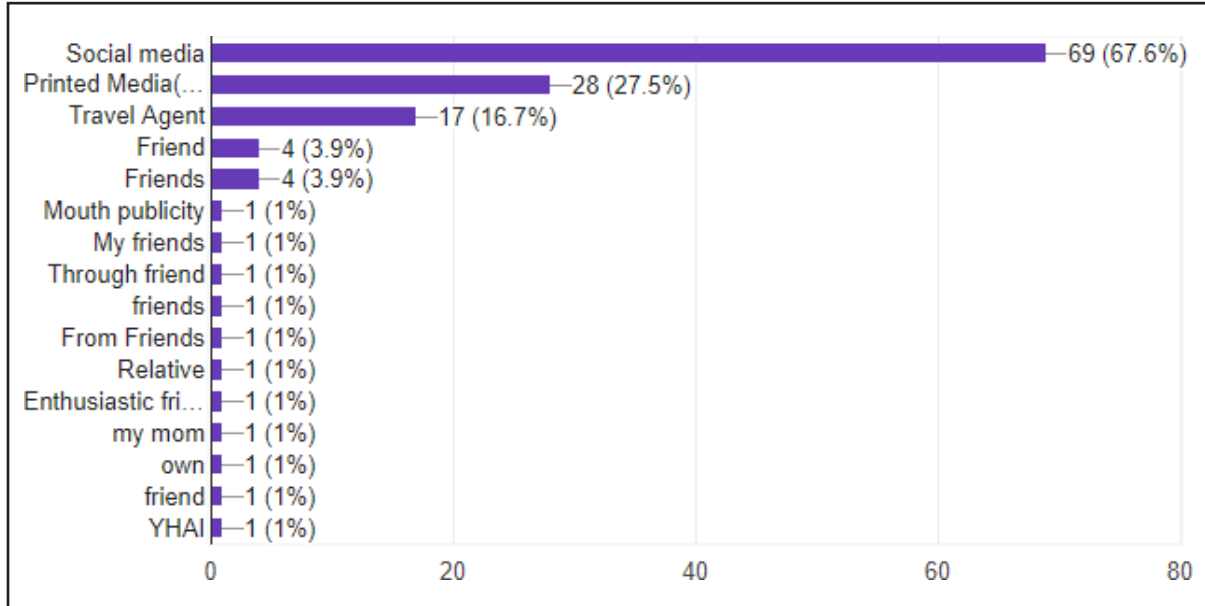
**Fig. 3**

*Observation:* On the basis of the collected responses it was observed that participation in adventure tourism in and around Khatima, 47% amongst the respondent have said that they are participated once in year in adventure tourism or any adventurous activity like tracking, river rafting, mountain climbing, mountaineering etc. On the other hand 37.1% respondent says that they have participated more than twice in adventure tourism and 15.5% say that they have participated twice.

*Interpretation:* According to the observation it can be interpreted most people do a particular adventure

sport once and it is difficult to say whether it's the fear of heights, health issues pertaining to the various adventure activities or their phobias, growing age could be the various reasons due to which the percentage of one timers is more as compared to the ones undertaking adventure tourism multiple times. **15**

**Distribution Channel of Adventure Tourism through Adventure Tourism was introduced to the Sample Size**



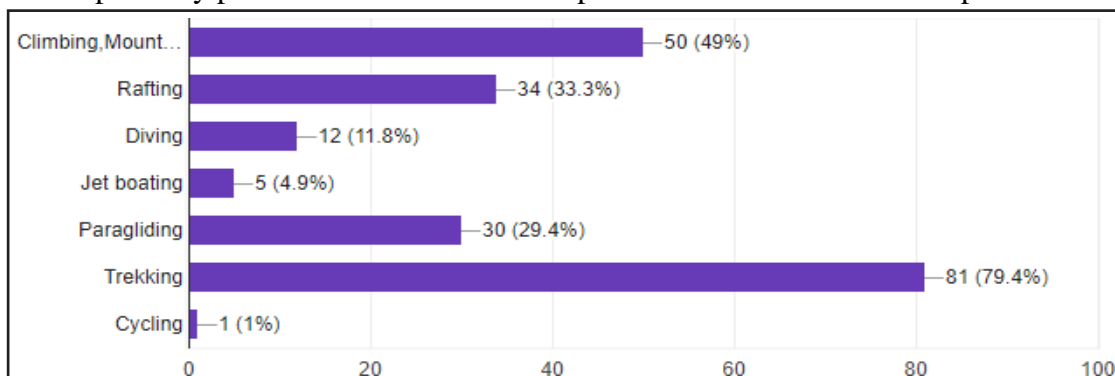
**Fig. 4**

*Observation:* On the basis of the collected responses it was observed that the above channels promotion of adventure tourism the one that introduced the respondents to adventure tourism is social media about 69%, which is the highest, 28% which is the 2<sup>nd</sup> highest amongst the distribution and promotion channel of adventure tourism in and around Khatima. A 4% of the population opted for adventure tourism on the suggestion of the travel agency.

*Interpretation:* According to the observation it can be

**Activities Performed under Adventure Tourism in and around Khatima**

Interpreted that social media like face book, instigram, twitter, snapchat, Whatsapp etc. Are the platforms to post the various adventure tourism videos and photos performed by the tourist? These act as influencers and make the tourist want to undertake adventure tourism. Print media like magazines, newspaper advertisements, pamphlets etc. is the 2<sup>nd</sup> best promotional option for adventure tourism. Word of mouth publicity places a smaller role as compared to the other methods of promotion.



**Fig. 5**

*Observation:* As per the above graph it is seen that Trekking is the adventure tourism carried out by 79.4% for the sample population. Climbing and mountaineering is undertaken by 49% of the sample size. Rafting is the performed by 33.3% of the sample population. Driving 11.8%, Jet boating 4.9% and cycling is performed by 1% of the selected sample size.

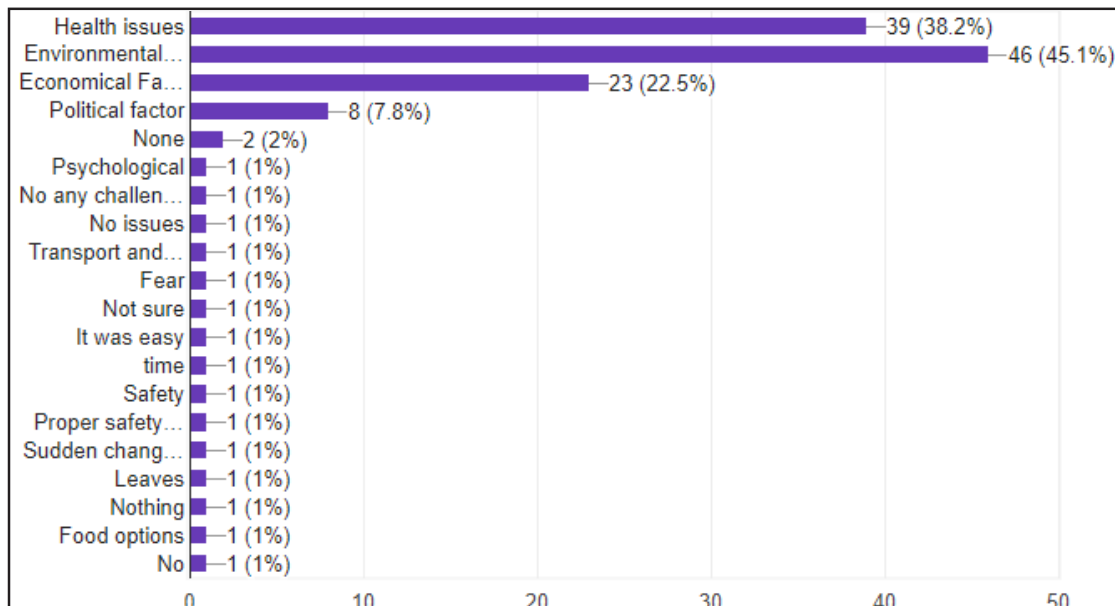
*Interpretation:* It is observed that as Khatima is surrounded by a many mountain ranges and there is beautiful scenery around. To experience the beauty the trekking is something which the population undertakes on a frequent basis.

**Challenges Faced by the Tourist While Performing the Adventure Tourism**

*Observation & Interpretation:* As per the bar diagram

Below the major challenge faced by most the tourist is the environmental conditions and health issues. Scuba diving, snorkeling, jet skie, river rafting, need certain equipment which is expensive due to which the 22.5% of the population feels it’s a challenge. Political factors like permissions and other pressures from local people is a challenge as per 7.8% of the population. There are other challenges like psychological challenges where in there is fear in the tourist to perform a particular adventure, e.g. people may be scared of water and hence water related tourism could be a challenge. Transportation or the lack of basic facilities could also be a challenge faced by the population. 44.1% of the tourist from the selected sample size undertakes adventure tourism because they perceive it to be thrilling experience. 22.57% find it challenging. 27.5% think that it tests their physical fitness. And the remaining 2% feel that it helps them conquer their fears these are the perceptions of the various tourist towards adventure tourism.

**Limitations of Adventure Tourism in and around Khatima**



**Fig. 6**

River rafting cannot be done, vice versa in case of extreme rainfall when there is too much water there is a fear of

*Observation and Interpretation:* On the basis of the survey it is observed that the climatic conditions change in the city due to which adventure tourism limits 38.2% of the sample is of the opinion. Example: in case of extreme summers the dams dry and as there is less water Life. 22.5% of the



population feels that a lot of adventure tourism spots are inaccessible hence are not explored. 61.8% population of the sample size feels that safety and security is a issue. The technical and the safety equipment required is not of very good quality.

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### SUGGESTIONS

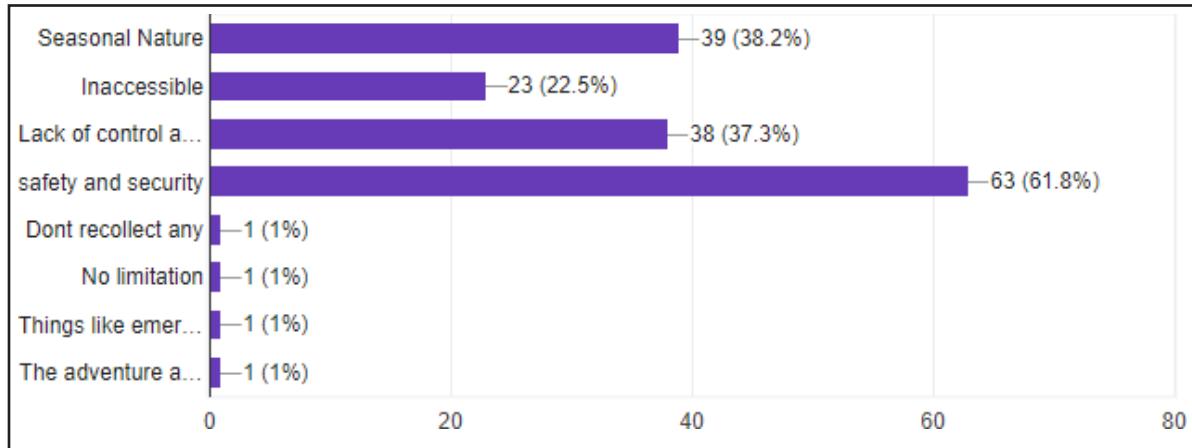


Fig. 7

Social media and print media are the promotional and distribution channels used by service providers of Adventure tourism is fairly developed in and around Khatima city.

- It is observed that the kind of equipment and technical knowledge that is required to carry out safe adventure tourism needs more development.
- Safety measures, regulations, guidelines need to be defined by the government and licenses should be issued and safety drills and regular checks should be carried out.
- Promotion is lacking and only depending on social media or print media will not give best audience to adventure tourist. Others forms of promotion and distribution channels need to be looked into.
- The equipment like tents, jet skies, kayaking, parachutes etc. should be used of good quality to avoid accidents due to failure of equipment. Also imparting proper training course to the employees working towards adventure tourism needs to be provided.

### CONCLUSION

Adventure tourism is undertaken by tourist who is strong enough and wants to have a thrilling or challenging experience in life. More of adults in the age group of 21-30 years undertake adventure tourism along the 2<sup>nd</sup> best age group being the children from 15- 20 years. The older you become body may lose the physical strength required to perform the adventure activities and older people may opt out. Adventure tourism. New channels need to be search in order to maximum output and reach ability. Adventure tourism has a lot of risk involved; the tourist may have various limitations and challenges which need to be overcome by the tourist. Adventure tourism has a lot of scope for development in and around Khatima city the government should take initiative to develop adventure tourism.

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