

**SUBMISSION OF RESEARCH PROJECT (MAJOR)**

**Under**

**Call for Research Proposals by ICSSR, New Delhi**

**Project Title:**

**Study of status and scope of adventure tourism in enhancing economic development, generation of employment and livelihood in Jammu & Kashmir State.**

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**1. Project Title:** Study of status and scope of adventure tourism in enhancing economic development, generation of employment and livelihood in Jammu & Kashmir State.

**2. Introduction and / or Statement of the Problem**

Tourism is the fastest growing industry globally accounting for 7% of total capital investment in the world and annual revenues approaching USD 500 Billion (USD 476 Billion in the year 2000 as per WTO estimates). There were 698 million international tourist arrivals in 2000, which are expected to reach 1.6 billion by 2020 as per the World Tourism Organisation (WTO) estimates. In order harness benefits from industry tourism policy needs to be developed for the state to be able to attract more tourists both domestic as well as foreign. In India, the tourism and hospitality industries are witnessing a period of Exponential growth; the world's leading travel and tourism journal, "Conde Nast Traveller", ranked India as the numero uno travel destination in the world in 2007, as against fourth position in 2006. Tourism has now become a significant industry in India, contributing around 5.9 per cent of the Gross Domestic Product (GDP) and providing employment to about 41.8 million people. As per the World Travel & Tourism Council, the tourism industry in India is likely to generate US\$ 121.4 billion of economic activity by 2015 and Hospitality sector has the potential to earn US\$ 24 billion in foreign exchange by 2015.

Tourism is one of the J&K State's major industries. It has played an important role for developing the economy, particularly in the region of the Valley and Ladakh. The industry has given jobs to a very large number of people, particularly of the younger generation and generated economic activities in the primary, secondary and tertiary sectors in the State, which owes dependence to a large extent to this industry. In addition to the various projects recommended an integrated approach has to be made in terms of back end support and forward end support to the Tourism activities. The activities, which are directly or indirectly related to tourism, have to be given utmost importance to make J&K the most attractive state in the country and in the world for domestic as well as foreign tourists. Many new initiatives or projects which should be undertaken in the in the next 20 years are being recommended, of course with the recommendation that, the ongoing projects should be completed as soon as possible. Tourism in the last five decades had provided good sustenance to the local population and revenue to the State exchequer. The state government has launched various projects for the development of tourism sector in the state. In addition to the various projects recommended an integrated approach has to be made in terms of back end support and forward end support to the Tourism activities. The activities, which are directly or indirectly related to tourism, have to be given utmost importance to make J&K the most attractive state in the country and in the world for domestic as well as foreign tourists. Many new initiatives or projects which should be undertaken in the in the next 20 years are being recommended, of course with the recommendation that, the ongoing projects should be completed as soon as possible.

The tourism industry can be pivotal in generating income and livelihood in the State of J&K and requires identification of newer opportunities across divergent sector. The opportunities in pilgrimage tourism, adventure tourism and medical tourism can be decisive to the generation of new options of employment generation and economic engagement. In addition to the various projects recommended an integrated approach has to be made in terms of back end support and forward end support to the Tourism activities. The activities, which

are directly or indirectly related to tourism, have to be given utmost importance to make J&K the most attractive state in the country and in the world for domestic as well as foreign tourists.

The present research will study the economic opportunities in adventure tourism sector in Jammu & Kashmir and develop complete economic profile of adventure tourism sites across the state. Traditionally, the adventure tourism product in world has been represented by adventure sports activities, such as mountain biking, white water rafting or snowboarding. Importantly, however, it is now acknowledged that any definition of adventure travel has to relate to the experience as much as the activity. According to the Adventure Travel Trade Association (ATTA), "Today's adventure traveller seeks experiences beyond high-adrenaline sports. Adventure provides a mix of activities that enable authentic, un-manufactured experiences". As such, adventure travelers may undertake a range of activities during their stay which go beyond the purely physical and may include interaction with the environment and cultural learning or exchange – all designed to provide them with an authentic and unique experience of the country they are travelling to.

The outcomes of present research will be using assessment tools and performing SWOT analysis along with development of policy framework for promotion of adventure tourism related activities in the state. Similarly performing gap analysis of existing infrastructure and required for catering larger inflow of adventure loving tourists in the state. The research will also undertake identification of bottlenecks in implementation of adventure tourism policy in the state and policy intervention required to mitigate same and on the same lines developing platform for creating unique brand equity for adventure tourism in J&K State.

### **3. Aims and/or Objectives of the Study**

The aims for the identified research project are given here under:

- Identification of economic opportunities in adventure tourism across J&K with focus on generation of employment and options of livelihood.
- Assessment of infrastructure requirements, manpower requirements, skill requirements and promotional requirement for adventure tourism sector in J&K.
- Developing roadmap for adventure tourism in J&K that can be instrumental for developing sector specific policy interventions by the policy makers.
- Performing evaluation study of success stories related to adventure tourism across the country and the pathways for incorporation of same in the J&K.
- Working with stakeholders for development of promotional strategy for adventure tourism in the state.

### **4. Conceptual Framework**

The tourism sector is an important engine of growth for the economy. There has been a remarkable growth in the recent years in foreign tourist arrivals to India due to the various efforts made including promoting India through the Incredible India campaign in overseas market. The most significant feature of the tourism industry is its capacity to generate large scale employment opportunities particularly in remote and backward areas. It offers enormous potential for economic utilization of the natural attractions like landscape,

mountains, beaches, rivers etc., which would otherwise remain either idle or underutilized. It also applies to a multitude of man-made attractions like monuments, palaces, forts and unique rural and city environments. A desirable feature of tourism industry is that it employs a large number of women both educated and uneducated. It has a natural affinity to the nature of women, as hospitality is an industry in which women have been participating for centuries. In fact, women are in large numbers in hotels, airline services, travel agencies, handicrafts making, cultural activities and other tourism related activities.

As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the country. The Ministry of Tourism has also issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide adventure tour operators. In India the Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as basic minimum standards for adventure tourism activities. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting. The avenues of central Financial Assistance is being extended to various State Governments/ Union Territory Administration for development of Tourism Infrastructure in destinations including Adventure Tourism destinations These include facilities for trekking, rock climbing, mountaineering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities etc. Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. are also provided to State Governments.

As the interest in adventure tourism is increasing with every day among the youth and a simple access to inexpensive consumer technology, with respect to Global Positioning Systems, flash packing, social networking and photography, have increased the worldwide interest in adventure travel. The interest in independent adventure travel has also increased as more specialist travel websites emerge offering previously niche locations and sports.

Traditionally, the adventure tourism product in world has been represented by adventure sports activities, such as mountain biking, white water rafting or snowboarding. Importantly, however, it is now acknowledged that any definition of adventure travel has to relate to the experience as much as the activity. According to the Adventure Travel Trade Association (ATTA), "Today's adventure traveller seeks experiences beyond high-adrenaline sports. Adventure provides a mix of activities that enable authentic, un-manufactured experiences". As such, adventure travelers may undertake a range of activities during their stay which go beyond the purely physical and may include interaction with the environment and cultural learning or exchange – all designed to provide them with an authentic and unique experience of the country they are travelling to. Where has mountain walks/treks, long distance trails, rock climbing and mountaineering, cycle touring and mountain biking, white river rafting, bungee jumping, paragliding, parachuting etc. can become major attraction for increasing tourist inflow and therefore attracting investment and generation of employment for the youth.

J&K has tremendous potential for adventure tourism and possess adventurous landscape for starting adventure tourism businesses. The present research will focus on differential

sector under tourism industry where focus will be develop a roadmap for developing J&K as adventure tourism favorite and preferred location in the country and thereof develop alternatives for employment and livelihood generation.

## **5. Research Question or Hypotheses**

The adventure tourism has tremendous potential and can become source of employment and livelihood generation in the state of J&K.

## **6. Review of Literature**

According to the World Travel and Tourism Council (2000), the tourism industry is the biggest industry in the terms of investment, employment and GDP. Tourism is one of the world's largest and fastest growing industries and this industry has grown rapidly worldwide, resulting in economic and social benefits, such economic benefits can play a crucial role in the process of poverty alleviation (Shah, 2000). This is more than the world automotive industry which accounts for 8.5%, and only slightly less than the world banking sector which accounts for 11% (WTO 2012). Tourism is significant export product and employment generator (Creative Economy Report, 2008). Tourism is not only a social phenomenon it is also big business (Malley, 2002; Cohen, 1979; Krippendorf 1986). A report published by the Harvard Kennedy School (2007) on economic contribution of tourism has discussed about the direct and indirect contribution of tourism towards economic development (Peter De Brine, Amy Lehr, and Hannah Wilde, December 2007). According to WTTC (2011) prediction "Travel & tourism will become more important to the global economy over the next ten years."

### **a) Tourism Product and Service:**

Various researchers have characterized tourism as a service product which is having high degree of customer interaction(Middleton & Clarke, 2001;Middleton, 1989; Middleton & Clarke, 2001; Middleton ,1989; Seaton & Bennet, Smith ,1994; Gunn ,1988;Smith,1994; Kotler, Bowen & Makens ,1999; Levitt ,1981; Grönroos, 1990; Kotler et al.,1999; Zeithaml & Bitner, 1996; Liu and Yen, 2010; Cole et al., 2002; Kouthouris and Alexandris, 2005; Cole and Illum, 2006; Kang and James, 2004 and Kvist and Klefsjö ,2006).

### **b) Tourism and Its Economic Contribution:**

Many researchers have described that tourism is one of the largest service industries in the world which contributes in world GDP and employment generation moreover it is a big business. Tourism now a day has recognised as vital industry concern with huge leisure industry with multi-dimensional economic impact. Tourism is not only helping the developing nation's economically but it is also serving for the under developed and developing nations. Tourism is the significant economic element in promoting economic growth, eradicating poverty. The food security, environmental consciousness, regional development and mobilisation of the resources are the outcomes of responsible tourism. Several countries in the world are doing very good with their tourism resources which are

creating the economic opportunities, social development (Neto, 2003 ; Balaguer and Cantavella-Jordà, 2002; Jamieson, 2000; Lanza and Pigliaru, 1999; Lanza and Pigliaru, 1999; Brau, Lanza and Pigliaru, 2003; Jenkins, 1991; Peptenatu et al, 2009; Daniel J. Stynes, 1997; Robert B. Richardson,2010; Russell King & L. Puczko,1998; Mill & Morrison, 1999; Mill & Morrison, 1999; Edgell, 1999; Lundberg et al, 1995; Smith and Krannich, 1998; Keller, 2002; Andriotis, 2001; Butler, 1991; Mowforth & Munt 1998; Hall & Lew, 1999; Honey, 1999; Stabler, 1997; Malley, 2002; Cohen, 1979; Krippendorf 1986; Marcouiller and Xiani,2008; Robert B. Richardson, 2010 and Horváth and Frechtling ,1999).

**c) Adventure Tourism is Becoming Vital Part of World Tourism:**

It has been argued that outdoor recreation and outdoor adventure often serve different clientele with different needs, expectations, and motivations (Ewert & Hollenhorst, 1989; Schreyer & White, 1979; Schuett, 1993). The similarities and differences between adventure travelers and outdoor recreationalists are difficult to identify, particularly in the areas of motivation (Ewert, 1989), challenge (Ewert, 1987; Yerkes, 1985), risk (Ewert, 1987; Ewert & Hollenhorst, 1989; Meier, 1978), and the specific setting (Robinson, 1992; Schuett, 1993). Adventure tourism is one of the fastest growing segments of the tourism market. It has become so popular that approximately 100 million adults have chosen vacations that are classified as soft adventure (Miller, 1997). In the past, the tourism industry has focused on young, wealthy, and able-bodied adventure tourists; however, this is slowly changing as marketers become increasingly more aware of the active and adventurous baby boomers (Lehto et al., 2008; Muller & O'Cass, 2001; Patterson, 2002). It has been acknowledged that people over 50 are more adventurous than their parents, and they are often driven to discover new destinations and to try out new and exciting leisure activities (Sellick, 2004). Adventure travel is gaining more popularity among today's urbane travellers who want to "experience" a vacation rather than just spend their vacations on sitting in tour bus (Black & Rutledge, 1995; Madrigal, 1995; Tourism Canada, 1995; Vellas, 1995). Adventure tourism over the world has become the new budding sector of tourism.

**d) Need of Tourism Destinations Marketing and Management:**

The tourism destination marketing is becoming very challenging task because the international tourist market is changing with the globalisation effect where stake holder's benefit has to be protected along with mutual association with the tourist in terms of value sharing. To sustain with the proper destination and its management monitoring of the environment is becoming very much important (Dwyer et al., 2009; Bramwell & Sharman, 1999; Dredge, 1999; Getz ,1987;Inskeep, 1987; 1988; Inskeep ,1991; Getz 1986, 1988;Inskeep, 1991; Fagence 1991, 1995; Gunn,1993; Ashworth & Dietvorst,1995; Stancioiu, 2002; Pop et al., 2007; Suarez, 2007; Awaritefe, 2003; Fakeye& Crompton, 1991; Hunt,1975; Kotler & Gurtner ,2002;Keller, 2003a; Mill & Morrison, 1985;Ritchie & Ritchie, 1998).

## 7. Scope and Methodology

As the nature of project is to study Adventure Tourism in Jammu & Kashmir its potential, impediments and future prospects, so that employability options of the youth are increased. Hence the project approach and methodology will be evolved in concordance with the objective of the project. Following approach will be adopted: The current research is trying to explore status of adventure tourism and its marketing in connection with the research topic with the intention to find the best possible outcomes, the objective formulated are as follows :

- The current research aims to study the scope of Adventure Tourism in J&K in general and anticipate economic potential of the same
- The present study shall try to find out expectations and experiences of adventure tourists to recognize the factors like; target group attractiveness, infrastructure demand and gap analysis, promotion strategies and how to cater National & International Adventure Tourists.
- The study shall try to find out what are the limitations in the marketing field and in the infrastructural field, if any.
- The study shall try to find out how different marketing and promotional strategies can be developed to promote sustainable adventure tourism in J&K
- Current study also aims to study the different aspect of adventure tourism destination branding and also to identify where India in general and J&K in particular stands in the Global tourism market in respect of adventure tourism brand. It also attempts to identify how well-planned branding of adventure tourism can indeed bring a big opportunity to stakeholders of J&K State.

The brief methodology for studying prospects of Adventure Tourism in J&K will undertake as given here under:

The present research will try to analyse the primary and secondary data, facts and figures by using qualitative and quantitative tools and based on those several analysis major outcomes of the present research are as follows: those are

- India in general and J&K in particular are not getting the well position in compare to world adventure tourism market. Underutilization of the potential capacity taking place in J&K.
- From the present research positioning problem in tourism industry will be studied and therefore evaluating consumer choices and preferences related to the adventure tourism.
- Designing appropriate marketing mix strategy to attract the specific target group. The marketing communication planning for strengthening adventure tourism backbone in J&K.

- Descriptive analysis of the data providing the classification of age groups, gender groups, income groups, tourism interest to find the intention of the responder to words Adventure tourism.

## 8. Relevance, Anticipated Outcomes and Proposed Outputs from the Research

The tourism industry in J&K has been the prominent sector of economy of the state and has rendered maximum contribution towards state GSDP. After agriculture / horticulture, it is tourism industry which share maximum contribution in terms of generation of employment and promotion of handicraft industry. The tourism industry of the state has been mostly related to pilgrimage tourism i.e. visits of worshippers to Holy Amarnath Ji Cave & Mata Vaishnodevi in Katra. However the traditional tourism sector has seen ups and downs due to disturbance in the state. But the visitors who visit J&K rank it has best tourism location in the Country. The present research will undertake a study on opportunities available in adventure tourism and what can be suitable strategies for grabbing the same and developing ecosystem of sustainability and priceless adventure. The adventure tourism is the niche in tourism industry which is poorly studied, poorly encashed and poorly projected. The possible intervention in the identified niche can help in developing lots of employment opportunities for the local educated un-employed youth of the state and viz-a-viz developing platform for promoting local culture, traditional industries like handicrafts and developing medium of transaction.

The anticipated outcomes and proposed outputs will be strictly focusing on adventure tourism, its potential, profiling of adventure tourism sites in the state, developing roadmap for development and promotion of uniqueness and thereby identifying option of involvement and pathways for generation of employment opportunities.

## 9. Tentative Cautionization

- Introduction
- Review of Literature / Case Studies / Policy Papers
- Research Design & Methodology
- Data Analysis & Interpretation
- Conclusion
- Suggestions & Recommendation
- References

## 10. Time Frame

The research proposal should include a phased time frame for different components of the study.

S.No	Activity	Time Frame
1.	Survey, Data Collection, Physical Visits	<b>1 Month</b>
2.	Holding discussions with Stakeholders, Policy Makers, Govt. Administrators, Private Players & Local Vendors	<b>2 Month</b>
	Performing Gap Analysis on research already undertaken on the subject domain and areas which need to be explored	<b>2 Months</b>



3.	Developing analytical framework of evaluation and analysis for creating information / knowledge bases	<b>3 Months</b>
5.	Analyzing & Interpretation of Data	<b>2 Months</b>
6.	Writing Draft Research Report	<b>15 Days</b>
7.	Incorporating changes i.e. additions, deletion, up gradations and improvements on account of feedback received from subject expert specialists	<b>1 Month</b>
8.	Organizing Workshops, Seminars, Conferences for highlighting outcomes of research and application of same	<b>15 Days</b>

### 11. Estimated Budget

The budget for the study should be formulated within the guidelines and parameters as given at 5.3 & 5.4 above. It should be clearly linked to other elements of the proposal and must include a detailed justification of each item that is proposed.

<b>S.No</b>	<b>Activity</b>	<b>Lumpsum Amount</b>
1.	Salary to Research Associates, Research Assistant, Field Staff for 12 Months	650000
2.	Fieldwork: Travel/Logistics/Boarding, etc.	350000
3.	Equipment: computer, printer etc. Books/Journals/ Source Material/Software and Data Sets, etc.	250000
4.	Contingency	75000
5.	Publication of Report (Draft / Final)	25000
6.	<b>Sub Total</b>	<b>1350000</b>
7.	Institutional Overhead @ 7.5% for Major Project	112500
	<b>Total Cost of Project</b>	<b>Rs. 14.62 Lakhs</b>

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