

CHALLENGES AND OPPORTUNITIES OF ADVENTURE TOURISM: A CASE STUDY OF MADHYA PRADESH

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ABSTRACT

Madhya Pradesh, in India is full of natural resources and it offers the best adventure opportunities. Madhya Pradesh has recently won the award for the “Best state for adventure Tourism” along with Uttarakhand. The tourist experience fun, thrill and secure experience in Madhya Pradesh but on the other hand, the adventure tourists in Madhya Pradesh are experiencing the danger, injuries and physical risks too. Madhya Pradesh offers lots of great opportunities to the adventurers to explore the wonderful scenic beauty, Satpura Ranges, Maikal Ranges, Vindhyan Ranges, Narmada- Sone valley, Lakes, national parks, wild life sanctuaries, Adventure parks, islands and rivers etc. Adventure tourism is highest growing form of Tourism. The development of adventure tourism could increase the tourist arrivals and the business opportunities in Madhya Pradesh. The potential of tourism in Madhya Pradesh is imperative. Adventure tourism has a lot of scope in Madhya Pradesh because the geographical division of Madhya Pradesh is extremely Attractive one can found rives, peaks, valleys, lakes, plateaus etc. so one can enjoy water sports, aero sports, land-based activities like hiking, tracking, mountaineering, safaris etc. Therefore, the present paper is conceptual in nature, current study examines the challenges and opportunities of adventure tourism in Madhya Pradesh. It focused on the problems faced by Madhya Pradesh adventure tourism industry. In addition the study extends to give recommendations and suggestions for developing adventure tourism in MP.

Keywords: Adventure Tourism, Adventurer, Aero Sports, Water Sports.

Introduction

Adventure tourism refers to an outdoor travel activity and can be classified as leisure travel Adventure tourism activity for which physical risk and danger is essential aspects. Adventure tourism is a danger-based activity where an adventurer is ready to face high and low level of challenge. An adventurer has an excitement towards the remote location and wildness because these are favourable places for the adventurous activities and mostly such kind of location has adventure tourism-based activities. Adventure tourism demands for a better infrastructure because some how there are some life risks are found in the activities. In spite o the threat of death and injuries the adventure tourists are exciting and experiencing the adventure activities enthusiastically without negative feelings. “Adventure tourist said, they welcome risk and excitement and they empathize safety, they just want authenticity and guaranteed” (Vital wave consulting, 2011).

Adventurer are those tourists who are devotee towards the outer world as they travel to the exotic, wild and remote locations so, they are known as outer world explorer. The adventure tourism can be divided in to two parts.

- Hard Adventure
- Soft Adventure

The hard adventure is generally enjoyed by such kind of adventurer who are enthusiastic about seeking adventures that are found “off-the-beaten- track” and often in isolated wild places to going first-hand experience which usually require a degree of available risks and hazards, these risks are real rather than perceived and need to be treated judiciously with advanced competencies, intense concentration and high expertise of tour operation and participants too.

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In the other words, hard adventure is an activity characterized by a high risk level, active engagement, adrenaline rich and highly challenging. Additionally, extreme adventure participants must also be physically and mentally fit, as the self satisfaction of extreme adventure comes from the success of overcoming challenges, uncertainties and risks. For example- paragliding, skydiving, mountaineering, scuba diving etc. On the other hand, soft adventure usually involves various or beginners in certain activities and setting. Soft adventure participants typically seek carefully planned activities that provide for enjoyment and emotional release rather than involving highly challenging or highly risky situations. Soft adventure experiences are relatively passive compared to hard adventure are rarely cause physical discomfort although such experience are offered in harsh and rugged natural environments.

Soft adventure participants derive excitement and enjoyment from the ability overcome perceived risks and danger to some extent with the help of excellent leadership, compliances of the adventure tour operator. In addition, the ubiquitous "all-in-one packaging" site transfer, food and beverages, accommodation, equipment rental, activities permit, entrance fee and entertainment are the important components. For example- hiking, riding, bird watching, fishing, snorkelling, cultural art walks.

The selection of adventure activity defines the type of adventurer, either he is hard adventure tourist or soft adventure tourist. Inner force defines the nature of adventure trips. The motivation towards the selection of nature of activities varies from tourist to tourist. As some are interested to explore new remote areas, some desire to indulged in thrill based activities like Scuba Diving, River Rafting, Mountain biking, Zorbing, Paragliding, Parasailing etc. and some tourist select the visiting towards wild life, fishing, boat riding, safari, hiking, etc.

The Pearce's Travel career ladder is depend upon Mashlow's work lesson from the experience the motivation of the tourist changes after fulfilling the present desire and he move towards to meet his higher expectation (Mashlow,1976). The lifestyle of tourists has also influenced by the adventure tourist packages, Daily work routine boredom is responsible for motivation of tourist towards adventure tourism (Beedie and Hudson,2003), the number of adventure tourism service providers increasing day by day on the globe (Millington et al. 2001) due to this development of service provider, scope of adventure tourism also increasing (Cater,2002).

Literature Review

There are so many different definition of adventure tourism given by various scholar and the define Adventure tourism from the different angles. It is defined as the adventure recreation in the unusual places and the thrilling experiences by the adventurer (Sung, Morrison and O' Laery 1997) and always these experiences are full of risks (Walle, 1997) says that adventure is search for intellectuality rather than risk. The adventure tourism is recreational activity, which help in the promotion of adventure tourism and will help in growing the industry; it needs direction to indulge in adventure activities and every activity has its relevant equipment to execution, everything is done for the excitement of adventure tourists (Buckley, 2004; Bentley et al., 2000). Adventure tourists has always a desire for the thrill and fight; they are mentally and physically ready for adventurous activity without any threat (Cater, 2005). This kind of behaviour and feeling 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 studied that adventurers are exploring the remote, wild and unknown places (Quinn, 1990) . 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 Wahlers 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.

Objectives

- To study the opportunities of adventure tourism in Madhya Pradesh.
- To study the challenges in the development of adventure tourism.

Research Methodology

The present study is conceptual and descriptive in nature and based on the secondary data. The data were collected from various magazine, papers, journals, website.

In addition, the researcher being a residential of Madhya Pradesh herself aware about the adventure tourism potential in Madhya Pradesh.

Tourism Potentials in Madhya Pradesh

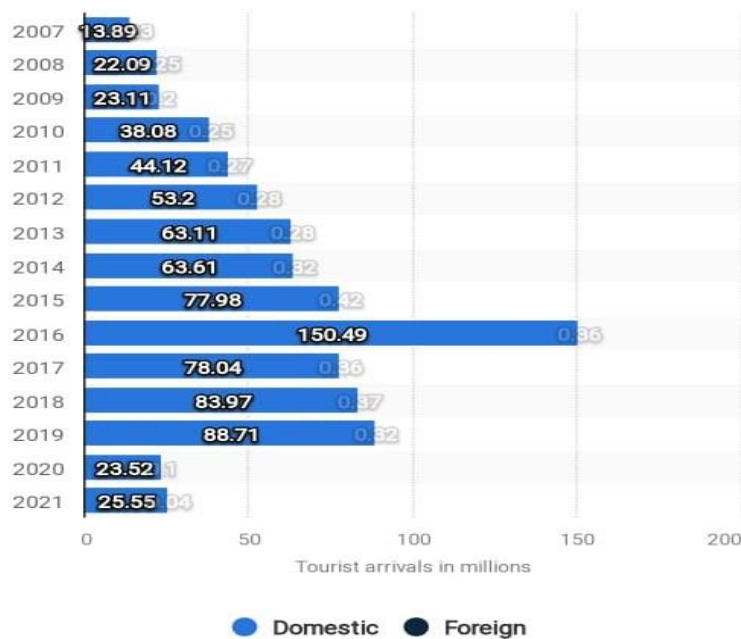
- **Hill Stations:** Pachmarhi, Mandu, Amarkantak.
- **Mountain and Peaks:** Dhoopgarh, Satpura Range, Vindhyan Range, Maikal Range.
- **Lakes:** Bhoj Tal, Sankhya Sagar, Hanuvantiya, Tighra, Halali, Barghi, Tava reservoir.
- **Rivers:** Betawa, Narmada, Chambal, Ken, Sone, Shipra, Tapi.
- **Wildlife:** National Parks and sanctuaries.
- **Religious:** Ujjain, Omkareshwar, Khajuraho, Bhopal, Orchha, Datia.
- **Historical:** Gwalior, Jabalpur, Maheshwar, Mandala, Indore, Burhanpur, Mandu, Orchha, Datia.
- **Valleys:** Narmada valley, Sone valley.

Tourist arrivals in Madhya Pradesh

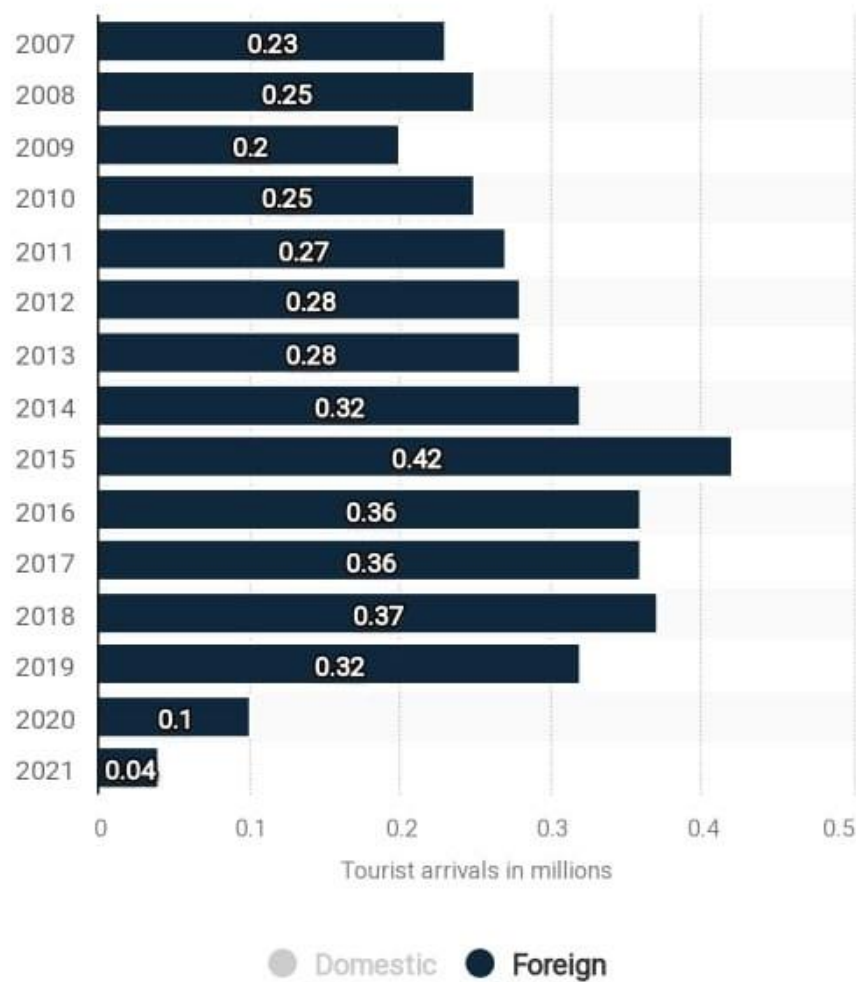
(Tourist Arrivals in MP from 2007-2021 (in Million))

Characteristic	Domestic Tourist	International Tourist
2021	25.55	0.04
2020	23.52	0.1
2019	88.71	0.32
2018	83.97	0.32
2017	78.04	0.37
2016	150.49	0.36
2015	77.98	0.36
2014	63.61	0.42
2013	63.11	0.32
2012	53.2	0.28
2011	44.12	0.27
2010	38.08	0.25
2009	23.11	0.2
2008	22.09	0.25
2007	13.89	0.23

Source: www.statista.com



Source: www. Statista.com



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Adventure Tourism IN Madhya Pradesh

The Satpura and Maikal Ranges from west to east respectively surrounds the Madhya Pradesh, Many rivers like Narmada, betwa, Chambal, Sone, Tawa etc. make it important not only for the leisure activities but promotes other forms of the tourism, out of them development of Adventure tourism in Madhya Pradesh attracts the adventure i.e., the adventure lover.

There are many ranges, peaks like Dhoopgarh, trekking, routes, fast flowing rivers, lakes, dams, national parks etc. which are generating abundant opportunities to the adventure lovers where where tourist can experience thrill with leisure for both hard and soft adventure tourism. Madhya Pradesh has recently won the award for the "Best state for adventure tourism" along with Uttrakhand. The heart of incredible India offers the best adventure opportunities to its tourists like River Rafting, Zorbing, Mountaineering, Jungle Safari, Heritage Walk etc.

Tourism in Madhya Pradesh won Best Tourism state National Award for 3 consecutive years i.e., 2017, 2016 and 2015.

In 2020, Madhya Pradesh pitching all the adventure and experiential product in Madhya Pradesh.

The main adventure activities in Madhya Pradesh are Kayaking, Aero- Sports, River Rafting, Boating, Trekking, Camping, Zorbing, Zip Lining etc.

Potential of Adventure Tourism in Madhya Pradesh

The Adventure tourism opportunities in Madhya Pradesh are described and categorised under the following heading.

Land Based Adventure Tourism Potential

- **Trekking**
 - Ralamandal wildlife sanctuaries.
 - Pachmarhi Hill Station.
 - Tinchha Fall Trek.
 - Bamniya and Mehendi kund Trek.
 - Patalpani waterfall Trek.
 - Chidiya Bhadak Water Trek.
- **Rock Climbing**
 - Pachmarhi
- **Camping**
 - Choral Dam
 - Pachmarhi
 - Kalakund Jungle
 - Hanuwantiya
 - Sailani Tapu
- **Mountaineering**
 - Maikal Region
 - Pachmarhi
- **Jungle Safari**
 - Various National Parks
 - Wildlife Sanctuaries.

Water based Adventure Potential in Madhya Pradesh

- **Parasailing**
 - Hanuwantiya
 - Upper Lake Bhopal
 - Bargi Dam Jabalpur
- **Banana Ride**
 - Pachmarhi
- **Rafting, Canoeing and Kayaking**
 - Betwa River Orchha
 - Bhoj Tal Bhopal
 - Marble Rock Bhedaghat
- **Jet Ski and Cruise Ride**
 - Sailani Tapu
 - Banghi Dam
 - Tawa reservoir Hoshangabad
 - Choral Dam
- **Speed Boating**
 - Shankhya Sagar Lake Shivpuri
 - Chambal River
 - Tighra Dam
 - Omkareshwar
 - Maheshwar
 - Bhedaghat
 - Upper lake Bhopal

- **Zorbing**
 - Hanuwantiya island, khandawa

Air Based Adventure Tourism Potentials

- **Parasailing & Paragliding**
 - Hills of Pachmarhi
- **Cable Car**
 - Bhedaghat
- **Flying Fox**
 - Kerwa Lake, Bhopal
- **Bungee Jumping**
 - Safari Adventure Park, Indore

Other Opportunities of Adventure Tourism In Madhya Pradesh

There is some other Adventure tourism found in Madhya Pradesh, which are incredibly famous among the soft Adventurers. Recently Madhya Pradesh has been picking up Cheetah from Namibia in Kuno National Park Sheopur District that will promote Jungle safari and it attracts tourists towards it.

Challenges of Adventure Tourism in Madhya Pradesh

- Lack of expert in Adventure Tourism Madhya Pradesh.
- Lack promotion of Adventure tourism in Madhya Pradesh.
- Lack of proper government policies toward Adventure Tourism.
- Tourist Feels threatens during hard Adventure Tourism.
- Safety measures are not that much better in Adventure Tourism in Madhya Pradesh.
- Lack of availability of infrastructure towards Adventure Tourism.
- Unavailability of modern equipment to perform Adventurous activity.
- Rivers dried up in summer season and sometime the rainfall is also not enough to allow water to flow into the rivers for adventure activities.
- Unavailability of desired things demanded by adventurer.

Suggestions

To resolve the above the following suggestion could be fruitful:

- Adventure tourism should be promoted in Madhya Pradesh.
- New modern equipment should be launched.
- Proper infrastructure should be developed for the adventure tourism activities.
- Government should make policies special for the adventure tourism.
- Ensure the safety and security of the adventurer before and after the activities.
- Adventure sports institution should be opened to train and teach the adventure tourist.
- Adventure tourism professionals should be hire by the companies.
- Management of available resources should be in proper way.

Conclusion

Adventure tourism is an activity by which tourist gain much of its excitement by allowing the tourist to step outside their comfort zone. As Madhya Pradesh has very beautiful geographical features such as Rivers, Lakes, Peaks, Islands, National Parks etc. in which one can found lot of opportunities to develop adventure tourism but there is some socio- political issues, untrained professionals, disquiet Ness of safety and security among tourists, available infrastructure are weak points in the promotion of adventure tourism. It is very important to give special consideration towards the promotion of tourism in Madhya Pradesh.

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