

Adventure Tourism in and Around Pune City

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Abstract

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

Keywords: Adventure, Tourism

INTRODUCTION

Tourism is the only sector, which is generating revenue in foreign currency without actually providing a physical product. But instead, it is an experience the tourist takes back with them.

In the recent past, Pune has grown on a huge scale as tourism destination not only for domestic tourist but also for international tourists. Pune has a very famous Maratha history of Peshwas, from 1674 to 1818. Famous historical monuments like the Shaniwar wada, belonging to the year 1730 AD, Aga Khan Palace where Gandhiji was kept under house arrest along with his wife Kasturba Gandhi, Shreemant Dagdusheth Halwai Ganapati temple which was founded about 125 years ago.

Apart from the above-mentioned tourism destinations, the Osho Arshram is also one of the divine places famous for tourist all over the world, and it started in 1974. The Lal Mahal is another historical tourist destination from the 1630s where Shivaji Maharaj's father Shahaji had restored. Raja Dinkar Kelkar Museum is also famous for its collectables from the various eras and was established in 1962. Besides these historical monuments and Pune

is surrounded by a lot of hill and tekadis namely the Hanuman Tekdi, Parvati hill temple, Sinhagad fort, Rajmachi fort, Torna fort, Raigad fort, Shivneri fort, Purandar, Hadsar, Rasalgad, Korigad, Chavand, Rohida, Malhargad fort, Vasai fort.

Pune is surrounded by a lot of water bodies like dams and lakes namely, Kadakwasla dam, Mulshi Lake and Dam, Panshet dam, Nighoj, Thoseghar falls, Vajrai waterfalls, Devkund waterfall, etc. Having the variation in its demographic a lot of adventure tourism has developed around Pune.

Adventure tourism is defined as a type of niche tourism, involving exploration or travel with a certain degree of risk, and which may require special skills and physical exertion.

Pune city, along with being the 'pensioner's paradise' is also 'the Oxford of the East' and therefore, attracts a lot of youth from various locations all over India and abroad. Adventure tourism is very popular among young generation; hence, it has picked up a lot in the region and is generating good revenue and job opportunities.

The various locations where adventure tourism is carried out in Pune and areas around the city:

- *Camping in Alibagh:* It is located at a distance of 142 km from Pune, generally a lot of families and youth travel to Alibagh for a weekend getaway where they generally indulge in water sports. A beachside camp is in itself a part of the adventure tourism.
- *Kundalika River Rafting:* Kundalika is a river flowing from the southern ranges into the Arabian Sea. At around 6 am in the morning, the river has excess water from the Tata Powers Mulshi dam Project. Due to the

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excess water, the river rafting is possible here, and an adventure sports activity can be undertaken.

- *Pawna Lake Camping:* Pawna Lake is formed by the backwater of the dam, it's an artificial form of a lake due to the backwater. Camping is a part of adventure tourism undertaken on the banks of the lake.
- *Devkund Waterfalls:* A 3-hour trek through forest and peak has to be done to reach the Devkund waterfalls it's generally done in the monsoon season, located in the Bhira, Raigad district.
- *Andharban Forest Trek:* This trek is generally undertaken in the monsoon time, the trek starts from Pimpri dam to the Bhira dam and is covered by dark forest. It's an adventure trek.
- *Water Sports in Lavasa:* Cruise boats, bumper boating, jet skiing are some of the activities carried out in Lavasa. They all fall under adventure tourism.
- *Kayaking in Mandwa:* Mandwa is about 150 km from Pune where Kayaking is an adventure sport practised and is a highlight of the area. Kaya is a small boat has slender and one person can sit in it and do the kayaking.
- *Bungee Jumping in Lonavla:* Lonavla is about 67 km from Pune, wherein the Della adventure provides this activity as a part of adventure tourism.
- *Water Rappelling:* Karjat is 22 km from Pune, wherein one can do water rappelling. Leading downwards from the waterfall.
- *Paragliding:* This is an aerial activity undertaken in Panchgani which is 102 km from Pune. Apart from Panchgani, this sports is also carried out in Kamshet, which is 52 km from Pune.
- *Imagica Theme Park:* Imagica is located in Khopoli. It has a lot of adventure rides for adults as well as children. Imagica also has an Aqua Imagica option which is a water park, and tourist visits it for water activities.
- *Scuba Diving:* For tourist who wishes to learn scuba diving, there is an Olympic size pool where one can learn to do the scuba diving. It's called try a dive in Pune. They train you to carry out the activity and eventually one can go to Tarkarli where the activity is carried out in the deep sea.
- *Hot Air Balloon:* Lonavla offers its tourist the hot air balloon safari.

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 like skydiving, hill climbing, scuba diving.

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 recognised 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 organisations, 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 - Christaia 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 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 Pune city.
- To learn the source of knowledge about adventure tourism around Pune city and the activities performed.
- To understand the challenges faced and customer perception about adventure tourism in and around Pune.

RESEARCH METHODOLOGY

The various activities adopted by the tourist destinations in the Pune 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

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

Methods of Data Collection

Primary Data - Was collected from the owners and 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, past records and training reports of the hotel, 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 Pune 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

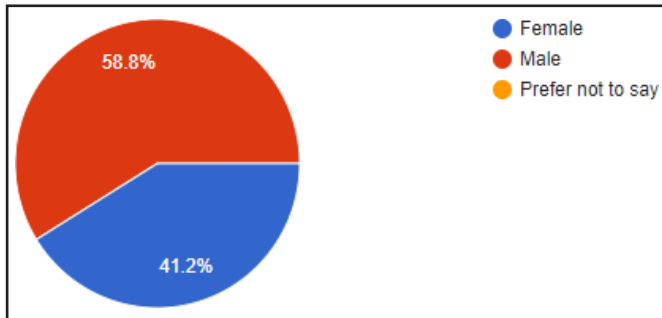


Fig. 1

Observation: The response were collected from 100 respondents out of which 50 were 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

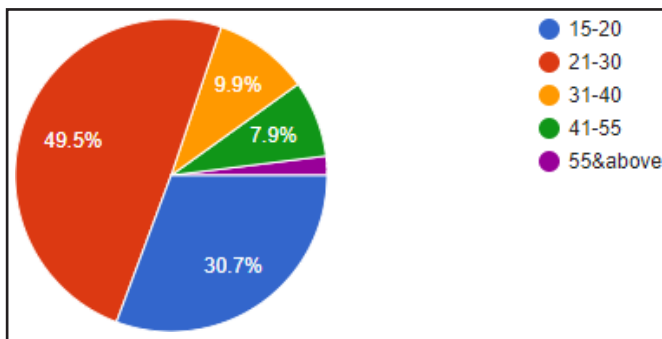


Fig. 2

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

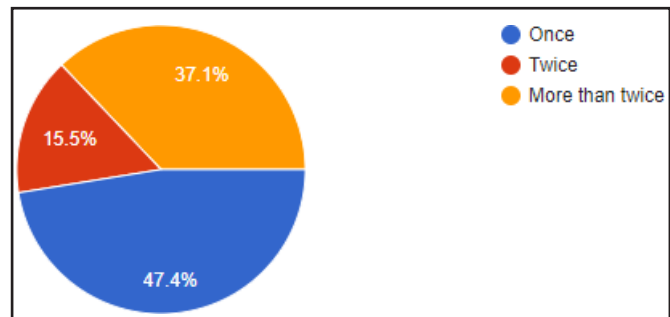


Fig. 3

Observation: On the basis of the collected responses it was observed that participation in adventure tourism in and around Pune, 47% amongst the respondent have said that they are participated once in year in adventure tourism or any adventurous activity like paragliding, river rafting, trekking, 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.

Distribution Channel of Adventure Tourism through Adventure Tourism was Introduced to the Sample Size

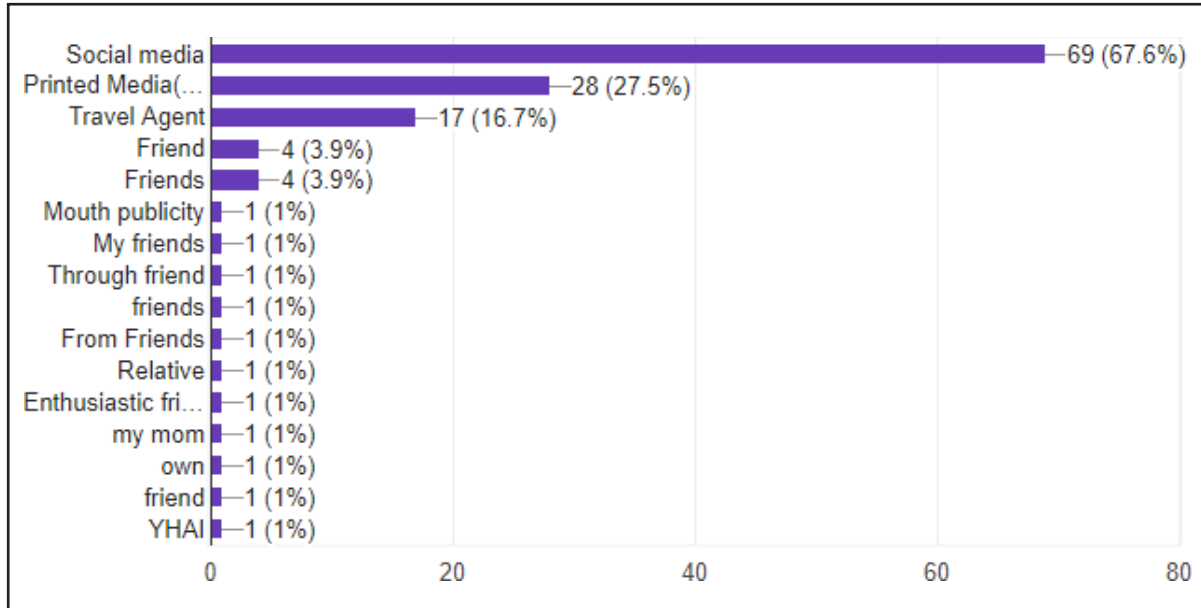


Fig. 4

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 2nd highest amongst the distribution and promotion channel of adventure tourism in and around Pune. A 4% of the population opted for adventure tourism on the suggestion of the travel agency.

Interpretation: According to the observation it can be

interpreted that social media like facebook, instagram, 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 2nd best promotional option for adventure tourism. World of mouth publicity places a smaller role as compared to the other methods of promotion.

Activities Performed Under Adventure Tourism in and Around Pune

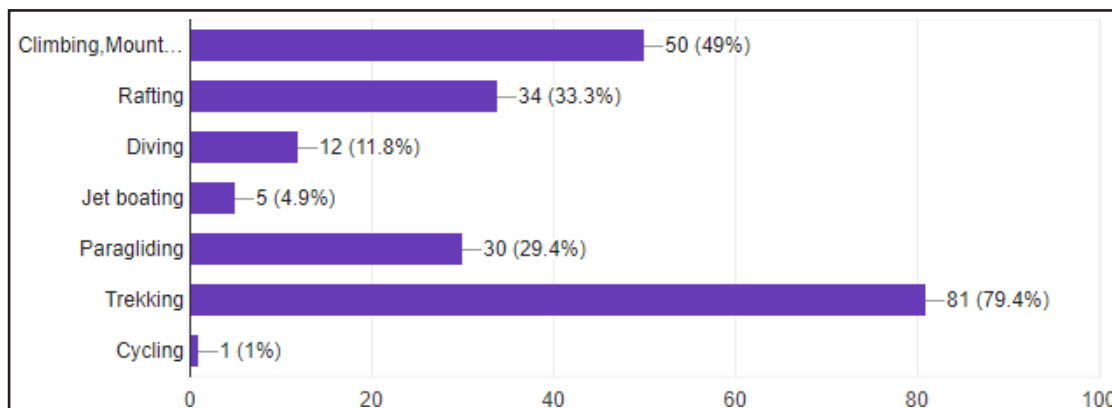


Fig. 5

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 Pune 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. Rajmachi, Malharmachi, Devkund are examples mentioned earlier where trekking could be done and there are many other options apart from these. These least preferred is cycling the major reason could the traffic seen in the metro city.

Challenges Faced by the Tourist While Performing the Adventure Tourism

Observation & Interpretation: As per the bar diagram

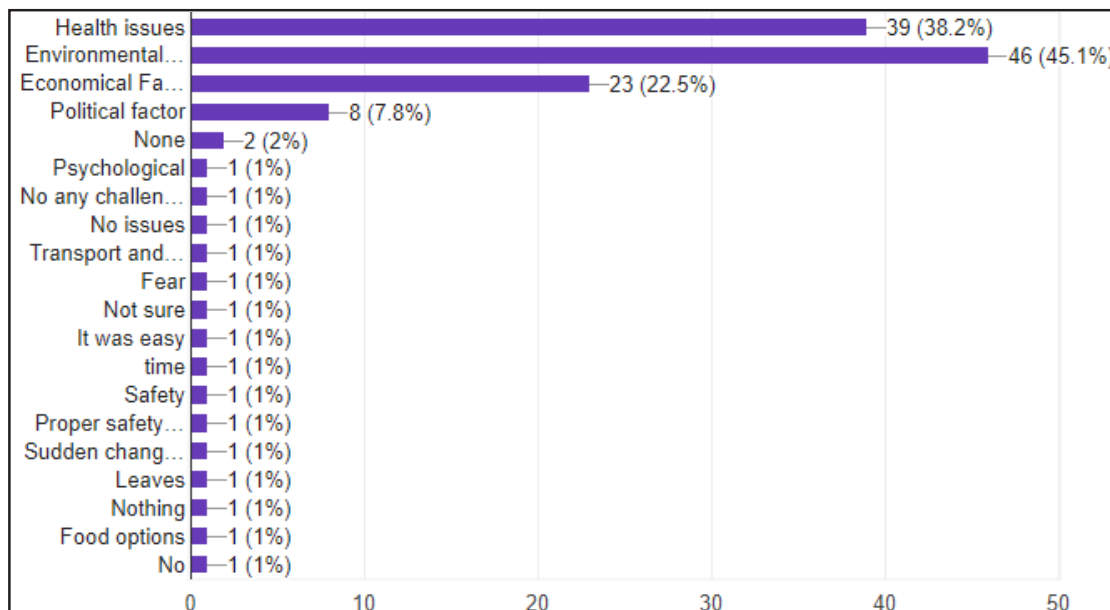


Fig. 6

Limitations of Adventure Tourism in and Around Pune

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

below the major challenge faced by most the tourist is the environmental conditions and health issues. Scuba diving, snorkelling, jet skie, river rafting, need a 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 undertake adventure tourism cause 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.

river rafting cannot be done, vice versa incase of extreme rainfall when there is too much water there is a fear of 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.

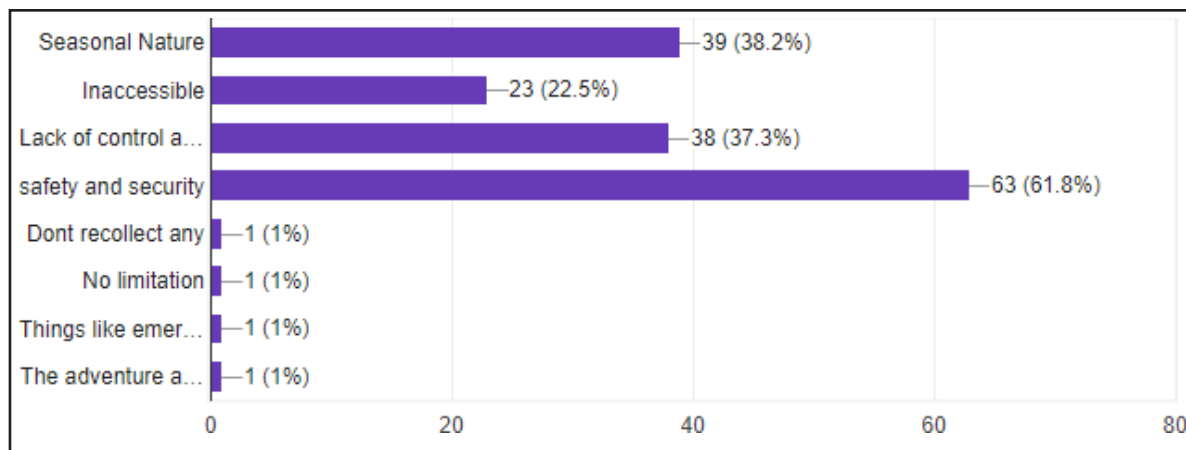


Fig. 7

SUGGESTIONS

Adventure tourism is fairly developed in and around Pune 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 equipments 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 2nd 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.

Social media and print media are the promotional and distribution channels used by service providers of 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 Pune city the government should take initiative to develop adventure tourism.

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