



## A STUDY ON ADEVENTURE TOURISM IN COASTAL KARNATAKA: OPPORTUNITIES AND CHALLENGES

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### ABSTRACT

Past couple of years has witnessed an unprecedented surge of innovation in various segments and transformation in many business areas in global and Indian travel and tourism industry. The global economic slowdown pushed industry players to look for new avenues to bolster the bottom lines and also provide more value additions to end customers in order to give them a good reason to travel. Innovation has become the key to success in this age and for Indian travel sector innovation has been mainly in the form of 'going niche'. Coastal and Beach Tourism forms one of the most important segments of a tropical country like India. Beach tourism is the largest segment used by the inbound tourists from western countries as well as domestic tourists. Locations such as Goa, Kovalam, Puri, Mahabalipuram, Pondicherry, etc. are extremely popular and well marketed. Karnataka's coastal tourism is still at its infancy. Karnataka coastline is 320 km long where 8 main rivers drain into it – Nethravati, the Gurupur, Udiyavara, Mulki and Pavange, Sita and Swarna, Haladi, Chakra, Kollur and Baindur. So therefore this study makes an attempt to examine different economic and social variables influencing demand for Adventure Tourism and also to analyses the significance of health and safety issues in the operations and management of Adventure Tourism in Coastal Karnataka.

**KEYWORDS:** Innovation, Niche, Adventure Tourism, Unprecedented and SWOT analysis.

### INTRODUCTION

Coastal tourism is based on a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and good infrastructure.

Coastal and Beach Tourism forms one of the most important segments of a tropical country like India. Beach tourism is the largest segment used by the inbound tourists from western countries as well as domestic tourists. Locations such as Goa, Kovalam, Puri, Mahabalipuram, Pondicherry, etc. are extremely popular and well marketed.

Karnataka's coastal tourism is still at its infancy. Karnataka coastline is 320 km long where 8 main rivers drain into it – Nethravati, the Gurupur, Udiyavara, Mulki and Pavange, Sita and Swarna, Haladi, Chakra, Kollur and Baindur.

Two major ports –Mangalore port and Malpe Fishing Harbour and 6 minor ports are located in the state. The NH 17 (west coast, road – Mumbai to Kanyakumari) and Konkan Railways link the state with Mumbai and Thiruvanthapuram. The major issue of beaches in the district is sand mining and solid waste management.

Karnataka is bound by the Arabian Sea in the west, Andhra Pradesh States towards the east, Maharashtra and Goa State to the North and North West, Kerala and Tamil Nadu States to the South-west and South-east respectively. Karnataka can be broadly divided into 4 divisions, viz. (1) Northern Karnataka, (2)

Southern Karnataka, (3) Central Karnataka and (4) Coastal Karnataka. Coastal Karnataka, which is the focus of the present study comprises of three districts (1) Dakshina Kannada (South Canara), (2) Udupi and (3) Uttara Kannada (North Canara)

### LITERATURE REVIEW

1. Ahmed N. S. (2009), in his study he reveals the deficiencies in Karnataka's State Tourism. The focus of his research being tourist satisfaction and dissatisfaction. He has highlighted the impediments in tourism promotion from different angles such as tourist, tour operators. Government Agencies and other service providers. While at the same time he speaks about Karnataka abundant resources. He has outlined some key pointers for devising a comprehensive development framework, so that the Karnataka tourism industry may function proactively and obtain a place as amongst the most desirous spots in the tourist destinations in the world. However new thrust areas such as adventure tourism, coastal tourism, eco-tourism which are increasingly on demand by tourist are not covered in his study.
2. Manzoor Ahmad Khan, in his study he reveals that Adventure tourism in India Adventure Tourism is mainly seen as thrilling activities tourism such as mountaineering, trekking, sailing, white water rafting, angling, ballooning, parachuting and so on. Adventure Tourism is becoming quite a rage with the younger generations, who wants to venture into and experience the unknown adventure world. In this paper an attempt has been made to define the adventure tourism in simple way, also attempt has been made to discuss adventure tourism in India, its scope and govt. efforts to boost this sector of tourism in India past experiences. He concludes Adventure Tourism holds lot of potential and can boost the Tourism Industry by providing additional product to the tourists who want something exciting and adventurous. The Government and as well as entrepreneurs should work in direction to promote and encourage this segment of tourism which has tremendous potential to fuel our economy.
3. B. Chandrasekhar and Nagaraju L. G in their study on "Coastal Tourism in Karnataka" discusses on what are the costal destinations located in Karnataka, impact of costal destinations for Karnataka tourism Development and suggest guidelines for Development of Sustainable Costal Tourism in Karnataka with Sustainable costal products. Karnataka's coastal tourism is still at its infancy. Karnataka coastline is 320 km long where 8 main rivers drain into it – Nethravati, the Gurupur, Udiyavara, Mulki and Pavange, Sita and Swarna, Haladi, Chakra, Kollur and Baindur. Two major ports –Mangalore port and Malpe Fishing Harbour and 6 minor ports are located in the state. Definitely Karnataka Costal region is upcoming destination in India As well as the global level. Many of the foreign tourists are rushed to the Karnataka costal circuits especially in December to June. In addition to existing costal circuits Karnataka Tourism department provide innovative Sustainable costal products(Fun fair/theme park, Snake park, Water world parks, Aquarium, Zoo, Herbarium, Animal farm, Crocodile farm, Research centre, Marine fishing, Golf, Horse riding, Sailing, River rafting Scuba diving) to attract new tourists for creating new unforgettable experience in their minds.
4. Badan B. S. and Bhatt H. (2007), in their book state that Adventure tourism currently a growing segment of tourism. It is the most exciting and popular form of tourism appealing to an expanding proportion of the population. They outline the reasons for increasing interest in the development of adventure tourism. They analyze the fundamental components of adventure 20 tourism; offer key definitions examine the relationship between adventure tourism and other established form of tourist sectors. The economic and environmental advantages and difficulties in developing adventure tourism are also discussed and illustrated. They further states that this particular sector of tourism is a much heralded phenomenon but what exactly it is can only be realized by the people who discover and enjoy the opportunities of thrill, challenge, risk, daring excitement and success. The book also explores the changing mindsets associated with the relationship towards traditional versus artificially constructed adventure. However, works skills needs to be done to find out how tourist perceive the concept of adventure and how this view may differ depending on their age, culture, gender, personality and past experiences.

5. Rengannathan R. (2004), this article describes the vital role played by positioning in tourism marketing and presents various approaches to positioning a tourism destination. One of the most effective tools in tourism marketing is positioning. The objective of positioning is to create a distinctive place in the minds of potential customers. Positioning is not what you do to a destination. Positioning is what you do to the mind of the prospect (visitor-Tourist). That is you; position the product (Destination) in the mind of the prospect. Marketer has to position the places (Destination) properly to grab the attention and make the tourist to visit places. It is the duty of the marketers to position the places of attraction properly to visitor.
6. Ganeshan and Rao K. (2004), the article reveals that India is one of the fastest growing tourist destinations in the world. According to the World Travel and Tourism Councils, India has the second highest global travel and tourism demand growth pegged at 10%. This observation is a testimony to India's growing stature as a 'must see destination' among the travelers of the world. This indicates that the tourism sector has gathered momentum and India is poised for a big boom. After liberalization the Government of India has done much to encourage tourism and in order to attract foreigners. New dimensions have been added to this leisure sector. Eco tourism, farm tourism, cultural and heritage tourism and medical tourism are being promoted for attracting more and more foreign tourists. Besides promoting and marketing the destination, the Government is also actively engaged in developing the infrastructure. It is felt that the prospects for larger inflows of foreign direct investments in the coming years will translate into more up market travellers coming to India.
7. Kakote R. G. (2000), in his thesis provides a conceptual framework on topics such as tourist, tourism, tourism products and tourism spots in North Karnataka. He has also provided a review of India's and Karnataka's tourism, socio economic profile of the tourist and prospects of tourism in North Karnataka and also suggested suitable remedies

#### OBJECTIVES OF THE STUDY

- To identify the Adventure Tourism potentials in Coastal Karnataka.
- To understand the views of tourist with regard to Adventure Tourism in Coastal Karnataka.
- To examine different economic and social variables influencing demand for Adventure Tourism in Coastal Karnataka.
- To analyses the significance of health and safety issues in the operations and management of Adventure Tourism.
- To figure out SWOT analysis of Adventure Tourism in Coastal Karnataka.
- To suggest ways and means to develop Adventure Tourism in Coastal Karnataka.

#### SIGNIFICANCE OF THE STUDY

The present study attempts to understand the level of awareness about adventure tourism among tourist regarding the different activities offered by tour operators and the extent to which their needs have been fulfilled. The study also takes a closer look at tourist view point on adventure tourism and aims at finding out to what extent adventure tourism has developed in Coastal Karnataka.

#### NATURE AND SCOPE OF THE STUDY

The study of a tourism as an academic field is a recent phenomenon and over the last few decades the field had experienced rapid changes in research focus and methodological sophistication. Tracking these changes provides insights into the growth and the development of research in the field as well as highlights areas for further attention. The seemingly relentless growth of tourism will continue to create new issues in tourism development and reinforce the importance of others that have been apparent for some time. As a consequence, related research needs will also continue to grow.

The study on Adventure tourism is still a relatively new subject and despite the burgeoning literature on tourism there is still scope for more research. This research does not cover all possible issues and

approaches but contributes to extending one's knowledge of adventure tourism development. This research could be further extended to explore some other dimensions. Since Adventure tourism is bringing increasing environment pressures especially on account of water sports. There is need for more in depth impact research in environmentally sensitive areas especially on account of adventure tourism mainly impact of adventure tourism. Research could be carried out to explore new avenues in the Adventure tourism sector.

### RESEARCH METHODOLOGY

The value of any systematic and scientific research lies in its methodology. Methodology presents a clear picture of research procedure used in the study. Research is the systematic effort of gathering information and finding the solutions. The level of systematic depends upon proper collection of data, sampling questionnaires and interviews a keen observation and at the end formulation of conclusion. Mainly methods used in collecting data in this project are:

- **Primary data:**

- ❖ **Personal visit**

Personal visit is that type of field technique through which, an interviewer gathers data by personally interviewing the people.

- ❖ **Questionnaires and field survey**

The data was been obtained through a well-designed questionnaire with the set of 27 questions has been distributed to 100 tourists in order to collect sufficient information, keeping in view the objectives of the study.

- **Secondary data:**

Considering the nature of the topic and their criticalities, secondary data was collected from various sources like magazines, newspapers, worldwide web, paper documentary reports, broacher's, books etc.

- **Sample size:**

The sample size of 100 respondents was selected. The composition of respondents includes tourist from 6 beaches in Daskshina Kannada and Udupi were selected for the survey which includes Thannirbhavi, Panambur, Surthkal, Kapu, Malpe and Shasihital beach area.

### FINDINGS

Following are the findings of the study

- From the study it can be said that, Participating in adventure tourism requires specific skills.
- The study reveals that social factor influence a person from undertaking adventure tourism.
- It is evident that enjoyment is the main distinguishing feature of adventure tourism. Adventure travelers expect to experience various levels of risk, excitement and tranquility and to be personally tested.
- The study reveals that majority of the tourist wants swimming and wind surfing.
- The beaches of Coastal Karnataka have great potential to undertake adventure tourism activity.
- It is clear from the study that the beaches of Coastal Karnataka are safe.
- Coastal Karnataka has a lot of scope in adventure tourism. Adventure tourism has great significant economic growth opportunities in coastal Karnataka.
- The study reveals that, safety instrument for tourist are provided, compulsory safety equipment and some other facilities are available at the destination.
- The study also revealed that facilities like sign boards, ATM, banks, shopping facilities, water, toilets, garbage bins, power supply, parking and transportation, accommodation, food, safety measure etc. are provided by the providers to the tourist

- It is clear from the study that, lack of government support and incentive, poor infrastructural facilities and lack of interest of tour operators are the major reason for the slow growth of tourism in coastal Karnataka.
- It is clearly understood that the respondents have a positive opinion that economic stability do influence a person to undertake adventure tourism.
- During the study majority of tourist visiting coastal Karnataka agreed that they seek adventure tourism on a vacation. Interest in adventure activities is growing and is creating awareness about the product.
- The study tells that the per capita income of host community will increase due to adventure tourism in Coastal Karnataka.
- The majority of the respondents feel that the government authority and tourism department should take more relative measures to support adventure tourism in coastal Karnataka.
- It is found during the study that there is no adequate provision for managing accidents/ disaster at tourist spots.
- The study reveals that insufficient regulation laid back attitude of authority and seasonal nature are the major weakness of adventure tourism.
- The tourist like to see an increase in safety and security at the tourist spot, better infrastructure facilities in and around the destination and water theme parks near the destinations.
- It clearly indicates that the behavior of the local community as cooperative and kind and warm and hospitable.
- Promotional activity of neighboring state will defiantly affect the tourism in our state.
- Adventure tourism will increase business opportunities and it also stimulates employment and investment opportunities in the state.
- It can be said that the tourist invasion will influence the culture of local people.
- It is found that inadequate budget allocation, unreliable data on tourism, lack of integration in tourism policy, lack of professionalism, lack of training to staffs, lack of research activities, lack of education to the related authorities about their duties and obligations are the major problems faced in coastal Karnataka.
- It is evident from the study that, adventure tourism will benefit all the people directly and indirectly.
- The respondents are of the opinion that adventure sports are not promoted well in coastal Karnataka

### SUGGESTIONS

- ❖ Coastal Karnataka is a destination with great tourism potential. The enchanting geographical landscape and range of ecosystem leaves a lasting impression on the tourist in coastal Karnataka. It is not too late to protect a lot of coastal Karnataka's uniqueness and beauty and save what is still unspoiled unexplored and underdeveloped through suitable sustainable tourism option.
- ❖ The facilities like sign boards, ATM, banks, shopping facilities, water, toilets, garbage bins, power supply, parking and transportation, accommodation, food, safety measure etc. are provided but it needs still more development.
- ❖ Beach authority should implement some safety and security measures for the tourists.
- ❖ Lack of government support and incentive, poor infrastructural facilities and lack of interest of tour operators are the major reason for the slow growth, thus government should take initiative for the better growth of adventure tourism in coastal Karnataka.
- ❖ The government authority and tourism department should take more relative measures to support adventure tourism in the state.
- ❖ The relative authority has to increase the provisions for manage accidents/ disaster at tourist spots.
- ❖ Sufficient regulations have to be introduced and concentrate on other problems.
- ❖ Adventure tourism will increase business opportunities in the state and it also stimulates employment and investment opportunities in the state so the entrepreneurs should invest more in this business.

- ❖ The budget allocation for adventure tourism must be increased, research activities related to the growth of adventure tourism must be increased, adequate education must be given to the respective
- ❖ There should be an institutional arrangement to ensure effective participation of the people in promoting tourism and sharing the benefits among the people and developing a tourism friendly environment.
- ❖ People's awareness to develop their own area through the development of tourism-industry is a great need of the hour.

## CONCLUSION

Coastal Karnataka is taking a forward leap in Adventure Tourism. There is endless scope for Adventure Tourism activities in Coastal Karnataka. The fabulous beaches, beautiful rivers and lakes in Coastal Karnataka offer excellent options for a water sports in Coastal Karnataka. It is not just the water, but also land of Coastal Karnataka one can explore. Apart from water and land based Adventure activities one can also enjoy Air based Adventure sports. Adventure sports in Coastal Karnataka beckons Adventure lovers to indulge in extra ordinary activities and challenges. Adventure Tourism is an emerging niche market in Coastal Karnataka and shows potential to be very popular and high yielding. Coastal Karnataka has a great future and promise in Adventure Tourism. This new form of tourism needs increasing volume of resources for its speedy growth and development as well as greater safety and security measures need to be introduced.

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