

Role Of Hospitality Sector In Promoting Adventure Tourism- Study Of Himachal Pradesh

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Abstract: Tourism has become a universal sensation. Hospitality industry is also on boom. Destinations in Asia, Oceania are becoming popular day by day. A growing thirst for adventure and a rapidly growing interest in clean nature are generally considered to be the factors that support the region. As India is strategically located and has a tremendous natural and cultural wealth of tourism resources, this is the right time to positively influence the influx of tourists by promoting new and emerging forms of tourism. Over time, adventure tourism is becoming a diverse tourism product. With the source of getting adventure tourists, this study focuses on the support and role of hospitality sector in promoting Adventure Tourism, in this a small survey has been done in various adventure tourist destinations in Upper Shimla area and in Manali region of Himachal Pradesh.

Keywords: Tourism, Hospitality, Hotel, Adventure Tourism, Himachal Pradesh

1. INTRODUCTION

Tourism can be described as the fastest growing industry in the world. The unpredictability of its market, its impulsiveness, the multitude of different tourism products and above all financial and sociological rewards have made the industry one of the most competitive markets in the world. Tourism is entering a new era, with the prospect of permanent expression and a better position in a global economy facing many challenges. The results of tourism are recognized in both developed and developing countries and represent both economic and social change. In fact, tourism has adapted employment, investment, land use and tax structures and has contributed to the capital account of various countries around the world. Human beings have a desire to travel to new places and learn about the uniqueness of each destination by the development of civilization. When we talk about Christopher Columbus, he has risked his life to find new places, Markopulos' visit to Kublai Khan's palace was no less laborious, and Hyunsheng a better way of life. The infinite desire to know the unknown has made us the only species that have travelled to almost every region of the planet. People are born with an inner longing which the Germans called a wanderer. The Australian economist Hermann von Schlarf (1910) has propagated the initial definitions of tourism. He defined tourism in his own way, that is, for economic operators mainly related directly to the entry, residence and movement of foreigners inside and outside a particular country, city, or region.

In 1941, Hunziker (a Swiss professor who founded the Research Institute of Tourism at St. Gallen University) and Kurt Kraff (then director of the Bernice Tourism Research Institute, Switzerland) defined tourism as "the sum of the event". Relationships arising from travel and residence of non-residents, provided that they do not constitute permanent residence and are not associated with gainful employment. " According to Ganesh.M.K, Kannan.R (2014), The hospitality industry is one of the most important elements of the service industry, serving citizens and foreigners globally as a provider of accommodation, catering and various additional services. With the potential of global investment, improving the standard of living of the people and the entry of large global hotel chains into the local market, hotel services have developed intensively and there is a need to optimize their quality globally. When the overall management of the hotel industry, and in particular the quality of hotel services, was dominated by an administrative approach, without a clear idea of actual customer needs or market conditions, which led to a loss of hotel attractiveness and their services to consumers. The development of the hotel industry led to the transition from public to private property, and the emergence and functioning of individual companies (private houses) from largest to smallest assets. Currently, the global hotel industry is developing mainly in the field of business tourism, while the middle class hotels are in high demand. According to some experts, it is possible that the economic return of the national hotel industry will increase if necessary conditions are created. Current economic processes require the discovery and implementation of service standards that take into account the country's national characteristics and mind-set, as well as the needs of hotel services by the world community. It is necessary to use the western experience of hotel business management, implement the international standards of ISO 9001 and introduce a holistic concept for quality management. Due to the small capacity of the space, hotel sales volume is low. In addition, the turnover structure of such hotels greatly increases the amount of variable costs, as they cannot obtain a fair price for laundry detergents, laundry, etc., due to low purchase volume. Small hotels have difficulties with employees. The employee working there should be able to do many tasks to keep the hotel profitable. In this way, it is difficult to increase efficiency by reducing costs for a small hotel. On the other hand, it cannot increase housing rates under the pressure of competition. For a small hotel, there is only one way to reduce variable costs: engaging with similar companies, buying in bulk at a reasonable price, doing joint advertising campaigns and market research, and otherwise reducing costs.

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Budget based. Therefore, the small hotel market segment is very volatile, although some tourist crowds prefer others. Under these conditions, the development of small businesses, to which small hotels can certainly refer, requires the direct support of state administration. This small percentage becomes evident when we see that India received only 2.9 million foreign tourists in 2004. In comparison, Singapore had 6.5 million foreign tourists, 9.6 million in Thailand, 10.0 million in Malaysia, 13.1 million in Hong Kong and China 31.2 million. Even fewer Maldives, such as the Maldives and Bhutan, are a notable model of sustainable tourism through the integration of environment and tourism. Let's start by looking at some of the holiday terms commonly used in the tourism industry. Outdoor recreation can be defined as "outdoor activity that takes place in a natural environment, as opposed to a well-maintained or managed landscape such as an area or golf course" (Tourism BC, 2013, p. 47). The term is commonly used for outdoor activities, which include individuals who are close to their community. If these activities are further eliminated and people have to travel a certain distance to participate in them, they are often referred to as adventure tours. According to the World Tourism Organization of the United Nations (UNWTO), adventure tourism is "a journey that includes at least two of the following three elements: physical activity, the natural environment, and cultural immersion". (UNWTO, 2014). While tourism in Malaysia (ranked third in terms of real growth) and China (ranked 11th) grew by 17 and 13.5 percent respectively, in India (ranked 50), it grew by only 10 percent. In India, tourism provides 5.6 percent of the total employment; In China, which has yet to draw its iron curtain, it is 7 percent. Apart from the Tom Civil War, Sri Lanka still accounts for 7.4 percent of its jobs in the tourism sector. Travel is taking place in Thailand and generates 11.2 percent of total employment. Nevertheless, there are large areas which are not accessible from tourism point of view. North India is traditionally a popular tourist destination and still attracts 49% of tourists. While only 4 percent go east. West makes it better to earn 29 percent tourist traffic. Despite its beaches, temples, hills etc., the South attracts only 18 percent foreign and domestic tourists. Therefore, there is considerable potential for tourism development, especially in the east and south, which now require proper development. Foreign tourists often do not find suitable accommodation in hotels and return as unsatisfied tickets. At the beginning of the millennium, India's shortfall was estimated at 30,000 rooms. Today, given that the influx of foreign tourists has been increasing steadily since 2002, the need is greater today. Today we need at least 90,000 more rooms (five star segment), which require huge investment. 80,000 crores to complete the internationally recognized Tourism model. The Commonwealth Games to be held in 2010 in Delhi are likely to put tremendous pressure on tourism infrastructure, including hotel accommodation. Another problem of recent origin is that Indian tourists have travelled abroad rather than traveling domestically. In 2004, 6.2 million Indians went abroad, while only 2.9 million foreigners came to India. Each outgoing Indian tourist who spends an average of \$ 3,000 is estimated at Rs. 72,600 crores will leave the country. Recently, Indian tourists have been looking beyond Shimla, Srinagar, Ooty, Mumbai, Delhi and Goa to grab foreign holiday deals. The main reason for the influx of Indian tourists is the high cost of air transport in the domestic sector. If a tourist from northern India can get a cheaper air ticket to Sri Lanka or Thailand than Goa or Kerala, he will obviously go abroad. Our

foreign exchange earnings from tourism are ineffective as a large number of Indians go abroad. By 2007-08, an estimated 8 million Indian tourists will be going abroad. Most of them will visit Cambodia (15%), Hong Kong (15%), Australia (13%), Malaysia (13%), Singapore and Pakistan. The unplanned and unrestricted growth of tourism has a negative impact on the environment. The origin and growth of tourism in India as well as other parts of the world is clearly urban and not distributed in rural areas. This is due to the fact that urban centers provide the necessary infrastructure and a wide choice of facilities and price ranges for housing, food, entertainment, etc. The holistic approach to tourism development, which takes into account the relationship between environmental aspects, is not well. Evaluation and pressure from tourists. The result is that almost all popular tourist centres groan under the pressure of annual visitors and often face a difficult situation. Unplanned and uncontrolled growth of tourist centres deprives them of their original charm and ultimately proves to be disastrous. It happens in some famous tourist centres like Shimla, Mussoorie, Darjeeling, etc., where sometimes drinking water is not available to meet the needs of tourists. Sometimes the area is covered by a tourist town of commercial buildings and even industrial plants. Such unplanned growth tarnishes the image of the affected area. The Taj Mahal in Agra, the Meenakshi Temple in Madurai, the Lingaraj Temple in Bhubaneswar and the palace in Udaipur are examples of this style where much of the original beauty and charm has been lost to unplanned constructions around them. Although there is considerable tourism potential in many areas, they are very balanced and unplanned expansion of large-scale tourism in such areas often manifests itself in serious environmental problems. For this reason, it is necessary to develop tourism as planned, keeping in view the development of environment and infrastructure. The focus should be on threshold development, which is important in terms of flexibility of a given environment. In other words, the growth and development of the tourism industry must be environmentally friendly. To be environmentally friendly, today's soft tourism must be in the foreground. To improve tourism as well as to protect the environment, the central government and the state government are introducing new development schemes. Although tourism is the responsibility of the state governments, the central government makes an important contribution to the development of tourism. The India Tourism Development Corporation (ITDC) was established in October 1966. The Ministry of Tourism provides financial assistance for improvement of tourism facilities such as Yati Niwas, Tourist Hut, Roadside facilities, restaurants, cafeterias, tourist bungalows, etc. Funds are given for adventure sports activities, tourist transportation, tent rentals, etc. The Department of Travel Trade and Tourism Service of Tourism supports national and international travel trade. The Ministry of Tourism has simplified and streamlined the rules for granting travel agency, tour operator and tour operator permits since April 1992, in order to standardize their services and provide them with a broad base for domestic and foreign tourists.

The main focus during the 8th Five Year Plan was

- (i) Development of selected tourist destinations / regions,
- (ii) Diversification of culture based tourism into leisure and leisure tourism,
- (iii) Trekking, development of winter sports, wildlife and beach tourism.

- (iv) Discovery of new source markets in regions and countries with cultural affinity,
- (v) Restoration of national heritage projects,
- (vi) National image in key markets Initiation of construction and marketing schemes,
- (vii) Provision of affordable housing in various tourism centres,
- (viii) Streamlining airport facility processes
- (ix) Improving service efficiency in enterprises.

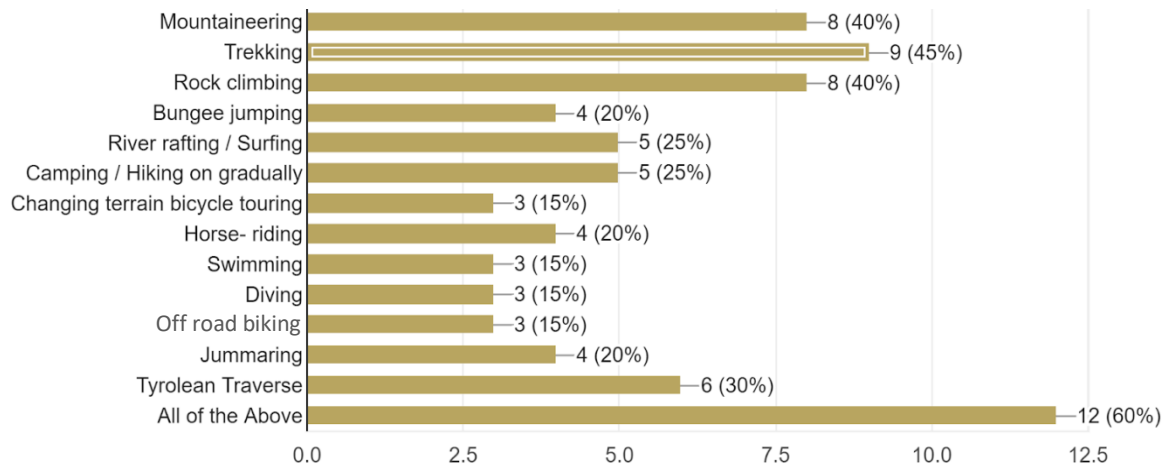
Indian Railways has also recognized its role in tourism development. The launch of Rajdani and Shatabdi trains is a step in the right direction. "Palace on Wheels" is already operational in Rajasthan. Another special tourist train "Orient Express" has been introduced in Gujarat, and another, which covers the temple cities of Tamil Nadu, will be implemented soon. Five more luxury tourist trains with private sector participation connecting major tourist centers will soon be on the railroad. Lanes have been set up for around 100 hotels at various stations to improve passenger accommodation. In light of recent developments, it is expected that India will receive its fair share of tourism, taking steps to preserve the country's physical and social environment. The development of tourism provides at least seasonal employment to the young unemployed and a sideline to women or older people. Craftsmanship is revived. At the country level, the list of such products is very long. Even articles that look very simple arouse the interest of tourists. They are sold like hot cakes in tourist markets at attractive prices. The youth of these areas usually migrate to urban centers in search of work. Over time, the sale of locally produced goods and the creation of jobs for visiting tourists is slowing the migration of young people from underdeveloped areas. Although there is extensive literature on hospitality, leadership, group dynamics, and adventure tourism, there is no study that examines the leadership practices and skills needed to deliver world-class commercial hospitality, while leading multi to leading nature. - Encourages a group of tourists on day trips. . Additionally, tour guides have generally not received much attention from hospitality scholarships. The aim of the present work is to close this knowledge gap in the field of commercial hospitality in outdoor landscapes and deepen the understanding of hospitality in outdoor adventure tourism by asking: What are the conditions of hospitality in outdoor tours? This is done through a critical engagement with lived experiences, leadership practices and social relationships on guided tours as a personal, lived, embodied experience. It is important to understand the interrelationship between people and place. Hospitality seems an important framework for examining outdoor tourism by negotiating and regulating social relations arising between home and abroad, home and abroad, host and guest, self, and others. Because of its complexity, science is constantly repeating its definitions, meanings, and limitations. Likewise, this thesis suggests that tour guides determine hosting roles during the delivery of their services and explore as a guest through the lens of a researcher how these services are provided and tours experiences How to facilitate Research is in contemporary debates on the much-hyped concepts of "hospitality", "tourist experience" and "tourist guide". The study is based on a progressively conceptualized form, approaching the event in a phenomenological way. It uses the auto-ethnographic investigation method, which aims to produce influential reports of personal and interpersonal experiences with a leadership. Such an approach makes it

possible to focus complex interactions in the open, to follow and follow the experience, to anticipate and anticipate the experience, and to consider memories, stories, and reflections. Data collection is through supervisor participation, notes and an online diary. All this enables the researcher to gain embedded, situational and practice-based knowledge about leadership. The interaction between guides, tourists, and the natural environment requires a special sensitivity from the researcher. It also requires reflexive writing to clearly articulate the author's presence, world view and background experience. The results are intended to help commercial travel agents better understand their needs, and thus adopt the practices of direct-travel guides to guests to promote their overall hotel experience beyond their natural environment. The impressive overall growth led to massive investments in the hotel sector and new Indian and foreign hotel chains took position in the Indian countryside. The growth of hotels in India is driven by the growth of tourism. The Indian government's continued campaign "Incredible India" had a strong impact on tourist arrivals in India (Thadani2005). The following interesting facts about the Indian hotel industry were highlighted in the Crisil Research Annual Review 2013. The size of the hotel industry amounts to USD 3.8 billion and grows on average by 12%. The current range of hotel rooms amounts to approx. 110,000 hotel rooms and the current demand for approx. 150,000 hotel rooms. However, the main reason for the boom in the hotel industry is the growth of information technology and related services. The rise in stock indices and new business opportunities also attract foreign institutional investors, funds, equity and venture capitalists. The emerging BPO industry is also contributing to the growth of the hotel industry Nasscom (2013). However, certain factors pose a serious threat to the industry, such as terrorism, diseases such as H1N1, travel warnings, etc. Tourism influx of 3.3% in 2009-10. The successful marketing of Indian Hotels has led to global growth of these hotels. Many of these hotel chains are recognized in international markets. This positive image of Indian hotels has helped hotel chains gain worldwide recognition, and many hotel chains such as Taj, Oberoi, ISTA Hotels, etc. have entered international markets. Taj Hotel is present in twelve countries (Taj Group 2014), including the United Kingdom, United States, Malaysia, Maldives, South Africa, Sri Lanka, United Arab Emirates and Zambia. Oberoi hotels are also represented in Indonesia, Mauritius, Egypt and Saudi Arabia. These hotels enjoy first-class service in the host countries. The Indian hotel experts like P.R.S. Oberoi received corporate in 2010 Since in the remote areas of Himachal Pradesh where there are no large hotel properties but at the same time those destinations are the heaven for adventure tourists and the travellers who love to be in the nestle green woods of Himachal Pradesh with the approach to live in forests as well as to have accommodation services as well, although camping is one of the common activities of adventure sports but there are many sports and adventure spots where there is no scope of camping and few people prefer to stay in hotels at the same time. So to know the actual scenario of the combined business of both the pillars that are Hotel and the Adventure tourism, we have conducted a small survey in various remote locations in the Himachal Pradesh majorly in Upper Shimla Areas and in Manali region. In which we have asked the Adventure tour operators that from where you get the business more, and do the local hotels nearby provides you some facilities like accommodation as well as food & beverage and the main

aspect of the same is to get business, As per the survey there were 20 Adventure tour operators as respondents at different adventure tourist destinations so the results are observed as below:

Chart 1

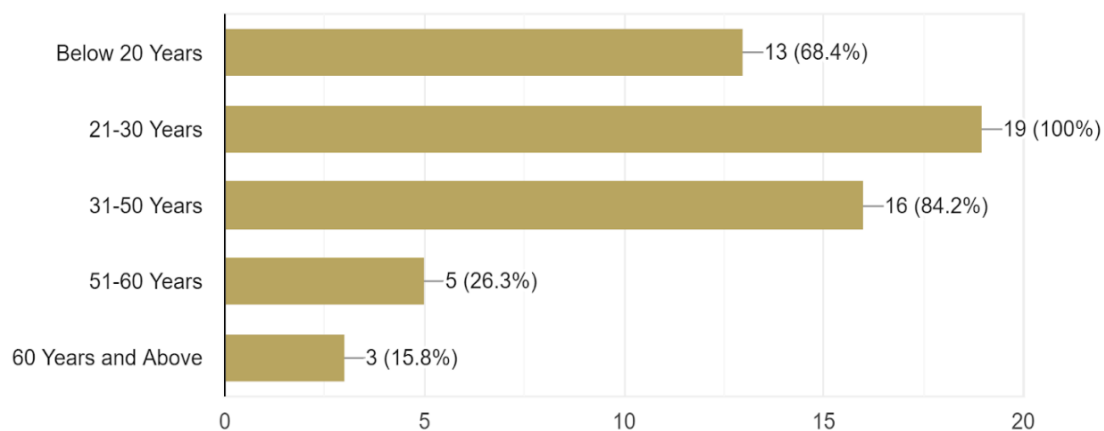
Which of the following Adventure Activities you deal in?



As shown in Chart 1, As per the results that 40% of respondents deals in mountaineering, 45% in trekking, 40% in Bungee jumping, 25% in river rafting, 25% in bicycle touring, 20% in Horse riding, 15 % in swimming, 15% in diving, 15% in Jummaring, 30% in off road biking, 30% in Tyrolean traverse & 60 % of them deals in All of the above activities.

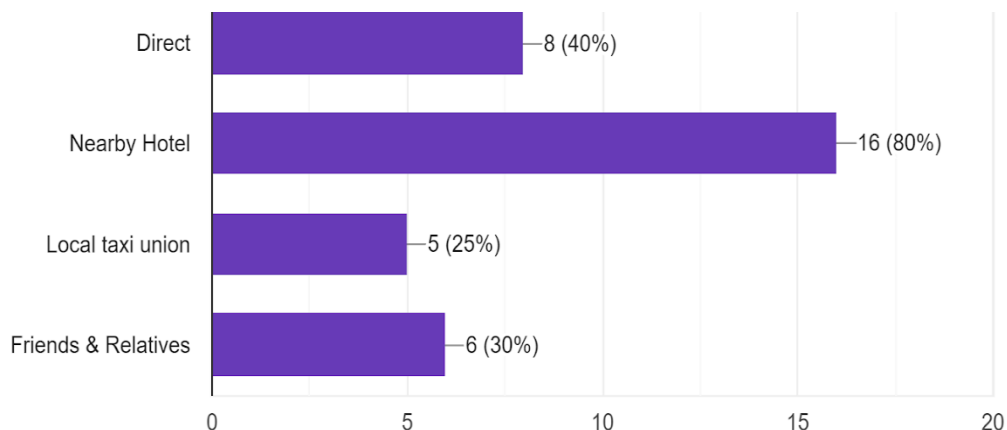
Chart 2

Age group generally participates in Adventure Activities



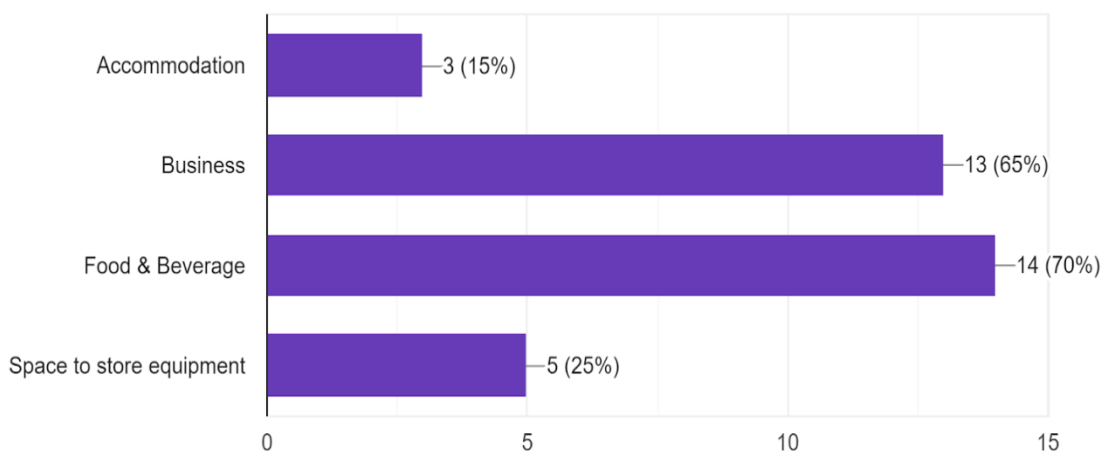
As shown in Chart 2 , As per the Age group of the participants is concerned then 21-30 years of Age group Adventure tourists are more participative as each of the Adventure tour operator stated that this age group is at top in the participation, whereas 31-40 years of age group are also participative as 16 of the respondents stated that maximum are on this age group as well, after that the student age group that is below 20 years, people usually travel most and the students are also more interested in the adventure tourism.

Chart 3
Source of Business



Similarly in chart 3, If we talk about the source of business then Almost 80% of respondents stated that majorly their business is dependent on the Nearby Hospitality business, that means the nearby hotels actually approach their in house guests to go for adventure sports and that to the nearby tour operator which is beneficial for both of the in terms of getting more business could be on the basis of a smart fixed commission. Whereas 40% of them stated that they get their business on direct basis, same as with the taxi union it also gives business to them.

Chart 4
Services and Support provided by nearby Hotels



Similarly as per chart 4, if we talk about the Services and Support provided by the nearby hotels to the Adventure tour operators, then it has been observed that 70% of the tour operators stated that the nearby hotels are able to provide them the facilities like Food & Beverage in lieu of that they approach their tourists to avail various services in the hotel, simultaneously 65% of the respondents said that hotels are capable to provide them a good business, where as many hotels also helps to provide a storage

space to the nearby adventure tour operators to store their equipment inside the hotel premises, and in case of requirement the some of the hotels also accommodate them at times.

2. CONCLUSION

Adventure tourism is booming in India and is considered one of the highest earners in the coming years. Most states have identified locations for the development of adventure tourism depending on their natural wealth. The Himalayan states, coastal areas, hilly areas, rivers, Rajasthan desert, Ladakh desert, national parks and protected areas are some of the potential areas for the development of adventure tourism. With increasing awareness of the market, safety is rightly given high priority and the industry as a whole is growing at an above-average pace. Adventure Sports has the power to change you, improve your thoughts, give you the opportunity to overcome your fears and emerge victorious. It's so much more than just a vacation activity; it's a chance to grow. Therefore, Adventure has always taken a special place in our hearts and we are very happy that the deep connection between India and Adventure is getting deeper and stronger. Adventure tourism businesses offer significant business opportunities to people in regions of the world where rural economy development programs are often challenged by lack of investment, education, and lack of access to markets. In our study we have observed that in different areas of Himachal Pradesh, at various Adventure Tourist destinations in remote areas of Upper Shimla area and Manali region the nearby hotels actually provides business to the Adventure tour operators and with the help of Adventure tour operators the hotels also gets business of accommodation and food & beverage. This study also revealed that the nearby hotels also provide some supplementary services to the tour operators such as accommodation, food & beverage to the operators and the storage space for the equipment of the tour operators. This is why the adventure tourism and the hotel industry is experiencing a boom in form of business by helping each other in the various adventure tourism destinations. Consumers are happy and tend to travel more and more. With this increasing influx of tourists as a result of technology advances, industry has also reworked its old ways of functioning.

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