



A STUDY ON TOURIST BEHAVIOR TOWARDS ADVENTURE TOURISM

MS. MOUSIME XALXO

Assistant Professor, Indian Academy Degree College, Bengaluru

Email: mousime.xalxo@gmail.com

ABSTRACT

Adventure tourism continuous to expand and become one of the largest and fast-growing sectors that contributes to the economy of nation as it attracts a lot of youngster and who want to experience unknown world of adventure tourism. India is blessed with plenty of adventure destination and have enough opportunities to engage the tourists because it can boost the tourism industry as it has lots of products to offer. Karnataka offers variety of activities as a state that is blessed with rich biodiversity that attracts number of tourists from all over the world. It has one of the major assets that is the Western Ghats, extending from Maharashtra to Kerala having national parks, biosphere reserves, Wildlife sanctuaries and highest peak in Karnataka after Karakoram mountain range in Himalayas. Adventure tourism is about thrill and excitement which pushes their physical limits such as leading to achievement and risk taking, ego enhancement, novelty, knowledge seeking and exciting experience who participated in adventure tourism. Market should be active to understand the needs and demand of tourists according to the scenario in order to satisfy them and enhance their product by modifying and adding a pinch of risk along with quality in equipment.

KEYWORDS: adventure tourism, tourist satisfaction, tourist behavior

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1. INTRODUCTION

Adventure tourism is an outdoor activity which is rapidly growing popularity, as tourists want to experience thrill and risk on their holidays. Mathieson & Wall (1982) defines tourism as a temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in the destination and the facilities created to cater to their needs. It is estimated to grow by 178% from 2017 to 2023 in India (Reported by Thrillophilia). According to ATTA (Adventure Travel and Tourism Association) adventure tourism includes three elements such as physical activity, natural environment and cultural immersion. Adventure travelers want to seek new experiences and visit destination. 27% people are interested to travel Himalayas and there is an increase by 18% in solo travelers and there is also a rise in demand for soft activities. Adventure tourism is both domestic and international which includes an overnight stay (UNWTO). The ministry of tourism promotes India with a tag line as Atithi Devo Bhava as India is rich in resources, culture, and geography and weather condition and especially hospitality. India has plenty of adventure destinations and landscape which are enough to provide a thrilling opportunity to engage in adventure activities in India. Adventure travel is in trend and it has generated a lot of avenues for youth like blogging, travel, photography, and travel series.

Adventure tourism is niche tourism where the traveler should expect the unexpected and participating or stepping outside their comfort zone. Adventure tourism has started around 30 years ago when people moved around from one region to another to explore. India had emerged as one of the leading destinations in the world. Nowadays adventure companies have come up with a complete tour package including trainer and quality equipment. Entrepreneurs have built unique infrastructure for tourists to get a complete package for adventure tourism. The family of defence people are familiar with the techniques, ideas and skills needed in adventure activities whereas many small adventure businesses have budded up and special classes and clubs have been formed to educate, empower and enrich people about adventure.

Thrillophilia has collected data from the tourists stating that they prefer their friends to travel with them and there is also an increase in solo travelers. There is a drastic increase in travelers between the age group of forty to sixty years, they are coined baby boomers. It also states that there is a rise in the demand of soft adventure activities than hard activities and tourists is twilling to spend a reasonable amount for the activities, for example Himachal Pradesh and Goa have gained a lot of popularity for adventure activities and is suggested as one of the most preferred adventure destination. Adventure tourism is seen as a great opportunity to boost the tourism industry by creating employment for local people. It is trending in social media, creating revenue though youth blogging, travel photography and travel series.

Adventure tourism is where one pushes himself for physical activity. According to Adventure Travel Trade Association, adventure activity includes physical activity, cultural exchange or activities within nature. It connects you with new landscapes and pushes your boundaries. Adventure travel involves exploration or travelling to exotic places and is gaining a lot of popularity. Adventure tourism in India is also a major source of income and employment. Adventure activity is categorized into two groups-hard and soft activities and adventure activities are divided into land based, water based and air based. It can be undertaken solo,



with friends, as a group, as a couple and with family. Adventure tourists are motivated to achieve healthy mental state of mind by participating in adventure as an activity. Some forms of adventure travel also include disasters and ghetto tourism. Adventure travelers prepare themselves for trips through various sources such as family friends, travel show, newspaper and magazines, guide book, tour operators.

Hard adventure activities include high risk and requires a lot of skills like trekking, climbing, scuba diving and caving whereas soft adventure activities represent camping and destinations that offers eco-tourism or special interest expeditions. Soft activities which needs less physical activities are horse riding, snorkeling, kayaking and nature walks. Internet based mobile application, audio guide, heritage walk and nature trails, event-based tourism such as art, craft and culture programs also are included in tourist packages.

Adventure tourism has picked up the market in India and has a lot of potential wherein outdoor environmental education helps the participants to understand more about region, communities and their histories. Adventure travelers prepare themselves for trips through various sources such as family friends, travel show, newspaper and magazines, guide book, tour operators, etc. The ministry of tourism has formulated safety and quality norms and standards for adventure activities. It is mandatory that the stakeholders should give higher and stricter adherence to these guidelines.

These guidelines cover land, air and water primarily based activities which incorporates climbing, trekking, hand flying, paragliding, bungee cord jumping and watercourse rafting. The Indian International School of Mountaineering was made fully operational in Gulmarg from January 2009. This institution has its own building and all modern equipment and training facilities for adventure sports. The National Institution of Water Sports based in Goa is for training in water sport activities. The ministry is working with the Indian Mountaineering Federation and the Adventure Tour Operators Association of India to explore India as an adventure destination. Adventure tourism products are designed according to the demand and needs of the market and it is divided into: Aerial, Water and Land activities.

India is blessed with natural wealth like the Himalayan states, coastal areas, hilly and mountain areas, water bodies, desert of Rajasthan etc. India is a varied and diverse form of adventure opportunities where individuals takes pleasure. The increase in accessibility to any place and remote areas (Singh & Dingh, n.d) can lead to the improvement in adventure tourism. The tourists are involved in different forms of adventure tourism activities like bungee jumping, rock climbing, wall climbing, cycling tours, snowboarding, trekking, rafting. The individual should be physically fit to experience the activities and generally when one participates in adventure activities, they feel that there is a requirement of training and developing skills. There are soft and hard adventure activities which are undertaken by the traveler. Adventure tourists also look for cultural and environmental aspects in the destination. States like Jammu & Kashmir and the North Eastern states promotes socio-economic and cultural development of the region (Adventure Tourism Market Study, 2016). Adventure Tourism is divided into Aerial, Land and Water based.



AERIAL ADVENTURE ACTIVITIES

It was popular from the times air travel was invited. The Federation Aeronautique International which oversees all international aerial competition was founded in 1905. The oldest form of aerial adventure is ballooning and it is used for recreation. There are two types of ballooning, hydrogen and hot air ballooning. To promote this product there is a ballooning fair at Delhi and Ahmedabad every year. Balloon festivals are a source of entertainment and amusement. Ballooning is the best way to experience the immensity of the sky and to enjoy the view of land from above. Parachute jumping and sky diving both requires the use of an aircraft with proper training and trainer. Paragliding is a thrilling aero sports activity with the chance to view beautiful valleys. It is done by using jeep or speed boats in water. Bungee jumping is part of aerial adventure sports and is performed keeping in mind the weather observation and trainer experience.

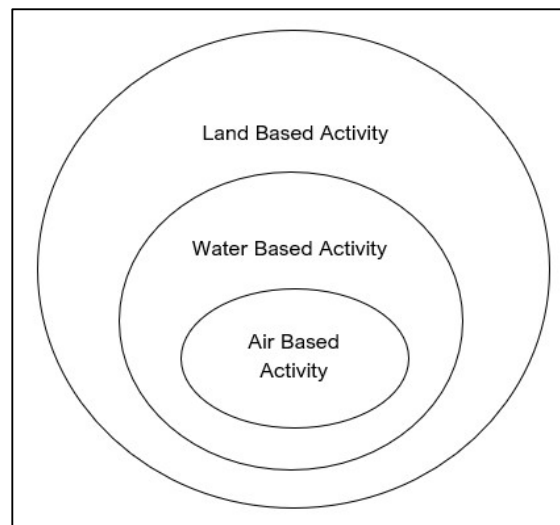
WATER ADVENTURE ACTIVITIES

It is an activity based on water resources such as lake dams, canals, rivers, waterways, seas and oceans. Water based activities are sailing, surfing, motorized sports, white water rafting, kayaking, scuba diving and snorkeling. Famous water adventure spots in Karnataka are Malpe beach, Udupi, Karwar Island, Chikmagalur, Gokarna, Konkan coastal, Kunti Betta, Chitradurga, and Dandeli.

LAND ADVENTURE ACTIVITIES

Adventure activity on land is considered as soft activity. It is based on safari, mountaineering, trekking, rock climbing and mountain climbing, enjoying in the lap of the nature. Trekking is popular among all ages. It is an activity which requires determination and fitness with budgeted package and less cost of equipment.

Figure 1: Various types of adventure activities





Source: Author compilation

2. DIFFERENT TYPES OF ADVENTURE ACTIVITY IN KARNATAKA

1. Trekking: Trekking is an extended journey with joyful walking experience with the motive of exploring and enjoying nature. It is the only way to see beautiful places and is usually performed in remote areas on foot. Trekking involves some degree of physical ability and knowledge. Some of the famous destination is India known for trekking are Nepal, Tibet, Bhutan and Sikkim. There are numerous budding trekking companies like Bangalore Mountaineering Club, Adventure Nation, Countryside, Flying Fox, Mercury Himalayan Explorations, Thrillophilia etc. Famous trekking places in Karnataka are Dandeli, Mullayanagiri, BabaBudangiri, Point, Shivaganga Hills, Yana, Devarayanadurga, Kumaraparvatha, Pushpagiri, Kudermukh, Savandurga hills, Makalidurga.

2. Scuba Diving: It is an activity performed recreationally and professionally by swimming underwater and experiencing the fantastic marine life with protection and diving equipment. Scuba divers are trained and skilled, authorized and certified along with a minimum level of fitness. Some of the famous organization conducting scuba diving are West Coast Adventure Murudeshwar, Dive Goa, Netrani Adventure. Tourists prefer scuba diving in places like Murudeshwar, Udupi, Goa, Karwar, Netrani Island in Karnataka.

3. Parasailing: It is a fun ride where the person is towed behind the vehicle or boat. Parasailing is also known as parascending which is a recreational activity. As the vehicle takes up speed the person rises and glides through the air. It also needs a lot of caution while performing this activity. Solo parasailing is very thrilling. While performing parasailing the instructor makes sure that the tourists are following the guidelines and wearing all the safety equipment's like helmet, harness, life jacket, knee bands. Places know for parasailing in Karnataka are Malpe beach, Jakkur, Om Beach whereas in India it is seen in places like Goa, Pondicherry, Hampi, Maharashtra, Himachal Pradesh and Uttrakhand.

4. Paragliding: It is an aero-sport and a recreational adventure activity mostly preferred by youngsters, it can cover hundreds of kilometers giving a feeling of a free bird with fun and safety. This adventure activity is gaining a lot of attention and India attracts lot of tourists worldwide. There are courses opened for tourists to practice paragliding. Different events such as Arco Show, Spot Landing Contest, Free Flying and Tandem Flight are conducted. Huge number of paragliding pilots participated in this festival both form national and international.

5. Cycling and Biking: India is blessed with a beautiful landscape and mesmerizing climate. Cycling can be a means to and good combination of both physical activity and sightseeing. Cycling helps to stay fit both mentally and physically. It is also a source of travelling and exploring destination with fun. Individuals prefer cycling to stay fit.

6. White Water Rafting: It is a recreational outdoor activity performed on water bodies in a group of eight to ten people. A journey where it includes excursion which can stretch for longer hours and requires navigation skill. Famous destinations for white water rafting is, Coorg and Dandeli.



7. Camping: It is an outdoor activity and a recreational activity which includes an overnight stay away from home within nature in a tent. Camping is an activity which can be enjoyed in all seasons. It is a combination of activities such as climbing, fishing, canoeing, hunting and nature walk. Camping in Bengaluru has brought a lot of tourists who want to experience nature and energize themselves to the maximum. Some of the places known for camping in Bengaluru are Savandurga, Nandi Hills, Ramnagara, Kankapura, Bheemeshwari, Coorg, Sakleshpur, Chikmagalur, and Kundadri Hill.

8. Snorkeling: Snorkeling is swimming through a body of water with a diving mask and a breathing tube. Use of these equipment's allow the snorkelers to experience the underwater world. It is a recreational activity, and attracts all ages and is safe for non-swimmers hence they don't go alone. Snorkeling requires the right equipment like eye mask, fins, and snorkel.

3. ADVENTURE TOURISM IN KARNATAKA

The number of tourists visiting Karnataka have crossed to eighty-five million whereas government is also constantly promoting the UNESCO heritage sites of Hampi and Pattadakal. Karnataka has offered end number of opportunities for tourism and other industries and it has a lot to offer to the tourists like heritage, pilgrimage, adventure, beaches, waterfall and rivers. Karnataka aims to promote it as one among the top tourist's destination in the country.

Karnataka is known for its cultural diversity and breath-taking historic architecture and state of industrialization. It is a well-developed state with traditional exports, trade and commerce. Seven national highways pass through the state. Karnataka is made up of a narrow coastal strip along the Arabian Sea. The Western Ghats running from the capital city of Bangalore is well known as the Silicon Valley of India and is one of the fastest growing information technology centers in Asia. Karnataka is known for its sandalwood handicraft, gold and silk which have been popular for centuries.

Karnataka is rich in flora and fauna with has magnificent wildlife, beaches, monuments, temples and world-famous architecture. The state earns a lot of profit from tourism and has declared it as an industry. Government promotes tourism by giving incentives and concessions to the tourism industry. Department of tourism in the year 1993 has prepared a master plan for the development of tourism in Karnataka. Tourism Policy 2015-2020 strives to an outcome-based initiative. The policy is based on safeguarding environment and promoting sustainable tourism in Karnataka. The Ministry of Tourism issued a guideline for approval of adventure tour operators which is a voluntary scheme for adventure tour operators.

Social media is considered as one of the major tools to promote adventure tourism. Facebook has become one of the most preferred apps for travelers. Through these sites motivation is built within the traveler because they are "pushed" into making travel decisions by internal, psychological forces, and "pulled" by the external forces of the destination attributes.

Kudermukh is the second highest mountain peak in Karnataka and the Western Ghats and is known for trekking. The trek is organized in an amazing environment surrounded by forest, and waterfalls. Kodachari is located in the district of Shimoga and is known for its sunset and one can see the view of the Arabian Sea. Kumara Parvata is located in the Western Ghats and is the most significant peak, it is blessed with beautiful nature and climate. Whereas



Tadiyandamol Hill is the highest peak in Kodagu and is a paradise for trekkers with an amazing view of Kodagu and the Arabian Sea with the best time to visit being during winter. Honnemaradu is one of the best place to participate in all water sports including surfing, kayaking, canoeing, parasailing. It is an awesome place for adventure activities along with food, accommodation and entertainment.

4. ADVENTURE TOURISM IMPORTANCE AND BENEFITS

Employment Generation-Adventure tourism generates job opportunities both directly and indirectly. It is a source of income and youths participate in it actively,

Foreign Exchange: Adventure tourism attracts foreign tourists on a large scale. When tourists travel, they spend a large amount of money on accommodation and accessibility and recreation. It supports economy of the host country.

Economy Development- Adventure tourism helps in the development of the host country's income and supports various other form of tourism.

Support Local Communities-Adventure tourism helps in the development of infrastructure and supports local development and to increase the living standard of the host community.

Conservation of Natural Resources-Adventure tourism involves nature-based activities. Players in the industry are dedicated to mold the tourism industry to sustain the environment and conserve the natural resources.

Creating Business Opportunities-Adventure tourism activities creates new business opportunities emerging in the industry.

5. GROWTH OF ADVENTURE TOURISM IN KARNATAKA

Karnataka is a state in the southern western region of India, it is known for tourism and is one of the most visited destination in the world as it is rich in flora and fauna. There are regions in Karnataka which are not explored. The Western Ghats, a hotspot of Karnataka is on the list of world heritage sites of UNESCO. Monsoon in Karnataka marks the arrival of mixed emotions for the people near Western Ghats because it is blessed with natural wealth. The mountain ranges are perfect for monsoon trekking in Karnataka.

Honnemardu is a small village situated in Shivomoga town of Karnataka. It is known as an adventurous location with kayaking, trekking and boating. This town is famous for birdwatching where one can spend endless hours watching large varieties of birds in the town. This village got the name from the tree named as honnee tree which is now submerged under the water of the dam.

Though there is no human habitation there are two tiled houses which are accommodated by adventurers participating in activities like trekking, kayaking, boating, camping. As the darkness cover the sky you can set up a bonfire and lie down gazing towards the sun. Honnemardu is considered as the perfect holiday-cum adventure destination in South India. 'Script your Adventure' is the theme picked by the Karnataka tourism department for the year 2018 to focus on adventure tourism and tap into the state's potential of being 'one state many



worlds'. Karnataka offers rich heritage, culture, nature, beaches and wildlife. Karnataka has the largest number of tourist destinations and the government wants it to make the top preferred destination in the country.

Adventure Tourism in Karnataka has grown immensely over the years and the growth of tourism is seen by the increase in promotional activities and social media trends which has created a lot of opportunities for adventure seekers. People want to tick off on their bucket list and make hobbies out of their adventure. Karnataka with its diverse topography and climate offers tremendous potential for the growth and development of adventure tourism. The state's hilly regions present many opportunities for adventure activities with pleasing weather.

6. NEW TRENDS IN ADVENTURE TOURISM

1. **Bot:** Chat bots are designed to craft and provide immediate personalized response to the customer; Chat bot will help to interact and engage the customer. It also gives additional information to the customer. It is also responsible for good customer service.
2. **Virtual Reality:** It is an in-demand marketing tool for adventure tourism. The customer can see and feel the intangible tourism products like nature, activities, resorts which is like story telling. Virtual reality was introduced to more than 85% of people according to the study and they wanted to visit the place in person.
3. **Big Data:** It is a large set of data which can lead to new insights, trends, opportunities and threats. The data is collected through tourism satellite accounts, foreign travel advisories, and Trip Advisor reviews. Most of the operators won't have access to the big data. Only destination management organizations and the government will have access to the data. Travel companies use big data to improve customer experience. Data is a need to deliver service and create customer experience.
4. **Solo Travel:** There is an increase in the number of solo travelers and specific itineraries is made to meet their needs by the travel companies. Solo travelers may not be single or wish to travel individually, they may be tourists whose partners do not share their interest or who don't want to join them for vacations. Solo travelers enjoy by themselves more than in a group and there are lot of Travel Company budding up with solo travel plans.
5. **Slow Travel:** It happens when a visitor stays in a place for more than a week or for a extended periods of time. Here the traveller stays in a place and explores new destinations with accommodation, food, activities and attractions.
6. **Women travelers:** Travel caters everyone's need and breaks all boundaries. Female solo travel is increasing day by day and itineraries are planned specifically for women only. Travel Company hires female guides for the tours because there is an increase in women travellers. Women travellers are breaking all the typical stereotypes when it comes to traveling solo. There is nothing more important than inspiring and motivating women to take up travel and stand as an example in the travel industry.
7. **Silver Hair Trend:** It is also called as grey hair tourism or baby boomers when the kids have flown and the nest is empty, where the parents are retired and are looking for the opportunity to travel. Silver hair tourism is the main contributor for the growth of the tourism industry and they mainly focus more on soft adventure activities and are ready to pay for



the activities. They take up adventure travel to make them feel that they are mentally fit and healthy.

Table 1: List of Adventure Activities in Karnataka

Sl.No	Name of the Destination	Activities
1	Mysore	Skydiving
2	Murdeshwar	Scuba Diving
3	Dandeli, Netravadi, Devabagh, Karwar, Gokarna, Coorg	White Water Rafting
4	Ramanagara	Rock Climbing
5	Mullayanagiri, Yana, Baba Budangiri	Trekking
6	Kolar (Antharagange cave)	Cave Exploration
7	Udupi	Parasailing
8	Nelaguli (Dirt Mania Outdoor Adventures)	Dirt Biking
9	Mysuru, Tumkur, Bengaluru (Ramdevarbetta, Dandeli, Ghati Ghats)	Cycling and Biking
10	Coorg	Angling

Source: Author compilation

7. TOURISTS BEHAVIOUR TOWARDS ADVENTURE TOURISM

Achievement and risk taking, Ego Enhancement, Novelty and knowledge seeking and exciting experience were found to be the most significant motivations related to the reason for tourists choosing to participate in adventure tourism. Travel motivation is also related to the widely accepted Maslow's hierarchy of needs which understands motivation through five different levels of needs, such as physiological, safety or security relationship, self-esteem or development and fulfilment. Motivation can be-Escape, relaxation, self-exploration, and prestige, enhancement of kinship, social interaction, and seclusion while cultural motives involves only novelty and education. Motivations such as the desire to relax, rest, stay inactive are now replaced with the desire to discover new places, to learn, meet people and to taste new experiences. Increasingly more tourists want holidays that stimulate them mentally.

Motivation is categorized into intrinsic and extrinsic. Intrinsic is because of something enjoyable or interesting a person is moved to engage with or in things that foster enjoyment and engagement whereas Extrinsic motivation is a person's motivation for a given behavior which can be affected by a positive motivation or by unwillingness. The decision to revisit a destination is complex which involves numerous factors as prior experience, tourist



motivations, and satisfaction of stay. Adventure behavior may be defined as the behavior of an individual who is taking part in an adventure activity that involves risk, an uncertain outcome and potential danger. Travel motivation is perceived as one of the most useful methods to understand tourists demand and their behavior and to predict their decision-making procedure.

Tourists are attracted because of the destination attraction, activities, amenities, climate, culture and food and accessibility. The study also shows that push factor plays a major role in motivation of an individual to travel than pull factors. The pull factors are external motivational factors such as better health, higher income, more free time and the attractiveness of the physical environment, advertising campaign, promotion packages and word of mouth.

Tourist's behavior towards adventure activities is explained by two elements, which is the satisfaction level and loyalty towards tourism products. If a tourist is satisfied it is not necessary, then he may opt for the same activity or may purchase it often but on the other hand if a tourist is loyal there are more chances that he will participate in the activity frequently and refer others to experience the same. It is believed that destinations with more positive images attract more tourists and destination image also affects the behavioral intentions of customers. Attitude of a tourist is categorized into positive and negative and differs from person to person. Tourists carry different perceptions before experiencing the thrill or risk from an activity, this perception can be seen on how they react towards a particular activity. Scholars suggested that highly educated and qualified people are likely to have more positive risk-taking attitude.

According to the study perceived value is where tourists are concerned about the price and quality in an activity in which they choose to participate and their direct effect on purchase intension. There is also a difference of opinion observed about adventure activity between male and female. Soft activities are mostly preferred by females whereas males prefer hard adventure activities. Females are more conscious about the price and quality of the activity compared to males.

As per the study females participate in adventure activity mostly in winters than summer and male visitors participate more in summer than female tourists. Males participate in more air-based adventure activities than female.

Swarbrooke et al., 2003, Positive risk refers to risk that a person can control and this is perceived as a challenge, whilst negative risk refers to risk that a person cannot control and this is perceived as danger. These risk levels are linked to an individual's skills, experience, and knowledge of the adventure activity.

Perception of risk is an important component in the tourists' behavior. Most youths love to engage in challenging activities as for them when they perform adventure activities; they are achieving something higher for their self-development.

While engaging with adventure tourism which is related to high level of risk, safety awareness is important as it is the feeling when people understand that they are safe and that no harm will befall them, physically, mentally or emotionally.



8. TOURIST'S BEHAVIOR

According to Oliver's definition (1997, p. 392), 'loyalty is understood from the behavioral point of view as it refers to the future product or service repeat purchase commitment despite situational influences and marketing efforts directed at causing changes in behavior'. An adventure tourist is also identifying through its profile. Bigne and Andreu (2004) and Xia et al. (2009) Behavioral Segmentation is an effective method for identifying various consumer patterns. Some tourists are loyal to a brand and quality of a destination. A good customer service uses product variety and quality to increase consumer loyalty and promote the activities in the destination. According to Ha and Jang (2010) adventure tourism companies should recognize the important of brand-loyal consumer and use relation-marketing techniques. Customer satisfaction is a post consumption evaluation that either meet or exceeds expectation and is based on whether the importance of emotions in the customer's behavior has increased significantly during the last few years. Tourists travel to different destinations to meet their travel expectations and this also known as travel motives.

9. TOURISTS SATISFACTION

Tourist's satisfaction is an important element in marketing of tourism products and services. Visitor's satisfaction is used to identify the long-term success of the destination and brings benefit to the destination. Satisfaction is used for long term success of the destination and it brings benefits to the stakeholder. Customer satisfaction includes word of mouth, consumers complaining behavior, brand loyalty, continence, recommendation, repurchase intention. Visitor's satisfaction also leads to a high level of satisfaction that leads to encourage tourists to revisit the destination. Satisfied tourists also tell their relatives and friends, giving them free advertisement and help them to take part in travel to the destination or participate in the activities. A satisfied tourist is willing to pay higher price (Wang and Davidson, 2010). Repeated purchase and positive word of mouth reduces business cost (Sheth, 2001).

Satisfaction is defined as the consumers' overall cognitive or affective response to product use, and consumers' judgment of whether a product provides a pleasurable level of consumption-related fulfilment. A trip of tourists visiting a destination and experiencing through natural and cultural destination attribute affects tourist's perceptions of service quality and pricing. Expectations are defined as individual beliefs on how a product is performing in the future (Oliver, 1987). Individuals have a psychological conflict when they carry their vie between performance and beliefs and individual's feelings towards the service. Loyalty or commitment with respect to brand is considered to be the main reason for satisfaction along with experience.

10. CONCLUSION

Tourists are influenced due to the products marketed by the players in the industry as they have different expectations. It is difficult to identify their needs as the industry offers alternative tourism services. It is difficult to identify tourist behavior. Components of an adventure trip include environment, activities, motivation, feeling of rush and experience. The demand in adventure tourism has grown twice so there is also environmental concerns whereas emphasis is on personal motivation of tourists towards healthier activities during vacations. It was



suggested by Chen & Tasi (2007) understanding the relationship between future behavioral and its determinants, whereas the challenge faced by the destination managers are to create an attractive image and improve their marketing efforts. So it is important to identify repeated visitors in the destination for increase in revenue because it is important from the economic perspective.

Promotional costs of attracting repeat visitors are less than first time visitors. Marketing of destination should be guided by analysis of tourist's motivation and tourist's satisfaction and loyalty. Karnataka is rich in its environment and biodiversity and offers diverse nature-based tourism activities such as biking, safaris, scuba diving which have a severe impact on the environment if not managed properly. Adventure activities also leads to environmental issues which is extreme or less. One such research focuses on tourists that are aware of environmental issues but displayed an indifferent attitude towards it.

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