Understanding Adventure Tourists' Profile: A Case Study from Himachal Pradesh (India)

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Abstract

Adventure tourism is one of the rapidly growing segments in the global tourism industry. Growth potential of adventure tourism has been realised in India and tourism organizations are making consistent efforts to tap various opportunities evolving in this segment. Tourism organizations are continuously seeking to get better insights into the profiles of adventure tourists to formulate and execute strategies in an efficient and effective manner. This study aims to provide better insight into the profile of adventure tourists. Primary data for this study have been collected from 235 adventure tour participants and 230 adventure training participants through multi-stage sampling from the Indian state of Himachal Pradesh. Reported results of different dimensions of adventure tourists' profiles offer better insights for various tourism organizations. Results will help tourism organizations in effective market segmentation, market targeting and positioning related decisions.

Keywords: Adventure tours, adventure training, tourists' profile

Introduction

Adventure tourism is one of the rapidly growing segments of the global tourism industry. Valuation of global adventure market has been USD 586.3 billion in 2018 and it is forecasted to reach USD1,626.7 billion in 2026 with compound annual growth rate (CAGR) of 13.3% from 2019 to 2026 (Chouhan et al., 2019). India is also witnessing growth in adventure tourism. However, performance of India on ADTI index has not been impressive and demands massive efforts to compete effectively at global level. India has achieved 86th rank among 163 developing countries on the basis of Adventure Tourism Development Index (ADTI) score of 243 in the year 2018 (Adventure Travel Trade Association, International Institute of Tourism Studies, 2018). Hence, low ranking of India on ADTI indicates its performance and demands consistent efforts to improve and compete effectively in the global market.

Most of the adventure activities in India are seasonal in nature. Indian adventure market is primarily unorganised and massive efforts are required to achieve its full potential (Jha, 2019).

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Government of India is making efforts to improve adventure tourism in India. In this regard, recently Minister of State of Culture and Tourism, Government of India has committed that Adventure Tourism is being recognised as a "Niche" tourism product and it will help to attract tourists and establish India as a 365 days destination (Orissa Diary, 2020).

Indian state of Himachal Pradesh is endowed with diverse natural resources which offer many adventure tourism activities. Trekking, Mountaineering, Camping, Paragliding, Parasailing, Cycling, Rock Climbing, River Rafting, Heli Skiing, Motorbike Tours, Mountain Biking, Bike Tours, Kayaking, Canoeing, Jeep Safari, Skiing and Angling are core adventure activities offered in Himachal Pradesh (Ministry of Tourism, 2016).Annual estimates of Adventure Tourists' Visits (January-December 2015) to Himachal Pradesh and India have been 549774 and 3459414 respectively while securing second rank among all the states of India (Ministry of Tourism, 2016). Himachal Pradesh is estimated to have earned USD 62.89 million (January-December, 2015) while total earnings for India has been estimated to be USD 243.86 millionwhile securing second rank among all states of India (Ministry of Tourism, 2016).Infrastructure Assessment for Adventure Tourism in Himachal Pradesh has brought few points for the attention of the policy makers which are inaccessibility of some areas, condition of roads, identification and development of new trekking routes and need for prompt clearances (Ministry of Tourism, 2016). Hence, tourism organizations of the state need to remove infrastructure related bottlenecks to enhance designing of services and improve delivery. It requires better insights about adventure tourists so that effective adventure tourism strategies could be formulated and executed. Hence, this study aims to provide better insights into adventure tourists' profile for the growth of adventure tourism. These insights will also be helpful to other states in the domain of adventure tourism strategy formulation. Comprehensive literature regarding adventure tourists' profile does not exist. Hence, this study has aimed to fill this knowledge gap.

Literature Review

Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two components out of Physical Activity, Cultural Exchange and Interaction with Nature (Adventure Travel Trade Association, International Institute of Tourism Studies, 2018b).Adventure travellers ideally expect experience which includes elements of a novel, unique, challenge, wellness and transformation (Viren et al., 2017).

Tourist behaviour is shaped by various personal and external factors. Tourist organizations seek various kind of data to get in-depth insight into these factors including profile of tourists (Swarbrooke, Horner, 2007). Profiling of tourists aims to find unique characteristics and preferences of the tourists like age, gender, education, income, occupation, frequency of visits and choice of destinations (IGNOU, 2017). It acts as a base for many decisions of tourism organizations. Values, beliefs, norms and habits also influence behaviour of tourists at the destinations (MacInnes et al., 2022). Profiling of tourists helps in planning on development priorities and marketing strategies of tourism related products and services (IGNOU, 2017). There are various popular approaches for profiling and segmentation of tourists. It is a multi-criteria problem (Liu et al., 2012). Demographic variables have been used for the classification of homestay guests and its successful usage in the homestay industry has favoured these variables for policy formulations (Zhao et al., 2020). Zopiatis and Pericleous (2021) have proposed expenditure based segmentation as an alternative to geographic, demographic and psychographic variables for package travellers. Motivational perspective to profile tourists has also been adopted for segmentation and

formulation of marketing strategy (Bu et al., 2021). Activity based segmentation has delivered fruitful results in the recreational industry (Pierskalla et al., 2021). Use of demographic and lifestyle variables has been recommended for effective destination marketing strategies (Srihadi et al., 2016). Demographic, social and motivation based segments have been found to be useful for marina marketing (Paker, Vural, 2016). Profiling of tourists based on various suitable variables contributes in the market segmentation, market targeting and positioning related decisions of the tourism marketers.Better understanding of tourists' profiles helps to enhance effectiveness of marketing strategies of tourism organizations (Amir et al., 2014).

Insights about tourists' profiles help in tourists'segmentation, targeting and positioning related decisions. (Armstrong, Kotler, 2016), "market segmentation is dividing a market into distinct groups of buyers who have distinct needs, characteristics, or behaviour and who might require separate products or marketing mixes." Careful segmentation of tourism markets can increase business for the firms (Dolnicar, 2020; Tkaczynski, Rundle-Thiele, 2020; 2011) and nowadays ICT (Information and Communications Technology) is contributing to enhance outcomes (Amaro, Duarte, 2013; Antti Pesonen, 2013). Usage of data mining, deep learning, machine learning, neural networks, kernel-based method, soft computing, content analysis and compositional data analysis are increasing to enhance effectiveness of segmentation (Coenders, Ferrer-Rosell, 2020; Dutta et al., 2015a; Hiziroglu, 2013; Kaur, Kaur, 2017; Mbunge, Muchemwa, 2022; Soldatenko, Backer, 2019; Swenson et al., 2018) and have gained popularity in online and ecommerce businesses (Sari et al., 2016). Segmentation framework consisting of conceptualisation, process and context has evolved as an integrative approach (Mora Cortez et al., 2021) and it has facilitated upgraded opportunities for business development (Rogerson, Kotze, 2011). Tourists' segmentation helps in the formulation of marketing strategies, promotion, designing and delivery of services to satisfy tourists' needs effectively (Mok, Iverson, 2000; Park, Yoon, 2009) and it is considered as most important concept in marketing (Cvelbar et al., 2017; Dutta, Bhattacharya, 2015b). Correct segmentation and right choice of target segments determines success (Torkzadeh et al., 2021). After tourist segmentation, next stage is targeting. Marketers choose suitable segments for the purpose of targeting through choice of one or combination of mass marketing strategy, single segment strategy or multi-segment strategy (Dibb, Simkin, 1996). Next step after targeting is market positioning. Positioning is concerned with customers' perception of marketers' offers (Kotler, Keller, 2017). Hence, insights about tourists' profiles are essential in many decisions of tourism organizations.

Participants of adventure tour packages and adventure training courses are expected to experience different satisfaction levels due to differences in contributing factors. Hence, following hypotheses are formulated for this study:

H_1: There are different satisfaction levels of participants in different adventure tour packages.

H_2: There are different satisfaction levels of participants in different adventure training courses.

Research Methodology

Survey research has been conducted in this study to understand the profiles of adventure tourists in an Indian state of Himachal Pradesh. Sampling frame for the study was the adventure tour packages and adventure training courses offered by different operators in Himachal Pradesh. Multistage sampling has been used in this study. In the first stage of sampling, districts with many operators catering to adventure tourists were selected to get the maxi-

mum output. Shimla, Kullu, Bilaspur, Chamba, Kangra, Lahaul and Spiti districts were chosen for the survey on this basis. In the second stage of sampling, operators who were organizing adventure tours and adventure training courses on the regular basis were selected from these districts to get maximum response. In the third stage of sampling, schedule lists of the similar adventure tours packages and adventure training courses were collected and these packages/courses were considered as clusters. Systematic random sampling was adopted to choose the adventure tourpackages and adventure training courses for data collection from the adventure tourists.

Primary data was collected with the self-administered questionnaire from the adventure tourists.The questionnaire contained questions about gender, marital status, age, education, country of origin, household income per month, type of adventure programme attending and the duration of adventure programme. Two sets of five hundred questionnaires were distributed to the adventure touristswho participated in adventure tours and adventure training courses respectively. Usable filled questionnaires were received from 235 adventure tour participants with a response rate of 47%. While usable filled questionnaire were received from 230 adventure training participants with a response rate of 46%.Data was collected throughout the year to cover all seasons and diverse adventure activities.

Data Analysis and Findings

Data analysis for this paper has been conducted with IBM SPSS Statistics 20 software. Descriptive statistics have been used to describe the demographic characteristics of the adventure tourists.Results of the analysisprovide valuable information about the adventure tourists and limits generalisationsabout the profiles of the adventure tourists.Hypotheses testing have been done with one-way ANOVA to know differences in the mean values of various groups regarding their satisfaction.

Gender Distribution of Adventure Tourists

Table 1 exhibits the gender distribution of 235 adventure tourists who participated in the adventure tour packages. Gender analysis of adventure tour participants has found that 57.02% were males and 42.98% were females.Hence, it is evident that there are more male adventure tourists as compared with females participating in adventure tour packages.

Table1. *Gender distribution of adventure tourists*

№	Gender	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	Male	134	57.02	136	59.13
2	Female	101	42.98	94	40.87
	Total	235	100.0	230	100.0

Source: Data collected with the help of questionnaires

Table 1 also exhibits the gender classification of 230 respondents who participated in adventure training courses. Gender analysis of the adventure training respondents has found that 59.13% were males and 40.87% were females among 230 respondents. Hence, it is evident that there were more male adventure training participants as compared with females.

Marital Status of Adventure Tourists

Table 2 shows the classification of 235 adventure tour participants according to their marital status. It has been found that 56.60% of the respondents were married and 43.40% were with single status.According to marital status analysis, married respondents have been found to be in majority while single status respondents have been found in less percentage.

Table 2. *Marital status of adventure tourists*

Nº	Marital Status	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	Married	133	56.60	59	25.70
2	Single	102	43.40	171	74.30
	Total	235	100.0	230	100.0

Source: Data collected with the help of questionnaires

Table-2 also shows the classification of 230 adventure training respondents according to their marital status. It has been found that 25.70% of the respondents were married and 74.30% were single. According to marital status analysis, single status respondents have been found to be in majority while married status respondents have been found to be in less percentage in adventure training courses.

Age Distribution of Adventure Tourists

Table 3 exhibits the classification of 235 adventure tourists according to their age. It has been found that 25.11% of respondents were in the age group of 19 or less, 39.57% were in the age group of 20-29, 24.68% were in the age group of 30-39, 7.23% were in the age group of 40-49 and 3.40% were above age of 50.Hence, it is concluded that majority of the adventure tour participants were from the age group of 20-29.

Table 3. *Agedistribution of adventure tourists*

Nº	Age	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	19 or less	59	25.11	121	52.61
2	20-29	93	39.57	95	41.30
3	30-39	58	24.68	10	4.35
4	40-49	17	07.23	4	1.74
5	50 or more	8	03.40	0	0
	Total	235	100.0	230	100.0

Source: Data collected with the help of questionnaires

Table 3 alsohighlights the classification of 230 adventure training respondents according to their age. It has been found that 52.61% of respondents were in the age group of 19 or less, 41.30% were in the age group of 20-29, 4.35% were in the age group of 30-39 and 1.79% were in the age group of 40-49. Hence, it is concluded that majority of the adventure training respond-

ents were from the age group of 19 or less. It shows the interest of younger generation in adventure training to pursue adventure activities in future as well.

Education of Adventure Tourists

Table 4 exhibits the classification of 235 adventure tour respondents according to their education. Respondents with less than high school education were 5.96%, respondents with high school were 4.68%, respondents with senior secondarywere 23.40%, graduate respondents were 38.72%, post-graduate respondents were 20.43% and with doctorate degree were 6.81%. Hence, it is evident that majority of the adventure tour participants were graduates, followed by senior secondaryand post-graduation respectively. 4

Table 4. *Distribution of adventure touristsaccording to their education*

№	Education	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	Less than high school	14	05.96	4	01.74
2	High school	11	04.68	67	29.13
3	Senior Secondary	55	23.40	69	30.00
4	Graduate	91	38.72	61	26.52
5	Post-graduate	48	20.43	27	11.74
6	Doctorate	16	06.81	2	00.87
	Total	235	100.0	230	100.0

Source: Data collected with the help of questionnaires

Table 4 also shows the classification of 230 adventure training respondents according to their education. Respondents with less than high school education were 1.74%, respondents with high school were 29.13%, respondents with senior secondarywere 30%, graduate respondents were 26.52%, post-graduate respondents were 11.74% and with doctorate degree were 0.87%. Hence it is evident that majority of the adventure training participants were in the educational segments of high school, senior secondaryand graduation. Most of the adventure training participants have been found to be school and college students.

Country of Origin of Adventure Tourists

Table 5 shows the classification of 235 adventure tour participants according to their country of origin. Adventure tour participants from India were 59.57%, United Kingdom 10.21%, France 08.09%, USA 06.38%, UAE 02.98, Germany 03.40%, Spain 03.83%, Australia 02.55% and Canada 02.97% respectively. Hence, it is concluded that majority of the adventure tour participants were from India while foreign participants were from United Kingdom, France, United States of America, United Arab Emirates, Germany, Spain, Australia and Canada.

Table 5 alsoshows the classification of 230 adventure training respondents according to their country of origin. Respondents from India were 95.65%, United Kingdom 0.87%, France 1.30%, USA 1.30% and Canada 0.87%. Hence, it is concluded majority of the participants were from India and few participants were from United Kingdom, France, USA and Canada.

Table 5. *Country of origin of adventure tourists*

№	Country of Origin	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	India	140	59.57	220	95.65
2	United Kingdom	24	10.21	2	00.87
3	France	19	08.09	3	01.30
4	United States of America	15	06.38	3	01.30
5	United Arab Emirates	7	02.98	0	0
6	Germany	8	03.40	0	0
7	Spain	9	03.83	0	0
8	Australia	6	02.55	0	0
9	Canada	7	02.97	2	00.87
	Total	235	100.0	230	100.0

Source: Data collected with the help of questionnaires

Household Income of Indian Adventure Tourists

Table-6shows the classification of 140 adventure tour respondents'(Indian residents) house-hold monthly income. Primary data for domestic adventure tourists was collected in INR (Indian Rupees) and it was later converted for reporting in this paper to USD (Exchange rate of 1 INR = 0.0134358 USD on 25-07-2021).Household monthly income of 2.86% adventure tour respondents was less than USD 268, 45.71% respondents have household income between USD 269 and USD 537, 37.86% respondents have household income between USD 538 andUSD 806, 09.29% respondents' household income have been found to be between USD 807 and USD 1074, 04.29% respondents' household income was between USD 1075 and USD 1343 and none of the participant was having household income more than USD 1344 per month.Therefore, it can be concluded that majority of adventure tour participants (Indian residents) were having their household income/month to be between USD 268 and USD 806.

Table 6. *Classification of adventure tourists (Indian Residents) according to their household income per month*

№	Income (Indian Residents)	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	Less than USD 268	4	02.86	99	45.00
2	USD 269-537	64	45.71	97	44.09
3	USD538-806	53	37.86	21	09.55
4	USD807-1074	13	09.29	3	01.36
5	USD1075-1343	6	04.29	0	0
6	USD1344 and above	0	0	0	0
	Total	140	100.0	220	100.0

Source: Data collected with the help of questionnaires

Table 6 also shows the classification of 220 adventure training respondents (Indian Residents) according to their monthly household income. Monthly household income of 45% adventure training respondents was less than USD 268, 44.09% respondents have household income

between USD 269 and USD 537, 9.55% respondents have household income between USD 538 andUSD 806, 1.36% respondents' household income have been found to be between USD 807 and USD 1074 and none of the participant was having household income more than USD 1075 per month. Therefore, it has been concluded that the majority of adventure training participants (Indian residents) were having their household income/month to be less than USD 538.

Household Income of Foreign Adventure Tourists

Table-7 depicts the classification of 95 adventure tour participants (Foreign Residents) according to their monthly household income. Household monthly income of 15.79% adventure tour respondents (foreign residents) was between USD 2001-4000, 29.47% respondents were having income between USD 4001-6000, 51.58% were between USD 6001-8000, 2.11% were between USD 8001-100,00 and 1.05% respondents' monthly household income have been found to be above USD 10,000.Hence, it is evident that majority of the adventure tour participants (foreign residents) were having household income per month between USD 6001 and USD 8000.

Table 7. *Classification of adventure tourists (Foreign Residents) according to household income per month*

№	Income (Foreign Residents)	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	Less than USD 2000	0	0	0	0
2	USD 2000-4000	15	15.79	5	50.0
3	USD 4001-6000	28	29.47	3	30.0
4	USD 6001-8000	49	51.58	2	20.0
5	USD 8001-10000	2	02.11	0	0
6	above USD 10000	1	01.05	0	0
	Total	95	100.0	10	100.0

Source: Data collected with the help of questionnaires

Table 7 alsodepicts the classification of 10 adventure training respondents (Foreign Residents) according to their monthly household income. Monthly household income of 50% adventure training respondents (foreign residents) was between USD 2001-4000, 30% respondents were having income between USD 4001-6000 and 20% respondents' household income were found to be between USD 6001-8000 and none of the participant was having more than USD 8000 household income per month.Hence it is evident that majority of the adventure training participants (foreign residents) were having household income per month between USD 2001-4000.

Participation in Adventure Activities

Table 8 shows the classification of 235 adventure tour respondents according to their participation in a particular category of adventure tour package. Sampled respondents have been found to be participating in the adventure tour packages of trekking, adventure, vehicle safari, motor biking, mountain biking, and para-gliding. Out of 235 respondents; 21.28% respondents were from trekking, 25.53% from adventure tours, 25.53% from vehicle safari, 19.15% from motor biking, 6.38% from mountain biking and 2.13 % were from para-gliding tour package.Hence, it can be concluded that trekking, adventure tour, vehicle safari and motor biking are main adventure tour packages which are popular among adventure tourists.

Table 8. *Classification of adventure tourists according to their participation in adventure activities*

№	Adventure Tour Packages			Adventure Training Courses		
	Adventure Tours	Frequency	Percent	Adventure Training Programme	Frequency	Percent
1	Trekking	50	21.28	Trekking	40	17.39
2	Adventure	60	25.53	Rock Climbing	15	06.52
3	Vehicle Safari	60	25.53	Mountaineering	40	17.39
4	Motor Biking	45	19.15	Adventure	38	16.52
5	Mountain Biking	15	06.38	Water Sports	42	18.26
6	Para-Gliding	5	02.13	Skiing	41	17.83
				Mountain Biking	14	06.09
	Total	235	100.0		230	100.0

Source: Data collected with the help of questionnaires

Table 8 also shows the classification of 230 adventure training respondents according to their participation in a particular adventure training course. Sampled respondents have been found to be participating in the training courses of trekking, rock climbing, mountaineering, adventure, water sports, skiing and mountain biking. Out of 230 respondents; 17.39% respondents were from trekking, 06.52% from rock climbing, 17.39% from mountaineering, 16.52% from adventure, 18.26% from water sports, 17.83% from skiing and 6..09 % were from mountain biking training courses.Hence, it is concluded that trekking, rock climbing, mountaineering, adventure, water sports, skiing and mountain biking are main adventure training courses which are popular among adventure training participants.

Duration of Adventure Activities

Table 9 projects the classification of 235 adventure tour participants according to the duration of adventure tour packages. Out of 235 adventure tourists; 55.32% of respondents were consuming adventure tour packages of the duration between 2 days to 7 days, and 44.68% of respondents were consuming adventure tour packages of the duration between 8 days to 14 days. Hence, it can be concluded that majority of the adventure tour participants were availing adventure packages of 8 days to 14 days duration.

Table 9. *Classification of adventure tourists according to duration of adventure activities*

№	Duration	Adventure Tour Packages		Adventure Training Courses	
		Frequency	Percent	Frequency	Percent
1	2 days to 7 days	130	55.32	74	32.17
2	8 days to 14 days	105	44.68	116	50.43
3	22 days to 28 days	0	0	40	17.39
	Total	235	100.0	230	100.0

Source: Data collected with the help of questionnaires

Table 9 alsoprojects the classification of 230 adventure training respondents according to the duration of their adventure training courses. Out of 230 adventure training respondents; 32.17% of respondents were attending adventure training courses of the duration between 2 days to 7 days, 50.43% of respondents were attending adventure training courses of the dura-

tion between 8 days to 14 days while 17.39% of respondents were attending adventure training courses of the duration between 22 days to 28 days.Hence, it is concluded that majority of the adventure training participants were availing courses of 8 days to 14 days duration.

Gender Distribution in Adventure Tours and Adventure Training Courses

Table 10 indicates that more males are participating in adventure tours as compared with females. It also indicates that strength of male participants is high in trekking, motor biking, mountain biking and para-gliding while strength of females is high in adventure courses and vehicle safari.

Table10. *Gender Distribution in Adventure Tours and Adventure Training Courses*

		Adventure Tour Packages							Adventure Training Courses							
		Trekking	Adventure	Vehicle Safari	Motor Biking	Mountain Biking	Para-Gliding	Total	Trekking	Rock Climbing	Mountaineering	Adventure	Water Sports	Skiing	Mountain Biking	Total
Gender	Male	26	28	28	32	15	5	134	22	8	23	26	27	17	13	136
	Female	24	32	32	13	0	0	101	18	7	17	12	15	24	1	94
Total		50	60	60	45	15	5	235	40	15	40	38	42	41	14	230

Source: Data collected with the help of questionnaires

Table 10 also indicates that more males are participating in adventure training as compared with females. It also indicates that male participants are more in trekking, mountaineering, water sports and adventure courses as compared with other courses.

Gender and Duration of Adventure Activities

Table 11 indicates that adventure tours between 2 to 7 days are more popular among males and females.

Table 11. *Gender and Duration of Adventure Activity*

		Duration of Adventure Tour Packages		Total	Duration of Adventure Training Courses			Total
		2 days to 7 days	8 days to 14 days		2 days to 7 days	8 days to 14 days	22 days to 28 days	
Gender	Male	74	60	134	37	76	23	136
	Female	56	45	101	37	40	17	94
Total		130	105	235	74	116	40	230

Source: Data collected with the help of questionnaires

Table 11 also indicates that adventure training courses between 8 to 14 days are more popular among males and females.

Marital Status Distribution in Adventure Tours and Adventure Training

Table 12 exhibits that high preference of married tourists towards trekking, adventure courses, vehicle safari and motor biking while singles are also highly participating in mountain biking.Hence, more married candidates are attending adventure tours in all categories except para-gliding which is dominated by singles.

Table 12. *Marital Status Distribution in Adventure Tours and Adventure Training*

		Adventure Tour Packages							Adventure Training Courses							
		Trekking	Adventure	Vehicle Safari	Motor Biking	Mountain Biking	Para-Gliding	Total	Trekking	Rock Climbing	Mountaineering	Adventure	Water Sports	Skiing	Mountain Biking	Total
Marital Status	Married	31	40	32	26	3	1	133	11	1	16	2	9	14	5	58
	Single	19	20	28	19	12	4	102	29	13	24	36	33	27	9	171
	Others	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
Total		50	60	60	45	15	5	235	40	15	40	38	42	41	14	230

Source: Data collected with the help of questionnaires

Table 12 also exhibits that more single participants are attending adventure training courses as compared with married participants.

Marital Status Distribution in the Duration of Adventure Tours and Adventure Training Courses

Table 13 exhibits that the 2 days to 7 days adventure tours are more popular among married as well as single candidates.

Table 13. *Marital status distribution in the duration of adventure tours and adventure training courses*

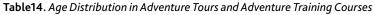|		Duration of adventure tour packages			Duration of adventure training courses			
		2 days to 7 days	8 days to 14 days	Total	2 days to 7 days	8 days to 14 days	22 days to 28 days	Total
Marital Status	Married	75	58	133	15	27	16	58
	Single	55	47	102	59	88	24	171
	Others	0	0	0	0	1	0	1
Total		130	105	235	74	116	40	230

Source: Data collected with the help of questionnaires

Table 13 also exhibits that "8 days to 14 days" adventure training programmes are popular among married as well as single candidates.

Age Distribution in Adventure Tours and Adventure Training Courses

Table 14 indicates that highest candidates with age category of "19 or less" are participating in vehicle safari as compared other age categories. However, more candidates with age category of "20-29" are participating in adventure, motor biking, mountain biking and para-gliding as compared with other age categories.

Table14. *Age Distribution in Adventure Tours and Adventure Training Courses*

		Adventure Tour Packages							Adventure Training Courses							
		Trekking	Adventure	VehicleSafari	Motor Biking	Mountain Biking	Para-Gliding	Total	Trekking	Rock Climbing	Mountaineering	Adventure	Water Sports	Skiing	Mountain Biking	Total
Age	19 or less	13	20	24	0	2	0	59	25	3	14	25	30	20	4	121
	20-29	17	19	4	35	13	5	93	13	12	24	11	11	14	10	95
	30-39	10	21	17	10	0	0	58	2	0	1	2	0	5	0	10
	40-49	7	0	10	0	0	0	17	0	0	1	0	1	2	0	4
	50 or more	3	0	5	0	0	0	8	0	0	0	0	0	0	0	0
Total		50	60	60	45	15	5	235	40	15	40	38	42	41	14	230

Source: Data collected with the help of questionnaires

Table 14 alsoindicates that more candidates with age category of "19 or less" are participating in trekking, mountaineering, adventure, water sports and skiing training courses as compared other age categories. However, more candidates with age category of "20-29" are participating in mountaineering and mountain biking adventure training courses as compared with other age categories.

Age Distribution inthe Duration of Adventure Tours and Adventure Training Courses

Table 15 indicates that more candidates with age category of "19 or less", "20-29" and "30-39" are participating in adventure tour programmes of "2 days to 7 days" while "8 days to 14 days" duration adventure tour programmes are preferred more by age category of "40-49" and "50 or more" years as compared with other age groups.

Table 15. *Age Distribution in the Duration of Adventure Tours and Adventure Training Courses*

		Duration of adventure tour package		Total	Duration of adventure training course			Total
		2 days to 7 days	8 days to 14 days		2 days to 7 days	8 days to 14 days	22 days to 28 days	
Age	19 or less	35	24	59	49	58	14	121
	20-29	54	39	93	23	48	24	95
	30-39	31	27	58	2	7	1	10
	40-49	7	10	17	0	3	1	4
	50 or more	3	5	8	0	0	0	0
Total		130	105	235	74	116	40	230

Source: Data collected with the help of questionnaires

Table 15 also indicates that more candidates with age category of "19 or less" are participating in adventure training programmes of "2 days to 7 days" and "8 days to 14 days" duration while adventure training programmes of "22 days to 28 days" duration are preferred more by age category of "20-29" years as compared with other age groups.

Household Income (Indian Residents) and distributions of Adventure Tour and Adventure Training Participants

Table 16 indicates that there are highest numbers of adventure tourists in trekking, adventure and mountain biking from monthly income between INR 20,000 to INR 39,999 while in vehicle safari category is dominated by participants from monthly income between INR 40,000 to INR 59,999.

Table16. *Household Income (Indian Residents) distribution of Adventure Tour and Adventure Training Participants*

		Adventure Tour Packages					Adventure training courses							
		Trekking	Adventure	Vehicle Safari	Motor Biking	Total	Trekking	Rock Climbing	Mountaineering	Adventure	Water Sports	Skiing	Mountain Biking	Total
Income (Indian Residents)	Less than USD 268	4	0	0	0	4	7	3	10	29	31	19	0	99
	USD 269-537	16	35	0	13	64	18	11	23	7	11	21	6	97
	USD 538-806	7	24	15	7	53	13	1	5	1	0	1	0	21
	USD 807-1074	3	1	9	0	13	2	0	0	1	0	0	0	3
	USD 1075-1343	0	0	6	0	6	0	0	0	0	0	0	0	0
Total		30	60	30	20	140	40	15	38	38	42	41	6	220

Source: Data collected with the help of questionnaires

Table 16 also indicates that there are highest numbers of adventure training participants in trekking, rock climbing, mountaineering, skiing and mountain biking from monthly income between USD 269 andUSD 537 while adventure and water sports categories are dominated by participants from monthly income less than USD 269.

Household Income (Indian Tourists) and Duration of Adventure Activities

Table 17 exhibits that participants with monthly household income of less than USD 269, USD 269-537 and USD 538-806 prefer 2 days to 7 days of adventure tour programmes while participants with monthly household income between USD 807-1074 and USD 1075-1343 prefer tour programmes of 8 days to 14 days duration.

Table17. *Household Income (Indian Tourists) and Duration of Adventure Activities*

		Duration of adventure tours			Duration of adventure training courses			
		2 days to 7 days	8 days to 14 days	Total	2 days to 7 days	8 days to 14 days	22 days to 28 days	Total
Income (Indian Residents)	Less than USD 268	4	0	4	40	49	10	99
	USD 269-537	51	13	64	19	55	23	97
	USD 538-806	31	22	53	7	9	5	21
	USD 807-1074	4	9	13	0	3	0	3
	USD 1075-1343	0	6	6	0	0	0	0
Total		90	50	140	66	116	38	220

Source: Data collected with the help of questionnaires

Table 17 also exhibits that participants with monthly household income of less than USD 268 prefer 2 days to 7 days of adventure training programmes while participants with monthly household income between USD 269-537 prefer more training programmes of 8 days to 14 days duration.

Household Income (Foreign Tourists) and Type of Adventure Activities

Table-18 indicates that there are more foreign residents with monthly household income between US $ 6001-8000 who participate in trekking, vehicle safari and motor biking while para-gliding are more preferred by income group between US $ 4001-6000.

Table 18. *Household Income (Foreign Tourists) and Type of Adventure Activities*

		Adventure Tour Packages						Adventure Training Courses		
		Trekking	Vehicle Safari	Motor Biking	Mountain Biking	Para-Gliding	Total	Mountaineering	Mountain Biking	Total
Income (Foreign Residents)	US $ 2000-4000	4	0	1	8	2	15	2	3	5
	US $ 4001-6000	4	0	14	7	3	28	0	3	3
	US $ 6001-8000	9	30	10	0	0	49	0	2	2
	US $ 8000-10000	2	0	0	0	0	2	0	0	0
	above US $10000	1	0	0	0	0	1	0	0	0
Total		20	30	25	15	5	95	2	8	10

Source: Data collected with the help of questionnaires

Table 18 also indicates that there are more foreign residents with monthly household income between US $ 2000-4000 who are participating in adventure training as compared with other income categories.

Household Income (Foreign Tourists) and Duration of Adventure Activities

Table 19 indicates that 2 days to 7 days adventure tour programmes are attended by more foreign residents from income groups of US $ 2000-4000 and US $ 4001-6000 while 8 days to 14 days of adventure tour packages are more attended by tourists from the income group of US $ 6001-8000.

Table 19. *Household Income (Foreign Tourists) and Duration of Adventure Activities*

		Duration of Adventure Tour			Duration of Adventure Training Courses		
		2 days to 7 days	8 days to 14 days	Total	2 days to 7 days	22 days to 28 days	Total
Income (Foreign Residents)	US $ 2000-4000	14	1	15	3	2	5
	US $ 4001-6000	14	14	28	3	0	3
	US $ 6001-8000	9	40	49	2	0	2
	US $ 8000-10000	2	0	2	0	0	0
	above US $10000	1	0	1	0	0	0
Total		40	55	95	8	2	10

Source: Data collected with the help of questionnaires

Table 19 also indicates that 2 days to 7 days adventure training programmes are attended by more foreign residents from different income groups as compared with longer duration adventure training programmes.

Education and Type of Adventure Activity

Table 20 indicates that highest numbers of adventure tour participants in trekking, vehicle safari, motor biking and mountain biking are graduates while highest numbers of participants in adventure and para-gliding are senior secondaryeducated.

Table 20. *Education and Type of Adventure Activity*

		Adventure Tour							Adventure Training							
		Trekking	Adventure	Vehicle Safari	Motor Biking	Mountain Biking	Para-Gliding	Total	Trekking	Rock Climbing	Mountaineering	Adventure	Water Sports	Skiing	Mountain Biking	Total
Education	Less than high school	0	0	14	0	0	0	14	1	0	1	0	1	1	0	4
	High school	8	0	0	0	3	0	11	12	0	2	18	20	14	1	67
	Senior Secondary	10	21	10	5	6	3	55	14	3	14	12	11	10	5	69
	Graduate	18	18	23	24	6	2	91	6	11	18	5	9	7	5	61
	Post-graduate	10	15	8	15	0	0	48	6	1	5	2	1	9	3	27
	Doctorate	4	6	5	1	0	0	16	1	0	0	1	0	0	0	2
Total		50	60	60	45	15	5	235	40	15	40	38	42	41	14	230

Source: Data collected with the help of questionnaires

Table 20 also indicates that highest numbers of adventure training participants in trekking, rock climbing, mountaineering are senior secondaryeducated while highest numbers of participants in water sports, adventure and skiing are high school educated.

Education and Duration of Adventure Activity

Table 21 indicates that highest numbers of graduate candidates are participating in 2 days to 7 days and 8 days to 14 days of adventure tour packages.

Table 21. *Education and Duration of Adventure Activity*

		Duration of Adventure Tour		Total	Duration of Adventure Training			Total
		2 days to 7 days	8 days to 14 days		2 days to 7 days	8 days to 14 days	22 days to 28 days	
Education	Less than high school	0	14	14	1	2	1	4
	High school	11	0	11	35	30	2	67
	Senior Secondary	40	15	55	17	38	14	69
	Graduate	44	47	91	13	30	18	61
	Post-graduate	25	23	48	8	14	5	27
	Doctorate	10	6	16	0	2	0	2
Total		130	105	235	74	116	40	230

Source: Data collected with the help of questionnaires

Table 21 also indicates that highest numbers of high school educated candidates are participating in 2 days to 7 days of adventure training programmes while highest participants from remaining educational categories are attending 8 days to 14 days of training programmes.

Countries of Origin and Adventure Activities

Table 22 indicates that highest number of participants' country of origin in all adventure tours is India while relatively fewer participants from other countries of origin are also participating in different adventure tours.

Table 22 also indicates that highest number of participants' country of origin in all adventure training courses is India while participants from other countries of origin are participating in mountain biking.

Table 22. *Countries of Origin and Adventure Activities*

		Adventure Tour							Adventure Training							
		Trekking	Adventure	Vehicle Safari	Motor Biking	Mountain Biking	Para-Gliding	Total	Trekking	Rock Climbing	Mountaineering	Adventure	Water Sports	Skiing	Mountain Biking	Total
Country of Origin	India	30	60	30	20	0	0	140	40	15	38	38	42	41	6	220
	United Kingdom	6	0	4	8	4	2	24	0	0	2	0	0	0	0	2
	France	4	0	4	4	5	2	19	0	0	0	0	0	0	3	3
	USA	4	0	4	2	4	1	15	0	0	0	0	0	0	3	3
	UAE	1	0	4	2	0	0	7	0	0	0	0	0	0	0	0
	Germany	2	0	4	2	0	0	8	0	0	0	0	0	0	0	0
	Spain	1	0	4	2	2	0	9	0	0	0	0	0	0	0	0
	Australia	1	0	3	2	0	0	6	0	0	0	0	0	0	0	0
	Canada	1	0	3	3	0	0	7	0	0	0	0	0	0	2	2
Total		50	60	60	45	15	5	235	40	15	40	38	42	41	14	230

Source: Data collected with the help of questionnaires

Countries of Origin and Duration of Adventure Activity

Table 23 exhibits that highest participants form India as country of origin are attending 2 days to 7 days and 8 days to 14 days adventure tour programs while less participants from other countries of origin are attending 2 days to 7 days and 8 days to 14 days adventure tour programs.

Table 23. *Countries of Origin and Duration of Adventure Activity*

		Duration of Adventure Tour		Total	Duration of Adventure Training			Total
		2 days to 7 days	8 days to 14 days		2 days to 7 days	8 days to 14 days	22 days to 28 days	
Country of Origin	India	90	50	140	66	116	38	220
	United Kingdom	12	12	24	0	0	2	2
	France	11	8	19	3	0	0	3
	USA	9	6	15	3	0	0	3
	UAE	1	6	7	0	0	0	0
	Germany	2	6	8	0	0	0	0
	Spain	3	6	9	0	0	0	0
	Australia	1	5	6	0	0	0	0
	Canada	1	6	7	2	0	0	2
Total		130	105	235	74	116	40	230

Source: Data collected with the help of questionnaires

Table 23 also exhibits that highest participants form India as country of origin are attending 8 days to 14 days training programs while participants from other countries of origin are attending 2 days to 7 days of adventure training courses.

Hypotheses Testing

Proposed hypotheses were tested with one-way ANOVA for differences in the satisfaction levels of participants of different adventure activities.

Table 24. *One-way ANOVAresults (Adventure Tours) Satisfaction*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.445	5	8.089	21.322	.000
Within Groups	86.878	229	.379		
Total	127.323	234			

Table 24 exhibits significant differences in the satisfaction levels ofthe participants of different adventure tour packages (trekking, adventure, vehicle safari, motor biking, mountain biking, para-gliding) because ofp <0.05 . Hence H1 is supported from ANOVA results.

Table 25. *One-way ANOVA results (Adventure Training) Satisfaction*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.722	6	1.954	5.302	.000
Within Groups	82.170	223	.368		
Total	93.893	229			

Table 25 exhibits significant differences in the satisfaction levels ofthe participants of different adventure training courses (trekking, rock climbing, mountaineering, adventure, water sports, skiing, mountain biking) because ofp <0.05. Hence, H2 is supported from ANOVA results.

Limitations

This paper has focused to examine profiles of adventure tourists in Himachal Pradesh, India. This study has been based on a sample survey of adventuretourists. Some limitations have been observed during the conduct of this study. First limitation is that six districts were chosen for survey of adventure tourists out of twelve districts in Himachal Pradesh to get maximise response. Remaining six districts are also visited by less number of adventure tourists but were not considered for survey. Second limitation has been about limited time and budget. Third limitation has been with the response rate to return filled questionnaires.

Implications

The insights about adventure tourists will help researchers, academicians, policy makers and managers through different ways. Managers of adventure tour opertaors will get help in market segmentataion, targeting and positioning related decisions.Researchers will get better insight into profiles of adventure tourists and it will give better base for future studies. Academicians will get help in distribution of knowledge about adventure tourists. Policy makers will be able to understand profile of adventure tourists in depth to deliver efficiency and effectiveness.

Conclusions

These results have offered insight into the profiles of adventure tourists in Himachal Pradesh. There is more participation of males (57.02%) than females in adventure tour packages. Married individuals (56.60%) are high in frequency as compared with singles in adventure tour packages. Candidates from the age group of "20-29" (39.57%) have highest frequency across other age groups in adventure tour packages. There is highest frequency of graduate participants (38.72%) as compared with other educational qualifications in adventure tour packages. Adventure tour participants on the basis of country of origin have been highest from India (59.57%) followed by United Kingdom (10.21%) and France (8.09%). Highest frequency for monthly household income of Indian residents has been for adventure tour participants with INR 20,000-39,999 (45.71%) while highest frequency for foreign residents has been for USD 6001-8000 (51.58%). Highest frequency of respondents has been of adventure and vehicle safari participants (25.53% each). Adventure tour packages of 2-7 days (55.32%) have been most popular among adventure tour participants.

While, there is more participation of males (59.13%) than females in adventure training programmes. Single individuals (74.30%) are high in frequency as compared with married in adventure training programmes. Candidates from the age group of "19 or less" (52.61%) has highest frequency across other age groups in adventure training programmes. There is highest frequency of senior secondaryeducated participants (30%) as compared with other educational qualifications in adventure training. Adventure training participants on the basis of country of origin have been highest from India (95.65%) followed by France (1.30%) and USA (1.30%). Highest frequency for monthly household income of Indian residents has been for adventure training participants with less than INR 20,000 (45%) while highest frequency for foreign residents has been for US $ 2001-4000 (50%). Highest frequency of respondents has been of water sports participants (18.26%) but many other categories are near to this percentage as well. Adventure training courses for 8-14 days (50.43) have been most popular among adventure training participants.

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