



# TEAM 4



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# Adventure Sports Industry

**“They say life goes on long after the thrill of living because life Is about risking everything for a DREAM no one can see but YOU !! ”**

--- *Helen Keller*

Adventure, outdoor recreation and sports are the most rapidly growing components of modern tourism. Adventure tourism is mainly seen as thrilling activities tourism and activity-based tourism, such as, mountaineering, trekking, sailing, white water rafting, angling, ballooning, parachuting, and so on. Adventure tourism is becoming quite a rage with the younger generation, who wants to venture into and experience the unknown adventure world.

Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment and cultural immersion. Adventure tourism is resilient, supports local economies, attracts high value customers and encourages sustainable practices.

Tourism remains one of the largest employers' **accounting for 9% of global GDP** and accounts for one in every 11 jobs. Adventure tourism is a niche tourism activity involving exploration or travel to remote area, where the traveller should expect the unexpected. Adventure tourism has grown exponentially worldwide over the past few years. Tourists explore new destinations looking for rare, incomparable experiences.

Demand in the adventure industry has increased sharply since last 10 years after various economic reforms and state tourism promotions. New orders for the 5 years ended in 2015 are up to 178% compared to prerecession period of 2007-2012. These tailwinds are driving steady demand and higher sales and profits. This, in turn, is attracting investment from outside the industry and contributing to higher valuations.

Adventure tourism and activity travel market is estimated to **grow at a CAGR of 17.4% from 2017 to 2023** in India.

- In India, demand for activities and local experiences has grown by **178%** over the past **3 years**.

There has been noted a **42%** increase in the popularity of high-altitude regions among adventure travellers over the past 3 years.



# Indian Adventure Market

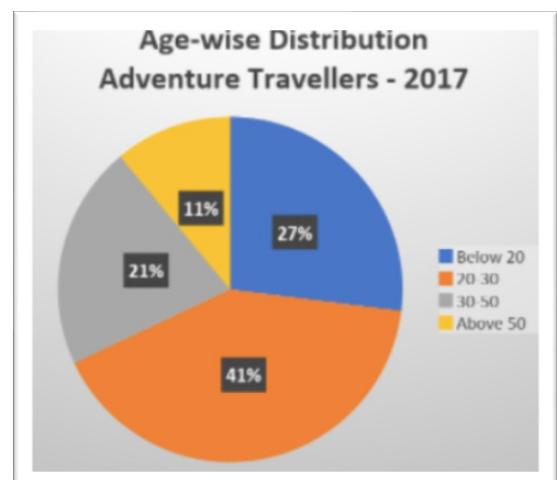
India, with its growing commercial adventure tourism, strategic location advantage, rich pool of engineering talent and high technological equipment has the potential to be a global hub.

**Tourism Growth of India:** The number of Foreign Tourist Arrivals (FTAs) in India witnessed a significantly increase since after 2010 registering a growth rate of 8.9% over 2010. During 2011, the number of domestic tourist visits to various places within the country posted an increase of 13.8 per cent year-on-year, compared to an 11.8 per cent growth in 2010 over 2009. This is a positive point in Indian tourism sector as there is huge increase in domestic tourist as well as foreign tourist visit. In India, adventure industry itself contributes around 2000 crore to the country's gross domestic product as per 2016 data.

## About Indian Demographic Scenario in Tourism Sector:

Adventure tourism is resilient, supports local economies, attracts high value customers and encourages sustainable practices. Adventure is identified in terms of two main categories – **hard & soft adventure**. The **total market size of adventure tourism market in India is of INR 1815.21 crores\***.

The major states which attract maximum number of adventure seekers are Uttarakhand, Himachal Pradesh, Jammu & Kashmir, Maharashtra and Goa. The adventures activities in India can be divided into three main categories i.e. Air, Land and Water. Trekking is the most popular land activity in the state of Uttarakhand and West Bengal. While Parasailing being popular activity in Goa and River rafting is the most popular water-based activity flourish in the state of Uttarakhand. The graph below shows the age wise distribution of adventure travellers which reports as 41% who likes to travels more.



Any new sub sector will be included in the master list only if it satisfies the six characteristics of infrastructure namely:

1. **Natural Monopoly**
2. **High Sunk Cost**
3. **Non-Tradability of output**
4. **Price exclusion**
5. **Externalities**



# Customer Segmentation

## Adventure Seeker



- young man of age 25
- enthusiastic about trying out different kinds of adventure sports

## Variety Seeker

- married family man of age 45
- enjoys family outings, get-togethers, parties with corporate friends.



## Health Conscious



- 60 year old man who recently had a major illness.
- recommended to spend some time at a place more connected to nature.

## Latent Consumers

- 30 year old house-wife who has young children.
- usually apprehensive about outdoor trips and tours due to various family concerns.



# SWOT Analysis

Internal origin

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"><li>➤ Well established company.</li><li>➤ Experienced in organizing events at local level.</li><li>➤ Strict moral standards</li><li>➤ Previous experience in CSR will help in subsidiary activities.</li></ul>	<ul style="list-style-type: none"><li>➤ Does not have proper reach at country level</li><li>➤ Undeveloped skills in Social Media Marketing</li><li>➤ Have not tapped consumer at foreign level</li></ul>
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"><li>➤ Increase influx in tourism</li><li>➤ Could tap unorganized sectors</li><li>➤ Joint venture with organized sectors</li><li>➤ Can attract foreign tourists.</li></ul>	<ul style="list-style-type: none"><li>➤ Bad Weather, natural calamities</li><li>➤ Well established big companies</li><li>➤ Local enterprises</li></ul>

As our company is well established and Experienced in organizing events at local level it can prove to be a great competitive advantage to us; also following strict moral standards and previous experience in CSR is also a strength.

Not having proper reach at country level and undeveloped skills in Social Media Marketing are the major weakness also the foreign consumer sector is also untapped.

Increase influx in tourism and government liberalisation policies are great opportunities to bank upon, also the trust of foreign tourist is a great opportunity.

Bad Weather, natural calamities are the greatest threats, established companies and local enterprises are also a threat of great concern.

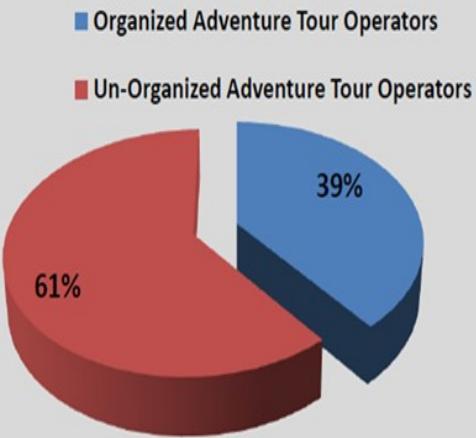


# PEST ANALYSIS

## POLITICAL

1. 183.37 Cr allocated by Uttarakhand govt.
2. Tourism sector given industry status.
3. MSME benefits and subsidies

Adventure Tour Operators Distribution in India



## ECONOMIC

1. Uttarkhand second fastest growing rate(13.5%)
2. HP'S economy grew to 8 times in last 10 years
3. Tourism an integral part of economy.
4. Neighbouring state economies also stable

External environment becomes very important when starting a new business especially a one with competition .We use the PEST analysis model to study the various external factors which affect our business in whatever way .We take into account the political , economic, social and technological factors.

Political factor has been a big positive for our business with every government allocating huge funds and a good percentage of their budget to tourism industry. As a result there has been remarkable growth in the industry whit graphs showing highly increasing trends.

Economic growth has been quite remarkable showing growth of multiple times in the last 10 years. This is due to the fact that tourism sector has been granted industry status due to which it gets MSME benefits and other also enjoys other advantages.

Social has been quite a tricky factor which supports our business in some ways while creates problems in some.as a result this will be a key factor which needs to be taken care of.

Technology and infrastructure are above average levels when compared to other destinations in proximity of our country. There is scope of improvement in this phase.

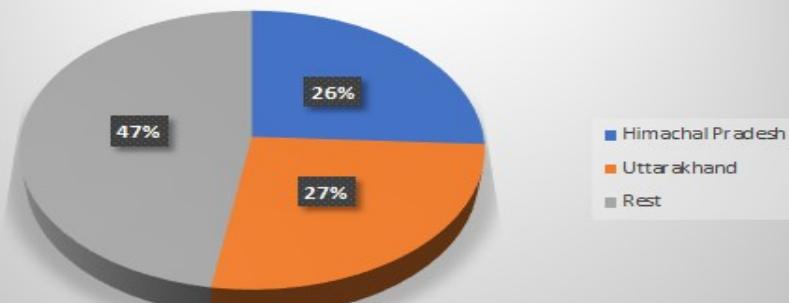
## SOCIAL

1. 70% population in Uttarakhand is rural
2. Haridwar not good for health(L.E=64,below average)
3. Himachal (LE = 74)i.e good for health
- L.E stands for life expectancy

## TECNOLOGICAL

1. UK and HP have overall good connectivity
2. UK outer roads needs improvement
3. HP internal connectivity should be improved

Statewise percentage revenue



# Marketing Strategy

## Below The Line (BTL)

BTL advertising consists of very specific, memorable and direct advertising activities focused on targeted groups of consumers.

### VR Displays

- Installing VR (Virtual reality) stalls in collaboration with different colleges at their fests which will showcase our target places and will provide a 360 degree insight to the realm of adventure sports. Goodies will also be distributed among the students so as to strengthen our subconscious presence.
- Under this strategy we will target the top 10 college fests held PAN India; projected target audience is about  $7000 * 10 = 70,000$ .
- Considering the conversion to the target audience function, we will try to have a minima at 1% that will comprise a pool of 700 students.

### Collaborations with Companies

- Collaborating with different food chains like Coca-Cola sub-brand Mountain Dew and other energy drinks like Gatorade i.e. whose marketing strategies aligns with that of a vanilla adventure sports and tourism corporation. Will form a symbiotic economic relationship with the firm and conduct different marathons, sport fests under the umbrella of both the companies.

### Guerrilla advertising

- Will organize cycle trips, marathons, skating along with musical events in different Tier-1 cities every 3rd Sunday of the month so as to mark a presence in the upper strata of the economies.



- The event will be named and publicised under the tag **#XYZ\_jamStreet**. Event winners will be felicitated with prizes and discount coupons etc.



# Marketing Strategy

## ABOVE THE LINE (ATL)

This kind of marketing is the kind of marketing that has a very broad reach and is largely untargeted.

### TRAVEL BLOGGERS

Extensive research reveals that travel blogs apparently have an impact on 92% of the social media users, while 72% of them have expressed a willingness to alter their destination choice if their friends convey a negative opinion about it.

For example travel bloggers like **Lakshmi sharath** have **11.2K** followers, **22.9K** followers on twitter, these numbers are quite reflective in itself that this guy has a reach to a large number of people.

lakshmisharath

1,180 Posts 11.2K Followers 980 Following

Follow

Lakshmi Sharath  
Personal Blog  
Traveller, travel blogger from India  
Freelance travel writer , published 500 travel stories  
Mail me at [lakshmi.sharath@gmail.com](mailto:lakshmi.sharath@gmail.com)  
[#travelwithlakshmi](#)  
[lakshmisharath.com/](#)  
Bangalore, India 560080

lakshmisharath I should have posted the third picture on the #top3 Burano series yesterday but I was busy writing my article on the island that I had forgotten about it. I was scanning through my pictures today and realized that the canal is like a motif . Did you know that this colourful life size mural is actually an archipelago of small isles connected by bridges ? And it looks so seamless like a giant canvas spread around . But beyond the colours Burano is known for its lace . Legends say that it was a siren who created

399 likes

Our company is looking forward to form collaborations with these people and in return expecting for being publicised on social media avenues like Facebook, twitter, Instagram,etc. Publicity through hashtags of our company on travel post.

### Advertising through PINTEREST and MEDIUM

- Pinterest pins are 100 times more spreadable than a tweet, with the retweet average hitting only 1.4%. And, as for Facebook, the half-life of a pin is 1,6000x longer than a Facebook post.
- Pinterest Analytics is one of the newest and most awesome features of a Pinterest for Business account. When we verify our account, we get access to important tracking information. We'll be able to see which strategies and content work is gaining attention and accordingly improve our marketing.



# Target Segment

## TARGET LOCATIONS

Indian adventure sports industry fetches 2 million tourists annually. The most preferred locations among the adventure seekers are Himachal pradesh, Uttarakhand and Maharashtra engulfing 58% of the total adventure sports and tourism market. The Indian terrain also consists of untapped regions which have a potential to host adventure sports such regions include Meghalaya, Assam, Sikkim. Taking into consideration the huge opportunities that regions like himachal Pradesh has to provide and the potential of unexplored regions to provide a completely new experience to our customers we have decided to expand into the following cities:

Locations with existing market-

- Himachal Pradesh
- Uttarakhand
- Maharashtra

Untapped Regions-

- Assam
- Sikkim

## TARGET ADVENTURE SPORTS

Among all the adventure seekers visiting the popular adventure sports destination, a majority of them prefer trekking and camping. Trekking and Camping are among the 2 most preferred adventure sports at all of above-mentioned destinations. We are planning to target the following adventure sports based on their popularity and value that they deliver to customer-

- **Trekking:** Trekking is the most popular adventure sport in India with 27% of the market share.
- **Camping:** Camping is the second most popular adventure activity with a 18.5% of the market share.
- **Non-conventional Sports:** We will organise non-conventional adventure sports that are generally not conducted frequently in India. These sports will be conducted by associating with the involved agencies. Some of these sports are: Bungee Jumping, Rock Climbing, Paragliding.



# Planning and Execution

## Registration of the traveller:

- Registration by a traveller will done on the website or the app. (Customer helpline number will always be displayed on the website/app).
- The sponsored post of XYZ in social media websites like Facebook, Instagram will ask the user his/her email id and number. If a user clicks on the ad they will be directed to the registration portal on the website and will be prompted if they want to download the app.

Website

App

Social Media

- Once a traveller registers our customer care will call back him in no time to discuss regarding the trek.
- A group of travellers can register to avail a discount. At the end of registration form a question will be asked regarding where they got to know them about the XYZ company.

## Planning and Execution:

Survey

- The trek will be planned according to the duration of the trek and location.
- A survey will be conducted by a team of our XYZ company regarding the passes, licenses, and documentation required in the that particular location and regarding the activities that will be performed by the group of our travellers

Safety

- The exact route, purpose of trek, sightseeing and topographical features will be planned accordingly. A safe emergency egress will be planned accordingly and necessary emergency authorities will be contacted immediately if anything goes wrong
- Certified and verified Local Guides will be hired during the duration of the trek in the location.

Experience

- Food and drinking water will be arranged as per the requirements. Camping will be provided to the travellers and a cross check will be performed if it is legal to campaign in the wild. If it not allowed then other arrangements for accommodation will be made
- Situations will be dealt and will be well planned in case of bad weather and bad terrain conditions. Safety gear will be ensured to each and every traveller and we will make sure that they are comfortable.



# RUSH Adventure Carnivals

We will conduct a theme based adventure sport carnival annually. The purpose of the carnival is to create a brand image of our company among adventure seekers and spread information about our new packages and offerings. The themes of the carnival will be local so that the audience can connect with the fest.

## Theme 1: Unravelling the Indian History

The carnival will be organised in Jaisalmer, near deserts and forts. There will be adventure sports such as paintball, indoor rock climbing, Desert safari, camel riding etc. The schedule of the event will be as follows:



FRIDAY		SATURDAY		SUNDAY	
8:00 - 9:00	Bungee Jumping	8:00 - 9:00	Yoga Session	8:00 - 9:00	Velcro Wall
9:00 - 11:00	Hot air balloon	9:00 - 11:00	Air Rifle Shooting	9:00 - 11:00	Olympic Archery
13:00 - 14:00	Zipline	13:00 - 14:00	Fort Tour	13:00 - 14:00	Bull Ride
14:00 - 16:00	ATVs with dirt track	14:00 - 16:00	Camel Riding	14:00 - 16:00	Desert Safari
16:00 - 18:00	Zorbing	16:00 - 18:00	Kite Flying	16:00 - 18:00	Bungee tug of war
18:00 - 20:00	Cultural Night	18:00 - 20:00	Cultural Night	18:00 - 20:00	Closing Ceremony

## Theme 2: Unraveling the Indian Heritage

The carnival will be organised in spiritual and heritage sites such as Haridwar and Rishikesh. We can introduce river rafting, kayaking, mountain climbing, yoga sessions etc considering the location and theme.

## Theme 3: Unexplored India

The carnival will be conducted at a remote location in north east. The location based sports that can be introduced are Mountain Biking, Trekking, rock climbing etc.

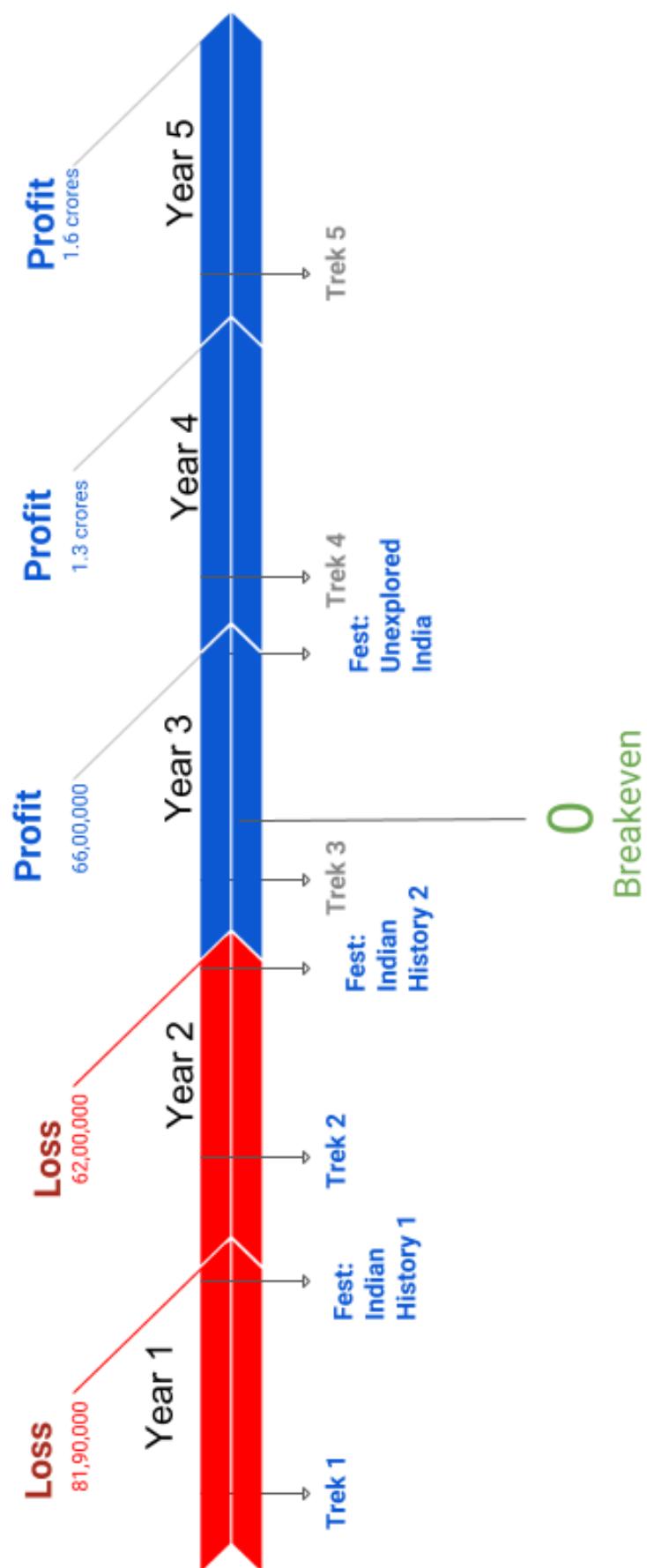


# Execution Plan

Activity Analysis	Value Factors	Value Modifications
<b>MARKETING</b>	<ul style="list-style-type: none"><li>➤ Guerilla Marketing</li><li>➤ Social Media Marketing</li><li>➤ Search engine optimization (SEO)</li></ul>	<ul style="list-style-type: none"><li>➤ Creating brand value</li><li>➤ Customer Acquisition</li></ul>
<b>REGISTRATION</b>	<ul style="list-style-type: none"><li>➤ Solo Registration charge: INR 10.5K</li><li>➤ In a group of five, two will get 50% discount</li></ul>	<ul style="list-style-type: none"><li>➤ Increased reach</li><li>➤ Increased database</li></ul>
<b>ADVENTURE TOURS</b>	<ul style="list-style-type: none"><li>➤ A-type sports: Popular sports like trekking</li><li>➤ B-type sports: Rare sports like bungee jumping, paragliding</li></ul>	<ul style="list-style-type: none"><li>➤ Provide exclusive through B-type sports</li><li>➤ Increased customer loyalty</li></ul>
<b>THEME FESTIVAL</b>	<ul style="list-style-type: none"><li>➤ A different registration portal for the theme festival</li><li>➤ Existing customer will get exclusive 40% discount</li></ul>	<ul style="list-style-type: none"><li>➤ Creating Brand value</li><li>➤ Pitching our brand on Global platform.</li></ul>

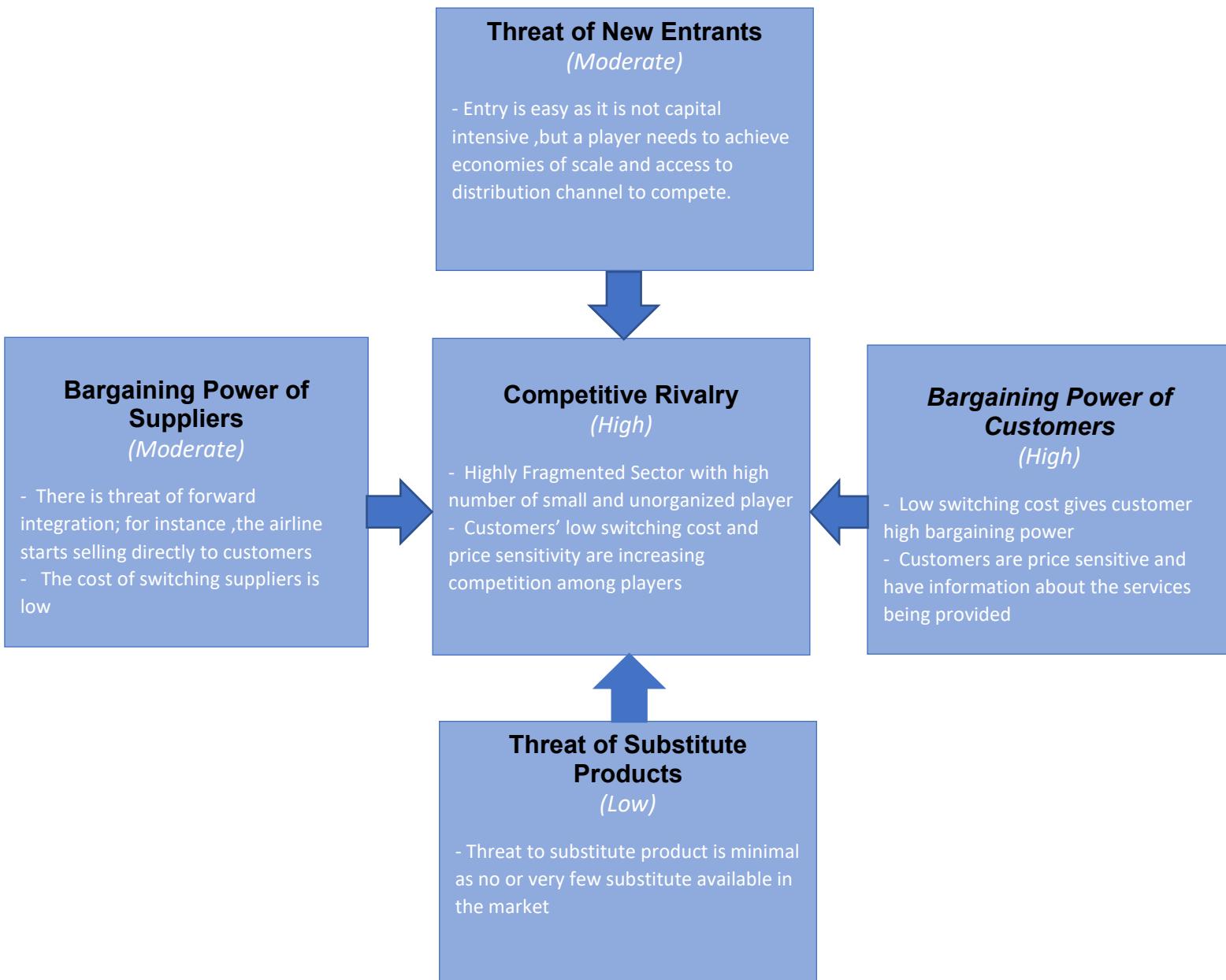


# Breakeven Analysis



# Annexure

## Porter's 5 Force Analysis



After analyzing Porters Five ,we came to the conclusion that larger part of the sector is unorganized and highly fragmented with majority of small players .Also having large number of players cause increase in the sensitivity of customers for price .Due to the highly converging nature of interest in the location or venues competition for the suppliers is high .Entry to the market is not easy as due to the struggle to access to the distribution channels.

Due to unavailability of the substitute products, threat due to the substitution is inconsiderate.

# FINANCIAL ANALYSIS

## Financial Year 1

### Total marketing cost

ATL Marketing Cost :- 300000

### BTL Marketing

- VR (College Fest ) =  $50000 * 10 = 500000$
- #jam\_street =  $200000 * 12 = 2400000$
- Ugly Indian = 800000
- Orphanage = 100000

### App and Website handling Charges --: 200000

### Human Resource Salary Structure

Total number of employees = 100

Class 1 = 50000

Class 2 = 30000

Class 2 = 10000

Employee Ratio = 6:3:1

Total cost

Cost of Class 1 :- 6000000

Cost of Class 2 :- 10800000

Cost of Class 3 :- 7200000

**Total Manpower Cost = 24000000**

### Trek Maintaining Charges ( Overhaul and Maintenance)

**2000000**

### Themed Fest :- 10000000

(conducting adventure sports,

**Total Cost :-4,03,00,000**

### Total revenue streams(3)

- Commission from customer
- Collaboration and sponsorship
- Commission from microlending firms

Commission from customers

Avg trek cost = 10500

Total profit margin – 8%

( different schemes for solo and group travelers)

Total no of travelers =30000

Total profit per customer :- 777

Total revenue from customers :- 23310000

Total revenue from sponsorship:- 2000000

Total no of participants :- 400 + 600

Total revenue from themed fest=6800000

**Total revenue = 3,21,10,000**

**NET PROFIT = - 81,90,000**

**1.The expected market share acquired is 5%.**

**2.Net present value is assumed to be constant.**

**3.Conversion of theme fest is 1% of people.**

**4.Total marketing cost and sponsorship are based on market research.**

# FINANCIAL ANALYSIS

## Financial Year 2

Total marketing cost

ATL Marketing Cost -: 500000

BTL Marketing

- VR (College Fest ) =  $60000 * 10 = 600000$
- #jam\_street =  $200000 * 12 = 2400000$
- Ugly Indian = 880000
- Orphanage =200000

App and Website handling Charges --: 200000

Human Resource Salary Structure

Total number of employees = 100

Class 1 = 55000

Class 2 = 33000

Class 2 = 12000

Employee Ratio = 6:3:1

**Total Manpower Cost = 25200000**

(\*Considering an average growth rate of 5% in salaries)

Trek Maintaining Charges( Overhaul and Maintenance)

2000000

Themed Fest :-15000000

(\*Considering 1.5% people turn out from fest)

Total Cost :-5,80,80,000

## Total revenue streams(3)

- Commission from customer
- Collaboration and sponsorship
- Commission from microlending firms

Commission from customers

Avg trek cost = 11000

Total profit margin – 9%

( different schemes for solo and group travelers)

Total no of travelers =40000

Total profit per customer :- 900

Total revenue from customers :- 36310000

Total revenue from sponsorship:- 2500000

Total no of participants :- 500 + 800

Total revenue from themed fest=9740000

**Total revenue = 4,85,10,000**

**NET PROFIT = - 62,00,000**

**1.The expected market share acquired is 6.5%.**

**2.Net present value is assumed to be constant.**

**3.Conversion of theme fest is 2% of people.**

**4.Total marketing cost and sponsorship are based on market research.**

# FINANCIAL ANALYSIS

## Financial Year 3

### Total marketing cost

ATL Marketing Cost :- 250000

### BTL Marketing

- VR (College Fest ) =  $40000 * 10 = 400000$
- #jam\_street =  $200000 * 10 = 2000000$
- Ugly Indian = 600000
- Orphanage = 150000

### App and Website handling Charges --: 250000

### Human Resource Salary Structure

Total number of employees = 100

**Total Manpower Cost = 2500000**

### Trek Maintaining Charges( Overhaul and Maintenance)

**2000000**

### Themed Fest :-15000000

(conducting adventure sports,

### Total Cost :-6,10,00,000

### Total revenue streams(3)

- Commission from customer
- Collaboration and sponsorship
- Commission from microlending firms

Commission from customers

Avg trek cost = 12500

Total profit margin – 9.5%

( different schemes for solo and group travelers)

Total no of travelers = 52000

Total profit per customer :- 950

Total revenue from customers :- 50010000

Total revenue from sponsorship:- 5000000

Total no of participants :- 600 + 900

Total revenue from themed fest= 11100000

**Total revenue = 6,76,00,000**

**NET PROFIT = 66,00,000**

**1.The expected market share acquired is 8%.**

**2.Net present value is assumed to be constant.**

**3.Conversion of theme fest is 2.5% of people.**

**4.Total marketing cost and sponsorship are based on market research.**

# FINANCIAL ANALYSIS

## Financial Year 4

### Total marketing cost

ATL Marketing Cost :- 250000

### BTL Marketing

- VR (College Fest ) =  $40000 * 10 = 400000$
- #jam\_street =  $200000 * 10 = 2000000$
- Ugly Indian = 600000
- Orphanage = 150000

### App and Website handling Charges --: 250000

### Human Resource Salary Structure

Total number of employees = 100

### **Total Manpower Cost = 2500000**

### Trek Maintaining Charges( Overhaul and Maintenance)

2000000

### Themed Fest -;15000000

(conducting adventure sports,

### Total Cost -:6,20,00,000

### Total revenue streams(3)

- Commission from customer
- Collaboration and sponsorship
- Commission from microlending firms

Commission from customers

Avg trek cost = 12500

Total profit margin – 9.5%

( different schemes for solo and group travelers)

Total no of travelers = 60000

Total profit per customer :- 1000

Total revenue from customers :- 60000000

Total revenue from sponsorship:- 5000000

Total no of participants :- 700 + 1000

Total revenue from themed fest= 11000000

**Total revenue = 7,50,00,000**

**NET PROFIT = 130,00,000**

**1.The expected market share acquired is 9%.**

**2.Net present value is assumed to be constant.**

**3.Conversion of theme fest is 1% of people.**

**4.Total marketing cost and sponsorship are based on market research.**

# FINANCIAL ANALYSIS

## Financial Year 5

Total marketing cost

ATL Marketing Cost -: 250000

BTL Marketing

- VR (College Fest ) =  $40000 * 10 = 400000$
- #jam\_street =  $200000 * 10 = 2000000$
- Ugly Indian = 600000
- Orphanage = 150000

**App and Website handling Charges --: 250000**

Human Resource Salary Structure

Total number of employees = 100

**Total Manpower Cost = 25000000**

**Trek Maintaining Charges( Overhaul and Maintenance)**

**2000000**

**Themed Fest -:15000000**

(conducting adventure sports,

**Total Cost -:6,10,00,000**

### **Total revenue streams(3)**

- Commission from customer
  - Collaboration and sponsorship
  - Commission from microlending firms
- Commission from customers  
Avg trek cost = 12500

Total profit margin – 9.5%

( different schemes for solo and group travelers)

Total no of travelers = 52000

Total profit per customer -: 950

Total revenue from customers -: 50010000

Total revenue from sponsorship-: 5000000

Total no of participants -: 600 + 900

Total revenue from themed fest= 11100000

**Total revenue = 7,76,00,000**

**NET PROFIT = 1,66,00,000**

**1.The expected market share acquired is 9.8%.**

**2.Net present value is assumed to be constant.**

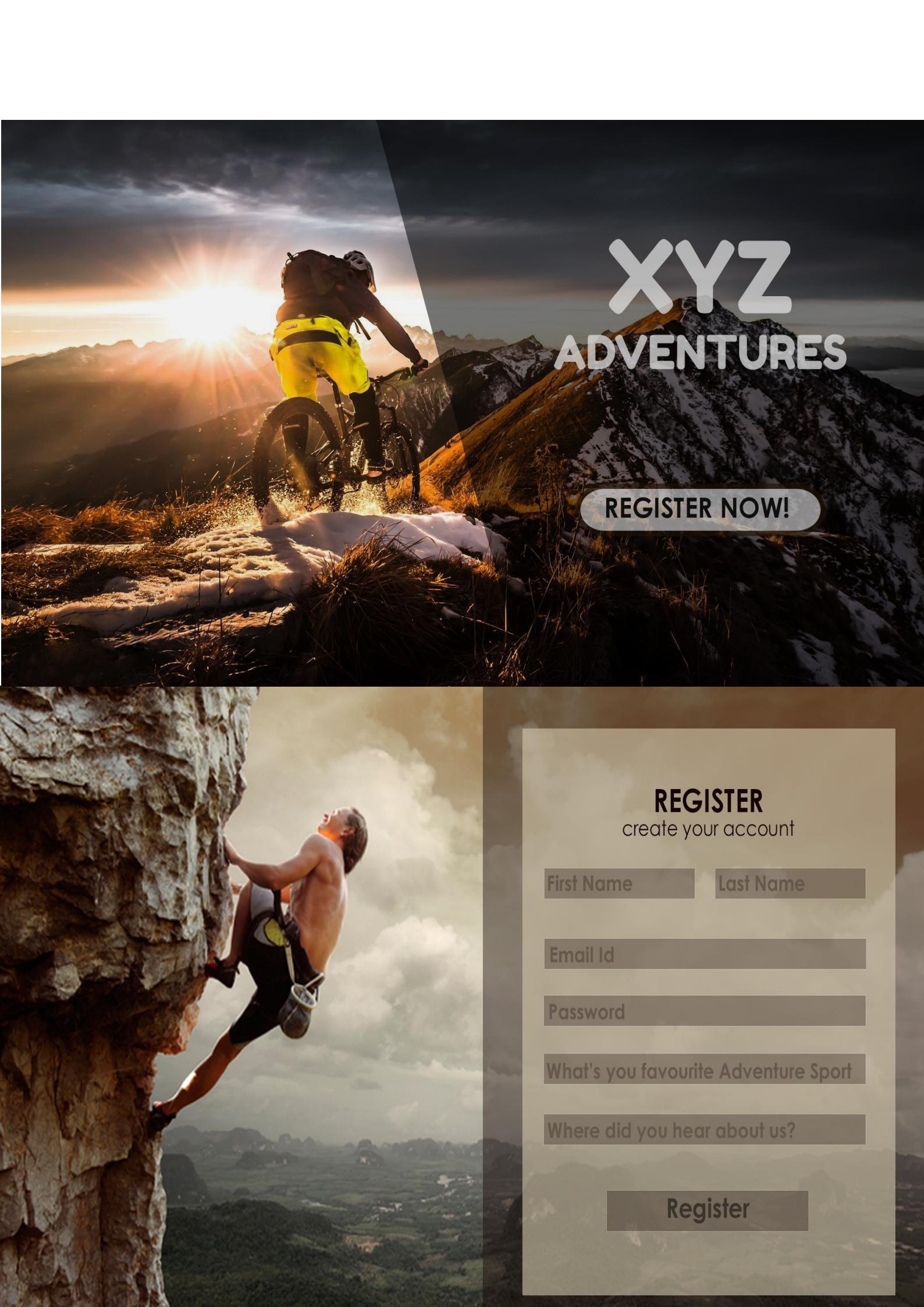
**3.Conversion of theme fest is 3% of people.**

**4.Total marketing cost and sponsorship are based on market research.**



EXPERIENCE  
**VIRTUAL  
REALITY**





# XYZ ADVENTURES

REGISTER NOW!

**REGISTER**  
create your account

First Name

Last Name

Email Id

Password

What's your favourite Adventure Sport

Where did you hear about us?

Register

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