

BTTM-802

Adventure Tourism

Programme: Bachelor in Tourism and Travel Management (BTTM 16)**Year/Semester:** 8th Semester**Objective:** This course will focus on the concept & types of Adventure tourism, Institutes running courses, potential for adventure tourism in India, existing popular destinations and activities. Institutions

Block 1 Basic Concepts of Adventure Tourism	
Unit 1	Adventure tourism: Concept, features, nature, scope and different types.
Unit 2	List of recognized organizations and institutions associated with adventure tourism in India.
Unit 3	Popular Adventure Sports of Uttarakhand, Govt. recognized institutes offering different Adventure sports Courses in Uttarakhand.
Unit 4	Existing trends and places of importance for Land based, Water based and Aero based adventure sports of India
Block 2 Adventure Tourism (Air Based)	
Unit 5	Air Based Activities: Concept, features, nature, scope and & different types.
Unit 6	Popular Air based Adventure Sports in India: parasailing, paragliding, ballooning, hand-gliding, bungee jumping and micro lighting etc.
Unit 7	Air Based adventure tourism: Marketing and promotional strategies. Job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk Management.
Unit 8	Adventure tourism impacts -social, cultural, economic and environmental impacts of air based adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
Block 3 Adventure Tourism (Water Based)	
Unit 9	Water Based Activities: Concept, features, scope, nature and types.
Unit 10	Popular water based adventure sports in India: white water rafting, kayaking, canoeing, surfing, water skiing, snorkelling & scuba diving.
Unit 11	Water Based Adventure tourism. Marketing and promotional strategies, job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk management.
Unit 12	Water Based Adventure tourism impacts: social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
Block 4 Adventure Tourism (Land Based)	
Unit 13	Land based adventure sports: Concept, features, scope, nature and types.

Unit 14	Popular water based adventure sports in India: trekking, rock climbing, skiing, mountaineering, desert safaris, car rallies etc.).
Unit 15	Marketing and promotional strategies, risk management, job opportunities.
Unit 16	Land Based Adventure tourism impacts- social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (Government, local people, tourists and tourism businesses) risk management, Job opportunities