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1.1 INTRODUCTION

Past couple of years has witnessed an unprecedented surge of innovation in various segments and transformation in many business areas in global and Indian travel and tourism industry. The global economic slowdown pushed industry players to look for new avenues to bolster the bottom lines and also provide more value add ons to end customers in order to give them a good reason to travel. Over the past years, the tourism sector has developed and evolved significantly. Adventure tourism has evolved into one of the most important subsector in the Industry. The study is to explore the scope for Adventure tourism in India. The study shall also try to find out the different types of adventure tourism present in India and also the Involvements of foreign and domestic tourists in it.

Tourism which involves travel or exploration to far-off or far-away areas, where the traveler should expect the unforeseen. This type of tourism is swiftly growing in demand and popularity as tourists seek uncommon holidays, which is unconventional from the normal resort vacations. Trekking, Mountaineering expeditions, bungee jumping, sea surfing, paragliding, sky diving parasailing, ballooning, rafting and rock climbing are regularly mentioned as an example of adventure tourism. Adventure travel is a kind of tourism which involves exploration or travel with apparent and possible definite risk, and potentially necessitating focussed skills involving physical effort. It is not very clear how adventure tourism came into existence but the merchants are considered to be the first adventure travelers. Adventure tourism can then be further categorized into Soft and hard Adventure.

1.2 STATEMENT OF THE PROBLEM

For understanding the scope for adventure tourism in India by considering the various adventure tourism activities across the country and also knowing the impact of both international and domestic tourists'. The study is to also know how these tourists foresee adventure tourism in India and to conclude at the changes which might have an impact on the growth of adventure tourism in India.

OBJECTIVES OF THE STUDY

- To study about Adventure Tourism in india
- To make an awareness about tourism industry
- To study the scope of adventure tourism in Kannur district.
- To study the scope and challenges of adventure tourism in Alakaapuri waterfalls, Kanjirakkolli waterfalls, Ezharakkund waterfalls, Karakund waterfalls
- To develop infrastructure facilities for the promotion of tourism.

1.3 SCOPE AND SIGNIFICANCE OF THE STUDY

The present study provide much needed information about adventure tourism in Kannur which is collected by the researcher by way of primary data from the source itself.

In Kannur district most of people do not have much knowledge about adventure tourism and the selected destinations. So the study is aim to analysis the awareness of adventure among peoples and their satisfaction level. It also conducted to know the area demanding attention for the developments of adventure tourism and also analysis the negative factors related to adventure tourism.

1.5 METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, “the best practices” can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

1.5.1 SOURCES OF DATA

Both primary and secondary sources of data were used together the data with regard to tourist and officials. Primary data include the method of gathering data with the help of

questionnaire. Tourists and officials were administered the questionnaire at the study state. The secondary data pertaining to the indian tourism industry in Tajmahal.

In addition many institutions, libraries, interpretation centres, were also visited to collect hard and soft copies of literature for getting an indebt knowledge and clear understanding on the research problem. Several research references, such as journals, books periodical web references and data basis were also reffered to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

1.5.2 SELECTION OF SAMPLE SIZE AND SAMPLE METHOD.

A convenient sampling method is adopted for the study. A total 50 tourist and travelers are interviewed with a structured questionnaire. Questionnaire distributed to the tourist and travelers in the site area to collect the visitor experience and suggestions for the better development of Taj Mahal.

The time period for the collection of data is schedule from November 2019 to February 2020.

1.5.3 SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of Taj Mahal.. The data collected, filtered and finally determined for data analysis.

1.5.4 QUESTIONNAIRE CONSTRUCTION.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well structured questionnaire was prepared.

The questionnaire was designed for the tourists of Taj Mahal.

1.6 DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 100 questionnaires from the tourist have been finally retained for data anlaysis. The selected data is coded and feuded in Microsoft Excel software and analyzed to get the output.

Simple percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

1.7 ORGANIZATION OF CHAPTER

The project report layout has been outlined as below:

Chapter 1

Deals with the introduction of the study. The introduction chapter starts with a brief introduction about the topic. This chapter also included major objectives, significance and scope of the study in a systematic manner. The chapter also highlights the sources of data collection method, sampling method, sample size, questionnaire design, pilot study and use of statistical tools.

Chapter 2

The second chapter contains review of literature. This chapter deals with the scholarly articles related with the project topic.

Chapter 3

This chapter begins with the introduction of the indian tourism, and also deals with the role of Tajmahal tourism industry and impacts of local peoples life

Chapter 4

This chapter presents the anlaysis of Primary Data collected from Taj Mahal tourism in Indian tourism. It presents the output of the primary data in different tables relevant to the study. This chapter presents interpretations consists of data analysis of visitor respondents.

Chapter – 5

This is the final chapter which highlight various findings of the study in a systematic manner and the chapter also suggest some important improvement of preservation of the destination.

1.8 LIMITATIONS OF THE STUDY

- The study is limited to only some of the respondents.
- The time available for this study is not enough to cover all area.
- It is assumed that answer given by the respondents are true and adequate
- The information obtained is limited.
- The study is purely academic.