



## 'The study on tourist attitude towards international adventures at Surat' undertaken at: Thrill Blazers

Dinkey Khacharia<sup>1</sup>, Dharmaraj Solanki<sup>2</sup>

<sup>1,2</sup> B.V. Patel Institute of BMC & IT, Uka Tarsadia University, Bardoli, Gujarat, India

### Abstract

The motive of this research is to study the attitude of the tourist towards the international adventures at Surat. It mainly target's the audience who have visited out of India once or twice or more than that. The study is done in the posh area schools and collages of the Surat city so that we can get the urban audience who can easily afford the international trips. The another objectives are to analyse the factors influence the adventure tourism in Surat city and the satisfaction level of the tourist and also to analyse the relation between gender, age, marital status and adventure tourism. Here by we have to find the attitude of the customers towards the international adventure in the city of Surat. So, the whole city will be the population for the research. So, Descriptive research is been used for conducting this research. The data is collected through both primary as well as secondary method. For primary method the questionnaire is filled from the 150 respondents which includes the students and faculties who have done international trips. For secondary data the various literature review is been studies and also the websites and journals is been used. The findings suggests that Findings suggests that there are many factors that influence the attitude of the tourists towards the international adventures such as risk taking ability of individual, their responsibility towards their family members, their physical fitness, their mental fitness, the rates charged by the tour operators, the services provided by the tour operators, etc.

**Keywords:** tourism, adventure, international adventure, adventure tourism

### Introduction

Adventure tourism is type of target market which include the exploration of the ancient areas, where the tourist can expect the unexpected. Day by day adventure tourism is gaining the popularity as the travellers want unusual weekends, which is far-more-better than the beach vacations. The attitude of the tourist can be known by the liking and disliking of that particular person. The person who is having the positive attitude is more likely to buy a product and this will result into the favourableness and unfavourableness of the product. The attitude of the tourist include their beliefs, their feelings, there behavioural intentions towards any particular product. For a consumers the belief plays a vital role because, it can be either positive or negative towards any object. The costumers who are going to purchase the product must have the certain specific feelings towards some products and brands. This feelings may be sometimes based on the certain beliefs and sometimes it is not. The plans of the consumers with respect to the product is shown by the behavioural intentions. It is not necessary that it is always a logical results of beliefs or feelings it can be and it can be not also.

### Introduction to Adventure Tourism Industry

As travellers want new and different experiences, adventure tourism is growing in popularity. Adventure tourism, is a tourist activity that includes a physical activity, a cultural exchange, or activities in nature. It is not necessary to have to go base jumping or go scuba diving with sharks to be an adventure tourist. It is about knowing new culture or a new landscape and being physically active. It is not about being risky or pushing your boundaries. It is especially important to know and respect limits while you are in an unfamiliar area.

The tourism industry in India has grown as the largest sector in the service industry as it contributes over 6.2% of its GDP. It also provides employment to more than 8.7% of the unemployed people in the country. Every year, the number of tourists making to India grows by over 5 million. In addition to the foreign visitors, there are more than 525 million local tourists in the country.

The total size of the Indian tourism industry is around \$100 billion and it is expected that it will grow to over \$275 billion in the next 10 years. The Ministry of Tourism can be appreciated for this huge success rate because it is aggressively engaged in promoting the industry. In respect to promote tourism in the country that the Incredible India program was started. The main tag-line of this program, "Atithi Devo Bhava" which means guests is a God. The other reason for tourism to fall behind is with regard to the complex process of getting a visa into the country. Because the airports in the country are over-crowded, it is not taken well by foreign visitors. However, it is still expected that the tourism industry is going to increase in the expected future.

This further tends to the development of deluxe unrestrained tourism destinations such as the Backwaters of Kerala and the Golden Triangle Tours that became more affordable for tourists from different parts of the world. It has become the most popular tourist place that the British have voted it as among the top 10 tourism destinations of the world.

The tourists coming to India are thrilled by what they come across here. There may be any other country on the earth that is as different in terms of culture, geography and weather conditions. The moment a tourist gets out of a sophisticated Indian airport, they would experience crowded roads, buzzing with horns, cows moving around freely and much more. Interestingly, it is this contrasting effect that is so much cherished by the tourist coming to this country.

## Research Methodology

### Statement of Problem

Adventure tourism is gaining popularity among travellers, emerging as a different experience. It is connecting with a new culture or a landscape being physical at the same time. However what need to be consider is the perception & attitude of travellers as, it ultimately leads to the final destination with the idea of understanding what travellers perceive in context of adventure tourism activities. It could enable with the understanding of tourist attitude.

### Objective of the Study

The objective of this research work is to know the attitude of people in Surat city behind adventure tourism. The work also aims in understanding the actual factors that influence the people of Surat in participating in adventure activities. The work promote the "GREEN CAMPAIGN" which is conducted by the THRILL BLAZERS in over 3 cities i.e. Surat, Navsari & Bardoli. The session were conducted on "Environment protection & awareness" in the posh schools & colleges of the city. So, the other objective of this research is also to promote the Environment protection in the area.

### Primary Objective

- To study the tourists attitude towards international adventure activities in Surat.

### Secondary Objectives

- To analyse the factors influence the adventure tourism in Surat city.
- To analyse the relation between gender and adventure tourism.
- To analyse the relation between age and adventure tourism.
- Too analyse the relation between marital status and adventure tourism.

### Sources of data

To carter the need of the research I have used both primary as well as secondary sources of data.

- Here in my research work the primary data is collected with the help of questionnaire which is fill by the students & faculties of schools & colleges who are going to be the part of "Green campaign" which is conducted by the THRILL BLAZERS. Covering the posh areas of Surat, Bardoli & Navsari.
- Here in my research work the secondary data is collected with the help of websites, journals, research papers & literature review.

### Sampling size

For the purpose of the study total of 150 respondent i.e. students & faculty (population) are studied.

### Sampling method

The convenience sampling method is used for collecting the responses from the population which is the classification of non-probability sampling method.

### Swot analysis of adventure tourism industry

#### Strength

- Tourism is supported by the government at maximum.
- Generally weather is mild and allows for different types

of tourism.

- Several holy & religious places for the monotheist religions.
- Good food variety. Good traditional foods and agriculture products.
- Several natural reserves that present a beautiful eco experience. Several natural Wadi (valley) tracks. Several World renowned heritage sites. Good roads and transportation

#### Weakness

- Consumer centric approach, technology, SME integration and innovation are either being established or are faced with some prolems.
- Infrastructure, planning, financing and incentives in the tourism sector need to be further developed in the future.
- Poor services near sites & Misinformation to tourists.
- Financial situation & low economy

#### Opportunities

- Good cordination between Public and private sector.
- Tourism is driven by local, regional, and international markets.
- Google to promote Tourism Promotion Board has signed an agreement with them

#### Threats

- Youth tourists have limited days for vacationing.
- Older tourists who form the majority of arrivals prefer mild weather.
- High living cost. Poor competitiveness with regional tourism, where costs may be cheaper.
- Poor economic conditions prevent more finances to be fed into tourism

### Literature Review

R Rajesh Pondicherry University (2013) <sup>[5]</sup>. "Impact of Tourist attitude, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model". The main objective behind doing this research is study the customer attitude and also to analysis the factor influence the tourist perception and the destination image. The study is based on the conceptual framework by evaluating the recent empirical on destination image & tourist attitude and satisfaction. The study concludes that tourist attitude, destination image & tourist satisfaction directly influence the destination loyalty. The outcomes of this research will help the marketing manager.

Dweej Moktan (2017) <sup>[4]</sup> in central university of applied science "Attitudes and Behaviour of tourist towards extreme sports in Nepal". The main objective behind doing this research is to find the role of extreme sport in Nepal. The method of data collection was both through primary as well as secondary method. In primary data collection they have used both qualitative as well as quantitative. The findings of the questionnaire was analyse by the use of SPSS software. In secondary data collection they have taken personal interview. All the data analyse were shown through bar graph and pie chart. The study suggest that the participants has the positive attitude & behaviour towards the extreme sport & the need for the adrenaline is increasing every time. The study also revealed that the influential factor towards the sports is through friends. The findings also suggest that

more than 80% of the participants are the risk takers & they are young.

Micheller R. Holm, Peter Lugosi, Robertico R. Cross and Edwin N. Torres (2017) <sup>[1]</sup> “Risk tourism, risk taking and subjective wellbeing: A review & synthesis”. The main objective behind doing this research is to conceptualize the potential relationship between subjective wellbeing & risk taking within ‘risk tourism’. The study is based on the secondary data collection through examine of all the different types of literature review of risk tourism. The study conclude that it is identified that the emotion is the most prevalent common attribute for the risk activities.

Fen-Hauh-Jan & Tseng CH (2015) <sup>[2]</sup> “Risk taking attribute & behaviour of adventure recreationist: A review”. The main objective behind doing this research is to better understand the adventure tourism & the risk taking attitude of the recreationist. The study is based on the secondary data by taking the reaction of all those who have done already done some thrill or risk taking. The finding says that the adventure activities have element of risk and uncertain results. Therefore, risk taking attitude may have an important role in explaining the adventure behaviour of recreationist.

Mr. Kari Basil Dicon, Nantaporn Mingkwan & Piyant Junkrachany <sup>[3]</sup>. “A Study of adventure tourism activities & tourists age groups: a study of Ching Mai”. The main objective behind doing this research is to obtain the deeper understanding of adventure group tourists engaging in adventure tourism activities. The collection is through both primary as well as secondary. Primary data was collected through about 400 questionnaire. The research finally conclude that the people who fall in the age group of 20-30 are more interested in taking risk through this types of activities.

**Data analysis**

**Q.1** There is a need of adventure on a vacation.

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Need of adventure	19.898	149	.000	1.16667	1.0508	1.2825

H0: There is no need of adventure on a vacation.  
 H1: There is a need of adventure on a vacation.

In this question the significant value is 0.000 which less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there is a need if adventure on a vacation.

**Q.2** Adventure tourism must be promoted in future

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Must be promoted	20.448	149	.000	1.26000	1.1382	1.3818

H0: Adventure tourism must not be promoted in future.  
 H1: Adventure tourism must be promoted in future.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that adventure tourism must be promoted in future.

**Q.3** Promotional measures are made by the government to promote adventure tourism

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Prior training	18.551	149	.000	1.45333	1.2985	1.6081

H0: Promotional measures are not made by the government to promote adventure tourism.  
 H1: Some promotional measures are made by the government to promote adventure tourism.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there are some promotional measures made by the government to promote adventure tourism.

**Q.4** Participation in adventure activities requires specific skills

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Requires skills	21.728	149	.000	1.44667	1.3151	1.5782

H0: Participation in adventure activities does not requires specific skills.  
 H1: Participation in adventure activities requires specific skills.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that the participation in adventure activities requires specific skills.

**Q.5** Some prior training needed before participating in adventure activities

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Prior training	18.551	149	.000	1.45333	1.2985	1.6081

H0: Some prior training is not needed before participating in adventure activities.  
 H1: Some prior training needed before participating in adventure activities.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that prior training is needed before participating in adventure activities.

**Q.6 Risk associated with adventure activities**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Risk	27.642	149	.000	1.93333	1.7951	2.0715

H0: Risk is not associated with adventure activities.  
 H1: Risk is not associated with adventure activities.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there is a risk associated with adventure activities.

**Q.7 There is good standard & quality of services provided by adventure tour operators**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Standard & quality of services	36.977	149	.000	2.66000	2.5179	2.8021

H1: There is poor standard & quality of services provided by adventure tour operators.  
 H1: There is good standard & quality of services provided by adventure tour operators.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there is good standard & quality of services provided by adventure tour operators.

**Q.8 Price rates charged for the tourism activities are high**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Prices are high	36.358	149	.000	2.58000	2.4398	2.7202

H0: Price/rates charged for the adventure tourism activities are not high.  
 H1: Price/rates charged for the adventure tourism activities are high.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that Price/rates charged for the adventure tourism activities are high.

**Q.9 There are no safety instructions for tourist**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Safety instruction	31.231	149	.000	3.04000	2.8477	3.2323

H0: There are safety instructions for tourist.  
 H1: There are no safety instructions for tourist.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there are no safety instructions for tourist.

**Q.10 Accident management and emergency services are poor**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Accident management & emergencies services	33.148	149	.000	3.06000	2.8776	3.2424

H0: Accident management and emergency services are not poor.  
 H1: Accident management and emergency services are poor.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that accident management and emergency services are poor.

**Q.11 The rates charged by the operators should be uniform**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Uniform rates	34.667	149	.000	2.51333	2.3701	2.6566

H0: The rates charged by the operators should not be uniform.  
 H1: The rates charged by the operators should be uniform.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that the rates charged by the operators should be uniform.

**Q.12 There is lack of professionalism**

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Lack of professionalism	32.604	149	.000	2.55333	2.3986	2.7081

H0: There is a professionalism.  
 H1: There is lack of professionalism.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there is lack of professionalism.

**Q.13** The places are overcrowded so there is a problem of long queue

One-Sample Test						
	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Overcrowded places	31.113	149	.000	2.52667	2.3662	2.6871

H0: The places are not overcrowded so there is no problem of long queue.

H1: The places are overcrowded so there is a problem of long queue.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that the places are overcrowded so there is a problem of long queue.

**Q.14** There is no proper facility of medication

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Medication facilities	35.073	149	.000	2.59333	2.4472	2.7394

H0: There is a proper facility of medication.

H1: There is no proper facility of medication.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there is no proper facility of medication.

**Q.15** There are very few adventure tour operators

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Few adventure tour operators	37.851	149	.000	2.54667	2.4137	2.6796

H0: There are many adventure tour operators.

H1: There are very few adventure tour operators.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there are very few adventure tour operators.

**Q.16** Poor quality of harness & life jackets

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality of instruments	38.687	149	.000	2.66000	2.5241	2.7959

H0: Quality of harness & life jackets is not poor.

H1: There is a Poor quality of harness & life jackets.

In this question the significant value is 0.000 which is less than 0.05 so null hypothesis (H0) is rejected and alternative hypothesis (H1) is accepted which means the population believes that there is a Poor quality of harness & life jackets.

**Findings & Conclusions**

The main aim of this work is to understand the tourist attitude from the general public of Surat city about International adventure tourism. The company Thrill Blazers has conducted a “green campaign” which includes Surat Bardoli & Navsari, the company has covered all the porsh area’s schools & colleges for the “Environment awareness & protection” the seminar is conducted by the expert who did phd in the respective field.

The students & faculty who has atleast once visited foreign countries, are population for the study. This is done by filling questionnaire from the students & faculty. Here different issues are highlighted regarding the adventure activities that wheather people are doing adventure activities or not, and if not then what are the reasons for not indulging in the adventure activities. The cases were obtained from the people and findings were compared with the findings from literature and journals.

The study shows that there are many factors that influence the attitude of the tourists towards the international adventures such as risk taking ability of individual, their responsibility towards their family members, their physical fitness, their mental fitness, the rates charged by the tour operators, the services provided by the tour operators, etc.

The study also shows that there is significant relationship between age of the people and their risk taking ability. There are more youngsters because they are the once who likes to explore new cities and do adventures and take risks so that they can get kick from the regular boring lifestyles.

The study also shows their level of satisfaction towards adventure because there are many tourist who are doing it on the regular basis like once or twice in a year because they feel they get kick from their regular routine.

At last I can conclude that the response from the tourist are possitive they are willing to participate in the adventure tour activities but the safety matters a lot to them & they are also concern about the professionalism of the tour operators.

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