



Venturing Realities -Challenges of adventure Sports Promotion Policy in India

Srinivasa. V, Physical Education Director, Government First Grade College,
Koppa, Mandya district

Abstract

Adventure sporting activities in India are a new inclusion into the promotion of Indian tourism policy following post liberalization period. They are healthy, full of excitement revitalizes energy, and it also promotes internal tourism. Adventure sporting activities in India have yet to attract foreign & indigenous tourists. The policy governing the rules of Adventure sporting activities, besides they are risky. Adventure sporting activities add to overall progression of the country through promotion of good sporting sector & of local tourism. This paper looks at the issues connected with adventure sporting activities are hazardous & perilous hence calls for minute detailing & planning

Key words: Adventure sporting activities, boosting up local tourism prospects, Need for planning

“Twenty years from now you will be more disappointed by the things you didn’t do, than by the ones you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore, dream, discover,”- Mark Twain

Introduction

India has opened up to liberalized economy & Indian economy is fast developing into global economy. Modern India is thus on the threshold of economic boom. Sports arena is receiving rejuvenation at the hands of Indian government & policy makers have woke up to the demands of liberalization of economy. India has become one of the major destinations for global investment .Adventure sports has come as a major resource of uplifting global needs. In India adventure sports as is not very popular & people still visualize sports

as supplementary part of traditional education. (Report Of The Sports Authority In India - Ministry of Youth Affairs & Sports 2012).Adventure Sport can make a career for everybody involved – all the stake holders of the community can benefit out of promotion of Adventure sports. The fact that adventure Sports can be a medium for development of whole community has been proved in western countries & the same policy parameters can be applied to India. The linkages for making adventure sports as an agent of socio cultural & economic development & a strong media for



community empowerment is can be made powerful only with the proper initiation of strong sports policy. (Report of the Sports Authority in India - Ministry of Youth Affairs & Sports 2012).

Adventure sports in India

There are several types of Adventure sporting activities which are becoming popular in India.

- ✓ Angling & fishing
- ✓ Bicycling on hilly tracks
- ✓ Biking on mountains
- ✓ Bungee jumping
- ✓ Camel safari
- ✓ Dirt biking race
- ✓ Hand gliding
- ✓ Hiking
- ✓ Hot air balloon gliding
- ✓ Kayaking
- ✓ Long distance biking
- ✓ Moto cross
- ✓ Para gliding
- ✓ Para jumping
- ✓ River rafting
- ✓ Rock climbing
- ✓ Scuba diving
- ✓ Skiing
- ✓ Surfing
- ✓ Water sports like rafting
- ✓ Wild life safari

In India there are several spots (Report Of The Sports Authority In India - Ministry Of Youth Affairs & Sports 2012) which have been ear marked for adventure sporting activities such as

Adventure Sports Spots in Coastal Areas

- ✓ Coastal areas & Beaches of Andhra Pradesh
- ✓ Coastal areas & Beaches of Bombay
- ✓ Coastal areas & Beaches of Goa
- ✓ Coastal areas & Beaches of Gujarat
- ✓ Coastal areas & Beaches of Karnataka
- ✓ Coastal areas & Beaches of Kerala
- ✓ Coastal areas & Beaches of Tamilnadu
- ✓ Coastal areas & Beaches of Orissa
- ✓ Coastal areas & Beaches of Pondicherry
- ✓ Coastal areas & Beaches of Andaman islands
- ✓ Coastal areas & Beaches of Diu

Mountaineering destinations

1. India has been blessed with several mountain ranges that are perfect to undertake mountaineering. You can take your pick from the countless peaks in India and even choose your own trekking route for an adventure holiday in India. In case you are seriously planning an adventure filled holiday it is advisable to study maps that provide comprehensive stuff on the mountaineering trails in India. Mountaineering equipment is locally available along with the other support resources in most cases.



2. Ladhak- Nun and Kun, Saser Kangri, and Momostang Kangri are the major peaks in the region. Mountaineering in Ladakh requires physical, mental and medical fitness in a person because of its low atmospheric pressure and rugged hilly terrains.
3. Himachal Pradesh Mentosa, Behali Jot, Papsura, Deo Tibba, Hanuman Tibba, Devachan, Indrasan, Kharcha Parabat, Tent peak and White Sail etc., are some of the major peaks of Himachal.
4. In Garhwal, enormous peaks like Trishul, Kamet, Nanda Devi rise grandly, divided by some of the mightiest rivers of the northern India.
5. Kumaon
6. Sikkim
7. Himalayas, Jammu and Kashmir, Ladakh, Himachal and Uttranchal ranges in Lahaul, Spiti, Kinnaur, Sikkim- Kanchenjunga, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Tripura and Arunachal Pradesh.
8. Sahasratal trek, Garhwal Himalaya, the Khatling glacier trek, region along the Bhilangana River to its source at the Khatling glacier, Ladakh, Lahaul, Spiti / Kinnaur, the Rhododendron trek in Darjeeling. (Report Of The Sports Authority In India - Ministry Of Youth Affairs & Sports 2012).

Benefits of adventure sports

- ✓ Adventure sporting activities are healthy, they give excitement & revitalizes energy. People feel energetic it promotes a healthy habit.
- ✓ Helps to get a smart immune system.
- ✓ Outdoor activities will help improve health condition caused due to monotonic life style. It is termed by modern doctors as park prescriptions obesity , heart problems, attention diversion syndrome , poor leadership
- ✓ Hiking helps in brain working mentally sharp it gives countless variables
- ✓ Helps tolerance to uncertainties
- ✓ Immediate support to face challenges is promoted
- ✓ Helps to retain pleasant memories
- ✓ It helps to build confidence
- ✓ Across the globe the outdoor activities have declined youth are reclined to stay indoor without any adventure sporting activities.
- ✓ A child's desire to explore is dying a gradual death as he is made to study set pattern of curriculum
- ✓ We become a part of the nature , beautiful surroundings
- ✓ It becomes apart to boost eco tourism



- ✓ Aesthetic sense is developed
- ✓ Findings on a adventure tour helps to make proper guidelines for policy makers to frame rules & regulations to tourists
- ✓ Scientific studies have reported that asthma allergic , inflammatory bowel diseases
- ✓ Adventure sporting activities are risky hence calls for minute detailing & planning
- ✓ Adventure sporting activities adds to development of local tourism
- ✓ Adventure sporting activities give joys of exploring under water & high uphill mountains
- ✓ Adventure sporting activities helps to learn additional skills it stimulates one to know skills in interested passionate areas.
- ✓ We can know challenging sites around our country through
- ✓ adventure sporting activities gives information about first aid
- ✓ Adventure sporting activities provides skills of decision making enhances risk our management skills
- ✓ It helps to self-discovery , self-esteem , self confidence
- ✓ Adventure sports like technical rock climbing, back-country skiing or any other activity in a remote setting; rely on good communication skills, trust and teamwork. This helps people develop communication skills and learn to work together for a common goal. More often than not, in these tough conditions, those that help others are also helping themselves.
- ✓ T gives team building

- ✓ It helps positive thinking increases fitness
- ✓ Muscles are revitalized

Recommendations of Council for Human & Social Development

Government is making adventure sporting activities popular among children & youth through different measures. Government has established Council for Human & Social Development to advice & review adventure sporting activities to identify research needs to promote coordination among all stake holders. The sub committees have been instrumental in development policy matters guidelines & mechanisms for strengthening the role of Impact of sports on life.

Parameters for policy making

1. Government should see that proper infrastructure is available for introducing adventure sports activities in specified destinations
2. First aid kits, expert divers , coaches appropriate medical practioners , local help , support from local organizations , etc are needed
3. Local support from all stake holders is necessary for organizing adventure sports activities
4. The sports policy makers should perceive incumbent dangers in organizing sport events
5. Legal & judicial support should be enhanced
6. The peripherals of understanding should be enhanced.



7. The policy makers should not harm any local sentiments in introducing these sporting activities & they should conceive ideas which do not displace or mitigate local population.

8. The government should attract sponsorship from various such sporting organizations across the globe

9. Sports organizations should be strengthened to handle any type of adventure sports activity

Conclusion

Thus adventure sporting activities which is a part of healthy habit among children & youth can become a more attractive arena while ventured along with coastal & rural tourism promotion. If combined judiciously adventure sports can become a bread earner for rural youth & a remunerative proposition for rural community. Government is making adventure sporting activities popular among children & youth through different measures. Adventure sporting activities can play a vital part in developing a new policy mechanism. Besides making the youth healthy, tolerant &

vigorous & it makes the futuristic generation better risk managers. Thus adventure sports as an alternate education can deviate the entire community towards good & healthy practices there by foster community development in an affirmative way. But the policy towards adventure sports has to made accepted & trendy in India.

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