The Importance of Behavior of Tourists During the Excursion

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Absrtact: Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities like as skydiving, hill climbing, scuba diving.

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Introduction: Adventure tourism is very popular among young age tourists. Adventure tourism gains much of its excitement by allowing the tourists to step outside their comfort zone. This may be from experiencing cultural shock or through the performance of acts, that required some degree of risk (real or perceived) and physical danger.

Adventure tourism is a new concept in the tourism industry. Tourism industry adopted adventure tourism, but there is not any specific definition of adventure tourism. Most commentators concur that adventure tourism is a niche sector of the tourism industry, but there are many other niche sectors in tourism which have same characteristics that overlap with adventure tourism such as ecotourism, activity tourism or adventure travel. One of them can confuse. Adventure tourism is a complicated and ambiguous topic. Some important definitions of adventure tourism are following as:

According to the Adventure Travel Trade Association, "adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature."

According to Muller and Cleaver, "Adventure tourism is characterized by its ability to provide the tourist with relatively high levels of sensory stimulation, usually achieved by including physically challenging experiential components with the tourist experience."

Canadian Tourism Commission in 1995 defines adventure tourism as, "an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, involves some form of unconventional means of transportation, and tends to be associated with low or high levels of activity."

According to Sung et al, "adventure tourism is the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant's usual place of residence area and containing elements of risk in which the outcome is influenced by the participation, setting, and the organizer of the tourist's experience."

According to UNWTO, " adventure tourism can be domestic or international, and like all travel, it must include an overnight stay, but not last longer than one year."

Humans are traveling from ancient time for the searching for foods, and for many survival reasons. Humans have been engaging in adventurous travel for hundreds of year via exploration. People traveled in ancient time for exploration of sea roots, new destination, or even a new country. However, commercial adventure travel is a new phenomenon, in which travelers hire a professional guide to provide a range of technical support and equipment, as well as cultural and nature interpretation.

Adventure tourism has grown exponentially all over the world in recent years with tourist visiting destinations previously undiscovered. This allows for a new destination to market themselves as truly unique, appealing to those traveler looking for rare, incomparable experience. Adventure tourism includes various activities like caving, hiking, sailing, trekking etc. Adventure tourism categorized into two categories. These are following as:

- Hard Adventure
- Soft Adventure

Adventure travelers are early adopters by nature, meaning they are generally more willing to try new destinations, activities, and travel products. Popular activities change rapidly, and it seems there is a new twist on an existing sport evert years. Some activities have low risk and some have high. Adventure tourism activities are classified into two types:

1. Hard Adventure Activities
2. Soft Adventure Activities

Hard Adventure Activities

Hard adventure activities are highly risky and dangerous in nature. These activities are following as:

- Caving
- Mountain Climbing
- Rock Climbing
- Ice Climbing
- Trekking
- Sky Diving

Soft Adventure Activities

These activities are less dangerous and risk as compared to hard adventure activities. These activities are always lead by professional guides. These activities are following as:

- Backpacking
- Birdwatching
- Camping
- Canoeing
- Eco-tourism
- Fishing
- Hiking
- Horseback riding
- Hunting
- Kayaking/sea/whitewater
- Orienteering
- Safaris
- Scuba Diving
- Snorkeling
- Skiing
- Snowboarding
- Surfing

Adventure tourism activities are nature-based activities. Leaders in the adventure tourism industry are dedicated to making this tourism segment as sustainable as possible. They help in conservation of natural resources as well as cultural. Adventure tourism creates business opportunities; as a result, it attracts the local as well as international investors. Investors invest their money in the accommodation, transportation, and into travel trade organization.

Adventure tourism is a new concept in the tourism industry. The tourism industry has adopted adventure tourism, but there is no specific definition of adventure tourism. Most commentators agree that adventure tourism is a niche sector of the tourism industry, but there are many other niche sectors in tourism that share the same characteristics that echo adventure tourism such as ecotourism, active tourism or adventure travel. One of them might be confusing. Adventure tourism is a complex and controversial topic. Here are some important definitions of adventure tourism:

According to the Adventure Travel Trade Association, "adventure tourism is a tourism activity that involves physical activity, cultural exchange, or outdoor activities." Another definition: "adventure tourism is

characterized by its ability to provide the tourist with a relatively high level of sensory stimulation, usually achieved by incorporating physically challenging experience components into the travel experience.

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