

A Study on the Resilience Behaviour of Adventure Tourism Sector in Coorg after COVID -19

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Abstract:

The adventure tourism industry in Coorg had substantial disruptions as a result of the COVID-19 pandemic, which left it dealing with uncertainty and travel restrictions. This study intends to investigate how the Coorg adventure tourism sector responded to the pandemic in terms of resilience behaviour. Online surveys and conversations with significant players within the adventure tourism sector were used to gather primary data. The survey's primary objectives were to evaluate the pandemic's consequences, the industry's response, and the resilience-building aspects. In-depth information about the methods and tactics used by industry participants to recover and evolve post-pandemic was obtained through interviews. The results of this study provide insight into how the Coorg adventure tourist industry responded to COVID-19. The sector's resiliency was largely attributed to elements like crisis management plans, modifications to health and safety procedures, diversification of tourism offers, and industry stakeholder cooperation. This study adds to the body of information regarding post-pandemic resilience among the adventures tourism sector and offers useful insights for practitioners in the field and decision-makers in government policy. Understanding the resilience practises and recovery techniques used in Coorg's adventure tourism can inform future crisis management initiatives and promote site resilience in the face of comparable difficulties.

Keywords: adventure tourism, resilience, COVID -19, Coorg, recovery, tourism industry

Introduction:

Due of the COVID-19 pandemic, the adventure tourist industry in Coorg, as many other areas around the world, suffered unforeseen difficulties. The tourism sector was severely damaged by restrictions on travel, lockdowns, with the fear of infection, prompting many enterprises to close temporarily or permanently. Despite these challenges, Coorg's adventure tourism industry has shown extraordinary resilience, proving that it is capable of rebounding and adjusting to the new normal. Trekking, hiking, rafting on rivers, wildlife safaris, and various other outdoor leisure pursuits are all included in the category of

adventure tourism and draw thrill-seeking tourists. An attractive location for adventure seekers is Coorg, a gorgeous district in India's Western Ghats noted for its green and lush scenery, waterfalls, and variety of flora and wildlife. However, the COVID-19 outbreak completely shut down Coorg's adventure tourism industry. Tourist arrivals dramatically decreased as a result of travel restrictions, social isolation rules, and virus concerns. This had a domino effect on the industry, leading to financial hardship, unemployment, and a large decline in revenue for companies that depended on adventure tourism. The adventure tourism industry in Coorg shows resilience in the face of

these difficulties by putting in place numerous strategies and procedures to adjust and recover. For industry participants, policy makers, and researchers to discover successful techniques and develop efficient tactics for future crisis management, it is essential to understand the resilience behaviour of the sector. This study attempts to examine how the Coorg adventure tourism industry responded to the COVID-19 epidemic in terms of resilience. It will look at how the industry responded to the crisis, what made it resilient, and what recovery and adaptation tactics were used. The results of this study are anticipated to add to our understanding of post-pandemic resilience in the adventure tourist industry.

Significant of the study:

The economy of Coorg is primarily reliant on tourism, and adventure tourism is essential to drawing tourists to the area. Understanding the industry's resilience can help decision-makers, tourism boards, and other industry participants create effective plans to resurrect and maintain tourism in Coorg. The COVID-19 epidemic has affected travel and tourism around the world, causing uncertainty and altering traveller behaviour. Examining the Coorg adventure tourism industry's resilience might assist pinpoint the elements which contribute to its capacity to recover and meet new challenges. The revival of the industry can be aided by using these insights to create focused marketing efforts, upgrade infrastructure, and improve tourist experiences.

Background of the study:

The COVID-19 widespread had a dramatic effect on the world's tourism industry, upsetting travel schedules, placing limitations on travel, and leading to a sharp fall in visitor numbers. The effects of the epidemic have also been felt in Coorg, a famous adventure tourism destination famed for its beautiful landscape and outdoor pursuits. The study's this objective is to investigate the resilience practises of Coorg's adventure tourism industry in the post-pandemic age. It looks into the plans, methods, and steps adventure tourism companies have done to bounce back and continue operating.

The study aims to pinpoint the elements that contribute to the sector's resilience by analysing how it responded to the crisis, including modifications to product offerings, adjustments to marketing plans, the implementation of safety and health policies, and cooperation with local authorities and communities. The study's conclusions might offer suggestions and insights for the sector's long-term viability, expansion, and revitalization. Additionally, it can add to the body of knowledge on recovery after a pandemic in the context of adventure tourism by serving as a resource for other locations dealing with comparable difficulties.

Literature Review:

- ❖ Adventure tourism, as described by Alwi et al. in 2018, Buckley in 2006, Giddy & Webb (2016), is characterised by for-profit activities that include outdoor adrenaline experiences. These activities currently account for 17% of the worldwide tourist market and are becoming more and more popular, especially among urban residents seeking "escape experiences" from their daily lives in far-flung and unusual settings.
- ❖ (Buckley, 2006; Medio and colleagues, 1997) The relationship between adventure tourism and sustainable development conservation may be influenced by the effectiveness of guides and explanations on visitors understanding and environmental repercussions. According to the findings of our case study, the owners and employees of this adventure park might improve the quality of interpretation and guest education.
- ❖ Lipscombe, 1995: 42), There are two types of adventure: gentle adventure and harsh adventure. These names were created by researchers who created a scale to illustrate the variety of behaviour, starting at soft adventure (also known as mild adventure) at one extreme and moving to severe adventure (also known as harsh adventure) at the other, includes various levels of "challenge, insecurity, setting familiarity, unique skills, duration, intensity, and perceptions of control".

- ❖ (Millington and Locke, 2001), Soft adventure requires no prior experience, whereas hard adventure does demand some experience and proficiency with the activity before the tourism experience. This is a more straightforward approach to differentiate between soft and hard adventure.
- ❖ Adventure tourism activities includes trekking, rock-climbing, diving, swimming, water activities, climbing, beach activities, beautiful natural adventures, forest and wildlife adventures, etc. — John Swarbrooke and colleagues in 2003 by Ralf Buckley (2006), according to the Adventure Tourism Research Report (2010). It has already been stated in works about adventure tourism.
- ❖ In an effort to aid individuals in making the best choices, Kuscer et al. (2021) investigated how various countries and regions dealt with the COVID-19 pandemic's first effects, maximising the positive consequences. In relation to the significance of government programmes and stimulus plans for targets to help them cope with the Covid-19 scenario, the study emphasised the importance of strengthening resilience and sustainability as crucial components in recovery strategies.
- ❖ According to Richards & Raymond (2000: 18), Since early 2000, researchers have examined creative tourism. According to Richards and Raymond's initial definition from 2000, creative tourism is still a subset of travel that significantly diverges from (and offers an alternative to) what mass tourism has to offer. It offers guests "the opportunity to enhance their creativity through active involvement in programs and learning opportunities which are distinct from a holiday destination where they're undertaken."
- ❖ (Kotková, 2013; Syrovátková, 2013; Castanho et al., 2020), According to the participant's involvement, adventure destination management can be divided into active and passive product categories which forms the framework for the development and management of activities. Activities can be properly chosen and then provided while being controlled by knowing a profile of potential responses and their preferences.
- ❖ According to (Carcelli-Filho, 2013) and (Cheng et al., 2018), The administration of adventure tourism sites should take into account a guide's role as a crucial component of this kind of tourism. Highly skilled guides with specialized knowledge are needed for particularly challenging tourism.
- ❖ Adventure tourism customers are eager to pay for real, distinctive, and appealing activities and adventure tourism items as Sucháek et al. (2018) observe that equitable development cannot be accomplished without territorial growth. Adventure attractions are those that remove the customer from everyday life, challenge their abilities and toughness, and give them a sense of value and importance. (After becoming proficient in an activity with a specific level of risk and safety). At their price points, they have effectively battled with other tourist goods and will continue to do so. (UNWTO, 2014).
- ❖ (Lew, 1996; Cloke & Perkins, 1998), At the 1995 PATA Adventure Tourism and Ecotourism Conference and Mart, it was even stated that ecotourism as well as adventure tourism are gradually combining through a particular kind of tourism with more environmentally and socially conscious tourism products. Additionally, they should always remain specific groups in order to provide these characteristics. Adventure tourism was a component of this new era as a form of "green" or "alternative" tourism.
- ❖ According to Zuckerman (1990), Risk serves as the foundation for adventure travellers' motivation since they desire sensation. according to Zuckerman (1990). For the sake of experiencing new and

complicated sensations and experiences, visitors who are engaging in sensation seeking are willing to take on social and physical dangers, according to Zuckerman. A certain level of excitement is expected from participants, and these demands should be met by engaging in adventurous activities.

- ❖ (Fluker & Turner, 2000), Under the "Natural" aspect of adventure tourism, which denotes that all act of taking place in a setting that is natural, are subcategories for adventure, nature-based, and wildlife tourism. Three fundamental components—freedom of choice, intrinsic incentives, and a degree of uncertainty are necessary for adventure tourism to exist.
- ❖ (Weber, 2001), Adventure tourism has its roots in traditional recreation and includes outdoor activities that call for specialised knowledge. Yet, the distinction between adventure recreation and regular recreation which will lead to economic growth in general.
- ❖ (UNWTO, 2022), Many nations, communities, and people rely on tourism, one of the major sectors in the world, for their financial stability and well-being. The tourism sector and tourism is found in the conscious pursuit of risk, as in the situation of adventure tourism, as well as the unpredictability of the result.
- ❖ (Swarbrooke, 2003), Adventure also involves times of intense concentration. The majority of adventures is indeed an emotional experience since individuals must expend some mental and emotional resources before taking part in the activity.
- ❖ John Swarbrooke et al. (2003) by Ralf Buckley (2006), Stated that Adventure tourism activities include mountaineering, rock-climbing, diving and swimming, aquatic activities, trekking, beach adventures, natural beauty adventures, jungle and wildlife adventures, etc., according to the Adventure Tourism

Industry Report (2010). It has already been stated in books about adventure tourism.

- ❖ Khedkar (2015), The largest service sector in India, according to a report from the government of India, is tourism. It is in the years between 2013 and 2024, it is anticipated that the tourism sector's contribution to the nation's gross domestic product (GDP) will increase at a rate of 7.0% annually. If adventure travel improves significantly, this number could rise because it will be a major factor in raising foreign tourist arrivals the people who rely on it have been severely impacted by threats like COVID-19. There are about 36,900 tourism-related jobs in the Thompson Okanagan study region (go2HR, 2018), and these occupations depend on the area's ability to provide a safe and healthy travel environment. Building more resilient travel destinations and tourist communities will benefit from an understanding of the risks and vulnerabilities associated with tourism as well as its form, function, and potential for sustainability.
- ❖ According to Butler (2018) and Sand & Gross (2019), The tourism industry has experienced tremendous expansion in the twenty-first century and has traditionally been crucial to the establishment of service and disposal (Gyr, 2010). People's desire to participate in distinctive environment, social, cultural, and socio- phenomena—phenomena that can alter viewpoints and have an impact on community development strategies—drives tourism (UNWTO, 2021b). The community of international destinations have grown more susceptible to a range of changes that continue to undermine the status quo of many locations as globalisation makes tourism destinations more accessible (Mercier & Norton, 2019).

Research gap:

There are various possible research gaps that require to be filled in the field of study on the resilience behaviour of the adventure tourist

industry in Coorg after Covid-19. This study will shed important light on the particular difficulties faced by Coorg's adventure tourism firms and their coping mechanisms. Adventure tourism providers can adapt their offers and marketing tactics by having a thorough understanding of how traveller expectations, motives, and behaviours have changed in the wake of COVID-19. The evaluation of the efficacy and application of safety and health measures in the adventure tourist industry in Coorg represents another area of research need. The establishment of best practises to ensure visitor security while maintaining the positive visitor experience can be aided by an understanding of visitors' perceptions of the imposed measures and their compliance. These knowledge gaps would contribute significantly to the formulation of focused plans and policies for the long-term rehabilitation and expansion of the sector by offering insightful information about the resilience behaviour in the adventure tourism sector.

Statement Of The Problem:

The COVID-19 pandemic has had a tremendous influence on both the Coorg adventure tourist business as well as the global tourism industry. Although the necessity for resilience in dealing with the effects of disasters is becoming more widely acknowledged, there is a dearth of particular research examining the resilience behaviour of adventure tourism enterprises in Coorg post-pandemic. Due to a research deficit, it is unclear how the Coorg adventure tourism industry has handled the obstacles provided by the pandemic and what elements have helped it remain resilient in the face of difficulty. For the purpose of aiding industry stakeholders, influencing governmental decisions, and guaranteeing the long-term survival of the sector, it is crucial to comprehend the strategies,

activities, and measures adopted by adventure tourism enterprises in Coorg in order to recover, survive, and grow following COVID-19. The need to investigate and analyse the COVID-19-related resilience behaviour of the adventure tourism industry in Coorg.

Objectives:

1. 1.To study the sources of awareness among tourists visiting adventure
2. 2.To study the purpose of tourists visiting the adventure spots
3. 3.To study the preferred season for tourists visiting adventure spots

Research methodology:

A research plan is a systematic strategy for investigating a research problem. The investigation was carried out using a convenience sampling technique. It aims to investigate the resilience behaviour of tourism sector in Coorg after covid -19. 100 people made up the sample size, and the research problem's primary data was collected. The study's data was gathered using a standardised questionnaire. The first section of the questionnaire asked about the respondent's income, age occupation, and other demographic data. The second part of the questionnaire related to the impact of COVID-19 on the adventure tourism sector in Coorg and also to identify resilience behaviour that have been adopted by tourism businesses and identify opportunities for recovery and growth in the tourism sector. A Likert scale was used for one section of the questionnaire, ranging from 1-strongly agree to 5-strongly disagree, and another one, 1-yes to 3-sometimes, etc.

Analysis and interpretation:

Table 1

		gender of the respondent			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	53	53.0	53.0	53.0
	male	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

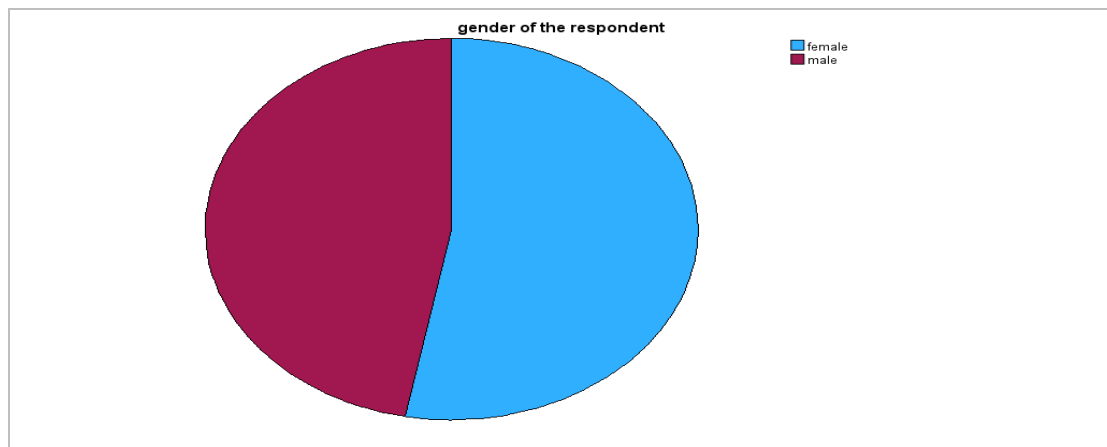


Table - 1 reveal that based on gender demographic factors the female is more than male in frequency among 100 respondents

Table 2

Age of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 18	9	9.0	9.0	9.0
	19-28	56	56.0	56.0	65.0
	29-38	23	23.0	23.0	88.0
	49 above	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

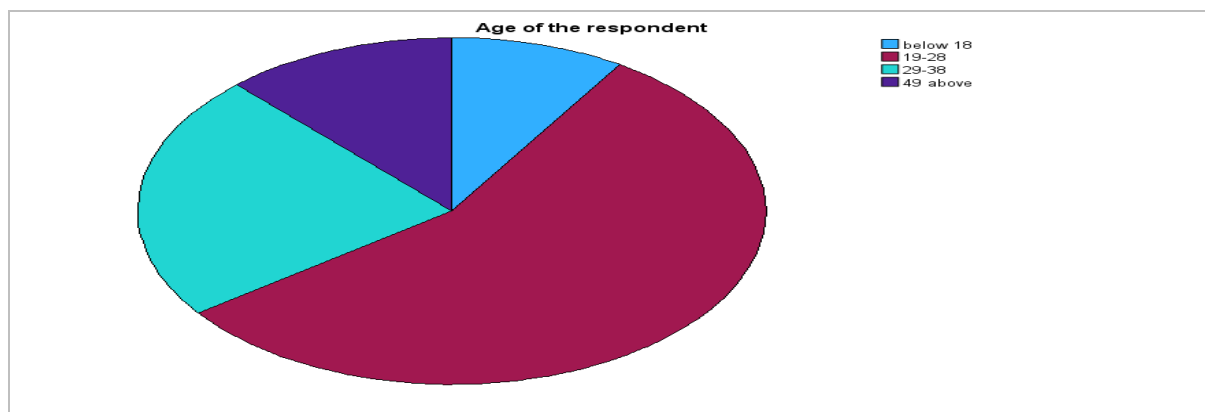


Table -2 reveals that based on age of the respondents the age of 19-28 are more in frequency and also with percent among 100 respondents.

Table 3

marital status of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	60	60.0	60.0	60.0
	married	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

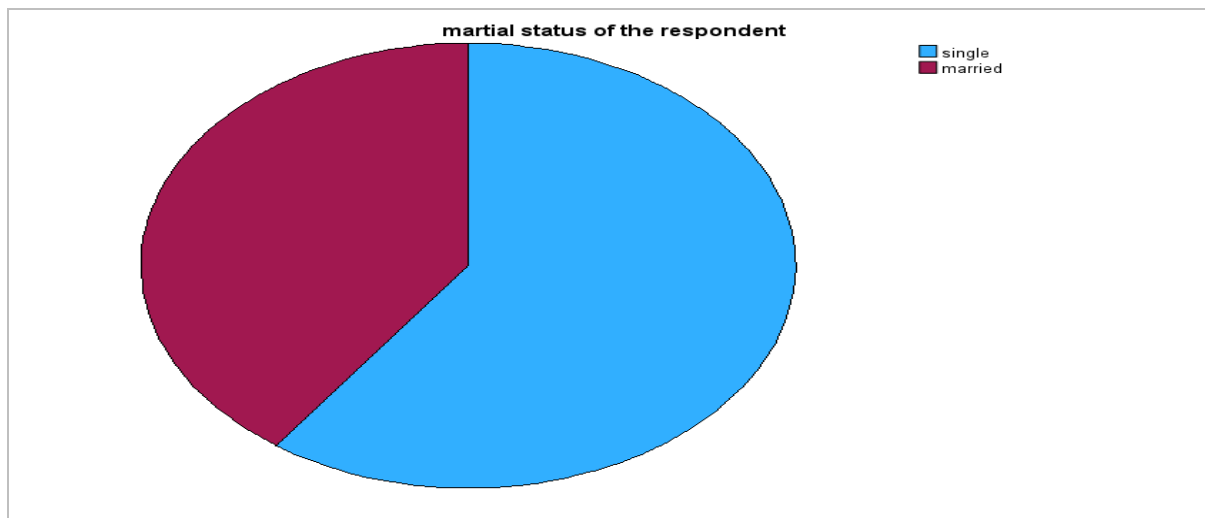


Table-3 reveals that marital status of the respondents the single is more than married in frequency among 100 respondents

Table 4

education of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10th	3	3.0	3.0	3.0
	puc	14	14.0	14.0	17.0
	graduate	45	45.0	45.0	62.0
	post graduate	32	32.0	32.0	94.0
	others	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

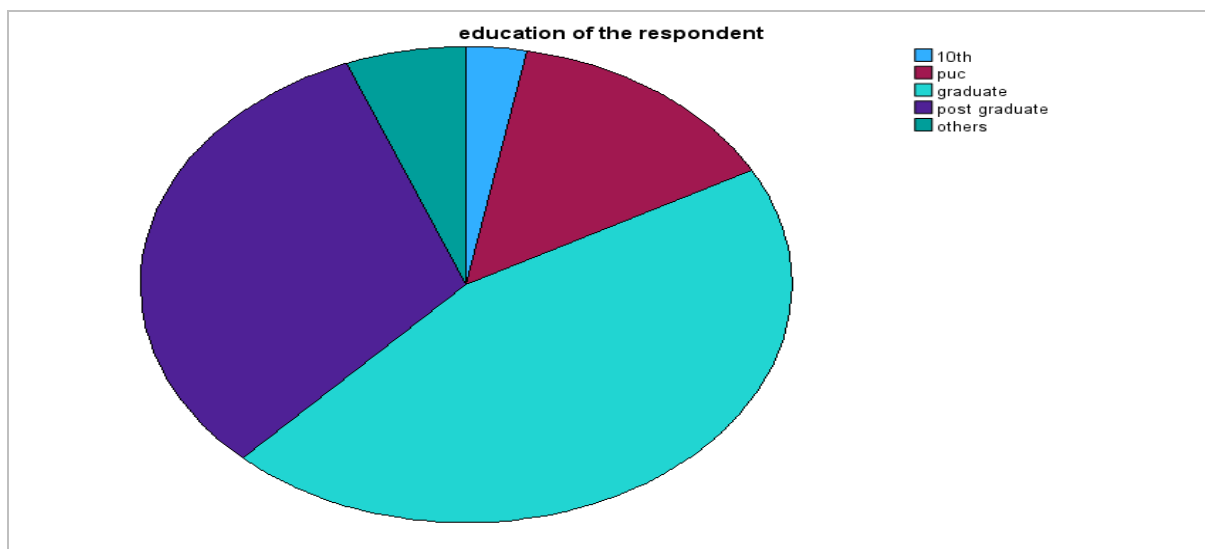


Table-4 reveals that education of the respondents, most of the respondents have done graduate among 100 respondents

Table 5

occupation of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed	57	57.0	57.0	57.0
	unemployed	1	1.0	1.0	58.0
	student	34	34.0	34.0	92.0
	home maker	2	2.0	2.0	94.0
	others	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

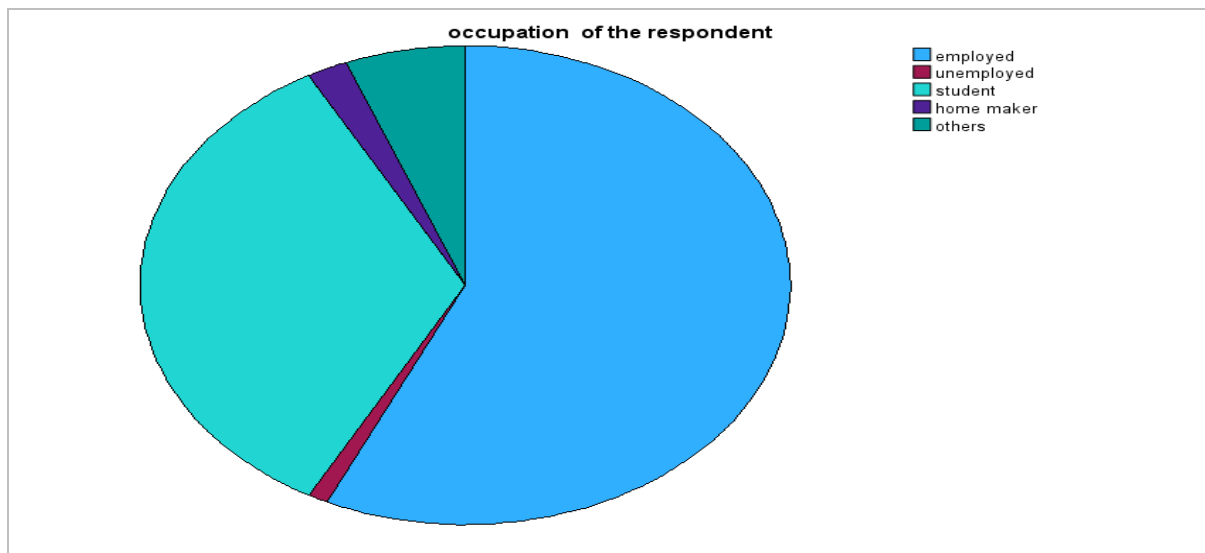


Table-5 reveals that occupations of the respondents, are most of them are employed and students among 100 respondents

Table 6

Annual income of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 10000	30	30.0	30.0	30.0
	10000-20000	18	18.0	18.0	48.0
	20000-30000	9	9.0	9.0	57.0
	30000-40000	9	9.0	9.0	66.0
	40000-50000	11	11.0	11.0	77.0
	above 50000	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

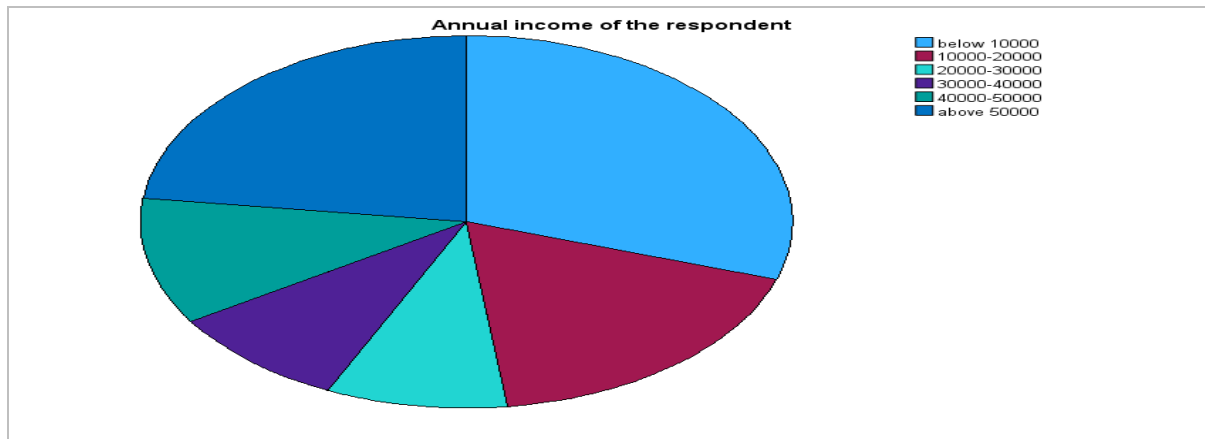


Table-6 reveals that annual income of the respondents, most of them are below 10000 and above 50000 among 100 respondents

- ❖ The resilience behaviour of adventure tourism

Table 7

- ❖ the sources of awareness among tourists visiting adventure spots

Where did you learn about this adventure spot?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I already knew of it	17	17.0	17.0	17.0
	the internet	43	43.0	43.0	60.0
	Media	14	14.0	14.0	74.0
	friends and relative	26	26.0	26.0	100.0
	Total	100	100.0	100.0	



Table-7 reveals that from where did you learn about this adventure spot according to the respondents are internet and friends and relatives.

Table 8

❖ the purpose of tourism visiting the adventure spots

What is the purpose of visiting the adventure tourism spots in Coorg?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pleasure	24	24.0	24.0	24.0
	pilgrimage	3	3.0	3.0	27.0
	leisure	8	8.0	8.0	35.0
	aventure	36	36.0	36.0	71.0
	family time	22	22.0	22.0	93.0
	others	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

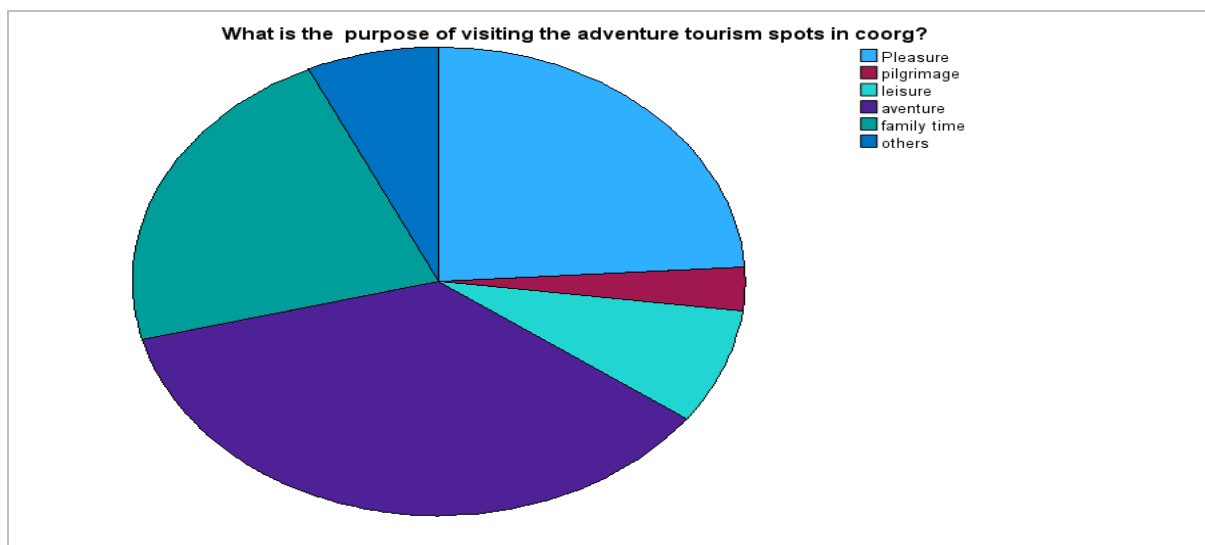


Table-8 reveals the purpose of visiting the adventure tourism spots in Coorg according to the respondents are aventure and pleasure

Table 9

❖ To study the preferred season for tourists visiting adventure spots

In what season would you like to go for an adventure trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	summer	22	22.0	22.0	22.0
	winter	21	21.0	21.0	43.0
	spring	38	38.0	38.0	81.0
	monsoon	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

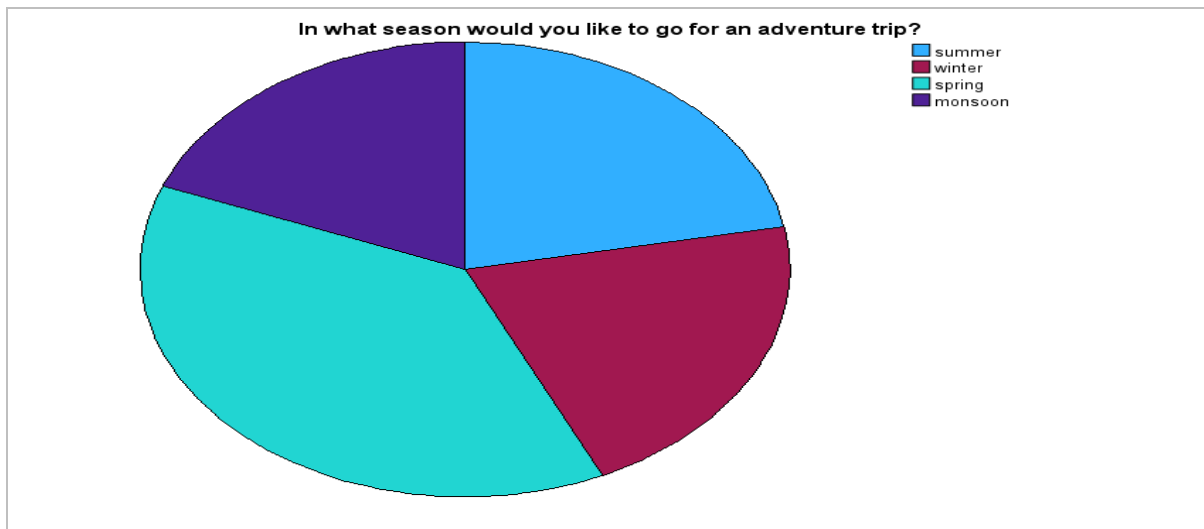


Table-9 reveals that in what season would you like to go for an adventure trip according to the respondents are spring and summer

Table 10

Hypothesis 1

The sources of awareness among tourists visiting adventure spots

H₀: word of mouth is not the main source of awareness among tourists visiting adventure spots

H₁: word of mouth is the main source of awareness among tourists visiting adventure spots

Where did you learn about this adventure spot ?	
Chi-Square	20.400 ^a
Df	3
Asymp. Sig.	<.001

0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

Since the p value is $<.001$ the null hypothesis is accepted and word of mouth is not the main source for awareness of the adventure spot internet is the main source.

Table 11

Hypothesis2:

The purpose of tourists visiting the adventure spots

H₀: pleasure is not the main purpose for tourists to visit adventure spots of Coorg

H₁: pleasure is the main purpose for tourists to visit adventure spots of Coorg

	What is the purpose of visiting the adventure tourism spots in coorg?
Chi-Square	48.680 ^a
Df	5
Asymp. Sig.	$<.001$

0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.7.

Here, p value is $<.001$ therefore null hypothesis is accepted pleasure is the main reason is adventure.

Table 12

Hypothesis3:

The preferred season for tourists visiting adventure spots

H₀: summer season is not the preferred season by tourist

H₁:summer season is preferred season by tourist

	In what season would you like to go for an adventure trip?
Chi-Square	9.200 ^a
Df	3
Asymp. Sig.	.027

0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

Here, p value is 0.027 therefore H₀ is accepted spring is the main season for the tourist to visit adventure spots.

Findings:

The findings of the study are:

- ✓ It is clear from the study that most of the tourists who visit Coorg for Pleasure & adventure stand in second place.

- ✓ It is clear from the researcher's observations that government activities and goals are apparent in the growth of adventure tourism in Coorg.
- ✓ The survey shows that the Coorg is an environmentally friendly destination.
- ✓ From the survey, it is clear that most of the tourists are interested in participating in adventure tourism.
- ✓ Adventure tourism in Coorg may have seen a rise in visitors from within the country, as people sought local travel experiences.

Suggestion:

- ✓ Identifying uncharted locales and placing more emphasis on connecting to those locations. There are other undiscovered waterfalls in Coorg that are concealed by dense forests or in remote locations, offering great potential for the development of adventure activities.
- ✓ Underline the opportunities for outdoor activity that Coorg offers. To draw adventure seekers looking for outdoor and natural-based activities, promote events includes wildlife safaris, camping, river rafting and trekking.
- ✓ It is necessary to create a unique adventure travel package to Coorg.
- ✓ The government is tasked with educating the public about the value of tourism and the advantages of adventure travel for the local economy. A number of efforts must be made, such as providing them with some inspiration through the training session in order to urge them to participate in tourism-related activities and give them the confidence to participate in the growth of Adventure tourism.
- ✓ An increase in the number of trainers and guides who are knowledgeable about the locations and the best paths there. Locals with in-depth knowledge of destinations and routes ought to be encouraged to become tour guides.

Conclusion:

The Coorg adventure tourist industry has persevered despite the COVID-19 pandemic. Insights into the post-pandemic period within Coorg may be limited in terms of specific discoveries and data, but broad patterns in the tourism sector can offer some. Because of constraints on overseas travel, there has probably been a shift in the industry towards domestic tourism. Visitors seeking outdoor sports and nature-based adventures have probably been drawn to Coorg by its picturesque scenery and adventure options. Travellers may feel more confident if they know the industry can adapt and put new health and safety standards into place. Operators of adventure tourism in Coorg can reduce worries and encourage visitors to participate in activities and peace of mind by putting guest well-being first. Development of adventure tourism offers the chance to adopt proactive strategies based on widespread stakeholder participation, which would help produce more successful policies and programmes. The likelihood of the tourism sector reaching its full economic and social potential would improve as a result. Considering the possibility for resilience in the Coorg adventure tourism market, it's critical to keep an eye on how the sector is actually performing, adjust plans as necessary, and rely on detailed research and data to determine the amount of resilience post-COVID-19.

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