



Role Of Adventure Tourism In The Local Market: Current Segment And Developments

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Abstract: This special issue of the tourism market explores several aspects of adventure tourism. Therefore, this article focuses on covering all related subjects such as recent development, demand and supply, contribution, eco, and sustainable tourism, combination with well-being and health, methodological challenges, relevance for developing countries, demographic change, desired experiences, spatial requirements for outdoor recreation, and adventure tourism in Uzbekistan. This special issue broadens the scope of the fascinating and important of adventure tourism.

Keywords: tourism, tourism market, adventure tourism, tourism role, tourism development, market segment.

Introduction. Adventures were traditionally connected with the exploration of distant, new, and promising regions, as well as scientific development. Adventure tourism was frequently regarded as a necessary tourist demand in the wild and hazardous environment. Adventure excursions can be dated back to the medieval period. Marco Polo and James Cook are synonymous with travel, adventure, and motivation. Only after alpinism, or mountaineering to the summits of the Alps [1], became popular did risky vacations attract a certain tourism segment. Mountains were first climbed for scientific reasons, and then for sporting purposes. Mountain tourism expanded rapidly, attracting a large number of explorers. In 1865, all Alpine summits were ascended for the first time. Hunting and fishing attracted tourists to natural and adventurous locations particularly in the northern areas, beginning in the late nineteenth century. Skiing and canoeing tourism emerged together. In the 1950s and 1960s, adventure tourism was no longer limited to a few madmen, but had established itself as an autonomous form of tourism. In the 1970s, the demand for adventure activities peaked, resulting in the emergence of particular providers, new forms of sports, and specialized equipment. Since then, adventure tourism has grown steadily. It became one of the most important niches in tourism at the beginning of the twenty-first century and is now regarded as a tourism market segment. Adventure tourism emerged in the previous two decades and is now regarded as the fastest-growing outdoor tourism market segment. According to the most recent Adventure Tourism Market Synopsis (2024-2031) survey, the global adventure tourism market was valued at USD 489112.14 million in 2023 and is predicted to grow at a CAGR of 10.35% during the forecast period, reaching USD 882979.04 million by 2031. Today, adventure tourism is still thriving, and the growing popularity of soft experiences has broadened the target demographic, drawing an increasing number of clients. The rising tourism industry in the Middle East and Central Asia also benefits the adventure industry. Over-tourism can also be a problem in adventure tourism. Adventure tourism combines travel, sport, and outdoor experience. A certain level of risk is thought to be required for adventure activities. Adventure tourism products are in high demand among both



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sexes and all age groups, but adventure travelers are now younger than other tourists, with an average age of 35 [2,3,4]. However, both the baby boomer age and families are increasingly interested in adventure travel. Adventure tourism entails exploring or traveling to remote, exotic locations. It comprises unique and difficult vacation experiences in which guests interact with local communities and connect with their basic values. Adventure travel is a type of niche tourism that encompasses a variety of activities such as caving, climbing, cycling, hiking, hunting, rafting, and more. The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranging from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application, and region, and thus provides a holistic view of and deep insight into the Adventure Tourism market, covering all of its essential aspects. In terms of the competitive landscape, the report introduces industry players based on market share, concentration ratio, and so on, and describes the leading companies in detail, allowing readers to gain a better understanding of their competitors and the competitive situation. Additionally, mergers and acquisitions, developing market patterns, the influence of COVID-19, and regional conflicts will be explored. In a word, this study is essential reading for industry participants, investors, researchers, consultants, business strategists, and anybody else with an interest in or plans to enter the market.

Literature review. Various authors use various aspects to define adventure tourism, which is a tourist activity that includes two of the following three components: physical activity, cultural exchange or interaction, and engagement with nature. The term itself is not universally used, and what one person considers to be an adventure may not be perceived as such by another. Adventure travel is a recreational activity that involves visiting uncommon, exotic, isolated, or wilderness destinations. It is typically accompanied by high levels of activity by the person, the majority of which occurs outdoors [5,6]. Adventure travelers anticipate being individually tested and experiencing varying levels of risk, thrill, and peace. They enjoy exploring untouched and unique corners of the world and seeking personal challenges. Adventure tourism stands apart from other types of tourism because of the extensive planning and preparation required. Adventure tourism is often defined as traveling in smaller groups and frequently encountering various forms of danger. Adventure tourism is intrinsically linked to activity; it is not a passive experience and is typically found to be interesting and captivating. Adventure tourism is defined as:

“A self-initiated recreational activity typically involves a travel and overnight stay component that usually involves a close interaction with the natural environment, structurally contains elements of perceived or real risk and danger, and has an uncertain outcome that can be influenced by the participant and circumstance”.

One of the most typical characteristics is a desire to spend time outside. Travelers often want action-packed events that provide thrills and excitement. Another frequently mentioned incentive is to be physically challenged rather than passive sightseers in other sorts of tourism [7,8]. Adventure tourism enthusiasts often seek out one-of-a-kind experiences. The descriptions of these journeys are the following:

“The location is generally remote. This is often due to exhaustion from a hurried lifestyle. They perceive calm, distinctive, natural environments as remote. Due to its nature, an adventure



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can take several forms. Individuals typically engage in adventure travel for enjoyment and personal growth in unique surroundings”.

Adventure tourism is derived from other forms of tourism, outdoor recreation, and education. Texts on eco-tourism, recreational tourism, tourism in protected areas, and wilderness management do not cover adventure tourism, with only a brief mention of commercial outfitters and outdoor activities [9]. Adventure tourism refers to guided commercial tours that focus on outdoor activities that use natural terrain, require specialized equipment, and provide an exciting experience for tour participants.

Methodology. The article design is the method used to answer the research questions through empirical data. The overarching goal of this article is to identify ways to encourage the growth of adventure tourism in Uzbekistan. This research used qualitative data. The sampling procedures use a convenience sample of tourism-experienced professionals. The selection process prioritizes tourism experience and an understanding of Uzbekistan’s potential for adventure tourism, as reflected in interview questions [10]. Data is collected through face-to-face interviews. Interviews will be digitally recorded using a cell phone. Data for this study was collected primarily by individual, semi-structured, face-to-face, and telephone interviews. Interviews with experienced tour professionals will be used to collect primary data since they provide thorough information about personal attitudes, perceptions, and opinions. In tourism research, this style of interviewing is most effective for acquiring a thorough understanding of a topic with diverse perceptions, attitudes, affects, behaviors, and practices.

Result. Several respondents mentioned about the need to develop many of the natural sites as resorts for adventure tourism. Respondent stated, “Uzbekistan’s nature is impressive. You can find a lot of different rare plants and animals, including some that are endangered and can only be found in Uzbekistan. For those looking at an adventurous vacation, Uzbekistan can offer plenty of opportunities: climbing and skiing in the Chimgan Mountains, jeep trips through the deserts, trekking along the edge of the Aral Sea, kayaking and fishing in mountain rivers, and beach holidays on lakeshores. But these tours are poorly organized or I don’t know, they are under-advertised. There are hundreds of untouched spots in the country, which should be exploited for the sake of adventure tourism”. Similarly, another respondent also mentioned the lack of development of adventure tourism stating, “The number of adventure tours in Uzbekistan is growing. Narrow selection is perhaps hindering the development of adventure tourism. You can find several tours on the internet, including the Aral Sea and Barsa-Kelmes Tour, Aral Sea and Savitsky Museum Tour, 2 Day Aral Sea Tour, Tour to Aydarkul Lake, Nurata Mountains, and Aydarkul Lake Tour”. The result revealed that there was a lack of competition among tour providers, “Uzbekistan’s mountains are a favorite place to adventure and relax for residents and visitors alike. The dramatic landscapes amaze anyone who has ever visited, and provide opportunities for a variety of activities, yet, sadly, we can’t see any competition among providers of adventure tours over mountains. They mostly belong to several owners and they seem inert in terms of overtaking opponents and eventually causing slow development.” Several respondents mentioned specific facilities and amenities of tours they have been offered which could be better organized. “Uzbekistan mountain tours are noteworthy. The Chimgan Mountains have a variety of hiking routes of various difficulties, as well as plenty of rock canyons, waterfalls, and broad meadows. The Beldersay area is home to petroglyphs from the late



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Stone Age and several picnic spots. Another top sight is the Gulkam Canyon, which has three beautiful waterfalls and a variety of hiking challenges, they are visited more often by locals. In addition, emphasizes the height of mountains in Uzbekistan which could be developed into different types of sites, “Uzbekistan is located in the very heart of Asia, lies mostly on a plain, but gradually from west to east, the landscapes of this sunny country develop into the mountain ranges of the Tien Shan and Pamir. The average height of Uzbek mountains ranges from 2,000 m to 3,000 m and if the small ridge of Sultan Uvais in Karakalpakstan does not exceed the elevation point of 500 m, then the peaks of the Hissar ridge in Surkhan River exceed 4000 m several canyons that can serve as attractions for adventure tourists.

Conclusion. Based on conversations with tour operators, it is clear that Uzbekistan has significant potential for growth in adventure tourism. Adventure tourism has grown in popularity in recent years, alongside traditional forms of travel such as ecotourism, agricultural tourism, medical tourism, and gastronomical tourism. Perhaps this is due to the diversification of tourism services. In recent years, significant steps have been taken to diversify the structure of tourist services and promote new types of tourism in Uzbekistan. In particular, great emphasis is placed on increasing the flow of tourists through adventure tourism. According to the article, the development of adventure tourism is hampered by several flaws. These include a lack of proper training, certification, and safety measures, as well as a lack of infrastructure, such as equipment, routes, and activities. The article also suggests that appropriate ways of adventure tourism development are needed to help regulate the adventure tourism industry.

1. Increasing commercial statistics: how many enterprises sell what things, where, and at what prices in the adventure tourism market.

2. Analyzing the market segment and characteristics: when, where, and how long they travel, as well as how these trends vary with demographics.

3. Identifying similarities and distinctions between adventure tourism and non-commercial adventure recreation, as well as applying recreation research to the geography of adventure tourism icons and secondary sites for various extreme and routine adventure activities.

4. Exploring the adventure tourism affects residents and communities.

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