

**THRILL TOURISM IN POKHARA:A CASE STUDY OF ZIP-
FLYER**

A Thesis

**Submitted to Central Development of Rural
Development, Tribhuvan University for Partial
Fulfillment of Requirement for the Master Degree of
Arts in Rural Development**

Submitted By

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DECLARATION

I hereby declare that thesis entitled **THRILL TOURISM IN POKHARA: A CASE STUDY OF ZIP-FLYERS** Submitted to the Central Department of Rural Development, Tribhuvan University, is entirely my original work prepared under the guidance and supervision of my supervisor. I have made acknowledgement to all ideas and information borrowed from different sources in the course of preparing this thesis. This thesis have not been presented or submitted anywhere else for the award of any degree or for any other purposes. I assure that no part of the content of this thesis has been published in myfrom before.

.....

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RECOMMENDATION LETTER

This is to certify that **Mr. AKRIST KUMAR SHAHI** has prepared this dissertation entitled **THRILL TOURISM IN POKHARA: A CASE STUDY OF ZIP-FLYER** under my guidance and supervision. This dissertation is prepared for partial fulfillment of the requirement for the Degree of Master of Arts in Rural Development. To the best of my Knowledge, the study is original. I therefore recommend this dissertation for final approval and acceptance.

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Prof. Dr. Prem Sharma

Supervisor

Date: 2073/09/15 B.S. (30/12/2016 A.D.)

APPROVAL LETTER

This thesis entitled **THRILL TOURISM IN POKHARA: A CASE STUDY OF ZIP-FLYER** submitted by **Mr. AKRIST KUMAR SHAHI** in partial fulfillment of the requirements for the Master's Degree (M.A) in Rural Development has been approved by the evaluation committee.

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Akrist Kumar Shahi

ABSTRACT

“Thrill Tourism in Pokhara: A case study of Zip-Flyer” is a study of Adventure tourism is to clarify about thrillification of adventure sports. Since the tourism is the major factor for generating economic part of Nepal as the direct contribution of Nepal’s Travel and Tourism to GDP in 2014 was 4.3 percent. This study is focused on the market and nature of tourist in the adventure tourism, hence this study will be beneficial to understand and identify market survey and nature of tourist in the adventure tourism as well as demographic characteristics. Similarly, this study will attempt to diagnose the general perception of enterprises and tourist towards adventure tourism and will attempt to find out the required improvement for the betterment for adventure tourism. The present study has been carried out in Sarangkot and HemjaVDC of Pokhara. The mai purpose of the study is to compare between the adventure tourist and tourist in general with the main objective of identifying the current issues and problems regarding zip-flyer, perception of tourist towards the Zip-Flyer Pokhara as tourist destination, to analyze the socio-economic impact from the zip-flyer, to examine safety measure and specially to examine zip-flyer as thrilling. The sample of 30 respondents was selected in Highgound Adventure Nepal through the convenient sampling, as per the study most of the tourist said that the zip-flyer Pokhara is more thrillification rather than other adventure sports.

From the present study, it showed that Adventure tourism does not interest only the youth market but spans over a broad range of people and age groups. It has been found that adventure tourist make their holiday choices per their lifestyles and not based primarily good on their ages. Thus, a physically active pensioner can participate zip-flyer, while a young graduate, for example, may prefer a relaxing holiday with friends. It has been recorded by tour operators that the average age of adventure travelers is, rather surprisingly, between 40 and 45 years old. This supports the idea that lifestyle, rather than age, influences a tourist holidays decision.

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ACRONYMS

WTO World Tourism Organizations

HMG His Majesty Government

ASTM American Society for testing and Materials

GRS Gear Retrieval System

TUV Technical Inception Association

HV High Voltage

BOLT Build Operate Lease and Transfer

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The World Tourism Organization (WTO) (1994) noted that achieving successful tourism development and management relies as much on effective institutional factors as it does on development policy, physical planning and impact controls. Tourism related laws are required to set out a policy for developing tourism and to establish functions, structures and the source of funding for national tourism organization or regional tourism offices. In addition, legislation and regulations are also required for successful implementation of a tourism plan and for the continuing management of tourism (Inskeep, 1991). Nepal is one of the small but richest countries in the world in term of bio-diversity due to its unique geographical position and altitude variation. It is one of the world's best place to explore as religious, culture and natural resources. Because of the presence of fine blend of art, culture and tradition along with natural beauty, with varieties of beauty and pleasure to offer, Nepal has a great potential to attract all types of tourist from all over the world. In Nepal both agriculture and tourism sector plays a major role in economy. Tourism in Nepal has always been a major factor for economic generating part of Nepal for more than a decade now, economic generating for this sector has been affected for many unforecable reasons though this sector has not been able to grow and develop its full potential we the people of Nepal still managed to continue to present our diverse attraction to the world therefore in order to add more value and explore many unseen possibilities. Adventure tourism has become more popular as an outdoor recreation activity in the tourism industry (Travel Industry Association of America, cited 2005). The term adventure actually means differently to different tourist because things that fill up the fear of one tourist may not fill up for another tourist (Buckly, 2006). Therefore, there is no any specific way to define adventure tourism. The word adventure is described as the risky activities in nature that are taken on by tourist or the risky destination visited by the tourist and the tourist get an exciting and unusual experience from what the tourist had did (Farlex, The Free Dictionary).

1.2 Statement of the Problem

It is more than half century that Nepal's doors were opened for the general foreigners without sufficient infrastructure facilities for the international tourism market. At the inception phase during mid-fifties, the market was highly lucrative mainly for the mountaineering and trekking despite its great natural beauty and high potential in other areas such as pilgrimage, cultural, linguistic, geographical, social and anthropological studies for academic tourists. Despite the global expansion of zip-line, there is dearth of academic studies on the sub-sector. To date, there has been absence of research conducted on the nature of Adventure tourism. As the sites in Pokhara were easily accessible, and Pokhara has the most number of Adventure tourism enterprises, Pokhara is chosen as a study site. The project has two main research questions: a. What is the nature of Adventure tourism and b. What is the demographic, geographical and socio-economic profile of the clients?

1.3 Objectives of the Study

The overall objective of the study is to explore and analyze the market, nature of thrill tourism and tourist on area under study

- To identify current thrill tourism development issues/ problems
- To understand tourist perception on zip-flyer, Pokhara as a tourist destination.
- To examine the prospect of economic impact from zip-flyer.
- To examine the safety measures of the zip-flyer.

1.4 Hypotheses

- Zip-flyer in Pokhara is the dream of the most of the tourists or
- It's part of self- fulfillment of the tourist and they want to challenge themselves as other tourist destination does not have zip-line which are more than 5000ft and Pokhara's zip-flyer is the world longest zip line or
- Thrill tourism should be promoted as it is gaining more popularity than common tourism.

1.5 Significance of the Study

Since the tourism is the major factor for generating economic part of Nepal as the direct contribution of Nepal's Travel and Tourism to GDP in 2014 was 4.3 percent.

This study is focused on the market and nature of tourist in the adventure tourism, hence this study will be beneficial to understand and identify market survey and nature of tourist in the adventure tourism as well as demographic characteristics. Similarly, this study will attempt to diagnose the general perception of enterprises and tourist towards adventure tourism and will attempt to find out the required improvement for the betterment for adventure tourism.

1.6 Limitation of the Study

The study would have some limitations as per its strengths. The weakness in the research would give a platform for more researchers to be done in this sector.

- Since the research is done on a small population, the findings cannot be generalized.
- Time constraint, could focus only on certain issues.
- The research will be conducted for an academic purpose, and will have limitation in terms of fulfillment of academic criteria.

1.7 Operational Definition

Tourism:"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Adventure Tourism:adventure tourism is described as risky activities in nature that are taken by the tourist or the risky destination visited by the tourist and the tourist get an exciting and unusual experience from what the tourist had did.

Thrill Tourism: In this study thrill tourism is defined as "Adrenaline tourism", "Thrillification", "extreme tourism", "controlled edge tourism", "danger tourism".

CHAPTER II

LITERATURE REVIEW

2.1 Historical Background

Tourism is a human activity, which has proved important for all nations since it fosters international brotherhood and understanding. In Nepal, the modern concept of tourism is a recent phenomenon. Although the inflow of visitors for different purpose was there for very early periods, the study of the inflow foreign visitors to Nepal can be classified in the following three stages.

2.2 Early Historical Review of Tourism in Nepal

Before the unification of Nepal by late king Prithivi Narayan shah, tourism was closely related to religion, politics and business. Many visitors, namely from the neighboring countries of China, India and Tibet visited Nepal for religious purpose. Among are notable persons. But “Manjushree” is the first visitors in Nepal to make the Valley fit or human Habitation either india or China. During the time the lichhavi rulers the famous Chinese traveler Huich-tsang and also Chinese envoy, Li-Y-Pio and Wang Hiuentse visited Nepal with his Companions.

2.3 Tourism after Unification of Nepal

After the unification of Nepal, visitors from Britain came to Nepal for political purpose.

Among the Knox, Hamilton and captain Kirkpatrick were notable persons. During the region was vertically closed for outsiders, especially Europeans in other to preserve unity and independence.

2.4 Tourism after 1950

1846: One of the important dates in Nepal’s history: it marked the advent of the “Rana” regime that lasted until 1950; 104 years during which the successive Kings of Nepal, although formally remaining on their throne with all external decorum were in

fact relegated to purely nominal and honorific role, deprived of all power and authority. During that period, Nepal was a forbidden land for foreigners except for the small traders and Indian pilgrims. Outsiders were looked upon with an eye of suspicion; an account of close relationship with the British in India, only a few foreigners changed to visit Nepal. From time to time several distinguished botanists and naturalists including Sir Brian Hodgson, F.R.S. (who was resident from 1822-1843) and Sir Joseph Hooker F.R.S. who had made botanical surveys and collection of Nepal's flora and fauna, travelled the country. Among the European visitors, British King George V and Prince of Wales came to Nepal for the purpose of hunting tigers in the tarai forest in 1911 and 1921 respectively. Due to the deliberately conservative policy of Rana rulers, Nepal remained virtually isolated and unknown to the outside world.

From the point of view of tourism, the great revolution of 1951 was a boon for Nepal. In the realization of this fact, Nepal obtained the membership of the International Union of Official Travel Organizations in 1959 and the Pacific Area Travel Association in 1964. Even since 1951, the promotion of tourism has been given the greatest importance. Development of tourism was established to make organized efforts at the government level for the development of tourism. A tourism center was established to provide training facilities for tourism development. The Tourism Act was promulgated in 1964 because of the increasing number of tourists and its importance. The Ministry of Incentives to the Tourism Industry and Business, Industrial Enterprises Act and Foreign Investment and Technology Transfer Act 1992 was promulgated in the Nepal Gazette by HMG.

In the present context, the government and private sector are jointly trying to develop many infrastructures for tourism. The Nepal Tourism Board was established. Many international chains of hotels were organized, which represent "Nepal as a world of its own".

2.5 Adventure Tourism

Adventure tourism has developed from the broader form of traditional outdoor and wilderness recreation, and today forms an integral part of nature-based tourism (Van der Merwe, 2009:220; Sung, Morrison & O'Leary, 1997:1). Adventure tourism is an activity that attracts tourists to a destination because of an adventure activity that is

itself presented at the destination, rather than the traditional tourist attractions and sightseeing (Sung, 1997). Adventure tourism has been part of the human race for a long time. At first, it was not recognized as adventure tourism by the participants as it was a “way of living” and so not seen as leisure (Van der Merwe, 2009). Early adventurers included groups such as pilgrims, traders, seasonal migrates, mercenaries, traders and hunters. Many of their adventures led to somewhat-accidental discoveries, such as Columbus who discovered the Caribbean while seeking an alternate route to the spice lands of the Orient (Swarbrooke, 2003).

Since the early adventurers, adventure tourism has grown into a popular niche and has become a rapidly expanding sector of the tourism industry (Swarbrooke, 2003). One reason for this growth can perhaps be closely tied to the fact that modern-day living and work life can lack clear meaning. Thus, people opt to search for meaning and through active participation in leisure activities and tourism. Participants are seeking for that deep embodied experience unavailable in everyday life (Van der Merwe, 2009). They believe that adventure tourism can provide such experiences, as well as assisting to overcome certain fears of life. Through adventure, new skills can be learned and developed, so assisting in maintaining an exciting and creative life with great experiences and challenges.

Today, adventure tourism is based on a wide spectrum of activities, from the less energetic activities (such as snorkeling and hot air ballooning) to thrill-inducing activities for the ultra-fit (bungee jumping, diving with great white sharks, paragliding and white water rafting) (Swarbrooke,2003). Adventure tourism has a major role to play in the attractiveness of a destination, as it offers tourists a variety of activities taking place in magnificent landscapes, breath-taking views and diverse landscapes. As I have mentioned before, during the past decade, adventure tourism has grown and expanded into a niche market, chosen by participants for the risk and challenge it encompasses.

According to Zuckerman (1990), adventure tourists are motivated by risk, as risk forms the basis of their motivation when seeking sensation. Zuckerman defines sensation seeking as the need for a variety of novel and complex sensations and experiences where the tourists are willing to take part in physical and social risks for

the sake of the experience. Participants have certain expectations of excitement and these are needs that should be filled by participating in adventure activities.

Because participants are willing to take risks and so have an element of uncertainty, and also because 'thrill' forms a major part of participating in adventure tourism, it can only be presumed that adventure tourists will also have different travel motives from the more conventional ('normal') tourists. This is due, in part, to the nature of the activity being seen as the end achievement. The question that thus arises is what motivates and drives adventure tourists to participate in adventure activities?

Tourism can be divided into two groupings, being mass tourism and alternative tourism. Mass tourism is described as tourism where large numbers of people are seeking replication of their own culture in institutionalized settings with little cultural or environmental interaction from an authentic setting. Alternative tourism, on the other hand as described by Fulker&Tunner (2000), offers forms of tourism that are consistent with natural, social, and community values and that allow both hosts and guests to enjoy positive and worthwhile interaction, with shared experiences. Within alternative tourism, certain sub-categories are listed, such as cultural aspects, events and nature based tourism. Nature-based tourism can be further classified into nature based and adventure tourism.

Adventure, nature -based tourism and wildlife tourism from sub- categories under the "Natural" component of alternative tourism, and indicates that all the activities take place in a natural environment. For adventure tourism to take place, three foundational elements are required freedom of choice, intrinsic rewards and an element of uncertainty (Fluker& Turner, 2000).

Adventure tourism's origins lie within traditional recreation, and include activities that require specific skills in an outdoor setting. The difference between normal recreation tourism and adventure recreation, however, lies in the sense of deliberately seeking risk, as in the case of adventure recreation, as well as in the uncertainty of the outcome (weber, 2001). If risk is absent, the desire to participate will decrease because risk takes on the central role of satisfaction with the experience. Participants in adventure tourism accept a certain element of risk and danger that, adventurous

pursuits. Adventurers also seek risks to match their own skills and competence with the situational risk (weber, 2001).

Adventure tourism is not something upon which to venture lightly and that the adventure must assess his or her skills and competence against the level of risk before taking part in the adventure activity. Further, participants need to be able to trust the guides and equipment.

2.6 History of Adventure Tourism

Adventure tourism has always been present in the society, even though the participants of that time did not see it as adventure tourism, but rather as discovery of places. For them it was a way of life, instead of a leisure activity (Van der Merwe, 2009). Tourism dates back as far as ancient Greece and ancient Rome as there is evidence of tourism from these eras in terms of travel writing (Swarbrooke, 2003).

According to Swarbrooke (2003), the following groups are seen as the pioneers of the adventure tourism industry:

- **Hedonists**

Hedonism, or pleasure seeking, has a particularly long history. Indeed, it was the Greeks who were largely responsible for introducing the idea. Hedonism is the desire for sensual pleasures, and there is an age-old willingness to travel in search thereof. Examples of places to where hedonism today attracts a market include Paris from the nineteenth century, Amsterdam (with its legal marijuana trade), Hamburg (with its legalized “red light” district), Hong Kong’s Suzie Wong image (again, a “red light” reputation), Shanghai, (the excitement capital of the Far East), Las Vegas (gambling and legalized prostitution) and Rio de Janeiro (the “anything goes” atmosphere of the Carnival).

- **Explorers and adventurers**

Some of the great explorers in history include Ericson, who is credited with having discovered North America, Columbus, Bartholomeu Dias who in 1488 discovered the Cape of Good and many more.

Stories of bold explorers and fearless adventurers, searching for new lands and charting previously unknown places have been part of stories told to children for ages.

- **Mercenaries**

Motivated by a need to earn a living and, sometimes, by a need for adrenaline, mercenaries offered their services as fighters to help others in need – provided they would be paid. Mercenaries faced dangers in battle, and had cultural adventures while working for kings and governments in countries with few traditions and customs of their own. Mercenaries are not just a form of history though, as the famous Ghurkha's, current – and mercenary - members of the UK armed forces, have fought as mercenaries under the British flag in countries such as Bosnia, Afghanistan and Iraq.

- **Pilgrims**

Pilgrimage is one of the oldest forms of tourism, and pilgrims are seen as an early form of adventure tourism. Pilgrims travelled through relatively unknown country to spiritual sites, often in other countries. This was, indeed, an emotional adventure as lives were often changed irrevocably, either through the journey or through experiences at its end. The pilgrimages were accurately seen as risky as robbers preyed on the routes seeing pilgrims as easy prey.

In modern days, three types of pilgrims can be found: The first is Western travelers, travelling east in search of spiritual enlightenment. The second is people living very stressful lives and who see monasteries as a place where they can reduce their stress levels with the change in lifestyle (Swarbrooke, 2003). A third type would be the pilgrimage to Mecca, a religious requirement for all Muslims.

- **Seasonal migrants**

Seasonal migrants travelled largely for work purposes. This was particularly true of rural communities. Where farming was poor, many farmers had secondary jobs as skilled artisans. The farmers would travel and take their skills to nearby towns, other regions and even other countries, if necessary. This was adventurous for them as they travelled to different regions with different traditions, dialects and languages.

Women too often had to travel to work as maids or wet nurses to help nurture and raise other people's children. This was potentially dangerous and adventurous for them as they came from small, perhaps closed, villages and had to work in the big city with all the attendant challenges and temptations.

- **Missionaries**

Missionaries were sent out to try to convert people to their religious views. Their travels and tribulations often tested their faith severely. They were often required to live amongst the poorest people at their chosen destination. The threat of robbery was often faced, as well as the challenges of disease and violence when they wandered off the beaten track. Today, missionaries can be singled out for capture, ransom, and perhaps worse, by terrorists, bandits and even representatives of legal governments. In this sense, their mission can indeed be seen as an "adventure".

- **Romantic era mountain sports**

The upper classes of developed countries started to partake in mountain sports, such as rock climbing and skiing to 'test' their skills. This particular form of adventure tourism was part of the European Romantic Movement and took place around the eighteenth and nineteenth centuries. The actions emphasized nature and endowed the mountains with a spiritual, almost mystical quality. The romantic era is a thing of the past today, but tourists still seek adventure in the mountains, climbing, skiing, and now snowboarding, as they believe in the echoing ideas of romantics from years ago.

- **Natural historians**

Natural historians indulged in their own form of adventure tourism by travelling to unexplored territories in search of new species of flora and fauna. They often undertook dangerous journeys overcoming great challenges to reach these little-known places. The main adventure for these natural historians was an intellectual one. They saw themselves as pushing back the boundaries of scientific knowledge. To these particular adventurers, the adventure was almost incidental to the result – an increase of humanity's knowledge.

- **Travel writer adventurers**

The oldest recognized travel writing dates back to ancient Greece. In recent decades, there has been a development in travel writers as the travel related media expanded. The writers travel to far-off places, and leave the beaten track behind to share their experiences through their writings, with the armchair traveler at home. Writers go to extreme lengths, for example, cycling through Africa, to explore the hidden places. The articles are also often written with tongue-in-the-cheek humor relating to the authors character than as the geographically accurate tomes.

Modern day examples of travel writings include several internet pages such as Adventure travel writer, Travel Intelligence, Transitions abroad. There are many others. Travel magazines include the famous and renowned National Geographic, Adventure, Getaway, Encounter South Africa, etc. Travel writers include Abbie Kozolchyk, Kira Salak, Hilary Bradt, Anthony Sattin, Jacques Marais and Carrie Hampton and many, many others, professional and amateur, humorous and dour, competent and otherwise.

Few more other pioneers in the field of an early adventure tourism are as they follow in: hunting, artificial environment adventures, designer adrenaline risks, etc. According to Zuckerman (1990), adventure tourists are motivated by risk, as risk forms the basis of their motivation when seeking sensation. Zuckerman defines sensation seeking as the need for a variety of novel and complex sensations and experiences where the tourists are willing to take part in physical and social risks for the sake of the experience. Participants have certain expectations of excitement and these are needs that should be filled by participating in adventure activities. Because participants are willing to take risks and so have an element of uncertainty, and also because 'thrill' forms a major part of participating in adventure tourism, it can only be presumed that adventure tourists will also have different travel motives from the more conventional ('normal') tourists. This is due, in part, to the nature of the activity being seen as the end achievement. The question that thus arises is what motivates and drives adventure tourists to participate in adventure activities?

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Adventure, nature-based and wildlife tourism form sub-categories under the “Natural” component of alternative tourism, and indicates that all the activities take place in a natural environment. For adventure tourism to take place, three foundational elements are required: freedom of choice, intrinsic rewards and an element of uncertainty (Fluker & Turner, 2000).

Adventure tourism’s origins lie within traditional recreation, and include activities that require specific skills in an outdoor setting. The difference between normal recreation tourism and adventure recreation, however, lies in the sense of deliberately seeking risk, as in the case of adventure recreation, as well as in the uncertainty of the outcome (Weber, 2001). If risk is absent, the desire to participate will decrease because risk takes on the central role of satisfaction with the experience. Participants in adventure tourism accept a certain element of risk and danger that, while not fully compromising their safety needs, seek to satisfy higher-level needs through adventurous pursuits. Adventurers also seek risks to match their own skills and competence with the situational risk (Weber, 2001).

It can be seen that adventure tourism is not something upon which to venture lightly and that the adventurer must assess his or her skills and competence against the level of risk before taking part in the adventure activity. Further, participants need to be able to trust the guides and equipment.

2.7 Soft and Hard Tourism

Adventure tourism activities can be classified into two broad categories, soft or hard adventure. Soft adventure is one of the fastest growing segments in tourism travel,

and is enjoyed by anyone looking for more than just the typical vacation to a beach or sightseeing. These “soft adventure” activities are normally undertaken to supplement the traditional vacation and could include trips to destinations that offer ecotourism or special interest expeditions or themes. It offers greater convenience in terms of sleeping arrangements and cuisine. For the alternative traveler, soft adventure offers a wider range of activities and adventure experiences (Swarbrooke, 2003, Van der Merwe, 2009). Soft adventure requires a minimal commitment and only beginning skills. It is often associated with activities such as camping, biking, sailing, horseback riding and photographic safaris.

Hard adventure activities, on the other hand, refers to activities associated with a high level of risk where participants must be physically and mentally fit to participate in these activities (sky-diving, white-water rafting or kayaking, rock climbing, cave exploration, survival games and mountaineering, as examples) and where participants thrive when exposed to activities with high levels of risk. Participants are more likely to engage in physically, as well as mentally, challenging outdoor activities that demand a great deal of previous experience and high levels of competence. Participants receive an adrenaline rush from taking risks even though most of the time they can control the risks because of their experience (Swarbrooke, 2003). An intense level of commitment is necessary, and weather conditions, sleeping accommodations and diet become of secondary importance. Hard adventure includes an intimate experience with the destination’s environment and culture (Swarbrooke, 2003, Van der Merwe, 2009). Adventure tourists either discover or gain something valuable from the experience.

It is understandable that adventure tourism is unique and different from other mass tourism and even other forms of ecotourism that form part of nature-based or wildlife tourism, and therefore will affect the travel motives of participants (Weber, 2001; Fluker & Turner, 2000). It is undeniable that ‘risk’ and ‘fear’ are key motivational aspects for the participants and that seeking ‘risk’ and ‘fear’ will have an impact on the travel motives of the adventure tourist.

Participants are often young, educated, affluent, active thrill-seekers who spend significant amounts of money in the pursuit of adventure. Adventure tourists are often demanding and discerning consumers while on holiday, and tend to travel to remote and extreme environments of the world to fulfill their need for emotional highs, risks, challenge, excitement and novelty.

Adventure tourism has certain core characteristics that aid to motivate tourists to participate. Firstly, the uncertain outcome of the activity sets the scene for challenge (Swarbrooke, 2003). Secondly, the presence of danger creates risk and ensures that the outcome is unpredictable. Danger and risk go hand-in-hand with uncertainty and risk can result in physical harm, pain and even in death, but these are the key motivators for some participants. Thirdly, the activity must be a challenge for participants where participants must have certain abilities and skills, and this will determine the level of challenge. Fourth, participants have certain expectations when they participate in adventure activities with certain rewards that are touchable like a trophy or certificate or with other rewards that are intrinsic and self-motivated (everything is new and open to explore and sometimes there is a twist that involves an extension or a development from a previous experience). If there is nothing new to the current experience, then it will not be a new adventure. Fifthly, participants are exposed to environments and situations that are different from their everyday life. The new environment can lead to stimulating the participants' senses, emotions and intellect, as well as generating lots of excitement. Sixthly and finally, adventure includes a number of mental and emotional states that include absorption and contrasting emotions. Adventure also includes periods of intense focus. Most of adventure is an emotional experience as participants invest a certain amount of emotional and mental energy before actively participating in the event (Swarbrooke, 2003). Adventure tourism has been variously defined. But broadly, it means guided commercial tours where the principal attraction is an outdoor activity which relies on features of the natural terrain, generally requires specialized sporting or similar equipment, and is exciting for the tour clients. Like many definitions within the tourism field, there is no one set definition of adventure tourism that all subscribe to, and some would even argue that there does not need to be one prescriptive definition.

Definitions of adventure tourism have traditionally centered on adventure recreation (Hall and Weiler 1992; Sung, Morrison and O'Leary 1997). Recently, Walle (1997) offered an expansion and redefinition of adventure tourism by proposing the insight model as its basis. He argues that it is the quest for insight and knowledge (rather than risk) that underlies adventure tourism. It may seem obvious that traveling to unknown places adds a new element of adventure, yet the adventure tourism literature gives little acknowledgement to the ways an adventure experience is influenced by the tourism component (Weber, 2001).

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research is designed to describe the market, nature of thrill tourism and tourist on area under study and identify current thrill tourism issues and problems, tourist perception on zip-flyer, Pokhara as a tourist destination also examine the prospects of economic impact of zip-flyer and safety measure of zip-flyer. Qualitative research method was used where key informant interview was conducted. The research was focused on zip-flyer High Ground Adventures Sarangkot and Hemja, Pokhara.

3.2 Site Selection/ Rationale behind the selection of site

The research area was conducted in High Ground Adventures zip-flyer, Hemja VDC of Pokhara.

3.3 Sample Design

3.3.1 Universe

The universe for the study was in Highground Adventures Zip-flyer of Hemja, Pokhara.

3.4 Sample Size

The sample size for the study were included 30 respondents.

3.5 Sampling Procedure

A non-probability sampling technique was conducted for an appropriate measure for sampling under which convenience sampling was adopted to collect the data.

3.6 Source of Data

The source of data was both primary as well as secondary data. As for the primary data were collected through semi structured questionnaire, key informant interview

and some point of discussion and interactions. Whereas the secondary data were reference from internet, published researches, newspapers, books, reports, articles, government documents, journals were taken to make the study more effective. But primary data were extensively utilized as the main source of this research work.

3.7 Data Collection Tools and Techniques

The questionnaire, observation, interviews were conducted to gather information. On the other hand, the researcher was referring to secondary data such as online article, newspaper articles and different thesis conducted on the related issues before.

3.8 Data Analysis

All the collected qualitative data were coded in Microsoft office Excel 2016 and tally bar were used to process data and for the presentation of data necessary tables and figures were drawn and inserted with suitable headings.

CHAPTER IV

RESULT AND DISCUSSION

This chapter includes personal thrill tourism traveler information such as the demographic and socio-economic characteristics of tourists, age of tourists, sex of the tourists, occupation, safety measures, income level, country of origin, promotional activities, staff co-operation, employee satisfactions, organizations managements towards prospect of economic impact of zip-flyer etc. are included. All together 30 tourists were interviewed in this research of the 30 tourists 15 were males while remaining 15 were females. In this section researcher made analysis of qualitative data on overview of thrill tourism in Pokhara zip-flyer.

4.1 Demographic and Socio-economic Characteristics

In this chapter the demographic and socio-economic characteristics of the tourist has discussed which give all the information about the tourist. In this part of study the gender, age, country of residence, occupation and income per month made by tourist has been studied.

4.1.1 Tourists Participated in Zip-Flyer per Gender

As in this study, the survey study reveals that both male and female were accounted 15 percent for participating in Zip-Flyer activity.

4.1.2 Tourists Participated in Zip-Flyer per Age

In this study, most about 80 percent of tourists were from young adults age (18-30) was found participating in doing zip-flyer followed by 20 percent middle age (31-59) (see table 4.1) which shows that the thrill activities like zip-flyer is for the age group bar who are youths.

4.1.3 Tourists Participated in Zip-Flyer per Country of Residence

The study reveals that 60 percent of the respondent was from Nepal where 40 percent were from abroad which shows that's the attraction towards the adventure sports like zip-flyer has more attraction of domestic tourist rather than international.

4.1.4 Tourists Participated in Zip-Flyer per Occupation

Almost one fourth of the tourist's occupation were students, 33.33 percent of them were in services and rest 16.66 percent were doing business. It shows that the adventure sports like zip-flyer is more thrill for young group age than the other.

4.1.5 Tourists Participated in Zip-Flyer According Economic Status

Economic status of tourist was measured in terms of the income per month of individuals. It showed that majority of respondent of about 36.66 percent were not earning presently, 33.33 percent were earning 1 lakh above, 10 percent were earning 40 to 80 thousand similarly another 10 percent were earning 20 to 40 thousand, 6.66 percent were earning 81 to 1 lakh only remaining 3.33 percent were earning up to 20 thousand (see table 4.1).

Table: 4.1: Demographic and Socio-economic Characteristics of Tourists visited in Zip-Flyer Pokhara

Variables	Sub-group	N(30)	(%)
Gender	Male	15	50
	Female	15	50
Age	18-25	12	40
	26-30	12	40
	31-59	6	20
Country of residence	Abroad	12	40
	Nepalese	18	60
Occupation	Student	13	43.33
	Business	5	16.66
	Services	4	33.33
Incomer per month	Up to 20 thousand	1	3.33
	20-40 thousand	3	10
	41-80 thousand	3	10
	81-1lakh	2	6.66
	1 lakh above	10	33.33
	Not earning presently	11	36.66

Source: Field Survey, 2016

4.2 Travel Information of Tourists

4.2.1 Frequency of Visit in Pokhara Annually

As 66.66 percent of the tourist travelled for the Pokhara for 1-2 trips annually, 26.66 percent of tourist were the first timer to travel in Pokhara whereas, 6.66 percent travelled Pokhara almost 3-4 trips annually.

4.2.2 Plan for Trip

About one fifth of tourist planned their trip by self, one third with friends and remaining 6.66 percent planed through travel agent.

4.2.3 Travel Companion

About 50 percent of the tourist travelled with their friends, 40 percent travelled with families. 6.66 percent travelled with colleagues and 3.33 percent travelled alone. (see table 4.2).

4.2.4 Information about Zip-Flyer

The study reveals that 50 percent of the tourist said that they knew about zip-flyer from the friends, 33.33 percent told that they knew from web page, 13.33 percent told from other and 3.33 percent from family members. As it has shown that the zip-flyer is emerging as an adventure thrill tourism from the last 3 years many people's attention has gone for zip-flyer.

Table 4.2 Tourists Travel Information and Plan for Trip

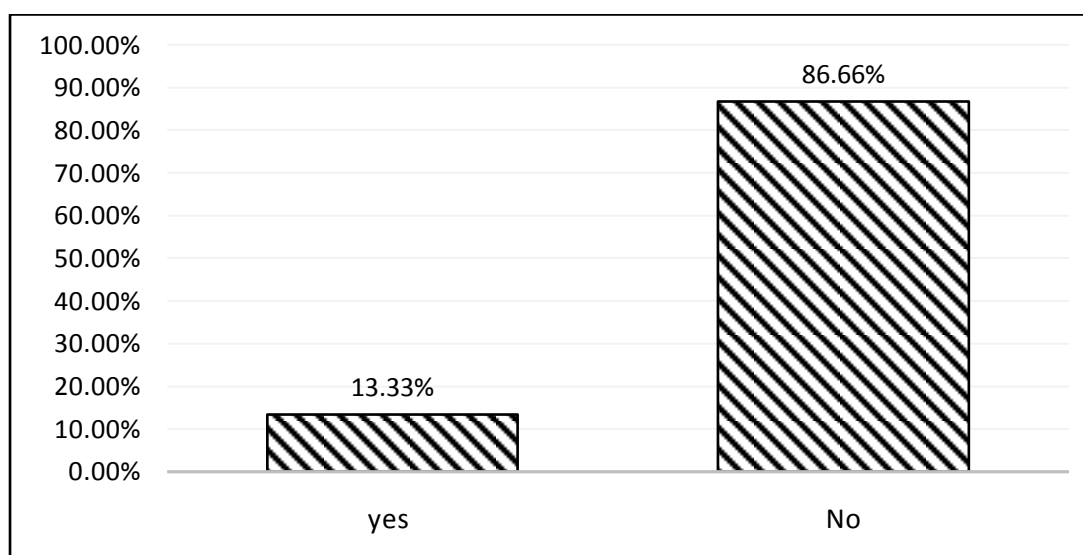
Particulars		Frequency (N)	Percent (%)
Frequency of visit annually	First time	8	26.66
	1-2 trips	20	66.66
	3-4 trips	2	6.66
Plan for trip	By yourself	17	56.66
	Through travel agent	2	6.66
	Friends	11	36.66
Travel companion	Family	12	40
	Friends	15	50
	Colleagues	2	6.66
	Alone	1	3.33
Information about Zip-flyer	Friends	15	50
	Family	1	3.33
	Web page	10	33.33
	Others	4	13.33

Source: Field Survey, 2016

4.3 Tourists Visiting Other Zip-Flyer Destinations Before

As in this topic it allows to understand about the tourist who visited other zip-flyer destination before the Pokhara zip-flyer and it focuses on which zip-flyer destination was more thrilling.

Figure 4.1: Tourists Visiting Other Zip-Flyer Destinations Before



Source: Field Survey, 2016

The survey study reveals that 86.66 percent tourist had not visited any other zip-flyer destination which was there first time in Pokhara zip-flyer where, 13.33 percent of tourist said that they have visited other zip-flyer destination like in Peru, Malaysia and Singapore although they have experienced before they have told that Pokhara Zip-flyer was most thrillication that other zip-flyer destinations.

4.4 Promotional Activities for Zip-Flyer

In this topic,it concerns about the promotional activities per tourists view and thoughts for the betterment of the tourism where researcher asked the questions if it is important or not for zip-flyer for promoting with other ventures.

Table 4.3 Promotional Activities for Zip-Flyer Pokhara

Particulars		(N)	(%)
Promotional Activities	Yes	23	76.66
	No	7	23.33
Government Tourism Project		13	56.52
Involvement of Private organization		5	21.73
Destination Market		5	21.73

Source: Field Survey, 2016

The study reveals that 76.66 percent tourists said yes that promotional activities for zip-flyer should be needed whereas,56.52 percent tourists said that there should be Government tourism project, 21.73 percent said that involvement of private organization should be done and 21.73 percent said that should be promoted destination market. As 23.33 percent said no that promotional activities for zip-flyer is not necessary.

4.5 Safety Brief and Security Measures of Destination

Safety and security is the responsible of the tourist where it helps to collect data per the safety and security measures provided by the destination in this topic researcher talks about the safety and security measures of the destination provided to the tourists.

Table 4.4 Safety and Security Measures available at Destination.

Particulars		(N)	(%)
Safety Brief	Yes	30	100
	No	-	-
Excellent		20	66.66
Average		10	33.33
Security Measures			
Excellent		13	43.33
Average		14	46.66
Good		3	10
Safety Instructions			
Yes		29	96.66
No		1	3.33

Source: Field Survey, 2016

The survey study reveals that 100 percent tourists said that they were guided safety briefs during their zip-flyer where 66.66 percent said that the safety brief provided by the instructor was excellent where 33.33 percent said that it was average whereas 46.66 percent of the tourists said that the safety and security measures provided by the zip-flyer was average, 43.33 percent respondent said that it was excellent whereas, 10 percent tourists said that the safety measures and security available on destination was good.

4.6 Staff Co-operation with Tourist

Co-operation means the act of working together with someone or doing what they ask you. Co-operation is important in every sector, but specially in tourism sector without co-operation of client and employees basically there will be misconception so co-operation is needed.

Table 4.5 Co-operation of Staffs Members with Tourist

Particulars	(N)	(%)
Excellent	20	66.66
Average	7	23.33
Good	3	10

Source: Field Survey, 2016

The study survey reveals that 66.66 percent tourists said that the co-operation of staffs with tourist where excellent, 23.33 percent said it was Average whereas, 10 percent said that the co-operation of staff members with the tourist was good.

4.7 Tourists Response on the Level of Training Skills of the Staffs and CrewMembers of the Zip-Flyer

This title focuses on how much did the respondents get satisfied with the employees training towards zip-flyer.

Table 4.6 Satisfaction of Tourists towards Employee Training

Particulars	(N)	(%)
Excellent	20	66.66
Average	9	30
Good	1	3.33

Source: Field Survey,2016

The survey study reveals that 66.66 percent of tourists said that they had satisfied with employee trainings towards zip-flyer, where 30 percent said that the employees training towards zip-flyer was average and 3.33 percent said it was good.

4.8 Negative Impact of Zip-Flyer

As in terms of field visit the researcher interviewed some questions with tourists regarding to any negative impact about zip-flyer where 100 percent respondents said that there was no any negative impact about zip-flyer.

Table 4.7 Negative Impact of Zip-Flyer

Particulars	(N)	(%)
Yes	-	-
No	30	100

Source: Field Survey, 2016

4.9 Recommend Zip-Flyer as Thrillification to your Friend and Relatives

In this topic researcher interviewed tourists whether they want to recommend zip-flyer as thrillification towards their family and friends where 100 percent of the tourists said that they want to recommend zip-flyer as thrillification to their friends and families.

Table 4.8 Recommend Zip-Flyer as Thrillification

Particulars	(N)	(%)
Yes	30	100
No	-	-

Source: Field Survey, 2016

4.10 Decision made to do Zip-Flyer in Pokhara

As in this topic researcher asked tourists that what made them decide to do zip-flyer where 40 percent said that they decide to do zip-line for experience new and different, 30 percent said that they decide to do zip-flyer for doing something exciting and thrilling, 6.66 percent said for recreation and 3.33 percent said that they decide to do zip-flyer for sharing experience with friends, 3 percent said for testing themselves where another 3 percent said for never experience before.

Table 4.9 Decision made to do Zip-Flyer in Pokhara

Particulars	(N)	(%)
Recreation	2	6.66
Experience new and different	12	40
Do something exciting and thrilling	9	30
Share experience with friends	1	3.33
Test myself	3	3
Never experience before	3	3

Source: Field Survey, 2016

4.11 Price of Zip-Flyer in Pokhara

In this title researcher, has been concerned about the price of the zip-flyer and has asked question about the cost of the zip-flyer is whether reasonable or unreasonable. Price for international tourist were Nrs.7500 and Nrs.3000 were for domestic tourist.

Table 4.10 Price of the Zip-Flyer Pokhara

Particulars	(N)	(%)
Reasonable	26	86.66
Unreasonable	2	6.66
I don't think so the price is too expensive	2	6.66

Source: Field Survey, 2016

The survey study reveals that 86.66 percent of the tourists said that the price of the zip-flyer is reasonable where 6.66 percent tourists said that the price of zip-flyer is unreasonable whereas another 6.66 percent tourists said that the price of zip-flyer is too expensive.

EMPLOYEE SATISFACTION

In this chapter, it deals with the employee's satisfaction towards their wages, incentives and other bonus provided by the organizations the interview was taken with the employee who have been working on the zip-line Pokhara High Ground Adventures, Hemja. All together 20 employees were interviewed. The result and discussion are mention below.

4.12 Employee Satisfaction with the Present Wages.

Researcher interviewed 20 employees of the Zip-line High Ground adventures Pokhara that if they are happy or not with their present wages.

Table 4.11 Employee satisfaction with the present Wages

Particulars	(N)	(%)
Yes	12	60
No	8	40
If No How much,		
12,000	6	30
15,000	2	10

Source: Field Survey, 2016

The study reveals that 60 percent employees said that there were happy with the present salary whereas 40 percent said that there were not happy with their salary as researcher asked if no how much you get paid 30 percent said that they only get twelve thousand whereas 10 percent said that they get only fifteen thousand rupees.

4.13 Remuneration/ Facilities beside Wages provide by the Company

In this topic, it is pursuing with the facilities beside wages such as incentives and remuneration provided by the company to employees, as researcher interviewed with the employees some said that they have been provided facilities such as food, Incentives and bonus, transportation, room rent etc.

Table 4.12 Remuneration/ Facilities beside Wages provided by the Company

Particulars	(N)	(%)
Food	13	65
Yearly Incentives	5	25
None	2	10

Source: Field Survey, 2016

The study survey reveals that 65 percent of the employees said that beside wages company has provided them food, 25 percent said they were provided yearly incentives and bonus whereas 10 percent said that they have not get any facilities provided beside Wages.

4.14 Positive and Negative Things about Management

In this topic researcher, has mentioned about the management and the relation between employee where researcher interviewed employee to name one of the most likeable things about management and one of the most dislikeable things about management.

Table 4.13 Positive and Negative things about Management

Particulars	(N)	(%)
Positive things about management		
Staff as Family member	7	35
None	6	30
Customer Services	7	35
Negative things about management		
Staff values	6	30
Salary	8	40
Travel allowance	4	20
Co-ordination between staff and management	5	25

Source: Field Survey, 2016

The study reveals that 35 percent said that the positive things about the management they like the most was the staffs were as family members, 35 percent said Customer Services where 30 percent said there were none of the things they like about the management. In another, where researcher asked about the one thing which they don't like the most negative things about the management where 40 percent said salary, 30 percent said staff values, 25 percent said co-ordination between staff and management and 20 said travel allowance.

4.15 Future of the Employees with the Company

In this topic, it seeks about the future of the employees with company where how long did they will see with the company.

Table 4.14 Future of the Employees with the Company

Particulars	(N)	(%)
Don't Know	12	60
Maybe 1 year	1	5
Maybe 2 year	7	35

Source: Field Survey, 2016

The study survey reveals that 60 percent of the employees said that they don't know if they are sticking with the company or not in future. 35 percent said that they are planning to stick with company maybe for 2 years where 5 percent said they are planning to stick with company for maybe 1 year.

CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter is conducted with summary findings, conclusion and recommendation. The study focuses on thrill tourism and its nature, development issues and problems, tourist perceptions on zip-flyer: Pokhara as a tourist destination, prospect of economic impact from zip-flyer and to examine the safety measures of the zip-line. A study was carried out at High ground adventures HemjaVDC of Pokhara District with the objective to describe the market, nature of thrill tourism and tourist on area under study and identify current thrill tourism issues and problems, tourist perception on zip-Flyer, Pokhara as a tourist destination also examine the prospects of economic impact of zip-Flyer and safety measure of zip-flyer. Respondents were selected from tourist who came to do zip-flyer, the employees of the zip-flyer, and the organization investors and entrepreneurs. All the data were collected by the interview schedule and convincing sampling method were adopted. Analyzing the collected information followings and conclusion were drawn. This study was undertaken with the aim of understanding the services and facilities provided at zip-flyer from the perspective of the adventure Thrill tourism in Hemja, Pokhara. The levels of satisfaction among the employee and the organization were also explored. Three different types of questionnaire made amongst the three-personal thrill traveler information, employee satisfaction and organization committee members were made and asked. The sample of 30 respondents were selected. The managers, employees and tourist who were the key informant were also contacted regarding the information about the zip-flyer.

Structure and unstructured interview schedules confirmed that zip-flyer of Nepal is world third longest, steepest and fastest with 1800 meters long i.e. is 1.8 km with 2000 feet vertical drop with 120 mph max speed as 2 year earlier it was world first longest and steepest and fastest zip-flyer but now it is world third longest zip-flyer. HighGround adventure is the company conceptualized by three entrepreneurs and friends, with the sole aim of sharing with the world the amazing experience in adventure travel that Nepal has to offer the partners SharadGolccha, AbhiravChuriwal and Bharat Golccha with the mission to share simple pleasure of life, which the world of nature affords through adventure and self-discovery and what drive them at Highground is passion, passionate about creating the most authentic adventure

experience in the world as they endeavor to provide their customers with high ground activities, across the rugged and magical landscape of Nepal. As almost 4 years Highground Adventures has been in business with investment of 14 million its center of attracts is mainly for youths but almost all age group has interested in doing it because of new adventure sports. As the survey study reveals that the number of tourist visit for doing Zip-flyer per day approximately 25 of the tourist visit to zip-flyer where in month approximately 750 number of tourist visit zip-flyer and almost 270,000 number of tourist visit for zip-flyer per year. The cost for the zip- flyer for international tourist were Nrs.7500 and for domestic tourist Nrs.3000, where the income made from zip-flyer per year is 108,000,000 rupees. As for themaintenance, it has allocated 50,0000 rupees monthly.

5.1 Summary of Findings

- **Demographic and Socio-economic Characteristics of the Tourists.**

Majority of the tourist about 80 percent were from young adults age (18-30) which shows that the adventure thrill tourism such as zip-flyer was found that young adrenaline junkies were participating in doing zip-flyerrather than middle age (31-59) which shows that the thrill activities like zip-flyer istargeted for the youths.

As in the study area both male and female where participated equal which shows that female were also active participator for the thrill activities like zip-flyer. As the Nepalese society is most influential towards patriarchy society where female is much more dominated in every sector but in adventure activities and thrill tourism like zip-flyer it shows that female adrenaline junkies were also highly seen for participation.

The country of residence of tourist were from both abroad and Nepalese were, 40 percent of the tourist were from the abroad and 60 percent of the tourist where from Nepal. As the flow of the international tourist are seasonally based where March to April Chinese tourist are more keen to visit Nepal were in June to July especially Indian and Nepali tourist are seen more although the studied had taken in June -July the researcher had found other international tourist as well beside Indians and Nepalese. In October to December mostly European tourist are keen to visit Nepal so with seasonal factulation there is little bit obstacles un tourism industries of Nepal.

Economic status of tourist was measured in terms of the income per month of individuals. It showed that majority of respondent of about 36.66 percent were not earning presently, 33.33 percent were earning 1 lakh above, 10 percent were earning 40 to 80 thousand similarly another 10 percent were earning 20 to 40 thousand, 6.66 percent were earning 81 to 1 lakh only remaining 3.33 percent were earning up to 20 thousand.

- **Tourist Perception on Zip-Flyer, Pokhara as a Tourist Destination.**

As 66.66 percent of the tourist travelled for the Pokhara for 1-2 trips annually, 26.66 percent of tourist were the first timer to travel in Pokhara whereas, 6.66 percent travelled Pokhara almost 3-4 trips annually.

About one fifth of tourist planned their trip by self, one third with friends and remaining 6.66 percent planed through travel agent.

About 50 percent of the tourist travelled with their friends, 40 percent travelled with families. 6.66 percent travelled with colleagues and 3.33 percent travelled alone

The study reveals that 50 percent of the tourist said that they knew about zip-flyer from the friends, 33.33 percent told that they knew from web page, 13.33 percent told from other and 3.33 percent from family members. As it has shown that the zip-flyer is emerging as an adventure thrill tourism from the last 3 years many people's attention has gone for zip-flyer.

The survey study reveals that 86.66 percent tourist had not visited any other zip-flyer destination which was there first time in Pokhara zip-flyer where, 13.33 percent of tourist said that they have visited other zip-flyer destination like in Peru, Malaysia and Singapore although they have experienced before they have told that Pokhara Zip-flyer was most thrillication that other zip-flyer destinations.

The study reveals that 76.66 percent tourists said yes that promotional activities for zip-flyer should be needed whereas, 56.52 percent tourists said that there should be Government tourism project, 21.73 percent said that involvement of private organization should be done and 21.73 percent said that should be promoted

destination market. As 23.33 percent said no that promotional activities for zip-flyer is not necessary.

- **Prospect of Economic Impact from Zip-flyer**

As survey study reveals that the investment made while established zip-flyer was 14 million which is the huge amount allocated for building adventures sports like zip-flyer.

The number of tourist visit for zip-flyer per day is 25, per month 750 and per year is 270,000.

The cost for the zip-flyer for the international tourist were 7500 Nrs. Similarly, for domestic tourist it was 3000 Nrs. The cost for zip-flyer was divided in 55 percent and 45 percent.

The income made form zip-flyer per day was 1 lakh, per month 30 lakhs and per year 108,000,000. Although the income is made in huge number of amount still Higround adventures organizingcommittees said that they have not reached the profit-making point in the business.

The expense made in maintenance for zip-flyer per month is total 50 lakhs. Which they do every month for safety measures for both customer and organizations well-being.

- **Safety Measures of the Zip-Flyer.**

The survey study reveals that 100 percent tourists said that they were guided safety briefs during their zip-flyer where 66.66 percent said that the safety brief provided by the instructor was excellent where 33.33 percent said that it was average whereas 46.66 percent of the tourists said that the safety and security measures provided by the zip-flyer was average, 43.33 percent respondent said that it was excellent whereas, 10 percent tourists said that the safety measures and security available on destination was good.

As the Higround adventures Nepal, zip-flyer is well recognized and credible authoritative national organization franchise with zip-flyer USA and Ministry of Tourism Nepal. The structures are made of metal i.e. metal rope, metal tower etc the system have been designed with the most advanced technologies and comply with ASTM& TUV standards. While making zip-flyer in pokhara structural engineers from zip-flyer USA were used.

1. Saftey measure on zip-flyer

- Equipments are all ASTM standards.
- Harness – Double backup systems (Nylon load rated test certified)
- About cable – 19.04mm/ ¾ full later locked cable.
- Trolleys – ASTM certified steels.
- Bolts - 10.9 grade bolts for tower and HV copper plated bolts for trolleys

GRS (gear retrieval system) -Nylon Fiber rope used to haul back harness to the top station via 6 mm approximately costs for 6 months and mole safe load holding 1200 lbs. on each.

- Braking unit- Zip stops / maintenance and servicing is done by HPS middle fast LLC, Dubai who is agent for zip stops.
- They have good condition of zip trolley.
- For trolley plates, they do every month maintenance.
- In the maintenance, they check every machinery item (tools)and if there is some damaged then they replaced at the same time.
- Coming to part of safety first they have safety harness chair. In the harness chair, they have two locks a) star lock and b) chest lock.
- a) Star lock: this lock is used for safety of the customer’s legs.
- b) Chest lock: this lock is used for safety of body and backbones.
- They have staff’s members with highly trained and good experience.

• Employee Satisfaction

The study reveals that 60 percent employees said that there were happy with the present salary whereas 40 percent said that there were not happy with their salary as

researcher asked if no how much you get paid 30 percent said that they only get twelve thousand whereas 10 percent said that they get only fifteen thousand rupees.

The study survey reveals that 65 percent of the employees said that beside wages company has provided them food, 25 percent said they were provided yearly incentives and bonus whereas 10 percent said that they have not get any facilities provided beside Wages.

The study reveals that 35 percent said that the positive things about the management they like the most was the staffs were as family members, 35 percent said Customer Services where 30 percent said there were none of the things they like about the management. In another, where researcher asked about the one thing which they don't like the most negative things about the management where 40 percent said salary, 30 percent said staff values, 25 percent said co-ordination between staff and management and 20 said travel allowance.

The study survey reveals that 60 percent of the employees said that they don't know if they are sticking with the company or not in future. 35 percent said that they are planning to stick with company maybe for 2 years where 5 percent said they are planning to stick with company for maybe 1 year.

The study reveals that most of the locals from Sarangkot where employed in zip-flyer whereas in Hemja only few of the locals get opportunity to zip-flyer as when the organization recruit the employee first they trained and practice with in depth knowledge in their respective fields.

5.2 Conclusion

It is important to know how adventure tourists are different from the tourist in general, to ensure that resources are used correctly to benefit product development, service quality evaluation, image development and promotional activities for tourism to be adventure tourism, tourist must take part in activities where risk is involved and a challenge is perceived in a natural environment.

Adventure tourism does not interest only the youth market but spans over a broad range of people and age groups. It has been found that adventure tourist make their

holiday choices per their lifestyles and not based primarily good on their ages. Thus, a physically active pensioner can participate zip-flyer, while a young graduate, for example, may prefer a relaxing holiday with friends. It has been recorded by tour operators that the average age of adventure travelers is, rather surprisingly, between 40 and 45 years old. This supports the idea that lifestyle, rather than age, influences a tourist holidays decision.

5.3 Recommendations

- To increase and improve the conditions of the tourist there should be more market competitive advertisement and marketing programs and offers by which tourist get more attracted towards zip-flyer.
- There is no provision of good cafeterias in the spot. Establishing cafeteria with good food can attract more customers and would provide interaction with the tourist.
- The adventures sports like zip-flyer and other thrilling adventure sports should be properly supervised and monitored by the government officials to find whether they are meeting the minimum standard criteria fixed by the government.
- There should be 24/7 presence of trained and expert staffs and crews working for rescue in the emergencies to prevent cure regarding zip-flyers incidents.
- The tools (safety measures) and fixtures should be briefed more towards tourist with the help of demonstrations like videos or practically.
- Although the zip-flyer activities are however not as thrilling how it sounds and looks, there should be made some different kind of utilities to make it more thrilling, considering tourist to want more thrilling.
- As the photographs and videos are not free but if there is some little concession or may be some free photographs and videos provided then it will be more effective and productive amenities towards tourists.
- If some facilities such as remuneration or any other incentives is provided to junior staffs like drivers by which they feel motivated to their work. Thus, the organization needs to put focus on such things.

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Annex I

PERSONAL THRILL TOURISM TRAVELER INFORMATION

For these questions please tick the most appropriate box

1. Gender:
 Male Female Other
2. Age:
 18-25 26-30 31-59 60+
3. Occupation:
 Student Business Services Other
4. Your income level (per month):
 Up to 20 thousand
 20-40 thousand
 41- 80 thousand
 81-1 lakh
 1 lakh above
 Not earning presently
5. Your country of origin?
 Abroad Nepalese
6. How often do you travel to Pokhara annually?
 0- trips 1-2 trips 3-4 trips >5 trips
7. How do you Plan your Trip?
 By Yourself Through a Travel Agent Friends
8. With whom, do you travel most often?
 Family
 Friends
 Colleagues

Alone

9. How did you know about zip-flyer?

Friends

Family

Web page

Other

10. Have you ever visited any other zip-flyer destination?

Yes

No

If yes which one was most

Thrillification?.....

.....

Time:

Distance:

Height:

11. Do you feel Adventure tourism like zip-flyer requires promotional activities?

Yes

No

If yes, what kind of promotional activities you like to suggest?

- Government tourism project
 - Involvement of private organization
 - Destination market
 - If any other, please specify.....
-

12. Rate the safety and security measures which are available at the destination?

Excellent

Average

Good

Poor

No comments

13. Rate the staff co-operation with tourist?

Excellent

Average

Good

Poor

14. Are there any Negative impacts of zip-flyer?

Yes

No

If yes, please specify.....

.....

15. Would you recommend Pokhara zip-line as a thrillcation to your friends and relatives?

Yes

No Don't like to say

16. What made you do to decide zip-flyer?

Recreation

Experience new and different

Do something exciting and thrilling

Share experience to friends

Low cost

Test myself

Never experience before

17. Do you think price of zip-flyer in Pokhara is reasonable?

Reasonable

Unreasonable

I don't think so. The price is too expensive.

I don't care.

18. During your zip-flyer tour did your instructor guide you a full safety brief?

Yes

No

If Yes, how was it

Excellent

Average

Good

Poor

Don't know

19. During your safety brief did your instructor explained and demonstrate the safe use of all equipment?

Yes

No Don't know

20. According to you, are the staffs and crew members were well trained?

Excellent

Average

Good

Poor

21. Do you have any suggestions /improvements?

.....
.....
.....
.....

Annex II

Questionnaire for organizationmanaging committee members

Question: A

1. Name and contact details of your organization:

2. How many years has your organization been in the business?

Less than 1 year

1-2 years

3-5 years

3. No of Tourist visit

Per day _____ approx.

Per month _____ approx.

Per year _____ approx.

4. Investment made while establishing zip-line

(approx. amount)

5. Who are your major targets groups?

Youths (considering from age 18 to 30)

Armature

Middle age

Other

6. What is the cost for the zip-flyer?

International Tourist _____

Domestic Tourist _____

7. Income made from zip-flyer

Per day _____ approx.

Per month _____ approx.

Per year _____ approx.

8. Expense in maintenance of zip-flyer

Per week _____ approx.

Per month _____ approx.

Per Year _____ approx.

9. Have you reached the profit making point in the business?

Yes

No

10. Have your organization recruited locals for employment?

Yes, if yes, how _____

No, if no, why _____

11. How much salary your organization provides to the employees?

_____ approx.

12. Do you think the salary and benefits that you provide to your employee are competitive in market?

Yes

No

13. Is this zip-flyer has recognized by a credible authoritative national organization?

Yes

No

If Yes, _____

14. What kind of structure was used while making zip-flyer?

15. Did you use any structural engineers while making it?

Yes

No

If yes, _____

16. How trained are the staffs and crew members?

Excellent

Average

Good

Poor

17. Are there any qualification restrictions for staffs/crew members?

Yes

No

If yes, what is the criteria of qualification _____

18. From where did they got the trainings?

19. Do you consider the health requirements of the individuals before the zip-flyer?

Yes

No

If yes, specify _____

If no, specify _____

20. How do you see the future of zip-line in Nepal?

Employee future growth _____

Company future growth _____

Annex III
Employee Satisfaction

Question B:

1. Are you happy with your present salary?

Yes

NO

If No, how much is your monthly income _____ approx.

2. Besides, your basic salary what other remunerations/facilities does the company provide you?

3. Name one thing which you like the most about the management

4. Name one thing which you don't like the most about the management

5. How long do you see yourself with this company?
