



THE RYOKŌ TIMES

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PROLOGUE

The Bachelor of Commerce in Travel and Tourism started in the year 2012. This programme specializes in the travel, tourism and hospitality industry - given the rapid growth and increasing importance of the hospitality industry in India and abroad. Apart from being a perfect blend between commerce and tourism studies it lays strong emphasis on communication skills and prepares the students to take up customer related services.

NATURE'S PARADISE

The wonders of nature are spread into the forms of mountains, forests, valleys, waterfalls, rivers and flowering pastures. The natural spectrum of wild lands always encourage people from far and near to travel the scenic lands. Modern adventure sports should be organized there just to impress the travelers from far and near. Small restaurants and stay points should be established near the natural areas and national parks. For this reason, the tourists explore the way to enjoy life from a different angle. It has been seen that where there were some restaurants and rest houses near the natural areas or wildlife park, the tourists came there in larger numbers. They enjoyed them during trekking the wild lands. They enjoyed food in the restaurants and took rest in the rest houses. This provides them a good spirit to enjoy life in wilderness. Whenever they felt for food and rest they came back to the stay points and restaurants to relax. After eating food or refreshment they took complete rest and again re-energised themselves to explore the natural beauty of the wild lands. All these events create a positive impression among the tourists coming from far and near and they enjoy the beauty of nature **Swim along, they say!**



Float in the Sky:

Hot air ballooning is one of the best to fully take in the bird's eye view of the place that you are visiting. The views that you get can only be experienced from above and they will stay with you long after the trip is over. Balloon rides are getting popular across the world. Few of the best Balloon rides in the world ensure that you get to bring back an experience of a lifetime. This type of adventure tourism is getting more and more popular because of the range it provides to satisfy the travel appetite of tourists. Not for those with issues with height though. This type of adventure sets you up for a scenic ride and a bird's eye view of the world.



Zoop, We goo!

Zip lining has always been a hot adventure sport which means that it is easily available almost anywhere in the world. Ziplining is perfect for travellers that are chasing a thrill without going too overboard. For those who are not into adventure tourism and wondering what exactly is a Zipline, here's a quick 1-minute video for you. Check this out to know what to expect!



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Cave your way Through!!!

Spelunking or caving refers to the act of exploring caves for adventure purposes. Spelunking is increasingly becoming a popular type of Adventure Tourism. It consists of trying to climb squeeze and crawl through caves and tight passages. Those looking for an adventure can also zip line or rappel down different cave levels or explore the underwater where possible. Interesting and adventurous, isn't it?



Row-Row, Row your Raft :

This is one of the most common, yet extremely popular, type of Adventure tourism. Rafting can be both a soft adventure and a hard one depending on the location that you are doing it in. If you are looking for a hard adventure, you can satisfy your craving for adventure by battling big rapids. However, if you are looking for a calmer adventure, then rafting later on in the season when the water levels are low might be more suitable.



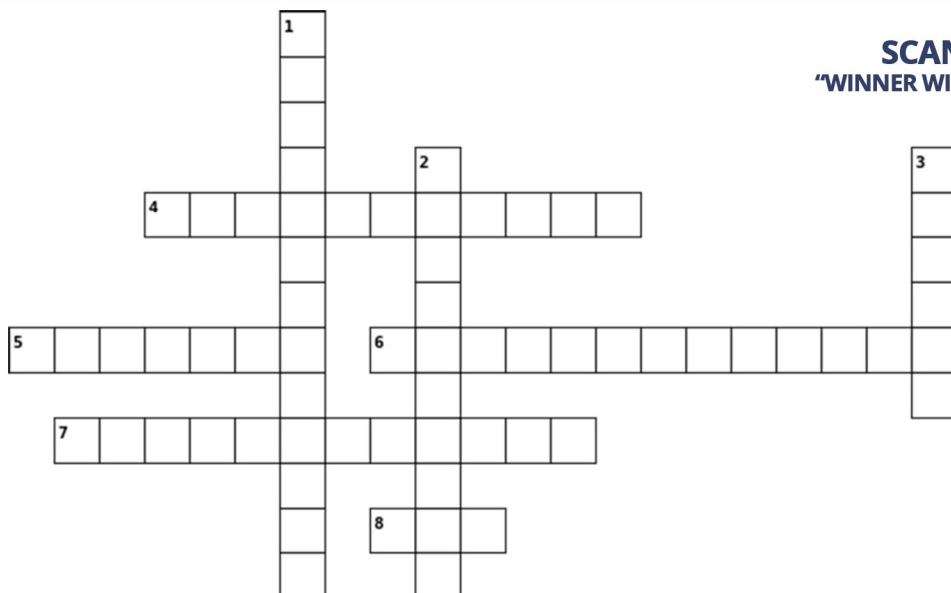
Let's Reach the Greater Heights!!!

Mountaineering can also be hard or soft depending on your skill level, as well as the mountain that you are tackling. Mountaineering can, therefore, involve something as basic as rock climbing or something as taxing as tackling a glacier or a rocky mountain in the Himalayas. This has been probably the most popular form of adventure tourism over the years. Yet, interest and participation seem to have grown over the Time



10 Reasons why Adventure Travel is Just the Best:

1. Adventure travel lets you safely “try on” alternate lives- One of the best things about embarking on an adventure is that you can shed your familiar skin for a while and pretend to be anything you want to be—before you take a drastic and permanent step. Who would you be if you lived there?
 2. Going on adventures fosters reflectiveness, a mental skill often in short supply today- Adventures give us pleasant memories, which we often bring back to the forefront of our minds for reminiscing.
 3. There are no age limits on adventure - Anyone can make nature a playground. Adventure travel is an activity you can stick with for life.
 4. Take a hike, get a bigger brain. Research indicates that hiking or walking grows brains- Typically, your hippocampus gets smaller once you hit your mid 50s, leading to memory loss. But a group of middle-aged adults that took three, 40-minute walks a week for a year grew their hippocampi, on average, by 2 percent, which could improve their retention for years. Hiking adventures will keep you mentally sharp.
 5. Going on adventures raises your tolerance for uncertainty-Placing yourself in situations where things don't always go as planned—such as on an adventure trip—helps you learn to cope with the uncertainties in life.
 6. When you get dirty, you improve your physical health-Getting dirty could just be the best path to developing a strong immune system. Going on adventures means getting dirty—and healthier.
 7. Outdoor activities can prevent (or treat) a wide range of health problems-Doctors around the country are now handing out “park prescriptions” for conditions ranging from heart disease to obesity to attention deficit disorder. Adventure travel takes park prescriptions to the next level.
 8. Adventure travel feeds your dreams and builds your confidence- The one thing that's certain about traveling to spectacular nature spots is that it soon becomes addictive. Experiencing one wilderness just doesn't seem to be enough; your soul quickly calls for more.
 9. Adventure experiences remedy a societal ill: loss of adventurous children and the extinguishing of wanderlust
 10. Adventure travelers may be more important than ever for saving the world
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SCAN THE QR CODE TO ANSWER
"WINNER WILL BE FEATURED IN THE NEXT MONTH ISSUE"



October Edition Winner



Vinutha Priya J
2B.COM H

Across

4. where was the first ice climbing fest 'piti-dharr' conducted?
5. Name the world's most dangerous hiking trail located in China
6. Highest peak in Karnataka
7. Largest cave in the world
8. One of the Famous adventure Destination in India

Down

1. What is the name of the world's first adventure travel company established by Leo Le Bon?
2. World's highest bungee jump
3. This country is Ranked number 1 for adventure tourism

All you can know about Adventure in Tourism:

- There are approximately 975 adventure tourism businesses currently listed in our online inventory. This is believed to be only a fraction of the businesses in Texas.
- According to the 2006 USFWS service study there are ~23 million people in the US that travel to view wildlife.
- National expenditures by wildlife watchers is estimated to be \$45.7 Billion for 2006
- Nationally average trip related expenditures are estimated at \$560 per participant at \$37 per day.
- The Lower Rio Grande Valley 4 county region attributes \$125,000,000 in spending to nature tourism in the form of adventure experiences.
- Nationally 43% of households with greater than \$100,000 annual income participate in wildlife viewing.

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