

# ADVENTURE TOURISM



## Featured Article

*Do Adventure Tourism  
Help in Team Building?*



## WeChat

**Mr Rishi Murdeshwar**  
*Founder and Partner ,  
Wanderland Adventures*

## ABOUT US



### OUR VISION

**“To nurture thought leaders and practitioners through inventive education”**

### CORE VALUES

**Breakthrough Thinking and Breakthrough Execution**

**Result Oriented, Process Driven Work Ethic**

**We Link and Care**

**Passion**

*“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” - Alvin Toffler*

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind’s eye needs to be nurtured and differently so.

We school has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

## MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.



**Prof. Dr. Uday Salunkhe**  
Group Director

As we begin a new journey with 2017, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Wishing everyone a very happy and prosperous new year.

**Prof. Dr. Uday Salunkhe,**  
Group Director

## FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the November Issue of SAMVAD for the year 2017!

SAMVAD is a platform for “*Inspiring Futuristic Ideas*” and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the November Issue of SAMVAD which revolves around the theme of “**Adventure Tourism**”.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,

Team SAMVAD.

*“The difficulty lies not so much in developing new ideas as in escaping old ones.”*

John Maynard Keynes.



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# WECHAT

## Mr Rishi Murdeshwar

Founder and Partner, Wanderland Adventures

### *Team SAMVAD*

**The motto at Wanderland Adventures is “Lose Yourself to Rediscover”. How did you enter into this niche but budding Industry? Could you please take us through your journey?**

It started as a hobby. I actually have a background in adventurous treks. Before this, I was placed in City Bank. Financial industry was not so stable that time. I was actually placed in business development where I gave sustainable solutions to business problems. This actually helped me have an overall perspective of how things work in business and all the aspects of business. The shift in the role from finance to business development was crucial, where I learnt all the business related components.

**At what stage is the industry today and what are its growth prospects?**

It is still in nascent stage in India. Growth is slow but steady. More and more people are looking forward to spending time with nature rather than a luxury holiday. Growth of this industry is promising. The population of people working in the corporate world is increasing at a faster rate and along with it the need to have a short break. This need gives us a promising future of the industry and higher growth prospects.

**What are the drivers of the adventure tourism industry?**

Majorly, social media and an enthusiasm among the customer segment for getaway trips drive this industry. Our target segment who are busy with their day to day lives, feel the need to take a brief break from their hectic schedule and spent the weekend in peace with friends and family. Moreover, the attention these kind of treks gather from the social media, lights up the path ahead. Social media in this industry acts as a catalyst and helps boost up the business.

**Who is your target audience and how do you attract them?**

The major target segment we look at is 25-50 years age group and also, we organize different programs for different age groups. We customize our trips for groups of different age brackets. Instead of looking for large number of people joining in for the trips, we believe in delivering quality service to the small group of people. Even a group of 10 is fine for us.

**How do you differentiate your brand from other players in the minds of the tourists?**

We are certified and follow safety norms. We have a team of trained professionals and we prefer quality over quantity. We don't run behind numbers. Most of the competitors in the market go behind numbers and try to keep getting more and more business and neglect the quality serviced to them.

**Do The Ministry of Tourism's Safety and Quality Norms on Adventure Tourism play a role in encouraging tourists?**

Yes of course. If you want to have business, your gears and all have to be certified, your activities have to be certified. Customer is smart enough today. They demand better quality. There is a huge scope of improvement as there are other players who are only after numbers and not behind safety and quality. The ministry of tourism's quality and safety laws needs to be more stringent and thorough regarding quality.

**What advice would you like to give students who aspire to enter the industry?**

It is a big investment and demands your time and some patience. After couple of years, the capital investment in marketing reduces as it gets promoted through social media and word of mouth. It is a great industry to explore and earn. One needs to have patience to let things flow in its natural way and reap the benefits later. Also, being with Nature teaches you about business and life both. It's worth exploring.

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# OPERATIONS

## Key Operational Aspects of Adventure Tourism

*Avik Kumar, Prin. L. N. Welingkar Institute of Management and Research, Mumbai*

With a focus on active holidays, 'adventure tourism' is on an impressive growth since the past few years. Operating an adventure tour, keeping all the parameters and guidelines into consideration is challenging as well as exciting for the passionate ones. For smooth operations Adventure Tour Operators (ATO) are recognized by the government and are given licenses for a particular period (generally 5 years, in India) so as to encourage quality standard, better service and tourism in the country. As per the guidelines, adventure tour operators must have the specialized trained staff and their own adventure equipments. There are large number of activities that come under adventure tourism and they are classified in various categories such as water sports, aero-sports, mountaineering and trekking, safaris of various types, etc.

It may be noted that, in most of the adventure activities risk of life is involved, so to ensure the safety of people the safety guidelines are strictly followed. Since adventure has an in-built risk factor, the clients as well as the adventure tour operators should be covered by insurance. As per the general guidelines for all adventure sports, persons taking part in adventure sports must be accompanied by a person designated as a 'leader', 'leaders' must possess appropriate qualification and skills, every person joining a group engaged in adventure sports must receive an introductory training, leaders should have a first-aid certification and must be competent to impart first-aid training, leaders should be familiar with search procedures and should brief all group members, leaders should be familiar

with helicopter operations i.e. they should know how to approach a helicopter and procedure for being winched up and down, leaders should be proficient in the use of maps and compasses in any weather by day or night, leaders should be satisfied that all the members are medically fit to take part in the adventure activity, the equipment to be used should meet all the safety norms for each adventure sport, all inspections shall be carried out for the equipments and they should be fit for use, information related to nature of activity, period of activity, possible hazards, persons to be contacted in an emergency and list of members should be given to the concerned safety and rescue committees, a qualified doctor should be available on call, communication facilities such as mobile telephone/ walkie-talkie etc. should be available. There are some special guidelines as well for water sports, aero-sports, mountaineering and trekking.

In addition to having an element of risk, adventure sports are usually undertaken in remote areas, often inaccessible by road, so in order to minimize the risks it must be ensured that ample safety measures are adopted by all the agencies involved. Rescue arrangements have to be speedily put into operation to minimize loss of life in the event of mishaps. Formation of state level committees for safety and rescue of tourists is essential as coordination among various departments and agencies is required during rescue efforts. Also volume of tourist should be analysed by keeping in view the number of applications for adventure tours. Proper planning and implementation should be



done by the adventure tour operators considering the volume of tourists travelling. Key operational aspects of the adventure tourism starts with the licensing of Adventure Tour Operators (ATO) by the Ministry of Tourism and other government agencies who circulate the various adventure tourism guidelines as well, then after, the ATO operates the adventure tours in a smooth way by following all the guidelines issued. ATO manages the tours effectively by focussing on logistics by tying up with various transport agencies, food and beverage industry, various agencies providing adventure tour equipment, chain of restaurants and hotels, etc.

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# FINANCE

## KEY FINANCIAL TIPS FOR YOUR NEXT ADVENTURE TRIP

*Anuja Mardikar & Sakshi Gupta, Prin. L. N. Welingkar Institute of Management and Research, Mumbai*

You've worked hard for a few years, diligently saved every cent you could, and now you are ready to start that big travel adventure! The research has been done, flights are booked and before you know it you're sipping cocktails on a beach in Thailand with no end date in sight!

### *You're finally living the dream!*

But the hard part is far from over. Now that you've taken that incredible step towards a life of long-term travel, you need to learn how to stretch your money out as far as possible. Certain parts of India like Goa and Alleppey are famous for being cheap, but that doesn't mean it is impossible to spend all your money in only a few weeks. *That's where you need to learn how to stick to your travel budget.*

The following points can surely help you with the same:

1. **Opening a dedicated savings account:** You can start creating a fund for your next adventure trip by opening a separate savings account for the same. This can help you track how much has been saved for the trip against the requirement and also correctly track your spending while on the trip. You can set a target for transferring a particular amount every month to the adventure savings account.
2. **Start collecting points:** An adventure trip may involve flight trips which may form a major part of your entire travel budget. Therefore collecting points for air travel can be beneficial. Firstly, get a credit card that allows you to redeem points towards flights, unrestricted (i.e.

you can book with any airline, any flight). Try putting as many daily expenses on your credit card as possible to grab additional perks like free baggage insurance and travel medical insurance. If

you travel frequently, you can also be part of a loyalty program and use your loyalty card for every flight.

3. **Do it yourself:** If you are set on going abroad for your adventure travel trip, skip the tour company and plan it yourself.

This is the most cost effective route to an adventure trip. There is a premium to be paid for having the groundwork done by someone else, *so why not plan that yourself by directly contacting the outfitter once you arrive at the location?* It's not only cheaper, but offers a more enriching cultural experience

*For example, visiting the Plitvice National Park in Croatia is immensely popular, with dozens of tour operators offering trips from the nearby town of Zadar. You have the ease of your transport all organized, but catching a ride on the local bus to get there is cheaper, plus you have the flexibility of deciding when you leave and depart.*

4. **Choose Just One or Two Highlights:** It might be painful to do, but you can cut your affordable bucket list ideas down to just a few highlights. Adventure tours

often cover all the major attractions in one region, so often you don't have the option of trimming out the ones you can live without seeing. If you're doing adventure travel on a budget, you can arrange to visit just a few places in one country, putting your funds into the things you want to do the most.

5. **Visit Budget Destinations:** This might be an obvious tip, but it is also one of the best ones. Skip more expensive destinations, and head to budget adventure opportunities instead.

*For example, New Zealand is renowned as being an adventure capital, but it costs a lot for the experiences themselves and also to travel — then there are the flights to get all the way down there! You can head to places like Thailand or Indonesia and experience the kind of adventure activities (think mountain trekking, canyoning, zip lining) that you would pay several times as much for in other locations.*

6. **Opt for a rented place while travelling:** Short-term rental sites like airbnb.com post apartments/rooms online for people looking for a short-term place to stay in a particular area. The rent for these apartments are much lower as compared to conventional hotels. Also staying at such a place can help you experience the soul of that place and thus get to know your destination better.
7. **Back-up plan:** This is technically not a financial tip but you can always split your money with the person you are travelling. In case of a mishap, you will never run completely out of money.

**lifetime activity.** Long-term travel is hard, and so is sticking to a budget. The rewards however, are always worth it.

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Trying to stick to a travel budget is hard work, but don't lose sight of your goal. **You will never remember that great night's sleep you had in a Five Star hotel, but you sure will remember spending less on a room & other amenities so you can spend a little more on a once-in-a-**

# MARKETING

## Innovative Ads in Tourism

Pallavi Yadav and Ria Arora, *Symbiosis Institute of Media and Communication*

When Joey used the “backpacking across Europe story” to allure his female audience, he tapped into the uninhibited realm of our conventional minds to unveil the prowess of our unorthodox imagination. In the story, like any other travel story, there was a promise to take us to an ultimate adventure away from the mundane reality and monotony of our everyday existence, into the wilderness. Watching that episode of ‘Friends’, I am sure every one of us had an epiphany to reverse evolution and go back to being a nomad again, exploring places and stumbling upon our own wonderland. Do we want to conquer mountains? To stand in the middle of Lahaul-Spiti valley in Himachal Pradesh and find our own voice as silence drowns the cacophony of the world’s whispers? To experience the vast, unspoilt Ladakh wilderness on a horseback? To gasp for breath as the adrenaline kicks in after river rafting in Rishikesh? This web of what ifs can only be answered through our own escapade into the unknown and find serendipity in scary cities. No one goes on an adventure tour with the thought that he won't make it back alive. The whole point is to push the envelope and live to tell the tale.

### A TALE OF ADVENTURE

The Global Tourism Industry not only helps to create a milieu of different cultures but fulfils manifold purposes of yielding employment, ameliorating international relations, with pandemic out turns on sectors like education and boosting trade for different nations that thrive on it. Adventure tourism, a subset branching out of the parent tourism industry, is a niche market and has grown exponentially worldwide over the past few years. According to a survey, in 2013, 42% of travellers undertook adventure trips, making the sector worth USD 263 billion—an increase of 195% in two years. The international adventure tourism market is likely to grow at a fast pace and is anticipated to post a CAGR of more than 46% by 2020. The Indian Tourism market is one of the largest employers’ accounting for 9% of global GDP and accounts for one in every 11 jobs. In the adventure tourism sector, the trend has been towards disintermediation, the supply chain now has no middleman and they are aiming at direct marketing and breaking away boundless infinities of conventional distribution channels to directly cater to their consumers i.e. the travellers.

## ADVERTISING – THE CAVE ART OF THE 21<sup>ST</sup> CENTURY

Tourism promotion in the recent years has entered a new era, thanks to the worldwide web. This has been a natural metamorphosis brought by marketing and by new technologies of communication that became available to the masses. An industry that has a symbiotic relationship with the burgeoning segment of tourism, is the Advertisement industry. With the advent of social media, the power has transferred to the consumers as they have at their disposal 24/7 personalized services and a plethora of options to compare and choose from.

The tourism industry has a gamut of advertisements from print to television to digital media with the common incentive of imprinting a picturesque view of the world. It sells the idea of alchemy through the lens of a traveller. Examples of global enticing visual advertisements range from Norway's towering fjords and glaciers with the slogan "Powered by Nature", Greenland's ruggedness with "Greenland, Be a Pioneer", New Zealand's exquisite mountains, wildlife and hiking with "100% Pure New Zealand" etc. When it comes to India, "Incredible India" campaign covers the aesthetics of every state in the most innovative way. Madhya Pradesh's "Heart of Incredible India" has ads that capture the essence of the entire state revolving around only a woman's eyes. It is a subtle metaphor for seeing through your own eyes the beauty of it all. Similar campaigns involve ingenious foresights that include Rajasthan's quirky, humorous series of ads on "Jaane Kya Dikh Jaaye" and Kerala's "Discover Yourself" that is an epitome of the spiritual journey of 'God's own country.'

Avant-garde adventure tourism advertisements have come to surface with its constant rise and penetration into the world of the common man.

It is packaged for people who follow Helen Keller's advice "Life is either a daring adventure or nothing." This is further unravelled by a mind boggling experience of the #ventureout ad by Adventure.com in which Alan Watts beautifully explains adventure tourism; "Let's have a dream which is not under our control. When something is going to happen to me, that I don't know what it is going to be". This ad strikes the right chords with the viewer and is creative as hell with a strong promotional strategy.

Another powerful strategy is seen in the Royal Enfield's commercial on adventure. It is a good way to collaborate with big brands to tap into their consumer base, since their audience is emotionally involved with the product. This helps them to associate adventure with their brand, in this case, Royal Enfield, to be an identity marker and motivates them to buy the adventure experience. An example of the same strategy is also seen in the ad for the New Discovery sport – car with a tagline "Adventure, it's in our DNA." Thus, tourism ads are getting more and more vibrant and attractive with time but even after all the effort, there is still a huge untapped market for adventure sports and tourism that can be explored and promoted more effectively especially in India. Better communication strategies and advertisements are needed to publicize the adventure tourism more effectively.

Enclosing, we'd like say that the audience should feel like our beloved Winnie the Pooh "As soon as I saw you, I knew an adventure was going to happen."

\*Reference-

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# HUMAN RESOURCES

## Do Adventure Tourism Help in Team Building?

*Suraj Thakur & Aparna Bajpayee, Prin. L. N. Welingkar Institute of Management and Research, Mumbai*

The aim of any Business is to create value in the marketplace and maximize profits through sustainable models. To achieve targets, companies rely on various aspects that affect its performance such as marketing, financials, operations and human resources. Humans are the most valuable assets of any company and hence need to be managed more carefully as they are intellectuals with emotional quotient. Humans, as a resource can never be programmed or automated. They Talk, Evaluate, Assist and Motivate each other hence forming a **TEAM** (Dr.Paul N.Friga, 2009). Every organisation is an open system and social unit which affects and is affected by people who are associated with it.

The psychology behind forming groups and assigning them tasks is to improve the effectiveness of resources, share beliefs, principles and improve environment. No two people are same, thus in the journey of making best use of this priceless resource, one's attitude, behaviour, fears, mindset and personal agendas are to be given due importance as these may lead to conflicts or poor performance, adversely affecting the organisation. Various innovative measures taken from time to time to help team members overcome their fears, improve interpersonal skills, team performance and build a robust organisation.

Team building used to be a classroom based theoretical session but theories have changed because humans evolve with experiences. The

human brain cannot grasp words but only collects images and understands feelings. Therefore, organisations have started promoting outdoor activities. The process begins with an experience followed by reflections, analysis and conclusive measures. In the workplace, the roles and activities or a person are restricted by their designation which at times suppresses their talents. Adventure sport is one such activity where everyone starts at the same level and gets same opportunities to show their capabilities. It gives the adrenaline rush, bringing out his/her natural leadership style making him/her aware of strengths and limitations.

### Choose the task- the taskmasters or the laggards?

Adventure sports are highly priced due to safety and responsibility issues. The cost-to-benefit ratio plays a role in an organisation for choosing the right kind of activity for its teams. The activities are chosen depending on what are the weaknesses and strengths of the team and what is the expected outcome. The sport could be any adventure activity that possesses high degree of risk, uncertainty of conditions and demands the self-reliability, team work, dignity, optimism, high emotional quotient and intelligence. As John Welch said, "You have to be hard to be soft, you have to show the ability to make hard decisions if you want to have any credibility when you try to promote soft values."

Adventure sports that are usually promoted within teams are scuba diving, trekking, rock climbing, paragliding, bungee jumping, orienteering, rafting, hot air ballooning, parasailing etc. The extraordinary speed, height,

physical and mental exertion that adventure sports have, demand beyond ordinary communications, innovation, leadership and **FOCUS** (Dr.Paul N.Friga, 2009)

F-frame

O-Organise

C- Collect

U-Understand

S- Synthesize

All leaders should have *paradigm thinking*, it is the ability to think on completely different novel set of parameters to move masses and align them to an ideology. Activities like bungee jumping, rock climbing, parasailing is performed individually but the motivation resulting into courage to make the next move or jump off the bridge in the depths of a valley comes from the external forces. Similarly, at the work place, any person who is not able to perform needs to be pushed and motivated to get out of the comfort zone and hit the wall to push through it. Adventure sports like orienteering, hot air ballooning, rafting require very unusual communications, cooperative nature and leadership. There is vacuum in the leadership space, the one who takes the initiative becomes the situational leader due to the burden he/she faces, others show their capability of being a worthy bet by assisting and evaluating.

### The bottom-line

The adventure sports are being widely accepted in organisations. It is a new career opportunity in itself as many clubs have come up with conceptually developed adventures for team building and their services are being acquired by MNC's such as Google, L&T, Dr Reddys, Novartis, Deloitte etc. Many renowned institutions across the globe as well as India are promoting perception building through experience learning for e.g. ISB, IIM Indore and Kashipur, WeSchool (Mumbai).

The inputs if imparted and acquired in systematic manner will improve outlook and self-management as a professional. Adventure sports also help in ethical and mature manner

development. Pune based payment services firm sends its teams for water sports thrice a year. The direct impact of these activities is on communication and confidence of the team. The outbound experience is close to real life situations. The introspection of these situations gives deeper understanding of team and self. The learning that takes place through adventure sports is real-play and not role play, this is where it outsmarts classroom training. (S.K.Bhatia, 2006). The bottom-line is that people are more capable, creative than they perceive themselves to be and adventure sports help them and the organisation to raise a herculean team.

# GENERAL MANAGEMENT

## ROLE OF DATA ANALYTICS IN ADVENTURE TOURISM

*Suraj Batra & Charul Bhakre, PGDM E-Business(2017-19), Welingkar Institute of Management, Mumbai*

### Introduction

As the world is changing, so is the way people travel. Instead of investing in materialistic things people are now inclined towards investing in experiences. In the era of FOMO (Fear of missing out) they do not want to be left behind in having the next big adventure. Regular sightseeing and beach side holidays are losing their market to adventurous experiences like hitting the road on bikes in Himalayan valleys, diving deep into oceans in Andaman, experiencing thrill of rafting and kayaking in Rishikesh.

Adventure tourism is the perfect blend of interaction with nature, physical activities and cultural exchange. Adventure tourism is not only about itineraries, but also about understanding the consumer behavior. The consumer behavior which was previously studied by interacting with the consumer face to face by judging their facial expressions and body language is now studied by studying their online presence by websites they visit and social media feeds.

Online travel portals in India like MakeMyTrip, goibibo, and Yatra have customised travel plans just for you. These travel portals generate petabytes of data every day, and there is a huge potential to analyse such data to create datasets which would create valuable insights for travel portals to create customized packages for the customers. With the increasing number of millennials in India spending on creating life

experiences through adventure tourism, it has become important to tap such customer segments. Data analytics helps identify the need of such a segment and create products and services. For example, a potential use of big data for MakeMyTrip would be to gather data from review sites like TripAdvisor through data mining and collate it with their own data to find potential customer segments in adventure tourism. Data can be collected from user reviews on various potential review sites and this will help MMT to better understand the trends in the adventure tourism sector and design an all-inclusive package for its customers visiting the site. It can also promote such packages through google adwords which track your cookies based on your search items and displays relevant ads on its pages.

### Social Media Data Analytics

There are around four petabytes (brand watch) of data generated every day on Facebook itself, a couple more petabytes added by other social media sites like Instagram, twitter etc. The real challenge is to capture such semi-structured and unstructured data to gain insightful information. People posting on Facebook groups, reviewing locations and tourist sites on Facebook, Instagram and Twitter are invaluable for any social media analysis. It can be used to assess the age of the reviewer, interests, popular adventure tourist sites and preferences of the people. Any other feedback or messages from the reviewers can be analysed to explore new or unpopular adventure tourist locations which can help the



city and tour operators to concentrate their efforts on developing and supporting the tourism in these areas. This works by analysing the geo-tagged locations on these social media sites, which is then mapped to the pictures to simply understand where a lot of activity is going on which will help business create a new destination for their customers and will also help other fellow travellers explore new destinations. This not only helps the travel tours/vendors to build their businesses but also the public administration to develop the areas for such tourist activities thereby giving a boost to the economic activity in that area.

### Data Analytics for Safety

Adventure tourism as the name suggests presents many risks in terms of health hazards and accidents. Data Analytics can play a big part in making Adventure tourism a safer experience. Capturing health data of travellers can make it easier to provide medical assistance quickly in case of emergency. Analysing the data regarding the various health hazards that can happen and weather forecasting for particular region first aid kits can be prepared to avoid any mishaps.

### Indian Scenario

India still lags behind when it comes to using data analytics in the tourism industry. There is a huge scope for using data analytics by the Ministry of Tourism. Currently, this model is effectively applied in Cuba where the government has successfully analysed the data collected from various social media sites to gain useful insights on the user behavior, the idea was to quickly identify problems at government-run hotels and tourist facilities. The Cuban government used a small private company SocialVane that was already working with the local tourist sector to analyse the issues, trends, and potential of the tourism sector.

The government is using data analytics in other areas such as UID, public distribution systems, RBI etc. Using data analytics the government can assess and monitor hotels, and tourist establishments, monitor social media chatter in

the main tourist locations, categorize and segment all that information. Using such information the government can have a better idea of the overall situation of the tourism industry and can develop and allocate resources to develop the areas which have the maximum tourist attractions but are under developed. The government can also identify major problems faced by tourists in such regions and create a safe environment for foreign as well as local tourists. This can be done by analysing the various user reviews on social media as well as travel blogs on the internet.

### Conclusion

Use of Data Analytics in Adventure tourism can strategically provide right information to offer an optimal consumer experience. Not only can data engage customers in personalized ways but provide them with unique and safer adventure experiences. It can benefit governments, online portals, offline service providers in an efficient way.

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## NEWS CORNER

### ***Team SAMVAD***

Adventure travel companies are typically small, independent operations that may be based in the local area where the travel is taking place. This is good for the local economies because more money is kept locally.

Whether one looks at adventure travel specifically, or international travel as a whole, the trend shows a continued increase in travel to previously less travelled areas.

Travel companies can expect to see increased demand for unique destinations and authentic experiences in Asia, Africa, and Central and South America. In order to be a successful travel company, one must establish relationships with international vendors and have the infrastructure to be able to book international travel experiences with smaller, owner-operated companies.

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## HOW TO CORNER?

### How to write an article

As MBA students we are groomed to become future leaders, influencers and innovators. Achieving that status in life involves two major skills: a) Formulating opinions based on critical analysis of a situation. b) Articulating those opinions in way that it can be understood and debated upon.

This is exactly why MBA students are encouraged to write articles and not just as a preparation for lengthy report writing. Recruiters prefer individuals with an opinionated bent of mind rather than a Yes-sir approach. Individuals who can master the two skills may eventually grow in their organizations and become opinion leaders of the industry they work in.

Now that we have established the importance of writing an article, let us delve into the step-by-step guide to successfully write one.

#### STEP 1: GAIN CLARITY ON THE TOPIC

The significance of research cannot be stressed enough. Read up extensively on the topic. If it is vague, then there are only two topics for you to write on for an impactful article:

- Recent changes in the industry and your take on it, predicting the future of the industry
- Challenges faced by the industry, how market leaders are dealing with them and your solution, if any.

Remember you are going to read a lot of opinions, don't let them sway yours. Your article should reflect your ability to cut out the clutter and provide a logically deducted opinion.

#### STEP 2: USE THE CASE STUDY METHOD

The case study method is a widely accepted way to solve case studies that uses tools such as tree

diagrams to align our thoughts and deliver a workable solution. Learn and employ it.

#### STEP 3: RISK BEING DIFFERENT

Needless to say, if you are trying to add value you must have a completely different or an innovative way of looking at things. What you bring to the table is your unique perception of things.

#### STEP 4: BACK YOURSELF WITH DATA'

Numbers are certainty. Even though this may not be a case study, backing your stand with graphs and charts shows your ability to analyse them and break information down for ease of comprehension.

#### STEP 5: REFERENCE YOUR SOURCE

Plagiarism is always frowned upon, no matter where you study or work. It shows badly on you as a person and confines you to the opinions of others. Always reference your sources, be it for an image, graph or a quote. Give credit where its due.

#### STEP 6: RELATE TO THE READER

While putting your thoughts on paper, always remember who your reader is and how you would like them to access the information. It's important to stress on the key takeaway from the article and hence a suitable title is a pre-requisite. Keep it simple yet deliver the message home, loud and clear.

Hinal Rathod, Editor

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## CALL FOR ARTICLES

We invite articles for the December 2017 Issue of SAMVAD.

The Theme for December month- “**Farming & Consulting**”

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

### **Submission Guidelines:**

- Word limit: 1000 words or a maximum of 4 pages with relevant images.
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05’ to **samvad.we@gmail.com**. **Deadline for submission of articles: 30<sup>th</sup> October, 2017**
- Please name your file as: <Your Name>\_<title>\_<section name e.g. Marketing/Finance>
- Subject line: <Your Name>\_<Course>\_<Year>\_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Clearly provide source credit for any images used in the article.

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A person stands on a rocky peak with arms raised, and another person sits on the peak with a backpack, overlooking a vast mountain landscape.

**“We shall not cease from exploration. And the end of all our exploring will be to arrive where we started and know the place for the first time.”**

**- T. S. Eliot**

*Image source: <https://www.slideshare.net/ismoiljonovshkhtrav/adventure-tourism-45581870>*

*SAMVAD is the Student Magazine of Welingkar Institute of Management Development and Research, Mumbai.*

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