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**ATTITUDES AND BEHAVIORS OF TOURISTS TOWARDS EXTREME
SPORTS IN NEPAL**

Case Study: Paragliding-Pokhara

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ABSTRACT

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<p>The motive of this thesis is to find the role of extreme sports in Nepal. It is mainly targeted to understand the current attitude and behavior of the participants towards the extreme sports and what further suggestions and recommendations could be viable for additional improvement and progress of attitude and behavior of the participants towards the sport. The case study of Pokhara city has been taken as the research project to analyze and interpret the significance of attitude and behavior towards the extreme sport.</p> <p>The thesis suggested for the participants to have a positive attitude and behavior towards the extreme sports. There should be more adequate amount of academic work and involvement of media, arrangement of awareness programs for local and international tourists, and clear guidelines on safety and understanding of the type of extreme sports being attempted. There should be in-depth utilization of social marketing skills, as it is one of the major factors that directly influence the attitude and beliefs. The thesis has additionally suggested on how to become an effective and efficient entrepreneur for extreme sports for further development and expansion for the sport in the future.</p> <p>On the case study of Paragliding, Pokhara, the research revealed that paragliding includes some risks and most participants are risk takers and mostly young men. They have very strong motivation towards the sport and the need for the adrenaline is increasing every time. Study also revealed that the influential factor towards the sport is through friends and the motivational factor is to attempt the sport and experience it. The demand of the sport is increasing due to the drastic increment in the number of participants. The study suggested that the safety instructions provided by the instructors should be sufficient and satisfying as the risk involved is high.</p>		
Keywords attitudes and behaviors, extreme sports ,paragliding, Pokhara		

ABBREVIATIONS

APPI	ASSOCIATION OF PARAGLIDING PILOTS AND INSTRUCTORS
CAAN	CIVIL AVIATION AUTHORITY OF NEPAL
GPS	GLOBAL POSITIONING SYSTEM
LTF/EN	LEARNING TO FLY/ EUROPEAN NORM
NCA	NEPAL CANYONING ASSOCIATION
NMA	NEPAL MOUNTANEERING ASSOCIATION
NPR	NEPALESE RUPEE RATES
NRB	NEPAL RASTRA BANK
SPSS	STATISTICAL PACKAGE FOR THE SOCIAL SCIENCE
USD	UNITED STATES DOLLARS

ABSTRACT

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1 INTRODUCTION

In today's world, the number of extreme sports has become progressively popular and acknowledged by the common public. The challenges and demonstrations common to extreme sports tend to lure attention from the observers and the audiences directed towards the increment in research and studies about various kinds of attitude and behavior related to the sports. Today, we know a lot about the motivational aspects that push people to practice extreme sports over other sports, the psycho-physiological processes that fuel these unconventional passions and the participants' inaccurate psychological mechanisms of assessment. The requirements and useful habits needed, in terms of mental preparation, are also well known, and all of this knowledge contributes, together with scientific knowledge, to promoting safety and preventing accidents and injuries in extreme sports.

Attitudes are contagious and could affect other people that are close to the person displaying a certain kind of attitude in any sport activity, which at the same time also influences their behavior towards the sport. Through understanding of various kinds of attitudes towards the extreme sports and their prospective implications is useful for the prediction on how individual's attitude influences their behavior towards extreme sports activities. On the other hand, the intended extreme sport activity by the participant could also influence the participant's attitude and behavior through utilization of various management strategies and through creation of comfortable and enthusiastic sport environment.

The theoretical framework of this thesis focuses on the role of extreme sports and various impacts towards the participants, local community and the host country. It gives clear insight on how extreme sport has been progressing in Nepal and generalized its popularity worldwide. Followed by the attitude and behavior of the tourists towards the extreme sports in Nepal. Secondary data sources such as books, e-books, journals, articles, presentations, and other reliable internet sources are used in the theoretical framework. The theoretical framework is structured into six chapters. Chapter 1 is the introduction. Chapter 2 provides an in-depth definition on extreme sports, relationship between the tourism industry and extreme sports, advantages and disadvantages of extreme sports and finally the characteristics and features of an active extreme sport participant. Chapter 3 firstly emphasizes on the history of extreme sports in Nepal, followed by the current trend in extreme sports in Nepal and lastly, it offers description on some of the most popular and visited

extreme sports in Nepal. Chapter 4 provides detail information on Pokhara city with some of its major attractions, information on accessibility to reach the destination and various means of transportation available. This chapter also provides information on various accommodation services available in the city and, finally the chapter offers some of the most popular and currently operational extreme sports activities in Pokhara. This particular destination is in focus for case study of this particular thesis.

Chapter 5 mainly deals with one of the most popular extreme sport activities known as Paragliding, provided with all the phases, aspects and features of paragliding with an in-depth overview on paragliding in Pokhara. It provides detail information on the gears and equipment that are necessary for the flight. Furthermore, the chapter is also inclusive of detail information on the license and training that is required for an expert or a newly introduced trainee for being able to get the authority to take the flight. Paragliding is more in focus in this particular extreme sport and taken into consideration for further more research for this particular thesis. The final chapter, chapter 6 provides comprehensive information on attitude and behavior, furthermore insight on individual attitude and behavior, how the changing attitudes change behavior, and at the same time information on how changing behavior can influence attitudes.

To support the theory accessible in the theoretical framework for the thesis, the writer will present the outcome of the research in the empirical portion through the utilization of quantitative research method. The questionnaire that is approved after the clear examination will be provided to the participants who would experience the flight and would be provided with the questionnaire on the spot, so that the writer is able to collect fresh and accurate data through the survey with their involvement in paragliding. The empirical portion of the thesis is explained in chapter 7. It enables to provide the needed evidence to come up with a substantial result on understanding the current attitude and behavior of the local and international tourists towards paragliding. This would certainly assist us to investigate on what measures could be taken for further development and growth of extreme sports. The main aim is to analyze the current attitude and behavior of the participants towards the intended extreme sport activity given as paragliding through a case study in Pokhara. The thesis also aims to find out the essential role played by extreme sports in Nepal. The ultimate objective of the thesis is to provide further suggestions and recommendations for improvement and progress on attitude and behavior of the participants towards the extreme sport in context to Nepal.

2 EXTREME SPORTS

The chapter provides precise definition and explanation on extreme sports, including some essential differences from the traditional regular sports. Additionally, it gives an in-depth view about the relationship between the tourism and extreme sports along with some of the challenges which are essential for the sport organizers and the tourism industry. It also points out some essential pros and cons for the participants willing to try out extreme sports in the near future and awareness for participants who are already involved in one. It assists the reader to understand the risks involved and what safety measures or precautions could be taken into consideration. Additionally, it includes a clear point of view on the requirement and eligibility criteria for the participation towards the sport through firm understanding of the characteristics of the participant for extreme sports.

2.1 Overview of extreme sports

Extreme sports are also recognized as the “Adventure Sports” and “Action Sports” and it is well defined as a label that is positioned on sports which are not of the conventional or traditional sporting and the sport is inclusive of the risk, danger along with unconventional rules and procedures and skills. It is entirely a different kind of sport that is not at all related and very much has a different method than the traditional way of sporting where the competitors compete on an individual basis. Some of the sports that fall under this category of extreme sports are given as mountain climbing, mountain boarding, longboarding, skate boarding, aggressive inline skating, moto cross, BMX, paddle surfing, etc. There has been a very interesting curiosity about the extent that activities could be categorized as part of the extreme sports. (Puchan 2005, 171.)

Critics frequently tend to mention the absence of competition as a differentiating aspect where the competition is not amongst the individual athlete or other teams but the competition is more over in context to the individual athlete and the nature itself. It is more obviously taken into consideration as not just as sport but more like a lifestyle sport and additionally, it is not only taken into account as a leisure time, weekend

entertainment or physical workout but more over requires focus and concentration, preparation and planning, testing your limits and physical stability accompanied by anxiety and enervation, and the will to take in new challenges and risks. The topic extreme sports is clearly not an easy one that could be described and is surely not an explicit one, with different relations being utilized instantaneously. There has been a very small number of academic work and media that has been engaged in the study of the extreme sports, though there has been some very interesting work that has been executed which is related to extreme sports marketing and for the purpose of advertisement. (Puchan 2005, 171.)

2.2 Tourism and extreme sports

Extreme sports supplies an exceptional challenge towards the tourism industry and sport facilitators, as much of these extreme activities are assumed through one by itself, as it is self-sufficient. They are meant to be greatly mobile tourists or foreign visitors. The outsiders who are not related or not participants in this kind of sports activity have a negative perspective and are adversely framed and they have a belief that the participants or the competitors or individual athletes in this kind of sport activity are either considered risk takers or given the nickname as the adrenaline junkies. At the initial intention or objective might be to experience the thrill, feel the fascination and get the taste of the anticipation, but later with the course of time these initial objectives tend to change in numerous circumstances. As per the interview of the competitors in extreme sports, they consider to give suggestions for not taking risks and acquire dangerous activities, which could be life taking or might have terminal damage. Instead evidence gives suggestions that the extreme sports contribute in providing deep individual changes in personality which are very constructive. The changes include the uprising in humility and making one's self very courageous. (Brymer, Downey & Gray 2009, 194-195.)

As for the researchers and experts, the focus of the topic has always been the risk when it comes to extreme sports with its exceptional activities. The fact remains that they are quite negligent of the significant magnitudes and dimensions that are accompanied along with extreme sport, which is the direct connection of the natural world with the participants or competitors or the individual athletes. Just to explain, it could be said that a river where there is no water means there is no extreme sport activity that could be performed or experienced in it, such as river rafting, kayaking, etc. If there were a chance of avalanche in the snow then

there would be no snowboarding or skiing, if the wind is in the wrong direction then there would be no paragliding or any activity related to it. Moreover, it is the universal truth that the humankind is not capable of or does not have the possibility to generate water, or strong wind, or giant mountains, it is something that cannot be manufactured but can only be given by the nature. To add more to this, from the interviews of some of the professional athletes who have been actively participating in extreme sports for the last few decades. They have frequently exposed that they place emphasize more on their knowledge and understanding along with the nature and these extreme activities has inclined to transform their relationship towards the natural world as they know. In addition, these sorts of relations have a diverse and positive impact and effect for the growth, expansion and improvement of ecologically sustainable practices. (Brymer, Downey & Gray 2009, 194-195.)

2.3 Pros and cons of extreme sports

Extreme sports incline to provide people with an exceptional prospect to live life to the fullest and provide a chance to escape from the day-to-day life or daily routines. It is certain that human beings in every corner of this world have a very monotonous and tedious way of living their lives and tend to differ with joyful sentiments, which they are able to discover in extreme sports activities. Every one of us would certainly approve that at times the negative sentiments such as aggressiveness, envy, frustration, depression and dissatisfaction finds a position in our lives but extreme sports have the solution to get rid of all these difficulties and emotional problems. And it could also be put in this way that if a person or an individual is determined, passionate and eager about any sort of sports related activities, it would definitely provide a support and enthusiasm for the development of the features. Such as the strength, durability, endurance, patience confidence, responsibility and assist in overcoming and fighting with your fears. Irrespective of which ever choice of extreme sports you become part of, with regular practice and sporting you burn a lot of unwanted calories, and instead you are able to multitude some muscles. Therefore, it assists an individual to have a healthy life style and to be in shape. Extreme sports considered as a great way to meet new people and become friends, but friends who have same interest and know the value for the sport, and are able to share their skills and experience with each other. (Lang-8 2014.)

On the other hand, it is obvious to have negative side in Extreme sports. It involves dangers and risks and have the tendency to have serious injuries or terminal damage or even fatality. Normally these kinds of scenarios occurs when the participant is not aware of the proper and required equipment and gears for the usage of the specific kind of extreme sports activity, where in case of critical situations and conditions, it might save their lives. It is not appropriate when people are not aware of this and also about the high expenses that are included for collecting and buying these kinds of equipment and gears. Additionally, in order to experience or participate in the extreme sports activities, the participants need to travel from one destination to another and this is very costly. One of the biggest disadvantages is the lack of knowledge, understanding and experience about the sport activity that is being attempted by the participants. Moreover, due to this lack of information, a participant is capable of endangering the life of other competitors as well. (Lang-8 2013.)

2.4 Characteristics of an active extreme sports participant

In comparison, most participants are male than the female and they are commonly youngsters or young people. The majority of the participants are generally wealthy individuals. They are not illiterate and are educated. They tend to have the willingness to travel to destinations, which are really far for the purpose of participation in their favorite destination for desired sport activity. The possibility is higher if the participant is professionally involved in the extreme sport activity or when they are retired. The extreme sports are not suitable for people who have heart related diseases, have panic attack and high blood pressure .Most of them are involved in the repeated activity. (Ross 2001, 9.)

3 EXTREME SPORTS IN NEPAL

This particular chapter provides how extreme sports came into existence in context to Nepal, with its remarkable history and the essential role it has played for the economic development, followed by the impacts it has made towards the natives. The chapter also includes detail information on the present scenario and the current trend that is being followed for extreme sports along with the involvement of international tourists, marketing strategies presently applied. There is also given an in-depth view on the role and impact that it has brought towards the domestic tourists with the participation in extreme sports. Lastly, the chapter is inclusive of the basic and general information on eight of the most popular Extreme sports presently active and operational in Nepal and they are given as mountaineering, white river rafting, trekking, rock climbing, mountain biking, bungee jumping, snow skiing and canyoning.

3.1 History of extreme sports

Nepal is the ultimate hot spot for extreme sports or in other words known as the adventure's playground. It is very popular for its scenic beauty, exceptional terrain, exotic wildlife, mesmerizing Himalayan peaks and the rushing white rivers making Nepal as the paradise for adventure seekers. Globally, Nepal is well recognized as an important destination for trekking. And in the recent years it has been able to get a lot of attention for other new adventure sports, which are popular in other countries. In comparison to trekking and climbing, it is much more thrilling and adventurous. Some of the most exclusive and widespread extreme sports in Nepal are white water rafting, bungee jumping, mountain biking, paragliding, para hawking, canyoning, zip flyer, heli-skiing and sky diving. (Himalayan Eco Treks and Travel-Nepal 2015.)

The initiation and popularity of the adventure sport or extreme sport has been since the last five decades when the tourists and the local people attempted to conquer the highest peak in the world known as Mt. Everest. The discovery of the highest peak in the world was one of the crowning accomplishments of labor by surveyors, explorers and geographers. Edmund Hillary from New Zealand and Tenzing Norgay Sherpa from Nepal are the first confirmed mountaineers to reach the peak of Mount Everest on 9th May, 1953. Everest lies 29,035 feet from the sea level. Both mountaineers only spent 15 minutes on the summit and just

a few snaps of photos, did a celebratory hug and ate a bar of mint cake. As a symbol and remembrance of their arrival on the summit; Tenzing Norgay Sherpa left some sweets as a Buddhist offering and Edmund Hillary left a cross at the peak of the mountain. Until the 19th century, no one was aware that Mt. Everest was the roof of the world. (Greenspan 2013.)

Since its beginning, extreme sports consequently have played a vital role for the economic development of inaccessible areas and have brought about essential impacts towards the local people and their community. In addition, it also has provided access to many new environments due to the geographical structure of the country for newly introduced extreme sports. However, unfortunately there has not been any definite data or evidence to fully figure this out, even after active and strong dedication and commitment for adaptation of extreme sports like any other country in the world. The priority has never been the evaluation of the impact of extreme sports in Nepal but the intension has always been to bring about the possible positive impacts, which may gradually affect the growth of the national economy, tourism industry and for the purpose of encouragement to conservation development. (Across Himalaya Tours & Treks Pvt. Ltd. 2015; MetroPokhara Pvt. Ltd. 2014.)

3.2 Current trend in extreme sports

Presently, the recreational activities and adventure sports are being promoted and benefitted through attracting huge numbers of tourists from different parts of the world and this has enabled a platform for further development and expansion in the tourism sector. National Tourism Board markets adventure sports internationally or abroad through participating in seminars, conferences and exhibitions that are organized in different countries. For more exposure and expansion of the adventure sports, the targeted customers are mainly the foreign tourists as extreme sports are mainly popular among the foreign tourists. Nepal is mainly taken as one of the most popular location for trekking, as more than 40% of the tourists usually travel to Nepal with the motive of trekking, 20 % of the tourists participate in white river rafting where 5-10% are the domestic tourists and 60-70% of the tourists tend to participate in various extreme sports activities as provided. (New Business Age Pvt. Ltd. 2015.)

Domestic tourists also have started to actively participate in various adventure sports, mostly in the off seasons, holidays and leisure time. The peak season for the adventure sport activities is mainly during the summer season. But it is possible to experience river rafting in the months of February, March, May, June, September, October and November. Nowadays, besides the independent individual tourists, there has been creation of a new trend, where it has been observed that the corporate business organizations are sending their workers and employees to participate in adventure sports such as hiking, high ropes, canyoning and river rafting. It has been in motion due to the popularity of this particular sport, as a good and effective team building exercise which tends to involve equal participation from all the members in the group to complete and achieve tasks and consequently instill team value. In today's world, people are getting very aware and concerned about their health and issues relating to health, which has directed significant number of youngsters and working people to start challenging themselves for several adventure sport activities. (New Business Age Pvt. Ltd. 2015.)

3.3 Some popular extreme sports in Nepal

Nepal one of the best landing point for adventurous sports in the world and a heaven for the adrenaline junkies and without a doubt a beautiful Himalayan country. It definitely does offer a number of adventure sports where you are able to climb the peaks of the Himalayas, trek through the countryside complemented with the scenic beauty along with the mountains. Rafting and canyoning down the uncertainty of the waves of the river and experiencing wild life with jungle safari in a dense forest. Parachuting and flying without wings with the hawks and eagles, bungee jumping in the deep George of 160 meters' height and natural rock climbing or mountain climbing. There is a variety of adventure sports to choose from to get the adrenaline pumping but here is the list of ten most popular adventure sports that are currently in operation in Nepal. (Adventure Geo Treks Pvt. Ltd. 2016; Nepal Tourism Board 2012, 9.)

3.3.1 Mountaineering

The 14 highest peaks in the world are known as the "Eight-Thousander", the name has been given due to their height which is more than 8000 meters above sea level. And out of these fourteen peaks, Nepal is the

home for 8 of them and they are listed as Everest, Kangchenjunga, Lhotse, Makalu, Cho Oyu, Dhaulagiri, Manaslu and Annapurna. Apart from these world renowned mountains, there are other smaller, yet challenging peaks which create wide range of opportunities for mountaineering all around the year. The climbing or mountaineering is guided through professional Sherpas (a member of a Himalayan people known for their skill in mountaineering) and expert mountaineering organizers. Climbing is more popular and accessible form of extreme sports in the Greater Northern regions of the country. (Lonetrekker 2014; Sandbox Networks Inc. 2016.)

3.3.2 White river rafting

Nepal has always been known as a country rich in water sources. The waters are tumbling down from the snow-capped peaks directly from the mesmerizing Himalayan region which tends to provide high current rivers which are suitable for rafting. For the purpose of rafting, there are numerous preferences and alternatives to choose from, the grading of the river initiates from -4 to 4+. So as per the grading you have the flexibility to undergo and experience the adrenaline you are looking for. (Lonetrekker 2014.) Troying, pirouetting and high sliding are some of the most common methods applied during the rafting in Nepal. Here is the list of the rivers where the rafting services are provided in Nepal, they are given as Seti river, Bhoté Koshi river, Kali Gandaki river, Marsyangdi river, Sun Koshi river, Arun river, Karnali river, Tamur river and Trihsuli river. (White Water Nepal Pvt. Ltd. 2016.)

3.3.3 Trekking

Trekking is considered to be the most enjoyable and desired extreme sport in the country. In Nepal, there are more than 100,000 trekkers visiting the country annually due to the popularity of Nepal for being known for its high-altitude trekking zones. The NMA has categorized 33 peaks in total which are suitable for trekking purposes but some of the most popular and internationally recognized peaks are Annapurna, Mt. Everest, Langtang, Mustang, Manaslu, Dolpo, Upper Dolpo, Dhawalaigri, Kanchanjunga and Makalu. And in order to be able to trek in these mountains, you need to get legal permission or permit from NMA. As there is availability of wide range of well trained professionals and expert guides for the purpose of trekking, the

cost for the trekking is relatively affordable. Usually the time taken for trekking is from 7 to 21 days in total, depending upon the kind of package deal the participant would choose from. (Advanced Adventures Pvt. Ltd. 2016; Lonetrekker 2014; Project Himalaya 2016.)

3.3.4 Rock climbing

Rock climbing is the most commonly known sport in Nepal, where the participant needs to climb a formation created naturally by the rocks or could also be an artificially designed formation with the intension of reaching the summit or the end point of the formation. Additionally, the participant has the flexibility to go across or climb up in order to reach the goal as the sport consists of the pre-defined route. (Himalayan Glacier 2014.) Most of the rock climbing activities are located in several places in the northern side of Kathmandu and close to Pokhara and in the Everest region. In addition to this, there are other locations given as Nagarjun Balaju, Hattiban, Nagarjun, Chomorong and Khumbu Rock climbing for the interested participants. The sport is provided with numerous skilled professionals and experts to provide the proper guidance and climbing techniques with effective training on safety measures and climbing knots. (Himalaya Guides 2016.)

3.3.5 Mountain biking

Nepal is basically divided into three belts which are known as the Himalayan region, Hilly region and Terai region, where the basic landscapes include from high altitude Himalaya, the mountain and hills to the flat landscape of Terai. And it's a thrilling adventure and exciting sport for outdoor sport lovers to bike on the hills and the mountains. The naturally made hilly terrains provide the most appropriate and suitable mountain biking experience along with the opportunity to experience the culture and tradition of various ethnic groups residing there. In Kathmandu and Pokhara, you are able to find the most decent and world class bikes on rent and also have the ability to get accurate route information in detail through well-organized tour operators. (Rough Guides 2016; Lonetrekker 2014.)

3.3.6 Bungee jumping

There are two bungee jumping sites situated in two different locations in Nepal (Himalayan River Fun 2016). The first bungee jumping site is located in Bhote Koshi, which is close to the border of Tibet and Nepal, where the height is considered to be 160 meters high, right over the wild Bhote Koshi River that is suspending from a bridge (Himalayan River Fun 2016). All of the operations and other services provided to the participants in this particular location are taken care by one of the most popular extreme sport hub known as The Last Resort (The Last Resort 2016). The second location for bungee jumping is in Pokhara, which has recently been in operation since 22nd September, 2014 (Sharma 2014). High Ground Adventures is the company that is responsible for handling all the day to day operations and providing the necessary equipment and facilities to the participants (Sharma 2014). This is the first bungee jump in Nepal which is facilitated by a tower with the height of 70 meters (Sharma 2014).

3.3.7 Snow skiing

Snow Skiing is one of the newest sports that has been in operation in Nepal, introduced by the Europeans. The Himalayas of Nepal provide extraordinarily exceptional snow skiing experience unlike the Alps of Europe, the Asian Himalaya can bring about a completely different adventurous experience. It is a seasonal sport in Nepal which usually takes place during the winter season. The participants have the flexibility to choose from any style of snow skiing, some of them which are currently in trend are Alpine, Freestyle and Boarder cross styles of skiing. (Lonetrekker 2014.). Some of the Himalayas which are the current hotspots for snow skiing are Annapurna, Dhaulagiri, Makalu, Cho Oyu, the Dolpo regions and Everest region (Nepal Link 2015). All the snow skiing locations are above 4000 meters from the sea level, where safety measures are given the outmost priority and the primary concern is taken for the necessary precautions required for avoiding altitude sickness through suitable acclimatization at lower altitude. Unfortunately, there is no skiing resorts currently operational in Nepal, therefore any skiing conducted has to be backcountry and exploratory. (Nepal Tourism Directory 2011.)

3.3.8 Canyoning

Due to the high altitude, exceptional topography and huge amount of water flowing down directly from Himalayas and mountains, most of the rivers in Nepal provide the thrill, excitement and a unique adventure for canyoning along with enjoyable natural jungles with scenic beauty, karst rocks and many cascading waterfalls along the river (Himalayan Eco Treks and Travel-Nepal 2015). In 2007, there has been establishment of NCA, which is ideally dedicated towards discussion, development and communication of new ideas and thoughts between the Nepali Canyoneers and international Canyoneers from all around the world. Additionally, NCA has also collaborated with its international partners who have successfully been able to initiate about thirty canyons in Nepal and are currently operational for Canyoning activity. (Nepal Canyoning Association 2012.)

4 DESTINATION POKHARA

This particular chapter deals with some of the most popular tourist attractions, which are found in Pokhara city for the purpose of leisure, recreation, religion and exploration. These tourist attractions are suitable and popular amongst both the international and domestic tourists. The chapter also focuses on the detail information on the accessibility and means of various transportation services and facilities which are currently available and operational in Nepal to reach the destination, given as Pokhara city. Furthermore, the chapter also emphasizes on the hotels and accommodation services and facilities that are currently available in the city for both domestic and international tourists. Lastly the chapter concludes with some basic and general information on the five of the most popular and unique extreme sports in Pokhara, such as Tandem Paragliding, Everest Sky diving, Para hawking, Ultra-Light flights and Zip flyer.

4.1 Major attractions

Pokhara is the second largest city and the second most popular tourist destination in Nepal. It is also popularly recognized as the “City of Lakes” and the tourism capital of Nepal. The gorgeous city is located in a tranquil valley and in any direction you will be able to see the beautiful, tall and bold mountains as the city is surrounded by the Himalayan Annapurna mountain region. Pokhara is also considered to be the gateway for trekking in the Annapurna region, which is inclusive of Upper Mustang and the Annapurna Base camp. The city is not only popular for its natural beauty gifted by nature but also very popular for site seeing and taken as one of the ultimate hotspots for various kinds of thrilling and exciting adventures, therefore there is large number of adventurers and adrenaline junkies travelling from different parts of the world all-round the year. Most of the domestic tourists travel for the purpose of leisure activities and relaxation. The best time to visit the city is during the months from November to February. (Nepal Mandala Travels 2015; Hubpages 2016.)

All around the world, Nepal is recognized as one of the Hindu countries where there are many temples and cultural heritages which are of much value along with thousands of years of history. Though there are num-

ber of temples and stupas in Pokhara, three of the most visited and popular temples are Bindhyabasini Temple, Barahi Temple and Vishwa Shanti Stupa (World Peace Pagoda). Bindhyabasini Temple had been founded in the year 1845 B.S, which was constructed on the top of the hill, it is white in color and in the style of dome like Pagoda. The temple had been built to worship the Goddess Durga. Barahi Temple is located in the heart of one of the most popular lakes in Pokhara known as the Phewa Lake. It is a two storied pagoda temple which is mainly to worship Ajima (the female force) known as Shakti, which is one of the gods in Newar (one of the ethnic groups in Nepal) community. Vishwa Shanti Stupa was founded 16 years ago on top of the hill with the height of 1100 meters. This Pagoda is amongst the world's 80 Peace Pagodas. The stupa was mainly established to symbolize the world peace. Apart from the temples and stupas, tourists also come to visit the international mountain museum which was founded in 2004. The main motive of building this museum was for introducing, familiarizing, promoting and advertising rich cultural values of the people from the mountains. And also for the purpose of promoting mountain tourism in Pokhara and in Nepal as a whole. (Nepal Mandala Travels 2015; Hubpages 2016.)

Nepal is rich in water resources. Other attractions include the lakes and rivers which are of crystal clear water. Even the name itself for the city, known as "Pokhara" signifies as the valley of the lakes which has been derived from the word "Pokhari" which literally means a lake. There are 7 lakes in total. But the lakes which are mostly visited are Phewa Lake, Begnas Lake and Rupa Lake. Phewa Lake is considered to be the 2nd largest lake in Nepal and the biggest one in Pokhara. It has a total area of 4.43 sq. km and the depth is approximately about 8.6 to 19 m to the maximum. There are lots of sports activities conducted in the lake such as Kayaking and boating. (Pokharacity 2016.)

One of the most popular rivers in Nepal and in Pokhara is the Seti River which is also well known as the Water River of the Gandaki River. The river is only 2 m wide and the average depth is about 20 m but what makes it distinctive is, the river kind of disappears in the tunnels and caves for short distances in Pokhara and reappears again. Another popular tourist attraction is the Davis Falls, which is a natural water fall that flows through the tunnels and caves. The reason why this fall is very popular is because during the year 1961, a tourist from Switzerland was swept away towards the fall while swimming due to an unanticipated overflow of the dam and then had died there, unfortunately his body was never recovered. So the water fall became popular and also the name of the fall was named after his own name as Davis Falls. (Hubpages 2016.)

Furthermore, other major attractions for the tourists are the caves that are found in Pokhara as the destination is very popular for its limestone caves given as Mahendra Gufa, Gupteswore Gufa and Chamare Gufa (Bat Cave). Mahendra Gufa was first discovered by Daniel Gebauer in 1976, who was a member of the British expedition team. The cave is known to be 275 m in length and 16 m in width. During the visit you could notice some really inexplicable images on the walls of the cave which seem to be images carved by the Hindu deities. Gupteswore Gufa is considered to be 599 years old. The cave consists of a shrine of the Hindu god, lord Shiva. The water that flows from the Davis Falls actually flows through this cave. Chamare Gufa is also well recognized as the Bat Cave is about 135 m in length. There has been no supply of any sort of electricity to power the lights in the cave as it is home for thousands of bats which you are able to find hanging all over the walls of the cave. (Pokharacity 2016.)

Additionally, there is a very popular spot to observe the perfect sunrise and sunset which is known as Sarangkot and lies at the altitude of 1592m. From this particular location you are also able to observe the mesmerizing panoramic view of the three major Himalayan mountain peaks given as Annapurna, Machhapuchhre (Fish Tail) and Dhaulagiri. The location is also the spot for paragliding, zipline and ultralight flight. (Nepal Mandala Travels 2015.) Finally, there is a place known as old bazar which means old market which is in the city. The market place is mainly popular between the locals as the main junction for the traders and the tourists to purchase traditional Nepali items. And the area is also inclusive of some temples and headstones of Newari architecture. (Hubpages 2016.)

4.2 Accessibility and transportation services

The majority of the tourists who travel to Pokhara from the Kathmandu city use bus or air transport services as the main source for transport to reach the destination. The Pokhara airport and both the bus stations are located very near to the tourist hub, close to the lakeside. In comparison to the air transport, most of the tourists and the local people tend to use the road transport such as buses, mini buses, micro vans, jeeps, cars and so on, as it is one of the easiest and affordable means of transport service available in the country. The tickets for the tourist buses should be purchased beforehand and the prices are much more expensive in comparison to the local transport and all the tourist buses leave early in the morning. Whereas on the other hand, the ticket for the local transport could be purchased during the time of departure as the local transport

is operating from early in the morning until early evening and the prices might vary according to the choice of local transport. It usually takes around 6 to 12 hours to reach the destination. (Lonely Planet 2016a.)

The other easiest means of transportation is the air transport. There is number of airlines available for daily flight from Kathmandu to Pokhara all day. Some of the available airlines which are currently operating and providing the service on the daily basis are the Buddha Air, Yeti Airlines, Nepal Airlines, Simrik Airlines and additionally, a division of Yeti Airlines which is known as the Tara Air. The total flight hour to reach the destination is 25 minutes and the charges might vary according to the airline but usually the standard fee is around US\$120. It has been recommended to take the seats on the right hand side in the aircraft (or left while flying back to Kathmandu) as the tourists could have the opportunity and the pleasure to view the mesmerizing Himalayas during the flight. (Lonely Planet 2016b.)

TABLE 1. Flight and Passenger movement in Pokhara airport by airlines in 2014 (adopted from Ministry of Culture, Tourism and Civil Aviation 2015, 88)

S. N.	Airlines	Flight Movement			Passenger Movement			Foreign Passenger		
		ARR	DPT	TOTAL	IN	OUT	TOTAL	IN	OUT	TOTAL
1	BUDDHA	149	149	298	5314	5790	11104	2005	2634	4639
2	YETI	174	174	348	4071	4589	8660	2121	2588	4709
3	SIMRIK	85	85	170	1166	1344	2510	493	663	1156
4	TARA	41	41	82	392	358	750	268	235	503
5	NAC	6	6	12	0	1	1	0	0	0
6	AVIA CLUB	424	424	848	255	255	510	216	216	432
7	POKHARA ULTRA LIGHT	196	196	392	180	180	360	150	150	300
8	FISHTAIL ULTRA LIGHT	72	72	144	59	59	118	11	11	22
9	FISHTAIL AIR	1	1	2	0	0	0	0	0	0
10	DYNASTY	10	10	20	10	32	42	5	9	14
11	SIMRIK HELI	9	10	19	10	15	25	2	2	4
12	MOUNTAIN	8	8	16	14	17	31	4	4	8
13	MUKTINATH	7	7	14	2	5	7	0	0	0
14	NEPAL ARMY	1	1	2	0	0	0	0	0	0
15	MOUNTAIN WAVE PROJECT	20	19	39	0	0	0	0	0	0
TOTAL		1203	1203	2406	11473	12645	24118	5275	6512	11787

The table clearly displays the number of total flights which are currently available in Pokhara for air transportation, mountain flight and ultra-flights. The available flight services and facilities are both private and governmental. There is given the specific details on every individual airline service with precise data on the

“Flight Movement”, “Passenger Movement” and “Foreign Passengers”. The table contains the detailed information on the “Flight Movement” where the total number of flight arrivals is 1203 and the total number of flight departure is also 1203, therefore the total number of flight movement comes up to 11473 in the year 2014. The table also displays the detailed data on the “Passenger Movement” where the total number of passengers coming to Pokhara is 11473 and the total number of passengers going out of the city is 12645, consequently the total number of passenger movement in the year 2014 is 24118. Additionally, the table is also inclusive of the total number of foreigners arriving and departing from the city where the total number of foreign passenger’s arrival is 5275 and the total number of foreign passengers for departure is 6512 which brings up to a total of 11787 of foreign passengers in the year 2014 as per the flight service provided.

4.3 Accommodation services and facilities

Pokhara has been listed as the second popular destination or tourism hub for the tourists in Nepal. So finding the appropriate hotel service or accommodation facility is very essential for the domestic and international tourists. There are number of tourist class hotels in Pokhara which are located in the heart of the lakeside. The categories of hotel which are currently in implementation are deluxe, standard and budget accommodation services, where the prices vary according to the need and requirement and choice of the customers. (Hotel Nepal 2014.)

On December 12th, 2014, Rising Travel demanded tourist standard hotels and lodges throughout the country, to add more than 5,357 new rooms, revealed a survey entitled Economic Activities Report 2013-2014, conducted by NRB. Therefore, 57 new tourist standard lodges and hotels came into implementation and are currently operational in Pokhara. Altogether there are 513 hotels in Pokhara which are creating 9,736 rooms every night. And as per the survey, the tourist arrivals have been increased by 140% to 173,207 in 2013 to 2014. (The Kathmandu Post 2014.)

4.4 Extreme sports in Pokhara

The domestic and international tourists generally travel to Pokhara with the motive of relaxation, recreation, sun bath and boat rides. But now a new trend has been initiated where apart from the normal and regular tourists, travelers are able to find a lot of thrill seekers, adrenaline junkies and extreme sports enthusiasts coming from all around the world. The extreme sports have become very popular nowadays and they have become available to the participants and the tourists all around the year. Here are some of the most popular extreme sports currently available in Pokhara.

4.4.1 Tandem paragliding

In Tandem Paragliding you are seated in a separate harness which is attached to the harness of the pilot and to the wing, which is placed at the front end of the pilot, where you can comfortably sit and care-freely enjoy and observe the surroundings and the beautiful sceneries. The participant also has the full liberty to take pictures and videos and converse with the pilot during the flight. It is very comfortable and relaxed apart from just the large void underneath your feet. On request, the participant could also steer the paraglider under the supervision and careful instructions provided by the pilot. The participants are provided with skilled, professional and expert pilots from all around the world (Lonetrekker 2014). The cost for the flight is very affordable in comparison to other extreme sports currently operational in Nepal. (Lonetrekker 2014; Trekking Partners 2016.)



FIGURE 1. Tandem paragliding

4.4.2 Everest sky diving

This particular adventure sport is the snobbiest extreme sport that is currently operational in the country since 2008. This sport is not considered to be as ordinary as the other extreme sports as it gives the adrenaline junkies the opportunity to jump out of a plane at 29,500 feet which is relevantly higher than the height of Mount Everest and then glide to the Everest basecamp. The dive certainly creates a unique stimulation of excitement and adrenaline. In comparison to other extreme sports currently operational in Nepal, it is quite expensive as the price ranges from USD\$25,000 to USD\$35,000, depending upon whether the participant chooses to jump solo or chooses to tandem sky dive. But even with all the expenses and safety measures that need to be taken into consideration, it surely is once in a life time experience with the rush of free fall accompanied by mesmerizing lakes and Mt. Everest on the background, just takes it to the whole new level of adrenaline with a feeling of accomplishment. There were only 2 skydiving companies in the year 2011, 2012 and 2013 but in the year 2014, four companies in total have been established (Ministry of Culture,

Tourism and Civil Aviation 2015, 99). There has been a gradual growth and development in the establishment of Skydiving companies (Ministry of Culture, tourism and Civil Aviation 2015, 99). (Lonetrekker 2014; Himalayan Eco Treks and Travel-Nepal 2015.)

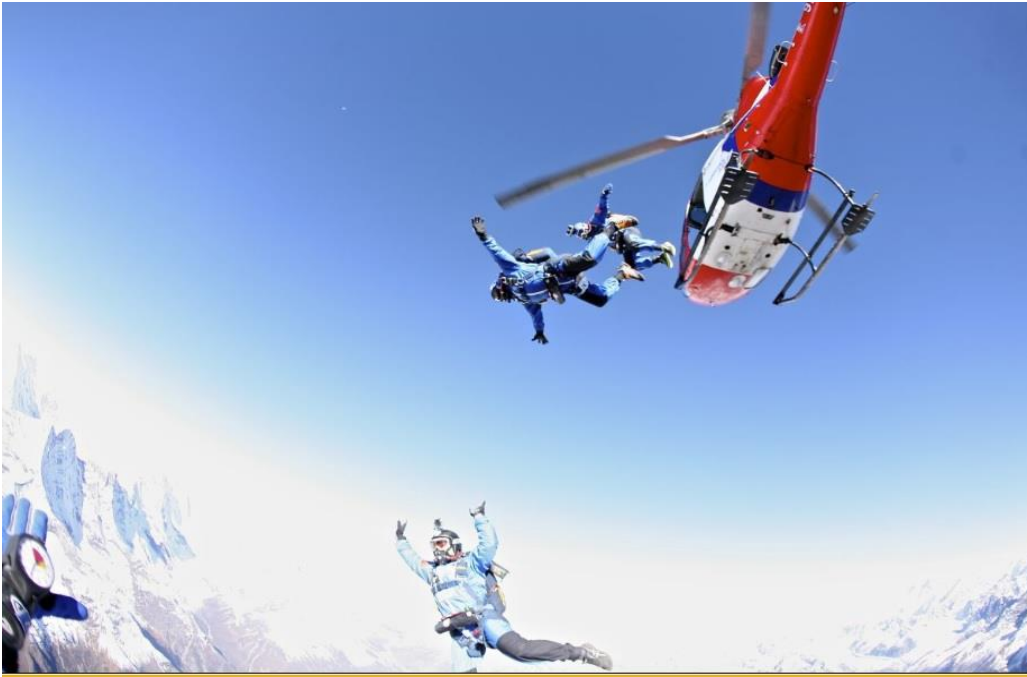


FIGURE 2. Everest sky diving (Source: Everest Skydive 2017)

4.4.3 Parahawking

Parahawking is one of the most thrilling experience for the tandem paragliders. In Parahawking, the participant will be provided with a feeding leather gloves along with a piece of meat. Once the flight takes off from the ground, there are some trained domestic birds such as eagles, hawks and Egyptian vultures, which fly alongside the participant and eat the meat from the hand during the flight. The birds also tend to guide the paragliders or the pilot to the pockets of thermal air for an easy flight and by feeding the birds, the participants are rewarding them with a chunk of raw meat. (Goode 2014; Cult 2015.)



FIGURE 3. Parahawking (Source: Perceptive Travel 2012)

4.4.4 Ultra-light flights

Pokhara is considered to be the only location in the world where the tourist could purchase a ticket to be able to take a touristic flight in an ultra-light aircraft. No other country has been able to provide that service or facility until now. There are two categories of ultra-plane that you could choose from depending upon the participants' requirement. You could either choose an open-hood aircraft or a closed ultra-light aircraft for the flight. (Cult 2015.) Additionally, there are 4 kinds of flights that you could choose from, the participant could request to fly for 15 mins or 30 mins or 60 mins or 90 mins, and the charges might vary as per the choice of the flight time (Wilderness Excursion 2016). The highest altitude for flying is 12,000 ft. (Wilderness Excursion 2016). Total number of Ultralight Companies in the year 2011 was only 1, in the year 2012 and 2013 there were 3 companies in total but in the year 2014 there has been a drastic change and improvement with total number of 37 Ultralight companies due to the increase in demand and need of expansion. (Ministry of Culture, Tourism and Civil Aviation 2015, 99.)



FIGURE 4. Ultra-light flights (Source: Wilderness Excursion 2016)

TABLE 2. Passengers and flight movement of Ultra-Light flight in Pokhara from 2012 to 2014 (adopted from Ministry of Culture, Tourism and Civil Aviation 2015, 89)

Month	Year 2012		Year 2013		Year 2014	
	Flight	Passenger	Flight	Passenger	Flight	Passenger
January	582	595	607	1214	536	478
February	424	467	638	1276	670	658
March	401	466	538	1076	726	710
April	489	578	484	968	916	778
May	453	457	457	194	1158	898
June	93	93	425	850	494	490
July	-	-	214	428	532	422
August	29	43	392	784	814	814
September	232	242	593	1186	1176	1082
October	699	704	591	1182	2316	2298
November	440	519	681	1362	1170	1122
December	469	637	421	824	1356	12220
Total	4311	4801	6041	12064	11864	10970

In the above given table, there is a clear display of number of passengers and flight movements of Ultra-Light flight in Pokhara from 2012 to 2014. There has been displayed a number of participants and flight movements for every month in a year (from January to December). There is a total number of 4311 flight movements where only 4801 passengers are participating for Ultra-light flight in Pokhara, in the year 2012. In the same way, there is a total number of 6041 flight movements and 12064 passengers participating for the year 2013. And again, there is a total number of 11864 flight movements and 10970 passengers participating for the year 2014. From the above given data we can see that there has been a decent increment in the number of passengers in the year 2013 along with minimum number of flights. Moreover, in the year 2014 there are more flight movements than the number of passengers who participated in the Ultra-light flight. But in comparison to the year 2012, definitely there has been increment in the number of passengers by more than 100% in the year 2013 and 2014, from which we could conclude that there has been growth and improvement in the participation rate for the Ultra-Light flight in Pokhara.

4.4.5 Zip flyer

The Zip Flyer also well recognized as Zip Line in Pokhara is the longest, tallest, steepest and fastest zip line in the world with a vertical drop of 600 meters which is 2000 ft. This adventure sport has been operational since 2nd June 2012, although the official launch was on 8th October 2012. The participants tend to suspend for almost 2 minutes in the air. It has a total distance of 1.80 km which is 1.21 miles and the drop is of maximum speed of 145 km/hr. which is 90 mph and has an inclination of 56 degrees. The Zip Flyer experience initiates at a small village known as Sarangkot, where the launch pad is located at the top of the village at 5,038 feet from the sea level and finishes or lands in a small village known as Hemja. Two participants could experience the adrenaline and launch at the same time. The weight requirement for the participants is between 35 kilograms to 125 kilograms (75 pounds to 275 pounds). (Holiday Nepal 2016; Above the Himalaya Trekking 2015; Adventure Nepal 2016.)



FIGURE 5. Zip-Flyer (Source: Trekking and Tour for Fair Tourism 2016)

5 PARAGLIDING

The chapter thoroughly deals with all the aspects, phases and features of paragliding and explains paragliding and what a paraglider is, how it flies and what kind of aerodynamic effect is necessary for the flight. It also includes more comprehensive information on different kinds of gears, equipment and gadgets necessary for paragliding to acquire a safe and secured flight. The chapter provides an in-depth information on risk management, safety measures and precautions that need to be taken into consideration by a professional pilot or a newly introduced trainee pilot to avoid collision or unnecessary accidents. It is mainly directed towards providing awareness of safety and security to the participants and the pilot him /herself. It also contains information on the peak seasons in Pokhara for paragliding and also detail information on the price variation depending up on the type of the flight and the flight time. Additionally, the chapter is inclusive of a clear insight on how the pilot or the flyer could get the permission to fly in Pokhara and about the crucial documentation required for it and also the necessary charges that need to be paid for getting the permit depending up on a particular flight time interval .



FIGURE 6. Paragliding (Source: Paragliding! Up is Good 2017)

5.1 Paragliding in Pokhara

Pokhara is one of the top five commercial paragliding locations in the world, provided with all the proper and accurate elements such as the stable thermals, suitable landing and launching sites along with the safety of one of the biggest lake and mesmerizing mountain views (Trekking Partners 2016). It was first initiated in 2007, then the sport has been rapidly expanding and getting the popularity amongst the international and local tourists. Presently, Pokhara is recognized as the central hub for paragliding in Nepal. The participants need to get to Sarangkot, which is about 5,523 ft. (1,592 m) in height then the participant could take the flight. Depending upon the participant, the participant could choose whether to fly solo or have a tandem flight. (Lonetrekker 2014.)

TABLE 3. Participants for paragliding in Pokhara by months in the year 2012 and 2013 (adopted from Ministry of Culture, Tourism and Civil Aviation 2015, 87)

Month	Year 2012			Year 2013		
	Nepali	Foreigner	Total	Nepali	Foreigner	Total
January	170	295	465	235	298	533
February	176	324	500	263	327	590
March	203	369	572	301	403	
April	186	414	600	198	418	616
May	119	313	432	120	316	436
June	32	137	169	32	171	203
July	31	63	94	31	64	95
August	46	139	185	46	140	187
September	195	332	527	197	335	532
October	309	599	908	312	605	917
November	301	525	826	304	530	834
December	367	525	892	371	530	901
Total	2135	4035	6170	2410	4138	6548

In the above given table, there is a clear display of total number of participants for paragliding in Pokhara by months in the year 2012 and 2013. There has been displayed a number of participants for every month in a year (from January to December). The total number of participants for every individual month has been derived both from the native and foreign participants. There is a number of 2135 of native and 4035 foreign participants for paragliding in Pokhara, which is 6170 participants in total for the year 2012. In the same

way, the total number of native participants is 2410 and the foreign participants are 4138 in total for paragliding in Pokhara, which is 6548 participants in total for the year 2013. From the given data, we can see that there has been a gradual increment in the native and foreign participants for paragliding in the year 2013, which consequently gives a result in the increment in the total number of participants by 378, which is an improvement. From the table we could also see that the maximum number of native and foreign participants has been from the month of December, whereas the lowest number of participants has been in the month of June and July for both the years.

5.2 Paraglider

A paraglider could be well defined as an aircraft, which does not have any prime rigid structure; it has the ability of a soaring flight and can launch or take off by foot from a hillside. The flight seems to be impossible until and unless there is a hill side to launch the paraglider, as it requires high altitude for the launch and flight. The basic concept of paragliding is very simple; it utilizes precisely the similar aerodynamic effects that keep the planes flying in the sky. But in comparison to the planes and hang gliders, the paragliders are quite slow aircrafts and have limited range of speed (page 17). The pilots of the paraglider need to inflate the wings before the launch, unlike BASE (Buildings, Aerials, Spans, Earth) parachute jumpers who tend to launch or jump from an appropriate altitude and rely on their aircraft, so that it will assemble properly during the jump. (Whittall 1995, 11-17.)

5.3 Equipment and gears

Proper and appropriate equipment planning would definitely assist you in your progress throughout the paragliding flight more effectively and efficiently. Proper, maintained and managed equipment will also help you to fly better and safely and additionally, assist in avoiding risks and dangers. Here are some mandatory gears and equipment which are necessary for a suitable, safe and comfortable flight. The first and foremost important equipment is the paraglider, the purchasing depends on its LTF/EN ratings and the take-off weight. It should be comfy, need to have appropriate back protection in the form of an enclosed foam sack. The second important equipment is the harness which is required to connect the participant's body

and the glider itself. It also needs to have some extra pockets where you are able to carry drinks, snacks, radios, GPS and safety gears. It is very important to have the harness with the right fit. (Eagle Paragliding LLC 2012.)

The third equipment is a parachute which is also called the emergency reserve system, it is mandatory to have one during high altitude mountain flights which are above 500ft. Its functionality is quite essential as it provides you with a second chance, in case something majorly goes wrong with your wings. The fourth equipment is the helmet, it is always recommended to have your own helmet with the right fit and size, you could use a full face helmet or open face helmets, but usually the full face helmets are used during high altitude flights. The fifth gear that is quite essential is the Variometer or Altimeter which is basically used for determining the altitude and the degree of ascend and descend and also provides assistance for mapping thermals for the flight. The sixth equipment is the GPS which displays your accurate location if you need any help or pick up and this device has definitely transformed the way the competitions are operated nowadays. (Eagle Paragliding LLC 2012.)

The seventh special equipment is known as the Stirrup or Speed Bar which assists the flyer to be relaxed and comfortable in their harness and you need not actively participate towards your control inputs, it definitely helps you to get some footrest during the flight. The eighth equipment that is essential for your flight is the Radio as it tends to help you communicate with the other pilots and exchange information. If any accidents or injuries or if you land on the bushes, it becomes very essential for recovery and rescue. The ninth equipment that is required is the Hook Knife which is essential during the flight as it is handy if you land on the water or for other purposes, it can be easily webbed on your harness for easy access. Some of the additional gears that are needed is the flying suit which helps to protect the pilot from bad weather as the air pressure decreases when the altitude is higher. (Eagle Paragliding LLC 2012.)

5.4 Safety measures and precautions

Soaring in the sky without any motorized engine could inescapably be hazardous, as one's life merely depends on the nature for some time. Therefore, it is essential to take all the needed precautions for the prevention of severe injury. In order to prevent such unnecessary accidents, the pilot needs to go through a

series of checklists, which are necessary to insure the safety of the pilot him/herself or any other participant during tandem flight. There are three kinds of checklists, which need to be taken into consideration, and they are as pre-flight checklist, pre-launch checklist and in-flight checklist. Pre-flight checklist must be executed on a regular basis, as it is one of the primary concern. The pre-flight checklist includes having correct size and shape of canopy which should not be broken and there should not be any obvious kinks. The harness should be of good quality and in proper condition, there should be no unravelling of webbing and the buckles need to be of correct fit and need to be secured. If the karabiners are made, out of steel then it should not be rusty and if it is made out of alloy then deep scratches need to be avoided. The brake lines should be firmly attached and obvious wear and tear should be avoided, specifically on areas where the lines pass through pulleys on the risers. Both the pilot and the participant should have a proper recommended helmet with correct size and good quality. (Whittall 1995, 1.)

The pre-launch checklist includes wearing and fastening of the helmet, proper configuration and firmly strapping of the harness, the lines and the risers ought to be free and unraveled, the karabiners should be accurately screwed and secured. The speed system should be fitted and connected correctly, the brake lines should always be free and only used by the authorized personnel such as the pilot. Everything should be clear during the launch so, checking your behind and above is a necessity, the wings should be inflated and completely under the control of the flyer and lastly everything should be clear in the front side as well. Now, in the in-flight checklist the pilot or the flyer needs to get used to looking around the harness and the canopy time and again once you are inflight. The karabiners should be double-checked and need to be accurately aligned too. If you encounter a sort of problem or experience any turbulence due to the glider, then the best possible way is to land at the earliest opportunity (Whittall 1995, 1.)

Utilization of the appropriate gears and equipment, putting on the proper clothes, and limiting yourself to the standard protocol, is very essential and something that each and every paraglider should focus on, and there should never ever be any kind of obscurity and uncertainty for these things. There are some basic rules and regulations which should be known, taken seriously and followed by both amateur and professional paragliders. And these rules and regulations should be remembered at all times. During the initial phase of paragliding or when you intend to take the first flights, it should be executed under the supervision of a professional or experienced and proficient instructor. For this, the participant could get a membership in a paragliding club or enlist him/herself to get assistance for an instructor who is legally registered and has

the license for coaching. The gears and equipment such as the helmets, shoes, harness, canopy and flight suit have to be utilized by any participant who is willing to take the flight. Possibly the participant could buy this necessary equipment rather than using the equipment which has already been used by several people. The participant should always be aware and should respect the weather conditions. (Buzzle 2016.)

Paragliding during rainy or windy weather must be avoided at all times and the flyer should be alert and need to be observant for the signs, as the majority of the accidents or injuries occur during inappropriate weather conditions. Showing off needlessly during the flight could also lead to accidents and serious injuries, so there is a need to understand your limitations and not push it too hard or excessively. Paragliding is an extreme sport, therefore a rush of adrenaline is anticipated for all the participants but you must be alert at all times to know your limit as your life depends on it. The area for landing needs to have proper accessibility and visibly clear as most of the accidents and injuries tend to occur at the time of landing. Additionally the participant needs to use their legs during rough landings as a fractured leg or an ankle is easily manageable rather than a fractured spinal or backbone. It is mandatory to carry a knife while paragliding, as it can assist the paraglider to cut the wires and cords if it gets entangled. Proper and clear instructions need to be taken strictly while taking off, during navigation, landing, piloting and other safety measures from an experienced or expert paraglider. (Buzzle 2016.)

5.5 Seasons and prices

The paragliding season for Pokhara is from the month of September until the month of June due to the stability of the weather but the peak months are from the month of September to April. Usually, paragliding could be done throughout the year depending upon the weather but the paragliders are also not allowed to fly at some certain areas according to the air safety regulations of Nepal. There is a number of companies, which provide the paragliding services in Pokhara, and some of them have been in operation for over a decade now. There is a very high but healthy competition between the companies when it comes to pricing but it is always more affordable to purchase the service directly from the company, other than the hotels and travelling agencies. Generally, when it comes to prices it might slightly differ from one company to another but the least expected prices currently available for solo flights, initiates from USD\$65 but the pilot has to be qualified and need to have a license for flying. In case of tandem paragliding; for 30 minutes of flight, it

usually costs about USD\$85, nevertheless the average package for paragliding ranges from USD\$85 to USD\$140. The flights can be from 30 minutes to 60 minutes and also could be a cross-country flight. Depending upon the participant's request, the prices differ. (The Longest Way Home 2016.)

There has been a very good overall development and gradual growth in the number of paragliding companies. There were only 16 paragliding companies in the year 2011 and 21 paragliding companies in year 2012 and 2013, whereas in the year 2014, there was establishment of 37 paragliding companies in total. (Ministry of Culture, tourism and Civil Aviation 2015, 99.)

5.6 License and training

Pilots who are licensed by APPI are permitted to fly in Nepal. APPI is a nonprofit independent organization. It is well recognized as the pioneering international paragliding organization that inclines to bring about an evolutionary system with excellent quality of education in paragliding. It is one of the most modern and advanced procedure of practically teaching and learning and an intelligent method of actively existing in the paragliding world. The ultimate priority of APPI is to maintain professional international standards, provide quality education system, guidance on safety measures, online insurance services and online training resources. Then there is CAAN which is an autonomously regulated body that was established on 3rd December 1998 under the Civil Aviation Act of 1996 (Civil Aviation Authority of Nepal 2013). Its prime objective is to make the aviation safe, systematic, standard and proficient and additionally also for works towards the sustainability of civil aviation (Civil Aviation Authority of Nepal 2013). (APPI 2016.)

APPI is well recognized by CAAN. CAAN utilizes the APPI Education system for the purpose of paragliding. The necessary things that you need to have to be a pilot and for flying in Nepal are; a flying permit by the Civil Aviation which costs NPR 4,520 for 15 days of permit, NPR 9,040 for 1 month and NPR 18,080 for 2 months which is inclusive of 13% VAT, in addition to this, you also require one identity picture, insurance and a paragliding license from the APPI. Currently operational APPI flight centers and flight schools are Blue Sky Paragliding, Team 5 Nepal Paragliding Pvt. (Ltd), Babu Adventure Paragliding School NEP, Open Sky Paragliding and Clouddash Paragliding Pvt. Ltd. (APPI 2016.)

Through acquiring the paragliding courses in Nepal, participants are able to get an international license. It also has one of the best weather conditions and is considered one of the ultimate sport for learning and building the skills in flying. The training or the courses are inclusive of theoretical classes and practical training, provided with two licensed instructors, complete equipment and gear transports to take-off and landing area. Altogether there are three levels of courses; the first course is known as the Parapro 1 which is a Beginners Course Open Sky pilot which lasts for 5 days, the second course is known as the Parapro 2 which is a Progression Course Adventure Pilot which also lasts for 5 days and the third and final course is known as Parapro 3 which is a Thermailing Course APPI Solo Pilot which is also for 5 days. Additionally, a 15-day package is also provided on request where the package is also known as the APPI Solo Pilot where a participant can acquire any course possible each day along with a private instructor. After the completion of the course the participant is able to fly solo, cross country paragliding, acrobat flying and tandem paragliding. (Blue Sky Paragliding 2012.)

6 ATTITUDE AND BEHAVIOR

The chapter provides the reader with a clear definition and explanation on attitude and behavior from which there is a better understanding on the differences between them as well. It gives an insight on the attitude and behavior of the individuals followed by some of its impacts, given as negative and positive. The chapter also delivers detail information on how a changing attitude has a direct effect to change the behavior and the essential role that it plays in our daily lives. Lastly, the chapter is inclusive of comprehensive information on how a changing behavior of a person influences his/her own attitude and in addition, the chapter offers an insight on the theory and concept of George Kelly, in concern to the relevant topic.

6.1 Introduction to attitude and behaviors

Attitude is well taken into consideration as a pure form of sentiments and emotions, belief, or opinion to approve or to disapprove, inconsideration to anything. Attitudes could have a positive or negative impact on an individual's behavior. An individual might not be well aware of his/her attitude and additionally also the impact on his/her behavior. An individual having a positive attitude in consideration to the participants and team mates could have a very positive and optimistic influence and impact to those around him/her. It is certain that the positive attitudes are typically exhibited in an individual's behavior; people with such quality are very lively, active, dynamic and industrious. On the other hand, an individual who is very much influential with negative attitude, would react accordingly and would have very negative influence with the participants and team mates around him/her as well and would reduce one's own efficiency and effectiveness at the same time. (Net Industries and its Licensors 2016.)

On the other hand, behavior is well defined as the action or reaction taking place to any occasions or happenings or internal stimuli (for eg. thought). Generally, people tend to hold very complicated relations concerning behavior and attitudes that are mostly in the influence to more complex factors such as the social factors which have a very deep impact towards it. Behaviors are more over to be influential by numerous aspects more than attitude, inclusive of presumptions of one's self and other people, monetary aspects, social aspects and suitability. (Net Industries and its Licensors 2016.)

6.2 Individual attitudes and behaviors

Attitudes could have a positive or negative impact on an individual's behavior. An individual might not be well aware of his/her attitude and additionally also the impact on his/her behavior. An individual having a positive attitude in consideration to the participants and team mates could have a very positive and optimistic influence and impact to those around him/her. It is certain that the positive attitudes are typically exhibited in an individual's behavior; people with such quality are very lively, active, dynamic and industrious. On the other hand, an individual who is very influential with negative attitude, would react accordingly and would have very negative influence with the participants and team mates around him/her as well and would reduce one's own efficiency and effectiveness at the same time (Boundless 2015.)

As per the Psychologists, attitude has been assessed as the learned tendency to assess things in some sort of method which could be inclusive of assessment of general people, concerns, disputes, subject matter, topics, happenings, etc. Such assessments, most of time considered to be negative or positive and uncertain at times. Investigators and researchers recommend that there are various different kinds of components that contribute for having an attitude. And they are given as the Cognitive component, Behavioral component and Emotional component. The Cognitive component is given as one's own thoughts, belief and perspective about a particular subject matter. The Behavioral component is defined as the influence of attitude over behavior. And the Emotional component is the feeling that is acquired due to any particular person, object, events or issues. Additionally, people's attitude tends to influence and affect their behavior and beliefs either consciously or unconsciously (with their knowledge and awareness or without their consciousness), which is given as explicit attitude and implicit attitude. (Cherry 2017.)

6.3 Changing attitudes to change behavior

Attitude and behavior are merged into our everyday life. According to the research, it has been displayed that the individuals tend to register an instant and unconscious response of "bad" and "good" concerning everything they come across in less than a second, even before they are conscious of having formed an attitude. Advertisement, political campaigns, and other various means of influential media messages are all generated based on foundation where the behavior is followed by the attitude; additionally attitude could be

more influential with the right kind of message that is conveyed in the right way. The area of behavioral and social psychology has studied in depth about the relationship amongst the attitude and behavior broadly. With the knowledge and research the psychologists are able to comprehend the relationship amongst attitude and behavior and the aspects that effect both; hence, they are being able to more successfully treat patients with mental disorders and are being able to contribute and provide assistance to the dialogue on essential social issues such as gender bias, age discrimination and racism. (Net Industries and its Licensors 2016.)

The conception of "social marketing" is the combination of cognitive-behavioral mechanisms of psychology with social science and commercial advertising methods to inspire or discourage behaviors through change in attitudes that initiate them. Additionally, it is also a vital portion of public health education initiatives, more specifically in the field of preventive medicines. Different kinds of campaigns which are dedicated to promote positive attitudes concerning prenatal care, asceticism from usage of drugs, utilization of sun-screens, donation of organs, safety measures for healthy sex life, screening of cancer, and other various forms of healthcare initiatives are all good examples of social advertising or marketing which are currently in implementation. By all means of effectiveness, social advertising and marketing is "selling" attitudes and beliefs and preferably influencing related behavior. (Net Industries and its Licensors 2016.)

6.4 Changing behavior to influence attitudes

When behavior is inconsistent with the attitude, it is usually due to the result of social or peer pressure. While mature behavior normally follows from held attitudes, for youngsters, attitudes are frequently formed by the observation of behavior. From a very young age, children tend to imitate the activities and actions of others around them, to such an extent, that they start constructing their attitudes and beliefs from this observed and learned behavior. As children turn out to be adults, the behavior of their peers can have a very essential effect. More or less these peer pressure aspects could be taken and used as a benefit. One of the research analysis came up with a conclusion that the antismoking campaigns that are directed towards the teenagers, could have a greater success rate when adolescent peers are utilized as the mentors. (Net Industries and its Licensors 2016.)

An educator and clinical psychologist who is better known as George Kelly introduced his psychology of personal constructs in 1955. His constructs were completely based on the impression that every individual perceives the world through their own distinctive set of predetermined notions about it (i.e., constructs). These constructs transform and adjust when the individual is exposed to completely new and different conditions and situations. The core idea or concept of the theory is that the individuals are firmly capable enough to pursue new and fresh experiences and practice and adjust to new behaviors in order to transform their attitudes (or constructs) concerning the world. His only recommendation to the therapists was to inspire their patients to try to attempt new behaviors and coping approaches; he and others that followed regularly found that patients would adapt to these beneficial new behavior patterns and outlines, gradually transforming their attitudes. (Net Industries and its Licensors 2016.)

7 RESEARCH METHODOLOGY

A research method is the technique most commonly utilized for gathering data and information from a targeted group of people. There are various techniques to collect different kind of information depending on the objective of the research, it is through giving out questionnaires, one on one interviews and utilization of secondary data. Normally, two types of research methods are used which are quantitative research method and qualitative research method (Veal 2006). For collecting the data, the writer in this particular thesis has taken the quantitative research method for consideration by creating a set of questionnaires. All the perspective participants have taken part in the question related to this thesis individually. The objective of the quantitative research method was to analyze the current attitude and behavior of the participants towards the intended extreme sport activity, the essential role played by the extreme sports in Nepal and further suggestions and recommendations for improvement and progress on attitude and behavior of the participants towards the extreme sport in context to Nepal. There was distribution of questionnaire to the intended participants during the field research to execute the survey to accumulate the valuable data as per their perspective. Finally, the findings of the questionnaire were then analyzed by using the SPSS software package for statistical analysis.

7.1 Quantitative research method

This particular method of research targets to deal with the statistical analysis of the data that has been collected from the survey. To come out with an accurate outcome for the research, the research totally relies on the numerical evidence. Moreover, quantitative research method is about the collection of the numerical data for explaining a specific phenomenon. The questions that have been set in the questionnaire in context to quantitative research method are accurately suitable for answering immediately by the participants, as they are easy to read and understand. The main intension behind taking quantitative research method into consideration for this thesis is to discover the demand of the quantitative answer, the numerical alterations in expression of the data, the demand for wanting to determine the state of something, and the analysis of hypothesis” (Veal 2006,40). Additionally, there are elements that completely depend on the reliability and

validity of the research undertaken. Specifically, for this particular reason, the writer has implemented questions of various nature to the participants. Through implementing SPSS software package the analysis is finally executed.

7.2 Reliability and validity

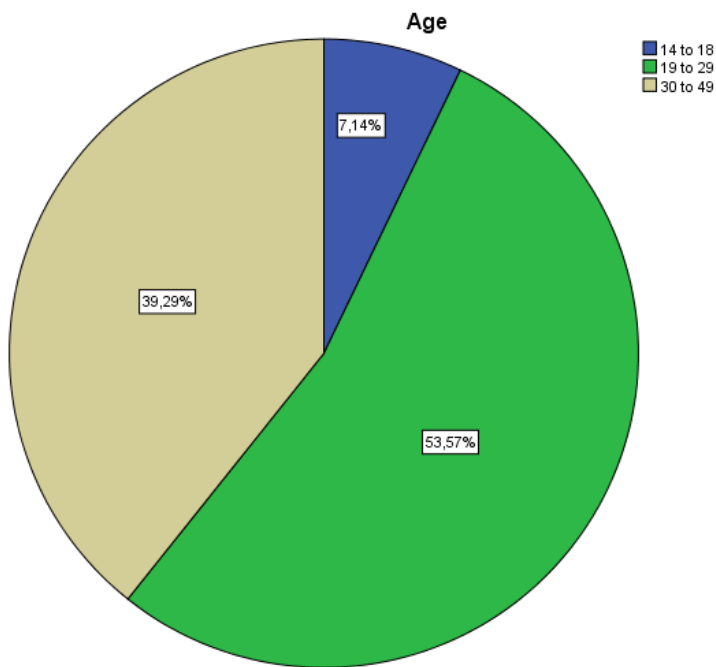
A.J. Veal has explained his techniques of dealing with reliability where he has described that reliability should only seem to be similar if the research is tended to be conducted after a certain period of time span and when dealing with various models and issues. For example, if the execution of the research was executed inside the area of natural sciences where the experimentations are repetitive and under a supervision, then the results produced would be the same. (Veal 2006, 41.)

Validity can be defined as the data or information accumulated by the researcher which reflects the idea suitable for the researcher. For this particular research, the empirical part is based on individual's attitude and behavior; nevertheless, individual perspective of interest and concern reflected by the people completely is dependent upon their own point of view and choices. The fundamentals and components subjected to a number of inadequacies, where the expression is that the validity is usually not as sure as natural sciences. (Veal 2006, 41.)

7.3 Data analysis

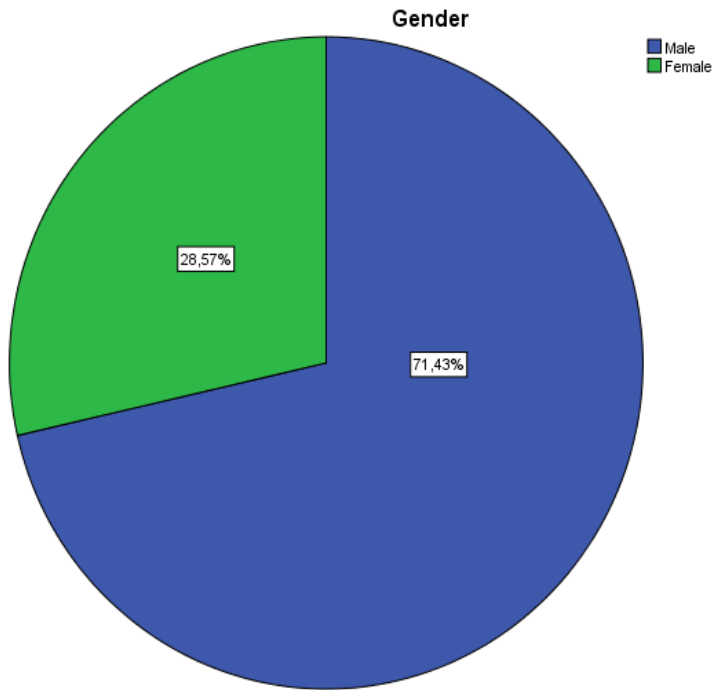
The method of the research is completely based on the quantitative research method. The execution of the survey was in Pokhara city, in Nepal. For the survey, 50 questionnaires were distributed, only 28 participants responded. All the participants who took part in the survey were local and foreign tourists, who were directly involved in the sport or either there to observe their family and friends. The questionnaire intends to understand the current trend in attitude and behavior of the participants taking part in the extreme sports presently and to get an extensive and broad perception for further development and improvement of extreme sports in Nepal.

The survey responses that were collected were overall satisfying. However, in order to be able to have a clear and firm understanding of the proposed survey along with its results, the report includes the display of graphs and explanation of the questionnaire in a correspondent order. The answers or the output is taken into account for analysis and examination and then compared in reference to the answers provided in the survey. The data collected from the questionnaire were then updated into the SPSS software package to depict the analysis of the data and then furthermore interpreted in the set of various figures.



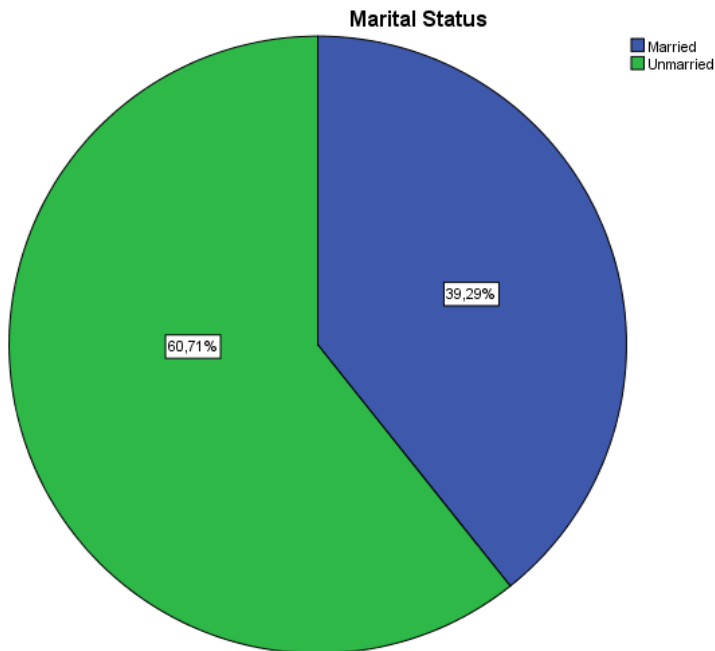
GRAPH 1. Age group

The first primary and general question given in the survey was choosing the age. Three options in total were included in the question. Given as, age ranging between '14 to 18', '19 to 29' and '30 to 49'. As being displayed in the given pie chart the participants between the ages of 14-18 are only 7.14%, whereas most of the respondents are between the ages of 19 to 29 with 53.57 %, furthermore, the participants between the ages of 30-49 are given as 39.29%. From this given pie chart we could come to a conclusion that most of the participants who were actively involved in the sport were from between the age of 19 to 29, the participants are mostly teenagers and in their early and late twenty's.



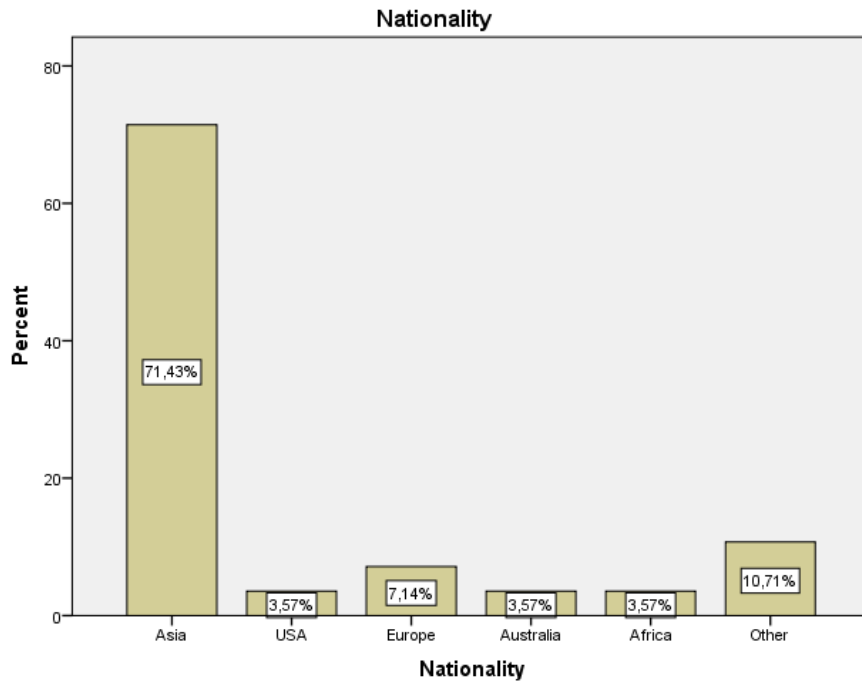
GRAPH 2. Gender

The second primary and general question in the survey was choosing the gender. There were two options given to choose from which were 'Male' and 'Female'. The above given graph assists to determine the gender category where there is a clear observation of more number of males actively participating than the number of females. More than 70 % of participants are male and less than 30 % of the participants are females in comparison.



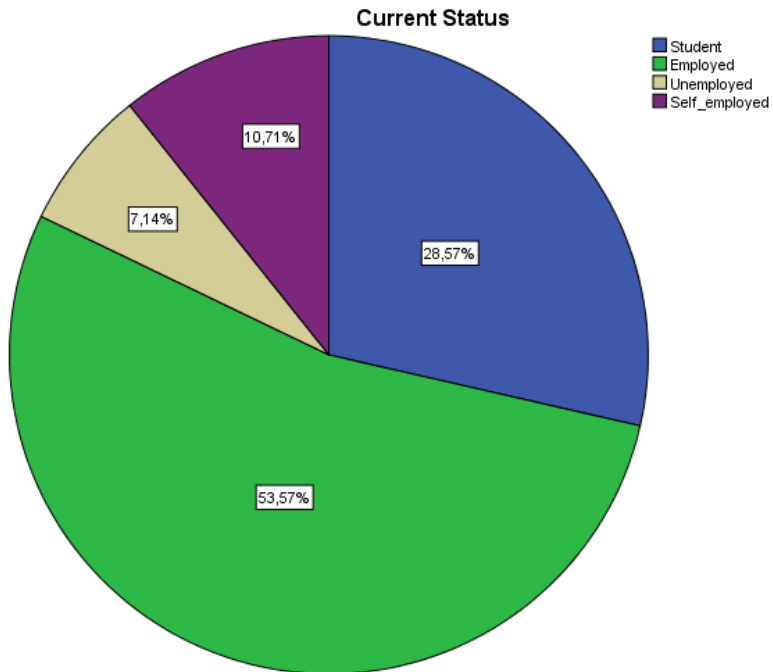
GRAPH 3. Marital status

The third primary question that in the survey was choosing the status of being single or married. The question was inclusive of only two options, which are as 'Married', and 'Unmarried'. As per the given above graph, there is a clear display of married and unmarried participants where less than 40% of the participants are married and more than 60% of the participants are unmarried or single. From this, we can clearly understand that the number of single participants are more and they are actively participating in the sport. Additionally, this is also due to graph 1 where we know that more number of participants are between the age of 19 to 29 where most of them are young and expected least to be married.



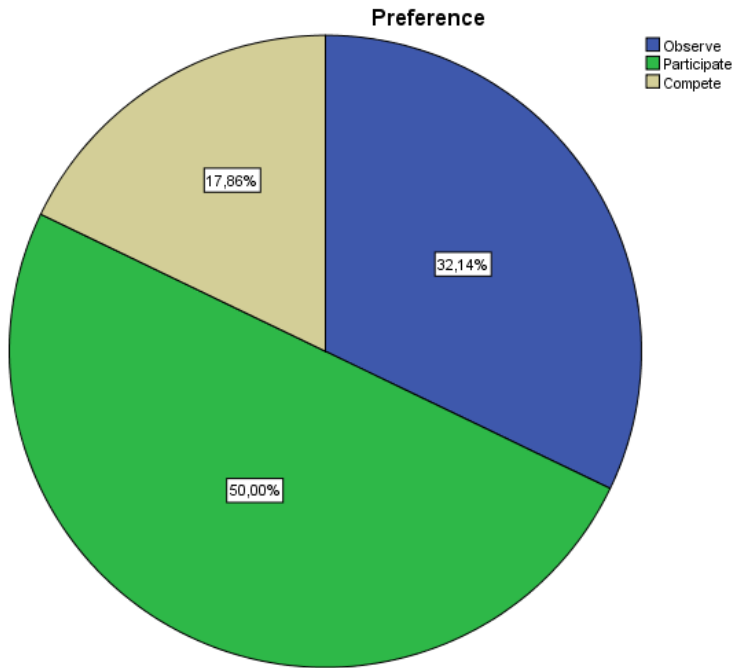
GRAPH 4. Nationality

The fourth question that was given in the survey was choosing the country of origin or given the topic as 'Nationality'. When it comes to nationality, it is rather a versatile query due to the observation in the diversity of the respondents in the given graph 4. Given in the graph, we can clearly see that the maximum number of the participants are from Asia with more than 70% of participants; this might be due to the location of the extreme sport, which is in Asia itself. In addition, the total number of participants from the USA is with less than 4% of the participants involved in it. Whereas Australia and Africa have relatively, the same results 3.57 % of participants and on the other hand, more than 7% of the participants are from Europe. Finally, other participants from other parts of the world are more than 10% as observed from the result of the survey. This survey makes us clearly understand that the participants are mostly from Asia, which not only includes the local participants from within the country itself but all the foreign tourists from other countries in Asia.



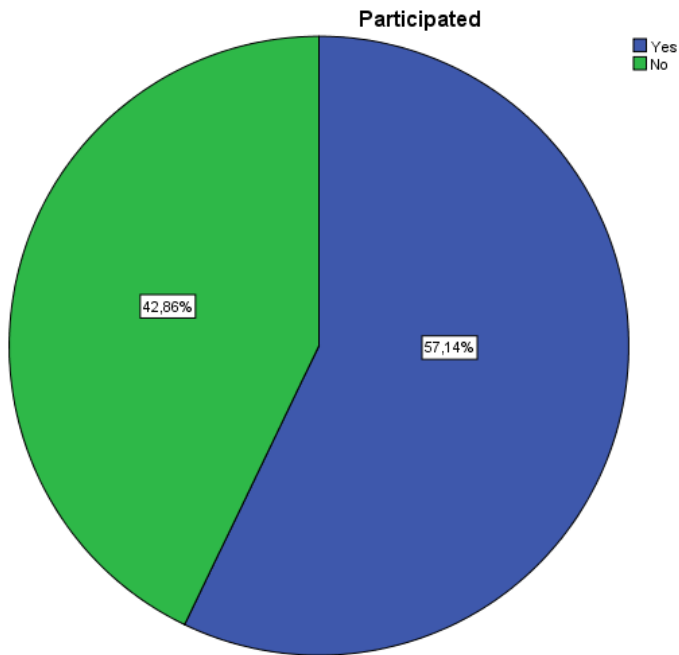
GRAPH 5. Current status

The fifth question that was given in the survey was choosing the current status of an individual. In the given graph, there is a clear display on the current status of the participants. The maximum number of the participants who are presently employed are 53.57%, followed by participants who are students with 28.57% and again followed by 10.71% of participants who are self-employed. The minimum number of participants who are currently unemployed is just 7.14 % in total.



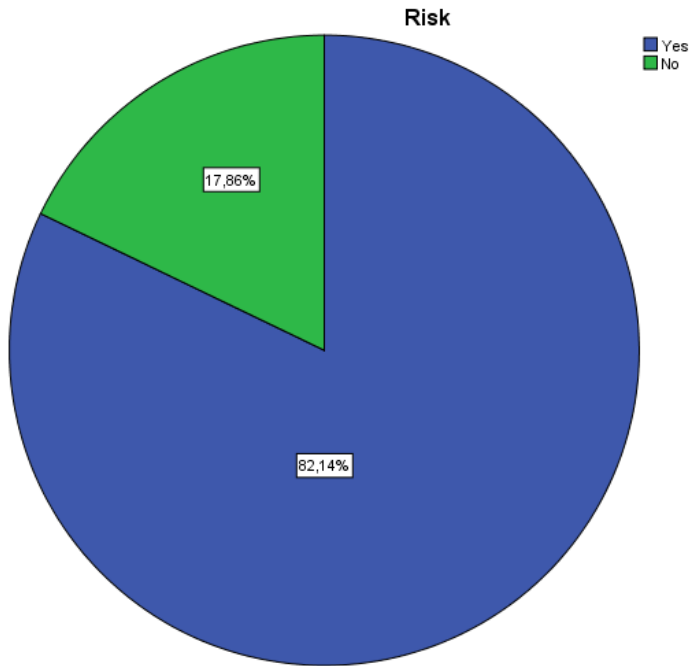
GRAPH 6. Preference

The sixth question had three categories to choose from, if they would like to observe, participate or compete in the intended sport. As displayed in the given pie chart, the participants who are willing and excited to compete in the future events and competitions are 17.86% in total. Participants who are interested in observation of the sport more than participating are 32.14%. Furthermore, the maximum number of participants that intended to thoroughly participate and experience the sport is 50.00% of the participants from the total number.



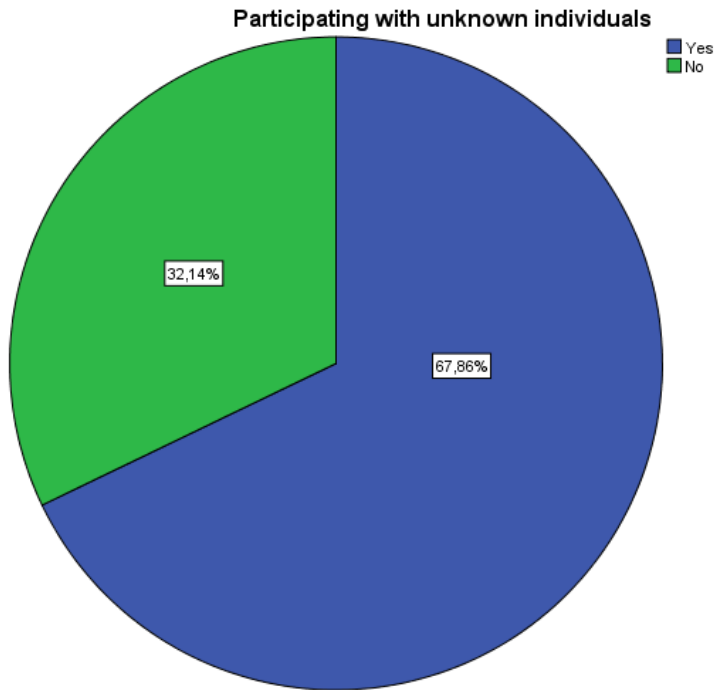
GRAPH 7. Participated

The seventh question has two options whether they have participated in the extreme sports previously or not. The options are given as just 'Yes' or 'No'. There is a display that 42.86% of the participants have previously not participated in any kind of extreme sports, and this was actually their first time. Additionally, there are more numbers of participants, given as 57.4% who have actively taken part in such sport activities before. In comparison, the participants who have participated are more in numbers than the participants who have not participated before.



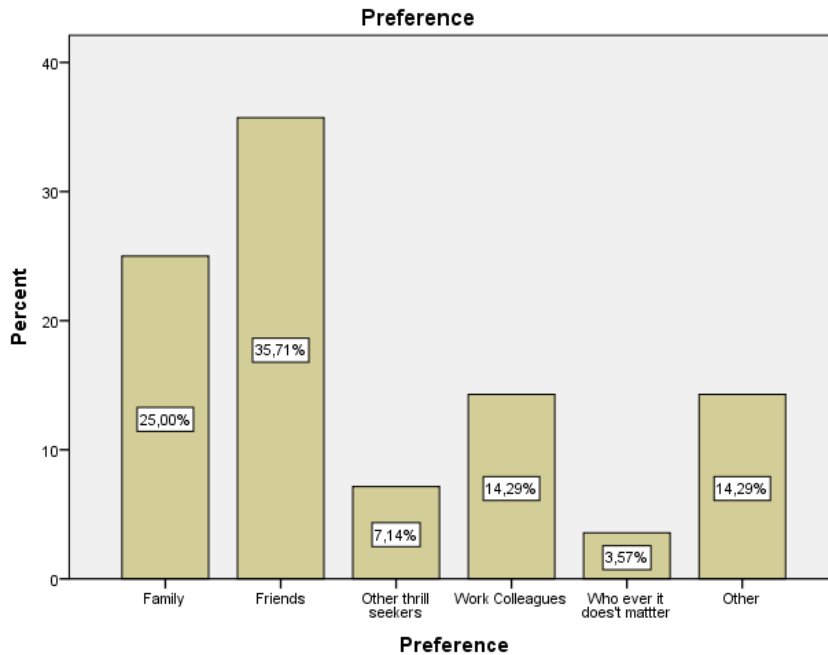
GRAPH 8. Risk

The eighth question also included only 2 options, whether they like to risk or not while participating in the sport, given with the options as 'Yes' or 'No'. We can clearly see and understand that the number of participants who are willing to take risks are 4 times more than the participants who are not willing to. The participants that are willing to take risks are 82.14% and 17.86% who are not interested to take risks in total.



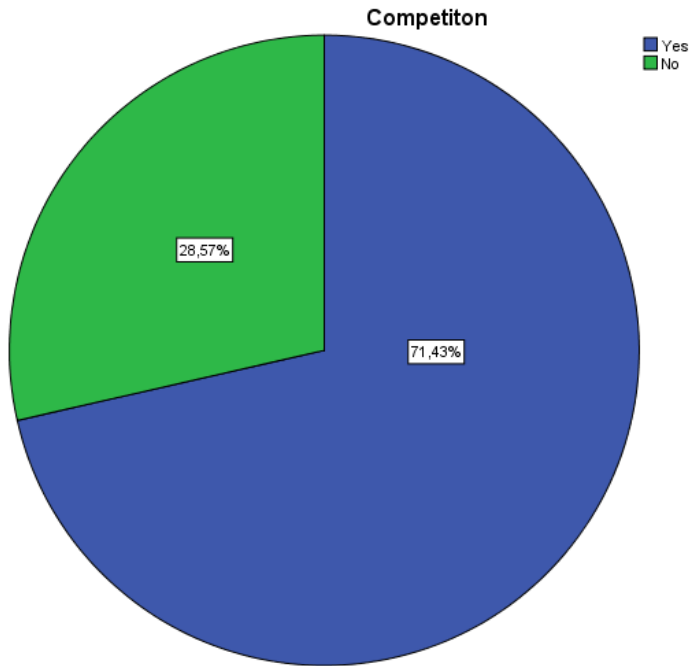
GRAPH 9. Participation in sport with unknown people

The question includes whether the participants would feel uncomfortable to perform the sport with any unknown group of individuals. Again here the question included only two options, 'Yes' or 'No'. As by the clear display of the graph, we can obviously see the participants who are actually willing to take part in the sport activity with an unknown individual or a stranger, other than with the individuals or participants that they already know. There are 32.14 % participants who are not willing to do so and 67.86% participants who are willing to and looking forward to participating in the sport with a stranger.



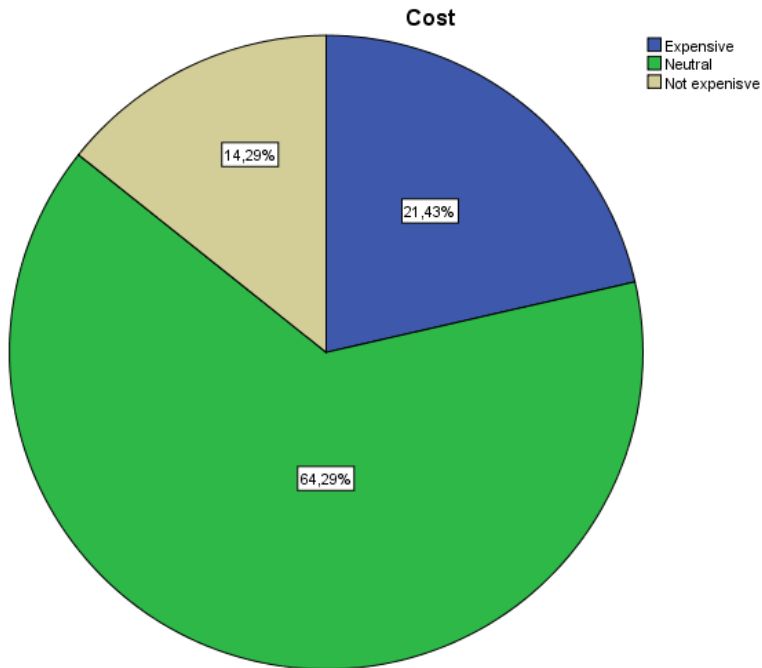
GRAPH 10. Preference

The tenth question includes the options for the participants, where they are able to make a choice, with whom they would prefer to do the sport with. The given categories of choices were as; 'Family', 'Friends', 'Other thrill seekers', 'Work Colleagues', 'Whoever it doesn't matter' and finally 'Others'. Following the bar chart, we are able to come to an understanding that 3.57% of the participants would like to conduct the sport with anyone or a stranger (it does not matter) which is also the lowest percent of participants in the bar chart. The second lowest is 7.14% of participants who are excited to conduct the sport with other thrill seekers. Thirdly, both the participants from the category 'Work colleagues' and 'Others' have 14.29% participants who are willing to participate 25.00% of the participants are willing to participate in the sports with their family or family members, which is also the second highest number in the bar chart. The highest number of participants who are willing to perform the sport with their friends are 35.71%, where more confidence and comfort followed with the company of a friend.



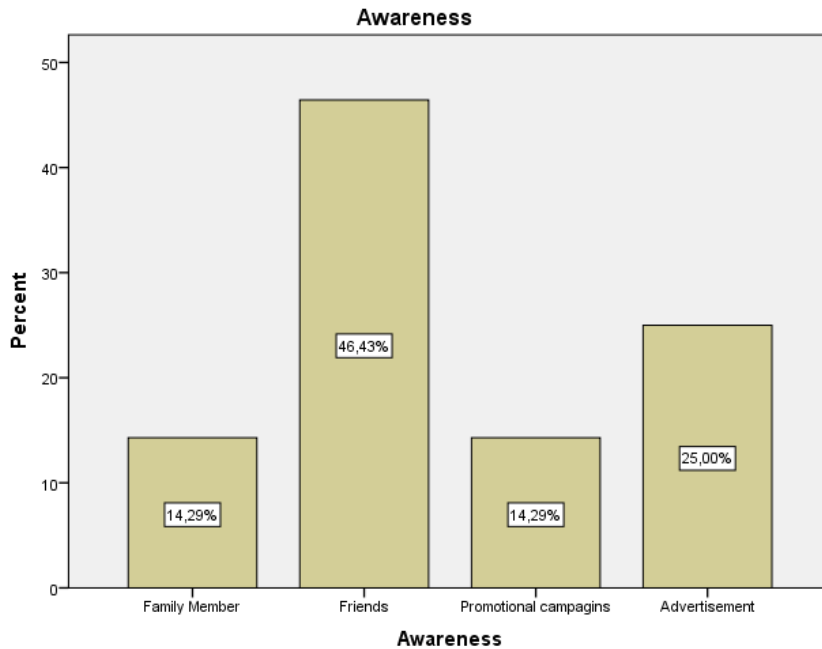
GRAPH 11. Competition

Here the eleventh question includes only two options to choose from, given as 'Yes' or 'No', where the question is whether the participants are interested in involving themselves in extreme sports competitions. There is a clear observation that the number of participants who are willing to participate in the competition are more in numbers in comparison to the participants who are not willing to get involved in competitions. In total, the participants who want to participate are 71.43% of and 28.57% participants who are not looking forward for participation.



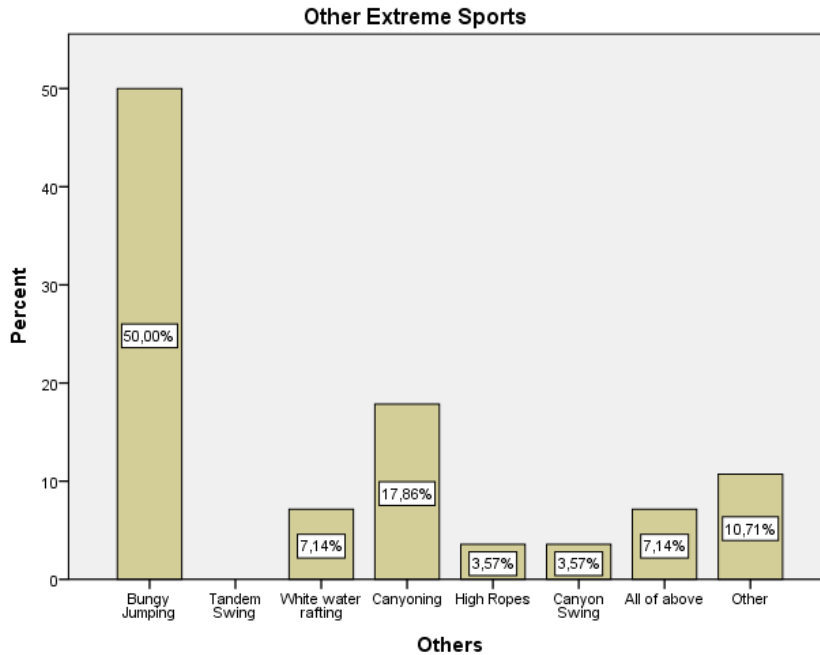
GRAPH 12. Cost

This particular section includes the cost to participate in the extreme sports, therefore the categories to choose from have been divided into 3 options which are given as 'Expensive', 'Neutral' and 'Not Expensive'. From the given pie chart we can accurately see that the 14.29% of the participants find the extreme sports activities to be not expensive, whereas 21.29% participants find the activities to be expensive. Additionally, 64.29% of the participants find the the cost for the extreme sports activites to be neutral or in other words, affordable and reasonable.



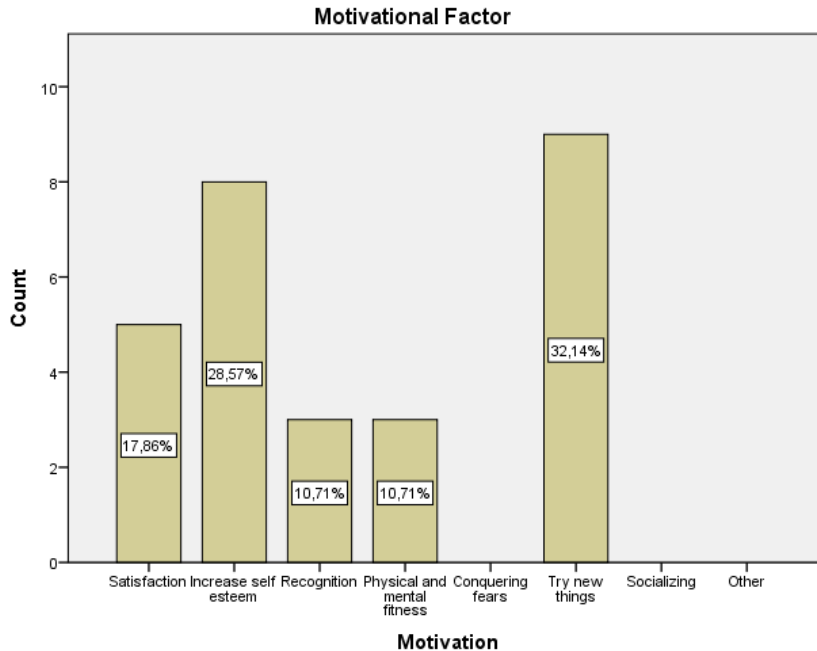
GRAPH 13. Awareness

Graph 13 includes a question about how the participants came to know about the sport or how he/she was aware of this particular sport activity. The question was inclusive of four different options to choose from, given as 'Family members', 'Friends', 'Promotional Campaign' and finally 'Advertisement'. In the above given graph we are able to clearly find that the participants who became aware of the sport through a family member or promotional campaign was at 14.29% which is the lowest number in the bar chart. Additionally, there are 25.00% of participants who came to know about the sport through an advertisement regardless of the mode of advertisement. And finally, most of the participants they learned about the sport through a friend, which is the highest number in the given chart with 46.43% of participants.



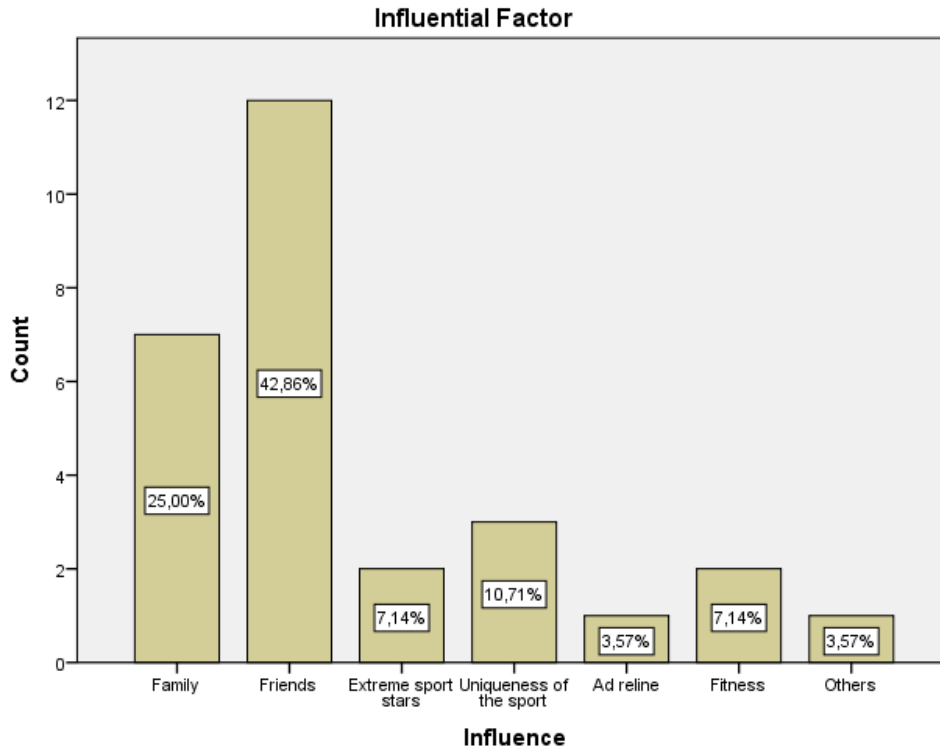
GRAPH 14. Other extreme sports

In the fourteenth question there has been given 8 categories of options to choose from. The question includes the interest and willingness of the participants to participate in other extreme sports activities other than just the tandem paragliding. The 8 different options that were given for selection in the question were ‘Bungy jumping’, ‘Tandem swing’, ‘White water rafting’, ‘Canyoning’, ‘High ropes’, ‘Canyon swing’, ‘All of the above’ and finally ‘Others’. Going thoroughly through the bar chart, it enables us to recognize that the maximum number of interested participants are willing to try and experience ‘Bungy jumping’ where this particular sport is very popular in the host country between the locals and foreigners, overall 50% of the participants are completely interested in Bungy jumping. Both the categories ‘High ropes’ and ‘Canyon Swing’ have only 3.57% of the participants interested. Additionally, again both the options given as the ‘White water rafting’ and ‘All of the above’ have just 7.14% of participants, where the participants choosing the option ‘All of the above’; would try to participate and experience all the sports or activities listed in the chart. Furthermore, 10.71% of the participants are very keen and enthusiastic to try to attempt various extreme sports other than just the ones listed in the above given bar chart. Finally, 17.86% the participant are very keen to try to learn Canyoning.



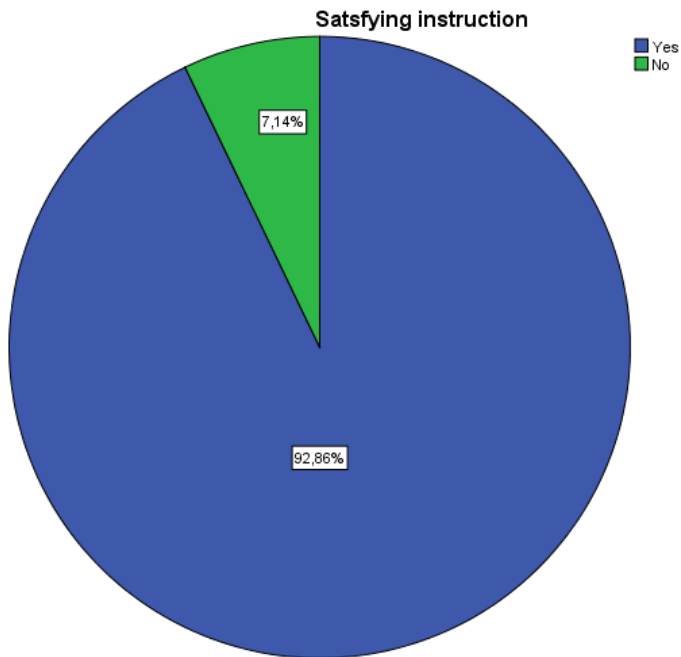
GRAPH 15. Motivation factor

This particular question is in regards to the motivational factor that motivated the participants to take part in the extreme sport activities at the first place. For having to choose the options, the list of choices given were as ‘Satisfaction’, ‘Increase self-esteem’, ‘Recognition’, ‘Physical and mental fitness’, ‘Conquering fears’, ‘Trying new things’, ‘Socializing’ and lastly ‘Others’. In the bar chart given above, there is an accurate display of the outcomes where you are able to see the participants choice as ‘Trying new things’, which has the maximum percentage of participants with 32.14%. the highest percentage with 28.57% is the participants who have chosen the option ‘Increase self-esteem’. Followed by the highest percentage with 17.86%, who are the participants that have selected the option as ‘Satisfaction’. Two of the categories given as ‘Recognition’ and ‘Physical and mental fitness’ have same or similar percentage with 10.71%. Lastly, in this graph we are also able to recognize that three of the options listed as ‘Conquering fears’, ‘Socializing’ and ‘Others’ have 0%, as none of the participants have taken these options into consideration.



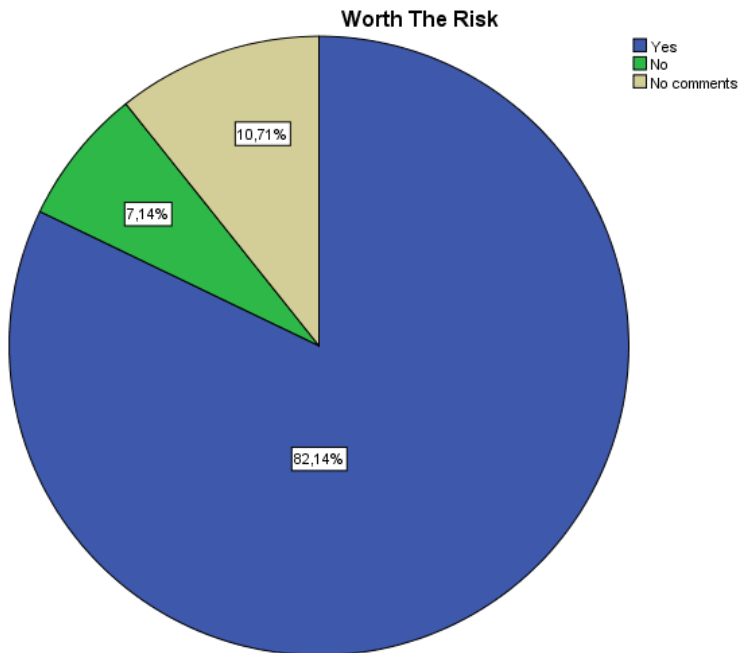
GRAPH 16. Influential factor

This specific section is in consideration to the influential factor that swayed the participants to participate in the extreme sports activities. The list of options provided for selection for influential factors were given 'Family', 'Friends', 'Extreme sports stars', 'Uniqueness of the sport', 'Ad reline', 'Fitness' and lastly 'Others'. Having to go thoroughly through the bar chart, it has assisted us to know the maximum number of participants influenced towards the sport by 'Friends' with 42.86%. The second highest number of participants influenced concerning the sport by the 'Family' with 25.00%. The highest number of participants influenced by the 'Uniqueness of the sport' with 10.71%. Both the options for influential factor given as the 'Fitness' and 'Extreme sport stars' have 7.14% participants. Lastly, two of the choices given as the 'Ad reline' and 'Others' have 3.57% participants which has influenced the participants to try out or experience extreme sports.



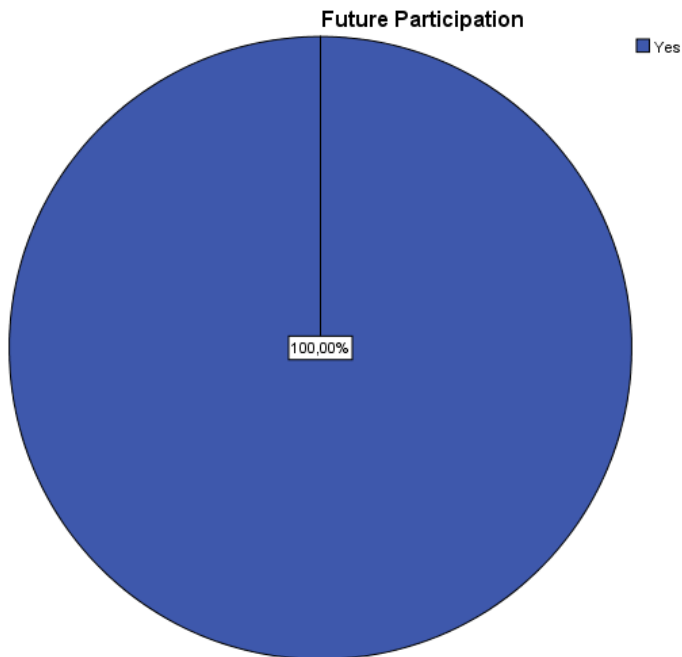
GRAPH 17. Satisfying instructions

The question includes whether the participants clearly understand and are satisfied with the instructions provided by the instructor or the pilot. Here the question is inclusive of only three options, 'Yes', 'No' and 'No comments'. According to the clear display of the graph, we can obviously see that the participants who are actually satisfied with the instructions or guidelines provided by the instructors or the pilots are more in number. 7.14% of the participants were not satisfied with the instructions provided. Whereas the number of participants who were completely satisfied with the instructions provided was in the maximum number with 92.86% of the participants. Lastly, none of the participants selected the option 'No comments'. Hence, the result is 0%.



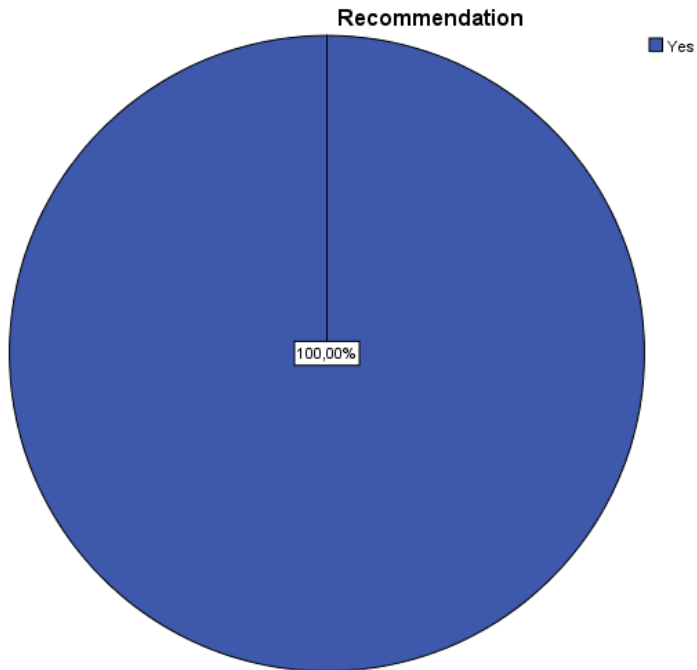
GRAPH 18. Worth the risk

The question includes how the participants felt concerning the risk that is involved while performing the extreme sports activities. Here the question is inclusive of only three options, 'Yes', 'No' and 'No comments'. As being displayed in the above given pie chart, it is clear that 82.14% of the participants are willing to take risk and are risk takers whereas 7.14% are completely opposite and agree that the sport is not worth the risk. Lastly, 10.71% of the participants wish not to share any opinion so have chosen 'No comments'.



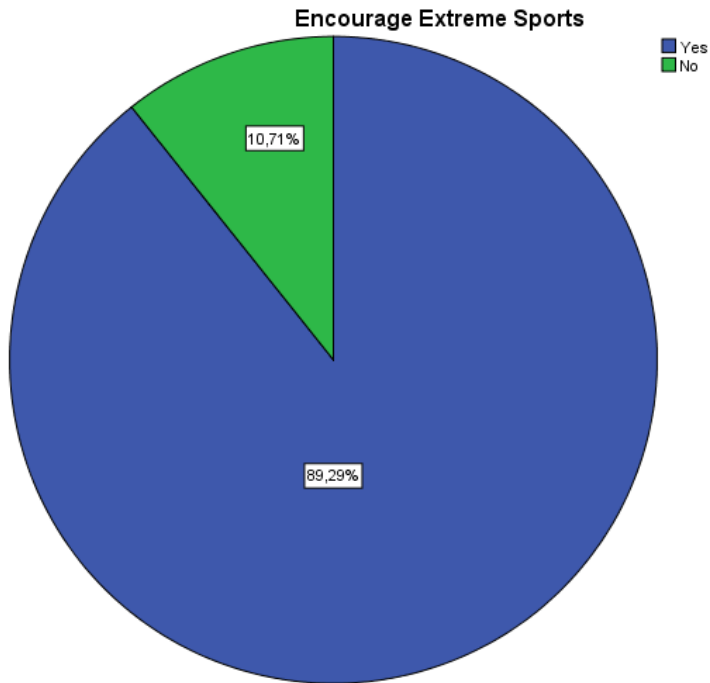
GRAPH 19. Worth the Risk

The question includes how the participants felt concerning the risk that is involved while performing the extreme sports activities. Here the question is inclusive of only three options, 'Yes', 'No' and 'No comments'. We can clearly see in the given pie chart that all the participants would like to participate in the sport in the future and would like to experience the thrill and the adrenaline again. 100% of the participants have agreed for participating in the sport in the future. Whereas, on the other hand none of the participants have selected the option 'No' and 'No comments', hence the option is at 0%.



GRAPH 20. Recommendation

This particular question is about whether the participants participating in the sport would recommend this sport to others. The question is followed with 3 different options which are given as 'Yes', 'No' and 'No Comments'. Given in the above pie chart we could clearly observe that all the participants are willing to and are looking forward to recommending the sport to others that they know. 100% of the participants have agreed on recommending the sport. As none of the participants have selected the option 'No comments' and 'No'. Hence, both the options are at 0%.



GRAPH 21. Encouragement

This section includes whether the extreme sport activities should be encouraged more. The question is followed with 3 different options which are given as 'Yes', 'No' and 'No Comments'. As per the given above graph, there is a clear display of participants' perspective on whether they would like to encourage these kinds of extreme sports activities more. Out of the total number of the participants, 10.71% of participants do not support to encourage the sport whereas on the other hand 89.29% of the participants are positive towards the sport and would like the sport activities to grow and expand. In addition, none of the participants has selected the option 'No comments'. Hence, it is 0%.

7.4 Findings and conclusions

From the case study and analysis of the survey results, we can conclude that paragliding includes some risks as it is not like the regular sport and most of the participants involved in the sports are risk takers and adrenaline junkies where their attitudes are clear on what they desire and what they want from the sport. The data analysis clearly has revealed that more than 80% of the participants are risk takers and they are young and mostly men in comparison, and they enjoy the risk that is involved. Most of the participants who

are involved in the sport have already acquired some kind of extreme sports before, where we can analyze that there is a need of adrenaline, risk and satisfaction, and this attitude is affecting their behavior to acquire more experience in these type of extreme sports in the future. Even the newbies who are trying the sport for the first time are influenced by the attitude and behavior that the pilot and the other participants share, and this could lead them to discover their attitude towards the sport, which later might affect their behavior.

Most of the participants who have already been involved in this sport are willing to get involved in competitions, where they have a strong motivation towards the sport to take it to the next level and the need of the adrenaline is increased. As per the analysis from the data collected, the awareness and the ultimate influential factor for convincing the participants and having the attitude to even try the sport is through friends. Whereas, the motivational factor for having the attitude for even approaching the sport, is through having the willingness to try to experience new things along with the safety instructions provided by the instructor is satisfying, as the risk involved is high. The demand for the extreme sports is exceptionally increasing in Pokhara due to the drastic growth in the number of participants who are travelling to experience and practice the sport, and significantly have positive attitude and positive behavior towards the sport.

8 CONCLUSION

The Himalayan kingdom of Nepal is one of Asia's most remarkable adventure tourism location and extreme sports is one of the rapidly increasing but hardly implicit type of adventure tourism. The role of extreme sports towards the environment, economy, in the economic development of remote areas and the impact towards the local community have not been completely revealed even though extreme sports have been accepted and implemented actively in Nepal. In addition, due to the constant growth and rapid expansion of extreme sports, it inclines to have significant impact to the local and national development concerning the frontier areas. The city of Pokhara is recognized as the tourism capital of Nepal and an ultimate hotspot for various kinds of thrilling and exciting extreme sports and central hub for paragliding. For more exposure and expansion of the adventure sports, the targeted customers are mainly the foreign tourists as extreme sports are mainly popular amongst the foreign tourists, however the sport organizers and the tourism entrepreneurs should also focus more on the domestic tourists and encourage them to take part all-round the year.

There is an insignificant amount of academic work and media involved in the study of extreme sports, accomplished very well and interesting but yet not enough for an overall mass. There is lack of proper local awareness within the country, therefore other sources should be implemented such as local media, newspaper, hoarding board, sport magazines and distribution of brochures. There should also be more adequate websites and access to online information. For global awareness, promotional campaigns and international conferences need to be organized internationally in other countries and as much as possible in the host country itself. Social marketing and advertising is a must as it directly influences the attitudes and beliefs. Due to the all year round good weather conditions for the flight, there should be organized more competitions but of different types; such as racing, acrobatic flying, accuracy landing and open distance flying, in order to get the participants and the existing participants interested and motivated at all times.

Seasonal promotions such as discounts, various offers and different package deals also influence the participant's behavior to come. When the participants are interacting with the people who are very positive, enthusiastic and passionate about the sport, they will have a very positive mindset towards the sport. Whereas people with negative attitude may affect the participant in a very negative way, that might cause them to

decrease their competence and effectiveness towards the sport and therefore, affect their behavior. The participants have emphasized nature and how these sport activities tend to transform their relationship towards the natural world that they know. As a result, these type of relations have multiple constructive effect for the growth of an individual gradually leading to development and expansion of ecological sustainable practices also. The participants should be made aware of the fact that by getting involved in the sport, it makes a person more social and there is a sense of satisfaction. Additionally, the sport also enables an individual to conquer fear, provides physical and mental fitness and increases self-esteem

Taking risks and acquiring risky activities could be life threatening or could result in terminal damage. On the other hand, even though extreme sport is challenging and risky, it deeply contributes through providing courage, uprising in humbleness and deep constructive changes in the personality of an individual. Proper risk management guidelines need to be provided to gain the confidence of the participants where foremost priority should be given to know the weather and not going against nature. Additionally, proper knowledge and understanding about the sport should also be provided, which the participant is attempting. As the sport has unconventional rules, the participant should never compete with oneself. Utilization of proper gears at all times might come very handy during critical situations and conditions and save their lives.

Extreme sport is definitely a booming sporting industry, and the boundaries are limitless to the height in which the entertainment of extreme sports can extent too. The sport is speedily obtaining the status of mainstream sport and progressively recognized as a commercial enterprise by both the business and sports industry. Athletes of extreme sport know how to take risks; they are always willing to put themselves on the edge for accomplishing their goal, just like the entrepreneurs who are willing to be successful, and business is about taking the extra unknown risk at all times. Therefore, the athlete might turn out to be one of the most remarkable entrepreneurs for the sport and the business industry, as there are countless, proficient and very skillful pilots, instructors, trainers and tutors who have all the knowledge and experience for initiating a more successful extreme sports business in the future. As the sport is drawing the attention of more and more audiences and participants every year, it is obvious that the future growth and development of this industry is very promising. Extreme sports are a lifestyle and not a recreational sport or a hobby.

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- Africa Other

5. Current status

- Student Employed
 Unemployed Self-employed
 Other

6. You prefer more to

- Observe Participate
 Compete

7. Have you ever participated in extreme sports before?

- Yes No

8. Do you like to take risk?

- Yes No

9. Would you mind doing the extreme sport activities with a group of people you don't know?

- Yes No

10. Your ideal choice while participating in this type of extreme sport activities

- Family Friends
 other thrill seekers Work Colleagues
 Family Friends
 Who ever, it doesn't matter Other

11. Interested in extreme sports competition

- Yes No

12. Cost for extreme sport activities

- Expensive Neutral
 Not expensive

13. How did you come to know about extreme sports?

- Family member Friends

- Promotional Campaigns Advertisement
 Research Other

14. Interested extreme sport activity other than paragliding

- Bungy jumping Tandem Swing
 White water rafting Canyoning
 High Ropes Canyon swing
 All of the above Other, which _____

15. Motivational factor towards extreme sports

- Satisfaction Increase self-esteem
 Recognition Physical and mental fitness
 Conquering fear Try new things
 Socializing Other, which _____

16. Influential factors towards extreme sports

- Family Friends
 Extreme sport stars Uniqueness of the sport
 Ad reline Fitness
 Other, which _____

17. Satisfied with the assistance and instruction provided by the instructor

- Yes No
 No comments

18. Is it worth the risk?

- Yes No
 No comments

19. Would like to participate in extreme sports activities in the near future?

- Yes No
 No comments

20. Would you recommend it to others?

Yes No

No comment

21. Do you think extreme sports should be encouraged more?

Yes No

No comment

Thank you very much for your participation