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Adventure Tourism Activities in Pokhara: A Case of Zipflyer

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BACKGROUND

Nepal is a small landlocked Himalayan country, having an area of 147,181 sq. km, lies in South Asia and officially known as the Democratic Republic of Nepal (Kharel, 2013). With rich ancient cultures set against the most dramatic scenery in the world, Nepal is a land of discovery and unique experience providing individuals with an experience that is authentic and mesmerizing. It has spellbinding natural beauty, unique cultural heritage, multi-language, multi-ethnicity, multi religion, conducive climate and tourism friendly environment, which attracts both domestic and international tourists. With eight of the 10 highest mountains in the world including Sagarmatha, national parks rich in flora and fauna, snow-fed rivers, exceptional trekking routes, wonderful lakes and welcoming people, Nepal is an ideal tourist destination. It is unsurpassed that the sheer diversity Nepal boasts, from steamy jungle and Terai to the icy peaks of the world's highest mountains means that the range of activities on offer. For many, Nepal's greatest attraction is its people. From remote mountain villages to medieval hill-towns and the ancient cities of the Kathmandu valley, the people of Nepal are always welcoming.

Pokhara is the second most visited city in Nepal, as well as one of the most popular tourist destinations ("About Pokhara", n.d.). It is a geographical landscape of beauty and its prime attractions include three of the tallest mountains in the world, the large number of lakes, religious sites, cultural heritages, trekking and hiking routes, caves and other manmade tributes (Pokhara, n.d.). Pokhara has unique assets for tourism development and a great diversity of products. Key attractions include its nature, trekking and adventure activities, religious and cultural sites. It has an established niche in international tourism, with tourist arrivals showing

strong and stable growth (International Finance Corporation [IFC], Final Report, 2016). Different tourism activities like trekking, mountaineering, hiking, pony trek, paragliding, zip-flyer, ultra-light flights, mountain flights, canoeing, kayaking, rafting, mountain biking, honey hunting, research, birds and butterflies watching, village tourism, boating, fishing etc. are main attractions of Pokhara.

Zip-flyer is one of them and it's cool weather are strong attractions. Nepal holds great potential for tourism development, which can stimulate economic growth and development. In recent years, there has been exponential growth in the number of travel agencies, tour guide, tour operator, rafting agencies and trekking agencies.

Zip-flyer is one of the adventurous sports. Zip-flyer is an activity that involves zip-flyer from a tall structure while connected to a large elastic cord. Zip flyer normally means riding in a zip line which is normally at peak height, creating both adventure and excitement. Zip flyer in Nepal has been operating since 2012, and it has been one of the ultimate adventure of Asia. Zip flyer in Nepal is the longest, steepest, and fastest zip line in the world. Being the longest zip line in the world, zip flyer in Nepal is one of the center of attraction for the tourists of the world.

Zip-Flyer itself is a part of adventure tourism activity. It is the most popular activity among the most preferred Adventure sports. Zipflyer Nepal is the Ultimate Zip-line experience in the foothills of the Himalayas. It has an initial incline of 56 degrees (which makes it the steepest Zipline in the world), total length of 1850 meters and a vertical drop of more than 600 meters.

It is the tallest, longest and the steepest zip-line in the world. The Zipflyer is located in one of the most scenic places on the planet. What's more, this Zipline also gives you a front row seat to views of the breathtaking Annapurna mountain range, Mount Machhapuchhre (Fish tail), and Seti River as you soar at over 100Km/h.

Features of Adventure Tourism Development

Zip-Flying is one of the unique and preferred adventure sports in Pokhara; it is the recreational and competitive adventure sport. The main area for flying in Annapurna region. It is the monsoonal climate that makes Nepal such a great place to fly. Pokhara, the beauty of natural resources and biodiversity in its lap as well as the smiling face of the mountains, has the potential for Zip-Fly. Pokhara offers a spectacular view of the Annapurna and Dhaulagiri masses along with other snowy peaks which appear even more majestic with the sunrise and sunset colors that transform the view of the mountains. Flyer though the clear, beautiful,

picturesque vistas with the Annapurna range ahead and the dense green forest canopy below is the unique feature for Zip-Flyers. It will without doubt be the most awesome experience that, before this, did not even know you could have.

Successful tourism development in an area demands formulation and implementation of several initiatives and plans. For the development of Zip-line even in more sustainable way it has to formulate a master plan. Zip line has bright future if the plans are implemented in a proper way. Zip-Flying business should focus on expanding its service and its length to attract more amounts of visitors. As it has a high potential in upcoming days for thrills seekers the government should make right plans and promotes the service in effective way so that it will catch the interest of the visitors and attract them.

Safety Measure on Zipflyer

Several standard measures that are practiced at global level have been adopted for the safety of the customers. Some of the safety measures are;

Equipment are all ASTM standards, Harness – Double backup systems (Nylon load rated test certified), About cable – 19.04mm/ ¾ full later locked cable, Trolleys – ASTM certified steels, Bolts - 10.9 grade bolts for tower and HV copper plated bolts for trolleys GRS (gear retrieval system), Nylon Fiber rope used to haul back harness to the top station via 6 mm approximately costs for 6 months, and mole safe load holding 1200 lbs. on each, Braking unit- Zip stops / maintenance and servicing is done by HPS middle fast LLC, Dubai who is agent, for zip stops, For trolley plates, they do every month maintenance, in the maintenance, they check every machinery item (tools)and if there is some damaged then they, replaced at the same time, coming to part of safety first they have safety harness chair. In the harness chair, they have two locks a) Star lock and b) chest lock,

CONCLUSSION

It is important to know how adventure tourists are different from the tourist in general to ensure that resources are used correctly to benefit product development, service quality and promotional activities for tourism to be adventure tourism, tourist must take part in activities where risk is involved and a challenge is perceived in natural environment. Zip flying has been the one of the top adventurous tourism activities as the real thrill adventure lies in the feelings and the beautiful images (mountains, lakes, valley etc.) from the sky. It is an experience bound description for any words to perfectly portray.