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From Backpacks to Boardrooms: Decoding the DNA of the Travel & Trek Industry

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ABSTRACT:

Trekking is a kind of walking done to discover and enjoy nature. In remote alpine areas, it often occurs on paths. Trekking across the world's most famous mountain ranges is an adventure into some of the most beautiful and interesting landscapes. Since these places are often inaccessible by car, the only practical means of getting there is on foot, making them among the most remote and difficult destinations to visit. For others, trekking is a means to an end—a way to take in the stunning scenery. For others, the locals who live in the mountains provide an extra layer of charm—their culture, customs, and religions—that complement the natural beauty. An intriguing mix of expansion, innovation, and wonderful experiences will characterize the future of India's tourist business. To keep this momentum going, the sector must commit to using technology and innovation. The tourism sector has great potential to boost India's economy in the future because to its emphasis on sustainable practices, technology integration, and creative thinking. We are entering a time of great change in the industry, as we prepare to take on new challenges and seize new possibilities in 2024. India is a cultural melting pot and economic superpower; the road ahead will bring not just development but also a rethinking of the meaning of travel in this country.

Keywords: Travel, Trek Industry, Backpacking, Corporate Travel, Technological Integration, Cultural Sensitivity, Environmental Sustainability, Personalized Experiences.

INTRODUCTION:

Offering individuals the chance to see the world, learn about other cultures, and make experiences that will last a lifetime, the travel and tourism business is vital to economies across the world. It covers a lot of ground, from transportation to lodging to sights to entertainment, all with the goal of making travel more pleasant and educational for people. The transportation sector is a key enabler of the tourist economy. Transportation comprises a wide range of means that allow people to get from one location to another, including vehicles, trains, buses, ships, and aircraft. A destination's accessibility and attractiveness are heavily impacted by the efficiency and effectiveness of its

transportation networks.

Another vital part of the sector is accommodation, which gives tourists a somewhere to rest their heads while they're away. For various tastes and budgets, there are a variety of lodging options, such as hotels, resorts, hostels, vacation rentals, and campsites. A trip is just as good as its lodgings, therefore it's important to choose wisely. Destinations rely on its tourist attractions and activities to draw in tourists. Things like beaches, mountains, and national parks fall into this category, but so do museums, theme parks, cultural sites, and leisure pursuits like skiing, hiking, and water sports. The wide range of attractions guarantees that every visitor will find something that suits their interests and tastes.

Transforming Travel:

- **Digital Empowerment.** Businesses need to eliminate the barriers that prevent data from flowing freely across different systems. In order for AI and big data analytics to provide value, they must first establish a shared dataset.
- **Need for Collaboration.** Digitally empowered businesses are better able to adapt to consumers' and markets' ever-shifting demands—but only if they promote the kind of cross-departmental cooperation that is hallmark of agile and other tech-driven work styles.
- **Adaptive Mindset.** The success of digital companies depends on more than just technology. The ability of leadership and workers to think creatively and ahead of the curve is crucial for firms to succeed in today's volatile business climate.

India's Tourism: Powering Economic Recovery and Growth:

Reduced travel time and increased accessibility are two benefits of India's newly enhanced road and aviation network. The country's road travel is being transformed by major projects like the Bengaluru-Mysore Expressway, the Delhi-Jaipur Expressway, and the continuing Delhi-Amritsar-Katra Expressway, among others.

Governments and travel companies may collaborate to promote variety in this way, which would help local economies everywhere while reducing the negative effects of overtourism in popular destinations. The distribution of the economic and social advantages of tourism is crucial to promoting new areas and supporting sustainable development throughout the nation. This adjustment in strategy is a game-changer. In an effort to broaden people's perspectives beyond the typical tourist traps, tech-driven platforms are doing their part by encouraging them to visit lesser-known locations. Recent years have seen significant technological advancements and integrations in the industry, which have acted as catalysts for both the supply and demand sides. While 2023 was mostly dominated by the country's digitalization effort across industries, the travel tech industry was once again at the forefront of using innovative technology to address complicated challenges on both the supply and consumer sides. These platforms now use advanced technology such as Big Data

analytics, AI, and Machine Learning to provide clients individualized experiences, going beyond simple online booking systems. These technologies are having a huge effect, making travel easier and more personalized for customers and more efficient for companies. Thanks to these advanced technologies, the travel tech sector can now create one-of-a-kind, unforgettable vacations based on each customer's specific tastes and requirements. As a result of technological advancements, the travel industry is rethinking its methods of user experience, service delivery, and consumer interaction, and is establishing new standards for innovation and quality.

Exploring India's Rich Trekking Heritage: From Ancient Paths to Modern Adventures:

When the area was inhabited in the past, trekking in India had its start. The number of hiking pathways in India is likely equal to the number of Indians themselves. In the 1970s and 1980s, trekking gained popularity as an outdoor activity. With an increasing number of Indians and foreigners taking to the trails each year, trekking in India has advanced significantly. The current trekking scenario is highly interesting.

Challenging treks through verdant meadows, dense flora, broad valleys, and steep inclines are the best way to take in the breathtaking Indian Himalayas. Trekking in the Indian Himalayas is an incredible, once-in-a-lifetime experience that will blow your mind and teach you about a myriad of unique civilizations that share our planet. There are a myriad of treks in the Indian Himalayas, some popular, some obscure, and some undiscovered. Thus, India offers it everything for trekkers of all skill levels, from those who have never set foot on a mountain before to those who are seeking challenging routes in the country's most inaccessible regions. Numerous tour operators in India also provide numerous hiking excursions.

While holy monuments and Pandavas-traversed pathways are the main attractions in Uttarakhand, hiking in Himachal is all about crossing mountains and navigating constantly changing terrain. While in Ladakh you will traverse vast valleys and meadows and a number of high altitude passes, in Sikkim you will see ancient settlements and get stunning views of Khangchendzonga, the third highest mountain in the world. There are many short, simple paths available in India, making trekking for novices not a difficult task.

LITERATURE REVIEW:

(Venkatesh, 2016) One enormous industry is the tourism sector. Taking a vacation isn't the be-all and end-all; the job and income it creates are. The costs of hotel, food, and souvenirs may add up quickly for travellers. The growth of businesses and the increase in service sector employment are two outcomes of this investment that positively impact the food and hotel industries. As the COVID-19 pandemic spread over the globe, travel bans, lockdowns, and border closures caused a sharp drop in the tourism sector. The sudden stop to travel produced massive economic losses, job losses, and the temporary closure of enterprises associated to tourism, highlighting how vulnerable the industry

is to external challenges. The epidemic had a devastating effect on the tourism industry. Customers were scared to travel because of the travel restrictions, which hurt several businesses. All the tourist spots closed, the planes couldn't take off, and the hotels were empty. The result was a precipitous decline in the economy and a subsequent exodus of workers.

(Lanke, 2023)The slow reopening of borders and the implementation of strict health checks restored confidence among travelers, spurring a rebirth in tourism activities. A optimistic recovery and higher development in the post-pandemic future are promised by the industry's resilience, which demonstrates its potential to adapt and evolve. The revenue it generates is only one of many reasons why the tourism industry is vital. The industry reportedly pumps billions of dollars into the global economy every year. A portion of this total comes from government taxes, while the rest comes from tourist spending, infrastructure upgrades, and tax revenue. Despite the fact that money matters. Also, the travel and tourism industry creates a lot of jobs. Workers in the hospitality industry, such as flight attendants, tour guides, and hotel staff, are vital to the economies of many countries across the world. That is why it is so important to the economies of many countries, especially those that have a high level of tourists.

(Patil, 2016)Additionally, tourism has the ability to unite individuals of diverse cultural origins, which may lead to a deeper appreciation, understanding, and respect for one another's customs. Small businesses benefit and local traditions are preserved thanks to tourism, which is crucial to the economic and social fabric of host towns. tourist businesses and governments must work together to adopt responsible tourist management practices and policies if we are to combat environmental crises like overtourism and climate change. Tourism may lessen its negative effects on the environment and ensure its continued viability for future generations if it makes conservation of natural resources a top priority and works to reduce the ecological footprint of its operations.

RESEARCH METHODOLOGY:

RESEARCH OBJECTIVES:

1. To investigate the evolving dynamics of the travel and trek industry, encompassing shifts from traditional backpacking culture to corporate engagement.
2. To identify key factors influencing consumer preferences and behaviors within the travel and trek industry, spanning from individual explorers to corporate travelers.
3. To analyze the impact of changing consumer demographics and socio-economic trends on the trajectory of the travel and trek industry.

RESEARCH METHODS:

The study employs a mixed-methods approach integrating both qualitative and quantitative research methodologies to comprehensively understand the intricacies of the travel and trek industry. Qualitative methods, such as content analysis of industry reports, research articles, and case studies,

provide in-depth insights into industry trends and practices. Quantitative methods, including structured surveys and data analysis, facilitate the quantification and validation of key findings.

DATA COLLECTION METHODS:

Data collection will primarily involve the administration of structured surveys to diverse stakeholders in the travel and trek industry, including individual travelers, tour operators, corporate travel managers, and industry experts. Surveys will be distributed electronically via online platforms and social media channels to reach a broad audience. Additionally, secondary data sources such as industry reports, academic literature, and online databases will be utilized to enrich the research findings.

HYPOTHESIS:

Hypothesis 1 (Independent Factor: Technology Integration, Dependent Factor: Customer Satisfaction):

- Null Hypothesis (H0): There is no significant relationship between the level of technology integration in travel and trek services and customer satisfaction.
- Alternative Hypothesis (H1): Higher levels of technology integration in travel and trek services lead to higher levels of customer satisfaction.

Hypothesis 2 (Independent Factor: Cultural Sensitivity, Dependent Factor: Customer Satisfaction):

- Null Hypothesis (H0): There is no significant relationship between the degree of cultural sensitivity practiced by travel and trek companies and customer satisfaction.
- Alternative Hypothesis (H1): Travel and trek companies that demonstrate higher levels of cultural sensitivity lead to higher levels of customer satisfaction.

SAMPLING METHODS:

Sample Size and Design: A sample size of 130 individuals working within or directly associated with the travel and trek industry will be selected through random sampling techniques. This sample size is deemed sufficient to capture diverse perspectives and ensure statistical validity in the analysis.

DATA ANALYSIS:

Data analysis will encompass both qualitative and quantitative techniques. Qualitative data from content analysis will be thematically coded to identify recurring patterns and themes. Quantitative data collected through surveys will be analyzed using statistical software such as SPSS, employing techniques including frequencies, cross-tabulations, and regression analysis to derive meaningful insights.

ANALYSIS TOOLS:

- Statistical Package for the Social Sciences (SPSS) for quantitative data analysis.
- Thematic coding for qualitative content analysis.

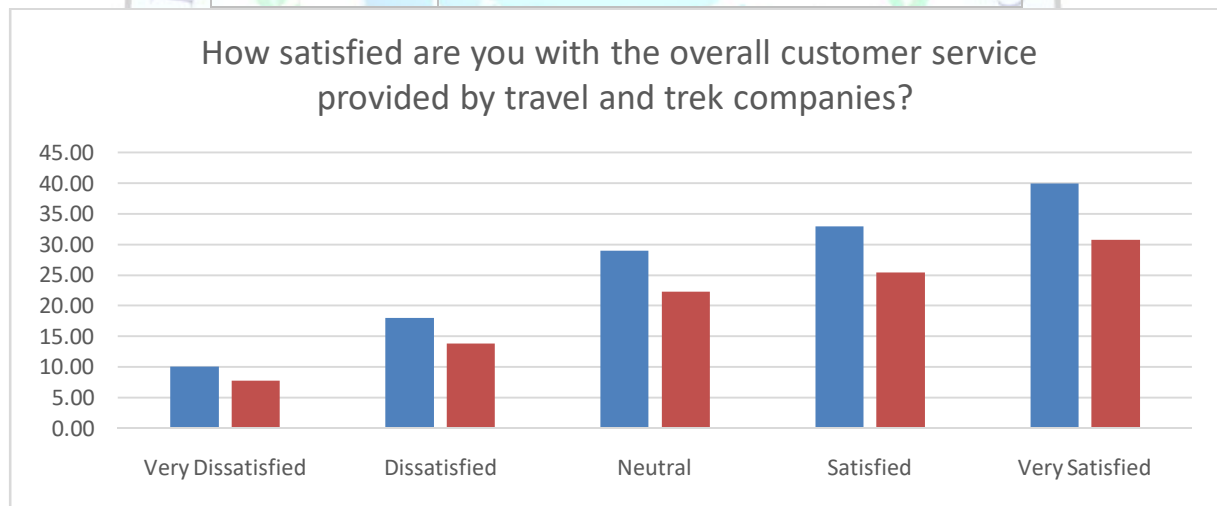
- Microsoft Excel for organizing and visualizing data through histograms, pie charts, and other graphical representations.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

Factor 1: Customer Satisfaction

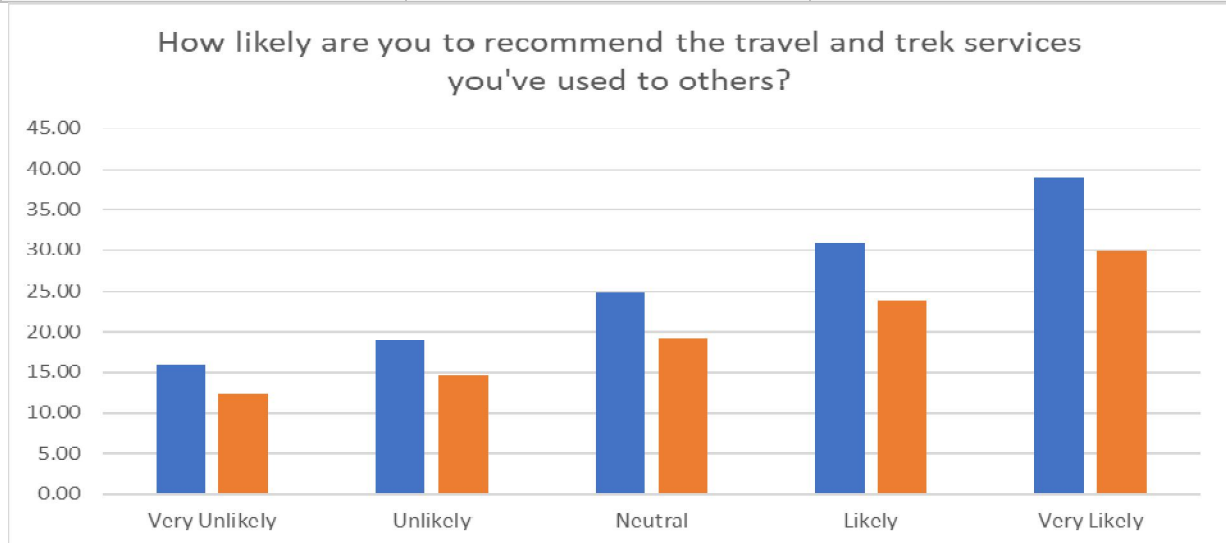
	To what extent do you agree with the statement: "The travel and trek services I've experienced meet my expectations?"	
	Frequency	Percentage
Strongly Disagree	11.00	8.46
Disagree	17.00	13.08
Neutral	25.00	19.23
Agree	36.00	27.69
Strongly Agree	41.00	31.54
Total	130.00	100.00

How satisfied are you with the overall customer service provided by travel and trek companies?



	How likely are you to recommend the travel and trek services you've used to others?	
	Frequency	Percentage
Very Unlikely	16.00	12.31
Unlikely	19.00	14.62
Neutral	25.00	19.23
Likely	31.00	23.85

Very Likely	39.00	30.00
Total	130.00	100.00



	Rate your level of satisfaction with the value for money offered by travel and trek services.	
	Frequency	Percentage
Very Poor	9.00	6.92
Poor	12.00	9.23
Neutral	25.00	19.23
Good	39.00	30.00
Excellent	45.00	34.62
Total	130.00	100.00

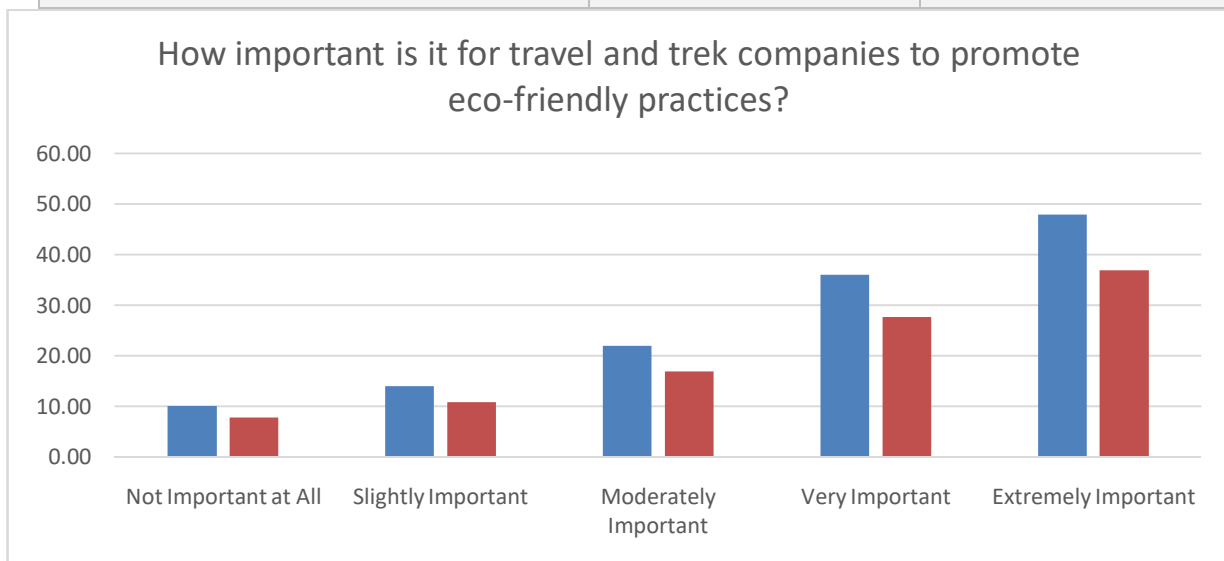
1. The data illustrates respondents' perceptions regarding the alignment of their travel and trek services with expectations. Notably, a majority (59.23%) express positive sentiments, with 27.69% agreeing and 31.54% strongly agreeing. Conversely, 21.54% express negative perceptions, with 13.08% disagreeing and 8.46% strongly disagreeing. Additionally, a notable proportion (19.23%) remains neutral on the matter.
2. The data reveals varying levels of satisfaction with the overall customer service offered by travel and trek companies. A considerable portion of respondents (56.15%) express positive sentiments, with 25.38% satisfied and 30.77% very satisfied. Conversely, 21.54% report dissatisfaction, with 13.85% dissatisfied and 7.69% very dissatisfied. Additionally, 22.31% remain neutral on their satisfaction level.
3. The data showcases respondents' likelihood to recommend the travel and trek services they've utilized to others. A significant proportion (53.85%) express positive inclinations towards

recommending, with 23.85% likely and 30% very likely to do so. Conversely, 26.93% express reluctance, with 14.62% unlikely and 12.31% very unlikely to recommend. Additionally, 19.23% remain neutral on the matter.

Factor 2: Environmental Impact

	Do you consider the environmental policies and practices of travel and trek companies when choosing their services?	
	Frequency	Percentage
Never	9.00	6.92
Rarely	11.00	8.46
Sometimes	26.00	20.00
Often	35.00	26.92
Always	49.00	37.69
Total	130.00	100.00

	How important is it for travel and trek companies to promote eco-friendly practices?	
	Frequency	Percentage
Not Important at All	10.00	7.69
Slightly Important	14.00	10.77
Moderately Important	22.00	16.92
Very Important	36.00	27.69
Extremely Important	48.00	36.92
Total	130.00	100.00



	Are you willing to pay a premium for travel and trek services that prioritize sustainability?	
	Frequency	Percentage
Definitely Not	11.00	8.46
Probably Not	15.00	11.54
Maybe	28.00	21.54
Probably Yes	34.00	26.15
Definitely Yes	42.00	32.31
Total	130.00	100.00

	How knowledgeable do you feel about the environmental impact of the travel and trek industry?	
	Frequency	Percentage
Very Unknowledgeable	15.00	11.54
Unknowledgeable	22.00	16.92
Neutral	18.00	13.85
Knowledgeable	31.00	23.85
Very Knowledgeable	44.00	33.85
Total	130.00	100.00

1. The data reveals varying degrees of consideration given to the environmental policies and practices of travel and trek companies when selecting their services. A significant majority (64.61%) express a high level of consideration, with 26.92% often and 37.69% always taking environmental factors into account. Conversely, a smaller proportion (15.38%) indicate limited consideration, with 6.92% never and 8.46% rarely considering environmental policies. Additionally, 20% of respondents state that they sometimes factor in environmental practices when making their choices.
2. The data indicates a significant emphasis on the importance of travel and trek companies promoting eco-friendly practices among respondents. A notable majority (64.61%) express high importance, with 27.69% considering it very important and 36.92% extremely important. Conversely, a smaller proportion (18.46%) indicate relatively lower importance, with 7.69% considering it not important at all and 10.77% slightly important..

3. The data suggests varying levels of willingness among respondents to pay a premium for travel and trek services that prioritize sustainability. While a significant portion (58.46%) express a willingness to pay more, with 26.15% probably yes and 32.31% definitely yes, a notable minority (20%) indicate reluctance, with 11.54% probably not and 8.46% definitely not willing to pay extra. Additionally, 21.54% remain undecided, expressing a possibility (maybe) to pay a premium.

Factor 3: Technology Integration

Do you prefer booking travel and trek services through online platforms rather than traditional methods?

	Frequency	Percentage
Strongly Prefer Traditional Methods	6.00	4.62
Prefer Traditional Methods	11.00	8.46
Neutral	29.00	22.31
Prefer Online Platforms	38.00	29.23
Strongly Prefer Online Platforms	46.00	35.38
Total	130.00	100.00

Do you prefer booking travel and trek services through online platforms rather than traditional methods?



■ Strongly Prefer Traditional Methods
 ■ Prefer Traditional Methods
 ■ Neutral
 ■ Prefer Online Platforms
 ■ Strongly Prefer Online Platforms

	How important is it for travel and trek companies to continuously innovate their technological offerings?	
	Frequency	Percentage
Not Important at All	12.00	9.23
Slightly Important	19.00	14.62

Moderately Important	21.00	16.15
Very Important	36.00	27.69
Extremely Important	42.00	32.31
Total	130.00	100.00

	How comfortable are you with using emerging technologies such as virtual reality for travel and trek experiences?	
	Frequency	Percentage
Very Uncomfortable	10.00	7.69
Uncomfortable	13.00	10.00
Neutral	28.00	21.54
Comfortable	34.00	26.15
Very Comfortable	45.00	34.62
Total	130.00	100.00

How comfortable are you with using emerging technologies such as virtual reality for travel and trek experiences?



■ Very Uncomfortable ■ Uncomfortable ■ Neutral ■ Comfortable ■ Very Comfortable

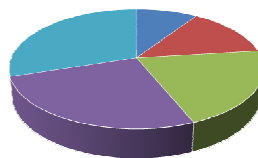
1. The data indicates varying levels of satisfaction with the technology employed in travel and trek services, including booking systems and mobile apps. A significant majority (62.31%) express satisfaction, with 27.69% satisfied and 34.62% very satisfied with the technology. Conversely, a smaller proportion (16.15%) express dissatisfaction, with 9.23% dissatisfied and 6.92% very dissatisfied. Additionally, 21.54% remain neutral on their satisfaction level.
2. The data reveals a preference among respondents for booking travel and trek services through online platforms over traditional methods. A significant majority (64.61%) express a preference for online platforms, with 29.23% preferring them and 35.38% strongly preferring them. Conversely, only a small proportion (13.08%) prefer traditional methods, with 8.46% expressing a preference and 4.62% strongly preferring them. Additionally, 22.31% remain neutral on their preferred booking method.

3. The data indicates a strong emphasis among respondents on the importance of travel and trek companies continuously innovating their technological offerings. A significant majority (59.23%) express high importance, with 27.69% considering it very important and 32.31% extremely important. Conversely, only a small proportion (23.08%) indicate relatively lower importance, with 9.23% considering it not important at all and 14.62% slightly important.

Factor 4: Cultural Sensitivity

	To what extent do you feel travel and trek companies respect and incorporate local cultures into their services?	
	Frequency	Percentage
Not at All	12	9.23
Very Little	18	13.85
Moderately	27	20.77
Mostly	34	26.15
Completely	39	30.00
Total	130	100.00

To what extent do you feel travel and trek companies respect and incorporate local cultures into their services?

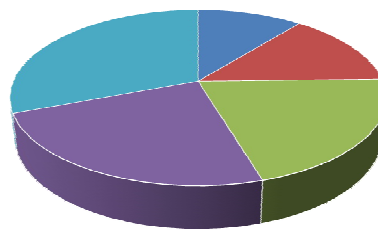


■ Not at All ■ Very Little ■ Moderately ■ Mostly ■ Completely

	How important is it for travel and trek companies to educate travelers about the cultures they will encounter?	
	Frequency	Percentage
Not Important at All	13	10.00
Slightly Important	21	16.15
Moderately Important	30	23.08
Very Important	32	24.62
Extremely Important	34	26.15
Total	130	100.00

How well do you think travel and trek companies handle cultural differences and diversity among their customers?		
	Frequency	Percentage
Very Poorly	14	10.77
Poorly	18	13.85
Neutral	27	20.77
Well	31	23.85
Very Well	40	30.77
Total	130	100.00

How well do you think travel and trek companies handle cultural differences and diversity among their customers?



■ Very Poorly ■ Poorly ■ Neutral ■ Well ■ Very Well

1. The data reveals varying perceptions regarding the extent to which travel and trek companies respect and incorporate local cultures into their services. A significant majority (56.15%) express positive sentiments, with 26.15% feeling that companies mostly respect and incorporate local cultures, and 30% believe they do so completely. Conversely, 43.85% of respondents express concerns, with 9.23% feeling that companies don't do so at all, and 13.85% feeling very little incorporation.
2. The data highlights a strong emphasis among respondents on the importance of travel and trek companies educating travelers about the cultures they will encounter. A significant majority (50.77%) express high importance, with 24.62% considering it very important and 26.15% extremely important. Conversely, only a smaller proportion (33.08%) indicate relatively lower importance, with 16.15% considering it slightly important and 10% not important at all.
3. The data reveals that a substantial portion of respondents have encountered instances where cultural insensitivity negatively affected their travel or trekking experience. A majority (53.85%) indicate frequent encounters with such situations, with 23.85% reporting often and 30% always experiencing cultural insensitivity. Conversely, a smaller proportion (46.15%) report infrequent encounters, with 13.85% rarely and 12.31% never experiencing cultural

insensitivity.

Pearson correlation for hypothesis 1 testing

		Correlations	
		Technology Integration	Customer Satisfaction
Technology Integration	Pearson Correlation	1	0.153*
	Sig. (2-tailed)		0.000
	N	130	130
Customer Satisfaction	Pearson Correlation	0.153*	1
	Sig. (2-tailed)	0.000	
	N	130	130

(*) Significant at the 0.05 level.

Hypothesis 1

Null (H0): There is no significant relationship between the level of technology integration in travel and trek services and customer satisfaction.

Alternative (H1): Higher levels of technological integration in travel and trek services lead to higher levels of customer satisfaction.

The correlation coefficient between Technology Integration and Customer Satisfaction is 0.153, indicating a positive but weak correlation. The p-value associated with this correlation coefficient is less than 0.05 ($p = 0.000$), indicating that the correlation is statistically significant. There is evidence to suggest that higher levels of technological integration in travel and trek services are associated with higher levels of customer satisfaction.

Pearson correlation for hypothesis 2 testing

		Correlations	
		Cultural Sensitivity	Customer Satisfaction
Cultural Sensitivity	Pearson Correlation	1	0.235*
	Sig. (2-tailed)		0.000
	N	130	130
Customer Satisfaction	Pearson Correlation	0.235*	1
	Sig. (2-tailed)	0.000	
	N	130	130

(*) Significant at the 0.05 level.

Hypothesis 2:

- Null (H0): There is no significant relationship between the degree of cultural sensitivity practiced by travel and trek companies and customer satisfaction.
- Alternative (H1): Travel and trek companies that demonstrate higher levels of cultural sensitivity led to higher levels of customer satisfaction.

The correlation coefficient between Cultural Sensitivity and Customer Satisfaction is 0.235, indicating a positive and moderate correlation. The p-value associated with this correlation coefficient is less than 0.05 ($p = 0.000$), indicating that the correlation is statistically significant. There is evidence to suggest that travel and trek companies that demonstrate higher levels of cultural sensitivity tend to have higher levels of customer satisfaction.

FINDINGS:

1. Age Distribution:

- Majority of respondents are aged 36 and above.
- Considerable representation from individuals aged 56 and above.

2. Education Level:

- Balanced distribution across various educational levels.
- Significant presence of individuals with Master's Degree and PhD or above.

3. Years of Experience in the Industry:

- Varied distribution, with a notable presence of experienced professionals.
- Majority with more than 10 years of experience.

4. Satisfaction with Services Meeting Expectations:

- Majority express positive sentiments towards services meeting expectations.
- However, a notable minority expresses dissatisfaction.

5. Satisfaction with Customer Service:

- Majority express satisfaction with customer service.
- A notable minority expresses dissatisfaction.

6. Likelihood of Recommending Services:

- Majority are inclined to recommend services to others.
- However, a notable minority expresses reluctance.

7. Satisfaction with Value for Money:

- Majority express satisfaction with the value for money.
- A minority expresses dissatisfaction.

8. Consideration of Environmental Policies:

- A significant majority considers environmental policies when choosing services.

- However, a minority rarely or never consider environmental factors.

9. Importance of Promoting Eco-friendly Practices:

- Strong consensus on the importance of promoting eco-friendly practices.
- Majority perceive it as very or extremely important.

10. Willingness to Pay Premium for Sustainability:

- Majority are willing to pay a premium for sustainability.
- However, a notable minority expresses reluctance.

11. Knowledge about Environmental Impact:

- Majority perceive themselves as knowledgeable about the environmental impact.
- However, a notable minority perceives themselves as unknowledgeable.

12. Satisfaction with Technology Used:

- Majority express satisfaction with the technology used.
- However, a notable minority expresses dissatisfaction.

CONCLUSION AND RECOMMENDATION:

The adventure tourism business in India seems to have bright prospects going forward, with a projected CAGR of 17.4% from 2017 to 2023[1]. Trekking, which is a subset of adventure tourism, has recently seen explosive growth to the point that it is now a thriving sector. A combination of factors, including an aging population, the rise of social media, and a shift in travel habits, has led to an increase in trekking in India, away from more traditional forms of vacation travel and tourist attractions. Many foreign summiteers and hikers are drawn to the majestic Himalayas and the unspoiled splendor of Mount Kanchenjunga, the third highest peak on Earth. Most of the value in the trekking sector stays within the community and nation, unlike in leisure and luxury tourism. The residents in the mountains benefit from the creation of employment. We must recognize the value of the Trekking Industry for the local population in the mountains in an age when everyone is talking about "Atmanirbhar Bharat."The majority of Indians continued to choose well-known tourist destinations in 2023, while the number of trips they took increased. Despite this, an increasing number of adventurers were eager to discover hitherto unexplored locations like Varkala in Kerala, Yercaud in Tamil Nadu,

RECOMMENDATION:

1. Embrace Technological Integration: Travel and trek companies should prioritize the integration of technology into their services, including advanced booking systems, mobile apps for seamless experiences, and virtual reality for immersive previews of destinations.
2. Enhance Cultural Sensitivity Training: Given the positive correlation between cultural sensitivity and customer satisfaction, it is imperative for travel and trek companies to prioritize cultural sensitivity training for their staff.

3. Promote Environmental Sustainability: As environmental consciousness grows among consumers, travel and trek companies should prioritize sustainable practices. This includes reducing carbon footprints, supporting eco-friendly accommodations, and actively participating in conservation efforts.
4. Personalize Customer Experiences: Recognizing the diverse preferences and needs of travelers, companies should strive to personalize customer experiences. This can be achieved through tailored itineraries, personalized recommendations based on traveler interests, and exceptional customer service.

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