

Tourism Development in Assam:
A Study on the Present Status and Policy Issues

*A thesis submitted to the University of Hyderabad
in partial fulfillment of the requirements for the award of*

MASTER OF PHILOSOPHY
IN
ECONOMICS

By
RUJUTHAI BRAHMA
Registration No. 17SEHL04



SCHOOL OF ECONOMICS
UNIVERSITY OF HYDERABAD
HYDERABAD-500046 (INDIA)
JUNE 2019

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Thesis Supervisor
Prof. Phanindra Goyari



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**Dedicated
to
my parents and other family members**



**SCHOOL OF ECONOMICS
UNIVERSITY OF HYDERABAD
HYDERABAD-50046, INDIA**

DECLARATION

I, Rujuthai Brahma, hereby declare that this thesis entitled “**Tourism Development in Assam: A Study on Present Status and Policy Issues**” submitted by me under the guidance and supervision of Prof. Phanindra Goyari of University of Hyderabad, is a *bonafide* research work, which is also free from plagiarism. I also declare that it has not been submitted previously in part or full to this University or any other University or Institution for the award of any degree or diploma. I hereby agree that my thesis can be deposited in Shodganga/INFLIBNET.

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CERTIFICATE

This is to certify that the thesis entitled “**Tourism Development in Assam: A Study on Present Status and Policy Issues**” submitted by Rujuthai Brahma, bearing registration number 17SEHL04 in partial fulfillment of the requirements for award of Master of Philosophy in the School of Economics is a bonafide work carried out by him under my supervision and guidance. The thesis is free from plagiarism and has not been submitted previously in part or in full to this or any other University or Institution for award of any degree or diploma. The candidate has satisfied the UGC Regulations of conference presentation before the submission of his thesis. Details are given below.

A. Presentation in conference:

1. Presented a paper (Brahma, R. and P. Goyari): “Indian Agriculture after the Green Revolution: Few Changes and Challenges” in: National Seminar on Green Revolution and Agricultural Sustainability in India: Issues and Challenges, at Ravenshaw University, Odisha, during 23-24 February 2019.

Further, the student has passed the following courses towards fulfillment of coursework requirement for MPhil degree:

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EC-703	Research Methodology	4	Passed

Signature of MPhil Supervisor

Prof. Phanindra Goyari

Dean

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ABBREVIATIONS

ATDC	Assam Tourism Development Corporation
BTAD	Bodoland Territorial Area District
CAGR	Compound Annual Growth Rate
CBI	Country Brand Index
CBT	Community Based Tourism
CLI	Cost Of Living Index
CTC	Cut, Tear, Curl
DTP	Density of Tourist Population
DTV	Domestic Tourist Visit
FEE	Foreign Exchange Earnings
FTA	Foreign Tourist Arrivals
FTV	Foreign Tourist Visitors
GDP	Gross Domestic Product
GOI	Government of India
HIV	High Yielding Varieties
IRF	International Rhino Foundation
IRV	Indian Rhino Vision
ITA	International Tourist Arrivals
ITDC	Indian Tourism Development Corporation
LEP	Look East Policy
MFS	Micro Finance System
MICE	Meeting, Incentives, Conference and Exhibition
MSME	Micro Small Medium Enterprise
NABARD	National Agricultural Board of Rural Development
NEC	North East Council
NEDFi	North East Development of Financial Institutions
NESTE	North- East State Tourism Forum
PCT	per Capita Tourist Arrival
REST	Representational State Transfer
SHG	Self Help Group
SOW	Stable Owned Enterprises
TDP	Tourist Development Property

TFCI	Tourism Finance Corporation of India ltd
TSA	Tourism Satellite Account
TTCI	Travel and Tourism Competitiveness Index
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Travel and Tourism
WEE	World Economic Forum
WTTC	World Travel and Tourism Council
WWF	World Wide Fund

Tourism Development in Assam: A Study on Present Status and Policy Issues

Abstract

The present study examines the present status and development of tourism sector in Assam state of India. The study examines trends of tourist inflows and revenue earnings, and various problems of tourism development in Assam. Assam state is land of various existing and potential tourist sites of various categories including nature tourism, tea tourism, ethnic tourism, spiritual tourism etc. These tourist sites are scattered in different locations of the state. However, conditions of existing tourist destinations are not in good conditions and not very encouraging for tourists. As a result, the inflows of very limited tourists have been observed in Assam in the recent past decades. Consequently, revenue earnings from tourism sector have been very negligible. If all these tourist sites are properly developed with necessary infrastructure facilities, tourism sector will contribute immensely to economic growth besides helping in poverty alleviation and employment generation of people. While many studies are carried out on tourism and economic development for many tourist dominant states and regions, relatively very few studies exist on Assam state. Hence, it is felt to carry out a study on the present topic. Specific objectives of the present study are: (i) to examine the status of tourism development in Assam, (ii) to examine the importance of tourism development with respect to income and employment generation, and (iii) to suggest policies and strategies for proper tourism development. The study has been carried out using the available secondary data and information.

Some of the main findings of the study are: (i) For the growth and development of tourism sector, basic infrastructural facilities are very low and backward in Assam as compared to few other tourist states, (ii) The total number of domestic and foreign tourist arrivals are increasing in Assam but these total tourist arrivals are not aggressive as compared to few tourist regions like Goa and Andaman & Nicobar Island, (iii) Tourism sector is growing slowly in Assam due to lack infrastructural facilities, road connectivity, railway line, airway, and law & order situations like numerous insurgency problems etc., (iii) In north eastern region of India, Sikkim is having the highest number of density of tourist population with 74.01 and the lowest density is in Arunachal Pradesh with 2.22. For sustainable tourist sector development for income and employment generation, among many determinants, mainly tourism related infrastructure facilities have to be developed, and internal law and order situations have to be improved in the state.

Keywords: Tourism development, income, tourism policy, employment, Assam

JEL Classifications: Z32, Z38, L83,

Chapter 1

Introduction

1.1 Introduction

Tourism is one of the important sectors for the economic growth of an economy. As a dynamic force, it homogenizes the societies and co-modifies cultures across the nation. It is one of the important factors for communal growth in any country. For considering the development of tourism many researchers have been done to investigate a balance of human resource development. Tourism is a tertiary sector to implement the goodwill of the economic activity of the nations. The most important reason for tourism development is foreign exchange earnings. Tourism is just growing in India. Tourism is the mode of modification of their culture, tradition; particularly an income and employment gave the labor-intensive service to the local community. With it is a mixture of unique tradition, culture, and modernity leading the way of India as popularity in the worldwide to recognize within the tourism development. Tourism is a social phenomenon because it is a labor-intensive service which gives an immense potential a local community to fulfill their experience. Tourism had been recognized as a driving force for it is a social, cultural and economic benefit at a global level. Increasing the tourism activities in the world that are slowly changing tourism may not good at all and it exerted a price from the common pool of the public on the cautionary platform by young's (1973). As tourism becomes more community-controlled, opportunities for individual involvement will present themselves. Tourism is now a major force in the 'cancer stage of capitalism' which according to Mc Murthy (1999), now exist throughout society. Tourism is an economic activity it has the potential to high growth rate and ensures the consequential of infrastructure development. Tourism is a multiplier effect on the economy. It gives the functional relationship to other economic activity. India tourism campaign was promoted by many Indian celebrities and it is tagline is 'Atithi Devo Bhava' which means honoring the guest of god. Expenditure of tourism induces the transaction of the supply chain in it is a basic product from others. Consumer demand from tourism proceeds from tourism expenditures on semiskilled and unskilled workers. The main aim of this study is basically to examine the existing policies that support the tourism industry and to show

the trends and patterns of sustainable tourism development in Assam. This chapter discusses the introduction of the tourism industry, an investigation of benefits from tourism to community development, early development of tourism in India, environment, economic and socio-cultural consideration from tourism. This chapter also discusses the equitable of the research, motivation of the research, data, and methodology.

1.2 What is tourism?

In simple terms, tourism refers to the act of traveling to a particular place from within your place to some other destination in the cause of pleasure, education, and business or, meeting, incentives, conference, exhibition, (MICE). The tourism industry is the crucial concerned that has an ever-expanding service industry in the global phenomenon. It is a divisional function to gear up the economic, social & cultural and multidimensional development worldwide. Tourism comprises the activity of demand and supply function in the economy. However, in that case, tourism development determines the fastest growing service economy in the nation.

UNWTO definition, “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one successive year for leisure, business, and other purposes”. Tourism is a collective action/responsibilities that could give more services in travel experiences, including hotel accommodation, transportation, business purposes, eating & drinking establishment of a retail shop and other hospitality management for the groups or individuals traveling a destination/ or away from home. Tourism is a characteristic to increase income generation in the country and that could give directly or indirectly more employment potential. According to WTO, tourism is currently a world’s fastest-growing service industry with revenue more than \$3 trillion and provides millions of jobs opportunity in the US.

1.2.1. Tourism as a multiplier effect

Tourism is the fastest growing service sector in the world that gives the immense potential to the travel destination. Tourism is called the multiplier effect because it is characterized by creating job opportunities in the tertiary sector and encourage the potential of primary and secondary sectors in the economy. The term multiplier effect in economic concept refers to a recycle effect that can be in the service sector that creates a positive effect in an economy. Tourism is a multiplier effect to determine a particular change of economic impact on the level of tourism expenditure. This multiplier effect is a wide range of scale in society it may be profitable from tourism by capturing a secondary sector in tourism spending. The tourist multiplier effect is based on the Keynesian multiplier effect. Keynes establishes a functional relationship between aggregate income, employment, and investment. Keynes investment multiplier is the coefficient to an increment of investment to an increment of income, i.e. Keynes multiplier effect,

$K = 1 / 1 - MPC$, where MPC is a marginal propensity to consume.

The multiplier effect measures the impact of additional expenditure in an economy. The multiplier effect is one of the wide-scale ranges of impact that may describe the change in the volume of income and employment in a region by expanding actively that it makes more demand for goods and services, these influencing the other type of development in the area. If the new project or activity has started in the area, people are dealing with directly or indirectly which gives a positive effect by increasing income and employment possibilities. In that case of the tourism industry, the measure of the multiplier effect is job creation by tourist suppliers and services that aims to satisfy consumer demand. Tourism contributes to different sources on the part of an economy. Tourism has played a pivotal role in the macroeconomic objective that has to meet different interrelated factors as economic growth, income, and employment sustainable and social development. The tourism industry is a major source of positive affect on economic growth worldwide. Tourism is the function of invest an infrastructure and related business, small farms and cycling the other tourism-related sector to invest in third parties such as parks, restaurants, shopping, hotel, etc.

1.2.2 Tourism as an engine of economic development

Tourism as a game-changer industry and it accounts a 9 percent of world GDP and contributes to some 200 million jobs globally. Tourism as a multi-sector industry because it is connected to different sectors and contribute to massive work for developing road connectivity and air infrastructure and make efforts to uplift tourism. It accounts for a major source of cash flow, economic development and employment generation. The tourism industry is also producing a negative effect. According to the UNWTO report, it may have accounted for 5% of global CO2 emissions due to transportation and energy utilized from the hotel.

The tourism sector is an accelerator for economic development. The impact of the tourism sector has a divergent stage for economic development it may depend on particular characteristics of the country. Tourism consumption is widely felt on the other factors of production, contribution in different cases towards attaining the goals to expedite development. The elements of tourism demand and supply influence the three factors of tourism, growth with equality in travel and environment understanding. The income distribution effect is the most strategic factor for tourism development. The flow of this income effect is circulated through the preference of travel in the regions with small industrial development. The tourism industry favoring income distribution, employment, may contributes to more value addition in the tourism industry than different factors do because many personal services involve in the tourism industry.

Hospitality plays a significant role in promoting foreign inflow. Moreover, the tourism industry is an important contribution to the country's balance of payments. As a few exceptions, tourism offers the developing countries with the possibility of signifying price ratio between countries received for it is exports and the pays of its import price has been unfavorable because of a fluctuating price of raw material exports. According to WTTC, in next 10 years, India is likely to become the third-largest tourist economy. Promoting the tourism industry should be the priority sector by the government of India through an aggressive tourism market for caste strategy. India is an ethnicity, it is cultural diversity and compositeness, and it is myriad.

1.3 Early development of tourism industry in India

Travel and tourism are closely connected. The early tourism development in India is considering from indirect sources like agricultural abundance, export promotion, international trade which are indirectly linked to the tourism sector. In an old era, travel of pilgrimage is considered to be the most important tourism. Asoka has traveled the various places to spread the doctrine of Buddha. The travels from Pataliputra to Lumbini, Kapilavastu, Sarnath and finally to Gaya, he set up several memorials at each spot. Another great emperor was Harsha who had gently influence the doctrine of Buddhist, build Dharamsala and institutions. Several rest houses, the religious community was built for the pilgrimage in village and town. Brahmins establish the learning institutions in the village of attracting scholars. In ancient India, Arthashastra gave a high status and protection to merchants in Indian society. Protection of consumer goods, iron, and ore, silver, and gold, copper uses of price measure indicate the exchange rate which makes a well-developed trade and travel. The emergence of trade and travel commerce, communication and accommodation are important in the early stage.

Before time, the government of India did not give attention to the development of tourism. In the second five years (1956), GOI well-planned tourism development. The public policy of tourism history was created in Indian tourism Development Corporation, 1966. The tourism development planning is started from the second and third plan. In the sixth five year plan period, tourism development was created as a major tool for social and economic development. The Indian first tourism policy in 1982, with an, aims to foster understanding among masses, to produce employment generation and raises a socio-economic benefit to the nation. Policy highlighted the development of tourism to connect between center & state, public & private sector. The new tourism policy suggests that the effective plan to the intergovernmental linkage and to encourage the public-private partnership for tourism development, (Tourism policy, 1982).

Present status

In the present day, tourism is the fastest-growing services sector in India, about a total contributor to national GDP from tourism and travel activity, which is expected to

increase from Rs. 15.20 trillion in 2017 to Rs.31.02 trillion in 2028. The GOI (government of India) started off the “incredible India” campaign in 2002 to boost up the tourism in the country and as a credible tourism destination. The programmed aim at promoting India as the preferred destination for the international traveler and highlighted various facets of Indian culture, history, yoga, spirituality, festival, monuments such as Taj Mahal and so on.

According to WEF (World Economic Forum), global travel and tourism competitiveness index, 2017, “India continues to enrich its cultural resources, protecting more cultural sites and intangible expression through UNESCO world heritage list and via a greater digital presence”. According to the tourism competitiveness index (TTCI) by WEF India was rank 40th out of 136 countries in 2017 travel. In 2017, India was rank 7th in its top ten Asia-Pacific regions where china, Thailand is 1st and 2nd respectively. India is best in its tourist destination of natural resources, environment, socio-economic, cultural, world heritage site, rich in flora and fauna. “India continues to enrich its cultural resources protecting more cultural sites and intangible expression through UNESCO world heritage lists and via a greater digital presence”.

1.4 Tourism industry in India

Indian rich socio-cultural heritage is famous from it is the ancient period. The participation of tourism and travel activity is a crucial part of the Indian economy. The tourism industry is a great social phenomenon and tremendous potential to make the country a major tourist destination. A tourism and travel activity is the fastest-growing foreign exchange earner in the Indian economy. It includes heritage, cultural & tradition, education, medicine and health, business and sports tourism. India is a labor-intensive country both skill and un-skill workers as very rapidly pint out the tourism industry in India because tourism is also labor force technology. However, it is said that the tourism industry is tremendously increasing since the last 10 years, 1998-2017. According to the annual research survey, the total GDP contribution from travel and tourism experience is 9.4% in the last end period of 2017. The growth of tourism and travel activity in India are exchanging more employment opportunities from various

sectors indirect as well as indirectly involving in the income generation. In Indian travel and tourism is better developed compared to the last 10 years due to the proper improvement of transport facilities, and also providing the good quality of living facility at the metro cities which contributes to the increase of foreign tourist arrival (FTA). The government of India is also handling the policy mechanism to provide quality infrastructural facilities to boost the Indian travel and tourism. The travel and tourism sector is contributing the more employment generation directly or indirectly a million people through the linkage of along with some other factor of the economy.

1.5 Types of tourism

The terms of tourism refer to the movement from one particular place to another destination whether they were life and work their activity during a short period. Tourism does not only include travel, but it also measures the various activities include MICE (meeting, incentives, conference, and exhibition), business, health treatment, education and so on. The movement may differ from country to country, within the state or district which undertakes the travel and excursion. The following classification considers the purpose of travel and tourism-

1.5.1 Cultural tourism

Cultural tourism based on it is a place, tradition, art and craft, festival celebration and various activities that portray the nation of the people. Cultural tourism aims to signify the experience of characteristics and activities. Culture is one of the most important factors to attract the tourist because the pride of a nation depends on its cultural activity.

Cultural tourism gives more knowledge about people and insight as custom and tradition, living standard, fair and festival, etc. In India, cultural tourism takes place from its past civilization. Ancient history and culture provide an opportunity for a large historical and archeological monument throughout the country.

1.5.2 Heritage tourism

Cultural heritage is a major part of tourism. The objective of heritage tourism is the experiencing of memorizing stories and people of past and present such as cultural, historical monument and natural resources. In an ancient time, India has assured that the present generation has an ample number of culture and history to be proud of. India is rich in cultural heritage like the temple, places, port and monuments in every corner. Delhi, Mumbai, Kolkata, U.P. Hyderabad, Tamil Nadu, Gujarat are the popular places for heritage tourism in India.

1.5.3 Historical tourism

Historical tourism is completely different from heritage tourism. Historical tourism refers to archaeological sites, history, and culture, including national and cultural monuments, historical building, and important religious buildings of historical or religious places which tourists can visit the place and understand the historical monument over the long centuries ago. Many research scholars go to visit in historical site to know about ancient history. In India, many historical sites are existing like Golconda port, Agra port, Ajanta, Elora cave and so on are an example of historical tourism.

1.5.4 Medical tourism

Medical tourism is themselves affordability and cost-effectiveness where the patient is traveled to check up their disease, health problems in some respective medical institute or hospital. People are visit quality medical institutes for their health care in terms of surgical procedures and some other health attention. Tourist is the search for a cheap medical institute that gives cater a good quality treatment to the patients. Indian medical tourism is established to worth more than \$2 billion in 2015 and it is projected to grow \$7-8 billion by 2020. Chennai, Kolkata, Mumbai, Hyderabad, Bangalore and the NCR have received the highest number of foreign patient arrival for medical treatment.

1.5.5 Religious tourism

Religious tourism is another tourism that devotees of Hindu, Muslim, Christian, Sikh, Buddhist, Jain and Jewish go to their respective religious places in search of peace of life and salvation. Tourist visits some respective religious places to their faith for worship. J& k, Amritsar, Konark, Puri, Gujarat, Tirupati, Ajmer, Varanasi, Goa, Dwarka, Mathura, Haridwar, Madurai, etc. are famous for religious places in India that tourist visits to prefer.

1.5.6 Health tourism

Health tourism traditionally exists in India. This tourism is associated with Yoga, Ayurveda, Body massage, treating the disease from liver disorder and bronchitis. These systems of medicine help treat quite effective in those medical cases in modern days. These health treatments are very cheap compared to other medical institute and it gives positive results without side effects for which many foreign tourists from different parts of the world are visiting the health care center.

1.5.7 Educational tourism

In this type of tourism, the student is going abroad to secure a higher education and improve their skill power, knowledge. Nowadays, the government has given a big opportunity to take higher education in western countries like UK, USA, Canada, through student's policies from ranking universities in the country, self-finance and also a national overseas scholarship which geared up the educational tourism.

1.5.8 Eco-tourism

The terms of eco-tourism refer to the scenic of natural beauty as a travel to a destination where the tourist take attraction from the national park, wildlife sanctuaries, bird sanctuaries, and some other local attraction tourist places. The eco-tourism entails the natural flora and fauna and cultural sites of the tourist. In India, ecotourism is newly

developed, that tourism renewed the natural beauty and it can't harm the ecological balance. Ecotourism has a great responsibility for preserving natural beauty. The government of India has established a ministry of tourism and culture to assist the eco-tourism in the country.

1.5.9 Agricultural tourism

Agricultural tourism is the most renewed tourism activity in the world. This type of activity includes agriculture, farm housing, as well as animal husbandry. Agricultural tourism mostly exists in the village area. The tourist would visit the agricultural field how to grow the crop, system of soil management, fertilizer uses, and irrigation facilities and how to reap the harvest. In India, agricultural tourism is largely growing along with modern technology.

1.5.10 Sports tourism

Sports tourism is another type of tourism that can motivate the sportsperson to make good players in national as well as international level. In this type of tourism, sportspeople participate in the game, gain fame and name with a bonanza of money. Many international events include cricket, football, hockey, boxing, kabaddi, tennis, badminton that attracts the sports person, as well as millions of people, are a follower and interested. The people visit to watch a live sports competition.

This type of tourism has grown in India and that tourism can boost the economy in the country. Different types of tourism development potential and it makes continuous efforts by the government. The growth of tourism sectors contributes to the positive effect of the nations GDP.

Table 1.1: Advantages of community- based tourism

Development Area	Future development benefits
Economic	Originates appropriate and free source of collection for community development Design employment opportunity in tourism industry Increase family earnings
Social	Elevate a status of life Encourages a group of comfort Develop gender age fairness Construct scope for community management institutions
Cultural	Motivates to appreciate divergent cultures Faster cultural exchange Place development of local culture
Environment	Advances environmental management Uplift recognition of the importance for preservation in tourist and villages Assists management of waste disposal
Educational	Assist the addition of new job skill Makes a new business in villages Inspires use of new comprehension in the villages
Political	Enables participation of local people Increases the power of community
Health	Improve public health

Sources: Compiled from REST, 2003: 22; Tuffin, 2005: 182

1.6 Benefits from tourism to community development in India

The investigation or evaluation of community development through tourism has been monitoring and practicing to know in its perspective, add to the result of community-based tourism (CBT) is more preserving the natural beauty. In that case, tourist can

become a part of the community rather than they can live or leave to impact as an outsider. Preserving a local culture and tradition is an important factor for community-based tourism (CBT) because it identifies their social harmony and the indigenous way of life. “The tourist goes to the interface, the interaction of cultures usually to obtain a cross-cultural experience” (Sharma, 2010, 207).

Besides, community based tourism has the potential to transferring the tourism industry from centre to local level by authoritative process in the region, because it causes the progress of region and organizations, assuming a sense of owners, political integrity and community strengthening and having a feeling of self-respect and worthy (Having a feeling of being good and worthy). The main purposes behind the objective and approach of Community based tourism (CBT) are conservation and development is the area increases the quality intense of particular participation make the available economy, socio-cultural, environment and some other benefits to the communities. However, economic demand acts as encourage participating and the means to conserve the socio-cultural as well as natural resources on which income generation based.

In focusing the community-based tourism is mainly /primarily concerning to local level but it has to successfully develop analytical linkage with other economic activity to operations. Moreover, these relations are important to maintain the conservation and development of the nature-related resource. Furthermore, the capacity of tourism-based to generate income is so often bounced the major objectives that emerge from different sectors, e.g. government agencies is an important instrument to handle a tourism activity. Tourism helps “increase employment opportunities and associated employment, income which may be of prime economic importance to local populations” (Cukier, 1998).

1.7 Environment and Socio-Eco-Cultural consideration from tourism Industry

Today’s era, tourism is a rapidly expanded service division from external economies. It contributes high growth rate of development, infrastructural facilities, accommodation, the high growth rate of foreign exchange earnings and inflows, introduced a new management and hospitality policy and educational activity highly affects the various

sectors in the economy, which generate a positive impact on social, economic and environmental progress in the nationwide. There are such negative impact is also considerable in tourism development in the local communities. Development of tourism is considering a three major area which cited below:

1.7.1 Economic impact of tourism development

Tourism is a global phenomenon which modifies the economic behaviors of a tourist destination. The economic impact of tourism measures the two ways, i.e. positive and negative impact. Tourism development is the major source of income and capital generation to the local community. Visitors come to a tourist place and they had to spend their money to buy something at different products related to tourism. The economic impact of tourism is known as an economic benefit rather than the economic cost. It is important to measure the stage of employment and economic characteristics especially in the village and accepted that it is one way to removing the poverty in the country. Tourism generates employment opportunities, foreign exchange earnings, build new technology and promote the living standard as well as increase the revenue earning and shopping facilities to the local people. The economic impact of tourism discusses both positive and negative functions.

Positive impact

The positive impact of tourism may improve the total economic benefit to the host country, provide direct or indirect employment; increase the collection of tax revenue. Tourism development may support the local government to improve the infrastructural facilities such as quality water supply, road, electricity, telephone; transport facility, the resident as well as a tourist can promote the quality of life of people. The positive economic impact of tourism developed a physical infrastructure such as accommodation, retailing, entertainment, attractions, transport services etc., associated the generation of new jobs and business units to local community through the tourism industry, a potential impact of GDP, favorable balance of trade and payment and possibilities to enhance the national income or regional economies through inward

investment. The positive economic effect begins when there is increasingly more employment for locals as tourism becomes more developed.

Negative Impact

The negative impacts of tourism can also fluctuate at a price level in the international monetary exchange rate. It can lead to high price in house, land, change the transportation cost, change a high price on water, oil, encroachment in forest and it also lead to short or medium-term of economic and political instability to the destinations areas with the development of /increased tourism activity leads to an increase in the demand for consumable product from the hotel and tourism industries. However, the increase in the price of the product leads to a shortage of product in the market and it makes difficult to the host community. Another important negative impact of tourism development is contradicting the corruption. The corruption of tourist-income distribution makes a demand-supply chain imbalance and an unfavorable balance of trade and payment. The negative economic effect leads to increase the tax burden on the local tax Payer, increased real estate values induced the related of tourist development property(TDP), increases the cost of living index (CLI) as well as diversion of water - power supply to hotel, a national park in the tourism sector ultimately.

1.7.2 Environmental impact on tourism development

The environmental valuation is closely interrelated to tourism. Flora and fauna are the most important resources for environmental valuation. The excessive increased demand for fuel wood and the use of timer may result in deforestation and degradation. An increase in noise and air pollution may be degrading the environmental quality which from increase transport and traffic, heavy building construction and loss of biodiversity. The excessive use of natural resources related to the tourism industry may lead to exhaustible natural resources which would result in the depletion of resources, creating a scarcity, high price, land degradation or may depleting marine resources, etc. However, a tourism-environment relationship is complex. Many tourism developments are positively impacting the environment which may general infrastructural facilities

such as road, hotel, resort, restaurant, shop, etc. The negative impact of the environmental may reduce environmental quality. Tourism development is a beneficial effect on the environment by providing environmental conservation and protection. The impact on the environment of the host community is a positive and negative impact of tourism.

Positive impact

The positive impact of tourism on the environment includes increased environmental awareness, promote quality public service, improving the waste management, tourism revenue for the preservation of nature, improved the infrastructure by tourist demand, to protect the tourist location and developed the tourist supply. Tourism contributes the positive impact on the environment by bringing a revenue collection for the preservation and conservation of parks and museum. Hence, the environment is an important tool for the tourism industry. Tourism can increase the recognition and enjoyment of the good quality of people. The environment tends to spread the problem of environmental awareness by bringing closer contact with tourism and the environment. This environmental awareness has heightened the natural value to the host community. The environment impacts attribute a landscape improvement in regeneration or modernizing of the built environment.

Negative Impact

The negative environmental impact of tourism includes air and noise pollution, makes scarcity of water and electricity, drainage and sanitation problems and changes the climate, degrading natural resources, deforestation, and tourism damage the biodiversity and environmental quality of landscape to the host community. Tourism development may be overloading on the environment with the key infrastructure (e.g. water, food supply), water pollution due to more consumption on food or through fuel silage and make air pollution (i.e. transport emission). Increased tourism demand leads to construct a new building, road and has to make deforestation. In this way, the species of flora and fauna may damage and loss the natural resources. Also, an increase in

transport of the people from particular places to the destination also induces the climate changes.

1.7.3 Social and cultural impact of tourism

The impact of tourism on social and cultural promotes the interaction between residents and visitors. However, social impact does not only benefit for tourism development but it can be social transportation. The function of tourism can bring a diverse value to the host community and contribute to the change of value system, individual behavior, way of lifestyle, religious, language, family relationship by traditional communities to the modern world by providing new opportunities. The direct social impact of tourism mainly depends on the aspect of the demonstration effect. Tourism has influenced the behavior of the host community. Local people can understand and learn from the foreign visitor of their lifestyle. The tourism impact generally depends upon tourists and destination factors.

The local people can attain many opportunities from tourists such as making friends, to meet different people and interact, can learn about the world and expose a new perspective by itself. But tourism development can bring a positive and negative impact. The most remarkable negative impact of tourism makes the difference between the social and host community and creates the form of social tension. Another important negative impact of tourism is creating a social evil like the increase of child trafficking, sexual abuse, and prostitution, a criminal act which might not happen with the appearance of tourist with the expansion of tourist place may increase the size of tourist arrival which might distress and make tension to the local people. The impact of tourism on the environment is based on the positive and negative impact on the tourist destination.

Positive Impact

The positive impact of tourism contributes to the revival of traditional arts and crafts, preserving the cultural and religious events, promote cultural exchange program, with a

sense of pride in the contribution of the rich diversity of cultural heritage. Tourism promote the cultural interaction between host and tourist which ultimately get the improvement of social status and to augment the education among the local people, promote of cultural exchange between the host, and tourist, contributes the mutual understanding among societies and people, promotion of tourism preserving the local identity (i.e. race, caste, religious, language, history, nationality, ethnicity, and aesthetics), increase the local business of traditional arts, crafts and culture as a parts of tourism with the increase of demand for cultural exhibits. Tourism ensures the preservation of traditional architecture and historical infrastructure; contributes to sustainable development, to preserve local culture and pilgrimage. Tourism development provides job opportunities and financial benefits to the host community as it an incentive to preserve the cultural movements. Also, tourism benefit upgrade includes infrastructure, health, and transport facility, the better quality of commodity and food supply.

Negative impact

There is a negative impact of tourism on social and cultural contexts. This impact of tourism on society and culture of the host community can take the form of commodities the culture and traditional values have been over-commercialized as a result of using them at the wrong destination point. The over excessive visiting of tourist may lead to destruction a social fabric of a community which might change a negative aspect on that place losing over its cultural identity. Tourism growth typically increases the crime at a destination or even with the development of urban of an area. To make a tourist attraction spending a lot of money and carrying valuable products to increase the tourist more attraction and this could happen a crime like a robbery and drug dealings.

Tourism development puts pressure on locality to adopt moral conduct like increased underage drinking in the area with a festival involving alcohol, drug use, etc. A large number of tourists or visitors to a place can become greater the risk of inconvenience and reduces the basic amenities as well as facilities to the permanent domicile.

1.8 Objectives of the study

The specific objectives of the present study are:

- (i) to examine the status of tourism development in Assam,
- (ii) to examine the importance of tourism development concerning income and employment generation, and
- (iii) to suggest policies and strategies for proper tourism development.

1.9 Research design and methodology

Variables included in this study some major components of the tourism industry and other facilities of tourism policy. Important components of tourism industry included in this study are a railway, road connectivity, airway, waterways, service system and environment, economic and socio-culture indicators as measuring the monitor impact of tourism and different tourism infrastructural facilities like restaurant, shopping facilities, recreational facilities, and accommodation, etc. for tourist. The major indicators of the tourism industry discussed the consideration of foreign exchange earnings, domestic and foreign tourist inflow, an important national park in the state, the highest domestic and foreign tourist arrival state and comparative research of tourist inflow in the NE state of India.

The study attempts to explore the impact of the tourism industry on various issues and measures the parameters of the Assam Economy. Tourism is the tertiary sector that determines the multiplier effect to foster more inclusive growth and sustainable development. The research area is based on secondary inputs. Data are collected from different published and unpublished sources such as statistics times (GoI), Indian tourism statistics at a glance, government websites, etc. Further, the details of NE states of tourist inflow, population, land area, and other related information have been collected from respective state government publications, various issues of Economic Surveys. As there is no consistency of these availability data over time, econometric model and other methods could not be used to study the impact of these variables on their relationship, mainly on the gross state domestic product. The analysis has been

done qualitatively by using tabulated data, and descriptions of available data and information.

1.10 Motivation for the research

The motivation to do the present work mainly comes from the fact that only very few research works have been done so far on Assam's tourism sector in general and present topics in particular. Some of the studies on Assam tourism include - Hussain (2012), Gogoi (2017), Khond (2017), Chutia (2015), Goowalla & Neog (2011), Kalita and Gogoi (2015) and so on. The study has attempted to examine the status of tourism activity, growth of foreign exchange earnings, tourist traffic, and other development activities and finally to discuss the different policy agenda for augmenting the tourism sector in the state of Assam.

Another most important motivation of states special characteristics is poor investment and immobility. Economic, environment, and socio-culture are considered the most important factors for state tourism development. Winter seasons are the most dominant feature in terms of tourist attraction. Yet, Assam is considerably a very backward state in terms of economic and environmentally sustainable in comparison to other states (Khound, 2017). In contrast, the significance of the tourism sector is noticeable as its share has been increasing in recent decades. In this case, a performance of tourism factors as economic, environment and socio-culture is providing a low quality for expansion in the tourism field. Development of the tourism industry depends on basic components as accommodation, railway, road transport, service facility, airway, safety/security, etc. is solely make available on the productive function of tourist infrastructure.

The economy of Assam is primarily an agricultural dominant. Tourism activity is just an increasing service facility in Assam. Also, it provides opportunities for employment generation to about 121 lakh people. Several studies have been done on their poor performance of the tourism sector and recommend bringing up highly productive and active participation of the tourism agenda. Although, Assam is endowed with favorable climate and extensive forest and hills cover the area, fertile land Brahmaputra and

Barak valley. Many researchers have noted the quality of tourism activity of its poor performance, less tourist arrival, low production of income and employment, etc. All these policies are very important for state tourist development. Assam is being approached by uncountable problems like the absence of tourism policy, insurgency, lack of infrastructure, restricted area permit, local people's demand, etc, fearing the tourist arrivals in the state. With poor tourism policy and low infrastructure facilities, high production of income and employment would be a reality when the center-state government should assure to mechanize the people's demand and infrastructure facilities. Therefore, it is felt to carry out an in-depth study on the status of tourism development in Assam state on the present topic.

1.11 Organization of the Thesis

This dissertation is organized into five Chapters. Chapter 1 discusses the introduction of the study area. This chapter describes the early development of tourism industry in India, the concept of tourism, tourism as a multiplier effect, tourism as an engine of economic growth, types of tourism, benefits from tourism to community development in India, factors of environment, economic and socio-cultural consideration from tourism and data and methodology. Chapter 2 is about the review of relevant literature. This chapter has described reviews into three sections. This chapter discusses tourism and implications on income and employment, the impact of economic and tourism development in India and MICE (meeting, incentives, conference, and exhibition). Chapter 3 discusses the overview of tourism activities in India with the objectives of the tourism sector, tourism worldwide, important highlights of Indian tourism, foreign tourist arrival, FEEs, domestic tourism in India and the Government of India's tourism policy. This chapter also has discussed the first objective of tourist inflows of Assam vis-a-vis India. Chapter 4 discusses the profiles of tourism development of Assam. This chapter has discussed the objective of various plans and policies for tourism development in Assam. This chapter also has provided discussions of tourism in Assam, special tourism features, foreign tourist arrivals in Assam as compared to other states, competitive advantage, inherited heritage tourism resources and analysis of natural attractions and facilities. Chapter 5 is the conclusion and summary of the study. This

chapter includes a section on major findings, policy implications, suggestions, limitations and recommendations for future studies.

CHAPTER 2

Review of Literature

2.1 Introduction

This chapter provides a review of relevant literature. Accordingly, this chapter has been divided into five sections for the convenience of discussions. Section 2 deals with income and employment related issues of tourism. Section 2.3 is related to tourism literature on MICE (Meeting, Incentives, Conference and Exhibition). Section 2.4 is on the literature of tourism and economic development. We give summary in the last section of this chapter.

2.2 Literature related to tourism and its implication on income and employment

Tourism sector is found to influence positively on the income and employment in many countries. We give a brief review of such studies in this section.

Kusugal (2014) studies the major issue of employment, foreign tourist arrivals, socio-economic development from travel and tourism. However, the tourism industry is also a part of the economic contribution to an economy. The tourism industry reveals the problem solution in such an underdeveloped region, poverty, unemployment, and social discrimination and ill health. The tourism and travel industry is the largest dynamic factor that can contribute to a huge amount of income and employment opportunities. Foreign tourist arrival in India was tremendous and significant. Development of the tourism industry it has to increase income potential and enhance revenue collection by the private and public sector which encourage the more number of employments generation is continuously increasing directly or indirectly from the last two decades. Hence, tourism development plays a key role in the eradication of poverty and underemployment by creating income and employment generation in the country.

Marcouiller and Xia (2008) examine the income and employment in the travel and tourism sector based on the Wisconsin countryside level data. They examined the quantity of employment salary by various sources of income and job creation with the

compensation of labor force from the ten supply-side sub-sectors. The occupational structure is one of the most important sectors to employee salary. The occupational structure of employment is mainly concentrated on food preparation and serving and sales and these two sectors accounted for 74% of jobs and 60% of income in the ten sectors to the total employment. For this area, the Gini- coefficient were calculated and interpreted on the distribution of earnings by 10 sectors. The Gini coefficient determines the income inequality in sectors with distribution includes high wage employment with conversely, there is equal distribution of earnings from food services and drinking places, which were tended to characterize the lower average annual rate of pay.

Kummbbar (2015) investigates the development of foreign tourist arrival with their performance of the tourism industry in India from 1997 to 2013. There is some attractive tourist state in India where foreign tourist visit like Maharashtra, U.P, Rajasthan, Delhi, Tamil Nadu, West Bengal, Kerala, Bihar, Karnataka, and Goa. India shares in the world market of travel and tourism have also increased from 0.65% to 1.59% from 1997 to 2013. Several foreign tourists visited India which has given foreign exchange earning to the country. The paper revealed the economic benefits of the country through foreign tourist arrival.

Chutia (2015) studied the contribution of wildlife, tea tourism, eco-tourism, natural tourism, cultural tourism, etc. Assam is best known for its cultural diversity, religious places, pilgrimage, Tea Gardens, and its colorful cultural festivals. Assam is famous for the one horn rancheros and other endangered species have been found in the forest. Natural tourism is characterized in terms of wildlife sanctuaries constitute the core of tourism in Assam. The author has stated about the tea tourism industry of Assam. Today, tea production contributes more than 50% in Assam`. The increase of tea-producing also encourages the tourism sectors to provide such to road facilities, bungalows, and helipads by the tea garden management. The eco-tourism has also developed in Assam which has immense potential to its green forest, blue hills, favorable climate conditions, and physical environment. The author recommends the inflows of the tourism sector and their contribution to economic benefits, income, and employment in the state.

Naik and Sharma (2012) examine the integrated sustainable management of tourism planning in Uttarakhand. Haridwar has received more than 50% of tourists coming in the state because of due to good connectivity by roads as well as railways. The author is suggesting the government to connect rail track between Haridwar and connects other remote regions like char dams, Uttarkashi, Chamoli, Pithoragarh by a good network. The three major concentric circles model for sustainable tourism is the interregional equity which includes environmental, social, cultural and economic capital in Uttarakhand. The major finding of gender distribution is based on 65% of the male respondent and 35% of female respondents, i.e. 51% followed by 20-40 years, 32% followed by 40-60 years and 17% is followed by 20 years. It has been noted that there are a frequency distribution and measurement in the form of mean and standard deviation respondents to various indicators where the maximum value is the social impact (4.2899) and education & training (2.3391) are attaining the lowest for sustainable development.

Kanagaval and thilagaraj (2017) studied the tourism sectors in its contribution to economic growth in the world. However, the tourism industry is the largest sector which will be supporting the country's economic growth. The relationship between tourism and sustainable economic development is the better enhancement of India. Tourism development measures the employment, income, and accounts of foreign exchange reserves from tourism. The tourism industry provides a potential opportunity to the state whereas the development of domestic tourists determines the social harmony along with improved the economy and to developed greater awareness among the people. Moreover, tourism development is an important aspect of employment opportunities to a large number of women, educates uneducated, skill and unskilled workers and supports the accommodation of hotel and lodge segments. The development of tourism sectors helps the poor countries to employment, generating wealth and as an instrument of economic development and foreign exchange earnings.

Singh and Injum (2016) examined the tourism sector in Jammu and Kashmir and its role in economic development. The authors focused on the development of the tourism sector from 2004-05 to 2012-13. The economic contribution from the state has on average more than 7% income during the concerned period. Moreover, the tourism

sector is the turning point to achieve the GSDP. The performance of domestic tourist arrival is constituted the significant portion of foreign tourist arrival and from that portion increases the revenue earned from tourist arrival with the establishment of various department/organizations in the state of Jammu and Kashmir. The functional relation between economic growth and tourism whether the expansion of tourism sectors inversely impacting the physical environment in the state of J & K. Tourism sector provides the opportunities of income and employment and that supports the foreign exchange earnings to the country's overall economic growth.

Nengroo et. al. (2016) study the role of tourism and impact on economic development over the various parameters such as tourist inflow, employment, state gross domestic product, infrastructural and regional development in the state of J & K. Tourist inflow is emerged the outbreak of militancy during the past two decades and slightly affected the economic activity and employment of state people. Increase in tourist inflow, employment generation also rises which positive impact on economic development in J & K. Tourism industry is the most important revenue sources in J & K. Tourism sector generates sufficient revenue to the government and both public and private sector. Tourists visiting such unexplored attractive spots can give fill the economic condition of residents by promoting local arts like handicrafts, handloom, culture, and tradition, etc. The tourism industry is the leading industry in J & K and as a positive impact on economic development, employment and to collect revenue to the state.

Gogoi (2017) studied the major issue of economic benefits from the tourism industry of Assam. Assam is endowed with scenic beauty, its rolling hills, dense forest, green valleys, large waterways and rich biodiversity that make the tourist attracted in the worlds. The tourism development in Assam has gradually encouraged the producing abandon income and employment generation across the state. Tourism development helps the state economy and the government are increased their revenue, developed culture, the physical environment and the growth of income and employment. According to author, it has seen that the potential opportunities for employment and income from tourism sector, but there is no percentile change has been seen from this sector due to some problems such as lack of infrastructure lack of effective

coordination, poor transport facilities and the low level of financial which is cannot be encouraging the tourism industry.

Jaswal (2014) investigates the prominent role of the tourism sector in the world as well as India with its innovative and creating values of tourists. The impact of the Indian economy is the contribution of economic growth in tourism, Indian GDP on tourism and for its foreign versus domestic tourist flows. The beautiful tradition of Indian cultural festivals and colorful fairs attracted the tourists and different kinds of tourist destinations in the country which are possible for economic growth and the possibility of infrastructural development. Domestic tourism has witnessed the growth of tourists due to the increased of market efforts, commercial television, tour operators and it is expected to be growth at a CAGR of 11%. The Positive Impact of the tourism sector brings social and economic benefits such as generating income, employment, poverty alleviation & sustainable development.

2.3 Literature related to MICE (Meeting, Incentives, Conference and Exhibition)

Tourism sector services play great roles for meetings, incentive structures, conferences and seminars, exhibitions of various items. This section provides a brief review of such few studies.

Singh and Parkash (2016) study the MICE in India with focus places like Agra, Chandigarh, Amritsar, Goa, and Koch. The term MICE shows the tourism sector which including a business and some activity. The tourism sectors are the main determinant of such traveler activities. The term MICE market in India is downgraded which is a 36th position in the worldwide out of the 116 global conferences organized in the year 2014-15. In that case, the global leader has included the US, Germany, Spain, UK, France and in Asian countries like Taipei, Singapore, Malaysia, Thailand. The author represents some major tourist destinations in India like Hyderabad, Chennai, Pune, Chandigarh, Delhi, Agra, Jaipur, Mumbai, Goa, Bangalore, Cochin, and Bhubaneswar. The tourism sector is one of the factors that provide a new lookup of the government economy. The new tourism policy is just like a game-changer for tourism growth. The new tourism policy emphasis the maximization between leisure and MICE tourism to

enable pre leisure for MICE visitors to extend their stay, motivate them to visit other location and earn more foreign exchange.

Mahindreu (2015) concluded the need for the MICE tourism market and augmenting the importance of the tourism sector. The author represents the terms of the global tourism scenario of the Indian outbound and inbound MICE segment and various incentive and tourism venues. The Indian outbound tourism of the MICE segment is tremendously increasing has compelled many foreign tourist arrivals. The inbound segment of the MICE sector has determined the potential of a new tourism policy within the country. The challenging of the MICE segment in India is lacking behind from some other developed countries. The author discusses the major issue/challenge of infrastructural facilities. She pointed out that, Indian MICE tourism segment is a progressive and much affordable destination in Asian countries and if with the expansion in the network of airline operations as well as transport facilities which go long way and India can prefer a more MICE destination point.

Chougle and Ansari (2014) have concluded the study with a view on the MICE tourism sector over the gearing up on various challenging and key players for tourism development in the country. They refer to a MICE segment in the accommodation of trade and transport facilities in the country. The tourism sector is just developing in India and the fastest-growing in MICE tourism. The paper studies the major sector of industries and business infrastructure facilities for MICE tourism. India is based on the MICE segment. The important key factor for the effective operation within the MICE tourism industry is the strong challenging and India is the largest growing tourism industry which is become globally connected in major travel areas.

Khan (2015) concluded the study on the needs of MICE tourism in its future and prospect in India. The paper discusses an important factor for MICE tourism in the specialized of the various planning process. MICE in India make the most growing economy. India has a destination, which offers a backdrop of unmatched beauty for a business meeting. The author refers to the necessary character of MICE tourism which bring multiple opportunities to the country like meeting provides corporate or business conference, from the incentive, gives framing tour, convention makes various academic

conference hosted by national as well as international and events make a trade show and exhibition.

According to allied market research, the MICE industry for caste 2017- 2023, the total value of the MICE industry was \$752 billion in 2016 and is likely to increase by \$1245 billion in 2023.

ITB world travel trend report (2014-15) highlighted, globally MICE industry sharing a 54% in the market over the traditional business trip with it is 41% of the conference/meeting/seminar and 29% of trade fair and exhibition.

2.4 Literature related to the economic and tourism development in India

Tourism development and economic development are interrelated to each other. In many tourist driven regions, tourism development has been influencing economic development. Sometimes, tourism development is also bringing bad consequences like environmental degradation, crowding of people, resource depletion etc. We provide a brief review of such studies here.

Zaidan (2016) examined the influence of the cultural distance between host and tourist on the host and the way that they perceived negative and positive impacts. There are significant relations between cultural distance and the way hosts perceive the social, cultural impacts of tourism. The study is profiled on the social-cultural impact of tourism development and tourist presence in Dubai and highlighted the citizen's perceived negative as well as the positive impact of tourism. The empirical result of the regression model shows that citizens perceived the improved quality of life as the largest positive impact of tourism, following by becoming prouder of their city, improve infrastructure, increased variety of leisure attractions, more shopping varieties, and facilities and an improved image of the destination. The study identified the perceived negative impact of tourism that citizens who perceived the significant cultural distance between tourists and hats have agreed to all of the perceived positive impacts of tourism. The result has identified the improved quality of life as the largest positive impact and that higher prices for goods and services are the largest negative impact.

Hontus (2014) examines the issue on tourism supply and demand analysis to one of the tourist accommodations in the resort Lags. Economic and social development is contributing the tourism development, while this development will, in turn; cause an increase in tourist traffic. The tourist market trends diversify the rural tourism supply and demand by local authorities. A favorable climate for tourism for most of the year, a potential rich fauna and flora species and ecosystem single in Europe spa treatment with natural factor, with cultural heritage –historical and global reference architecture, Pahoa country may fall among attractive tourist destination in Romania and even Europe. This study should be applied to achieve the demand and supply on tourism development activates and tourism development in the locality Logs could be the creation of programmed and funds to co-finance regional development projects, linking with the natural programmed of local and regional expansion communication in tourist areas.

Sikder (2014) presents the study of progressive growth of natural resources and their characteristics a unique flora and fauna. According to the authors, tourism is the largest service sector in the world which contributes to a more income and employment generation in an economy. North- East India becomes a separate world having natural scenic beautiful reserve forest, green hills and also their cultural heritage. The author's suggesting the poor performance of the tourism industry in North- East whether its economic growth of NSDP is low. Both domestic tourist inflow and foreign tourist outflow are significantly contributed to the NSDP growth economic status that impacts the solid waste generation at tourist places.

Goowalla and Neog (2011) examine different aspects of tourism in India as well as foreign countries on tea tourism in Assam. The study tries to examine the problem and prospect of the present scenario in tea tourism of Assam. The growth of tea tourism between domestic and foreign tour was 18 and 82 respectively. A study purpose of the tourism industry is important because of identifying their expectations and reorients the nature of tourism amenities. It should be revealed that around 72% of domestic tourism and 64% of foreign tourists belong to pleasure-seeking capacity. It is essential to know that; tourism planners can make a positive and negative aspect. The tourism sector is a labor-intensive which will be mainly related to the service sector as the most

disappointing experience of the domestic tourist. The tea tourism sector promotes in Assam promotes economic development, employment and other services of financial resources, transport, etc. As well as tea tourism sectors envisage in ushering the tea industry.

2.5 Summary

This chapter has discussed the literature review on the present topic. For convenience, the discussion is divided into three main sections- tourism and its implication on income and employment, MICE and impact of economic and tourism development in India. The literature review included both from India and abroad. While many studies are done on the broad topic of tourism economics, but relatively very few studies carried out on the relevance of tourism development of the Assam economy. Tourism development is different in every state of India. In some states, the economic contribution from the tourism sector is very high, whereas in another state it is a very low rate. Studies have been shown the lack of policy planning and fundamental prerequisite of tourism development. Some of the factors that affect the access of tourism development are low infrastructure facilities, poor mentality, and dual charge, lack of trained manpower, negative image, and misinformation. Tourism development is a multiplier effect like social, cultural, and local community, physical and intellectual development of the human being in the country.

With this discussion of the literature review, we proceed to the next chapter which is on the overview of tourism sector in India.

Chapter 3

Tourism Sector in India: An Overview

3.1 Introduction

This chapter provides an overview of the tourism sector and its various aspects in India. Accordingly, the rest of this chapter has been organized as follows. Section 3.2 is on the overview of the tourism sector worldwide. Section 3.3 is an overview of the tourism sector in India. Section 3.4 provides domestic tourism in India. Few tourism policies of India are discussed in section 3.5 followed by a summary of the chapter in section 3.6.

The tourism industry is becoming a rapidly increasing service sector in the Indian economy. This sector is seen to co-operate the national economy to gear up a certain position, with positive development like local business progress, removing the poverty crises, pushing the culture & tradition to the global tourist. Tourism accumulates the GDP in the country with an annual growth of around 6 to 8 percent from the last 10 years. Government of India has launched a new campaign “incredible India” program with a target to boost up a tourism industry, an increasing the new infrastructural facility, brand equity of the country for tourist destination is an important leading economy over the last 15 years. Tourism is a unique feature of modern society with the mixing of culture and tradition, the living standard of local people which list out the visitors of destination for the travelers. According to the World Travel and tourism council (WTTC) report, the total contribution of GDP ratio has to increase directly as well as indirectly by 2017 (9.4% of GDP) and it is expected to grow by 7.5 % (9.4% of GDP) in 2018. It is clearly understood that the growth of tourism partly excel the employment and income, modernized the local community with a visit to tourist destinations to travelers. Therefore, it signifies the tourism demand for luxury items in the homeland. From the past 2000, foreign tourist arrival (FTAs) has been increasing 6.2 percent over the year, where tourist arrival increased to 8.36 million in 2018. However, India shares only 9.4 percent of GDP in the world travel and tourism with a huge opportunity to develop the travel sector. Travel and tourism closely link with hospitality because hotel accommodation is important to factor for the visitors which gives proper supply, keeps safety without any harm to the domestic and foreign tourist

arrivals. The Indian tourism industry is flourishing better connectivity with international borders through by airway, waterway, roadway and that manage to understand the travel experience very easily. Indian travel and tourism industry providing 41.6 million people employment opportunities and generate 8 percent of total employment in 2017. The travel and tourism activity in India is too much contributing to the new development of tourism demand most efficiently. Tourism development is increasing the service facilities over the last 10 to 15 years. According to WTTC, "India is the 7th largest growing sector in terms of the tourism industry in its total GDP contribution".

3.2 Tourism as a worldwide

The tourism industry is considered to be a significant (labor-intensive service industry) factor of economy in the worldwide. Nowadays, the tourism industry brings a positive effect of the nation to help community better quality of life, preserve the culture and tradition as well as promoting the art and craft. Tourism development is directly contributing to the preservation of natural, community places and environment. However, the tourism industry is the largest expanding industry in the world. Tourism is travel experience to the destination where people have to take advantage of different monuments; others culture and tradition etc. 'League of the nation' defined the first official of foreign tourist in 1936. People have to travel within 24 hours. Sum of the phenomenon and relationships arising from the travel and stay of non- residents, in so far as and are not connect with any earning activity, Hunziker and Krapf, 1942. The word tourism has started much later, in the 17th century. The tourism and travel industry is business economies in modern society. Tourism is considered as service industry consisting such as transportation, events luxuries, business trip, accommodation, hospitality as well as it's adopted to be a global phenomenon. People had traveled from his destination to another; this travel activity is communicating the human activity in the world along with the purpose of business, education, multinational company, foreign trade, conference, etc. Tourism is realized to stand up the nation in front of a global level with each other. Tourism is a dynamic sector that helps the customer's needs and wants. There are two basic elements of the tourism industry that it has to play as a major role in the tourism industry:

(i) Direct Elements- Direct elements are those elements that require to accommodate the travelers directly connecting to such as sales, transportation, tourist product and many other activities.

(ii) Indirect elements- Indirect elements are those elements which are indirectly connected with travelers and support service such as communication, electricity, building, airport, road, and infrastructure and so on.

The Manila Declaration on World Tourism of 1980 recognizes it's important as "An activity essential to the life of nations because of its direct effects on the social, cultural, education and economy of national societies and their international relations". The following features are based on the above definition-

(a) The traveler of nations is involving with a direct effect on national as well as international societies.

(b) The stay of tourists is a temporarily short period where they had locally visited.

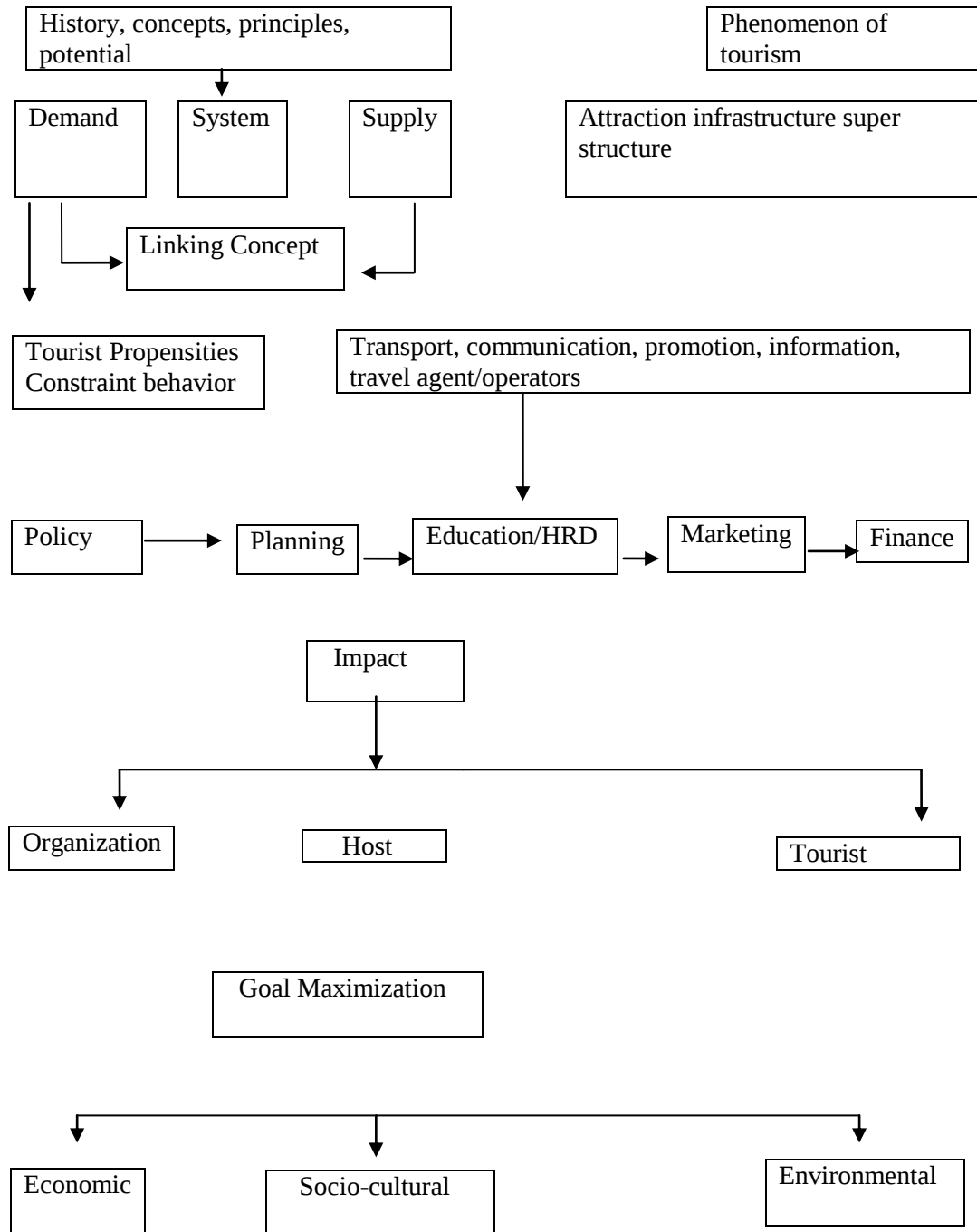
(c) Tourism is requisite a glee and amusement activity.

(d) Tourist lodge is a temporary pleasure while not for earning activity.

3.2.1 Tourism System

The tourism system is a theoretical framework that might help to incorporate the dynamic and competitive elements of tourism. Tourism is flexible in its international boundaries. At present, tourism system is viewed as a conceptual framework in which theories and practical form of disciplines such as psychology, marketing, and economics that are greatly linked with each other. The basic elements of tourism make the reader through historical sources for development and potential of benefits. The study of the tourism system incorporates important tools with each other relating to transport, communication promotion, information channel, travel operation and other modes of a travel system. The tourism system has shown the flowchart which as follows in Figure 3.1.

Flowchart: 3.1 Tourism Frameworks



Tourism demand as a direct demand function to the tourism product with the relationship between two variables like, price and quantity and it is a function as supply chain management to the consumer. However, tourism development mainly depends on two factors- push and pull factor. Push factors seek to motive the internal force that causes the activities due to the reduction of economic, political and religious prosecution as well as environmental quality, while the pull factor shows a remarkable positive result on push factor. Pull factor flourishing the tourist inflow. The tourism system has been growing worldwide directly or indirectly due to the significant growth of economic factors influenced by tourist demand. The value of tourism has been observing the local community to produce income and employment opportunities at a particular tourist destination point. Tourism helps the indigenous community to develop their local art and handicrafts, cultural and traditions and so on. The accommodation provides a tourism facility while it plays a core function in the tourism sector for the ever-expanding industry. The expenditure on tourism as a multiplier effect and it generates to earn considerable benefits from the tourist.

Tourism 2020 visions with UNWTO forecasting represent the tourism forecast to identify the tourist demand and supply initiated in 1990, world tourism arrival is expected to increase by 1.6 billion by 2020. Over the 25 years long term tourism forecasting with 1995 a base year, travel will grow worldwide by 5.4 percentages. The basic elements of tourism development are accommodation, infrastructure, and support system and so on. This element should lead to better development for tourism by cooperating with the public-private sector in the respective regions. Generally, tourism development depends upon the area of population density and the location of the tourist destination point.

3.2.2 Major components of tourism

The tourism industry consists of four basic components whatever known as 4 A's of tourism- Attraction, Accommodation, Approachability, and Amenities. These four components applied in the destination of the transit route, generating region and tourist destination region, (Leiper, 1995). The tourist components or products are co-operating the foreign tourist arrivals (FTAs) by numerous local agencies that are operating in the

host country. It is important to identify the function of tourism product with consumer satisfaction, in connection with hotel accommodation, supporting system, and transportation which are much influencing the customer fulfillment to a different sector of tourism. "A tourist destination may be viewed as an amalgamation of individual products and experience it combine to form a total experience of the area visited" (Murphy et al, 2000).

Ashworth and voogt (1990) describe the outcome of the tourism product as a collection of kindness and understanding of, (Vassiliadis, 2008). Gunns (1988) Tourism administration designate a tourism outcome as a compound wasteful exposure to that effect from the procedure where tourist use multiple travel assistance during the round of their visit (Direction, transformation, habitation, and desirability kindness) (Murphy, 2000). On the other hand, tourism objectives may generally profound some products to tourist visitors, which distinct an all travel exposure to embody the tourism product (Jeffries, 1971:4). Tourist product consists of innumerable constituents due to their composite creation. The investigation of tourism literature approaches various components that the particulars (1) On which form of ingredients the tourist product and (2) on how the module is arranged, (Koutoulas, 2001:394).

Inherent products can be sold willfully in the markets which are transported into various forms of tourism activity relevant to the airway, hotel resort, the entrance of tourist attractions, etc. Complementary services can't be liberated in the market. In this study, following definition has adopted a portion of tourism product are those indispensable effects, "free or public goods" and compatible aid that accomplish a certain practical rule in the structure of the total product and this are part of tourism product because of structural relationship. Constituents are, therefore, a necessity for the total product, so finally can bear the forecast of advantage to the consumer. The practical attribute has been assimilating into the unit either by their appropriate producers following a responsive managerial settlement (In case of fundamental products and supportive aid) or by the creature of cultural objective (In case of "free of public goods"). Further, it is the final product and not indeterminate or inputs of a manufacturing exercise that is contemplating inherent products. In addition, essential product should be produced or sold by tourist pursuit that manages two attributes in succession to consider tourist products- (1) products- goods and services furnished by this activity directly contended

the necessitate of tourist (2) This activity approach into straight association with tourist when dealing with this product, such constituent is companion to each other, i.e., they are practically collective as each one impart only a part of the total sum of well being seek the tourist (Krippendort, 1971: 18& 34), Zolles et al, 198:34: Mrnjavac, 1992:122, Koutoulas, 2002:395)

3.2.3 Impact of tourism

However, the tourism industry is also generating both positive and negative impacts. The benefit of the host community involves the pride of community, tolerance, a strong sense of ethnic group when residents have to share their culture and tradition, those are visitors among communities. Another additional positive impact of the local community was a cultural exchange, promote the living standard, revitalization of national heritage and promote the tourist area. But some other negative also approach among the host community involves air and noise pollution due to increase heavy transportation, trafficking, deforestation, degrading natural resources, damage the environmental quality and increase the problems of an ethnic community. The inter-national fosters across- cultural circulation it can develop the apprehension between host and guests, (Mathieson and Walls, 1984).

Any components of the system must be dynamic and it is inter-related to the environment externally. Tourism is the ever-increasing industry, it has a multi-dimensional component in the field include public-private sector, multinational agency, government, other organization and so on. These components are inter-related to each other. Without having basic components of tourist product is not possible to travel like accommodation or transportation facilities, or the ecosystem is not considered without economy or culture is not possible without society, these changing pattern of tourism is dynamic, e.g. economic change like production, distribution, trade, these change results on society, cultural and everyday life on national as well as global level and finally tourism has move external environment on political, socio-economic, cultural, legal, technological, physical and so on.

It is true; tourism becomes the world's fastest-growing economic indicator. The dimension of global tourism is punctual since, from the past two decades that pave the way of economic interest, tourism development occupies a new development planning of the government at a global level. These new development policies as a basic indicator that seeks disturbance originates the aspects such as political instability, global economic crises as such as the country's other factors lopsided, even these factors suffer significant setbacks for promoting the major social as well as economic issues.

3.3 Tourism in India

India is rich in culture and tradition and is closely connected with tourism development. These rich heritages are attracting the tourist to visit the destination from all over the world. The natural beauty, dance, music, culture, festival, tradition, and speaking a different language are making India a tourist spot. India is one of the earliest civilization countries in the world. Historically, India has its special quality of being fascinating with the rest of the world. The Indian history is started from greater thinkers, scholar, and invaders like Alexander, Buddha, Asoka and Chandra Gupta. Today, people travel in India to learn knowledge, and spiritual, it also covers trade and commercial purposes. In ancient India, travel was started a simple formulating without any luxury vehicles. During the reign of Chandra Gupta II, famous Chinese pilgrimage Fa- Hsien traveled between 401 AD- 410 AD without any passport or visa system. However, as early as the 3rd century B.C. a passport or mudra was essential, According to Kautilya's Arthashastra, for all travelers. India is from an earlier time rich in its natural resources. In the Christian era, many travelers visited India through the sea route for searching fortune. India does not only start invaders with Alexander but also many great travelers Vasco- Da- Gama, foreigners, Arabians, Europeans came in India to establish trade pillars. The great explorer Christopher Columbus finds out a new sea route in India. The Portuguese trader, Vasco-Da-Gama discovered a sea route to come in India and landed on 20, May 1498 at Calicut on the Malabar Coast. India is also a treasury of art, paintings, and handicrafts; handicrafts emerged on pots found in the Indus valley civilization as early as the 3rd century BC. The cave paintings of Ajanta and Ellora date back to the 1st to 5th century AD (Khan, 2005). India a land of geographical diversity,

blessed with a long history of rich civilization and culture. It is prospective tourism paradise a wide variety of tourist attractions range river beaches, hilly stations, natural scenery, forts, monuments, fairs and festivals, handicrafts, cultural, forest, wildlife sanctuaries and religious places and many more. India is a land of distinctive cultural fascination, a beautiful environment, in exotic heritage and marvelous natural beauty is attracted, global visitors. Today, tourism is intervened with the considerable cause of Foreign Exchange Earnings (FEEs) and adopted a labor-intensive industry.

3.3.1 Important highlights of Indian tourism during 2016-17

Every year, we find important features of the Indian tourism sector from government publications. We give below some highlights of 2016-2017.

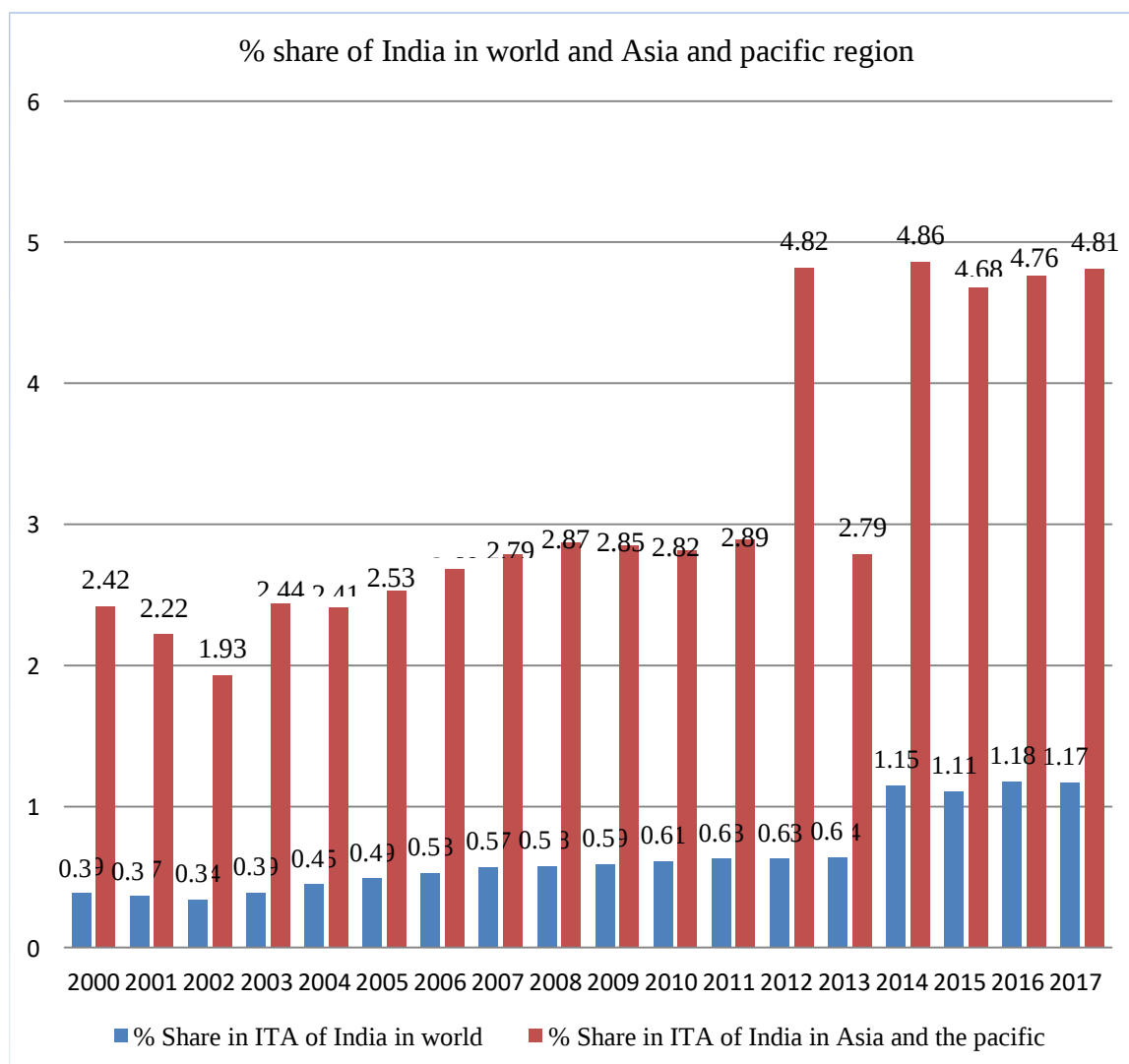
- (i) The number of FTAs during 2016 is 8.8 million as against 8.03 million in 2015. The growth rate of FTAs during 2016 over 2015 was 9.7 percentages as compared to 4.5 percentages during 2015 over 2014.
- (ii) The share of Indian international tourist arrivals in 2016 was 1.18 percentages. India accounted for 4.72 percentages of international tourist arrivals in the Asia Pacific region in 2016 with rank 8th position.
- (iii) Tourism is a dominant part of foreign exchange-earners. In 2016 foreign exchange earnings (FEEs) from tourism was the US \$22.92 billion as compared to the US \$21.07 billion in 2015, registering a growth of 8.8 percentages.
- (iv) Domestic tourist visit in India during 2016 was 1614 million as compared to 1432 million in 2015, a growth of 12.68 percentages.

Table: 3.1 Percentage shares of international tourist arrivals (ITAs) in world and Asia & pacific region and respective ranks of India during 2016-17.

Year	ITAs (In Millions)			Percentage Share of ITA and rank of India in world		Percentage share and rank of India in Asia and the pacific	
	World	Asia and the pacific	India	Percentage share	Rank	Percentage share	Rank
2000	683.3	109.3	2.65	0.39	50 th	2.42	11 th
2001	683.4	114.5	2.54	0.37	51 th	2.22	12 th
2002	703.2	123.4	2.38	0.34	54 th	1.93	12 th
2003	691.0	111.9	2.73	0.39	51 th	2.44	11 th
2004	762.0	143.4	3.46	0.45	44 th	2.41	11 th
2005	803.4	154.6	3.92	0.49	43 th	2.53	11 th
2006	846.0	166.0	4.45	0.53	44 th	2.68	11 th
2007	894.0	182.0	5.08	0.57	41 th	2.79	11 th
2008	917.0	184.1	5.28	0.58	41 th	2.87	11 th
2009	883.0	181.1	5.17	0.59	41 th	2.85	11 th
2010	948.0	204.9	5.78	0.61	42 th	2.82	11 th
2011	994.0	218.5	6.31	0.63	38 th	2.89	9 th
2012	1038.0	233.6	6.58	0.63	41 th	4.82	11 th
2013	1087.0	249.7	6.97	0.64	41 th	2.79	11 th
2014	1137.0	269.5	13.11	1.15	24 th	4.86	8 th
2015	1195.0	284.1	13.28	1.11	24 th	4.68	7 th
2016	1239.0	305.9	14.57	1.18	26 th	4.76	8 th
2017	1323.0	323.2	15.54	1.17	26 th	4.81	7 th

Sources: UNWTO barometers of June 2010, January 2011, April 2014, August 2015, May 2016, July 2017, and June 2018, and Tourism highlights 2011 and 2012

Figure 3.1: Percentage share of India in world and Asia & pacific region, 2000 to 2017



3.3.2 Foreign tourist arrivals in India (FTAs)

Tourism is a major growing economic source and operates foreign exchange earnings as well as contributes a GDP in the country. However, tourism is not only an income source but it helps the local community to directly or indirectly to forward the different economic services such as employment, retail shop, local art and craft, transport, infrastructure, accommodation, manufacture, allied services, etc. Tourism is the possible function to improve the local economy, participate more effectively for poverty alleviation, in the decision-making process in tourism development where tourism is known as pro-poor tourism.

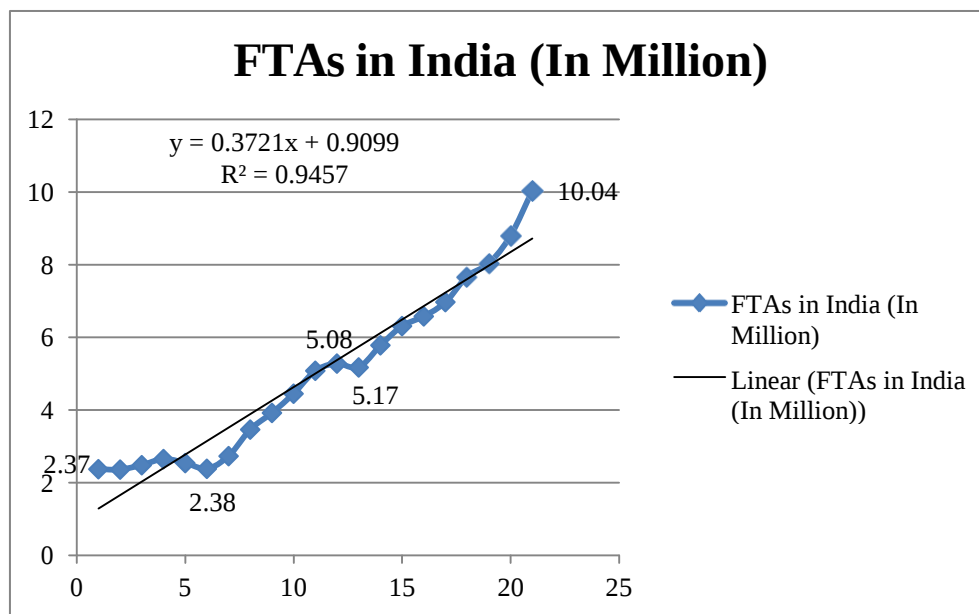
Table 3.2: Foreign tourist arrivals in India during 1997- 2017

Year	FTAs in India (In Millions)	Percentage change over the previous year
1997	2.37	NA
1998	2.36	-0.42
1999	2.48	4.84
2000	2.65	6.42
2001	2.54	-4.33
2002	2.38	-6.72
2003	2.73	12.82
2004	3.46	21.10
2005	3.92	11.73
2006	4.45	11.91
2007	5.08	12.40
2008	5.28	3.79
2009	5.17	-2.13
2010	5.78	10.55
2011	6.31	8.40
2012	6.58	4.10
2013	6.97	5.60
2014	7.68	9.24
2015	8.03	4.36
2016	8.8	8.75
2017	10.04	12.35

Source: Indian tourism statistics at a glance, GoI

Table 3.2 shows the foreign tourist arrivals. It shows a negative growth rate of -4.2 and - 6.0 in two consecutive terms, i.e., 2001 and 2002 respectively. In September 2001, the US terrorist attacked had affected the tourism industry at the global level have raised the safety security concerned worldwide. It also includes terrorist attacked in Bali, 12 October, Mombasa, 14 November 2002 had affected the tourist inflow in the world. It is interesting to say that, foreign tourist arrival continues to increase from 2003 to 2008

which shows a positive trend. FTAs are declining negatively in 2009. In 2009, there is a negative tourism growth rate of 2.2 percentages over 2008. This slowdown occurs in tourism activity was due to the global crisis, radical activities and h4N4 influenza pandemic. Tourism slightly recovered the positive line by 2010 and foreign tourist arrival shows a positive. FTAs are increasing positively from 2010 to 2017 respectively. However, the highest annual growth rate of FTAs was 26.8 percentages in that year of 2004. The Compound Annual Growth Rate (CAGR) of foreign tourist arrival from 2000 to 2017 was 8.15 percentages.



OLS model is:

Foreign tourist arrival=f(X)

$$Y = \alpha + \beta \cdot xi + \epsilon_i$$

Y= domestic tourist, xi= time, ϵ_i =error terms, α , β = parameters

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R square Change	F Change	df1	df2	Sig. F Change
1	.972	.946	.943	.567	.946	330.939	1	19	.000

a. Predictors (Constant): TIME

Coefficients

Model	Un-Standardized Coefficients		Standardized Coefficients	t	Sig	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.911	.257		3.546	.002	.373	1.448
TIME	.372	.020	.972	18.192	.000	.329	.415

a. Dependent Variable: FTAs

However, the foreign tourist arrival in India is taken as a simple linear regression model. The following equation shows the best fit for the OLS model.

$$Y=0.3721X+ 0.9099$$

$$R^2 = 0.9457$$

The regression coefficient is found to be statistically significant from the foreign tourist arrival. It can be concluded that the foreign tourist arrival is positively increasing with the passes of time. The positive growth of foreign tourist arrival is motivated by the Indian economy to modify the infrastructure system. Indian tourism system is the additional form of employment opportunity in the diverse field of unskilled workers because the function of tourism activity has a great capacity to include a limitless qualitative service provider. The policy framework of tourism supply is manpower the challenge of the tourism infrastructure support system. Tourism and hospitality are facing the capable of generating necessary to meet the demand for consumer affairs, both qualitatively and quantitatively. Promotion of local art, culture, tradition, handicraft and relevant tourism products are important sources of local people to handle their livelihood.

3.3.3 Foreign exchange earnings (FEEs) from tourism in India

Revenue collection from tourism is to study the growth of foreign exchange earnings and percentage change in the previous period. The tourism industry is an important source to earn revenue and tax collection of an Indian economy. Foreign exchange

earning facilitates the outer business and remittance and further straight development and continuance of the foreign exchange market. Revenue collection from the tourism industry is the mainstay of any country including India. Tourism and hospitality are the key challenging feature to enhance the supply of administration, besides, to help the center-state government to earn more foreign exchange. Promotion of such initiatives undertaken, road shows, foster, tourism advertisement through proper channels or media news or publication related to tourism characteristics were systematized in necessary tourist produce market overseas with the engagement of different section travel industry. It is important to consider the necessary elements of FEEs from the tourism industry in the Indian economy. In the Indian tourism industry, foreign tourist traffic is growing every year which slightly helps to earn revenue collection, shows a tremendous growth rate. Tourism development is not only the part of revenue collection but it also helps the consideration of national identity.

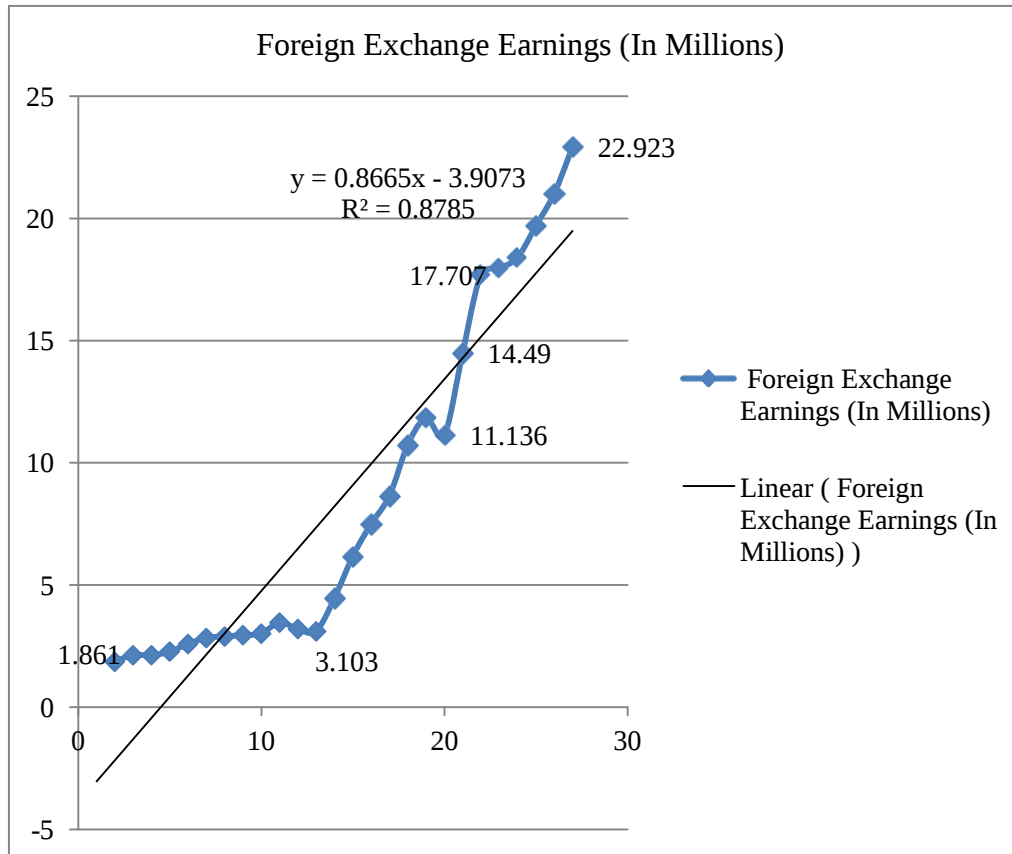
The above Table 3.3 depicts the FEEs from 1997 to 2017 and it is continuous grow positively Rs.20729 crore from 2003 to Rs. 107563 crore in 2017. The foreign exchange earnings are shows the negative change between 2001 and 2002, i.e., -3.5% and -0.1% respectively. The lowest foreign exchange earning in India was 4.6 percentages in 1997. It is interesting to say that the highest foreign exchange earning was Rs. 177874 crore during the year 2017 and the highest growth rate of foreign exchange earnings was 27.33 in the year 2003 but the maximum percentage change of foreign tourist arrival was 25.82 percentage during 2004 (table 3.2).

Table: 3.3 present the FEEs from tourism in India, during the period 2000 to 2017

Year	FEEs from tourism in India (In Rs. Crore)	% change over the previous year
1997	10511	N/A
1998	12150	13.49
1999	12951	6.18
2000	15626	17.12
2001	15083	-3.60
2002	15064	-0.13
2003	20729	27.33
2004	27944	25.82
2005	33123	15.64
2006	39025	15.12
2007	44362	12.03
2008	51294	13.51
2009	53754	4.58
2010	66172	18.77
2011	83036	20.31
2012	95607	13.15
2013	107563	11.12
2014	120367	10.64
2015	134844	10.74
2016	154146	12.52
2017	177874	13.34

Sources: (i) Reserve Bank of India

(ii) Ministry of Tourism, Government of India



When a simple linear regression model is fit, the foreign exchange earnings from tourism industry on total tourist arrival in yearly is the independent variable (x) and foreign exchange earnings are dependent variable (y), the following regression equation is shown the best fit OLS linear model,

$$Y = 0.8665x - 3.9073$$

$$R^2 = 0.8785$$

The results show that the foreign exchange earnings are increasing with the number of tourist arrival yearly. The regression equation is statistically significant at the par value of foreign tourist arrivals. The following table shows the percentage share of foreign tourist visit in top ten States/ UTs in India, 2017. There are only ten (10) states/ UTs having highest foreign tourist visitor (FTVs) in India out of 36 states/UTs.

Table 3.4: Percentage share of foreign tourist visit in top ten States/ UTs in India, 2017

Rank	States/UTs	Foreign tourist visits in 2017	
		Number	% share
1	Maharashtra#	5078514	18.9
2	Tamil Nadu	4860455	18.1
3	Uttar Pradesh	3556204	13.2
4	Delhi	2740502	10.2
5	Rajasthan	1609963	6.0
6	West Bengal	1574915	5.9
7	Punjab	1108635	4.1
8	Kerala	1091870	4.1
9	Bihar	1082705	4.0
10	Goa	842220	3.1
Total of top 10 states/UTs		23545983	87.6
Other		3340655	12.4
Total		26886638	100

Source: State/UTs tourism departments, # Provisional

Figure 3.2: Percentage share of foreign tourist visit of top ten state/ UTs in India, 2017

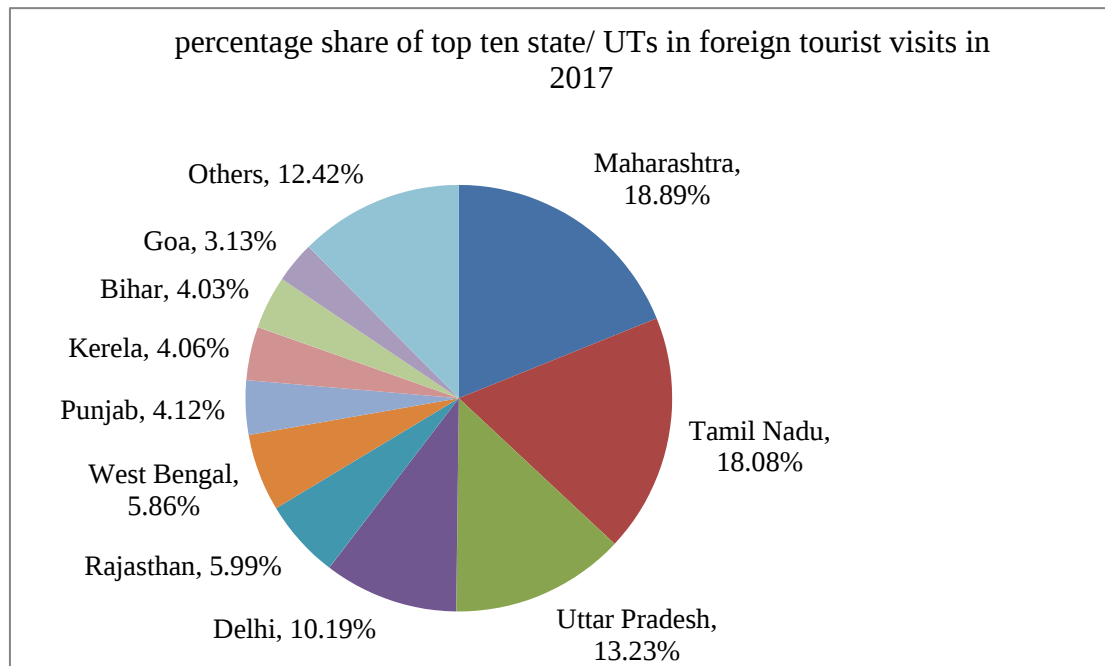


Table 3.4 shows the percentage share of foreign tourist arrival in different States/ UTs during the year of 2017. The total foreign tourist visitors in all States/ UTs are 26.89 million in 2017. The first top three foreign tourist arrival states are Maharashtra, Tamil Nadu, and Uttar Pradesh respectively. It is seen that Maharashtra, Tamil Nadu, Uttar Pradesh, and Delhi has received a maximum number of foreign visitors as compared to the other rest of the state. These top three states have the potential to provide a common important tourism infrastructure facility like a hotel, transport, security safety, etc. which gives more attraction to the tourist. Maharashtra is the top first foreign tourist arrival state because of Maharashtra is a commercial capital in the country in it is a business transaction, a central bank known as Reserve bank of India, the state is also having a country's largest Bollywood film industry are there. The state is bordering with the Arabian Sea, religious places, Gate of India, the oldest city in the country. The percentage of foreign tourist visitors (FTVs) in-state/UTs is consistently increasing during 2017. This positive growth rate of foreign visitors supports the local people to develop their trade, business, potential to produce income and employment and push up the national economy.

3.4 Domestic tourism in India

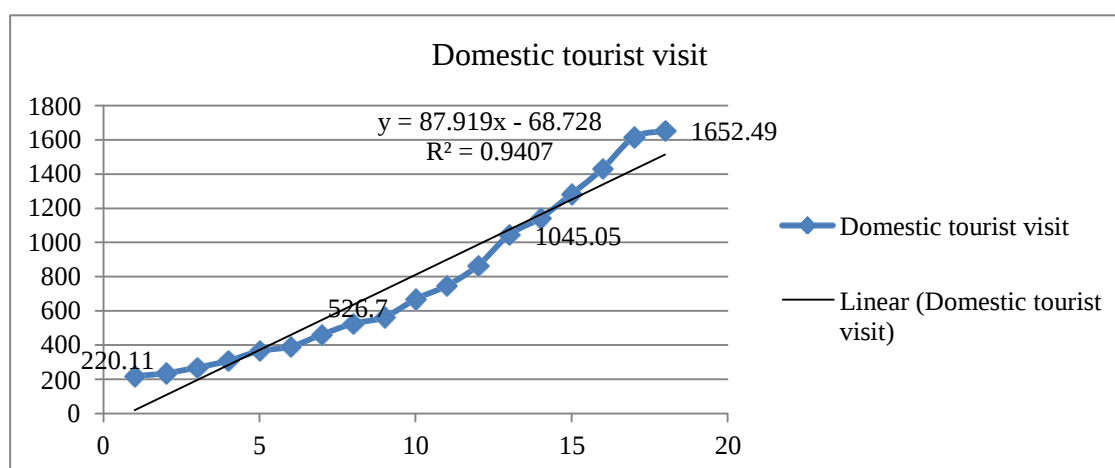
Domestic tourism is characterized as a major function for economic development in the regions of the country. The tourism industry could not only provide an income generation but also an engine of the large scale of employment generation from both formal and informal sectors. The act of the Indian tourism industry can also stimulate the local community, as it is a multiplier effect to generate regional business management. The significant increase in IT new infrastructure facilities is welcome to the foreign tourist for, business trips, conferences and so on in India. The ministry of tourism is formulating the new policies and agenda for the development of the tourism industry with the collaboration of state government. These nodal agencies represent the important source of revenue collection, economic growth, the large scale of employment in distinct discipline for more labor-intensive (unskilled) workers and play a pivotal role to reduce regional inequality. The new tourism “incredible India” programmed address the conservation of national heritage, cultural exchange programmed, tour, etc. are some important functions to promote Indian tourism. The following table shows the domestic tourist visit (DTV) in all states/UTs during the period of 2000-2017.

From Table 3.4, it is clear that domestic tourist visitors are continuing to grow from 2000 to 2017. Hence, the year 2012 witnessed the highest growth rate of 20.9 percentages over the year 2011 with 15.6 percentages. The domestic tourist is increasing positively in all state /UTs during the last 17 years. The domestic tourist arrival in every state depends upon on it is geography, culture & tradition, environment, business purposes, health treatment, education, and any other purposes. In general, domestic tourist arrival helps the state to introduce their cultural identity, signify the nature of life, helps to understand the value of the economy.

Table 3.5: Domestic tourist visits in all States/ UTs in India during 2000-2017

Year	Domestic Tourist Visits (In Millions)	Annual Growth rate
2000	220.11	NA
2001	236.47	6.92
2002	269.6	12.29
2003	309.04	12.76
2004	366.27	15.63
2005	392.04	6.57
2006	462.44	15.22
2007	526.7	12.20
2008	563.03	6.45
2009	668.8	15.81
2010	747.7	10.55
2011	864.53	13.51
2012	1045.05	17.27
2013	1142.53	8.53
2014	1282.8	10.93
2015	1431.97	10.42
2016	1615.39	11.35
2017#	1652.49	2.25

Source: State/UTs tourism departments, # Provisional



It is seen that the domestic tourist visit in all State/ UTs is increasing over the period, from 2000 to 2017. The times of domestic tourist visitors give the best fit for the linear regression model.

$$Y = 87.919x - 68.728$$

$$R^2 = 0.9407$$

The above linear regression equation is statistically significant. Growth of domestic tourist arrival within a period helps the government to earn the possibility of the state economy. Growth of domestic tourist travelers within the country is direct relations to the state economy in managing the nature of tourism characteristics. The substantial growth of state tourism infrastructure facilities fulfills the local economy. Tourism infrastructure necessitates the collaboration in tourism project. Considering the related tourism project makes a significant meaning of state characteristics in determining the investment of tourism infrastructure. Investment in tourism infrastructure can be possible only when the private sector pushes up the level of related tourism projects. The private sector is the most considering agent to gear up the states possible tourism. The importance of tourism infrastructure projects, strong economic activity from the center- state government and other private organizations can make a strong desire in the state to arrive tourists. The basic investment in building/ luxury hotel, transport, marketing facility, safe security, tourist guidance and education are helpful to develop tourism. If there are no tourist projects, there is no tourist's arrival. The tourism project is an important clutch for investing in the state economy.

Table 3.6: Percentage share of domestic tourist visits in to top Ten State/ UTs in 2017

Rank	States/UTs	Domestic tourist visit in 2017	
		Number	% Share
1	Tamil Nadu	345061140	20.9
2	Uttar Pradesh	233977619	14.2
3	Karnataka	179980191	10.9
4	Andhra Pradesh	165433898	10.01
5	Maharashtra#	119191539	7.2
6	Telangana	85266596	5.2
7	West Bengal	79687645	4.8
8	Madhya Pradesh	78038522	4.7
9	Gujrat	48343121	2.9
10	Rajasthan	45916573	2.8
Total of top 10 states		1380896844	83.6
Others		271588513	16.4
Total		1652485357	100

Source: State/UTs tourism departments

#estimated figures for the year 2017 using all India growth rate

Figure 3.3 Percentage shares of domestic tourist visits in to top Ten State/ UTs in 2017

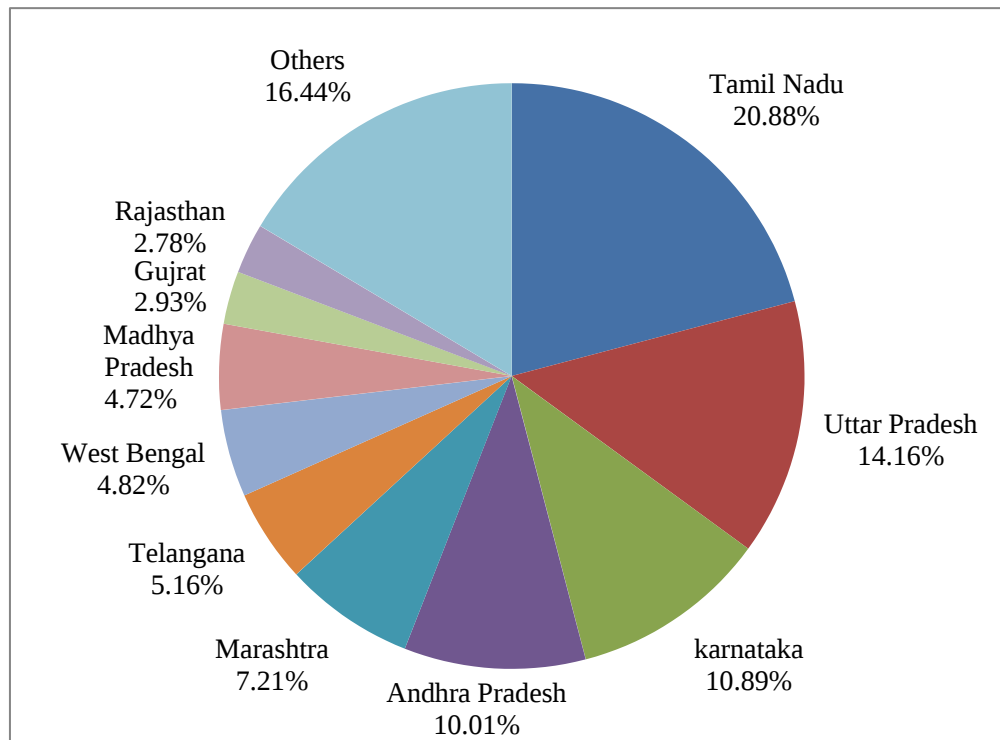


Table 3.6 shows the domestic tourist visitors to all top ten States/ UTs in India. A maximum domestic tourist visiting the state is Tamil Nadu which is a top list, Uttar Pradesh is second position and Karnataka as the third position respectively. Tamil Nadu state is the largest domestic tourist arrival state because of it is another geographical character. Tamil Nadu is located on the border of Bay of Bengal and this state is neighboring to Asian Island country's Sri Lanka, and most of the medical tourism/ checkup is very inexpensive, qualitative educational institutions, beautiful beach, etc which are attracting the domestic tourist to arrive continuously. Another activity is well-acted and performed in hospitality management.

3.5 Indian tourism policy

Tourism is an emerging sector that has the fastest growing industry in the 20th century. India has potential to grow the tourism sector in the country with their different kinds of natural beauty, heritage, culture, and tradition varied natural green forest- hill station but these sectors comparatively plays to a very small role in the global level. In 1982, the India government (GoI) is adopted a new tourism policy for the first time to

promote a balanced regional social-economic development, preserve and promote the prosperous cultural and heritage and targeting to provide new employment opportunities in the tourism sector. The tourism planning has started from the second and third five-year plan in India. Tourism planning is a target to upgrade the new measures like production income and employment, economic development, socio-cultural harmony, foreign exchange earnings from the tourism industry. Later, the government targeting to undertake several measures like the national tourism committee in 1988, tourism Finance Corporation in 1989, the national action plan committee in 1992, a national strategy for the promotion of tourism, 1996 and new tourism policy in 1997 all assists the development activity.

3.5.1 National tourism policy, 1982

Indian first tourism policy was announced in November 1982 to promote economic and social life, national integration, to past an Indian scenic beauty to abroad and bright future. National tourism policy has to evolve a six-point plan to developed national tourism in the field such as Swagat (welcome), Suchana (information), Suvidha (facilities), Suraksha (safety), Sahyog (cooperation) and Samrachana (Infrastructural facilities) respectively. These policies aim to promote the balanced regional economic development, preservation of natural, heritage, culture and also to generate a potential employment generation developed a national tourism product.

The objective of tourism progress stimulates an appreciation between people to people to generate employment and to bring social-economic growth among the masses, sustainable development, preserve and promote the Indian culture and heritage. Another objective of tourism development is the preservation and conservation of nature and the environment for future sustainable development. A low level of employment and wage rate in tourism sector, a new tourism planning checks to increase foreign tourist and encourage local tourism in such a form it is sustainable to make certain attainable unfavorable result, for instance, cultural impact and environmental abasement can be reduced. The new tourism planning assists foreign tourists to stay in India, a remarkable

and satisfying once with an authentic solution at foreseeable costs; and policy are encouraged to foreign tourists to visit again in India for a future time as friendly. Tourism is a tune in India's customary viewpoint pledge the lofty tribute to the company (Atithi Debo bhava). The major key peak of tourism planning in 1982 are-

- (i) New planning understands tourism development with the connection of center-state relation, both public and private organizations.
- (ii) The policy aims to encourage the individual and to create interest in local youth to participate in tourism development.
- (iii) Policy fosters the public-private relationship of tourism development.
- (iv) The policy aims to bring a social-economic benefit to the local people in terms of income, employment, foreign exchange earnings, etc.
- (v) To provide an opportunity and to suggest the country's youth to understand both domestic and international tourism, to urge and perspectives of others, thus carry about a considerable national unification and solidarity.

3.5.2 National action plan for tourism, 1992

In eight five year plan period (1992-1997), the plan encourages the tourism policy in India, to increase the private sector in its participation in the tourism industry. In this eight five year plan policy agenda, the government has provided various kinds of development projects for the tourism sector. The new development project is included in the national action policy to developed new tourism infrastructure in 1992. The national action plan generates a new objective in tourism were as follows-

- (i) Social and economic development in the tourist region
- (ii) Generates more income and employment opportunities in the tourism sector.
- (iii) Preservation of the environment and natural heritage
- (iv) To developed the international tourism
- (v) Increasing the share of Indian tourism activity in the world

(vi) Diversification of tourism product

The expansion of the tourism sector, eight five year plan more encompasses through private sector activities. The creation of development project as enumerated a plan for specific tourist places, diversified a tourism-related product such as culture, tradition, leisure tourism, beach resort, wildlife, winter sports, expand a new source of market, revamping a national inheritance forecast, introducing a national tourism building, providing cheap accommodation in different tourist places, promoting services effectiveness in public institutions etc. In April 1993, India introduced an extreme measure aims to export promotion. The existence of the Export Promotion of Capital Good scheme is extended to tourism-related products.

3.5.3 Elements of tourism policy

The national tourism policy, 2002 is announced a milestone in tourism activity. The policy is based on the multi-faced approach, which comprises the very fast execution of tourism development of coherent tourism lap, new hospitality, and marketing strategies.

The new tourism policy in 2002 is an extensive operative strength in economic and social development. Following are the major key factors of national tourism planning 2002-

- (i) The tourism industry is considered to be as an engine of economic development
- (ii) Tourism as a multiplier effect of producing an income and employment, social harmony and rural economy
- (iii) Advantaging national and international tourism as proliferate in global trade and travel and extensive untapped possible of India as a tourist destination
- (iv) Acknowledge the disapproving position of the private sector
- (v) To design and develop coherent tourism based on sole legacy
- (vi) To make Indian tourism will acquire substantially revitalize, intellectually revive, ethnic supplement and intangible rose.

3.6 Summary

This chapter has given an overview of the tourism sector in India. It also shows major determinants of tourism such as components, tourism system, foreign exchange earnings, foreign tourist arrivals and other important highlights of Indian tourism. In India, tourism sectors one of the fastest-growing service sectors. The Indian tourism sector focused on both domestic and international. India is the 7th largest growth in tourism activity regarding the Gross Domestic Product. The continuous growth of the tourism industry is supporting a large number of income and employment opportunities. Each country is adapted to several initiatives in tourism development and attracts domestic and foreign tourist visitors. Indian Tourism department introduced various initiatives to compete for domestic tourism at the international level. India is a wide variety of flora & fauna, culture, heritage, tradition, Agro-tourism, adventure activity, medical, health, education, eco-tourism, etc. The increase in foreign tourist arrivals has resulted in the positive effect with socio-economic, living standards of local people, growth of infrastructure facilities, good transportation, expansion of local trade and business management, etc; contribute several GDP and many more. The top percentage share of FTAs in overall states/UTs are Maharashtra (18.9), Tamil Nadu ((18.1), and Uttar Pradesh (13.2), as well as the highest domestic tourist arrival states/UTs, are Tamil Nadu (20.9), Uttar Pradesh (14.2), and Karnataka (10.9) in the same year, i.e., 2017. As a result, the tourism sector is rapidly growing, which might be fascinating an immense number of tourist's arrival towards India and generating a maximum amount of income and employment.

Chapter 4

Status and Development of Tourism Industry in Assam

4.1 Introduction

This chapter proceeds to discuss the present status and development of the tourism industry in Assam. The analysis is based on available secondary data and information. Accordingly, the rest of this chapter is organized into main nine sections (section 4.2 to 4.10) for the convenience of discussion.

Assam is the center of the NE states of India and it serves as the entrance to the rest of the seven sisters' state. Assam having land of blue and green hills, surrounded with three main geographical areas, i.e., the Brahmaputra river which constitutes the expansive wingspan, the Barak valley expanding like a horsetail, and steep in Karbi Anglong plateau and North Cachar hills an area covered as 32,385 sq. mi (78,440 sq. km) is account 2.4% of the total land area located in Assam. In ancient times, Assam was known as Pragjyotisha or Pragjyotishpura and kamrupa.

Assam state is a part of NE India located south of eastern Himalayas. For administrative and revenue purposes, the state is separate into 33 district and 54 Sub- divisional office and 186 Revenue circle office. Dispur is the capital of Assam. Although the potential of natural resources is very high, the state is still straggled beyond regarding social and economic development because it is low infrastructure development, transport facility, poor governance, lack of managerial problem and human capital.

4.2 Tourism in Assam

Assam tourism is generally nature related, i.e., national parks, wildlife sanctuaries, rivers, lakes hot water spring and thickly wooded forest, tea garden and green hilly

area's are the major components of tourist attraction. There are two world heritage sites, five national parks, and eleven bird and wildlife sanctuaries for the preservation. Assam is blessed with ample nature and colorful cultural attires which can form the premise for very remunerative tourism industry, producing income and employment. A continuing the market every hour, Assam is vigorous to overhaul it is an image in the national and international level operates best modern interventions. Assam can become one of the best travelers from tourism destinations in the nations of its impressive tourism products like tropical wildlife, natural beauty, colorful festivals, historical monuments, evergreen tea gardens, the mighty river the Brahmaputra and its tributaries.

Assam is famous for tea industries and agriculture is the main source of the state economy. Agriculture is the cornerstone in the state is about 80 percent of the population depends on it. Rice is the main food crop in the state. Assam's total forest area is 26,831 sq. km accounting for 34.20% of it is the geographical land area. Assam is rich in cultural heritage and the region was ruled by Ahom, palas, chutiya, kachari and finally the British. The treaty of Yandaboo signed between East India Company and Burmese and the beginning of British occupation in Assam in 1826. Assam is the native area of many great individuals, patriots, and philosophers.

Kaziranga national park is situated between Golaghat and Nagaon district in the middle Assam which is famous for one horn rhinoceros and it is being declared as a world heritage site by UNESCO in the year 1985. Guwahati is the main city of Assam located near the Brahmaputra River are famous for tourist destination such as Botanical garden, Umananda temple, Srimahanta Sankardev Kalakshetra, Umananda Island, Diphu bill, Saraighat bridge, Nilachal hills, Amchang wildlife sanctuaries, Kamakya temple, Garbanga forest, Assam state museum, Acoland, Purva Tirupati Sri Balaji Mandir etc. The most beautiful green hill station of Assam are Haflong is one best splendid scene, Diphu for a peaceful retreat for nature lovers, Umrangso is located to North Cachar hills border of Assam and Meghalaya and Maibang is former capital of Kachari kingdom and it is a hill station also known as for stone carvings and sculptures locally call as Ek Pathor Ghar. Bogibeel Bridge which is known as the longest rail cum Road Bridge in India is a combined over the Brahmaputra River in the NE India of Assam connected between Dhemaji and Dibrugarh district. The Dholasadiya Bridge also called as

Bhupen Hazarika setu (Assamese) connecting between two states Assam and Arunachal Pradesh, bridge span the Lohit River, a major tributary of the Brahmaputra River is the longest river bridge in India.

Nature related tourism places in Assam

(i) Bhairabkunda: This place is situated in the Udalguri district, famous for nature-related, green hills, river, bordering to an international country, Bhutan and Indian state of Arunachal Pradesh. The places are best for a picnic spot from December to February. Inexpensive and Sweetest orange are found here which is comes from Bhutan and Arunachal Pradesh.

(ii) Haflong: Famous for green hills, sparking waterfalls, and opulent valleys. Haflong is also a trekker's promise land and known for it is adventure sports like paragliding.

(iii) Diphu: It is pristine beauty of its plush green rolling hills and serene surrounding and also a beautiful botanical garden, a district museum and Arboretum, and Marat Longri national park.

(iv) Umrangso: Garampani, a hot spring located on the top of the hill, on the border of Assam and Meghalaya.

(v) Jatinga: Bordering to North Cachar Hills district, it is a beautiful hill area, birds act in a confused way, the local people call it, and the birds commit suicide here due to some specific reasons.

Festivals

(i) Bihu Dance festival: These festivals are divided into three parts signify the culture of the NE state of Assam. The Bohag Bihu known as Rangali Bihu grasp in April and manifests the emergence of the new year of the Assamese calendar. The Bhogali Bihu, held in January and celebrated the agricultural harvesting time. The Kongali Bihu is celebrated in October when the completion of seeds and transplantation of the paddy is done.

(ii) Majuli Festival: The festival is celebrated on the bank of the river Luit. The festival is celebrated in November and Garmur is well known for its ethereal scenic beauty where this festival is observed.

(iii) Elephant festival; The festival is also known as the Kaziranga Elephant festival is organized by Kaziranga National Park with the aim of conservation and protection of Asiatic elephants, since poaching has drastically reduced their number, with such other frequent accidents.

(iv) Brahmaputra beach fair and festival: The festival is organized by Assam Board Racing and Rowing Association (ABRRA) in January with the support of the Assam Tourism Development Corporation (ATDC). The main aim of the festival is to promote the indigenous tradition and culture of the land to the youth of the state as well as the culture aficionados.

(v) Dehing Patkai tea festival: This festival is held in the Tinsukia district organized by the Government of Assam. The festival is celebrated mainly by tea tribes. The festival is a breathtaking natural beauty, is a heritage tea tour, and also aims to promote the culture and tradition of the tribes of the area.

(vi) Dwijing festival: It is also known as Aie (Mother) river festival. The festival is an annual river festival to be celebrated Chirang District, BTAD, Assam, with various colorful events, viz. ethnic trade and food festival, exhibition, game & sports, and various programmes to make it a centre of attraction for the visitor's aims to help the flood victim families through charity generation and distribution.

4.3 Special tourism features in Assam

Assam is blessed with different forms of tourist attraction. The state is famous for natural resources and also famous man-made resources for tourism development. The share of Assam is only 0.11 percentages from foreign tourist visits and 0.38 percentages domestic tourist visits in 2017. The share of domestic as well as foreign tourist arrivals is very lower as compared to another state like Tamil Nadu, Karnataka, Maharashtra, and Uttar Pradesh respectively. The tourist destination like a national park, historical

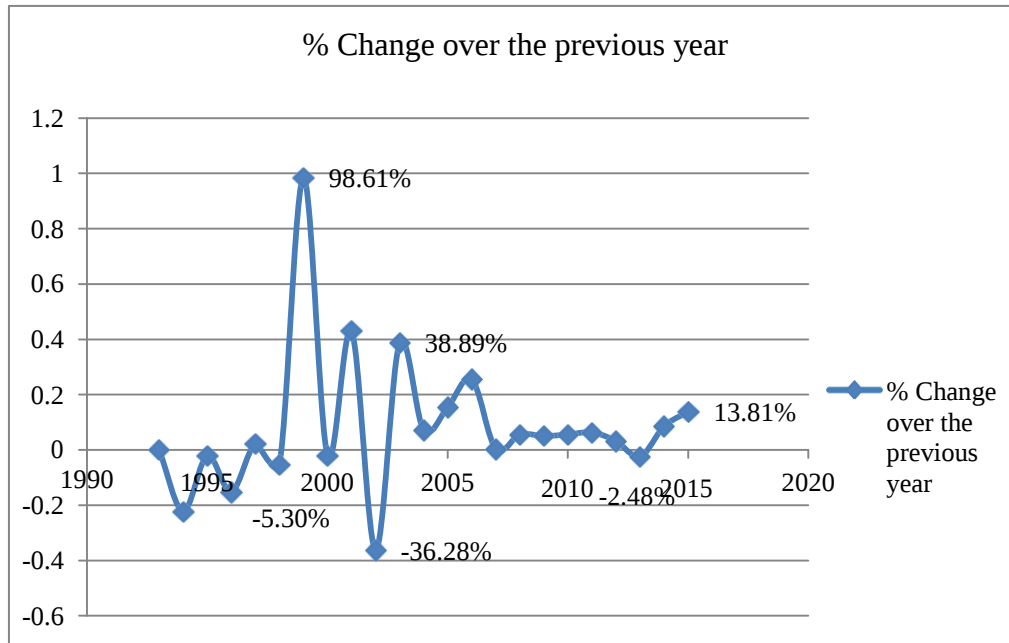
monuments, natural beauty, tea garden, temples, and other tourist places, states the share of domestic and foreign tourist arrival is insignificant.

Table 4.1 domestic tourist visitors in Assam during 1993 to 2015

Year	DTAs in Assam (In millions)	% Change over the previous year
1993	20.154	NA
1994	16.487	-22.24%
1995	16.168	-1.97%
1996	14.029	-15.25%
1997	14.353	2.26%
1998	13.631	-5.30%
1999	981.985	98.61%
2000	961.954	-2.08%
2001	1690.672	43.10%
2002	1240.562	-36.28%
2003	2030.107	38.89%
2004	2186.25	7.14%
2005	2586.428	15.47%
2006	3479.87	25.67%
2007	3489.814	0.28%
2008	3698.706	5.65%
2009	3895.525	5.05%
2010	4127.447	5.62%
2011	4408.336	6.37%
2012	4544.666	3.21%
2013	4444.393	-2.48%
2014	4863.826	8.62%
2015	5642.95	13.81%

Sources: (1) Department of tourism, government of Assam (2015-16)

(2) Statistical Handbook Assam, 2016-17



Assam plays a pivotal role in the tourism activity of India because it is a gateway of seven sister-state and two international bordering countries i.e., Bhutan and Bangladesh. While comparing the foreign tourist arrival in Assam against domestic tourist inflow, it is noticeable from the following table. The percentage share of foreign and domestic tourist visitors is increasing from 1993 to 2015. The entry of foreign tourist visitors is growing due to the exposure of some other North-East states like Sikkim, Meghalaya, Mizoram, Manipur, Nagaland, Tripura, and Arunachal Pradesh.

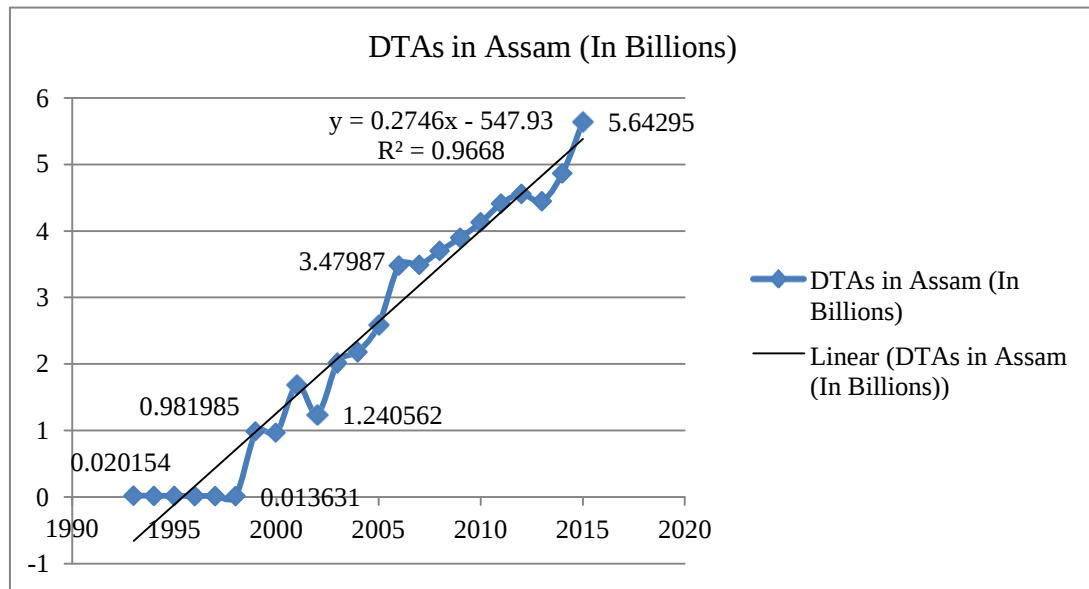
Table 4.1 shows the inflow of domestic tourist arrival in Assam from 1993 to 2015. The domestic tourist arrival was 0.020154 million during 1993 which will have to little fluctuate decreased a 0.014029 million in 1996. Moreover, 1997 results in the positive growth of tourist arrival but again 1998 shows a negative result of tourist arrival. Further, 1999 is recorded the highest number of the growth rate of DTAs as compared to the previous year. In 2002 shows the highest negative growth of domestic tourist arrival in Assam, i.e., 36.28 percent. 2007 shows the lowest number of domestic tourist arrivals (DTAs) at 0.28 percent, this decrease due to the global economic crisis accelerated the outbreak of the AN1H1 influenza virus. From 2003 to 2012 there is a positive number of DTAs. Tourist inflow shows a negative (-2.48%) change in 2013.

Another period, 2014 and 2015 jumped up the positive number of DTAs i.e., 8.62% and 13.81% respectively.

It is interesting to say that, during the nine five year period (1997-2002), GOI, the tourism department declared a 10% of fund allocation to the tourism development project for the NE state of India. This development project allowed the state government in various fund allocation in different infrastructure development, tourism accommodation, refurbishment of monuments, wayside amenities, etc. The different development project helps the NE state to increase tourist inflow a very high rate. On another hand, ATDC and directorate of tourism (Assam govt.) help to participate in different fairs and festivals to show the statehoods culture and tradition across the country. ATDC and directorate of tourism also participate in international festivals in Berlin during 1998 and 1999. It is an ultimate note of the positive impact on the tourism industry in terms of remarkable growth in tourist arrival in Assam.

It can be said that the growth rate of domestic tourist arrival is fluctuating from 1994 to 2002 due to it is insufficient to transport facility, insurgency problems, restricted area permits, etc. Infrastructural facilities and providing a common service without any discrimination based on caste, religious, community, gender, sex, etc are the important factors of tourism development worldwide. Hence, the percentage change in domestic tourist arrival is increasing from 2003 to 2012. In the midterms of 2012, a conflict between Hindu (Bodo community, basically a part of BTAD area) and Muslims make fears to the travelers. This conflict makes negative growth of domestic tourist arrival in 2013. The measurement of the tourism industry from it is natural destination depends on its economic contribution following the significance of human character which will bring the legal social framework among the local community.

Assam is the central state of seven sister states of NE India. And it is interesting to say, Assam is having the largest river Island Majuli in the world but now it is the second position due to every year heavy raining and this makes a massive landslide which is reducing the geographical land and its total area 880 sq. km but it is reducing a cover area 352 sq. km due to heavy flooded makes land erosion every year. In 2016, Majuli makes the first river island district in the state as well as in the country.



OLS model is:

Domestic tourist arrival=f(X)

$Y = \alpha + \beta \cdot x_i + \epsilon_i$

Y = domestic tourist, x_i = time, ϵ_i =error terms, α , β = parameters

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.983	.967	.965	.353	.967	612.440	1	21	.000

a. Predictors: (Constant); TIME

Coefficients

Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	-.931	.152	.983	-6.119	.000	-1.247	-.614
TIME	.275	.011		24.748	.000	.252	.298

a. Dependent variable: DTA

The domestic tourist arrival in Assam is calculated with time period, it can be given a best fit linear regression model. The number of domestic tourist is changing every year which is fluctuating due to lack of confidential information in Assam for tourism development.

$$Y = 0.2746x - 547.93$$

$$R^2 = 0.9668$$

The domestic tourist arrival in Assam is calculating with the period, it can be given the best fit linear regression model. The number of domestic tourists is changing every year which is fluctuating due to a lack of confidential information in Assam for tourism development.

$$Y = 0.2746x - 547.93$$

$$R^2 = 0.9668$$

The linear regression coefficient is found to be statistically significant. It clearly explains 97% of the domestic tourist arrival while the remaining of some other is an unknown variable. It can be concluded, there is a positive linear relationship between time and tourist arrivals. The corresponding independent variable x is positively related to the dependent variable Y , i.e., the average Y variable will reduce by an amount equal to the β value for a unit change in X . The result is that an increase in the first variable time will cause a decrease in the second variable's tourist. Keeping other variables constant a rise in tourist arrival with the passage of time can be accepted as a foremost tool in command conjecture for the supply of goods and services which will have an inbuilt capacity to contribute remarkably and potentially to least time stretch a poverty alleviation through producing an income and employment with subscription to labor-intensive work and small scale business enterprises that employ a high division of unskilled workers. Revenue collection from the tourism industry could be the opportunity to use in tourism infrastructure, hospitality, education, and small-medium enterprise development, and also important for poverty reduction. In the long-run, tourism promotes a social harmony to understand the different ethnic groups of the nation; it brings peace, liberty, and understanding in the world.

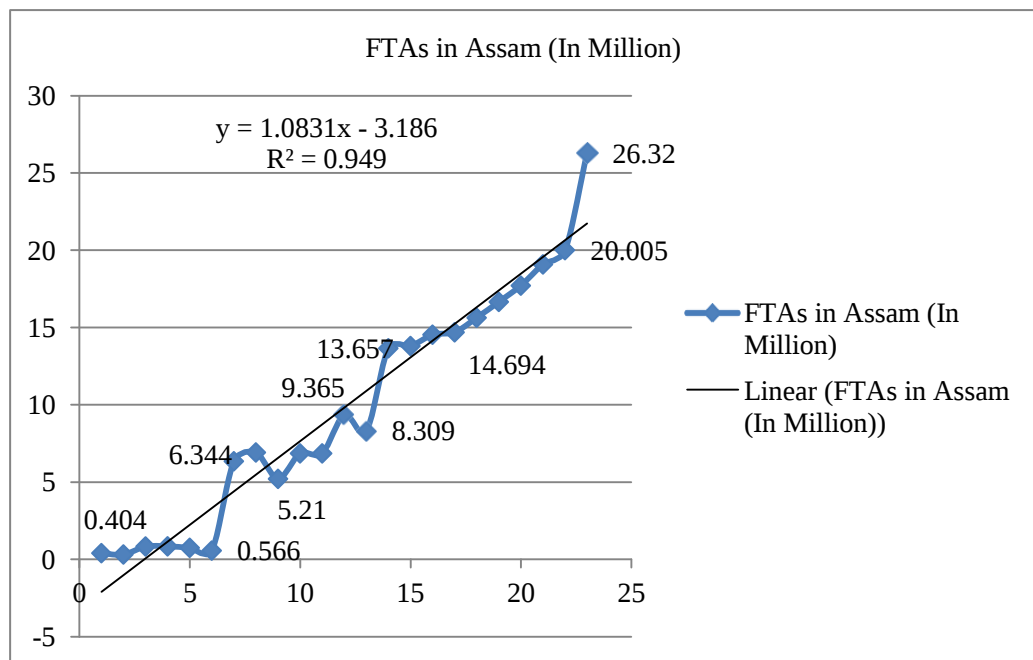
It is important to give high priority and pumping extensive financial mobilization in the tourism industry is a very effective action to act as proper socio-economic development and appropriate strategy should originate the government to warrant the advantage of sustainable development and reduce the adverse impact of the fragile natural environment. All these effective actions provide sound financial allocation and the management of sustainable development. The tourism industry is a labor-intensive service activity that has the immense possibility to increase the social and economic aspect if there is a scope to

Table 4.2: Foreign Tourist arrivals (FTAs) in Assam during 1993 to 2015

Year	FTAs in Assam (In Millions)	% Change over the previous year
1993	0.404	0
1994	0.312	-29.49
1995	0.83	62.41
1996	0.841	1.31
1997	0.745	12.89
1998	0.566	-31.63
1999	6.344	91.08
2000	6.92	8.32
2001	5.21	-32.82
2002	6.857	24.02
2003	6.854	-0.04
2004	9.365	26.81
2005	8.309	-12.71
2006	13.657	39.16
2007	13.799	1.03
2008	14.533	5.05
2009	14.694	1.1
2010	15.633	6.01
2011	16.66	6.16
2012	17.708	5.92
2013	19.086	7.22
2014	20.005	4.59
2015	26.32	23.99

Source: (1) Department of Tourism, government of Assam, 2016-17

(2) Statistical Handbook Assam 2016-17



Mechanize the modern infrastructure facilities and understands the positive impact tremendously. Assam is a state of varied culture, tribes, tradition, language, and environment. This tourism diversity is known as tourist infrastructure and desirability which is so parred with those in Brazil, Russia, China, and the UK, Asian and European countries.

Table 4.2 shows the foreign tourist arrival in Assam from 1993 to 2015. The foreign tourist arrival is fluctuating in the period of the last 23 years. The tourist arrivals uninterrupted decrease a -29.49% in 1994 but it increases to 0.83 million in 1995 to 0.745 million in 1997. The table indicates that 1999 is the highest number of percentage change over the previous year, i.e., 91.08 percent. The tourist arrival further shows a continuous increase from 13.657 million in 2006 and reached 26.32 million tourist arrivals in 2015. And 2001 is the highest number of negative growth in tourist arrival at -32.82 percent. No doubt about the tourist arrival there is a fluctuation of the percentage change in tourist traffic from one period to another and is a negative growth from 1993 to 2015. But there is a continuous growth of tourist arrival from 2006 to 2015 which indicates a positive signal of a bright future of Assam.

The foreign tourist arrival in Assam is a very low rate as compared to other states which are shown the low economic growth in the state. On the other side, Assam is narrow down from it is education, climate condition, integral harmony, economy, polity, etc. The change of state tourism is the recycling of economic activity, i.e., the primary sector, secondary sector, and the tertiary sector.

The foreign tourist arrival in Assam can give with a simple linear regression model. The foreign tourist arrival is accounted from 1993 to 2015. Tourism is an important tool for the state economy.

$$Y=1.6831x-3.186$$

$$R^2 = 0.949$$

The above simple linear regression line gave a statistically significant foreign tourist arrival in Assam. It is important to appreciate and encourage the Assam tourism industry with the fastest growing service sector which will have emerged the financial flow in the state. Over time, revenue collection is the major source of employment from surplus labor in Assam. A strong vibrant of forwarding and backward linkage effect is directly or indirectly relevant to tourism components like accessibility, accommodation, attraction, and amenities, etc. that there is potential to boost up fully with a strong possibility of the vibrant sector. Therefore, a center-state government should take an effective and efficient function with the process of a five-year plan it can reduce the negative impact and results in valuable demands for tourism development. But there could be numerous problems arising the Assam's economy- generally, transport bottleneck, insurgency problem, unlimited local people demands (Strike), a couple of emerging commitments and challenges is being felt under the state tourism policy. So it is not easy to build the problem within an hour confidently and challenging the tourism sector but generally, it is important to modify into a new form with every corner for the tertiary economy. It can be cleared from the two tables, i.e., Table 4.1 and Table 4.2; that there are several rises in tourist inflow and revenue collection from the tourism sector in spite of the specific law and order situation are not fulfill and insurgency problem are widespread in the state. It also increases in tourist arrival and revenue collection could not satisfactorily develop the state economy which is still lagging behind the basic tourism infrastructure facilities.

In developed and developing countries, government supremacy distinguishes tourism through the medium of producing income and employment in unfortified wealth. Nevertheless, such countries account only 0.58% of international air passenger kilometers (Chris Ryan). But the most important argument is, many small market sharing indicate the levels of promotion can be made a strong policy in small tourism flows.

4.4 Competitive advantage of tourism in Assam

Although, Assam is progressive in the tourism industry, but not yet to be shown in the top ten state list in respect of domestic and foreign tourist visitors. Even it is not having a 2.5 percentage share of tourist arrival, where Tamil Nadu enjoyed the highest rank in domestic as well as foreign tourist arrival in 2015. Assam has scored only 23rd rank in domestic and 27th rank in foreign tourist arrival in 2016-17. However, the tourism industry in Assam comparatively has not been successful. It is even more unsuccessful than tourism as a whole. Assam is sharing only 0.32 percent of domestic and 0.05 percent of foreign tourists, according to GoI, tourism report, 2016-17.

The low rate of tourist arrival can't be fulfilling the Assam economy. The tourism industry is a dynamic factor; it required a lot of facilities for development which gears up local business. In that case, the Assam state has an insufficient tourist attraction and some other insurgency problems. The state has identified only five national parks out of it only two world heritage sites, other important reasons for tourism are low tourism infrastructure facilities in the state. The state government could not cooperate with other private organizations such as NGOs and other development agencies. The tourism department of Assam can develop tourism activity in the future if the state government is taking active participation is committing to invite a tremendous investment of the various tourism-related product. Ministry of tourism department is a pioneering role model in a fascinating scheme accommodate scientific and pecuniary advance against respected authority delivering aid in arrangement of a sector procedure and administration.

Assam is a land of cultural and ethnically multiple states in India. Indian people are inherent, their identity and objective from the large Indian civilization across the state. India is having different cultures, religions, traditions, language and unifies the peoples instead of separating them. Assam is the largest tea producing and exporting state in India. Total tea exports stood at US \$837.33 million and in overseas markets such as Russia, Iran, the US, UK and UAE and part of Asian countries. Assam state is India's largest tea-growing region. Approximately 52 percent of tea production comes from Assam overall in India.

Jute production in Assam famous with it is the availability of raw jute to the state. Assam state has taken the top 3 lists in jute production where West Bengal and Bihar are first and second rank respectively. The major jute productions are Nagaon, Goalpara, Barpeta, Darrang district in the state. The development of jute production is available due to the fertile land, transportation facilities and cheap labor are available. Assam produces 65 percent of Eri silk production in the country. The total raw silk production in Assam and BTAD around 1316 million tons in the year, 2018. Jarod is a small town in Marigaon district of Assam and this area is famous for its Asia's largest dry fish market. Assam is land for agriculture and allied services in the country's economy. Agriculture is the major contributor to the state economy. Rice is the main source of state people and more than 50 percent of people depend on the agriculture sector in Assam. Assam stands 9th position in rice production and producing more 45.16 lakh tones of rice in more than 1700 kilograms per hectare in the country. The agro-climate condition supports the cultivation of a wide variety of horticulture crops including plantation crops and various fruits and vegetables are among the HIV of horticulture crops of Assam. The total production of horticulture in the Assam stood at 7.04 million tones with a 710.44-hectare area in 2017-18.

Table 4.3 shows the percentage share and ranking of various State/ UTs of domestic and foreign tourist arrival during 2016-17. The top five states of domestic tourist arrival during 2016 are Tamil Nadu (9.49), Uttar Pradesh (13.12), Andhra Pradesh (9.49), Madhya Pradesh (9.33) and Karnataka (8.04) respectively. This state accounts for 61.29% of the total domestic tourist visit. Domestic tourist arrival in Assam is only 0.32% and it is rank 23rd in 2016. The top five foreign tourist arrivals in the state/UTs were Tamil Nadu (12.78), Maharashtra (18.9), Uttar Pradesh (12.78), Delhi (10.2) and

West Bengal (6.19) respectively. These top five states account for around 67.18 percentages of foreign tourist arrival in the country. The foreign tourist arrival in Assam is only 0.05 percent and its position was 27th in the country.

Table 4.3: Percentage share of domestic and foreign tourist arrival in Assam as compared to other state during 2016-17

State	Tourist arrival in 2016		% share		Rank	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Andaman & Nicobar Island	384552	15466	0.02	0.06	31	26
Andhra Pradesh	153163354	341764	9.49	1.38	3	15
Arunachal Pradesh	385875	6598	0.02	0.03	30	30
Assam	5160599	12685	0.32	0.05	23	27
Bihar	28516127	1010531	1.77	4.09	14	8
Chandigarh	1182504	31549	0.07	0.13	25	25
Chhattisgarh	16534471	9220	1.02	0.04	17	28
Dadra & Nagar Haveli	589074	1891	0.04	0.01	29	34
Daman & Diu	826201	5669	0.05	0.02	27	31
Delhi	28460832	2520083	1.76	10.20	15	4
Goa	5650061	680683	0.35	2.75	22	9
Gujarat	4225290	343752	2.62	1.39	9	14
Haryana	7382995	331291	0.46	1.34	21	16
Himachal Pradesh	17997750	452770	1.12	1.83	16	12
Jharkhand	33389286	169442	2.07	0.69	12	17
Jammu & Kashmir	9414579	63207	0.58	0.26	20	23
Karnataka	129762600	461752	8.04	1.87	5	11
Kerala	13172536	1038419	0.82	4.20	18	7
Lakshadweep	8716	753	0.00	0.00	36	36
Madhya	150490339	363195	9.33	1.47	4	13

Pradesh						
Maharashtra	116515800	4670048	7.22	18.90	6	2
Manipur	150638	3064	0.01	0.01	33	33
Meghalaya	830887	8476	0.05	0.03	26	29
Mizoram	67238	942	0.00	0.00	34	35
Nagaland	58178	3260	0.00	0.01	35	32
Orissa	12842766	76361	0.80	0.31	19	21
Puducherry	1398289	117437	0.09	0.48	24	19
Punjab	38703326	659736	2.40	2.67	11	10
Rajasthan	41495115	1513729	2.57	6.13	10	6
Sikkim	747343	66012	0.05	0.27	28	22
Tamil Nadu	343812413	4721978	21.31	19.11	1	1
Telangana	95160830	166570	5.90	0.67	7	18
Tripura	370618	36780	0.02	0.15	32	24
Uttar Pradesh	211707090	3156812	13.12	12.78	2	3
Uttarakhand	30505363	117106	1.89	0.47	13	20
West Bengal	74460250	1528700	4.61	6.19	8	5
Total	1613551505	2470773	100	100		
		2				

Source: Indian Tourism Statistics, 2017

Although, Assam is progressive in tourism sector, yet it is not there in the top 10 list state of India in respect of domestic and foreign tourist arrivals in 2016-17. It was even not having a 2.5 percentages share, which was the lowest, enjoyed by Gujarat in respect of domestic tourist and Goa, in respect of foreign tourist arrivals. According to ministry of tourism, it was known that, Assam had only 0.32 percentages of domestic tourists and 0.05 percentage of foreign tourist arrival in 2016-17. Assam had stood at the 23th position in domestic and 27th position in foreign tourist arrival. It thus, would not be wrong to state that, Assam was not very successful in tourism sector.

From the above table, it can be seen that, apart from tourism development in its ranking category in the NE state of India. The highest number of domestic tourist arrival state is Assam and the foreign tourist arrival state is Sikkim. And another domestic tourist arrival state is Arunachal Pradesh, Meghalaya, Sikkim, Tripura, Manipur, Mizoram, Nagaland, and foreign tourist arrival state are Tripura, Assam, Meghalaya, Arunachal

Pradesh, Nagaland, Manipur respectively. From these two highest domestic and foreign tourist arrival state are famous in NE India because Assam is the center-state from it is seven sister-states and important business activity is circulated to other Northeastern parts of the state. So, maximum domestic tourists arrive in Assam. Moreover, Sikkim is famous for it is natural beauty, hilly area; beautiful green tea garden and the most attractive part of the natural scenario Himalaya region is situated in Sikkim. Mostly, a foreign tourist is focused on natural beauty, low temperature, some historical monuments are significant. The largest Buddhist monasteries are located in Sikkim. All these things welcome the foreign tourist to arrive in Sikkim maximum in NE states of India.

4.5 Growth of income and employment generation from tourism Industry

Tourism is the largest growing service activity in the world. Tourism is not only as an Engine of economic growth; it is the capacity to a larger amount to produce income and employment opportunities with the unskilled worker. Tourism is a labor-intensive service industry; it does not require any qualitative skill and manual power. Tourism in Assam is based on natural beauty, wildlife, diverse culture, a unique feature of flora and fauna, green tea garden, explosive rivers, and colorful festivals. Assam has immense potential in the tourism sector to explore commercial purposes/resources. The state government is taking innumerable procedures and capabilities to notice tourism is the fastest growing market in Assam. Tourism has a remarkable sightseeing attraction. Majuli is announced as the fisted river Island district in India. Majuli is a tremendous tourist attraction place in Assam.

Tourism is a tremendous service activity in India with it is the contribution of 6.7 percentages of national GDP and 9.3 percentages of job and witnessing more than 10 million tourist arrivals in 2017 as compared to 8.89 million in 2016. Assam is a treasure house for its economic resources because by well blessed in nature and one of its amazing bio-geographic regions.

Table 4.4: Total employment in tourism sector during 2009-10 in Assam

Items	India	Assam
Total Employment (In Lakh)	5355.4	121.11
Tourism Characteristics industries	234.2	3.47
Tourism connected industries	2.3.7	0.99
Tourism specific Industries	437.9	4.46
Share in Total employment		
Tourism Characteristic Industries	4.37	2.87
Tourism connected Industries	3.8	0.82
Tourism specific Industries	8.18	3.68

Source: Regional tourism satellite account Assam, 2009-2010.

The total job workers in India were 5355.4 lakh, as compared to 121.11 lakh are employed in Assam. The number of a job working in the tourism sector in India was 234.2 lakh out of this only 3.47 lakh in Assam. The tourism connected industries stood only 0.99 lakh in the state like hotel, accommodation, travel and transport services, entertainment, food and sewerage services, etc. The direct share of employment in tourism of Assam was 2.87 percent as compared to 4.37 percentages on the national level. The above table reveals that the total employment in the tourism sector was very low in Assam as compared to the national level.

Basic important things for tourism development such as accommodation, road connectivity, air transport, education, quality of human awareness, common service, etc, are very low in Assam due to the tourism sector could not achieved a good amount of positive sign from government as compared to other state like Andhra Pradesh, Tamil Nadu, Maharashtra, Karnataka etc. The tourism sector is directly connected to economic activity. If there is low economic development, there is a low rate of tourism development. The function of economic activity determines the nature of the legal and social framework, strong activity to the community to perform from non-economic activity to economic activity. A great deal of tourism sector from economic activity is mechanized by the social framework.

The total employment in the tourism sector is lower directly or indirectly in Assam during 2009-10. A few numbers of city developments, a careless of tourism plan and policy from the center-state government, inadequate support from center-state to

provide a private organization are lacking behind the tourism development in the country. Education is the most important factor in human resource development. According to the 2011 census, the literacy rate is 26th rank in Assam out of 36 states in the country. Educational developments bring general awareness among the common people and to motivate a positive perspective.

Present status of tourism in Assam

Assam is the second largest state area wisely after Arunachal Pradesh. Brahmaputra and Barak valley is the major river basin in Assam. Assam is famous for green tea plantation and having the oldest Digboi oil refinery in Asia. Assam is the homeland of a different race of men: Austrics, Mongolians, Dravidians, and Aryans that come to dwell in her hills and valleys at different times since remote antiquity. In 1958, the Assam tourism department has established for monitoring and implementing socio-economic development. India's look east policy is an attempt to prepare a substantial economic and deliberate partnership with the nations of Southeast Asian countries to rest it is standing as a regional power and a country weight to the deliberate influence. The look of the act east policy is the most comprehensive part for the NE region to connect transport service with ASEAN countries. The policy is based on people to people contact, trade relations and other relations with countries of India and ASEAN. It is very important to develop the communication infrastructure of the NE region, NE is the gateway of Southeast Asia and that it can be linked to the neighboring southeast ASEAN countries of Bangladesh, Myanmar, Thailand, Malaysia, Vietnam, Bhutan, and China. It is possible to develop the Assam tourism very past if the GoI handles the construction of major national highway development project for the NE region and this road connectivity is helpful to Southeast Asian countries towards materialization. After globalization, the tourism industry is notice enormous triumph. It may be noted, the tourism industry can able to fulfill it is target thereby employment opportunities and economic advantage to the unemployed a considerable share of the economy shortly.

Table 4.5: Total tourist arrivals and revenue collection from tourism in Assam, during 1993-2016

Year	Total tourist arrival in Assam (in Lakh)	% Change over the previous year	Revenue collection (in lakh)
1993	20594	0	21.91
1994	16799	-22.59%	27.95
1995	16998	1.17%	31.72
1996	14870	-14.31%	33.33
1997	15098	1.51%	34.72
1998	14197	-6.35%	35.89
1999	988329	98.56%	31.72
2000	968874	-2.01%	35.87
2001	1695882	42.87%	38.88
2002	1247419	-35.95%	41.03
2003	2036952	38.76%	60.44
2004	2195615	7.23%	69.01
2005	2594737	15.38%	87.11
2006	3493527	25.73%	81.3
2007	3503613	0.29%	94.99
2008	3713239	5.65%	103.92
2009	3910219	5.04%	131.63
2010	4143080	5.62%	143.6
2011	4424996	6.37%	184.49
2012	4562374	3.01%	248.19
2013	4463479	-2.22%	191.32
2014	4883831	8.61%	211.77
2015	5669270	13.85%	1057.24

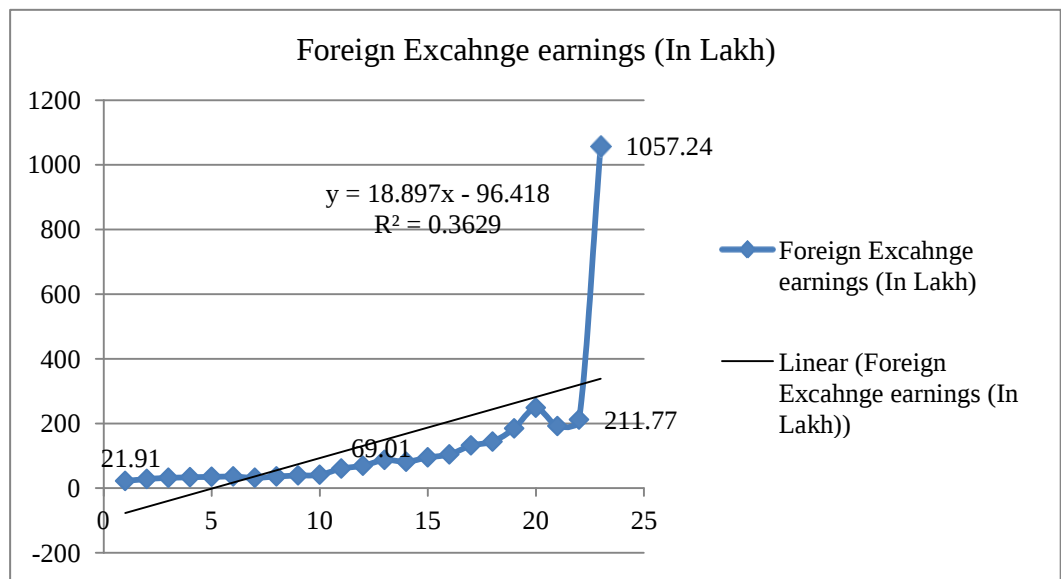
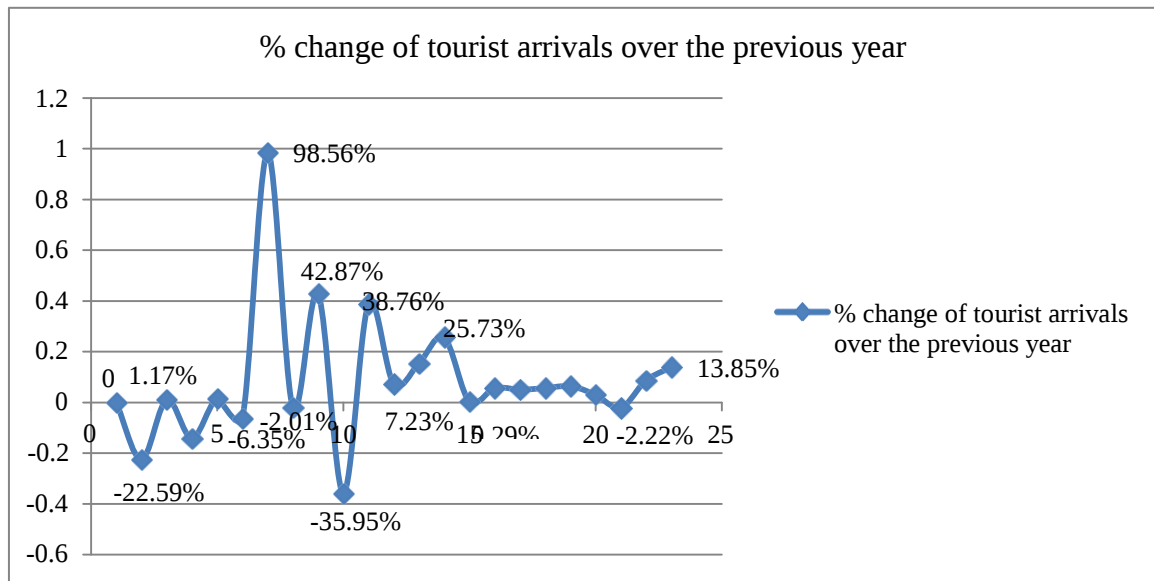
Source: (i) Department of tourism, government of Assam, 2016-17

(ii) Statistical handbook Assam, 2016-17

Table 4.5 shows the total revenue earnings from the tourism sector in Assam both domestic and foreign tourist arrival during the last 23 years. Foreign exchange earnings are increasing continuously with the increase in tourist arrivals. In 1993 FEEs was Rs.21.91 lakh and which increased by Rs.1057.24 lakh during 2015. The tourist arrival in 1993 was 20,954 and it continues increasing to 5, 66,920 during 2015. The highest percentage change of foreign tourist arrival was 98.56% in 1999 as compared to negative growth -6.35% during 1998. The foreign exchange earnings from tourism have registered a growth of 13.85 from Rs.1057.24 lakh which is the highest foreign exchange earnings from the tourism industry.

Assam is flourishing a diverse culture, tradition, tribes, and celebrities a beautiful festival with their colorful traditional attires. Tourism development depends on economic factors, socio-cultural factors, and environmental factors. These factors determine the tourism facility in the state. Assam is naturally and culturally famous in the country.

Besides, both domestic and foreign tourist arrival in Assam cumulate the positive growth of revenue collection. The tax revenue from tourism activity is accounted for from 1993 to 2015 in the above table 4.5. Revenue collection helps the government to construct buildings, accommodation, support the private organization to mechanize the related tourism activity. Moreover, the private organization is an important key element to control crime, human trafficking, directs a positive way to the government.



The foreign exchange earnings from the tourism industry can be shown with the simple linear regression model. The revenue collection is calculated from 1993 to 2015 both from domestic and foreign tourist arrival in Assam. The model can be fit the revenue collection from tourism.

$$Y=18.897x-96.418$$

$$R^2 = 0.3629$$

The above linear regression model fits the revenue collection a statistically significant. The positive number of foreign exchange earnings in the state distributes the level of the economic base more significantly. The above regression equation measures the actual outcome of the descriptive capacity of R^2 is statistically moderate ($R^2 = 37.3$). It replies, 37.3 percent of the dependent variable (tourism impact) is expected to a descriptive variable from the model and the other 62.7 percent is a statistically unknown variable. The revenue collection from tourism in the state is considering an investment in infrastructural development projects. In concerning about Assam state is staggering beyond in revenue collection from tourism as compared to another state where the increase in domestic and foreign tourist coming could not fulfill the state economy because Assam's can't initiate the proper economic corridor for investing the tourism infrastructure facilities. On the other side, Assam tourism mainly depends on seasonality, i.e. from November to April month. This short period of attractive tourist sessions could not make the state welfare for tourism. Assam has a variety of attractive tourist destinations.

4.6 Comparative study of tourism of North-East states of India

Demand for tourism depends on a destination on the prices of tourist products; produce a consumer income, consumer preference, and efforts to promoting the tourist destination and other economic, socio-culture, and environment, political and geographical factors. Nowadays, tourism is the world's fastest and largest growing labor-intensive service industry. Hence, this industry accepted that it does not require skill and manual power of labor work. Most of the government encourage a tourism activity because of it is an ability to enhance the economic development in reducing income inequality by making employment opportunities (Pearce, 1989; Coccossis & Parpairis, 1995; Wahab & pgram, 1997). Tourism is considering a major source of income earning and balanced regional development in the Northeast state of India. The tourism figure is one of the main thrust areas in proposed Thai investment in the NE

state of India. The central and provincial government is taking several initiatives with the passage of two-fold objectives in promoting industrial investment and targeting the region as a possible driving force for Look East Policy (LEP) (Vibhanshui, 2008)

Table No: 4.6 Tourist inflows in North- Eastern state of India during 2004 to 2014

Year	Arunachal	Assam	Manipur	Meghalaya	Mizoram	Nagaland	Sikkim	Tripura
2004	NA	2195615	97302	445902	38530	11140	NA	269870
2005	3317	2594737	93679	381010	46312	18353	364168	225291
2006	51755	3493527	120835	404546	50786	16426	439992	232798
2007	33039	3503613	101460	462952	44961	23021	483041	246855
2008	152312	3713239	115571	554873	48596	22348	531527	249155
2009	199096	3910219	127929	595920	58314	22376	633358	325694
2010	143363	4143080	117083	656933	58242	22499	720768	359296
2011	242733	4424996	133826	672307	64256	27157	573210	366281
2012	322378	4562374	132571	685567	67005	31118	588401	366442
2013	136307	4463479	145647	698042	66190	54655	580541	375371
2014	186168	4883831	137484	726453	71053	61092	525183	390667
CAGR	56.44%	8.32%	3.52%	5.00%	6.31%	18.55%	4.15%	3.77%

Source: Statistical handbook of respective northeast state government

The above table 4.6 presents the tourist inflow of Northeast state of India from 2004-05 to 2014-15. The table clarifies that both domestic and foreign tourist arrival per year is different in eight Northeast states of India. The total number of tourist arrival is wide variation among the NE states. From the above table, it has seen that the Assam state has achieved the highest number of tourist arrival per year among the eight different states. It is because; Assam is the central state of all it is a business transaction, transport, and various facilities in the NE state of India, except Sikkim. Almost all private and public government agencies are available in Assam. Excluding Sikkim, Assam is the gateway of NE state, it is a clutch of all tourism opportunities and a large number of tourist inflow is considering here. Among, eight states, Nagaland is the lowest total tourist arrival state. As per the Compound Annual Growth Rate (CAGR) of tourist inflow in NE State are different. The growth rate of tourist inflow is more in Arunachal Pradesh (21.13), followed by Nagaland (18.35), Assam (8.32), Meghalaya

(5), Mizoram (4.87), Sikkim (4.15), Tripura (3.77) and Manipur (3.52) respectively. However, the comparative study can't be assessed by the tourism industry of NE state of India from tourist inflow and revenue production.

The poor performance of the tourism industry in the Northeast state is due to it is lack of advantage on planning activity, measurement of government legal framework and fail to take a strong linkage with national as well as international boundaries. The demand for the industrial product is very poor where business activity is can't be fulfilled in the land of the state. The promotion of tourism activity should follow a policy framework, a proffer marker oriented facility, need a common people to guide healthy tourism. Necessarily, there is a proper guided for trained manpower to systematic exploration potentially to understand the different facets of the tourism industry. Moreover, there is an important to a critical value judgment about their tourism product before marketing, so that tourism profound the local economic activity, environment and socio-cultural meaningfully. Unfortunately, The Northeast state is forgotten to these basic important issues and tries to visualize this activity that can give a fruitful result and such that it can emerge a way of concerned destination in NE contexts.

Table: 4.7 Density of Tourist Population (DTP) and Per Capita Tourist Arrival (PCT) of North Eastern States of India

Sl .No	NE State	Tourist arrival	Total area in sq. km	Population of State	DTP	PCT
1	Arunachal Pradesh	186168	83743	1528296	2.22	0.12
2	Assam	4883831	78438	34586234	62.26	0.14
3	Manipur	137484	22327	3008546	6.16	0.05
4	Meghalaya	726453	22429	3276323	32.39	0.22
5	Mizoram	71053	21087	1205974	3.37	0.06
6	Nagaland	61092	16579	2189297	3.69	0.03
7	Sikkim	425183	7096	671720	74.01	0.78
8	Tripura	390667	10493	4057847	37.23	0.1

Source: Statistics handbook of respective northeast state government

Table 4.7 explores the comparative advantage of DTP and PCT of the Northeast state of India. From the table, the Sikkim state is the highest number of DTP is estimated at around 74.01 because Sikkim is the smallest state in the NE region. It is a geographical land area that is 7096 sq.km. Moreover, the number of tourist arrival is increasing every year. DTP in Assam is 62.26. Assam is the second-largest land area state after Arunachal Pradesh. AP is the lowest DTP because the state is facing a problem of inner line permit; lack of road connectivity, hilly state, and many more local problematic issues are arises. Assam state can prospect in future for tourism development because it is a large number of geographical areas. The other state of DTP is Manipur (6.16), Meghalaya (32.39), Mizoram (3.37), Nagaland (3.6) and Tripura (37.27).

As per the per capita tourist arrival, Sikkim state is the highest at around 0.78. The other state considers the per capita tourist arrival is Meghalaya (0.22), Assam (0.14), Arunachal Pradesh (0.12), Tripura (0.10), Mizoram (0.06), Manipur (0.05) and Nagaland (0.03). Nagaland state is the lowest PCT arrival state. From the above table, it has been seen that Sikkim state is the lowest geographical land area but the state received the highest number of tourist arrival every year and top in DTP and PCT compared to eight other NE states. This scenario positively flourishing tourism and benefiting the local community and expands the state economy. The technical and managerial inefficiency may bring a negative impact on the state with high tourist flow in small geographical land of Sikkim state. Because of state land is very limited, the problem of carrying capacity and sustainable may become shorter. Therefore, the state government should take proper management for tourism development and handle a progressive action.

4.7 Major tourist attraction in Assam

Assam is bordering to two Asian countries. The seven sister state including Assam has its own cultural ethnic, tradition, natural beauty, historical top all over the states. The NE state is known as the green paradise. Assam is a tourist destination having something to excitement and attraction an amazing offer. Assam is a natural beauty that has a large variety of cultural treasures of the people. The state is wealthy in a nearest and rarest defunct group of wildlife, overgrowing forest, subdued hills, and heavy green

plains and robust waterways. The different species of wildlife are one horn rhinoceros, golden langur, wild cat, pigmy hog, white wing- duck, elephant, water buffaloes, hillock gibbons, deer species, migratory birds and thousands of other varieties can be seen in wildlife sanctuaries. The perfect combination of culture & folklore, trusts of innumerable races is made Assam as the homeland of an amazing colorful state. Assam state harbors an effective advantage of attractions for tourism from every corner. There are the historical monuments and infrastructure that has a renowned past of high architectural achievement. It is home then Mother Nature, which transforms the state into a haven of tourism. The following considers the attractive tourist destination in Assam-

(1) Guwahati- Guwahati is the majority of Assam and it is the gateway to entering the NE state of India. The Guwahati city is sited on the bank of Brahmaputra River. There are numerous tourist places, in Guwahati like Kamakya temple, Navagraha temple, and Basisthashrama temple, Srimanta Sankardeva, Kalakshetra, and many other attractive tourist places are located in Guwahati city.

(2) Sualkuchi- Sualkuchi is known as Manchester of Assam, located a large number of cottage handloom industries. It is famous for MUGA silk production.

(3) Hajo- On the north bank of Brahmaputra River, an ancient pilgrim center of Hajo finds its uniqueness is being an attraction for three religions – Hindu, Muslim and Buddhist making an important pilgrimage center for people.

(4) Tezpur- Tezpur is the cleanest city of Assam because of its cleanliness and greenery and it is a cultural capital of Assam located on the bank of Brahmaputra River. Tezpur is beautiful for tourism with its parks, hillocks, and the oldest inherited city ruins dating back to the 4th century. A tourist attraction for tourism in Tezpur was Nameri National park, Agnigarh, Bura chaporì wildlife sanctuary, Ouguri hill, Kali-Bhomora setu, Naga sagar temple, Padam pukuri green tea garden have all contributed to tourism. Tezpur is an important historic place in Assam, on it contributes to art, culture, history, literature and freedom fighter has been placed in Tezpur.

(5) Kaziranga National park- It is the largest forest area in Assam and homeland for one horn rhinoceros. In 1985, Kaziranga national park was awarded as a world heritage site

by UNESCO for its unique natural environment. There is a rich variety of hog deer, tiger, hoolock, elephant, fishing eagles, buffalo, wild pig, is available. The tourist can visit this national park during the winter season, to see the rarest species of birds and animals.

(6) Manas National Park- The Manas national park is the second largest forest area in Assam. The national park is located between Baksa (BTAD) and Barpeta district in Assam. The park is awarded a world heritage site in 1985 by UNESCO for it is a tiger project reserve, an elephant and a biosphere reserve. Manas is famous for its rare and endangered species such as state roofed turtle, golden langur, and pygmy hog and famous for it is wild water buffalo.

(7) Pobitora wildlife sanctuary- Pobitora Wildlife sanctuary is a Wildlife reserve located in Morigaon district in Assam. It is covered 38.8 km square area. Mostly, one-horned rhino and other animals like leopard, wild boar, barking deer, wild buffalo, and more than 2000 migratory birds and reptiles are found in the forest. India rhino vision 2020 (IRV2020), the government of Assam, WWF (worldwide fund), the International Rhino Foundation (IRF) and the US Fish & Wildlife Service, six rhinos are trans-located from Pobitora to Manas national park between December and January 2011.

(8) Nameri National Park- The national park is the foothill of the Eastern Himalaya in the Sonitpur district of Assam. It is covered 200 km square (77 sq mi) area. Mostly, flora and fauna are found from this national park. This forest is also famous for orchids like dendrobium, cymbidium and cypripedioideae. Nameri national park share is the northern boundary of pakhi wildlife sanctuary of Arunachal Pradesh.

(9) Dibru- Saikhowa national park- the park is sited between Dibrugarh and Tinusukia district. In 1997, the state government designated it as a Biosphere reserve including a total area 350 km square. This national park is consisting of drizzle disparate semi-evergreen forest, drizzle assorted deciduous forest and grassland. It is the huge Salix swamp forest of NE India.

(10) Orang national park- The Park is also known as Rajib Gandhi Orang National Park sited on the north bank of Brahmaputra River in Udalguri district, covered 78.81 square kilometers. The park is affluent in its flora and fauna, including one horn rhinoceros,

elephant, tiger and wild buffalo. The following table is shown the tourist traffic and revenue collection from five national parks in Assam, from 2007-08 to 2016-17.

Table 4.8 Year-wise tourist visited national parks in Assam, 2007- 2008 to 2016- 2017

Name of National Parks	Year	Total tourist arrival in Assam	Revenue collection from tourist (Rs. In Lakh)
Kaziranga National Parks	2007- 2008	59746	91.64
	2008- 2009	106151	112.21
	2009- 2010	112844	121.68
	2010- 2011	119839	136.73
	2011- 2012	124829	149.46
	2012- 2013	101165	205.76
	2013- 2014	126211	268.66
	2014- 2015	131354	294.56
	2015- 2016	174216	419.77
	2016- 2017	167052	493.15
Manas National park	2007- 2008	7015	7.44
	2008- 2009	1344	13.18
	2009- 2010	8169	16.97
	2010- 2011	11346	14.67
	2011- 2012	19942	24.17
	2012- 2013	16108	25.48
	2013- 2014	20738	30.93
	2014- 2015	10261	33.48
	2015- 2016	41173	73.69
	2016- 2017	36552	76.24
Orang National Park	2007- 2008	1846	2.79
	2008- 2009	1552	2.57
	2009- 2010	1953	3.11
	2010- 2011	1882	1.82
	2011- 2012	2837	2.45
	2012- 2013	1917	2.76
	2007- 2008	1846	2.79

Orang National Park	2008- 2009	1552	2.57
	2009- 2010	1953	3.11
	2010- 2011	1882	1.82
	2011- 2012	2837	2.45
	2012- 2013	1917	2.76
	2013- 2014	2345	2.43
	2014- 2015	1991	2.31
	2015- 2016	3522	4.04
	2016- 2017	3416	4.02
Dibru- Saikhowa National Park	2007- 2008	1819	0.45
	2008- 2009	2641	0.76
	2009- 2010	2675	0.61
	2010- 2011	2391	0.56
	2011- 2012	4012	0.90
	2012- 2013	2675	1.08
	2013- 2014	4284	2.09
	2014- 2015	4276	2.10
	2015- 2016	2722	0.16
	2016- 2017	3026	0.26
Nameri National Park	2007- 2008	4678	2.79
	2008- 2009	5968	2.57
	2009- 2010	4688	3.11
	2010- 2011	4812	2.72
	2011- 2012	6058	3.51
	2012- 2013	4898	4.54
	2013- 2014	6672	11.26
	2014- 2015	9483	14.13
	2015- 2016	11086	9.25
	2016- 2017	12413	18.58

Source: Statistical handbook Assam, 2012, 2014 and 2017

The above table 4.8 is identified as the tourist arrival in the five national parks was Kaziranga National Park, Manas National Park, Orang National Park, Dibru-Saikhowa National Park and Nameri National Park in Assam during 2006-07 to 2016-17. The

highest tourist arrival national park is Kaziranga, second manas, third nameri, fourth is Oran and five Dibru-shaikhowa national parks respectively. The tourist arrival both domestic as well as foreign tourist arrival increases in five national parks during 2006-07 to 2011-12. But in 2012-13, the tourist arrival is declining. In these years, a massive conflict between Bodo and Muslim affecting the tourist arrival in Assam. However, the tourist arrival is continuously increasing in five national parks both domestic and foreign tourist from 2013-14 to 2016-17.

From the above five national parks, Kaziranga National Park is the top tourist arrival and maximum revenue collection and other top tourist arrivals and revenue collection national park states are Manas National Park, Orang National Park, Dibru-Saikow National Park, and Nameri National Park respectively. These five national parks have a huge number of difference from 2006-07 to 2016-2017. Kaziranga national park received the highest number of domestic tourist arrival 78 percent from these five national parks. These five national parks cover the total geographical area of 2074.86 sq. km. The total tourist arrival and revenue collection from KNP since from 2006-07 to 2016-17 are 59746 to 167052 and 91.64 lakh to 493.15 lakh, from Manas national park, is 7015 to 36552 and 7.44lakh to 76.24 lakh, from Orang national park is 1846 to 2722 and 2.79 lakh to 4.02 lakh, from Dibru-Saikou national park is 1819 to 2722 and 0.45 lakh to 0.16 lakh and from Nameri national park is 4678 to 12413 and 2.79 lakh to 18.58 lakh respectively. It can be said that Dibru-Saikou national park receives the negative growth of revenue collection from these five national parks respectively.

4.8 Inherited heritage resources

Heritage by it is natural values the extinct and is apprehensive with the means along which the extinct is created in the present” (Soderland, 2009: 55) Assam exist a long history phenomenon from Paleolithic to colonial period, with tales of dominance victory and chivalry, backed by the manifold stranded decay; respectful even impression- provoking shrines, grass scold graveyard and strained wildlife. This history is started from the Ahom dynasty to British rule that has to determine the rulers over the period between the 13th to 18th centuries. When it has to come in the past tour there are some places in Assam to traverse it, i.e., temples to bewitch extremely. The prominent

temple-like Kamakhya, Navagraha, Umananda, poa mecca and bodistha ashram it has its charm and grand to epic the intrigue. Asia's first amphitheater at Siva Sagar is the best Ahom architecture and other important archeological sites are Da-parbatia, Madan kamdev, Agnigarh, Suryapahar, deoparbat, Ambari excavations, and moidams. Assam has seen several kingdoms, has allowed many cultures and traditions to see in. Such a vibrant place of history will only have the best of heritage. "The historical dimension of heritage provides an enduring context within which its changing meanings can be treated" (Soderland, 2009: 55). Owing to them, includes other attractive tourist point age rock-cut caves; Bongaigaon, Kolia Bhomora setu, connected between two districts Nagaon and Sonitpur, Borbarva madam, and Bahikhowa maidam, Dibrugargh, Kachari fort, a capital of kachari kingdom and Martyrs tomb was built in the memory of relevant Assamese language movement victims, the state sharing with it another glorious pest, culture and tradition includes. Sivasagar also knew as Joysagar an Ahom palace, tanks, temples and the biggest man-made lake in the country, Jorhat the last capital of Ahom kingdom and Digboi the oldest oil refinery in Asia are some attractive tourist places in Assam.

4.9 Tourism policy of Assam

The sustained and rapid growth of tourism during the last fifty years is appraised to be one of the most remarkable developments. UNWTO is pointed; in 1950 the inflation targeted income from the tourism sector is grown at a stumble rate of 11 percent a year. Annual international tourist arrival is increasing from 25 million in 1950 to 15.54 million in 2017 and is grown 6.8 percentages in 2017. Tourism is created wealth to the community and opportunity to labor-intensive technology very highly and it prefers to more employment. Tourism has the potential to poverty reduction as documented by UNWTO. The positive impact of tourism activity on the economic, environment and culture enshrine the development of national as well as international understanding.

4.9.1 Assam tourism policy, 2008

The tourism policy of Assam, 2008 was preferred to bring for tremendous strength of the state concerning it is a tourist attraction and to present it is a comparative advantage over many other states. The state tourist vision aims to manage a comparative advantage of tourism activity and maintaining a sustain an integral means to make Assam a major national as well as international tourism objective so tourism enshrine the life and cultural entities among the masses and become a crucial substance for economic development in common and poverty alleviation in a specific manner. The following analyses the major tourism policy of Assam in 2008-

- (1) To make tourism an important appliance for socio-economic development and gives high priority to the tourism sector in the state.
- (2) Tourism to be a prospective production in the state to promote the environment, sustainable natural resources, socio-culture enriching and economic benefit to the people.
- (3) To make awareness and encourage among the masses to meet their effective demand for the uplifting tourism sector and sharing it is benefits to develop a tourism environment agreeable.
- (4) To promote an existing tourism product to meet the new emerging demands.
- (5) Development of infrastructure facilities for requisite and complete demand for an international standard.
- (7) Determine a long term human resource development programmed among the local community to create a possible opportunity offered by tourism development.

The policy is preferred as a master plan for integrated tourism development. The plan is targeted to give the highest priority to the development of the national circuits within the region and provide a more linkage with other state circuits for comprehensive development. The policy framework was highlighted a high priority to domestic tourism and circuits a linkage to international tourism for sustainable development. There will be a highly prioritized and integrated manner for infrastructure development is the state circuits with the road linkage, modern wayside facility center, internationally

accepted road signage, souvenir shop and onsite orientation facility for educating and proper guiding the tourist.

4.9.2 Tourism policy in Assam, 2017

Assam government has launched a new tourism policy in 2017, intending to increase tourist arrival, to develop a major economic sector in Assam. Tourism is one of the main sources of revenue collection. Assam is one of the internationally and nationally acclaimed a best tourist destination for its unique biodiversity, wildlife natural conservation as a wonderful land. It will also be vigorous and outstanding subscription sustainable tourism management in Assam. It analyses the main objective of tourism policy in 2017:

- (1) To make Assam the best tourist destination in the NE region
- (2) To hold a new method for tourism such as racial tourism, tea and coffee, leisure tourism, transit tourism, adventure tourism, and monsoon tourism.
- (3) To encourage a positive effort friendly among tourists and local people tour operators, guides and hospitality providers.
- (4) To upgrade tourism connected services such as skill, quality and professional.
- (5) Developed an Assam's tourism destination in all seasons.
- (6) To make benefits from tourism for the local community.
- (7) To popularize the local community's food system, handicrafts, living style all across the tourist destination.
- (8) To upgrade a sustainable environment for investment
- (9) To develop a local product related to tourism and marketed it through the nation as well as international operators.

4.10 Analysis of natural attraction facilities

Assam is not too inferior compared to other states in terms of natural attraction. The state is blessed to natural attraction is classified as wildlife sanctuaries, hill stations, national parks, rivers, mountains, etc. There is another competitive tourist destination that makes the state more attractive like nature based-tourism, nature adventure tourism, eco-tourism, etc. The state is surrounded by green hills, mighty Brahmaputra Rivers, flows right through the land and nurture a majestic and complex eco-system around it.

Majuli spread over 352 sq km of the total geographical river Island district in India. Tourist destinations can develop a forest area where several tourists offered to visit the area. The total forest area was 34.21 percent of it is the total geographical land of Assam. Assam has 5 national parks and eighteen Wildlife Sanctuaries are situated. Many of the national park and wildlife sanctuaries are situated in the deliberate area and the forest department created many tourist facilities like a guest house, watching tower, forest road, tourist guide, exposition, etc for the tour. Name of the national park and wildlife sanctuary are given below-

Table 4.9: Names of national parks and Wild Life Sanctuaries in Assam

Sl. No.	Name of National park/WLS	District	Area (sq. km)
1	Kaziranga National Park	Golaghat & Nagaon	858.98
2	Manas national park	Bongaigaon & Barpeta	500
3	Dibru-Saikhowa national park	Tinsukia	340
4	Nameri national park	Sonitpur	200
5	Rajib Gandhi Orang National Park	Udalguri & Sonitpur	78.81
6	Amchang Wild life Sanctuary	Kamrup	78.64
7	Barail Wild life Sanctuary	Cachar & Dima Hasao	326.25
8	Barnadi Wild life Sanctuary	Udalguri & Baksa	26.22
9	Bherjan- Borajan Padumoni WLS	Tinsukia	7.22
10	Burachapori Wild life Sanctuary	Sonitpur	44.06
11	Chakrashila Wild life sanctuary	Dubri & Kokrajhar	45.56
12	Deepor Beel Wild life Sanctuary	Kamrup	4.14

13	Dihing Patkai WLS	Dibrugarh & Tinsukai	111.19
14	Garampani WLS	Karbi Anglong	6.05
15	Hollongapar Gibbon WLS	Jorhat	20.98
16	Lawkhowa WLS	Nagaon	70.14
17	Marat Longri WLS	Karbi Anglong Autonomus District council	451
18	Nameri WLS	Golaghat	37
19	Nambor Doingrung WLS	Golaghat	97.15
20	Pobitora WLS	Morigaon	38.81
21	Pani Dihing bird WLS	Sivasagar	33.93
22	Sanai Rupai WLS	Sonitpur	220
23	East karbi Anglong WLS	Karbi Angong	221.81

Source: Author's compilations

Income source of the country can be the predominant and notable decisive factor of the tourism industry in the inclusion of comparable market prices. Tourism activity is single productive services of revenue collection in the world. The experimental of tourism demand is a function of income-earning to a lesser degree of scope, transportation costs and from the participating destination. For example, Morley (1992), argues many studies give a few examinations to underlying microeconomic studies. Moorley (1992) viewed tourism demand as a support to the consumer of things and other types of refreshment and profound that, terms of the product can't be keep stored or exported. Tourism is a form to continue it is the ability to survive in an area for an unlimited period, (Butter, 1993:29).

4.11 Summary

This chapter has provided the status and development of the tourism industry in Assam. With the fact of tourism, the system is the most promising research activity relating to more than other study knowledge is emerging from the last few decades, very little research work has been done in the field of the tourism industry. Paper study the understanding of the comparative of the tourism industry in it is economic growth, infrastructure, tourism character, an overview of inbound and outbound tourist traffic, investigate the implication and endowment of the problem of literature in tourism

system. However, tourism as an engine of economic growth for its multidimensional activity and it is the potential to understand the socio-economic relations between public-private sectors, to aware of an environment and investment and provide sustainable development to the local community. Particularly, tourism is a great gateway of unskilled workers to involve like labor-intensive industries. The measurement of an unskilled worker in the tourism sector is an individual behavior where they had to understand the value of the local community. The most significant economic phenomenon from tourism activity, i.e., employment, revenue collection and foreign exchange earning these three goals are relating to the forms of consideration in the state economy. The revenue production is one of the most important resources and it is the volume of the balance of payments for many countries and major economic contributions to economic development. It is also characterized by a small and medium enterprise (SMEs).

This chapter had study the major determinant of the tourism system of Assam with related to tourism policy, tourism system, tourist traffic, the balance of payment and competitive advantage. Assam is a growing destination state where a lot of infrastructure facilities are denied. The tourism industry is comparatively very slow as compared to another Indian state. The task of tourism is not easy to measure and analyses. The main reason behind this is that tourism is an “industry” without any traditional production function, output and even no infrastructure or institutions across countries within the same country.

Chapter 5

Summary and conclusion

5.1 Introduction

Tourism is the largest growing service industry in the world with the immense potential of employment and possible foreign exchange earnings. Tourism is accepting a gateway of unskilled workers at a tourist destination and it is one of the most important significant factors that contribute to more helpful in society and bringing a positive effect to the society and social harmony among the people. Tourism has become a means of cultural exchange as a tourist comes across different cultures while they travel, which builds harmony among people with different cultural backgrounds, leaves behind the changes of conflicts and creates a ground to resolve possible conflicts peacefully.

In India, tourism is exceptionally growing regarding domestic and foreign tourist arrivals. India is achieved a good number of natural and cultural resources. The tourism planning appears in the second and third five-year plan. Sixth five-year plan emphasis the major tourism plans simultaneously mechanism to economic growth, incorporation of maintaining social security. The first tourism policy was introduced in November 1982 to promote economic, social consolidation and assist the image of India abroad as a country with a renowned past, a vigorous nearby a bright future. According to WTTC, tourism generated about \$210 billion or 9.4 percent of Gross Domestic Product and around 42 Million job opportunities in tourism and hospitality, In India, 2017. Indian tourism is leaning to create an investment in the market, attracting to supply chain in support of hotel and foreign exchange efforts to continue growing an economy. Moreover, Indians extensive culture & natural resources and they are prices competitive advantages also welcome the international tourist. According to “travel and tourism competitiveness” report, price competitiveness in Indian tourism 10th out of 136th nations. The three main factors approach the tourism development in any developed or developing or any other underdeveloped countries, i.e.; economic factor, environmental factor and socio-cultural factor that influence the tourism policies.

Travel and tourism are presently one of the most important dynamic industries in the global phenomenon. According to tourism satellite account (TSA) research released by WTTC, travel and tourism demand is expected to grow by 8.3 percent ‘between’ 2010 to 2019 in India. Capital investment of travel and tourism is expected to grow is around 6.3 percent per annum during 2010-2026, compared to a global average of 4.5 percent. India is ranked “best country brand for value for money” in the Country Brand Index (CBI) survey conducted by future brand. As per the travel and tourism competitiveness (TTCI) released by the world economic forum (WEF), India was rank 40th out of 136 countries across the world in 2017.

As per the tourism industry, many studies have been done in the field of the tourism sector in India but very few aspects have been studied in Assam tourism development. Thus, this paper studies the problem and prospect of tourism policies in Assam. The paper also attempts to fulfill the gap in state tourism. The main aim of this paper examines to study area is ascertain the relation between socio-economic and environmental development of cultural heritage and pilgrimage tourism and consider the various opportunities, other initiatives for maintaining the tourism development of Assam.

5.2 Major Findings

The specific objectives of the present study were:

- (i) to examine the status of tourism development in Assam,
- (ii) to examine the importance of tourism development concerning income and employment generation, and
- (iii) to suggest policies for proper tourism development.

The study is done on the best available secondary data resources information. The present research work is organized into five chapters. In chapter 2, studies the overview of the relevant literature review. The main two objectives examine in chapter 3 and chapter 4 respectively. Chapter 3 discussed the various initiatives of tourism development such as tourist traffic, foreign exchange earnings, policies, elements,

impact, and major components of tourism in India. The tourism industry fastest growing service sector and provide a large number of employment opportunities without any skill technique and upgrades the micro small medium enterprises (MSMEs). It is concerned with tourist transport facilities in Assam, the road connectivity of some tourist destinations is so far inadequate, that discourage the tourist and visitors. Even the single rail track connectivity was also difficult for long-distance train's passengers. This makes the train's journey to Assam lengthy and quite uncomfortable. It is clear that Assam is lagging in much tourism infrastructural facilities compare to other states and low rate of central funds allocation scheme. These are due to the huge gap between policy agenda and implementation; fund allocation and release of funds and number of tourism policies and operation.

Chapter 4 discussed the profile of tourism development with relevant to major issues as tourism foreign exchange earnings, competitive advantages, heritage resources and tourism policies of Assam. The five chapters discuss the conclusion of major themes of research work concerning the study objectives-

(1) Tourism development in Assam is expected to not high and this development is very backward as compared to another state in all India.

(2) The advantage of annually total number tourist arrivals, the tourist arrival is increasing in the state but this tourist arrival is lower as compared to Goa and Andaman & Nicobar Island.

(3) The percentage share in India of international tourists arrival in terms of world and Asia Pacific region, India rank 50th or 0.39 percent share of world tourist arrival in 2000 and 11th position or 2.42 percent share by Asia pacific region in 2000. The number of tourist arrival is increasing for the better demand for infrastructure facilities, hotels, accommodation, and air transport connectivity in the world. In 2017, India rank 26th world tourist arrival by sharing it is 1.17 percent and 7th position in Asia pacific region with sharing it is 4.81 percent tourist arrivals.

(4) As per the foreign tourist arrival, the foreign exchange earning in India during 1997 was Rs.10511 crore and Assam sharing out of its only Rs. 34.72 lakh. In Assam, a very low rate of tourist attraction is sharing a 0.37 percent overall India. In 2017, India's

foreign exchange earning was Rs. 177874 crore but Assam has achieved only Rs.248.19 lakh.

(5) The top domestic tourist arrivals states are Tamil Nadu, Uttar Pradesh and Karnataka and these three states are sharing 20.9 percent, 14.2 percent, and 10.9 percentages respectively. Again, the top foreign tourist arrival state is Maharashtra (18.9), Tamil Nadu (18.1) and Uttar Pradesh (13.2). But, Assam does not come in top ten lists both domestic as well as foreign tourist arrival. Because it is small infrastructural facilities, inadequate tourism policies, and fund allocation.

(6) In North-East India, Assam state has achieved the highest number of tourist arrival per year among the eight different states. Nagaland is the lowest tourist arrival state in NE India from the comparative study analysis. The compound annual growth rate of tourist inflow is more in Arunachal Pradesh 56.44 percent.

(7) Sikkim state is the highest number of DTP is calculated around 74.01 percent because Sikkim is the smallest state in the NE region and the lowest DTP in Mizoram is 3.37 percent. As per the PCT, Sikkim state is highest at around 0.78 percent and the lowest for Nagaland is 0.03 percent only. Sikkim is the smallest geographical land area and along with a limited number of population wherein tourist arrival is exceeding the state population.

(8) The major trouble of tourism development of Assam and another state of Northeast region are misbalancing development along with lack of infrastructure facilities, improper rail-cum road connectivity, no other option of air transportation to reach another state internationally, nationally and international border problem, safety reason like insurgency, restricted area permit and so on.

Thus, the Assam state is lagging behind the tourism development in India.

5.3 Policy implication and suggestion

Tourism activity in Assam has been developed as an unusual and spontaneous means. Due to limited fund allocation in the tourism sector and various issues are hesitate the private sector to invest in tourism promotion and marketing activities have always

backward in the state. Public sector and limited finance and human resource function are groupings in the dark. The local people are often backing in their awareness of tourism product and development activities. Communication between people and government agencies are needed to be encouraging and important participation of the community coalition which makes tourism product branding and marketing process can make easier. The private sector also helps to handle to invest and Assam's people ought to necessitate and engage in the tourism industry.

Assam, being a land of deciduous forest, rivers, green hill, culture and tradition has the vast potential to develop the tourism sector. First, there is proper planning of master plan and government intervention is necessary to enhance integrate of Assam's overall social, cultural and economic development. Secondly, the Assam tourism development corporation (ATDC) is a major important factor for carrying with tourism services and development. It operates and acquires the tourist facilities to take over development, to promote tourism by all desirable means and take up such other ancillary works for the growth of tourism with such stable owned enterprises (SOE). Thirdly, the agencies of public-private partnerships should be co-coordinating and incorporated the proper tourism development of infrastructure, the connection of the communication system and promoting the role of media in the tourism sector of Assam.

The role of financial institutions is involving state tourism development. The public-private financial institutions including the tourism fiancé Corporation of India Ltd (TFCI), Indian tourism development corporation (ITDC), etc are basic pioneering financial agencies to provide financial assistance of the Assam tourism development project. Other financial institutions also helping the local communities to develop a related to tourism product such as self-help group (SHG), NABARD that is linkage with bank groups and supporting the local communities to their small business purposes like a retail shop, handicrafts, tourist services and so on. NEDFi has also been assisting the small enterprise to develop the local community through a microfinance system (MFS).

Assam is being grown in the tourism sector. From the state government facilities with the growth of tourist inflow both in domestic and foreign visitors, the immense scope of development of services sector, creation of income and employment to the local

community. The government may increase the fund allocation for the development of tourism infrastructure and it will help to credit in the tourism sector. An effective monitoring system is the most important active and dynamic factor for the state government to enhance the tourism project and it can be implemented by a full center-state sponsored scheme. Assam government can take active participation in the coordination of financial assistance to implement small and medium enterprises in the tourism sector. Development of various tourism components like airports, railways, roads, waterways, water supply, drainage, electricity, sewerage, solid waste disposal system and services and other tourism facilities like restaurants, shopping, hotel accommodation, and refreshment facilities are the purview of the tourism industry.

5.4 Limitations and recommendation for future studies

The present study encounters from some limitations. Firstly, the most important critics of the tourism sector are data inadequacy. The study of secondary data is considered a period of study ranging from 2000-2017 at the state level and 1997-2017 at the national level. However, time-series data were not available for many variables considered in the study. Due to lack of data inadequacy at the state level for different components like airport, roads, railway line, waterways other basic tourism infrastructure facilities like shopping, restaurant, accommodation, recreational facilities are could not be undertaken about their records of transactions on the productivity of tourism industry. Secondly, the study had considered mainly national level and state-level data. The state-level data may differ from field survey level data in respect of tourist inflow, FEEs, income, and employee productivity in the tourism sector which discourage to draw the various conclusion about the different constrained faced between local communities and the state government from the availability of secondary data. Thus, reliance and both primary and secondary data would have given a true picture of the growth of the tourism industry and sustainable development.

Therefore, the present study could have been assumed based on inferential and explanatory in creation. The study could attempt to examine the existing and possibility

of tourism resources in Assam. The more extensive study could have been done to conclude to face various problems of tourism infrastructural facilities. It could extend the various factors for tourism development to examine the different components of the tourism industry in Assam.

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