

TOURISM AND ECONOMIC DEVELOPMENT-A CASE STUDY OF ASSAM

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PHILOSOPHY IN ECONOMICS**

SUBMITTED By

MRIGANKA SAIKIA

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Supervisor

PROF. MITHILESH KUMAR SINHA



**DEPARTMENT OF ECONOMICS
NAGALAND UNIVERSITY, HQRS. LUMAMI
NAGALAND – 798627, INDIA**

2017

Dedication

I dedicate this thesis to my father Late Phanidhar Saikia whose generosity, blessings and all round support helped me to unlock the door of my education life.

DECLARATION

I, Sri Mriganka Saikia, bearing Registration No. 504/2012, dated 09/07/12 do hereby declare that the subject matter of the thesis entitled “TOURISM AND ECONOMIC DEVELOPMENT-A CASE STUDY OF ASSAM” is the record of work done by me and the contents of this thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge.

This thesis is being submitted to Nagaland University for the degree of Doctor of Philosophy in Economics.

Date:

Place: (Mriganka Saikia)

Research Scholar, Department of Economics

Nagaland University, Hqrs. Lumami

We recommend that this thesis be placed before the examiners for evaluation.

Head

Supervisor

नागालैण्ड
NAGALAND



विश्वविद्यालय
UNIVERSITY

(संसद द्वारा पारित अधिनियम 1989, क्रमांक 35 के अंतर्गत स्थापित केंद्रीय विश्वविद्यालय)
(A Central University established by an Act of Parliament No.35 of 1989)

मुख्यालय : लुमामी, जुन्हेबोटो (नागालैण्ड), पिन कोड – 798627

Headquarters: Lumami, Dist: Zunheboto, (Nagaland), Pin Code-798 627

Prof. Mithilesh Kumar Sinha
Department of Economics

CERTIFICATE

This is to certify that the thesis entitled “TOURISM AND ECONOMIC DEVELOPMENT-A CASE STUDY OF ASSAM” submitted by Mriganka Saikia for the degree of Doctor of Philosophy in Economics is the outcome of his bonafide research work. This study has not been submitted previously for any other degree in this or any other university. It is further certified that the candidate has complied with all the formalities as per the requirement of Nagaland University.

I, therefore, recommend this thesis to be placed before the examiners for consideration of award of the Ph.D.degree of this University.

(Prof. Mithilesh Kumar Sinha)
Supervisor

Department of Economics
Nagaland University, Lumami.

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Chapter One

Introduction

1.1 Introduction

The habit of travelling is inherent and attached to the human being from the very beginning. Early men travelled under the compulsion primarily to satisfy their basic necessities of life such as food, water, clothing, shelter and safety. In the latter ages, the emergence of various empires led to travel for political, business and religious purpose. With the evolution, growth and development of human civilization, it gradually developed into a pleasure. But it was only after the advent of industrialization, people started moving large numbers to places away from their home with a desire for leisure and pleasure. This phenomenon today has evolved into one of the largest and fastest growing industries of the world as tourism sector.

Tourism has its testimonies in the earliest records of history and has undergone phenomenal rate of growth during the present century. Yet there is no universally accepted definition of tourism even now. The term “tourism” is defined by different authors in different ways. Etymologically, the word “tour” is derived from the Latin word “tornare” and the Greek word “tornos” meaning “a lathe or circle”, the movement around a central point or axis. This meaning is changed in modern English to represent ‘One’s turn. The suffix- ‘ism’ is defined as an action or process; typical behaviour or quality; whereas the suffix- ‘ist’ denotes one that performs a given action. Thus when the word ‘tour’ and the suffix- ‘ism’ and - ‘ist’ are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey which is a round trip i.e. the act of leaving and then returning to the original starting point. Therefore, one who takes such a journey can be called a tourist. Although travelling is perhaps as old as the human civilization itself, one of the earliest available definitions of tourism was however provided by Hermann V. Schullard, an Austrian economist, as late as in 1910. He defined tourism as “the sum total of operators mainly of an economic nature, which directly relate to the entry; stay and movement of foreigners inside and outside a certain country, city or region” (Sharma, 2004). A more

technical definition was provided by a couple of Swiss professors - Hunziker and Krapf in 1942. According to them, "Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers, provided that the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity" (Sharma, 2004). Tourism denotes the temporary and short-term movement of people to destinations outside the place where they normally live and work including their activities during their stay at these destinations (Burkart and Medlik, 1976). R.de. Meyer has defined tourism as, "a collective term for human movement and its attendant activities caused by the exteriorization and fulfilment of the desire to escape, that is more or less latent in everybody" (Kaul, 1985). Bernecker has provided a more workable definition of tourism. According to him "Tourism is the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reasons" (Kaul, 1985). Greenwood defines tourism as basically a form of recreation expressed either through travel or through a temporary change of residence (Greenwood, 1976). In the Sanskrit literature there are three terms for tourism with the suffix 'ATANA' meaning going or leaving home for some other place. These are

I. Paryatana: meaning going out for pleasure and knowledge.

II. Desatana: meaning going out of the country primarily for economic gains and

III. Tirthatana: meaning going out to places of religious merits (Sarma, 2004).

According to the Oxford Dictionary, tourism is basically travelling for pleasure. It involves a discretionary use of time and money.

Dr. Ziauddin however takes a completely social aspect of tourism by describing it as "a social movement with a view to rest, diversion and satisfaction of cultural need" (Sarma, 2004). Emphasizing upon this social aspect, Primault considers tourism as "exploration of all that is unknown in all spheres of human activity and in all aspects of nature" (Sarma, 2004).

In this context it is to be noted that most of the definitions cited above are of general in nature and non-measurable in character. The need was, therefore, felt to provide a definition of 'tourist' that could be measured as well. The League of Nations did some pioneering work in providing a statistically measurable definition of tourist. Accordingly the league of nations

defined in 1937, the term 'foreign tourist' as "any person visiting a country other than in which he usually resides, for a period of at least 24 hours." According to this definition the following persons were to be considered as tourist

- a) Persons travelling for pleasure, for domestic reasons, for health etc.
- b) Persons travelling to meetings or in a representative capacity of any kind such as scientific, administrative, diplomatic, religious, athletic etc.
- c) Persons travelling for business purpose.
- d) Persons travelling in the course of a sea cruise even when stay for less than 24 hours (Chattopadhyay, 1995).

The above definition was confirmed by the United Nations in the year 1945 and it was stated that the 'tourist' was a person who stayed in a foreign country for more than 24 hours and less than six months for any non-immigrant purpose. However in 1963, a revised definition was prepared and adopted at the UN conference on International Travel and Tourism held in Rome. The conference considered an overall definition of the term 'visitor' which for statistical purpose describes, "any person visiting a country other than in which he has his usual place of residence, for any reason other than following an occupational remunerated from within the country visited." In 1968 the UN statistical commission approved the Rome definition. This definition is generally receiving general acceptance as most of the countries accepted this definition. The definition of "foreign tourist" adopted by the govt. of India's tourist department as per the recommendation of the UN Conference of International Travel and Tourism, Rome reads as - "A foreign tourist is a person visiting India on a foreign passport staying at least 24 hours in India and the purpose of whose Journey can be classified under one of the following headings

- a) Leisure (recreation, holiday, health, study, religion and sports)
- b) Business, family, mission, meeting (Bhatia, 2002).

Finally the most popular and widely accepted definition of tourism is given by the world Tourism Organization (WTO) as "A tourist is a person who travels to a place other than his usual place of residence and stays at hotels or other accommodation establishment run on a commercial basis or in any rent free places for a duration of not less than 24 hours and not more than 6 months at a time, for any of the following purposes

- i) Pleasure (holiday, leisure, sports etc.)
- ii) Pilgrimage, religious or social functions.
- iii) Study and health.
- iv) Meetings.
- v) Business (Chattopadhyay, 1995).

On March 4, 1993, the UN statistical commission adopted WTO's recommendations on tourism statistics. This endorsement represents a milestone for the tourism industry. Essentially WTO has taken the concept of 'tourism.' beyond a stereotype image of 'holiday making.' The officially accepted definition in the report is - "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose" (Seth, 2006).

There are different criterions of classification of tourism. These criterions are based on the geography, the purpose of visit, distance of visit etc. From geographical point of view, tourism can be domestic tourism and international tourism. On the basis of distance of visit, tourism can be long haul and short-haul tourism. Again, tourism can be classified into six distinct categories on the basis of the purpose of visit. They are-recreational tourism, cultural tourism, adventure or sports tourism, health tourism, convention tourism, incentive tourism (Seth, 2006). In addition to all these types of tourism, there are also some other types of tourism which are termed as eco-tourism, sustainable tourism, nature or wildlife tourism, agro tourism, mass tourism, holiday tourism, health tourism, sex tourism, business tourism etc.

However, UN statistical commission following the recommendations of world tourism organizations on tourism statistics in the year 1993 distinguishes the following three forms tourism.

- a) Domestic tourism involving residents of a given country visiting or travelling only within the same country.
- b) Inbound tourism involving non-resident travelling in a given country.
- c) Outbound tourism involving residents of a country travelling other country.

These three basic forms of tourism can in turn be combined to derive the following categories of tourism.

- a) Internal tourism, which comprises domestic tourism and inbound tourism.
- b) National tourism, which comprises domestic tourism and outbound tourism.
- c) International tourism which comprises inbound tourism and outbound tourism (Seth, 2006).

Tourism as the study of economic impacts has already been proved popular across the world. Studies of the tourism impact on a destination or destinations have been the largest single element of tourism research (Pearce, 1989). There is a list of reasons as to why there was so much emphasis on tourism economic impacts (Stynes, 1997; Mathieson and Wall, 2006). Economic impacts are easier to measure than other impacts and large quantities of reliable data have been collected on the economic aspects of tourism (Mathieson and Wall, 2006). Normally, the economic impacts of tourism are perceived as positive, due to its contribution to increase foreign exchange earnings for host nation, government revenues, decrease unemployment rate by generating new job opportunities, stimulating the supply sectors of tourism, improving the level of economic activity, and furthering the standard of living in local communities (Andriotis, 2001; Ivanov and Webster, 2014; Sdrali and Chazapi, 2007; Haralambopoulos and Pizam, 1996).

The economic impacts of tourism can be especially important in many developing nations. For example, Mason (2008) pointed out that the Indonesian island of Bali provided a good example of tourism stimulating significant economic growth in the 1960s to create a large number of jobs. Nicholson (1997) found that tourism dominates the economy of Boracay Island, Philippines. Tourism provided income-earning opportunities by providing accommodation in family-owned units. Those new sources of income have improved standard of living of local community.

Kala (2008) conducted a tourism impact study in Jaipur, India, who discovered that 80.7% of respondents confirmed that tourism leads to direct economic benefits which include the provision of employment, an increase in income of locals, and improved the living standard for regional development. Additionally tourism development generate for many rural communities an opportunity to add to their social capital as they come into greater contact with the outside world.

Although, the economic impact of tourism is generally positive (Tosun, 2002), the negative economic consequences of tourism are not always largely mentioned by a local community. It is also found that negative economic impacts of tourism are the danger of over dependency of tourism, increased inflation and higher land values, an increased propensity to import, the seasonality of production and the low rate of return on investments, the creation of other external costs, heavy infrastructure costs (Pearce, 1989; Mathieson and Wall, 2006; Kala, 2008).

The main reason of analysing social tourism impact is to provide researchers, planners, officials, and local authorities with rich data on host community attitudes towards tourism development, which could be used to maximise the positive impacts while minimising the negative impacts, thereby leading to more sustainable tourism. In fact these impacts are termed as 'people impacts' in their early studies (Mathieson and Wall, 1982; Dogan, 1989). To measure the nature of social impacts is not easy measure like economic impacts of tourism, because it always changes through time (Thomason et al., 1979).

So, to assess impacts of tourism on social aspects, it is necessary to investigate local residents' attitudes towards the industry and the effects which tourism was having on their daily life (Lawson, Williams, Young and Cossens, 1998; Ap and Crompton, 1998). However, social impacts may not always be positive. Negative social impacts from tourism could be related to increase traffic congestion, overcrowding in destinations, increases in crime, pollution, social conflicts etc (Liu, Sheldon and Var, 1987; Tosun, 2002).

Thus, tourism creates opportunities for entrepreneurship and provides millions of direct jobs through its multiplier effects on related sectors such as trade, manufacturing, construction or agriculture. It is already one of the largest employment sectors in many countries and a fast entry vehicle into the workforce for young people and women in tourist destinations. Tourism generates employment, income and asset in an economy. It can play a significant role in the growth and development of the economy. In order to eradicate mass poverty, unemployment, gender inequality and environmental degradation, sustainable development of tourism can be used as an effective means to achieve the ends. To achieve the UN Millennium Development Goals approaches, the World Tourism Organization (UNWTO) invites the private sector help to address these global challenges and also to maximise the positive impacts of tourism. In

this connection, United Nations declares 2017 as ‘the International Year of Sustainable Tourism for Development.’ With the help of sustainable tourism, it is tried to achieve the new Agenda 2030 and the Sustainable Development Goals (SDGs), approved by the UN General Assembly in September, 2016. It is used as a policy instrument to achieve SDGs. Tourism is to be used to provide full and productive employment and decent work for all and to promote inclusive and sustainable economic growth and development of an economy.

1.2 Statement of the Problem

The ‘tourist stay’ generally brings prosperity to the area concerned and creates job opportunity for the local people. In this context, Christaller stated, “tourism is a branch of economy which avoids central place and the agglomeration of economy” (Christaller, 1955). This means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas.

Considering the importance of tourism in economic development, State like Assam has made planned effort to promote it in different parts of its region. Assam is a paradise for tourists. Its enchanting hills, dancing rivers, thick and dark forests, heavy rain during monsoon, innumerable varieties of flora and fauna, countless species of wild animals and plants, melodious folk music, thrilling dances and festivals, variety of many delicious dishes, handlooms and handicrafts and above all its green landscape used to attract people coming from different parts of the world since time of immemorial. The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam, has been fascinating millions of people by its aura of myths, mystery, music, dances festivals, wild animals, and all the gift of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction. Thus Assam has tremendous strength of tourist’s attraction like scenic beauty, cultural variety, ethnic mixture and diverse flora and fauna. Such wealth of tourism resources endows Assam with comparative advantage over many other states. Yet for variety of reasons this advantage has not brought for Assam the prominent position that it deserves. It is therefore imperative to give a dynamic thrust to tourism promotion and to chart out bold, new directions to tourism

growth. Tourism is a journey of imagination. Imagination with a vision can open up infinite possibilities for tourism in Assam.

Thus, tourism is emerging as important sector in Assam. Moreover, it can play significant role for the development of the state's economy. Not only that economies of Assam which do not have better infrastructural facilities and economic advantages, can also be developed with the help of tourism development. Most importantly, objective of economic growth can be realized with tourism development. Even researchers from various disciplines and from different countries have given thrust upon tourism as a study in the present time because of its increasing importance and vast linkage with different sectors.

It is in the above background that the present work has been designed to evaluate the status, progress, impacts, problems and potentialities of tourism development with the help five selected tourist destinations, namely, Kaziranga, Manas, Majuli, Sivasagar and Kamakhya of Assam. Moreover the present study also tries to highlight the role of tourism in economic development of Assam in terms of income generation, employment creation and asset creation. These are the issues that need to be addressed thoroughly in this study.

1.3 Objectives

The main objectives of the proposed study are-

- (i) To examine the linkage between the tourism and economic development in Assam.
- (ii) To analyse the growth and development of tourism sector in Assam.
- (iii) To study the impact of tourism sector on socio-economic profile of the people of Assam.
- (iv) To analyse the problems/ obstacles/ constraints as well as prospects of tourism sector in Assam.

1.4 Hypotheses

- (a) Growth of tourism sector is linked with economic development.
- (b) The growth of number of tourists accelerates the increment in the state revenue.
- (c) Growth of tourism sector has impact on income generation, employment generation and asset creation.

1.5 Review of Literature

A substantial volume of literature both at the macro and micro levels can be seen on the subject of tourism and its impacts. A through literature survey has been undertaken for

constructing a theoretical framework for this study. The review of literature helped to understand and appreciate the earlier studies conducted in the field of tourism and it provided a broad frame work for this study.

Keeping in view the objectives of the study, sufficient literature in line with the present study was reviewed at the international, national and regional levels. The following section explains international literature on Tourism followed by literature on tourism at the national level and finally the literature on tourism at the regional level.

1.5.1 International Studies

The international literature on tourism is quite extensive and well developed. Considering the voluminous international literature on the subject, the attempt has been made to review the major works published at International level.

Waters (1986) estimates that tourism industry in the United States of America creates about 35602 jobs directly and indirectly, for each billion dollars spending by the tourists. He also reported that the tourism industry has better scope for developing countries where labour is cheap.

Gupta (1996) has studied the role of tourism in the economic development of the small island economics viz, Fizi, Maldives, Malta, Maritius and Seychelles. He reported that these countries have been taking tourism as an important economic activity for generation of employment and income. He found that the share of tourism in the gross domestic product was 17.5 per cent in Maldives in 1989 and about 50 per cent in Scychelles in 1988. Malta earned about 48 per cent of its export earnings from tourism in 1989.

He also reported that these small island economics have in course of time adopted to the development of the infrastructure for development of tourism in the form of construction of airports, roads, bridges, sanitation and drainage facilities and water supply. He further found that centres of tourism provide a very good market for products of artistic handicrafts. He also felt that with the development of tourism, the people of these countries get exposed to social input of interaction with people of various tourists originating areas, which has some beneficial as well as potential harmful effects on the local people.

Walpole and Goodwin (2000) provide a thorough analysis of income and employment effects of tourism in Indonesia. They conclude that tourism is characterized by high leakages and most of the better jobs have gone to the outsiders.

Sinclair (1998) has studied on gender analysis of employment in tourism. She concludes that most of the top jobs in tourism sector of developed and developing countries are filled by men while ladies are employed on seasonal or part time jobs only. She however, feels that the tourism sector is credited with opening up of new job avenues for women in some of the developing countries like Barbados and Sri Lanka.

Wagner (1997) has used a Social Accounting Matrix (SAM) to examine the regional economic effects of eco-tourism in a conservation area in Brazil. He concluded that there were severe constraints in the form of lack of forward and backward linkages.

Khan et al. (1990) have conducted a study to analyse the economic significance of tourism in Singapore by estimating the multiplier effects of tourist expenditure on total output, income, value addition and employment.

Johnson (1995) has presented some of the political economic and institutional development that had taken place in the tourism industry of the Czech and Slovak republics. According to him, policies are needed to improve infrastructure, to promote the integration of tourist services, to maintain visitor numbers, to encourage guests to stay longer, to promote visits to additional locations and to increase their spending.

Pandey et al. (1995) have conducted a case study to understand the nature of the effects of tourism on the local culture, environment and economy of Nepal.

Tosun and Jenkins (1996) gave an account of decentralized approaches to tourism development in Turkey and argued that participation in the planning and implementation of tourism development should be encouraged at community level which would make the plans more relevant to local needs.

Inman et al. (1998) have presented a conceptual framework for regional tourism development and promotion strategy for Central America.

Dixon et al. (2000) have analysed the link between environment and the economy of Caribbean tourism sector and concluded that the environment generated important economic

benefits or rents that could be used to both pay for improved environmental management and also to generate revenues for the country.

Tohamy and Swinscoe (2000) have adopted a comprehensive approach to assess the impact of tourism on the Egyptian economy, which extends beyond their spending on hotels and restaurants. This study used the economic impact analysis methodology to trace direct and secondary effects of foreign tourists spending on output, value addition, employment and Tax revenue.

Tosun (2002) has made a comparative study on the host perceptions of tourism impacts in a Turkish town, in absolute and relative terms and drew implications for marketing and destination management from the results.

Bhatia (1991) in his book has viewed that like any other industry, the tourist industry is also subject to like planning, marketing and promotion. Marketing assumes a special significance because of the competitive nature of the tourist industry. The need for trained manpower in the tourism sector assumes a great importance to maintain high professional standards. He describes tourism a great economic and social force. The rapid transition and the swift development that are occurring not only in the technology but also in the social structures and relations, in customs and in behavioural patterns will have profound effects on the travel and tourism in years to come, he continues.

Tewari (1994) in his book presents a comprehensive survey of modern tourism. It seeks to establish that the scope for further growth and expansion of tourism both domestic and international is immense which necessitates its integrated planning, development and management. Instead of treating tourism solely as an “industry” this book seeks to lay emphasis on recognizing it as a human activity in the light of the Manila declaration on world tourism.

Francois and Becherel (1995) in their book reveal the global role of tourism as according to WTO annual expenditure on tourism worldwide is more than 2000 billion US and of which 324 billion is attributed to international tourism. In 1994 tourism accounted for 12% the world GNP. It is responsible for 7% of global capital expenditure and employs more than 100 million people worldwide.

Sethi (1999) in his book opines that earnings from international tourism represent an invisible export, they are the result of selling the country's tourism product to tourist from abroad. Expenditure on tourism are the opposite. They represents an invisible import i.e. one's residents are buying a tourism product elsewhere. He says that there are three levels in tourism namely – (i) government organizations and institutions (ii) intermediaries and (iii) ancillary support services. Citing the case of Singapore, he says, "Singapore lacks outstanding natural resources and has little in the way of heritage attraction and cultural sites. Yet it has made much and much attraction like shopping, entertainment, tours, excursions which are mostly man made".

Kumar (1995) in his study analyses the impact of tourism in developing countries using two approaches namely political economy approach and functional economy approach. The political approach examines economic dependency of backward countries on the developed countries and very often the impact is found totally negative. As per the functional approach, he divides the tourism process into three elements dynamic phase movement to and from destinations, static phase of stay and consequential element of considering socio-economic and physical impact on environment. The study concludes that the tourism can play important role in the development of country. It provides a variety of opportunities for the development of industries and thereby the economic development of the society.

Sinha (2002) in his book focuses on various crucial issues regarding modern international tourism. It analyses problems relating to transportation of tourists. The book studied in detail the various modes of transport like rail, road, water and air transport and their problems. Moreover, the socio-cultural factors which influence the tourist behaviour are studied in detail. Both primary and secondary data are used in this study.

Neto (2003) in his study analyses the important economic benefits and environmental impacts of tourism in the context of the international sustainable tourism agenda. The focus of the study is on developing nations. Sustainable tourism development in these countries should go beyond minimizing the local environmental impacts to give greater priority to community participation and poverty reduction.

Though tourism provides considerable economic benefits for many countries, regions and communities, it's less regulated rapid expansion results in the depletion of natural resources

in many tourism rich regions. Eco fragile areas of both coastal regions and mountains tops are having threats from tourism. When sustainable tourism and eco-tourism approaches are well maintained the benefits to the host communities would certainly increase.

Faustin (2006) has made a study on tourism sector contribution in the Tanzanian economy. The need for critical interpretation of Tourism sector contribution in the Tanzanian economy has made a study on the contribution of tourism in Tanzania. The international tourism is growing rapidly in Tanzania. It had 295312 tourists in 1995 and increased to 576000 tourists in 2003 almost doubled during a period of just eight years.

Ashley (2000) in his study analyses the conventional approaches to tourism as a means for macro economic growth. The tourism in Namibia must be seen from a livelihood approach. In the livelihood approach the emphasis is on community participation and flow of tourism benefits primarily to the poor locals. Namibia's tourism has grown since independence in 1990. The main tourism products are wild life and wilderness scenery in lightly populated areas.

The research concludes with the findings that community involvement in tourism planning and decision making can minimize the costs and maximizing the benefits. The community instinctively albeit informally make decisions by weighting up complex pros and cons and what best fit their needs. The Govt. should not enter into decision making in tourism except to establish broad system and policies. The research points out that Namibian Government was successful in developing and implementing three systems for tourism development namely – (i) giving tenure rights to the communities (ii) development of participatory planning machineries to enter into negotiation with development partners in tourism and (iii) encouragement to the private entrepreneurs to develop tourism projects with view to enhancing local benefits.

Colantonio and Potter (2006) in their study point out that with the implementation of the three dimensional new tourism policy in 1990, the country is gaining in a great way from tourism. The three dimensional of the new policy are the institutional re-organisation of tourism sector, the establishment of joint venture with foreign capital and efforts to link tourism with other sectors of economy.

Economic significance of tourism has grown steadily after 1990s. The international tourists arrival increased on an average 17% per annum leaping from 340300 to 17774000 between 1990 and 2000. During the same period the income from tourism sector also at 21% per annum. International tourism receipts became the largest contributor in the balance of payments with the increase of its contribution from 4% to 43% during the period.

Ratz and Puczko (1998) in their studies on the rural tourism and sustainable development in Hungary present the following findings. Rural tourism is particularly important to Hungary especially because the country has no spectacular natural attractions, seaside, high mountains rainforest. However it is attractive because of the cultural landscape with small villages, thermal springs, rivers and lakes combined with the traditional hospitality.

In 1960 plans were formulated for the development of rural tourism but they did not meet with sufficient success. New attempts to revitalize the traditional type of tourism started mainly in 1980s especially in the least developed areas of the country. But they resulted in the underestimation of the quality of rural tourism even among Hungarians.

In order to change this image the Hungarian tourism corporation started a campaign in 1997 to promote domestic holidays including rural. This effort was not adequate enough to improve the number of tourist – domestic or international. There are also conflicts in the priority of interests between the residents and tourists. The rural residents are trying to acquire the same level of infrastructural development and comfort as people living in urban areas. But this will in turn transform the rural areas into urban and will result in the changes in the overall landscape visual image and the way of life of local residents. Local residents in the rural Hungary looked forward to developments in line with the cities. On the other hand, the tourist are looking for the traditional village – which means for them small thatched houses with white walls, geraniums in the window, sweep pole well and domestic animals.

While analyzing the impact of tourism the researchers say that there are two types of communities. One community is benefiting out of tourism, the other community has no sphere in the benefit of tourism instead they only suffer the consequences of tourism. Therefore there is differing reactions from both these communities. Those enjoying the benefits are happy to receive any number of tourists, while others are generally opposed tourism.

Ioannis and Nikolas (2006) in their study analyse the development of tourism in Crete in Greece. It is pointed out that tourism in the country has experienced significance growth during the period of 1970 and 1980s. The contribution of tourism in national GDP in Crete was more than 20%. Crete tourism is dominated by international tourists. Despite the rapid development of tourism the researchers are increasingly becoming critical about the sustainability of tourism in the region.

Bramwell and Sharman (2003) have tried to find out approaches to sustainable tourism planning and community participation in tourism activities. The case of Hope valley, analyses the effectiveness of community participation in tourism planning. It was noticed that there was growing concern for the residents of tourist destination regarding the tourism impact in the life and physical environment of the location. There was widespread belief that tourism did not benefit the people locally and moreover, handsome benefits are reaped by the few at the expense of the rest of the community.

Derek (2003) in his study gives a periscope of Albania and discusses the problems of rural tourism in the country. Community based tourism and sustainability are possible for stable societies. But in Albania which has been experiencing domestic instability poses a big question regarding possibility of sustainable tourism development. The research discusses on local community involvement in the local development process.

Mohammed (2007) in his paper examines the attitudes of local citizens towards studying impacts of tourism development on the local community. It also aims at measuring the effect of tourism development on the standard of living of the Egyptian people. For this purpose data were collected through a questionnaire among 462 respondents. Descriptive statistics are used to measure the tourism development impacts depending on a Likert scale. Multiple regression was used to decide the relationship between the standard of living in Egypt as a dependent variable and the tourism development indicators as independent variables. The main findings are that local people have positive attitudes towards tourism development indicators and there are some negative socio-cultural impacts of tourism development on local communities in Egypt.

1.5.2 National Studies

Flipe (2006) has made a study on Tourism in Goa in the context of Globalization. The state of Goa has a geographical area of 3702 sq. km. It has 105 km long coastal line, beautiful beaches of golden sand, abundant greenery, wildlife sanctuaries, old churches, mosques and temples etc. Large number of international tourists visit Goa every year. The arrival of foreign tourists is predominantly from 19 countries with United Kingdom registering the highest number. New products were developed by Goa with view to the changing approaches in international tourism. Prominent among them are related to Ecotourism, village tourism, ancestral tourism. The growth of tourism has resulted in the positive economic benefits to the people of Goa. Larger numbers of jobs are created in tourism and hospitality. Goa is able to attract almost 10% of international tourists in the country. Moreover Goa is able to get considerable amount income from the tourist purchases of curious items. The main items of purchases are handicrafts, gems and jewellery, cashew nuts etc.

There are also negative impacts of tourism affecting Goa. Many diseases like AIDS and Malaria are spreading faster. There is also general rise in the prices of products. Tourism has also contributed to the increase of crimes and sex-abuses. The youngsters are very much attracted to emulate the behavior of tourist in terms of attire and lifestyles. This is negatively affecting the culture and traditions of the society.

Mukhopadhyay et al. (2008) have made a study of tourism and community development in Rajasthan. This is a case study of tourism in relation to the artisan community of Rajasthan. Rajasthan ranks five in terms of both domestic and international tourists' arrivals in India. The major findings of the study are based on survey conducted in six locations in Rajasthan, Jaipur, Ajmer, Chittorgarh, Udaipur, Jodhpur and Jaisalmer.

The study found that the Artisan communities, particularly those in the lower income group, reap practically no benefit of tourism. The impediments identified in the tourism development are non-availability of adequate capital for investment, insufficient marketing efforts leading to inability to ensure reasonable financial returns for artists, lack of training infrastructure to upgrade the skill and to adopt new technology in the performances, meager formal education and lack of logistic support from the authorities.

It was also noticed that the development of tourism in Rajasthan was facilitated by the presence of historical places, forts and natural beauty and was not the result of a conscious planning process. Therefore, there is a need of thorough re-look on the development of tourism in the state for regional development and economic gain for the poor.

Chauhan and Khanna (2009) have made a study on terrorism and tourism in Jammu and Kashmir of India. Tourism in India is growing at a comparatively rapid pace. But due to terrorism the pace of growth of tourism in Jammu and Kashmir is getting stagnated. The pilgrimage tourists in those places were affected because of tensions and wars in the region. Tourists flow to the Holy cave of Amarnath remained almost the same. The aesthetic tourism in the valley was badly affected during the years of Kargil war. However the final outcome of the Kargil war was that it offers another destination for tourists to visit and pay homage to the great martyrs for the country.

Gupta and Sharma (2008) in their study have analysed the tourism in Jammu and Kashmir in the context of pilgrimage and cultural heritage. The data was collected primarily through a questionnaire survey conducted among 150 respondents. All these respondents were pilgrims from different locations in Jammu and Kashmir.

Ajims and Jagathyraj (2008) have conducted a study on challenges faced by tourism industry of Kerela. It is found that road transportation which is the primary means to travel for the tourist in Kerela is in pitiable conditions. Most of the roads are damaged during monsoon. There is the need to educate and train the taxi and auto drivers who interact with the tourists. Another important finding is the inadequacy of information in websites, brochures and information centres, for tourists. In spite of these, Kerela can be proud of its tourism product like reputed monuments, museums, zoos, hill stations and exotic beaches. The state needs to develop additional basic tourism infrastructure and strengthen the existing supportive machineries necessary for tourism.

Kandathil (1999) has conducted a study on economics of tourism industry in Kerela with special reference to beach tourism primarily concentrated on the economic aspects of tourism. In his analysis, he includes the different sub-sectors of the tourism industry and analyses the multiplier effect of tourism spending and investment.

George (2003) in his research study under the title Management of Tourism Industry in Kerala has made a questionnaire survey for primary data collection. From his study it was found that majority of tourists to Kerala are more interested in tourism products other than the cultural festivals of Kerala. International tourist preferences are for beaches, backwaters and Ayurveda while domestic tourist prefers nature based tourism including beaches and hill stations.

The study also suggests that tourism in Kerala needs more promotion especially in terms of culture, traditions and nature. Proper packages must be developed to ensure more trickling down effect of income to the people of lower economic strata.

Batra (1990) in his study has concluded that there were various snags, impediments and obstacles in the promotion of tourism in the state of Rajasthan in particular and India in general, some of which were inbuilt in nature and some were created by those who were totally unaware of the benefits of tourism. He strongly recommends that tourism activity in Rajasthan must be taken as a dynamic tool in uplifting the social status of the society.

Gupta (1983) in his doctoral thesis tried to analyse the income and employment effects of tourism on the economy of Jammu and Kashmir. He is of the opinion that in developing countries the economic benefits from tourism ranged from 20 to 40 per cent.

Singh (1989) in his book highlighted the impact of tourism on income and employment generation. The findings indicate that tourism has a significant impact on the Kullu Valley of Himachal Pradesh of India.

Sharma (1991) in his book has emphasized mainly on tourism administration, with its multifarious aspects especially the administrative and structural aspects. A part of this book pertains to the rise and growth of tourism in the state of Rajasthan as well as the country level. Apart from the formal and institutional analysis of the tourists industry the work also incorporates an analysis 200 respondents including foreign and domestic tourists and officials of department of tourism and the corporations. The book also deals with the tourism potential in Rajasthan with its prospects and problems.

Bijender (1994) has stated that the potential of tourism development in any area, region, state or country mainly depends on the availability of unique and varied tourist resources. But at the same time, the facilities and services too have very important bearing on the overall

tourism development prospects of a place within a region. Such elements like climate, seasonality, accessibility, attitude of host population, availability of manpower resources and the planning expertise etc. have to play a vital role in this context. He also suggested that close co-ordination between private and public sector tourism organization at different level is the key to success in tourism development where state department of tourism must play a central role.

Kumar (1995) in his research thesis has commented that Ecotourism implies an enjoyment of nature's bounty as well as understanding the cultural and natural history of the environment. His thesis mainly stressed the promotion of ecotourism in Kerala as it cares the conservation of the eco-system while respecting the environment.

Antony (1997) has conducted a case study on the role of tourism development corporation in the promotion of tourism. He highlighted how Kerala Tourism Development Corporation could contribute to the development of tourism in the state.

Sudheer (1991) in his study has made an assessment on the potential of natural resource in Kerala to promote tourists visits and to ascertain the facilities available to tourists. He also evaluates the working of the Government machineries for ascertaining professionalism in this field and the economic benefits obtained by the business community in the tourist centre.

Shelley (1991) in her study has made an attempt to represent a broad profile of the hospitality industry. Here the importance of hospitality industry in the development of tourism was studied with Indian context. She used sample survey method for the study. The study concludes that the present situation of hotel industry is not sufficient to meet the requirements of tourists.

Rajan (1992) in his study relates the functioning of Tamil Nadu Tourism Development Corporation (TTDC) and its role in promoting tourism in the state. The study has given emphasis on the wide range of services provided by TTDC like hotels, restaurants, youth hostels, resorts, trade fair etc. The study examined the commercial viability of such services provided by TTDC. An attempt has been made to analyse the impact of all the activities of the TTDC contributing to the development of tourism in Tamil Nadu.

Kumar (1995) in his book has tried to find out the effective management of tourism in India's perspective. This study has involved a range of techniques including marketing and publicity information and interpretation as well as planning control and traffic management.

Mathieson and Wall (1982) in their book describe the requirements of the travellers and of the impacts that they have on the economic, physical and social well being of their hosts. It involves the motivations and experiences of the tourists, the expectations and adjustments made by residents of the reception areas and then roles played by the numerous agencies and institutions which intercede between them. They consider tourism as a consumer product and hence an economic activity having social and physical impacts.

Sharma (1991) advises how to improve the hospitality services associated with tourism in his book as for the healthy development of tourism in a country like India – a land of contrasts. It is desirable for the government to provide facilities for training in hotel management, tourism and travel agency work.

Mohammad (1998) in his book makes a deep insight into the tourism scenario, tourism and hotel industry, tourism under five year plans and impacts of tourism in India. Much explanation is devoted to hotel industry and current innovations in hotel industry.

Bezbaruah (1999) in his book has viewed about the tourism of India beyond the millennium. He has mentioned the prediction of Bill gates, the Guru of IT Industry where he mentioned tourism as one of the three industries of the future. He explains the growth of tourism industry in the world and makes a comparison of it with Indian Tourism.

Sajnani (1999) in his book describes tourism as the second largest industry in the world next to oil industry and third in India after Gems and Jewellery and Garments. He viewed tourism as an industry for the economic development of our country. To an environmentalist, it means sustainable tourism with fewer damages to nature. To a holistic view holder, it is an integrated field of activity and to a social scientist, it means social and cultural aspects.

Batra and Dangwal (2001) have illustrated eighteen contributions on tourism representing various aspects. Dangwal viewed that India has great tourism potential due to its unique cultural and natural attractions. The potential has not been fully exploited and whatever attempt has been in this direction have not met the expectation. He further explores immense

vistas in India for skating, river rafting, trekking, paragliding, water sports and wildlife tourism.

Bishoyi (2007) in his book deals with the need and importance of tourism on economic development. As a result of fast expansion of tourism a large number of economic benefits are flowing from this industry. The book mainly highlights the tourism potential at Chilika Lake, Orissa.

Bhalla (2004) in his book has studied how tourism has played a significant role in transforming mountain communities of the world by diversifying economy and generating employment opportunities and modernising these societies. This book primarily deals with tourism in Kullu and Manali which is now a well accepted option for its economic development. Based on the empirical data, the book is an attempt to assess the socio-cultural as well as the economic impact on the host environment.

Rai and Pawar (2006) in their book have attempted to appraise the prospect of tourism in Madhya Pradesh - the heart of India. Madhya Pradesh is known for voluptuous greenery, archeological grandeur and incessant source of culture. Hypnotizing national parks, sanctuaries, countless scenic sites, temples in groups, forts, murmuring waterfalls make Madhya Pradesh a conspicuous destination for the tourists. This in depth study based on extensive field work highlights the intricate underlying factors, which in one way or the other are connected with the development of tourism.

Sharma (2004) in his book makes an attempt to explain the concept tourism in a very simple and lucid language and covers all aspects of tourism. This book lays down the basic concept of tourism as required to be understood by every specialist of the subject. It also contains point to point analysis and description of the subject in Indian socio-educational and socio-political and socio-cultural context.

Mitra and Chattopadhyay (2003) in their book have discussed the interlinkages of environment and nature based tourism of the North Eastern States in general and Arunachal Pradesh in particular, which have enormous wealth of forests and wild life resources and rich biodiversity. This book also concentrates on estimating the recreation value of tourism in selected tourist spots of Arunachal Pradesh by using Travel Cost Method (TCM) and

speculates on the extent to which this value depends on the forest and the rich biodiversity present in the state.

Chattopadhyay (1995) in his book provides a comprehensive overview of tourism development in the third world. The first part of the book sets the analytical scaffolding of the study where he discusses the definition and type of tourism. The second part focuses on economic aspects of Tourism development on the basis of available secondary data on the size of tourist flow, the expenditure per day etc. Part three deals with the process of tourism development through some case studies conducted under certain control situations. In the concluding part, an empirical model has been built on the international tourism demand for India.

Sharma (2007) in his book has pointed out a broad overview of planning and development issues in hospitality and tourism industry. Topic such as sustainability, co-operative planning, strategic infrastructure planning, implementation of advanced information technology and development of tourism and hospitality enterprises etc. are described in detail. It analyses the importance of e-business in tourism and hospitality industry.

Biju (2006) in his book has critically analysed the various aspects of tourism industry. The introductory part of the book examines the global, national and regional evolution of tourism sector. The second part studies the recent issues in tourism like strategic management, service quality, personalization, natural environment and impact of terrorism in tourism industry. The concluding part presents a few micro level studies from experimental perspectives. The author in the conclusion states that in Kerala tourism is recognized as an important sector for the development on account of its potential for generating income and employment. Different statistical methods like correlation, regression etc. are used for analyzing the data.

Dixit (2005) in his book provides a purposeful literature on demand, supply, implications and impact of economics on tourism industry. Tourism provides a large employment opportunity to the economy. This will increase the income of the host country. The book analyses the impact of tourism in the economics of the host country. The book concludes that tourism can contribute to poverty alleviation through the creation of employment and changes in the existing employment practices. Tourism can create jobs, which benefits the poor where specific measures are taken to recruit and train workers from among the poor.

Kamra and Chand (2004) in their study have presented the multiple- interrelated dimensions of tourism industry. The book covers the various qualities required for the tourism products and develops a new approach to the tourism industry. Primary and secondary data are used in the study. Statistical tools like variance, regression, trend analysis etc. are used for analyzing the data.

Bhatt and Badan (2006) in their book have evaluated the methods by which communities can successfully use to live through tourism and minimize the negative impact that the community deems harmful. Tourism brings serious adverse impacts on the environment, physical appearance, economy, health, safety and social values of the destination people. In response to these challenges government is to take steps to create a sustainable and economically successful tourism environment. The book evaluates the various problems faced by tourism industry. Primary and secondary data are used for the study. Statistical methods like moving average correlation, regression etc are applied for analyzing the data.

Chawla (2006) has studied the various problems related with hotel management in tourism in her book. The main object of this study is to create information base for managing and developing accommodation aspect of tourism industry. Stay in hotel becomes a part of the experience of the tourist. The accommodation industry provides employment opportunities for skilled and unskilled labours. The book analyses the qualities and qualification required for each job in hotel industry. Both primary and secondary data are used for the study. Statistical methods like regression, moving average etc. are applied for analyzing the data.

Lajipathi (1993) in his book has analysed tourism Industry in India in details. He elaborately evaluates the governmental and institutional role in tourism promotion and the problems of the development of tourism in India. He explains how to generate awareness among the people and highlights the importance of domestic tourism.

Bhat and Nabina (2013) in their paper have considered tourist's satisfaction as important aspects because it considerably influences the tourists' choice of a destination, the consumption of products and services and the decision to visit the destination in the future. Generally satisfied tourists bring success to the tourism business. They are likely to revisit and recommend the destination to their families and friends while dissatisfied tourists may not recommend it to others. Sometimes dissatisfied tourists may express negative comments

about a destination which in turn damages its market reputation. In view of the growing importance of tourist satisfaction for tourism promotion, this paper makes an attempt to measure the satisfaction level of tourists in Kashmir valley. Based on primary data gathered from 340 tourists, the study brought to light four interpretable service quality dimensions for tourism services – Assurance, Tangibility, Responsiveness and Reliability.

Kashyap (2014) in her paper has considered tourism is an economic activity involving billions of dollars exchanged each month. Since the starting of Incredible India Campaign, the Indian travel market shows a positive growth rate.

In the Himachal Pradesh, with the aim of providing comfortable Home stay facilities of standardized world class service to the tourists, state government introduces Home stay facilities on the basis of Ministry of Tourism, Govt. of India, “Incredible India Bed and Breakfast Scheme”. The basic idea is to provide a clean and affordable place for foreigners and domestic tourists. It also provides an opportunity for foreign tourist to stay with Himachali families to experience Himachali customs and traditions. The present study is based on secondary data collected from home stays consisting 15 home stays of Kullu region and 10 from Shimla region from 2010 to 2013.

Srivastava (2011) in her paper has viewed tourism as means to develop understanding among the people, provide jobs, create foreign exchange and raise living standard. This paper makes a case study of Agra city where there are number of tourists attractions like Agra Fort, Bharatpur Sanctuary, Fatehpur Sikri, Sikandara etc. apart from Taj Mahal which have equal historical and architectural significance but tourist are not aware of these places and monuments. Therefore the focus of this paper is on the economic benefits accruing to the state as a result of tourists arrival to Agra. For this purpose survey method had been used with purposely designed questionnaire. This study will also analyze the tourists problems facing at Agra.

Banerjee and Ghosh (2011) in their paper have aimed at exploration of tourism which act to promote local economy, socio-cultural changes and life style of the people residing in and around the tourist location in West Bengal. The purpose of this study is to explore the reasons for which the foreign and domestic tourists visit the destination. In order to analyze various issues relating to tourism development in West Bengal primary data have been collected from

200 respondents through a well structured questionnaire. On the basis of the analysis of the data, it is suggested that West Bengal tourism must develop its infrastructural facilities and to promote its offerings in a sustainable manner which can explore newer avenues in relation to nature and open up its unexplored areas.

Kumran, Kannan and Milton (2013) in their paper have tried to give an overview of some of the most important variables which are road maps for an ideal tourism planning in order to make tourism decision effective. The paper also aims to cover the feelings and understanding of the value of the stay such as knowledge and experience gained value of the destination, overall view about the destination. It also covers the decision making process in visiting tourist destination, how tourists expectations are met out, how they feel about destination and whether they can recommend this destination to their friends and relatives. An attempt has been made to assess the level of satisfaction of tourists about the destination, which includes climate, local people, tour operator, infrastructure facilities like road, traffic, tourism information etc.

1.5.3 Tourism Studies in Assam

The studies relating to Assam Tourism are much less in number.

Bhattacharya (2004) in his book has made a sincere and innovative effort to place the less-explored and hidden tourists' resources of Assam before the world audience in a comprehensive manner. The book is organized into seven chapters through which it tries to visualize the past and current status and future potentialities of tourism in Assam. The first chapter is devoted to introduce the work its aim and objectives. Since tourism is a new field to study in the north eastern part of India, it is considered to be appropriate to dedicate the second chapter to discuss about its origin, growth and development in the global, national and state context. The third chapter is devoted to introduce Assam, while the fourth chapter deals with the status of tourism in respect of tourist spots, facilities, services, trend of tourist flow to the state. The chapter five analyses the behaviour of the tourists in details, while the chapter sixth is devoted to evaluate potential pockets of tourism in the state in order to prioritize and reorient the development approaches. The seventh chapter summarizes the work and puts forth a few workable suggestions to improve the condition of tourism in

Assam. The book has touched almost all aspects of tourism with respect to Assam, a state in the North Eastern Region of India with unparalleled diversity of both nature and culture.

Paul and Sahu (2011) have conducted a study on impact of tourism in generating employment opportunities in Assam, considered tourism as the largest industry in the world having ample employment opportunities. Assam is rich in human resources, but the amazing fact is that this resource is either unutilized or underutilized. As a result, presently Assam is overburdened by almost 20 Lakhs unemployed youth in the skilled, unskilled, educated and uneducated category. These unemployed people can get employment through tourism by engaging themselves in accommodation business and business like restaurants, cafeteria, and bar, sports centres, by working as travel agent, tour operators, tourist guides etc. This paper also points out that unemployed youth may opt for career in publishing various materials like brochures, journals etc. on different subjects of tourism like culture, festivals, customs and traditions of different tribes scattered in the state. Apart from these, youth may also involve themselves in entertainment business by organizing dance programmes, play centres, gymnasium centres, mini cinemas etc. and by opening retail outlet for local handicraft and handloom products. This paper points out that the expansion of tourism industry will lead to self employment of people, creation of job opportunities, an increase of revenue for the government.

Khound (2011) in her paper has discussed about the meaning of tourism as well as ecotourism. To her, ecotourism means management of tourism and conservation of nature in a way so as to maintain the fine balance between the requirement of tourism and ecology on the one hand and the needs of the local communities for jobs, new skills, income generating employment on the other.

Assam has tremendous potentialities for the growth and development of ecotourism. In Assam major ecotourism spots consist of protected area network, some of which are converted into wild life sanctuaries, national parks, bird sanctuaries etc. It also deals with the importance of ecotourism and its potentialities. Finally the paper concludes with some measures for development of ecotourism in Assam.

Baruah (2011) in her study has considered tourism as a double edged instrument regarding its impact on environment. Tourism can be used as strategic device to combat environment

degradation. At the same time natural sites and objects are the sources of attraction for the tourist. As such natural sites and objects will get proper care. It will definitely help in environmental protection.

Rahman (2011) in her paper 'Kaziranga National Park as a Wild life Tourist Destination of Assam' considers Kaziranga National Park as world famous for its great Indian one-horned rhinoceros. It is the oldest park in Assam which provides an ideal habitat for many other threatened species including elephant, tiger, swamp deer, river Dolphin etc. Kaziranga has completed its hundred years successfully in field of conservation, preservation and protection of wild life. On the basis of both primary and secondary data, this paper tries to examine the growth of Kaziranga as a tourist destination, to enquire to the extent of utilization of national park by the tourist, to examine the accommodation and other facilities available in Kaziranga. It also tries to study the role of government for promoting Kaziranga as a tourist's destination of Assam.

Gogoi (2011) in his article considered tourism as smokeless industry which has direct effect on social, cultural educational and economic sectors of societies. Assam as a tourist destination is famous for her unique natural beauty with flora and fauna, historical monuments, pilgrim centres, tea gardens and its colourful cultural festivals. This article tries to give a pen picture of the tourism scenario of Assam covering almost all tourist destinations of the state. It also gives us information about the different tourist festivals that has been celebrated in Assam. The paper also highlights the state government effort through Directorate of Tourism and Assam Tourism Development Corporation Ltd. in the field of promotion of tourism in Assam. Finally it highlights some problems faced by tourism sector of Assam and also gives suggestions for its improvement.

Khargharia (2011) in her paper has grouped tourism in Assam under four categories – nature based, historical, religious and others. This paper also discusses various problems faced by tourism industries in Assam and also provides a strategy for the future development of tourism in Assam.

Bhagawati (2011) in her paper has discussed about tourism scenario of India in post independence period and also analysis how tourism becomes beneficial for host countries and communities by emphasizing its contribution in the field of employment, tax revenue, foreign

exchange earnings and rural development. The paper also analyses the prospects of tourism in Assam and finally concludes that a sincere governmental initiative framework is utmost necessary for its sustainable growth.

Hussain et al. (2012) in their article have analysed about the livelihood linkages of tourism in Kaziranga National Park. The main objectives of study are to assess the contribution of tourism to local livelihoods and suggest ways to strengthen these linkages. For this purpose, focus group discussions and interviews of tourism service providers were carried out to identify their share of tourism income. Moreover a survey of tourists was conducted to examine the amount spent by visitors while visiting the park. The primary data was supplemented by secondary information obtained from the park office, service providers and records of village self-help groups. It is seen that in 2006-07, the total amount of money that flowed through the tourism sector in Kaziranga National Park was estimated to be US \$ 5 million per annum, of which different stake holders (excluding government) received US \$ 3.27 million per annum. The balance of income flowed as leakage for purchase of supplies and logistic support outside the tourism zone. The financial benefits to local stake holders may increase if the leakages could be prevented through planned interventions such as proper marketing of products from cottage industries and strengthening of local level institutions. Apart from these, wildlife viewing, promotion of nature trails and package tours etc. may be encouraged in order to enhance tourists visiting which could provide additional livelihood options to local communities.

Chowdhury (2013) in her paper has viewed Assam as an embodiment of the natural beauty and grace with dense forests, heavy rains during monsoon, innumerable varieties of flora-fauna, melodious folk music, dance and festivals, handlooms and handicrafts etc. The paper tries to highlight the potential of tourism in fostering economic development. It also attempts to study the flow of tourist to Assam and the revenue earnings of the state. Finally the paper suggests some ways for improvement of tourism industry as a perspective tool of economic development in Assam.

Goowalla and Neog (2011) in their paper have considered the tea-sector as a lucrative tourist destination having great potentiality. There are lots of potentialities in the tea gardens of the state to promote tea tourism industry within tea garden boundaries. They pointed out that if

vine-yards in European countries can be a major tourist destination, definitely the tea gardens of Assam can be a major tourist destination of North east India. This study makes an attempt to examine present scenario of tea tourism by highlighting the existing lacuna and drawbacks. Moreover, the study makes attempts to address the weakness by means of some valid and practical remedial measures.

Das (2012) in his paper has pointed out that Assam is well blessed by nature which is one of the world's richest bio-geographic areas. It has a rich culture and ethnic heritage that can easily make it a tourist spot. This paper makes an attempt to explore the potentiality of Assam as a famous tourist destination in near future.

Kalita (2012) in his paper has considered tourism as an eco-friendly industry in the modern world and has become a global instrument of economic, cultural and social development. The country with plenty of natural beauty and resources like cultural heritage, archaeological remains, bio-diversity heritage site etc. has enough scope for the tourism promotions. From this angle, Assam has immense potentials for tourism. At the same time, Jorhat the former capital of Ahom kingdom and presently situated in the heart of the state of Assam is a hot spot for historical and cultural tourism. This paper is an attempt to identify the places of tourist interest of the district.

Handique (2011) in his article has highlighted the importance of tourism in economic development of countries like India in general and Assam in particular. The paper discusses the importance of Sivasagar District as a famous tourist spot of the state. During the Ahom rule several historical monuments were constructed by the Ahom kings and Queens in and around Sivasagar district. All these doles, man-made tanks, multi-storeyed palaces, stone bridge, Moidams etc. have attracted the tourists coming from all over the world. In spite of these the paper points out that tourism industry in Sivasagar suffers from insurgency problems, infrastructural problem, financial problems etc. In order to overcome such problems appropriate measures should be taken by Government, local people and Non-governmental organizations. Only then people of Assam as well as Sivasagar district will be benefited from this tourism industry.

Rajkhowa and Bora (2011) in their paper have defined ecotourism as responsible travel to natural areas which covers the environment and improves the well being of local people. As a

world famous eco-tourism spot, Kaziranga National Park has been able to attract both domestic and foreign tourists every year. In spite of having enormous potential for tourist inflow, the park has been facing lots of problems like poor infrastructure in the form of inadequate transportation, accommodation, communication, power etc. insurgency problem, poor media coverage, lack of publicity etc. The paper also gives some suggestions in order to promote eco-tourism in Kaziranga National Park. The paper also emphasizes upon the need of systematic and scientific approach for long-term sustainable ecotourism development in Kaziranga National Park.

Talukdar and Das (2011) have conducted this study on the participation of local communities in the promotion of Tourism in Assam. This study has considered the participation of local communities as very much necessary in all eco-tourism planning and activities. Because such participation will motivate them to work towards preservation and conservation of eco-system. In that context, Manas Mauzegendri Ecotourism society (MMES) has been doing remarkable works in the conservation of Manas. It has twin objectives of conservation of Manas and promotion of eco and community based tourism in the eastern part of Manas. There are 200 volunteers under MMES working in various sections under 19 sub-communities. The MMES has been able to get international recognition for their commendable work from the UNESCO world Heritage commission and also people all over the world.

Jha and Chutia (2011) in their paper have considered Sivasagar as one of the renowned place in the tourist map of India from the religious and cultural point of view. Sivasagar, the capital of Ahoms is known for its varied temples constructed by the rulers of Ahom dynasty. Based on both primary and secondary data the paper makes an attempt to find out the problems as well as prospects of tourism in the Sivasagar district of Assam.

1.6 Relevance of the Proposed Study

The study is expected to be a useful addition to the growing literature and research on the problems and prospects of tourism of Assam. In order to have a better idea about the impact of tourism on the life of local community, we have to make a study about the socio-economic impact on them and their standard of living. This study will examine the positive and negative socio-economic influences on their life and also its impact on improving their living

standard. Hence, the present study will provide means and ends to improve the tourism sector of Assam.

Through the present study we try to find out growth and development of tourism with the help of number of tourists arrival and the revenue earned from tourism. In this connection, we take the help of available secondary data collected from various secondary sources.

This study is unique and innovative in view as it has adopted a comprehensive method of knowing the impact of tourism on local community of the selected tourist destinations. The findings of the study are expected to be expedient in formulating, designing, and implementing policies and programmes for speedy growth and development of tourism sector in Assam. The important problems and prospects identified in the study are expected to help policy makers to prioritise resources for interventions to improve factors significantly contributing towards further development of the sector.

The five tourist spots have been chosen for the study: first, these five spots are the most important destinations of Assam; second, all these destinations have been attracting tourists from all parts of the world. In order to assess the impact, progress, problem and prospects of tourism in Assam, it is necessary to conduct systematic and statistically robust studies on it.

Moreover, a review of different studies reveal that although a lot of work has been done by different scholars on different aspects of tourism development in different parts of the world, but limited such studies have been done on Assam Tourism. In fact, unlike parts of the world, the Tourism development efforts in Assam have not received much attention although Assam has tremendous strength of tourism attraction with scenic beauty, cultural variety, ethnic mixture, rare species of wild animals, diverse flora and fauna. It is felt that a systematic assessment of the impact of tourism on the life of local community and tourist resources of the state is an urgent need. Such type of study can contribute not only to the theoretical aspects of tourism but also to the growth and development of tourism as an industry in the state. It can also help the tourist's organizations and travel firms by way of assessing the need of tourists, identifying potential tourist spots for development etc. Moreover the present study has also been designed to understand the linkage between tourism and economic development of Assam in terms of income generation, employment creation and asset creation in the state.

1.7 Methodology

Research methodology is a systematic way applied to explain the research problem. The present study adopts both the econometric regression approach and the non-econometric statistical approach to study the impact of tourism on socio-economic development of Assam. Under the first approach the OLS regression method and the binary Logit regression method are separately applied. The non-econometric statistical approach adopts mainly statistical tools such as mean, standard deviation, correlation matrix etc. to draw conclusion about the impact of tourism on economic development of Assam. Most of the data are also analysed with the help of graphs and diagrams wherever necessary.

To get some insights of economic development in different tourists destinations and also tourists satisfaction, the present study has used Likert-type scale. In order to test the soundness of the measurement, appropriate reliability measure is used. In this study, we used the most common reliability measure Cronbach's alpha in order to measure the internal consistency of a test or scale. Internal consistency describes the extent to which all the items in a test measure the same concept or construct and hence it is connected to the inter-relatedness of the items within the test. Cronbach's alpha is expressed as a correlation coefficient, ranging from 0 to + 1. An estimate of 0.70 or higher is desired for judging a scale to be reliable.

Impacts of tourism on local community have also been analysed with the help of percentages, mean, standard deviation, correlation and regression. Graphs and diagrams are also used wherever necessary. To evaluate the impact of tourism on income generation, employment generation and asset generation, this study has used descriptive as well as econometric approach.

A SWOT analysis is also used to find out a better and real situation about the strengths, weaknesses, opportunities and threats of tourism of Assam. It is done in order to analyse the problems and prospects of tourism sector in Assam.

1.8. Econometric Methods

1.8.1 Multiple Regression (Model-I)

In this multiple regression, determinants of overall impact of tourism on local community (N=200) has been estimated.

The multiple regression model-I can be expressed as

$$Y = \alpha_0 + \alpha_1 X_1 + \alpha_2 X_2 + \alpha_3 X_3 + \alpha_4 X_4 + \mu.$$

Here, Y = overall impact of tourism on local community.

List of Regressors: Following regressors (or explanatory variables or independent variables) are used to measure different dependent variables relating to the overall impact of tourism on local community. Here is the list of regressors, X_1 = Positive Economic Impact, X_2 = Negative Economic Impact, X_3 = Positive Social Impact, X_4 = Negative Social Impact.

1.8.2 Logit Regression (Model-II)

To explain whether respondents of local community is currently engaged in any income earning activity or is employed (self-employed included) relating to tourism sector who believe their standard of living improved because of their participation in tourism, a logit regression is used. The dependent or endogenous variable is binary, usually taking a value of 1 if the respondents think their standard of living is improved due to engagement in tourism and 0 otherwise. To analyze the impact of tourism on standard of living, this study has used logistic regression model to primary data. Logistic regression analysis helps to predict the probability of a binary dependent variable from a set of independent variables that may be continuous, discrete, or a mix of them. Logistic regression method is a powerful technique as it is relatively free from restrictions and analyzes a mix of all types of predictors (X_i). In explaining the impact of tourism on standard of living in relation to all types of predictors (X_i), the LPM was

$$Pi = E(Y = 1 | Xi) = \beta_1 + \beta_2 Xi \quad (1)$$

Where X is predictor and $Y = 1$ means the respondents who think their standard of living have improved due to engagement in tourism. But now we consider the following representation of the respondents who think their standard of living have improved-

$$Pi = E(Y = 1 | Xi) = \frac{1}{1 + e^{-\beta_1 - \beta_2 Xi}} \quad (2)$$

For ease of exposition, we write (2) as

$$Pi = \frac{1}{1 + e^{-Zi}} = \frac{e^Z}{1 + e^Z} \quad (3)$$

Where $Z_i = \beta_1 + \beta_2 X_i$.

Equation (3) represents what is known as the (cumulative) logistic distribution function. It is easy to verify that as Z_i ranges from $-\infty$ to $+\infty$, P_i ranges between 0 and 1 and that P_i is nonlinearly related to Z_i (i.e., X_i), thus satisfying the two requirements considered earlier. But it seems that in satisfying these requirements, we have created an estimation problem because P_i is nonlinear not only in X but also in the β 's as can be seen clearly from (2). This means that we cannot use the familiar OLS procedure to estimate the parameters. But this problem is more apparent than real because (2) can be linearized, which can be shown as follows.

If P_i , the probability of the respondents who think their standard of living have improved due to engagement in tourism, is given by (3), then $(1 - P_i)$, the probability of the respondents who do not think their standard of living have improved due to engagement in tourism, is

$$1 - P_i = \frac{1}{1 + e^{Z_i}} \quad (4)$$

Therefore, we can write

$$\frac{P_i}{1 + P_i} = \frac{1 + e^{Z_i}}{1 + e^{-Z_i}} = e^{Z_i} \quad (5)$$

Now $P_i/(1 - P_i)$ is simply the odds ratio in favour of the respondents who think their standard of living have improved due to engagement in tourism—the ratio of the probability that the presence of the respondents who think their standard of living have improved due to engagement in tourism to the probability that the respondents who do not think their standard of living have improved due to engagement in tourism. Thus, if $P_i = 0.6$, it means that odds are 6 to 4 in favour of the respondents who think their standard of living have improved due to engagement in tourism. Now if we take the natural log of equation (5), we obtain a very interesting result, namely,

$$\begin{aligned} Li = \ln \left(\frac{P_i}{1 + P_i} \right) &= Z_i \\ &= \beta_1 + \beta_2 X_i \end{aligned} \quad (6)$$

In the equation (6), L is the log of the odds ratio, which is not only linear in X , but also (from the estimation viewpoint) linear in the parameters. L is called the logit, and hence the name model (6) is known as logit model (Gujarati, 2004).

1.8.3 Multiple Regression (Model-III)

In this multiple regression model, determinants of tourist's satisfaction have been estimated.

The multiple regression model-III can be expressed as

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \mu.$$

Where, Y= Tourist's Satisfaction and X_1 = accommodation, X_2 = local transportation, X_3 = basic facility, X_4 = tourist guide, X_5 = cleanliness, X_6 = hospitality of local people, X_7 = climate, X_8 = safety and security, X_9 = food quality, X_{10} = entertainment, X_{11} = cost per day.

1.9 Data – Nature and Sources

The present study largely uses primary data. For collection of primary data the study selects five tourist spots of the state namely Kaziranga, Manas, Majuli, Kamakhya and Sivasagar. However the overview of the tourism in Assam in general and the same in Kaziranga, Manas, Majuli, Kamakhya and Sivasagar in particular have been done on the basis of secondary data. In particular the Census of India, Statistical Handbook of Assam, and Economic Survey of Assam have been used. The secondary data were also collected from some different sources, such as Publications of United Nations World Tourism Organisation (UNWTO), World Trade and Tourism Council (WTTC), Ministries of Tourism of India, Ministries of Tourism of Assam etc. Some other secondary sources like books, periodicals, research articles, seminar reports, news papers, study reports of expert committees, published and unpublished thesis and dissertations etc are used. In addition to these, a few internet data and literatures have also been used. These are used for the research work after thorough examination of their accuracy.

The primary data is collected with the help of a pre-tested structured questionnaire through personal interview method. This questionnaire consists of questions in view of the objectives of the study. Method of data collection is the standard interview with the tourist as well as member of local community related to tourism activity. Necessary information about the impact of tourism on local community are collected and properly recorded. The overall view of each tourist was also taken into account. Details of tourist's satisfaction about destinations, transportation and communication to the tourist spot, drinking water source, quality of services available in tourist spot among many externally visible factors were recorded for statistical analysis and reporting. The collected response has been analysed with the help of suitable statistical techniques.

1.9.1 Sample Design

For this study, five tourist spots of Assam namely Kaziranga, Manas, Majuli, Kamakhya and Sivasagar are selected purposively on the basis of the nature of the tourist spots. The reason behind purposive selection of five different types of tourist spots is to study the overall tourism development, problems stand on its further development and also to identify tourism potential of the region. Kaziranga and Manas are National Parks, Majuli and Kamakhya are pilgrimage centres and Sivasagar is of historical and archaeological importance. Taking these five spots into consideration this study aims to showcase the variety of problems faced by the tourists (both domestic and foreign) who visit these spots. The study aims at to learn the factors influencing their visits and also problems faced by them during the visits. The study also targets to analyse the prospects of tourism that can be made better. This brings to light the impact of tourism on economic condition and wellbeing of local communities and also overall tourism scenario of the state. In order to know the impact of tourism on local community, the samples are selected in such a way that represents almost all types of occupations. This study is based on total of 400 respondents. Out of 400 respondents, 200 respondents belonging to local community and 200 respondents are tourists selected randomly from five tourist spots during the peak season in October-March, 2015. The data is collected with the help of a pre-tested structured questionnaire from sample tourists through personal interview method. Before the final questionnaire, a pilot survey was carried out on 25 tourists to evaluate questionnaire format and to avoid ambiguity of chosen variables for the survey. After getting feedback from pilot survey, the questionnaire was revised and a final questionnaire was created. These questions aimed to obtain respondents tour satisfaction, experience and opinion of each travel attributes namely; transportation and communication service, accommodation facility, food services, safety, beauty, cleanness, hygiene and sanitation, people's attitude, cooperation of tour guides, entertainment facilities available at tourist spots etc.

Respondents were asked about their socio-economic and demographic characteristics including gender, age, occupation, monthly income, place of origin and other travel-related facts. Tourists were asked to rate their experiences in terms of satisfactions and dissatisfaction relating to tourist destination on five point Likert-type ordinal scale, where

midpoint refers to modestly satisfied and 1 and 5 indicate highest dissatisfaction and greatest satisfaction, respectively.

The selection of local community and sample tourists from all selected tourist spots are presented in table-1.1 and table-1.2 and sampling tree is presented in figure 1.1 and figure 1.2 respectively.

Table-1.1: Selection of sample from local community representing different occupations for the study

Occupation	Nature of Occupation/Business	Number of respondents selected from each Occupation	Total
Owner	Hotel Big	8	122
	Hotel Medium and Small	36	
	Stationary Shops	18	
	Handloom and Handicraft Shops	32	
	STD and Internet Booth	6	
	Studios	4	
	Garage	4	
	Tourist Information Services	4	
	Travel Agents	4	
	Tourists Guides	6	
Employee	Government Employees	28	78
	Private Employees	50	
Total			N=200

Source: Computed on the basis of primary data collected from field survey.

Table-1.2: Selection of sample tourists from selected tourist spots of Assam

Tourist Spot	Number of Sample Tourists		Total Sample Tourists
	Domestic	Foreign	
Kaziranga	48	22	70
Manas	16	12	28
Majuli	26	16	42
Kamakhaya	16	8	24
Sivasagar	24	12	36
Total	130	70	N=200

Source: Computed on the basis of primary data collected from field survey.

Figure1.1: Sampling tree of local community

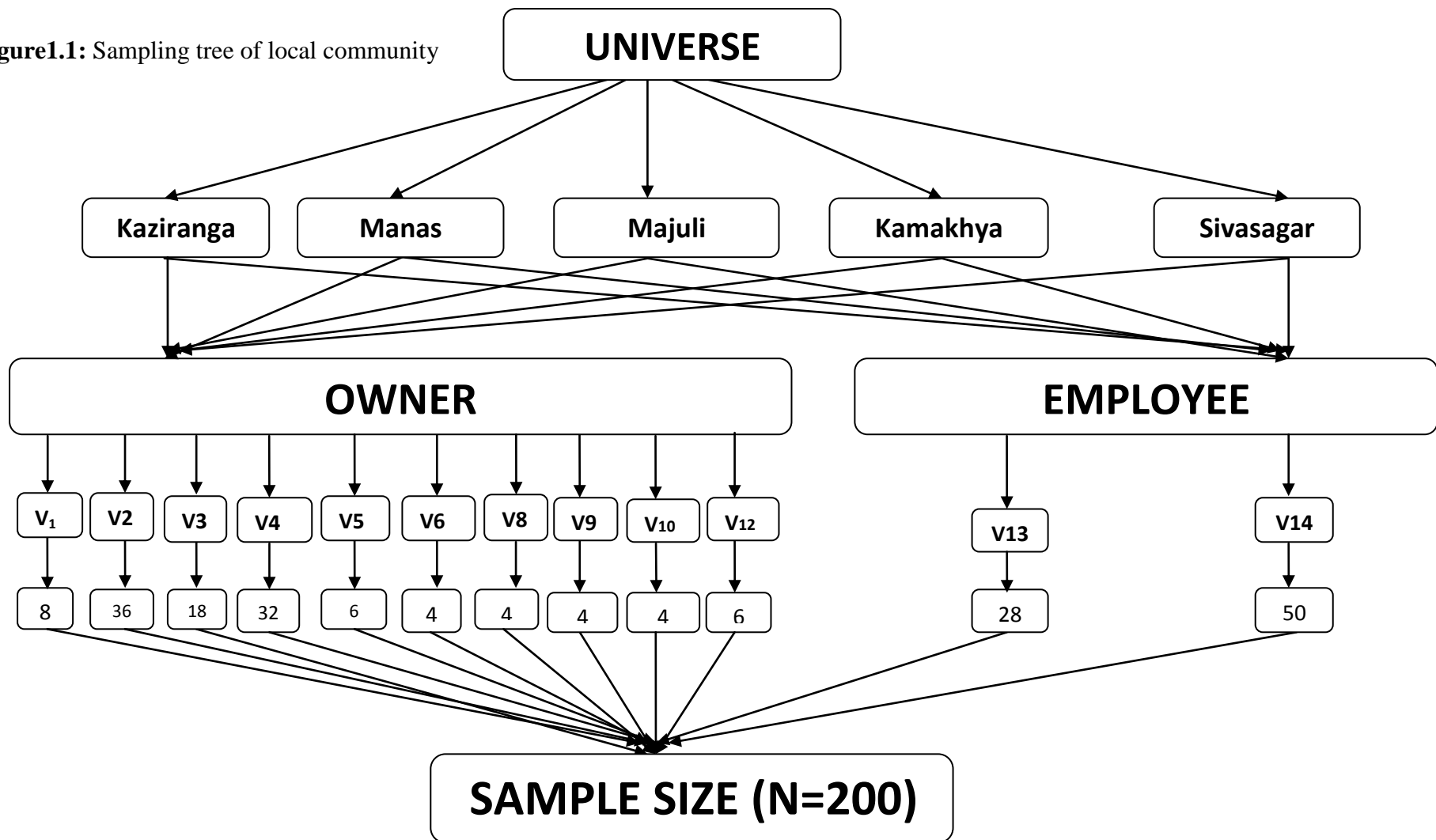
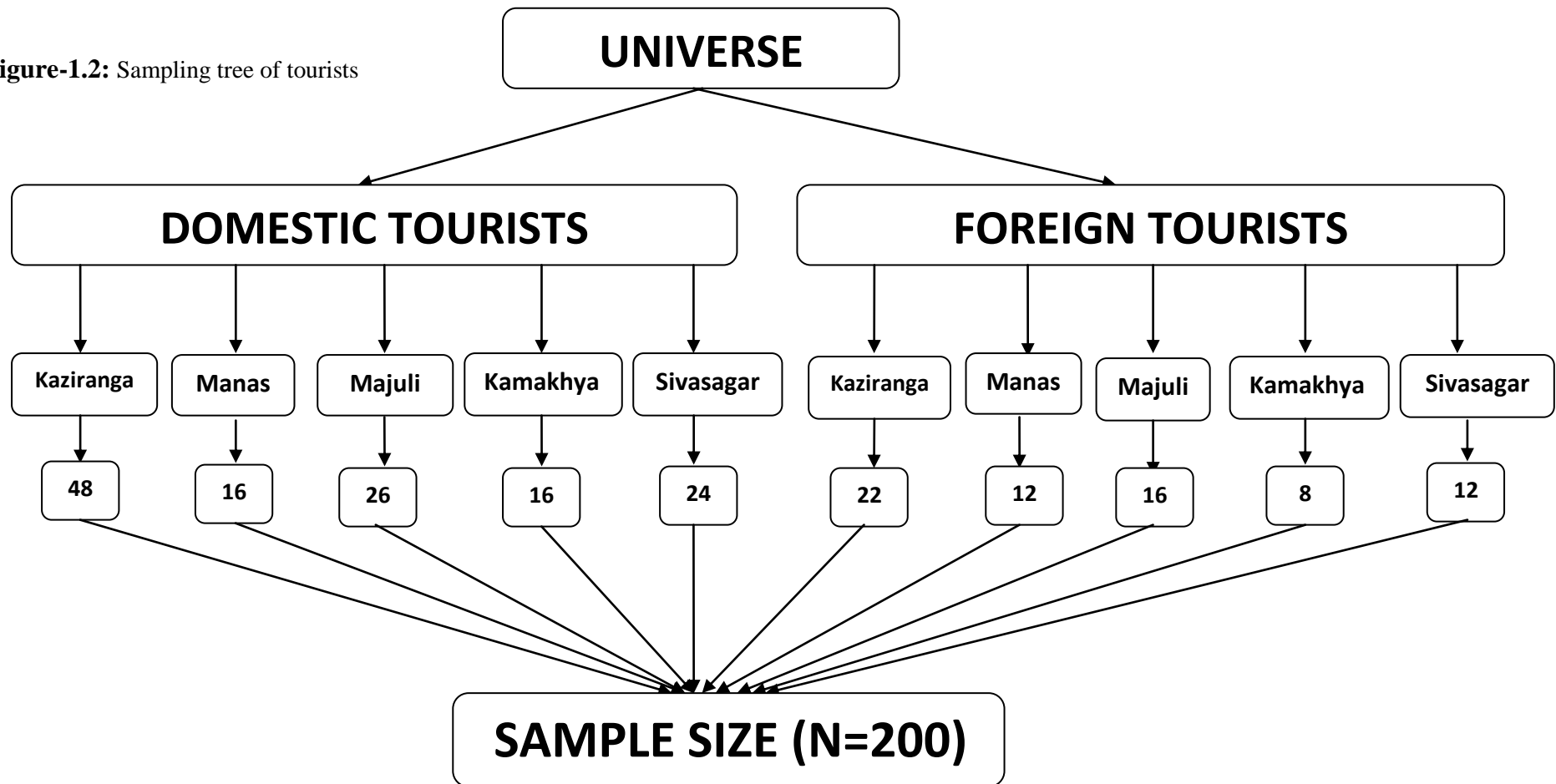


Figure-1.2: Sampling tree of tourists



1.10 Chapterisation

The proposed study has been organised under six chapters:

Chapter 1: Introduction

Chapter 2: Socio- Economic Profile of Assam.

Chapter 3: An Overview of Growth and Development of Tourism Sector in Assam.

Chapter 4: Impact of Tourism on Economic Development of Assam.

Chapter 5: Problems and Prospects of Tourism Sector in Assam.

Chapter 6: Summary and Conclusion.

Chapter Two

Socio-Economic Profile of Assam

2.1 Introduction

In this chapter, an attempt has been made to highlight the socio-economic profile of Assam in terms of its geophysical situation, demographic status, educational and health status, resources and its types, agriculture and industrial scenario including its tourism industry. To understand the socio economic profile of selected tourist destinations of Assam, it is necessary to take into account the geographical location as well as the historical background of the destination. Since the socio-economic profile enables us to understand about the destinations, an attempt has also been made in the final part of this chapter to give a brief description about the selected five destinations, namely, Kaziranga, Manas, Majuli, Sivasagar and Kamakhya.

2.2 Geophysical Situation

Assam is situated in the north-eastern part of India. It extends from 24.50N to 28.00N latitude and from 88.250E to 96.00E longitude. The area of the state is 78,438 sq. kms, as against the country's total area of 3,280,483 sq. kms. Thus the state constitutes 2.4 per cent of the total land area of the country. Assam ranks 14th in respect of area among all the states of the country (Dhar, 2002).

Assam is bordered by the kingdom of Bhutan and the state of Arunachal Pradesh in the north, Arunachal Pradesh, Nagaland and Manipur in the east and south east, Mizoram, Tripura and Meghalaya in the south and south-west, Bangladesh and West Bengal in the west and south-west. Thus Assam is bordering seven states of India viz. Arunachal Pradesh, Manipur, Nagaland, Mizoram, Tripura, Meghalaya and West Bengal and two countries viz. Bangladesh and Bhutan. In other words Assam has international boundaries with Bhutan and Bangladesh and is linked with the rest of India by a narrow strip in the northern part of West Bengal (Bhattacharya, 2004).

Assam occupies a very important position in the political map of India by virtue her geographical situation. It is the north-eastern sentinel of the frontlines of India and the gateway to the north-eastern region. On the basis of physiographic characteristics, Assam

may be divided into three physical divisions, namely Brahmaputra Valley, Barak Valley and the hilly region consisting of Karbi Anglong and North Cachar Hills.

2.2.1 The Brahmaputra Valley

The Brahmaputra River flows through Assam from east to west over a length 650 kilometers. Its main branch originates in the Tibetan plateau, flowing from west to east as the Tsangpo River and then turns south through the eastern Himalaya as the Dihang River to enter Assam, where it is joined by other branches to form the Brahmaputra, the sacred river flowing right through the middle of the state. The Brahmaputra river valley is the dominant physical feature of Assam. The river enters Assam near Sadiya in the extreme north-east and runs westward across the length of Assam for nearly 450 miles before turning south to enter the plains of Bangladesh near Bhanga.

The valley is studded with numerous low, isolated hills and ridges that abruptly rise from the plain. The valley surrounded on all sides except the west, by mountains and is intersected by many streams and rivulets that flow from the neighbouring hills to empty into the Brahmaputra.

It is an alluvial plain bordered by Arunachal Himalaya in the north, Naga Hills in the south-east and Karbi and Meghalaya plateaus in the south. The plain is about 725 km long and 80 km wide on the average and it covers an area of 56,339 sq. km representing 72% of the total geographical area of the state (Das, 1984). The plain consists of both new and old alluvium deposited by the river Brahmaputra and its numerous tributaries. The valley as a whole has an extremely gentle east-west slope of 12.5 cm per Km. As the river has to flow on a plain of very gradient; braiding takes place and numerous temporary and semi-permanent river islands are formed by the deposition of sediments. These are commonly known as chaparies.

2.2.2. The Barak Valley

Like Brahmaputra valley, the Barak valley also forms one of the important physiographic units of Assam. The valley comprising of the Barak plain and the northern and southern foothills is the product of the fluvio-geomorphic processes of the river Barak and its tributaries. The Barak River, while moving westward for a distance of 225 km in Assam through the Cachar district and along the northern border of the Hailakandi and Karimganj

districts; builds up its alluvial plain, sometimes called Cachar Plain. This plain is enclosed by hill ranges on three sides - the Meghalaya plateau and North Cachar hills on the north, Manipur hills on the east, Mizo hills on the south. The western side is open to the Kushiara-Surma plain of the Sylhet district of Bangladesh. The Barak plain is the headward piedmont part of the Barak-Surma-Kushiara plain, which lies largely in Bangladesh (Taher, 1986).

The plain is essentially a product of erosional and depositional activities of the river Barak and its tributaries. The total area of it is 6,962 sq. km. accounting for about 9% of the geographical area of Assam. The northern, eastern and southern peripheral zones of the plain are dotted with low hillocks, generally used for tea cultivation. The plain supports one of the ancient capitals of Kachari Kingdom, Khaspur with remnants of palaces. The Bhutan hill cave temple is another potential spot of attraction for tourism development. Besides, Silchar, the focal point of administration and business of the Barak valley, acts as an important transit point of people and material moving towards and from the three adjoining states of Tripura, Mizoram and Manipur.

2.2.3. The Hilly Region

The region comprising of the Karbi Hills and North-Cacher Hills covers an area 15,222 sq. km, which is 19% of the total geographical area of Assam. Geographically, Karbi Hills are projected eastern part of the Meghalaya plateau. Age-old erosion has highly denuded the Karbi Hills and it is detached from the main plateau by the active head-ward erosion of the Kapili and Dhansiri rivers. The slope of the hilly area rises towards north and east. The western part descends gently to the Brahmaputra plain. The ranges have an average height of 600 meters. The central part, however, occasionally rises to isolated peaks reaching more than 1200 meters above mean sea level.

The North Cacher hills lying to the south of the Karbi hills are of tertiary origin and has a comparatively rugged topography. The Barail range passes through this area and separates the Barak basin from Brahmaputra basin. It is a relatively high range with some of its peaks rising up to 1500 meters above mean sea level. The hilly region has ample scope for tourism development, especially for those who prefer wilderness and solitude. Apart from this, the region has peace-loving tribal people with their colourful cultural life. Haflong,

Jatinga, Mahur, Maibong, Diphu, Panimur, Umarangso are some of the potential tourist destinations, having special attractions like historical monuments and scenic beauty, scope for water sports and angling, bird watching etc. Besides, almost all these spots have ample scope for the trekking, jungle exploration, cycling, water sports, parasailing etc. Moreover, the Lumding-Badarpur railway track passes through as many as 40 tunnels in this hilly region. These can certainly attract both domestic and foreign tourists towards this region.

2.3 Demographic Profile

The study of any region cannot be meaningful unless the demographic characteristics of that region are taken into consideration. The typical economic and social conditions prevalent in an area are essentially linked up with its demographic specialities. Population forms an important component in the whole process of socio-economic development of a region. It is more so because of its dual role as a producer and consumer. Therefore, a proper appraisal of its size, growth, composition and quality is considered prerequisite for an effective planning for balanced and sustainable socio-economic development of a region. Such an attempt is highly essential for a socio-economically backward state like Assam which is currently witnesses a number of diverse population problems (Kar, 1995).

Table 2.1 presents some selected demographic features of Assam.

Table 2.1: Some Selected Demographic Features of Assam			
Demographic Features	Unit	2001	2011
Population	Lakh	267	312
Male	Per cent	51.69	51.08
Female	Per cent	48.31	48.92
Decadal Growth	Per cent	18.92	17.1
Density	Per Sq. Km.	340	398
Sex Ratio	Females Per 1000 males	935	958
Average Literacy	Per cent	63.25	72.19
Male Literacy	Per cent	71.28	77.85
Female Literacy	Per cent	54.61	66.27
Urban Population	Per cent	12.90	14.09
Male	Per cent	53.41	51.39
Female	Per cent	46.58	48.61
Rural Population	Per cent	87.10	85.90
Male	Per cent	51.43	51.03
Female	Per cent	48.57	48.97
S.C. Population	Per cent	7.40	7.15
S.T. Population	Per cent	12.83	12.45

Source: Economic Survey, Assam, 2014-2015.

2.4 Education

Education is the key input for the development of individual as well as the society. Education is accepted as one of the crucial inputs for nation building. It opens new world and provides access and mobility. Every human being and especially every child, has a right to education. The acquisition of knowledge and information helps an individual to improve his own quality of life as well as to participate meaningfully in community life. They are societal too as education is an investment in human capital and leads to higher productivity and earning power. Key indicators of human development such as infant mortality, health status of children, empowerment of women, size of family etc. are positively linked to educational attainments. Education helps to achieve social mobility and income redistribution. The government through successive Five-year plans and in particular in the last two decades has made concerted efforts to bring education within the reach of all and to build not only a literate society, but also a skilled and technologically capable one. Although a state subject, the centre has taken several initiatives to meet critical gaps in public provisioning and to tackle the problem of significant illiteracy (Assam Human Development Report, 2003).

The vision 2020, concerned with the sector of Elementary Education, is focussed on the accomplishing of the constitutional obligation of providing free and compulsory education for every child within the age group of 6-14 years and achieving the goal of universalisation of Elementary Education both in letter and spirit.

For achieving the objectives of Universal Elementary Education, Sarva Siksha Abhijan (SSA) is being pursued. Thus Sarva Siksha Abhijan is responsible to provide education upto the age of 14 years, a fundamental right of every child. The framework of Sarva Siksha Abhijan has been designed as a people's movement for education for all, which will provide useful and relevant elementary education of satisfactory quality for all by 2020 AD, bridging all social and gender gaps of the society. Regarding higher education, Assam has also made some important developments in the field of higher education. Assam boasts of the most wide-ranging networks of higher educational institution of north eastern region of India. Assam has developed into a top educational destination at the state as well as at

the national level. To enhance the status of higher education, the state government has introduced many innovative education policies.

At present in Assam there are one Indian Institute of Technology (IIT), two Central Universities, eight State Universities and three private universities. Apart from these, there are more than 330 provincialised colleges in Assam offering Higher Secondary and under graduate level course throughout the state of Assam.

2.5 Health

The United Nation Organizations programme “Health for all by 2020 AD” contemplates to expand the infrastructure for public health and medical care in order to ensure quality medical services to common men. It is a commitment and an objective that encompasses an array of actions and policies. Health is an indicator of well-being that has immediate implications for the quality of life as well as for productive capacities and capabilities. Good health not only increases productivity and earnings of an individual but also improves overall quality of life and socio-economic development of the general population.

The health of a person or of a group of people is a comprehensive concept that incorporates many dimensions, not just the absence of illness. In fact the charter of the World Health Organization (WHO) explicitly defines “health” as a state of complete physical, mental and social well-being and not merely the absence of disease and infirmity. This is a definition that recognises the many dimensions of health and well being and one that requires action on many different fronts.

Assam has been moving towards the attainment of the goal of “health for all”. The State government has emphasised not only the adequate provision of primary health care, but also other pivotal concerns as well. These include education and awareness of health issues, dissemination of information on prevention, hygiene and healthy practices, food security and nutrition, safe drinking water, maternal and child health and family welfare. Besides, steps has also been taken for immunization against major infectious diseases, prevention and control of locally endemic diseases, treatment of common ailments and the provision of essential drugs. The Govt. of Assam has been undertaking various programmes and continuously increasing allocation fund to the health sector in State Plans.

The State Govt. along with National Health Mission has taken up schemes to strengthen existing health facilities and also to build new public health infrastructure in rural, hilly, char and tribal areas in order to reduce Infant Mortality Rate (IMR), Maternal Mortality Rate (MMR) and Crude Birth Rate (CBR) in the State. The status of selected health indicators is presented in table 2.2

Table 2.2: Status of Selected Health Indicators			
Year	Health Indicators		
	Crude Birth Rate	Crude Death Rate	Infant Mortality Rate
2007	24.3	8.6	66
2008	23.9	8.6	64
2009	23.6	8.4	61
2010	23.2	8.2	58
2011	22.8	8.0	56
2012	22.6	7.9	55
2013	22.4	7.8	54

Source: Economic Survey, Assam, 2014-2015.

2.6 Climate

Climate is an important determinant of out-door recreation. Precipitation, sunshine and temperature are some of the climatic factors of special significance from the tourism point of view. The state of Assam lies in the regime of monsoon climate of the sub-tropical belt. It enjoys heavy summer rainfall, winter drought, high humidity and relatively low temperature during a year. The state shows marked spatial variation in the climatic pattern primarily because of its location and physiography of respective places. During summer, the plains become hot and the air over the hills and mountains remains relatively cool. Thus local low pressure systems develop over the valleys and create a climate of humid subtropical type (Bora, 2001).

Under varying intensities of the weather elements and resultant weather conditions, Assam normally experiences four climatic seasons namely pre-monsoon or summer, monsoon, post-monsoon or retreating monsoon and winter.

The climate of Assam also reflects spatial variations in terms of temperature, rainfall, number of rainy days, relative humidity etc. The rainfall of Assam is more or less uniform in the plains, except in the rain-shadow zone along the northern foothills of Meghalaya plateau. The seasonal variation of climatic condition is an important determinant of livelihood and recreational life of the people of Assam. As the economy of Assam is

basically agro based, the major fairs and festivals have a close link with the crop cycle, which is determined by the seasonal characteristics of climate (Bhattacharya, 2004).

2.7 Resources

Resources of a country or a state are the stock of its useful things. It is classified under natural and economic resources. Natural resources are the things and properties which are inherent in the land, i.e. land and soil, mineral, water, forest etc. which need some efforts by the people to convert them into use. Economic resources are those assets or properties which are already in use without much conservation or alternative to put them in use. Thus a society's resources consist not only of free gift of nature, such as land, forest, minerals but also human resources and all sorts of manmade aids to further production, such as tools, machineries and buildings etc. (Goswami, 1989).

Nature was kind enough while blessing Assam with various natural resources. The total deposit of various natural resources indicates that Assam is quite rich in this respect. Natural resources of Assam mainly include mineral resources, forest resources, water resources. Presently in Assam, there are four refineries located at Digboi, Guwahati, Boagaigaon and Numaligarh. Amongst them the Digboi refinery is the oldest refinery in India. The main products of these refineries are petrol, high-speed diesel, kerosene, carbon, wax, naphtha, petro-chemicals etc.

Assam is well blessed by nature in respect of natural gas. Total reserve of natural gas in Assam is estimated to be 23000 million cubic metres. This is available at Naharkatiya and Moran area. The quantity of natural gas utilised in Assam, however increased gradually. Lime stone is also an important mineral product of Assam. It is used as an important raw-material for the production of cement. Lime stone deposits of Assam are located at Dillai Parbat, Garampani and Koilajan in Karbi Anglong district and Umrangshu of Dima Hasao District.

Assam contains the best quality massive sillimanite-corundum deposits of India. The important areas are mostly concentrated in Karbi-Anglong District, namely Chippilangso, Ingtingaon, Samelangso, Upper Chelabor, Chailangso and Amterang. At Bamuni, in Nagaon District, sillimanite deposits are also found. In Assam, granite and granite gneisses are available which are suitable for use as decorative stone, building stone and road metals.

Deposits such granite occur mainly in lower Assam, Karbi-Anglong and Dima Hasao Districts. Moreover the famous Jagiroad quarry and other quarries around Burapahar area can supply several million cubic meters of metals.

Iron ore deposits occur in Chandardinga Hills, Langapara and Malaigarh of Goalpara District and also in Hahim of Kamrup District. Its probable reserves are estimated to be 17.6 million tonnes. Various types of clay deposits occur in Assam but these have not been exploited properly. Clay is used mostly in brick making and cement manufacture. Fire clay deposits are found at Sheelvetta and Koilajan of Karbi-Anglong District. Kaolin or china clay which is a soft white residual clay produced by weathering of granite occurs in upper Deopani, Sheelvetta and Silonijan area of Karbi-Anglong District. It is mostly used in the manufacture of porcelain, files, paper and toothpaste etc. In Assam, fuller's earth deposit of clay rock is located on the left bank of river Pagladia at Subankhata. Good quality quartz is deposited at Hahim of Kamrup District, Sheelvetta and Rangali of Karbi-Anglong District. Most of the quartz deposits occur in association with felspar. As regards felspar, the deposits of good quality felspar occur at Hahim and Pancharatna. The felspar contains large crystals.

From above, it is found that Assam is quite rich with its deposit of some of the basic mineral resources. These resources will provide ample scope for industrialization through its fuller utilization.

2.7.1 Forest Resources

Forests are associations of plants, predominantly trees. They constitute one of the major forms of natural landscape. Originally forests covered about 40 per cent of the land area of the earth. But man has been exploiting the forest resources at such a high rate that they now cover only about 17 per cent. Forests are important renewable natural resources. They confer multiple benefits and play an important role in the economic development. People of Assam from the time of immemorial have depended upon the forests to meet their daily needs. Apart from this, forests induce rainfall, control flood and soil erosion, provides timber, firewood and fodder, protect wildlife and give medicinal plants and herbs. Forests have a moderating influence on climate and provide recreational facilities to human society. However, the scenario within the notified area depicts rather gloomy state in terms

of degradation during the last 20 years due to various biotic factors and encroachment. As a result, considerable rich-bio-diversity has been lost which need to be re-built again. Among the major forest products; mention may be made of timber and fuel wood. Every year a huge quantity of these products are extracted from the state's forests to cater to the various needs. Besides the major products, there are varieties of minor products extracted from the forest areas such as gravel or stones, sand, earth and clay, bamboo, cane, thatch, medicinal plants, ivory, rhino-horn, honey etc.

2.7.2 Wildlife

Wildlife is one of the most colourful and attractive features of the state's Forestry sector comprising of variety of animals, reptiles, birds and fishes. Some of the species which are available in Assam are either exclusive to her or are rarely to be seen in any part of the country.

Table 2.3: Area of the National Park and Wildlife Sanctuaries in Assam		
Name of the National Park	Location (District)	Area (Sq. Km.)
Kaziranga National Park	Golaghat, Nagaon and Sonitpur	858.98
Manas National Park	Chirang and Baksa	500.00
Orang National Park	Udalguri and Sonitpur	78.81
Nameri National Park	Sonitpur	200.00
Dibru-Saikhowa National Park	Dibrugarh and Tinsukia	340.00
Wildlife sanctuaries (WLS)		
Name of the Wildlife Sanctuaries	Location (District)	Area (Sq. Km.)
Bhejan-Borajan-Padumoni WLS	Tinsukia	7.22
Panidehing WLS	Sivasagar	33.93
Gibbon WLS	Jorhat	20.98
Nambor-Doigurung WLS	Golaghat	97.15
Garampani WLS	Karbi Anlong	6.05
Nambor WLS	Karbi Anlong	37.00
East Karbi Anlong WLS	Karbi Anlong	221.81
Marot Longri WLS	Karbi Anlong	451.00
Burhachapori WLS	Sonitpur	44.06
Laokhowa WLS	Nagaon	70.13
Pabitora WLS	Morigaon	38.80
Sonai-Rupai WLS	Sonitpur	220.00
Barnadi WLS	Udalguri	26.22
Chakrasila WLS	Kokrajhar	45.56
Dihing-Patkai WLS	Dibrugarh and Tinsukia	111.119
Barali WLS	Cachar	326.25
Amchang WLS	Kamrup (Metro)	78.64
Deepor Beel WLS	Kamrup (Metro)	4.1

Source: Economic Survey, Assam, 2014-2015.

Assam is quite famous all over the world as the home of great one-horned rhinoceros. The highly endangered species of the world available in Assam include hollock, gibbon, the stamp tailed macaque, the capped languor and golden languor monkeys, the pigmy hog, the clouded leopard, the golden cat etc. Assam is considered as one of the best destination where tourist can encounter a great variety of wildlife. In order to protect and preserve these rare wild-life species of Assam, the Wildlife Act has made provision for setting up National Parks and Sanctuaries for wildlife. As a result, five National Parks and eighteen Wildlife & Bird Sanctuaries have already been developed. The total wildlife protected areas in the state of Assam is 3592.94 sq. km constituting 4.6 per cent of the geographical area of Assam. The category wise Wildlife Protected Area is shown in table 2.3.

2.7.3 Water Resources

Assam is endowed with enormous water resources. The large perennial rivers and other water bodies with rich aquifer speak about vastness of its water resources. Thus among all the natural resources of Assam, water resources is considered as one of the most important resources of the State. Water is fundamental need of all human, animal and plant life on earth. Water is essential for the survival of all these objects. Besides, water in adequate quantity is very much essential for the development of agriculture, fishery, animal husbandry and also for industrial development. Under the constitution, water resource is primarily a “State Subject”, with legislation and administration substantially framed within the context of State Boundaries. In Assam, water is available from both overground and surface run water and underground sources.

2.7.4 Power Resources

Power sector is at a crucial juncture of its evolution from a controlled environment to a competitive, market driven regime which endeavour to provide affordable, reliable and quality power at reasonable prices to all sectors of the economy. The Gross Domestic Product (GDP) of our country has been growing at the rate of about 8% for the last several years. The liberalization and globalization of the economy is leading to an increased tempo in industrial and commercial activities and this coupled with penetration of technology and I.T. in the day to day life of the common man, is expected to result in high growth in power demand. It is accordingly essential that development of the power sector shall be

commensurate with the overall economic growth of the nation. Assam is generously blessed by nature with its huge power potential based on water, natural gas, coal and oil. Assam alone has 28% the total hydro power potential of the country which remains underutilized. However, in spite of having huge power potential, Assam is lagging behind most of the other states of India in respect of installed capacity as well as per capita consumption of electricity.

The installed capacity of generating plants at present in the state is 401.5 MW which include coal, hydel and gas plants of the State. This installed capacity for generating power has come down due to de-commissioning of Bongaigaon Thermal Power Station (BTPS) and Mobile GT Sets and de-rating of age-old units of Namrup.

In Assam power is utilised mostly for domestic, commercial, industrial and for public lighting purposes. However, the status of power generation in the State is not satisfactory from the point of power requirement of the consumers. There has been always a shortage of power supply in the state due to generation of less amount of power in comparison to its demand. However, as a result of functioning of Hydel power project since 2006-07, the scenario in respect of power generation has slightly been improving. In 2009-10, the power generation in the State increased to 1712.21 Million Units from 1682.82 Million Units in 2008-09, which was only 867.539 Million Units in 2006-07. During 2010-11, generation of power have registered a nominal fall of .25% as compared to previous year. In other words in the year 2011-12, the generation of power in the state was 1707.76 Million Units.

2.8 Agriculture

Agriculture is considered as the mainstay of the economy of Assam and thereby it stands as the backbone of the economy of the state. Assam is predominantly a rural state and the economy is primarily agrarian in nature with almost 70% of the population directly dependent on Agriculture as a source of income and another 15% of population dependent on allied activities for their living. It is for this reason that any strategy for the development of the state will have to keep agriculture at the centre of its planning process. If we look at the development of agriculture in Assam since independence, the scenario in terms of productivity and production has been mixed. We have achieved self-sufficiency in rice, the staple crop, but we still have a shortfall in overall requirement of oilseed, pulses

and wheat. We have a surplus production of fruits and vegetables but almost 40% of the crop is lost because of post harvest losses. The future of rice production too, is not assured in the state, largely because of poor price realization. If one were to consider the fertility of the land and the abundance of water in the state, the two most important components for agricultural growth, Assam should have been one of the better-developed states in the country. Yet in all the key indicators of Agricultural development, be it irrigation, levels of mechanization, cropping intensity, market access or connectivity in rural areas, the state today lags behind the rest of the country. But still, Agriculture and its allied activities played an important role in the socio-economic development of the state of Assam as this sector is the major contributor to the state economy as well as providing livelihood to a significant proportion of the population of the state. According to Census, 2011, about 98.4 % area of the total land mass in Assam is rural. The net cultivated area of the state is 28.11 lakh hectares in 2011-12 which is about 87.38 % of the total land available for agricultural cultivation in the state. The average operational holding is 1.10 hectare only and more than 85% of the farmer family is small and marginal farmers as per Agricultural census 2010-11. It has been observed that the contribution of Agriculture sector to the State Economy has been recording gradual fall during the last couple of years. It may be due to the growth and development experiences in industries and services sectors. However, Agriculture sector continues to support more than 75% population of the state directly or indirectly providing employment to about 50% of the total workforce. Table 2.4 shows the contribution of Agricultural sector to Gross State domestic product (GSDP) at constant 2004-05 prices.

Table 2.4: Trend of Growth of Agricultural Sector to GSDP at Constant 2004-05 Prices		
Year	Contribution to GSDP	Annual Growth over the previous year
2005-06	21.4	1.9
2006-07	20.8	1.7
2007-08	20.4	3.0
2008-09	19.6	1.2
2009-10	19.1	6.5
2010-11	18.8	3.4
2011-12	18.2	1.1
2012-13(P)	17.5	1.8
2013-14(Q)	17.9	4.3

Source: Economic Survey, Assam, 2014-2015.

2.9 Industry

The finesse and exquisite workmanship of a wide variety of industrial products of ancient Assam earned universal acclamation, as is evident from many literary and historical records. In all branches, industry and craftsmanship like weaving and sericulture, metal, ivory, wood, leather, clay, cane, bamboo works etc. the reputation of Assamese artisans was equal to that of the craftsmen of other parts of contemporary India. The ancient Kingdom of Kamrupa was noted for many old times industries. In the pre-British period where there were independent rules in Assam, a number of old industries especially cottage industries got the patronage from the Kings and nobles. Naturally the propagation of such industries constituted one of the important features of the cultural life of Assamese people. During that time to a large number of people, cottage industries, had been, as it were, a way of life rather than mere source of living. The historical and other literatures of Assam are sufficient to point to a high standard of industrial efficiency that the people of Assam obtained in early times. Dr. E.A.Gait in his “A History of Assam” has stated that the industry was highly developed in Ahom period. According to records, Momai Barbarua, a minister of King Pratap Singha, made it compulsory for every adult able body female to spin a certain quality of yarn every evening.

Weaving was and still is one the most common industries in Assam. In fact weaving in Assam is characterised by its distinctiveness, and although most of the products are for purely utility purpose, some of them which are used for certain occasion are of exquisite beauty, durable quality, delicate weave, dainty design and delightful colours. Traditionally, the skill in the art of weaving and spinning has always been held to be one of the highest attainments of an Assamese woman. During the rule of Ahoms, elaborate arrangements were made for keeping in the “Royal Store”, sufficient quality of clothes of different varieties for presentation to foreign courts and dignitaries.

Apart from weaving in country looms, other important industries of Ahom period were pottery, blacksmithy, bell metal & brass metal, goldsmithy, village carpentry, bamboo and cane works, spinning of Endi, Muga and mulberry silk, manufacture of ivory products etc. All these industries were at the peak of its glory during the Ahom period.

However, with the downfall of the Ahom Kingdom and the advent of the British brought the dark era to these glorious industries (www.online.assam.govt.in). A process of deindustrialization was set in motion whereby the traditional industries suffered so greatly that most of them either fell sick beyond recovery or fell on the path of ultimate ruin. This was the outcome of a conscious policy pursued by the British to extract raw materials from Assam as well as India to feed the growing industries in England and to promote market for English products in India. Their task was made relatively easier by the disappearance of the native courts which had been the main patrons of the local arts and handicrafts. In Assam the additional factors which augmented the process were the internal disorders in the kingdom and the occupation of the province by the Burmese.

Thus the British occupation of Assam however brought about a commercial revolution and established a new economy in the province. The new economy of Assam was bound tightly to the heels of British Economy in a subservient position. In course of time, Assam lost not only her self-sufficiency but also most of her external markets. The balance of trade totally shifted in favour of the East India Company. Once an exporter of finished products, Assam now become a large importer of foreign manufactures and an exporter of raw materials. In the face of stiff competition from the highly developed industries of the West, the indigenous Assamese industries fell on the path of eventual decay. It was thus seen that the industrialization of Assam during British period was confined to certain sectors only. In that period, while the process of driving out the people from their old craft was proceeding at an alarmingly fast rate, there was no proportionate growth of new industries to absorb the displaced people. The worst effect of this increasing loss of traditional industries was that the economy of the province came more and more under foreign domination (Goswami, 1989). These industries were gradually ruined due to difficulties in marketing the products, transporting the output, procurement of raw materials, absence of skill labour, lack of capital and technical know-how, tough competition from machine made goods at cheaper rates etc.

Industrialization programme in Assam during the British days was confined only to the production and manufacture of goods which were needed in the “Home” country or which had the possibility to assist the British merchants to expand their earnings from export of

raw materials or processed commodities like tea from India in general and Assam in particular. After the closure of trade relation with China in the early part of nineteenth century, particularly in case of tea import from China, search for native tea plants in Assam began. After establishing the feasibility of growing tea plants in Assam, the East India Company, encouraged the plantation in the province. The tea industry in Assam is expanded considerably by the end of the last century. In course of expansion of tea estates, coal, petroleum were discovered and these mineral based industries were started. However the entry of local indigenous people in tea and other industries was very slow as well as difficult. The policy of waste-land settlement pursued by the British Govt. for tea cultivation encouraged settlement of large plots of land. Moreover, the then govt. also imposed various conditions for starting and plantation of tea within a specified time. Only the British tea planters backed by resourceful British Managing agencies with huge capital and marketing facilities were able to take advantage of liberal waste land settlement rules. The coal and petroleum industries were also monopolised by the British capital and Managing Agencies (Goswami, 1989).

The modern industry in Assam started with the establishment of the tea plantations. The tea plantations of Assam brought about a dramatic change in the economic policy pursued by the British Government in India and paved the way for an active colonial penetration in the region.

Tea led the way and other industries followed. By the second quarter of the nineteenth century the economic potentiality of the region had been fully ascertained. But the main impediment towards opening out the province had been its almost non-existent communication system. The mighty Brahmaputra was navigable but the high cost of fuel made steam navigation an impractical proposition. The necessity of a local source of supply of coal was, therefore, acutely felt, especially after the establishment of the tea industry. The discovery of both tea and coal and the subsequent establishment of these industries had been the result of conscious efforts on the part of the British, the oil resources on the other hand were an accidental discovery. When the Assam Railways and Trading Company first struck oil at Digboi in 1889, it marked the beginning of an extensive industry in Assam. In 1901, the Digboi refinery was commissioned which was

first in Asia and third in the world. The prospect of oil industry was extremely bright because of the petroleum products were assured of a secure market. However this industry was also entirely in European hands and being more capital than labour intensive had marginal impact on local society. The tea, coal and oil industries created new demands and opened up fresh avenues for the development of ancillary industries. Yet only those resources or industries were developed which ensured profitable returns and did not clash with the promotion and marketing of British goods.

Thus during the British period, tea, petroleum, coal were the major industries in Assam. The continuous process of economic and industrial development was almost stopped after the attainment of independence and at present Assam is amongst the industrially under-developed states in the country. In spite of being blessed with high potential for development of resource based and demand based industries in the state, the pace of industrialization in Assam had not been satisfactory. After independence, although planning started in Assam along with the other States of the country, but the aims of the state plan were tilted towards the development of agriculture sector neglecting the industrial sector.

The industrial sector in the state had been centralised around some particular sectors like tea, petroleum, coal, jute and forest. Table 2.5 presents annual growth and contribution of industrial sector to GSDP of Assam at 2004-05 constant prices and table 2.6 shows Production of some selected industries in Assam.

Table 2.5: Annual Growth and Contribution of Industrial Sector to GSDP of Assam at 2004-05 Constant Prices

Year	Annual growth	Contribution of industrial sector to GSDP
2005-06	(-) 3.5	25.7
2006-07	(-) 0.1	24.5
2007-08	0.7	23.6
2008-09	6.9	23.8
2009-10	8.8	23.8
2010-11	1.6	23.0
2011-12	3.8	22.8
2012-13 (P)	7.2	23.2
2013-14 (Q)	5.5	22.8

Source: Economic Survey, Assam, 2014-2015.

Table 2.6: Production of Some Selected Industries in Assam							
Production	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Tea (000 tonnes)	486	484	498	525	501	5888	629
Wheat Flour (000 tonnes)	837	848	1044	1198	866	898	1003
Coal (000 tonnes)	1101	1147	1203	1110	590	605	665
Jute Textiles (tonnes)	9494	11249	12511	12904	19956	22717	25625
Crude oil (000 tonnes)	4361	4673	4738	4714	5023	4861	4718
Cement (000 tonnes)	213	446	644	736	984	1181	1107
Fertilizer (000 MT)	346	313	338	325	394	514	515

Source: Economic Survey, Assam, 2014-2015.

2.10 Tourism Industry

Tourism is a fastest growing industry in the world. It is an industry without smoke. Tourism in Assam is based on wildlife, natural beauty, unique flora & fauna, holy shrines, lush green tea gardens, turbulent rivers, vibrant and colourful cultural festivals. Assam has immense tourism potentials, which are to be explored as commercial resources.

The State Tourism Department has witnessed a considerable success and all round development both in respect of infrastructural development and creation of other facilities over the years with the financial assistance from Government of India as well as the State government. For the growth of tourism sector, special emphasis has been given on Tourism Circuit Development, Destination Development, Wayside Amenities etc., through public and private partnership to tap the unexplored potential opportunities. Assam Tourism policy, 2008 has also been adopted by the State Govt. giving special emphasis to encourage private investment in Tourism sector by providing financial and logistic support. Meanwhile, a five star hotel named ‘Taz Vivanta’ has already been constructed at Guwahati by TATA with the help of Assam Government.

Eco-tourism is one of the vital segments of tourism which aimed at the appreciation of both natural world and traditional cultures existent in natural areas and to protect natural and cultural assets. Assam has several ethnic groups residing in harmony in spite of the differences in rites and rituals, festivals and attires. One may discover the fascinating

legacy of art and crafts in Assam who is also the proud producer of three unique varieties of silk, the Golden Muga, the white pat and warm Eri.

The tourism department under “Assam Bikash Yojana” has taken up programmes like providing financial assistance to local educated unemployed youths so that the youths could engage themselves in tourism promotional activities like transport, food kiosk, restaurants, dhabas, home stay facilities etc. For capacity building, youths studying in the institute of Hotel management are provided with stipend and also incentives to the institutions.

The Assam Tourism Department has participated in different tourism fairs to showcase the tourism product in National and International market so as to attract domestic as well as foreign tourists to the region.

2.10.1 Fairs and Festivals in Assam

Assam is a land of fairs and festivals. Most of the festivals celebrated in Assam characterise the spirit of accommodation and togetherness in the diverse faith and belief of her inhabitants. This perfect fusion of heritage of her numerous races have made Assam, the home of the most colourful festivals reflecting the true spirit, tradition and lifestyle of the people of Assam.

As Assam has various groups of people with their own social and cultural traditions, many types of fairs and festivals are held in the State. Those fairs and festivals reflect social customs and traditions, besides natural human desire for leisure and merry making. As the economy of all the indigenous communities is basically agricultural, most of the fairs and festivals held in the State are intimately connected with agriculture. Bihu is one of the most important festivals in Assam. There are three Bihu festivals, associated with crop cycle in Assam. Bohag Bihu or Rangali Bihu is celebrated in spring time when agricultural fields are about to get prepared for the cultivation of paddy, the major crop of the region. Kati Bihu is celebrated in autumn, when paddy plants become full grown and begin to show the signs of bearing grains. This Bihu is held to propitiate God for bringing welfare to the standing crops. The Magh Bihu is also known as Bhogali Bihu, is the post harvest festival observed in mid-January.

Apart from Bihu, in Kamrup and Darrang districts, Bhatheli or Sauri or Deul is another important spring time festival held about the same time as the Bohag Bihu. Jonbeel Mela and Darranga Mela are other two fairs held at Morigaon and Nalbari Districts of Assam. Jonbeel Mela is a three day community fair organised annually at a historic place known as Dyangi Belguri at Jonbeel. It is 5 km from Jagiroad in Morigaon District. The Tiwa people of both plains and hills traditionally organised it, when rich tribute is paid to their historical Gova King. A few days before mela starts, communities and tribes like Karbi, Khasi, Tiwa and Jayantia of the north east come down from the hills with product and interchange their merchandise with the local people in barter system. The use of Barter-exchange for transaction is the most special feature of this Mela. It is perhaps the only fair in India where barter system is still alive (en: wikipedia.org).

Darranga Mela is a big fair held annually for about a month at Darranga, a place at the Bhutan foothills in Nalbari district. It is through these fair that the Bhutanese have established the traditional socio-economic contract with the people of Assam. The traditional crafts and consumer goods produced on both sides are sold here. These may be of interest from the tourists view point.

Mohaho is another important festival among the rural people of Kamrup, Nalbari and Barpeta Districts. This festival is observed with mime-acting of driving mosquitoes away from villages, mainly, by young boys. In the winter mosquitoes generally disappear from villages and youth take the opportunity of ceremonially driving them away (Das, 1972).

There are also some religious festivals which are celebrated in Assam with pomp and grandeur. Among them Ambubachi Mela of Kamakhya Temple, Sivaratri of Umananda, Tezpur, Sivasagar and Singori, Dowl or DouL Yatra of Barpeta and Batadrava of Nagaon District, Rash festival of Majuli, Baresohoriya Bhaona of Jumuguri in Sonitpur District etc. needs to be special mention.

The tribal way of living is one of the major constituents of Assamese culture. A number of colourful tribal festivals are celebrated in the plains and hills of Assam. The Bihu is celebrated as Baishagu by the Bodo people and as Bisu by the Mishings and Deories in the Brahmaputra plain during April. The Rajini Gabra and Harni Gabra are the socio-religious festivals associated with crop cycle, observed by Dimasa tribes, before starting of

cultivation for the protection and welfare of the people. Rongker is another type of spring time festival of Dimas performed in the beginning of the Assamese New Year during April. Chomangkan is a ceremony observed by Karbi people which is dedicated to their dead ancestors. The Mising people of Assam celebrate a colourful spring festival called Ali-ai-ligang during February. Ceremonial sowing of paddy starts with this festivals. Now a days, with the growing ethno-linguistic consciousness among the tribal groups, each of them celebrates their own festivals with greater fan-fare. At present, Bodos, Misings, Rabhas, Karbis, Tiwas etc. celebrate their respective festivals with more enthusiasm ever before to project and revitalize their cultural heritage. These festivals are of great importance from the tourism point of view as they can provide a good opportunity to experience rich and diverse cultural heritage of the people of Assam (Bhattacharya, 2004). However, considering the importance of tourism sector of the State, at present, some new festivals have been celebrated in different parts of Assam. Some of such festivals are - Elephant Festival at Kaziranga National Park, Brahmaputra Beach Festival at Guwahati on the ravine beach of the mighty Brahmaputra river, Dehing-Patkai festival held at Lekhapani in Tinsukia district of Assam, Majuli festival celebrated on the banks of Luit river in Majuli.

2.11 Profile of the Study Area

The North Eastern region of India especially Assam is a paradise for tourists. Its enchanting hills, dancing rivers, verdant forest, innumerable variety of flora and fauna, countless species of wild animals and plants, melodious folk music, thrilling dances and festivals, colourful handlooms and handicrafts used to attract people from different parts of the world since the time of immemorial. Thus Assam has huge potential for the development of Tourism in the state. The present study is however concentrated on five tourist spots of Assam namely Kaziranga, Manas, Majuli, Sivasagar and Kamakhya. The brief description of these chosen sites or spots is described below.

2.11.1 Kaziranga National Park (KNP)

Kaziranga National Park is one of the important tourist destinations of central Assam. The history of Kaziranga National Park can be traced back to the beginning of the twentieth century. In the early 19th century the area around what is now Kaziranga National Park was

not well settled. It was notorious for wild animals because malaria, frequent floods and unpredictable changes of the course of Brahmaputra river frequently troubled them. However the history of protection of Kaziranga dates back to the early twentieth century, when Baroness Marry Victoria Leiter Curzon, an American who was the wife of Lord Curzon, the then viceroy of India, first visited the Kaziranga area in 1904. Kaziranga had been renowned for its rhinoceros population. However during her trip in the region she failed to see any rhinoceros, seeing only some hoof marks.

It is rumoured that the noted Assamese animal tracker, Balaram Hazarika, led Baroness Curzon around Kaziranga and impressed upon her the urgent need for conservation of the wild life. Concerned about the dwindling numbers of rhinoceros, she asked her husband to take necessary action to save the rhinoceros which he did on November 4, 1904, when he proposed the creation of a reserve in Kaziranga. Thus the Kaziranga proposed reserve forest was created on 232 sq. km of land on June 1, 1905 by notification of the chief commissioner of the area. Following are the important milestones relating to the present Kaziranga National Park.

- I. 1905 – Preliminary notification of Kaziranga as Reserve forest.
- II. 1908 – Kaziranga declared as Reserve forest.
- III. 1916 – Kaziranga reserve forest declared as Game Sanctuary.
- IV. 1937 – Sanctuary opened for visitors.
- V. 1950 – After independence, Kaziranga was declared as wildlife sanctuary.
- VI. 1974 – Declaration of sanctuary as Kaziranga National Park.
- VII. 1985 – Kaziranga National Park was declared as world Heritage site by UNESCO.
- VIII. 2005 – The year 2005 was centenary year of successful biodiversity conservation of the Kaziranga National Park.
- IX. 2007 – The Park has given the status of Tiger Reserve Forest.

Thus, Kaziranga National Park, a name known worldwide for its success in the conservation history of one horned rhinoceros, provides habitat for a number of threatened species and migratory birds. The park has recorded 34 numbers of mammals and 480 species of birds of which 18 numbers of birds are globally threatened.

Spread over civil jurisdiction of Nagaon, Golaghat and Sonitpur Districts of Assam, the Park is bounded by mighty Brahmaputra on the north and verdant Karbi Anglong hills on the south. The Kaziranga National Park is located between longitude $92^{\circ}50'$ E and $93^{\circ}41'$ E and latitude $26^{\circ}30'$ N and $26^{\circ}50'$ N. The Kaziranga National Park was established in 1974 with an area 429.93 sq. km. However with six numbers of new additions including river Brahmaputra and its islands, the area has now increased to 860 sq. km. Moreover, recent land cover mapping by remote sensing (Kushwaha, 2008) has shown a total area of 985 sq. km including the Brahmaputra and its islands in the sixth addition area. Subtropical monsoonal climate prevails in KNP, with mean rainfall of 2220mm, maximum and minimum temperature range between $37^{\circ} - 5^{\circ}$ C (Kushwaha and Unni, 1986).

Kaziranga National Park was opened to interested visitors in 1937 and two elephants were posted for taking visitors into the sanctuary. Kaziranga's name and fame as one of the best spots for wildlife viewing and its popularity amongst the tourists has been growing since then. Kaziranga occupies a significant position in the international tourist map today as one of the best wildlife resorts in the world. The Park has 4 numbers of tourists routes located inside the park under the jurisdiction of 4 Ranges viz. Kohora, Bagori, Burapahar and Agartoli. These roads are open to light vehicles from November to Mid May. Visitors willing to view wild life by motor vehicles are taken through these roads.

There are few watch towers located in the tourist zone from where wild animals can be seen. Foot safari is not allowed at the movement and driving inside the park at night is prohibited. No visitor is allowed to enter the park without a man of the forest department accompanying him. The central government has included Kaziranga in Ecotourism circuit of the Integrated Development Tourism circuit scheme. State government also included this park in "Manas – Guwahati – Kaziranga" wildlife circuit. The central and state government continuous effort for tourism infrastructure development has helped to increase both domestic and foreign tourists every year. Private sector investment in this tourist spot also helps in changing tourism scenario of the spot. There are at present four government lodges – Aranya, Bonani, Banashree and Kunjabn. One PWD Inspection Bungalow is also constructed at Kohora. In addition to this all sorts of amenities have been extended by the hotels like Borgos, Wild grass, G.L. Resort. The other privately owned are

Bonhabi Resort, Kaziranga Lodge, Dhansiri Lodge, Iora, Alohi Ghar, J.S. Resort, Florican Lodge, Greenland, Park Hotel, Namdang Guest House, Shanti Lodge, Rhino Guests Home, DRL, Jupori, Prashanti, Nature Hunt Eco Camp, Imerald etc. In addition to this the tourist development offers temporary arrangements during peak tourist season.

Elephants and jeep safaris are provided to the tourist by park authority on payment system. There are around 50 elephants including government and non-government but among them 11 are used for elephant safaris and other are used for various services. The elephant is the prime means of transport for the forest employees mainly during flood period for patrolling. Moreover there are around 100 jeeps for jeep safaris and all are in private ownerships.

As a result of continuous effort on the part of centre, state and private sector to provide best possible facilities to the tourist, both national and international tourist agencies have included the Kaziranga in their tourist package. At the same time, numbers of tourists both domestic and foreign have continuously been increasing which in turn also increased the revenue earned by the forest department of Assam government. The following table 2.7 shows the volume of tourist's traffic and revenue earned by forest department from 2000-2001 to 2010-11.

Table 2.7: Volume of Tourists Traffic Visiting the Kaziranga National Park Annually				
Year	Domestic tourist	Foreign tourist	Total	Revenue earned by Forest Department (in Rupees)
2000-2001	50498	1838	52336	3038258
2001-2002	44162	2144	46306	3494084
2002-2003	59811	2055	61866	5360425
2003-2004	57864	3773	61637	6138657
2004-2005	67719	5154	72873	6612508
2005-2006	72362	4711	77073	7641019
2006-2007	69574	6493	76067	8257236
2007-2008	53640	6106	59746	8734185
2008-2009	100384	5767	106151	11220698
2009-2010	105264	7580	112844	12167974

Source: Directorate of KNP.

Kaziranga National Park is an attraction for tourists, researchers, naturalist, and wildlife enthusiasts in all over the world. The park has been visited by the Kings, Princes, Prime Ministers, Presidents, Ambassadors, High Commissioners, Governors and Ministers from across the world.

2.11.2 Manas National Park

Lying on the foothills of the Himalaya, Manas is the most stunning pristine wildlife habitat in India, comparable to the best in the world in the beauty of its spectacular landscape. The sanctuary is home to a great variety of wild life, including Tiger, Golden Langur, Wild Buffalo, Hispid Hare, Pigmy Hog, Elephant, One Horned Rhinoceros., Gaur, Hog Deer etc. Manas National Park is located between 26⁰45 ' – 26⁰50 'N latitude and 90⁰30 ' – 91⁰15 'E longitudes covering an area of 500 sq. km. It spans on both sides of the Manas River and is restricted to the north by the international border of Bhutan, to the south by thickly populated villages and to the east and west by reserve forests. The climate in Manas National Park is subtropical in nature. Annual rainfall ranges between 3000-4000 mm with mean annual rainfall is 3330 mm. The mean maximum summer temperature is 37⁰C and the mean minimum winter temperature is 5⁰C.

Historically, the Manas National Park was declared as a sanctuary on October 1928 with an area of 360 sq. km. Manas Tiger Reserve was created in 1973. Prior to the declaration of the sanctuary it was a Reserve forest called Manas Reserve forest and North Kamrup Reserve forest. It was used by the Cooch Behar Royal family and Raja of Gauripur as a hunting reserve. In 1951 and 1955 the area was increased to 391 sq. km. It was declared a world heritage site in December 1985 by UNESCO. Kahitama Reserve forest, the Kokilabari reserve forest and the Panbari Reserve forest were merged in the year 1990 to form the Manas National Park. In 1992, UNESCO declared it as a world heritage site in danger due to heavy poaching and terrorist activities (Talukdar and Das, 2012). In 25 Feb, 2008 the area was increased to 950 sq. km. On 20 June, 2011, it was removed from the list of world heritage in danger and was commended for its efforts in preservation.

There is only one forest village in the core of the national park. Apart from this village, 56 more villages surround the park. The park is densely forested. The Manas and five other small rivers flow through the national park. The park area falls in five Districts namely Kokrajhar, Chirang, Baska, Udalguri and Darrang in the state of Assam in India.

The Manas National Park was very badly affected by the Bodo movement since 1990s. The decade of social unrest during the height of the Bodoland movement caused substantial damage to its infrastructure besides taking a heavy toll on the wild life.

However after the signing of Bodo Accord and constitution of BTAD now things have started to change. The BTC administration as well as local communities of the park area is now making all round effort to save the park and also to promote eco-tourism in and around the park.

Today the Manas National Park, a tiger reserve under Project Tiger, an elephant reserve and a biosphere reserve, spread across 950 sq. km is out of the UNESCO danger list and has been commended for conservation efforts. The Manas National Park is one of the richest biodiversity hotspots in the country which is home to over 550 species of plants, 60 mammals, 400 birds, 42 reptiles, 7 amphibians, 54 fishes. The Manas National Park is the only national park in India with five conservation status.

The Manas National Park is a most important tourist destination in Assam. The trend of tourist inflow to the Manas National Park is shown in below table 2.8.

Table 2.8: Inflow of Tourists to Manas National Park		
Year	Indian	Foreign
2000	232	1
2001	1005	Nil
2002	3219	Nil
2003	300	21
2004	215	88
2005	13648	234
2006	2029	289
2007	1089	69
2008	2127	239
2009	6109	19
2010	435	118
2010-11	7022	115

Source: Bansbari Range Office.

2.11.3 Majuli

Majuli island of mighty Brahmaputra River in Assam, India is considered to be the largest river island of the world (Mahanta, 2001). It lies between 26⁰45 'N to 27⁰12 'N latitudes and between 93⁰29 'E to 94⁰35 'E longitudes. According to a census report 1901, it covered an area of 1255 sq. km (Allen et al., 1905). But due to severe erosion it has reduced to an area of only 421.65 sq. km in 2001. Thus the very existence of Majuli and a home to 1, 67,245 people as per 2011 census, is endangered because of the erratic behaviour of the river Brahmaputra (Saharia et al., 2013). It is an interesting region made

up purely of fluvial geomorphology which arose from the Brahmaputra basin after a catastrophic flood in 1750 and in course of time, turned into a flat level alluvial plain. It is therefore a unique geographical occurrence as a result of the dynamics of this vast river system (Sharma, 2014).

Majuli Island is bounded by the river Brahmaputra on the south, the river Subansiri on the North-West and Kherkutia an anabranch of the Brahmaputra in the North-East (Bhaskar et al., 2010).

Majuli is also home to the pristine cultural heritage of Assam and the vaishnavite shrines popularly known as 'Satras' (Sarma and Phukan, 2004). The island has been the hub of Assamese neo-vaishnavite culture initiated around 15th century by the revered Assamese saint Srimanta Sankardeva and his disciple Madhavdeva. Historical records unfold that Mahapurush Srimanta Sankar Deva himself took refuge in Majuli and spent a couple of months at Belguri in west Majuli, which was the place known for Manikchan Sanjog, the first meeting between Mahapurush Srimanta Sankar Deva and Mahapurush Madhavdeva which was also the first satra in Majuli. After the 'Manikanchan Sanjog' 65 satras were set up. However today only 22 Satras are still operational. The main surviving satras are Dakshinpat, Garamurh, Auniati, Kamalabari, Uttar Kamalabari, Bengena-ati, Samaguri etc. All these Satras have retained much of their past pride, position, tradition and glory and thereby become the nucleus of the vaishnav religion and culture. Moreover these Satras have preserved many valuable books written in distant past on 'Sachipat' the bark of scared sashi tree. They are also store house of antiques like weapons utensil, jewellery and other items of Ahom kingdom and cultural wisdom (Jha, 2014). Apart from this, these Satras are also the treasure house of Borgeet, Matiakhara, Satriya Nritya, Chali, Notua, Sutradhar, Dasavatar Nritya etc.

Majuli with its natural beauty in the lap of the mighty Brahmaputra and one of the India's bio-diversity and cultural hotspots have tremendous scope as well as potentialities to contribute world Tourism industry. The formation of Majuli, its geographical location, its climate and environment, its people and their rich culture and festivals, its arts and crafts etc are sufficient element to attract tourist from all over the world. The major tourist attraction in Majuli are –the Vaishnava satras founded by Mahapurush Srimanta Sankar

Deva and his disciples, the colourful culture of the tribes, migratory birds, the Ali-ai-ligang and Raas festivals, pottery making, mask making, paal namm festival, the sunset in winter, exotic homespun masks crafts etc.

All these elements of tourist's attraction have increased the number of tourists visited in Majuli. The tourists trend is shown in the below table 2.9.

Table 2.9: Inflow of Tourists to Majuli		
Year	Domestic tourist	Foreign tourist
2001	31151	17
2002	71113	49
2003	92693	60
2004	58176	105
2005	32325	206
2006	64417	247
2007	69403	322
2008	82339	138
2009	70749	175
2010	52932	142

Source: Tourist Office, Majuli.

2.11.4 Sivasagar

Sivasagar was earlier known as “Kalansupar” named after “Kalasu Gohain” who resided in a village originally existed in the place where currently the Sivasagar tank is located. After that it was popular as Rangpur. It is situated on the bank of the river Dikhow. It was the capital of Ahom kingdom from 1699 to 1788. It extends from 94⁰3 'E to 95⁰5 'E longitudes and 26⁰3 'N to 27⁰4 'N latitudes (Mahanta, 2012).

During the British rule the district was established in 1838 with Sivasagar as headquarter and Jorhat and Golaghat as sub-divisions. The district headquarter was shifted from Sivasagar to Jorhat in 1913. After independence the Sivasagar sub-division was upgraded to a new district with the same name along with headquarter at Sivasagar town (Handique, 2011).

In Sivasagar, Ahom kings made capital and several palaces in different places. During the Ahom rule, a good number of historical monuments were constructed by the Ahom kings and Queens in the area of present Sivasagar district. The sky-kissing doles, oceans like man-made tanks, multi-storied palaces, stone bridge, pyramid type Maidams etc. have been creating attraction to the tourist from the country and abroad as well. Thus Sivasagar

acquired the importance from tourism point of view due to the presence of old historical monuments, old buildings, tanks and temples and their archaeological styles. The tourist resources of the Sivasagar are Sivasagar tank and temples, Jay Sagar tank and temples, Gaurisagar tank and temples, Rangghar, Karengghar & Talatalghar, Silasaku, Charaideo, tea gardens etc.

Sivasagar the ancient city of Ahom glory, have a large number of historical monuments that has been creating attraction to the tourists both the domestic as well as foreign or international. Table 2.10 shows the inflow of tourist to Sivasagar District during last couple of years.

Table 2.10: Inflow of Tourists to Sivasagar			
Year	Domestic tourist	Foreign tourist	Total
2000-01	64520	18	64538
2001-02	114799	51	114850
2002-03	172839	108	172947
2003-04	146955	472	147427
2004-05	915230	390	915620
2005-06	607266	634	607900
2006-07	639194	806	640000
2007-08	559390	610	560000

Source: Office of the Archaeological survey of India, Sivasagar.

2.11.5 Kamakhya

The Kamakhya temple is a Hindu temple dedicated to the mother goddess Kamakhya. It is one of the main Shakti pithas among fifty one Shkti pithas. The Kamkhya temple is located on the Nilachal hill in western part of Guwahati city of Assam and on the bank of mighty river Brahmaputra. Mother Goddess Kamakhya is worshipped here in the ‘Yoni’ form.

The history was silent on the question when the temple was originally built. But it was estimated that the temple was built around 4th - 5th century AD. There was a traditional belief that Kalapahar, Muslim iconoclast from Bengal destroyed the original form of the Kamakhya temple. However, according to the inscription of Kamakhya temple, Koch king Naranarayan reconstructed the temple over the ruins of the old structure in 1565 AD (Deka, 2013). Banerji (1925) records that this structure was further built over by the rulers of the Ahom kingdom. By the end of 1658, the Ahoms under King Jayadhwaj Singha had conquered the Kamrup and their interest in the temple grew. In the decades that followed,

the Ahom kings all who were either Shaivite or Shakta continued to support the temple by rebuilding and renovating it. Ahom king Rudra Singha sent envoys to Bengal and summoned Krishnaram Bhattacharya, a famous mahant of Shakta sect and given responsibility to take care of Kamakhya temple. After the death of Rudra Singha, his eldest son Siva Singha gave the management of the Kamakhya temple along with large areas of land to Mahant Krishnaram Bhattacharya. The mahant and his successor came to be known as Parbatiya Gosains as they reside on the top of the Nilachal hill. Many Kamakhya priests and modern Saktas of Assam are either disciples or descendants of the Parbatiya Gosains.

Numbers of legends as well as myths are associated with the Kamakhya temple. There is a legend about Lord Shiva which goes somewhat like this. Lord Siva married Parvati, the daughter of Daksha, a very powerful king of that time. The king however did not like his son-in-law and hence did not invite him for the “Great Jagna” (the great sacrifice) ceremony which the king organized in a great fashion. Parvati being the daughter of the king could not resist from attending the ceremony and went there with the permission from her husband. As she reached the auspicious venue, Daksha did passion derogatory comments on her husband and that too in front of a huge gathering. She became very annoyed and got disgusted at the discourtesy shown to her husband and sacrificed her life on the spot itself.

Overcome with grief at the death of Sati, Shiva began a grim penance and wandered about the world carrying her dead body on his shoulder. Shiva’s “dance of death” and penance alarmed all the Gods because it threatened to destroy the world. In order to stop the frightful wandering of Shiva, the supreme God Vishnu cut the dead body of Sati into fifty one pieces with his great weapon the “Shudarshan Chakra”. The pieces fell into the earth in fifty one different places and wherever they fell, the ground was held to be sacred. It was believed that the ‘yoni’ part of Sati had fallen down on Nilachal hill. At that instance, the hill turned to be blue and came to be known as Nilachal (Blue Mountain). Kalika purana mentioned that yoni part of sati existed in the form of a stone in the Kamakhya pitha and the famous Kamakhya temple was originated from that ‘Satis’ organ only (Gogoi, 2012).

In another study, it is found that the first temple of the Goddess Kamakhya was built by Kamdeva. As he got back his life with the blessings of Parvati, who was the later incarnation of Sati, Kamdeva built a temple in gratitude for the Devi. The goddess henceforth became known as Kamakhya and the kingdom came to be known as Kamrupa.

The next Puranic reference to Goddess came when Narakasura the king of Kamrupa or Pragjyotish rebuilt this temple as it was in dilapidated condition in course of time.

After Narakasura's period we came to the age of history when the Aryan kings of Assam again rebuilt this temple in the 7th and 8th centuries. After a few centuries, the temple was in a bad shape again and the famous Koch king Viswa Singha had rebuilt it. He ruled the Koch kingdom from 1490 to 1536 AD. However during the period of his son Naranarayana, the Afghan General Kalapahar invaded Kamrupa and destroyed a lot of Hindu temple of which the Kamakhya temple was one. After Kalapahar went back, king Naranarayana and his brother Chilarai started rebuilding the temple and completed in 1565 AD. After that the dancing hall or the Nata Mandir was added to the main temple by the later king of Assam.

It is noteworthy that the sanctum of the temple looks like a natural cave which is a dark and mysterious chamber. In the sanctum, there is no any image but exists a sculptured image of stone which is like a form of 'yoni' and interestingly a natural spring keeps the image moist in all times.

At present Kamakhya is an important pilgrimage destination for general Hindu and especially for Tantric worshipers. The Kamakhya has main temple in a complex of individual temples dedicated to the ten Mahavidyas namely Bhuvaneshwari, Bagalamukhi, Chinnamasta, Tripura, Sundari, Tara, Kali, Bhairavi, Dhumavati, Matangi and Kamala. Among these Tripurasundari, Matangi and Kamala reside inside the main temple whereas the other seven reside in individual temples.

The most important festival celebrated in the Kamakhya temple is Ambabuchi Mela. This yearly mela is celebrated during the monsoon season that happens to fall during the Assamese month Ahaan, around the middle of June. It is the celebration of the yearly menstruation course of Goddess Kamakhya. It is believed that the presiding goddess of the

temple, Devi Kamakhya goes through her annual cycle of menstruation during this time. The temple remains closed for three days during the mela.

After three days, Devi Kamakhya is bathed and other rituals are performed to ensure that the Devi retrieves her purity. Then the doors of the temples are reopened on the fourth day and devotees are allowed to enter the temple to worship Mother Kamakhya. Moreover Prasad is also distributed in two forms – Angodak literally means the fluid part of the body i.e. water from the spring and Angabastra which literally means the cloth covering body i.e. a piece of the red cloth used to cover the stone yoni during the days of menstruation. Every year lakhs of pilgrims starting from Sadhus to households from all over the India as well as world come to Assam to observe these festivals. Apart from Ambabuchi, the other festivals celebrated annually at Kamakhya temple are Manasha Puja and Durga Puja.

Chapter Three

An Overview of the Growth and Development of Tourism Sector in Assam

3.1 Introduction

The growth of tourism in broad term refers to the gradual evolution of tourism which is considered to be a factor of the productivity for a country's economy (Dritsakis, 2004). One of the main reasons that government supports and promotes tourism throughout the world is that it has a positive impact upon economic growth and development (Ivanov and Webster, 2006). Tourism activities are considered to be one of the major sources of economic growth. It can be regarded as a mechanism of generating the employment as well as income in both formal and informal sectors (Kahalil et al., 2007). Travel and tourism is the world's largest industry and jobs creator across national and regional economies. The speedy growth of tourism causes an increase of household incomes and government revenues through multiplier effects, improvements in the balance of payments, and growth of the tourism industry (Kareishan, 2010). Travel and tourism has not only become one of the world's largest industry but also grows consistently every year (Gupta and Gupta, 2007). Since the growth and development of tourism has a direct impact on a country's economic development as well as social progress, so it is utmost necessary to know the level of growth and development of tourism across globe in general and Assam in particular. Therefore, this chapter has made an attempt to know about the tourism scenario of World, India and Assam in order to portray the overall growth and development of tourism sector.

3.2 World Tourism Scenario

Sporadic travels by the Nomads in earlier days has now termed into world's most flourishing industry namely tourism. Travel is the most important aspect of Tourism.

The history of the growth and development world tourism can be categorized in the following periods or phases.

3.2.1. Prehistoric Periods

Travel in the prehistoric times suggests that all human activity, as also movements, revolved upon day to day survival. Gradually, when the regions were explored, fire was discovered and tools were made, people were able to settle down in shelters. The ability to make and use tools and build shelters enabled prehistoric man to travel to new hunting grounds even in very extreme and inhospitable weather. During this time, travel of primitive man was largely determined by the need of food and shelter.

3.2.2. Neolithic Age

During the Neolithic age which began about 10,000 B.C., primitive people settled in more permanent regions and formed themselves into some kind of agricultural communities. Moreover during Neolithic era, several innovation in the field of transport changed the very nature of travel. In Egypt, sailing vessels were built around 4000 BC. This resulted in conscious travel in order to explore and to see the world. The invention of wheel and money by the Sumerians (Babylonia) around 3500 BC marks the beginning of the modern era of travel. The money invented by the Sumerians was used by them in their business and travel dealings. During this era, there were no concept of tourism but people used to travel as a merchant, a pilgrim, a scholar in search of ancient texts or even a curious wayfarer looking forward to new and exciting experiences.

This era also saw the birth of travel writing. Herodotus was the world's first travel writer. Guide books also made their appearance in the fourth century BC covering destinations like Athens, Sparta and Troy. "There is an existence of a fourteen country traveller's guide which provided pilgrims with detailed information about the countries and regions they would pass through and the type of hostilities they would encounter enroute" (Robinson, 1976).

3.2.3. The Middle Age Era

History reveals that trade and commerce remained as a strong force for many travellers to undertake long journeys to distant lands. This was followed by an urge to explore new lands and to seek new knowledge. There are many references to great explorers who spent many formidable years of their lives in search of knowledge. We can cite here the names of Alexander, the Great, Marco polo, Iban Batuta, Franciscan Friar etc. These great

explorers can perhaps be credited with the distinction of being the pioneers who subsequently paved the way for modern travel. The expeditions of these great travellers rewarded them with new ideas and also with fabulously rich treasures from rich and highly advanced civilizations of Asia and other parts of the world.

3.2.4. Early Pleasure Travel

The Roman probably can be considered as the first pleasure travellers. They travelled for a variety of reasons and enjoyed attraction associated with natural beauty, arts, music and the games.

The Roman citizen had the resources and times – the two most powerful elements for travel. The Roman had easy and safe access to Greece, Egypt and many parts of present day – Europe and Africa.

The fabled Silk Route was the creation of this period. Stretching across more than 12,000 Km from Mediterranean sea to the Pacific ocean, it was the world main trade artery linking the great civilization of China, India, persia, Mesopotamia, Egypt, Greece and Rome. Travel received a great stimulus from the good communication system and security of the Roman Empire. The Romans were able to travel over a hundred miles in a day using relays of horses. They journeyed primarily to see famous temples in the Mediterranean areas and the famous pyramids of Egypt. They also travelled during holiday occasions, especially during the Olympic Games. Spas and Seaside resorts, which developed during this period, may be associated with pleasure travel. Medicinal baths and seaside resorts which were later named Spas were very popular with the Romans. The inland spa had its origin in a belief in the efficacy of its mineral waters for medicinal purpose, either by drinking the water or by immersing in it. The patients using the Spas would require certain diversions and gradually, the spa resorts added facilities for pleasure and entertainment besides medicinal facilities. The visitors now not only enjoyed the medicinal baths but also various forms of entertainments.

Subsequent development of spas after their original use for recreational purposes by the Romans played a big role in the development of pleasure travel in many countries in Europe. This development was a result of demand for vacation travel. Thus both the spas

and the seaside resorts paved the way for the modern pleasure travel all over the world where millions of people visited various seaside resorts every year.

3.2.5. Travel for Religious Purposes

The practice of travelling for religious reasons, going on a pilgrimage for instance, becomes a well established custom in many parts of world. By the end of the middle age, large numbers of pilgrims were travelling to the notable shrines in Europe. The adoption and spread of Christianity subsequently led thousands and thousands of pilgrims to Jerusalem, their Holy land.

The pervading influence of a crusading religion that slowly penetrated into a foreign land, such as Christianity in Europe and latter in America, Buddhism, Islam and Hinduism in Asia took place to permit an assimilation and perpetuation of very distinctive languages, literature, music, art, architecture, philosophy and form of government. Thus Religion played a dominating role in travel (Jayapalam, 2001).

The travel for pilgrimages was largely undertaken on foot and on horseback. However some rich pilgrims travelled by boat or horse drawn coach. Generally pilgrims travelled by daylight and rested at night. Roadside inns were the ideal place for night halts. Accommodation in these places was either provided free of cost or at a very nominal price. By about the fourteen century, pilgrimage was a mass phenomenon as very large numbers of people were participating in pilgrimages. Subsequently, the religious nature of travel gave way to education, learning and sightseeing. People began to appreciate the importance of education, arts, science and culture. This period was called the Renaissance. The Renaissance marked the next important stage in the history of travel. The great navigation of the late 15th and early 16th century shattered the narrow horizons of medieval communities and stirred Renaissance man's restlessness and curiosity and the nobility and man of affluence began to travel abroad (McIntosh, 1972). By the end of fifteenth century, Italy itself became the object of attention. At this time Italy was Europe's economic and cultural leader. It was, however, totally disunited politically. Wars were being fought on Italian soil. These wars played an important part in the dissemination of the Renaissance and the subsequent development of the "Grand tour".

The development of Grand tour followed a shift in the focus of cultural and of economic and political power. The wealthy and educated of states whose position of dominance in the world was comparatively new, visited countries that had passed their peak of prestige but were still venerated for historical and cultural reasons. Thus Romans visited Greece and the eastern Mediterranean, the English visited Italy. The grand tourist respected the learning antiquities and social refinements of the old world. Moreover the reign of Elizabeth I, young men seeking position at court were encouraged to travel to the continent to finish their education. This practice was soon adopted by other in the upper sections of society and it eventually became customary for the education of gentlemen to be completed by a Grand tour of the major cultural centres of Europe. Thus Ground Tourist paved the way for the popular tourism of the nineteenth and twentieth centuries.

Moreover, the introduction of annual holiday in Europe was another important landmark which encouraged many people to undertake travel in large numbers during the eighteenth century. The term holiday derives from “holy days”, associated with religious observances. In the present day, it is used generally in a secular sense, meaning a respite from the routine of daily workday life and a time for leisure, recreation and amusement. The annual holiday was the fore runner to the paid holiday which latter was responsible for an extraordinary growth of tourism.

3.2.6. Travel in the Industrialised Age

The concept of modern tourism has emerged in the second half of the nineteenth century hand in hand with the development of the industrialized societies of Western Europe and North America. Development of industrialized societies of Western Europe and North America can therefore be considered as responsible for the growth of modern tourism.

Development of industrialized societies was a direct result of Industrial revolution in the west. The industrial revolution brought in its wake tremendous changes in societies. Travel before industrial revolution was mainly a matter of seeking knowledge, engaging in commerce and trade and undertaking pilgrimage.

The industrial revolution was responsible for the change in the economic and social systems. It threw up great factory towns, big and small. As the industrial momentum gathered and the cities and their population increased at an enormous rate, the need for

escape became even more acute. The prosperous and well to do proceeded to various resorts. Industrialization also brought in an increase of material wealth and certain improvements in transport and communication during the second half of the nineteenth and early twentieth century. This period is characterized as mobility era with the following landmarks.

1830 AD – First rail link between Liverpool and Manchester was started.

1841 AD – Introduction of package tour by Thomas Cook. He organized a special excursion train carrying 570 passengers for distance of 12 miles. The first tourism business was introduced by Thomas Cook.

1845 AD – World's first travel agency was opened.

1849 AD – The first guide book of modern tourism was published as “John Murray's handbook” for London.

1879 AD – Thomas Cook introduced hotels coupon (Pay here get there)

1891 AD – American express, Henry Wells introduced travellers cheque.

1903 AD – Wright brothers introduced airplane.

1918 – Deutsche Lufthansa provided first scheduled air passengers services from Berlin to Leipzig and Weimar.

1936 – Air Transport Association (ATA) was formed in Chicago.

1946 – First airlines in Europe (British Airways)

1954 – Great Britain produced the comet – the first passenger Jet Plane

1958 – Boeing Commercial Airplane company produced the B-707, the first commercial Jet Plane built in the USA.

1964 – American Airlines inaugurated the SABRE computerized Reservation System (CRS)

1969 – Neil Armstrong, Edwin Aldrin and Michael Collins – three American Astronaut made first journey to Moon.

1970 – Pan American world Airways flew the first Boeing 747 “Jumbo Jet” plane with 352 passengers from New York to London.

1978 – British Airways and Air France began passenger service on the supersonic concorde airplane.

1996 – Alaska Airlines became the first carrier to accept on line bookings and take payment through a website on the Internet.

2001 – Dennis Tito took the world first paid space vacation.

Another landmark in world tourism was the setting up of the International Union of official organization for Tourist propaganda in 1924. Its major purpose was to exchange information on tourist publicity to obtain international concession for the export and import of tourist publicity material and to alleviate frontier formalities or other obstacles to free international tourist traffic. It was the forerunner of the present International Union of official Travel organization (Gupta and Lal, 1974).

Last but not the least; modern tourism is an effective industry because it has made mass participation possible by mass organization. During the last two decades of the 19th century, England witnesses the establishment of clubs, unions and associations, even of cyclists which organized collective tour for its members (Gupta and Lal, 1974).

From the early 1950 the number of tourists across the international frontier has been increasing with some minor fluctuations. These fluctuations occurred as a result of economic recession in industrialized countries, increase of fuel prices and prevailing political instability in some pockets of the world. During the period 1950-2011, international tourism grew at a rate of 6.64%. As Europe and America continue to be the two major constituents of international tourism, a slight decline of the rate of growth of real income in these tourist generating regions, affects the overall trend of international tourism. Table 3.1 shows the trend of international tourists arrival in between 1990-2015.

Table 3.1: Trend of International Tourists Arrival	
Year	International Tourists arrival (in millions)
1990	456.8
2000	674.0
2005	809.0
2006	855.0
2009	892.0
2010	950.0
2011	994.0
2012	1040.0
2013	1088.0
2014	1134.0
2015	1184.0

Source: World Tourism Organization.

Though modern tourism is a product of western developed economy, developing countries have also benefited from it. The rich bio-diversity, folk-culture and the historical and archaeological remains are the important sources of attraction in most of the tropical developing countries. But the global distribution of tourism shows that the developed countries are in leading position, both in terms of tourist arrivals and receipts. The following table 3.2 and 3.3 show the world's top 10 Tourism destinations both in terms of international tourist arrivals and international tourism receipts.

Table 3.2: World's Top 10 Tourism Destinations		
Rank/Destination	2015 (in million)	Region
France	84.5	Europe
United States	77.5	North America
Spain	68.2	Europe
China	56.9	Asia
Italy	50.7	Europe & Asia
Turkey	39.5	Europe
Germany	35.0	Europe
United Kingdom	34.4	Europe
Mexico	32.1	North America
Russia	31.3	Europe

Source: World Tourism Organization.

Table 3.3: World's Top 10 Tourism Receipts		
Rank/Destination	2015 (in billion)	Region
United States	\$ 204.5	North America
China	\$ 114.1	Asia
Spain	\$ 56.5	Europe
France	\$ 45.9	Europe
United Kingdom	\$ 45.5	Europe
Thailand	\$ 44.6	Asia
Italy	\$ 39.4	Europe
Germany	\$ 36.9	Europe
Hong Kong	\$ 36.2	Asia
Macau	\$ 31.1	Asia

Source: World Tourism Organization.

From the above table 3.2 and 3.3, it becomes clear that France continues to lead the ranking of international tourists arrival and rank third in receipt while the United States ranks first in receipts and second in arrivals. China continues to rank third in arrivals and fourth in receipts while Italy remains fifth place in both arrival and receipts. Similarly, the United Kingdom is seventh position in both arrivals and receipts.

If the trend of tourism development in the world is analysed, four distinct phases may be identified: (a) Pre-tourism phase – characterized by personal visits and business travels (b) Traveller phase – with increasing frequency of independent visitors (c) Mass tourism phase – characterized by regular arrivals of tourists groups and lastly (d) Structured tourism phase – with tourism recognized as a major industry. In the industrialized countries tourism has attained a new height and reflects the last two phases of tourism development. However, in most of the developing countries of the world, tourism is still in the first two phases. As tourism has become very important economic activity in terms of world trade, it can prove to be one of the best options to promote developing economy by a wise use of available physical and cultural items of tourist's interest.

3.3 Tourism in India

India's glorious traditions and rich cultural heritage are closely linked with the development of tourism. Its magnificent monuments attract a large number of visitors from all over the world since time immemorial. The wealth of cultural traditions extending over thousands of years, the natural surroundings the architectural masterpieces, the music, dance, painting, customs and languages – all these go to make India a tourist paradise (Bhatia, 2002).

3.3.1 Tourism in the Early Period

Tourism is not new to India. In fact even in our religious book "Upanishads" there is a word called, "Charaibate" meaning to go on moving and this more than any other things explains that tourism is deep rooted in the Indian system.

The history of tourism developed mainly through indirect sources in the early period. In India, in the early days of agricultural abundance, export of cash crops created an important trade link. Manufacture of iron-ore into steel for weapons was another important item of trade by the later Vedic period. Owing to the predominance of trade routes – over land crossing between Asia and Europe trade tours were an important development in this period.

In the early days, pilgrimage or pilgrim travel assumed great importance. Ashoka the great, travelled a great deal in his eagerness to spread the doctrines of Buddha. Throughout his travels from Pataliputra to Lumbini, Kapilavastu, Sarnath and finally to Gaya, Emperor

Ashoka had special memorial, set up at each spot and also rest houses where travellers could rest. Trees were planted along the road sides so that the travellers would be protected from the harsh sun shine. Harsha, another great emperor, built institutions and Dharma shalas for the travellers. Rest houses were built in the villages. Thus during this period, travels were made by business class and also for paying pilgrimage. The tourists or travellers had rest houses like Dharma shalas, Sarais and Havelis at tourist places or on the way for the comfortable rest and stay.

Some of the first foreign visitors to India were perhaps the Persians. There is evidence of caravans of the Persians coming to India, in the inscriptions dating back to the rein of the Persian King, Darius. There is also reference to trade, commerce and cultural exchanges between Persia and India. During the reign of Chandragupta Maurya, Persian customs have been practiced the court. During Chandragupta Maurya's time, tourists like Megasthenes, Fa Hien, Hieun Tsang or later Iban Batuta undertook long tour of Buddhist pilgrimage centres or visiting places like Nalanda University in Takshashila.

There was a remarkable increase in the travellers coming to India, as a result of the discovery of the new sea route by Vasco-de-Gama. He was followed by many explorers like Christopher Columbus, who actually set out to find a new route to India. Young Marco Polo also visited India on his way back from China. When Alexander the Great reached India, it is said that he found good roads which were well-maintained covered with shady trees. This is an indication that there was a well developed mode of travel in India, for the military, the commercial traveller and the civilian. All this was under state protection.

Travelling for pleasure on the rivers and to the hills was a tradition started by the royal courts. During the rule of the Mughals, the Emperors travelled extensively and contributed towards resort development. The Mughal Empire reached the zenith of its glory during the time of Akbar and Shah Jahan. The reign of Shah Jahan was a period of great activity in the field of arts and literature. Not content with erecting a new capital city at Shahjahanabad, he enriched the world's store of architectural beauties by many other buildings, outstanding among them being the Taj Mahal and Moti Masjid at Agra.

Similarly Emperor Akbar built Sarais from Northern to Central India where Mughal Kingdom was spread.

However with the fall of the great empires, there was a setback in trade and commerce. This reduced the mobility of the people with the exception of pilgrims. Thus the early history of Tourism in India was characterized by the search of knowledge and education, pilgrimage, trade and commerce.

3.3.2 Tourism in the Modern Period

The history of modern tourism in India dates back to the British period. With the end of Mughal Empire, the British East India Company spread its wings all over the India and slowly British started replacing old federal system of small kingdoms then existed in India. India being a vast country, distance to travel from East to West and North to South were enormous. The one who wishes to rule such a huge country needs to have faster and easier communication from one end to the other. So to facilitate their rule in India, British developed roads and faster means to travel.

The introduction of railways by the British during mid-nineteenth century added a new dimension to the transport scenario of the country. Moreover, the new education system and western lifestyle introduced by British encouraged many of the native Indians, to get education and training not only in the country but also abroad, particularly in Great Britain. This had given fresh exposure to a section of Indians who in the long run could influence their countrymen for travelling within and outside the country's boundary. Thus a fertile ground was created in India to receive people from outside and to send people from inside, which in course of time stimulated the process of tourism development in the country (Bhattacharya, 2004).

During the 150 years of British rule, the concept of summer vacation was introduced, as they would find Indian summers in the plain too hot to bear. Hill stations were developed and good accommodation facilities were especially built at these places. Mahabaleshwar and Ooty are good examples of such hill stations developed by British. They also built Dak-Bungalows on the road side for the convenience of dak travellers. In 1878, Thomas Cook, a travel agent from Great Britain brought the first group of British tourist to India to witness the beauty of Taj Mahal and Kashmir valley.

In India, the first conscious and organized efforts to promote tourism was made in the year 1945, when a committee was set up by the Government of India under the chairmanship of Sir John Sargent, the then Educational Adviser to the Govt. of India. (Bhatia, 2002). The main objective of the committee was to survey the potentialities of developing tourist traffic in the country. The Sargent committee which submitted its interim report on October 1946 was of the opinion that it would be in the interest of India to develop and encourage tourist traffic both internal and external by all possible means. The committee recommended that the question of promoting and developing tourist traffic was a matter of great national importance and therefore it deserves the whole time attention of a separate organization. Thus the committee suggested for the creation of a separate government department, which would give whole time attention and take initiative in such matters as:

- Publicity for tourism in India and abroad.
- Production of suitable literature on tourism such as guide books, folders, posters etc.
- Liaison with other government departments, travel agencies and hotels and catering establishments.
- Collection of tourist statistics
- Provision for training guides etc.

As a follow-up action, an adhoc Tourism Traffic committee was set up in 1948, which was entrusted with the job of guiding the promotion of tourist traffic in India. Subsequently in 1949, a separate Tourist Traffic Branch was set up in the Ministry of Transport and in 1951 four tourist offices were established in Delhi, Mumbai, Kolkata and Chennai. By the year 1955, nine such offices were opened to provide information about the places of tourist attraction and to monitor the activities of all the segments associated with tourism. Besides, those offices used to provide assistance to tourist in the clearance of travel formalities, distribution and display of tourist literature and inspection of tourist facilities on periodical basis. In case of overseas tourists, an office was established in the USA in December 1952. Subsequently other overseas offices were also established in many developed and developing countries. So far India has opened thirteen overseas offices for promotion of tourism. In 1955-56, Indian Tourist Traffic Division was expanded to include

four branches viz (a) Tourist Traffic section (b) Tourist Administration section (c) Tourist publicity section and (d) Distribution section. On the first November 1958, a separate Tourism Department was created under the Ministry of Transport to deal with all matters relating to tourism in the country (Bhattacharya, 2004). This new department was put under the charge of the Director General who had under him one Deputy Director General and four Directors, each in charge of Administration, Publicity, Travel Relations and Planning and Development. Simultaneously, in order to associate the state governments, the national carriers and the travel industry with the development of tourism, an apex advisory body called the Tourism Development council was set up in 1958, which was chaired by the minister in charge of tourism. Its membership included selected members of Parliament, Ministers of Tourism from states, leading public men, representatives of the travel industry and senior govt. officials dealing with tourism. Following these the state government started taking a keen interest in tourism. By now each of the major states and union territories has an established tourism department as well as a public sector tourism corporation. Thus in India, organized tourism started at the top and it was spread to local levels by conscious efforts (Chib, 1989).

Again in 1963, the government of India appointed an ad-hoc committee on Tourism under the chairmanship of L.K. Jha, the then Secretary, Department of Economic affairs, Ministry of Finance. In accordance with the recommendations of Jha committee, the govt. of India set up three separate corporations namely –

- Hotels corporation of India Limited
- India Tourism corporation Limited
- India Tourism Transport Undertaking Limited.

However these three corporations did not seem to be working well and were therefore, amalgamated into one corporation with effect from 1st October 1966. This new corporation was called Indian Tourism Development Corporation Limited (ITDC). The ITDC started functioning from March 28, 1970 to fulfil the following objectives –

- Construction and management of accommodation establishments for tourists
- Providing transport facilities to tourists

- Providing entertainment facilities to tourists by organizing cultural shows, music concerts, sound and lights shows etc.
- Providing shopping facilities to tourists
- Expanding publicity services by projecting India as an important tourist destination in the overseas countries as well as projecting the importance tourism at home.

The importance of tourism was further underlined when the Prime Minister of India Late Indira Gandhi, convened a Round Table conference on October 28, 1966 to discuss the matters pertaining to the development of tourism. The deliberations resulted in the creation of a separate Ministry of Tourism and Civil Aviation with Dr. Karan Singh as a Cabinet Minister. Thus on 13 March 1967, a separate Ministry of Tourism and civil aviation was created. Since the formation of the Ministry of Tourism and civil aviation, Indian tourism has been developing in spite of limited resources and relatively low priority given to this economic activity. Similarly Indian Tourism Development Corporation shaped into a gigantic and dynamic public sector organization implementing programmes and policies laid down by the Government. Thus in spite of various limitations, India by now becomes a major attraction for the tourists of almost all the major countries of world.

Tourism of India is a state subject. The centre does not even have concurrent jurisdiction in tourism matters. The centre has the power to advise the state governments in matters of tourism policy but it cannot enforce its advice. It cannot enact a uniform legislation which may apply to the entire countries without the consent of the states. In spite of these, the centre formulated and implemented many schemes for the development of the tourism essential to complement the state schemes. Moreover tourism has been declared as an industry in 14 states of India viz, Meghalaya, Himachal Pradesh, Uttar Pradesh, Andhra Pradesh, Kerala, Haryana, Arunachal Pradesh, Tamil Nadu, Manipur, Bihar, Tripura, Assam and the Union Territory of Andaman and Nicobar Island.

However states like Punjab, West Bengal, Orissa, Rajasthan, Union territories like Dadra, Nagar Haveli, Lakshadweep have declared 'hotels' as an industry. The government of the states and union territories have also set up Directorates of Tourism and many have also set up Tourism Development Corporations (Sharma, 2004).

3.3.3 The Progress of Tourism in India through Successive Five Years Plans

India adopted a policy of development through planning in 1951, when the First Five Year Plan for development of Indian Economy was drafted by the newly established planning commission. Although India had the good amount of tourism activity when it became independent over 65 years ago, the planning commission did not take note of it during the First Five year plan. Because there was no allocation for tourism development during the First Five Year Plan (1951-56).

During the Second five year plan (1956-61) tourism became a constituent of the planning process with a token allocation of Rs. 3.36 crores for both central and state sectors put together. The development approach during the second plan was mainly on creating isolated facilities in important tourist centres.

The main objectives of development of tourism during this plan were provisioning of accommodation, transport and recreation facilities at important tourist centres like Agra, Varanasi, Aurangabad and Jammu and Kashmir. Broadly the tourists development schemes in this plan were categorized into three parts viz Part I, Part II and Part III schemes.

Schemes in Part I were to create facilities for foreign tourists and were financed fully by the central government. Part II schemes were intended to provide facilities for home tourists at places which were important from the points of view of foreign tourists. These schemes were jointly financed by the central and state governments. Part III schemes were included in the state plans and were wholly financed and executed by the state government (Rahman and Khan, 1998).

The third plan (1961-66) witnessed the beginning of an era of development activities concerned with tourism, particularly adventure tourism by the establishment of a winter sports complex at Gulmarg in Kashmir. During this plan tourism was recognized as an industry. The India Tourism Development Corporation (ITDC) was set up in 1966 to develop tourism infrastructure and to promote India as a tourist destination. The third plan also creates a network of tourist facilities in areas where none existed before. For example Bodhgaya, Khajuraho, Bhubaneswar, Konark, Mahabalipuram, Sanchi, Tiruchirapalli, Kanchipuram,, Madurai and several other places were provided basic facilities acceptable

to foreign tourists. During third plan there were provisions of development for accommodation, transport and roads.

The Fourth Plan (1969-74) document recognizes tourism as an important means of earning foreign exchange with ample scope for employment generation. It further elaborates the role of tourism in international relations and accepts it as an important tool for international contacts and understanding.

The Fourth plan envisaged the development of destination traffic, rather than transitional traffic. On this account, it was suggested that areas will be selected and developed as destinations for tourism.

By the time 5th five year plan (1974-77) was launched, tourism had established itself as an important means for development. World over, the phenomenon was gaining momentum and had received recognition among the top most developing industries. With a view on future development of tourism, the 5th plan laid down the investment priorities on –

- Increased accommodation and transportation facilities so as to meet the demands of ever increasing international tourism.
- Integrated development of selected areas with a view to spread traffic as far away as possible covering different regions of the country. Tourism promotion abroad (Fazili and Ashraf, 2006).

Thus approach during the Fourth Five year plan (1969-74) and Fifth Five year plan (1974-77) were expansion and improvement of tourist facilities with a view to promoting destination traffic, as distinct from transit traffic. Destination tourists traffic refer to those tourists who come primarily to holiday in India and not on transit through India. Integrated development of selected tourist centres like Kovalam, Gulmarg Goa, Kullu-Manali etc received much attention and became the symbolic models of resort tourism in India. Similarly cultural tourism was also emphasized with development of Buddhist centres and heritage monuments in India. Apart from these 16 youth hotels of international standard were constructed and furnished in different parts of India to serve as catalytic models for the states to construct similar hotels elsewhere. Several forest lodges, tourist bungalows and two major resort the Kovalam Beach resort and the Gulmarg winter sports Resort – were the result of the 4th and 5th plans, for destination tourist traffic (Seth, 2006).

The Sixth Five year plan (1980-85) was a major landmark in the history of Indian tourism. The first ever “Tourism Policy” of the country was announced during 1982 which specified the development objectives and provided an action plan based on “Travel circuit” concept to maximise the benefit of tourism. However, for the first time in the sixth plan, the planning commission recognized the importance of tourism in the following words:

“Tourism, both domestic and international had rapidly won considerable recognition as an activity generating a number of social and economic benefits like promotion of national integration and international understanding, creation of employment opportunities, removal of regional imbalances, augmentation of foreign exchange earning etc. It is significant that many of these beneficial aspects of domestic and international tourism have special relevance to the socio-economic scene in India as emerging in the sixth plan period.

The emphasis in the Sixth plan document was to ensure investments in accommodation sector so as to increase the bed capacity in the country. While taking steps towards the development of tourism in the country it was to be ensured that the development will take place on a sustainable basis and as such there will be no adverse effects on the environment and cultural ethos of the place concerned.

In the Seventh Five year plan (1985-90), tourism received significant notice. Because the development of tourism was started as a plan objective during the seventh five year plan. Tourism related activities were given the status of an industry which implied that such business activities would in future be entitled to the same incentives and concessions as were applicable to an export industry. It thus becomes the watershed plan for Indian tourism. The National committee on Tourism set up by the Government in 1986 to evaluate the economic and social relevance of tourism India and to draw up a long term measure for ensuring accelerated growth of tourism. On the basis of the recommendation of this committee, packages of incentives were made available for tourism industries and the Tourism Finance Corporation of India (TFCI) was set up to finance tourism projects. The concept of a large number of circuits gave place to the emphasis on outdoor holiday tourism – developing and strengthening infrastructure at beach and mountain resorts along

with the normal activities of cultural tourism. India hoped to attract more people coming for an outdoor holiday.

By the time of Eight five year plan (1992-97), tourism had emerged as one of the major segments of Indian economy. 15 states and 3 union territories had already declared tourism as an industry and four more states declared hotels as an industry. The development plan for tourism during the Eight plan was based on the “National Action plan for tourism” presented in the parliament on 5th May, 1992. It proposed to achieve diversification of tourism product, accelerated growth of tourism infrastructure, effective marketing and promotional efforts in the overseas markets and removal of all impediments to tourism.

However the Eight plan document suggested the following roadmap for the development of tourism in the country.

- The role of private sector in the development of tourism was duly recognized. Private sector participation in development of special interest tourism like beach, wild life tourism, amusement parks, conventions and conferences should be encouraged.
- The development of tourism should take place on a selective basis. For this purpose certain specific areas with high tourism potential will be identified under “Special Tourism Areas” schemes and these areas will be provided with full fledged infrastructure through central/state governments and private sector participation.
- A “Tourism Development Fund” will be created to provide financial assistance in these special tourism areas.
- Tourism marketing and publicity will be taken in a big way through coordination of all the organizations involved.
- Technological developments in the field of communications and computers will be fully made use off and there will be efforts to create an effective update information system.
- Anti-poverty and rural development programmes will be linked with tourism development programmes. This will provide employment and supplementary income to the local people.

- Role of transport in the development of tourism needs to be recognized. In this connection, Airline capacity on Indian routes is to be increased. Similarly role of private operators in the surface transport will be encouraged in the form of loans and tax benefits. Rail transportation particularly trains like “palace on wheels” hold fascination for the international tourists. Another train “The great Indian Temples” for southern India should be introduced.
- Adequate attention will be paid toward the development of various forms of tourism and preservation of cultural heritage.
- Due attention will be paid for human resource development in tourism with special focus on history and culture. In this regard universities and other educational institutions will be encouraged to introduce courses on Travel and tourism.
- As part of the plan, external instance will be sought for the development of “Agra Heritage Projects” and Buddhist place of interest in Uttar Pradesh and Bihar.
- The department of tourism also constituted a special task force for the promotion of schemes/projects for the development of tourism in the North Eastern States, Sikkim, Jammu and Kashmir, Arunachal Pradesh and hill districts of Uttar Pradesh and West Bengal.

The basic strategy during the Ninth Five year plan (1997-2002) is to establish effective coordination with all the relevant agencies so as to achieve synergy in the development of tourism. The policy frame work and strategy for development, of tourism in the country during Ninth plan period is as follows

- i) Product development: The objective in the Ninth plan was to create a tourism product that has an appeal and is economically viable.
- ii) Coordination: In order to establish an effective coordination with all the relevant agencies involved in tourism development the establishment of National Tourism Advisory council (NTAC) was suggested.
- iii) Diversification: The 9th plan found it imperative to diversify India’s tourism product. In this regard following forms of tourism were identified –
 - Indigenous and Nature tourism
 - Rural & Village tourism

- Pilgrimage tourism
- Heritage tourism
- Health tourism
- Adventure tourism

iv) People's participation: It was suggested that people's participations in tourism development will be encouraged. This was to be achieved through entrepreneurship development and promotion of employment opportunities in tourism.

v) Promotion & Marketing: For the promotion and marketing of tourism product, the use of Internet as a marketing tool was to be encouraged. In this regard a website of the ministry of tourism was launched in 1999.

vi) Environmental protection and preservation: It was emphasized that tourism development should take place on a sustainable basis. Ecology of the hills was to be preserved at any cost and the development process should involve local people so that the benefits are reaped by the local population to the maximum extent. Location specific code of conduct for tourism was to be evolved so as to maintain clean and disease free surroundings, protect local ecology and respect local traditions, culture and heritage.

vii) Export house status for tourism: Export house status was granted to tourism units in the Ninth five year plan. This status will entitle these tourism units a number of benefits that are available to recognized export houses.

viii) Tourism promotion in North East: The 9th plan document emphasized the need for the development of tourism in the North-East with emphasis on eco and adventure forms of tourism. It was also suggested that the infrastructural needs in the region will be meant in close coordination with the state governments. Involvement of local residents was to be encouraged with special emphasis on tourist brochures and other publicity material for speedy developments of tourism in the region.

The commencement of Tenth plan (2002-07) has coincided with the National Tourism policy 2002. Recognizing India's vast potentialities for tourism as against a very thin global presence, the plan envisages cutting across all barriers and positioning India among the top achievers.

While identifying all the barriers that hinder the growth and development of tourism in the country, the 10th plan attempts to –

- Position tourism as a major engine of economic growth.
- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural development.
- Provide a major thrust to domestic tourism which will act as a spring board for growth and expansion of international tourism.
- Acknowledge the critical role of the private sector with government working as an active facilitator and catalyst.
- Create and develop integrated tourist circuits based on India's unique civilization, heritage and culture in partnership with states, private sector and other agencies.
- Ensure that the tourist to India feels "India within him" by making him physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated.

During the 11th five year plan (2007-12), there was a distinct shift in the approach of tourism development as compared to previous plans. As per the 11th plan document of the planning commission, "Tourism is the largest service industry in the country. Its importance lies in being an instrument for economic development and employment generation, particularly in remote and backward areas." The vision for the tourism sector for the 11th plan was "to achieve a superior quality of life through development and promotion tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation". The vision for tourism development was proposed to be achieved through the following strategic objectives under 11th Five year plan:

1. Positioning and maintaining tourism development as a national priority.
2. Creating world class infrastructure.
3. Enhancing and maintaining India's competitiveness as a tourist destination.
4. Improving and expanding product development.
5. Drawing up effective marketing plans and programmes.
6. Developing human resources and capacity building of service providers.

As compared to the previous plan, the 11th plan witnessed an unenviable growth in the tourism sector. Global incidents such as economic recession, spread of H1N1 pandemic, terror strikes etc severely dented the growth prospects of Indian tourism industry. To counteract the slowdown and to attract more foreign tourist arrivals (FTA) in India during this period, Ministry of Tourism launched several initiatives such as “visit India year 2009 campaign, promotion of niche products like wellness tourism, MICE Tourism, Hill tourism. Extensive road shows, various promotional events were held in major overseas source markets, in partnership with stakeholders. Despite unfavourable global environment during the 11th plan period, the concerted efforts of the Ministry and the Indian Tourism Industry have yielded modest dividends.

The approach paper of the 12th Five year plan (2012-17) prepared by the planning commission highlights the need to adopt “pro-poor tourism” for increasing net benefits to the poor and ensuring that tourism growth contributes to poverty reduction. The approach paper also underpins the need to develop a comprehensive set of strategies for a diversity of actions, from macro to micro level, including product and infrastructure development, marketing branding and promotion, planning, policy and investment.

Accordingly the Ministry of Tourism Govt. of India has given a major thrust in this direction and is promoting tourism as a means of economic growth and social integration for the country. The role of government in tourism development has been redefined from that of a regulator to that of a catalyst.

The approach paper to 12th Five year plan prepared by planning commission highlighted the following regarding tourism sector –

- A principal strategy to realize India enormous assets with tourism potential viz – historical sites, places of religious significance and its vast range of natural attractions, must be to focus on clusters or circuits around such assets. The development of these clusters/circuits requires collaboration between many agencies at the local level to create an attractive and safe transit experience.
- The implementation of various strategies for development of tourism would involve developing formal and informal links between all stake holders and coordination across all levels of Government.

- Tourism development should focus on developing tourism from people's perspective by involving local panchayat and local communities at various stages. This will help the development of tourism in a sustainable manner.
- There will be increase emphasis on skill development and capacity building for bridging the huge gap in demand and supply in skilled manpower in the hospitality sector.
- For developing tourism infrastructure based on carrying capacity and sustainability principles, professional agencies will be employed.
- For promoting the brand of "Incredible India" publicity and promotional programmes of the Ministry will be made product specific, country specific and destination specific.
- There will be focused emphasis on promoting tourism which is sustainable by adopting carrying capacity studies specially in environmentally sensitive areas.
- There will be more attention on promoting niche tourism products, attempting greater convergence amongst different stake-holders and in rationalization of taxes in tourism sector.
- For improving the quality of quantifiable indicators, Tourism Satellite Account (TSA) will be prepared every five years so that effective monitoring is built into the system. This will contribute to improve the quality of evaluation.

The following table 3.4 shows the allocation of funds for tourism under different five year plans.

Table 3.4: Allocation of Fund for Tourism under the Five Year Plans		
Five year plans	Tourism outlay (in crore)	Percentage of tourism
First plan 1951-56	NIL	-
Second plan 1956-61	3.36	0.07
Third plan 1961-66	8.00	0.11
Fourth plan 1969-74	36.00	0.23
Fifth plan 1974-79	73.95	0.19
Sixth plan 1980-85	187.46	0.19
Seventh plan 1985-90	326.16	0.18
Eight plan 1992-97	804.10	0.19
Ninth plan 1997-2002	793.75	0.09
Tenth plan 2002-2007	2900	0.32
Eleventh plan 2007-12	5156	-
Twelve plan 2012-17	22800	-

Source: Compiled from plan documents and reports on Tourism from 12th five year plan.

3.4 Tourism in Assam

Assam is a state of breath taking scenic beauty. Its enchanting hills, dancing rivers, dense forest, roaring waterfalls, heavy rainfall during monsoon, innumerable varieties of flora and fauna, countless species of wild animals and plants, melodious folk music, variety of many delicious dishes, historical monuments, pilgrim centres, tea garden, colourful festivals, handlooms and handicrafts and above all its green landscape make Assam one of the splendid tourist destinations in the world. Moreover since the time immemorial Assam has been serving as the eastern gateway for passage and communication of people, commodities and ideas between Indian sub-continent in the west and China and South East Asia in the East (Acharyya, 1985). Assam did attract travellers and scholars both from the east and the west in the historical past. Valuable information regarding its trade routes, hills, mountains and the people of the area could be found in the works of Greek Scholar Ptolemy. It was further supplemented by the works of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign to Kumar Bhaskar Barman in the middle of the Seventh century AD. According to his description – Assam has been fascinating millions of people by its aura of myths, mystery, music, mountains all the gifts of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature centric, despite the fact that there are historical and religious places of tourist attraction. Similarly, Iban Batuta, a Muslim traveler and writer visited this region in 1345 AD and narrated the physical landscape, commercial products and the ethnographic characteristics of its people. Subsequently the knowledge about the region was further enriched by the writing of the European travellers and British military and civil officers in the eighteenth and nineteenth centuries (Bhattacharya, 2004).

The early agrarian society of Assam was characterized by the age old and static nature of agriculture. Historical records show that Assam acted as a zone of fusion of people and cultures rather than a zone of population out migration. Intersected by numerous streams and rivers, the topography of the state was practically difficult to operate upon. The perennial rivers continued to act as the main arteries of transport network in the past. The state is so much crisscrossed by rivers that the people of Assam in the past preferred moving with their little country boats than to travel by land. Particularly, the Nadials

(Fisherman) seem to enjoy themselves greatly on such boat trip, which they undertook accompanied by songs and music as they paddled alone (Buttler, 1854). Roads and dykes of various orders were also constructed during the Ahom and Koch periods either for communication or for defence purpose. The Gohain Kamal Ali constructed during the rule of Koch king Naranarayan through the north bank of the river Brahmaputra is the best example in this regard (Baruah, 1988).

The Vaisnavite movement under the leadership of Sankardeva and Madhavadeva which led to the establishment of satra institutions in the latter part of fifteenth century in different parts of the state also added another dimension to movement of people in the state. Such satras are basically monasteries which propagate neo-vaishnavism. They also became centres for education and dissemination of the art of harmonious living. In the 15th century, the first satra was founded in Majuli. Since then sixty five satras have come up for the propagation of ethics and socio-cultural ideals. Such satras with their own tradition and specialty have attracted people from all nooks and corners.

Modernization started with the introduction of British rule in Assam and changes started taking place. In this context Buttler said – “When I first came to Assam in 1837, there were but few brick bungalows with glass doors in the province and every station was lost in jungles and swamps but vast improvements were effected. Subsequently, court buildings record offices and treasuries began to be made of bricks with glass windows. Roads and bridges of brick, iron and wood also came up and the sadar stations began to show the advance of civilization”. After ten years of Butler’s first visit to Assam i.e. in 1847, steamship was introduced in the state. Further in 1886 rail link was also introduced which greatly influenced the mobility pattern of the people and products of the state.

It was the British who initiated the modern concept of outdoor recreation, adventure and organized search for mysteries of nature and culture in Assam. It is interesting to note that even to the end part of British rule such kind of search continued. For instance F. Kingdon Word visited the state and reached interior place like Monyoul, then a part of Assam province (now in Arunachal Pradesh) in search of flowers (Ward, 1945).

After independence, a lot of significant changes took place in the field of travel and tourism in India as well as in Assam. Assam is one of the pioneering states in the north

eastern region to introduce a state department of tourism in 1958. It started providing accommodation, transportation and recreational facilities in important places of tourist interest. A tourist information Bureau was opened in Guwahati with an information officer. In 1959, the Tourism Directorate was formed with the special officer, as its Director. The tourist office of Kaziranga was opened by the end of December, 1962. It was initially based at the office of the Forest Department. Subsequently, Sivasagar tourist lodge was opened for tourist in 1965. In course of time tourist lodges at Tezpur, Bhalukpong, Barpeta Road, Chandubi, Haflong, Diphu, Nagaon, Silchar and Jorhat have also established.

Though Assam has a rich resource base for tourism development, no substantial progress has so far been achieved due to lack of organized effort and financial constraint. Infrastructural facilities are highly inadequate in the state for tourists, both in terms of transportation and accommodation. In spite of this, the state tourism department took some ambitious plan for promotion of tourism. The tourism department has explored the various tourist destinations, our arts, crafts and cultural heritage which has tremendous potential for tourism development. The department of tourism has its own tourist lodges in all important tourist destinations and these accommodations provide comfortable and safety stays at moderate cost. Some of the tourist spots identified by the department like Kaziranga and Manas have already become internationally important. The department has executed schemes to develop the lesser known places like Tezpur, Haflong, Diphu, Hajo, Soalkuchi, Chandubi, Bhalukpong etc. At present several schemes are in operation to develop infrastructure in Orang National Park, Madan-Kamdev, Garampani etc. Tourism department has already attempted to establish some tourist circuits connecting important places of tourist attraction and efforts are on to create infrastructural facilities in these circuits. Government of Assam, with a view to accelerating the growth of tourism in Assam and encouraging entrepreneurs to invest in building up tourism infrastructure in the state, has also declared tourism as an industry on 6.11.1987. As per this policy, the following concessions are given to the private investors –

1. Subsidy for preparation of feasibility report, project report as per Industrial policy 1986.

2. Incentives for training the local manpower.
3. Power subsidy and subsidy for purchase of power generating set.
4. Allotment of govt. land on premium or long term lease basis.
5. Managerial subsidies.
6. Grants/subsidies for purchase of equipments/furniture, fixtures etc.

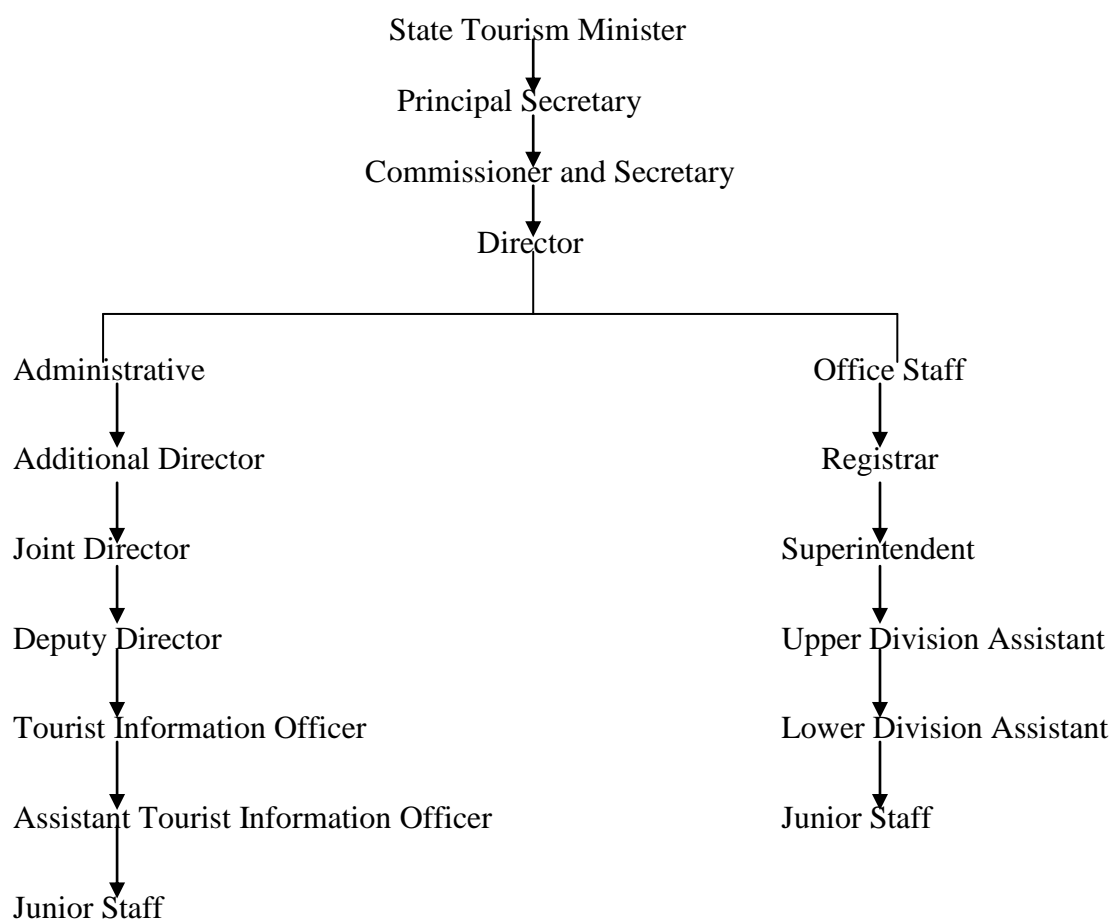
According to the policy, the following will be considered eligible for receiving the above incentives –

1. Classified hotels.
2. Restaurants approved by classification committee of the government of India/Government of Assam.
3. Amusement parks and recreational centres as approved by the Government of Assam.
4. Purchase of luxury cars, coaches to tour operators approved by state/central government.
5. Wayside restaurants, motels, hotels, eating places etc.

3.5 Management of Tourism in Assam

The government of Assam is the major player for the development of the tourism sector in Assam. As tourism development is a state concern in India, hence the state is solely responsible for the development of tourism within its jurisdiction. The organizational set up of the Department of tourism, Government of Assam is shown in chart 3.1.

Chart 3.1: Organizational Structure of Department of Tourism, Assam



Source: Directorate of Tourism, Government of Assam.

Since the inception of the department of tourism in the state in 1958, it has made considerable progress in its organizational set up as well as in the field of operation to manage the affairs of tourism in the state. As per the organizational set up, in Assam, a cabinet minister of the state usually holds the charge of the Department of Tourism. His duty is to lay down the outline of policy framework and to supervise, direct and control all civil servants of the department.

The principal secretary and the commissioner of the department of tourism are recruited from the cadre of Indian Administrative Service (IAS). Their main functions include assisting and advising the minister in policy formulation, helping in formulating laws or amending existing rules, scrutinizing and approving the budget, general supervision, delegation of power and direction to the officials in the field and office. They also act as coordinator between the directorate and the secretariat of the department and keep contact

with the central tourism ministry in matter of tourism development. They are also the member of Assam Tourism Development Corporation (ATDC).

At present, the office of the Director of Tourism is located at Panbazar area, Station Road, Guwahati. In addition to that, thirteen other offices have been set up within and outside the state. These are –

1. Office of the Joint Director, Kaziranga
2. Office of the Deputy Director, Tezpur
3. Office of the Deputy Director, Jorhat
4. Offices of the Tourist Information officers at (i) Delhi (ii) Kolkata (iii) Siliguri (iv) Guwahati (v) Bhalukpong (vi) Barpeta Road (vii) Nagaon (viii) Diphu (ix) Haflong (x) Silchar (xi) Sivasagar

Considering the potentiality for Tourism development in the state, the Government of Assam set up the Assam Tourism Development Corporation Ltd (ATDC) in June 1988 under the companies act 1956 to develop the tourism sector on commercial basis. Initially the activities of AIDC had been restricted to the execution of the projects of the department of tourism, Assam. In other words, the Assam Tourism Development Corporation (ATDC) has been entrusted to manage the business sector of tourism department so as to earn profit to the sustainable development of state tourism sector.

However commercially speaking, the corporation is still in its infancy. This corporation takes initiatives in the emerging areas of tourism sector in the state and also make some agreement with associations, individuals, companies which will be conducive for the growth and development of tourism in the state. The ATDC and the Directorate of Tourism have also participated in various fair and festivals within and outside the country. For example these two bodies participated in Travel and Tourism fair in Kolkata and Mumbai, India International and Tourism Expo in new Delhi, Hyderabad fair, Darjeeling Tea Festival, International fair at Udaipur, Investment festival in Jaipur, Surajkund craft festival in Haryana, Kullu festival in Himachal Pradesh etc within the country. Similarly these two bodies also participated in international festival in Berlin in 1988 and 1999. The following table 3.5 gives an idea about the projects undertaken by ATDC.

Table 3.5: ATDC's Physical Performance		
Financial year	No. of schemes sanctioned (cumulative)	No. of schemes completed (cumulative)
1994-95	56	38
1995-96	61	40
1996-97	68	42
1997-98	79	42
1998-99	93	44
1999-2000	113	45

Source: ATDC, Guwahati.

The above table shows that AIDC's physical performance is not satisfactory. Out of 113 schemes carried over last six year as mentioned above table 3.5, it has been able to complete only 45 schemes. It means that average two schemes have been completed in each financial year. Similarly the following table 3.6 shows various tourism related centrally sponsored projects undertaken by ATDC during the period 2002-03 to 2007-08

Table 3.6: Centrally Sponsored Projects of ATDC			
Year	No. of projects sanctioned	No. of project completed	Total amount (in Lakhs)
2002-03	07	06	938.28
2003-04	03	03	399.27
2004-05	05	05	909.58
2005-06	34	23	1647.11
2006-07	32	19	2257.48
2007-08	38	-	1756.90

Source: Directorate, ATDC, Guwahati.

The ATDC in association with private participation has been managing number of tourism related projects. The following table 3.7 shows the projects managed with private parties during the year 2001-02 to 2005-06.

Table 3.7: ATDC's Project with Private Participation	
Year	No. of project with private participation
2001-02	15
2002-03	29
2003-04	31
2004-05	36
2005-06	39

Source: Directorate, ATDC, Guwahati.

3.6 Tourists Inflow to Assam

Generally tourist visits Assam throughout the year. But the peak period starts from October when the rainy season comes to an end, the climate becomes more pleasant and the national park like Kaziranga is opened for the visitors. The peak period continues till

April when the national park is closed due to rain and other accompanying problems.

Table 3.8 presents the inflow of both domestic and foreign tourist to Assam over the last ten years.

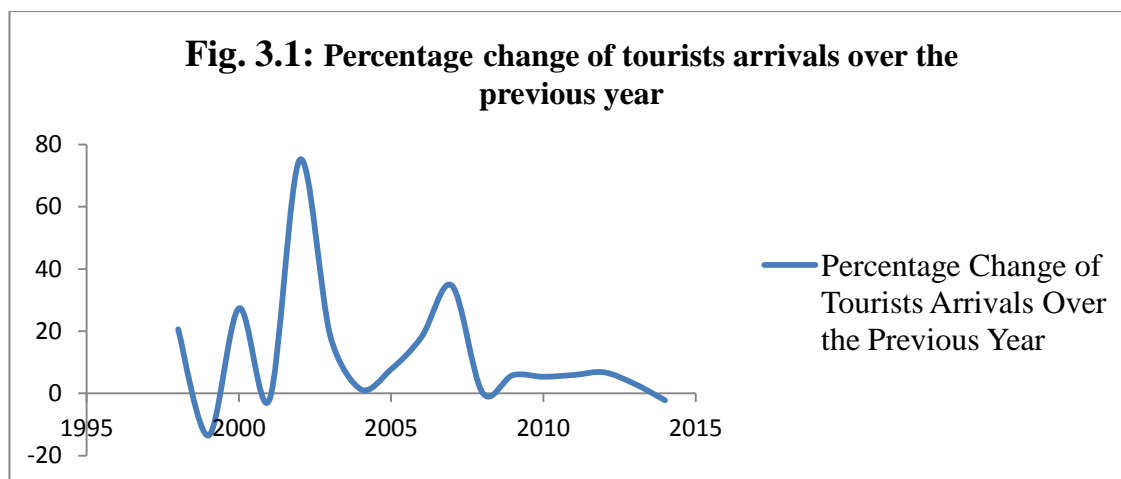
Table 3.8: Domestic and Foreign Tourists Inflow to Assam						
Year	Tourists staying in Tourist lodge of the Directorate		Tourists staying in other accommodation like Hotels		Grand Total	
	Indian	Foreign	Indian	Foreign	Indian	Foreign
2000-01	14016	486	961954	6920	975970	7406
2001-02	15373	456	1675299	4755	1690672	5211
2002-03	18427	520	1222135	5466	1240562	5986
2003-04	19894	508	2010213	6337	2030107	6845
2004-05	20820	804	2165430	8561	2186250	9365
2005-06	24280	755	2562148	7554	2586428	8309
2006-07	20279	649	3459591	13008	3479870	13657
2007-08	24057	960	3465757	12839	3489814	13799
2008-09	26439	674	3672267	13859	3698706	14533
2009-10	25665	664	3869860	14030	3895525	14694
2010-11	25831	594	4101616	15039	4127447	15633
2011-12	26439	696	4381897	15964	4408336	16660
2012-13	22057	711	4522609	16997	4544666	17708
2013-14	26394	726	4417999	18360	4444393	19086

Source: Economic Survey 2014-15, Directorate of Tourism, Assam.

Table 3.9 presents total tourists inflow since 1997 to the state of Assam.

Table 3.9: Tourists Arrival in Assam since 1997		
Year	Tourists Arrival	Percentage Change of Tourists Arrivals Over the Previous Year
1997	743545	-
1998	897110	20.65309
1999	775889	-13.5124
2000	988329	27.38021
2001	968444	-2.01198
2002	1695882	75.1141
2003	2009483	18.49191
2004	2036952	1.366969
2005	2195605	7.788745
2006	2594737	18.17868
2007	3493527	34.63896
2008	3503613	0.288705
2009	3710224	5.897084
2010	3910224	5.39051
2011	4143080	5.955055
2012	4424996	6.804503
2013	4562374	3.10459
2014	4463479	-2.16762

Source: Directorate of Tourism, Government of Assam.



Both table 3.9 and fig. 3.1 shows the trend of total tourist inflow to Assam from 1997-2014. The total tourist arrivals was 743545 in 1997 which increased to 897110 in 1998. However in 1999, tourist's arrivals decreased to 775889 with a 13.5 per cent fall than the previous year. But in 2000, percentage change of tourist's arrivals over the previous year was 27.3 per cent. Again in 2001, tourist's arrivals decreased by 2.1 per cent compared to previous year. It is heartening that in 2002 tourist's arrivals to the state has increased overwhelmingly by about 75 per cent over the previous year. The table reveals that although there is fluctuation in the percentage in tourist arrivals from one period to another period but there is no negative percentage growth from 2002 to 2013. Since 2002 it shows a persistent rise which reached to 4562374 in 2013. After this tourist inflow shows a negative (-2.16) percentage change in 2014.

Trend estimation is a statistical technique to support interpretation of data. When a series of measurements of a process are treated as a time series, trend estimation can be used to make and justify statements about tendencies in the data, by relating the measurements to the times at which they occurred. When using regression for prediction, we are often considering time series data and we are aiming to forecast the future. A forecast is an estimate of a future event with the help of past data which can be presented through a trend line. A trend line is an analytical tool used most often in conjunction with a scatter plot (a two dimensional graph of ordered pairs) to see if there is a relationship between two variables.

Table 3.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984	.968	.966	.262

Predictors: (Constant), Year.

Table 3.11: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	33.074	1	33.074	481.227	.000 ^a
Residual	1.100	16	.069		
Total	34.174	17			

Predictors: (Constant), Year.

Dependent Variable: Tourists.

Table 3.12: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	0.136	0.007		19.021	.000
year	.261	.012	.984	21.937	.000

Dependent Variable: Tourists

The graphical representation suggests that the number of tourists and time has a direct correlation with a certain tendency to linearity. The value of correlation coefficient 0.98 has confirmed the existence of strong direct link, between the tourists and the time. The coefficient of determination i.e. R^2 indicates the per cent of how much of the total variance is explained by the independent variable (s). In this model, the value of R^2 is found as 96 per cent. It implies that time explains 96 per cent of the tourist inflow while the remaining 4 per cent is explained by some unknown variables. Thus, we can conclude that there is a significant relationship between tourist inflow and time. Keeping other things constant the increase in tourist inflow with the passage of time can be used as an important indicator in demand forecasting for the required supply of goods and services which will satisfy the needs of both domestic and foreign tourists.

The analysis of variance (ANOVA) is presented in table 3.11. From table 3.11, it can be ascertained that the value of the calculated F is 481.227 for the variance generated by the regression. The result is significant at 1 per cent. The ordinary least square (OLS) regression model is

$$Y = a + bX + u_i$$

Where, Y= total tourists arrivals to Assam, x= time, u_i = random disturbance term and a= intercept of the trend line and b= slope of the trend line.

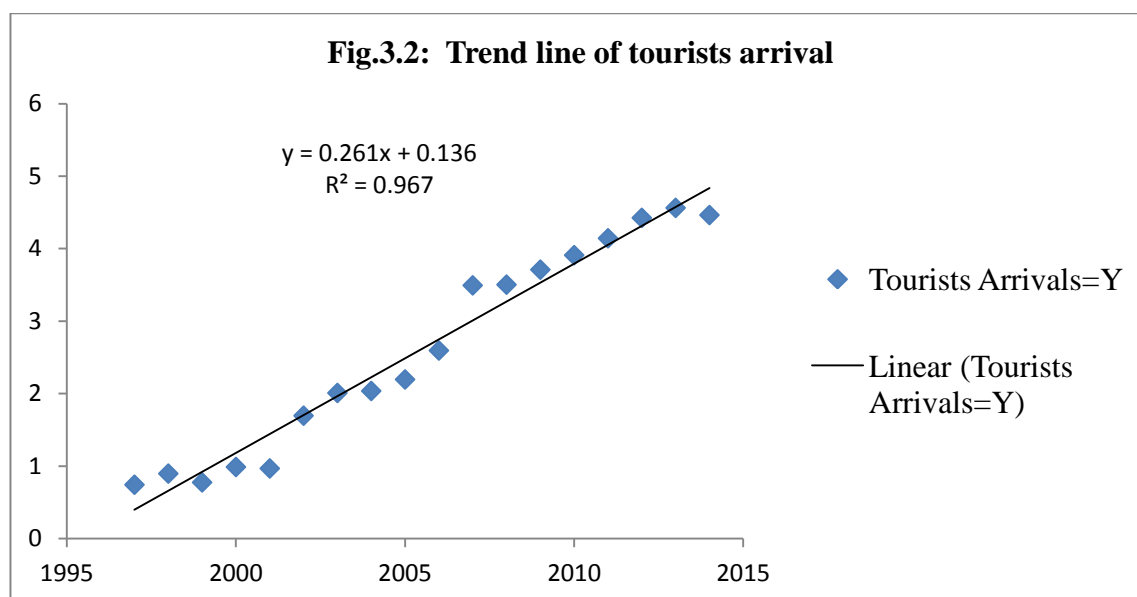


Figure 3.2 shows a time series plot of aggregate tourist arrivals to Assam over the period 1997 to 2014 with the fitted linear trend line $Y = 0.136 + 0.261X$. The equation shows that the coefficient for time in years is 0.261 tourist's arrivals. The coefficient indicates that for every additional time in years one can expect tourist's arrivals to increase by 0.261. The fitted trend line graphically shows the same information in figure 3.2. If one moves left or right along the x-axis by an amount that represents a one year change in time, the fitted line rises or falls by 0.261.

3.7 Revenue Earned by the Government of Assam from Tourism

Tourists generally bring prosperity to Assam in terms of generating revenues both direct and indirect for the government and create job opportunity for the local people. The govt. of Assam earned revenue from tourism in the form of property tax, import duty, sales tax, income tax, hotel tax, transport tax, entertainment tax. The amount of revenue earned from government tourist lodges is shown in the following table 3.13.

Table 3.13: Generation of Revenue from Tourism in Assam since 1997

Year	Revenue Earnings (in Rs.)	Percentage Change of Revenue Earnings Over the Previous Year
1997	3687958	-
1998	3472396	-5.84502
1999	4056888	16.83253
2000	3172666	-21.7956
2001	3587224	13.06655
2002	3888841	8.408089
2003	4103051	5.508325
2004	6044642	47.32066
2005	6902443	14.1911
2006	8711185	26.20437
2007	8129651	-6.67572
2008	9499820	16.85397
2009	10391516	9.386452
2010	13163299	26.67352
2011	14360969	9.098555
2012	18449000	28.46626
2013	24819000	34.52762
2014	19132000	-22.9139

Source: Directorate of Tourism, Government of Assam.

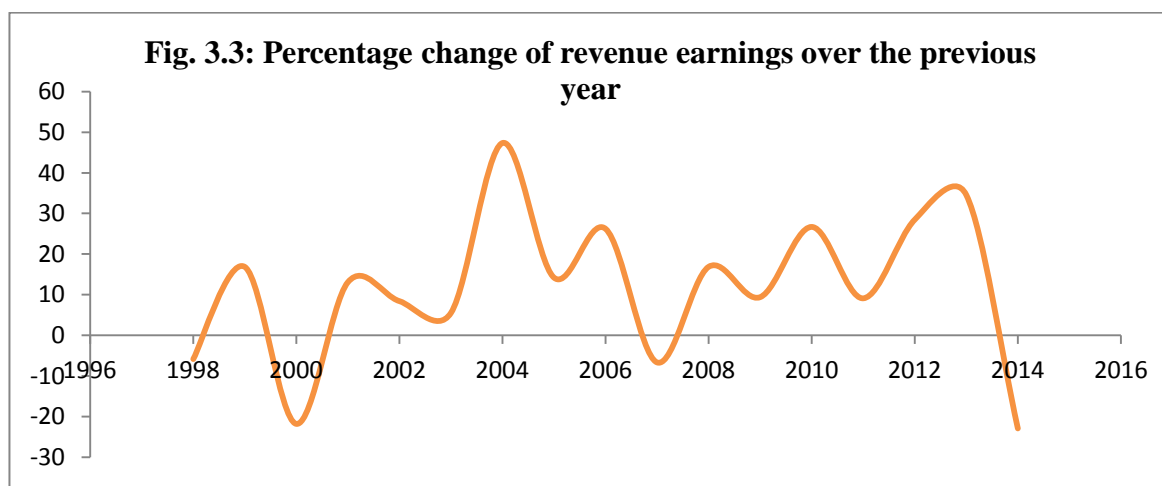


Table 3.13 shows that the revenue earnings increased significantly with the increase of tourist inflow. It is observed that the revenue earnings have decreased by 5.84 per cent in 1998 over the previous year. From 1998 to 1999, revenue earnings have again increased by 16.8 per cent in 1999. But in 2000, revenue earnings have again decreased by 21.8 per cent. Continuously with the increase of tourist inflow, the amount of revenue earnings has also increased from Rs. 3587224 in 2001 to Rs. 8711185 in 2006. The rate of revenue earnings during the period has increased from 13.07 per cent to 26.2 per cent. However,

the rate of revenue earnings in 2007 has decreased by 6.68 per cent over the previous year. Again from 2008 to 2013, revenue earnings have increased from Rs.9499820 in 2008 to Rs. 24819000 in 2013. From 6.68 per cent negative growth in 2007, it has increased to 34.5 per cent positive growth in 2013. But, in 2014 revenue earnings has again decreased by 22.9 per cent.

Table 3.14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910	.827	.817	2.748

Predictors: (Constant), Year

Table 3.15: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	579.409	1	579.409	76.702	.000
Residual	120.864	16	7.554		
Total	700.273	17			

Predictors: (Constant), Year

Dependent Variable: Revenue

Table 3.16: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-1.190	0.147		-8.121	.000
year	1.094	.125	.910	8.758	.000

Dependent Variable: Revenue

The graphical representation suggests that the volume of revenue and time has a direct correlation with a certain tendency to linearity. The value of correlation coefficient 0.91 has confirmed the existence of strong direct link, between the revenue from tourism and the time. The coefficient of determination i.e. R^2 indicates the per cent of how much of the total variance is explained by the independent variable (s). In this model, the value of R^2 is found as 83 per cent. It implies that time explains 83 per cent of the revenue earnings from tourism while the remaining 17 per cent is explained by some unknown variables. Thus, we can conclude that there is a significant relationship between revenue earnings and time. Keeping other things constant the increase in revenue earnings with the passage of time can also be used as an important indicator for overall growth of tourism sector in Assam.

The analysis of variance (ANOVA) is presented in table 3.15. From table 3.15, it can be ascertained that the value of the calculated F is 76.702 for the variance generated by the regression. The result is significant at 1 per cent. Our ordinary least square (OLS) regression model is

$$Y = a + bX + u_i$$

Where, Y= revenue earnings from tourism in Assam, x = time, u_i = random disturbance term and a = intercept of the trend line and b = slope of the trend line.

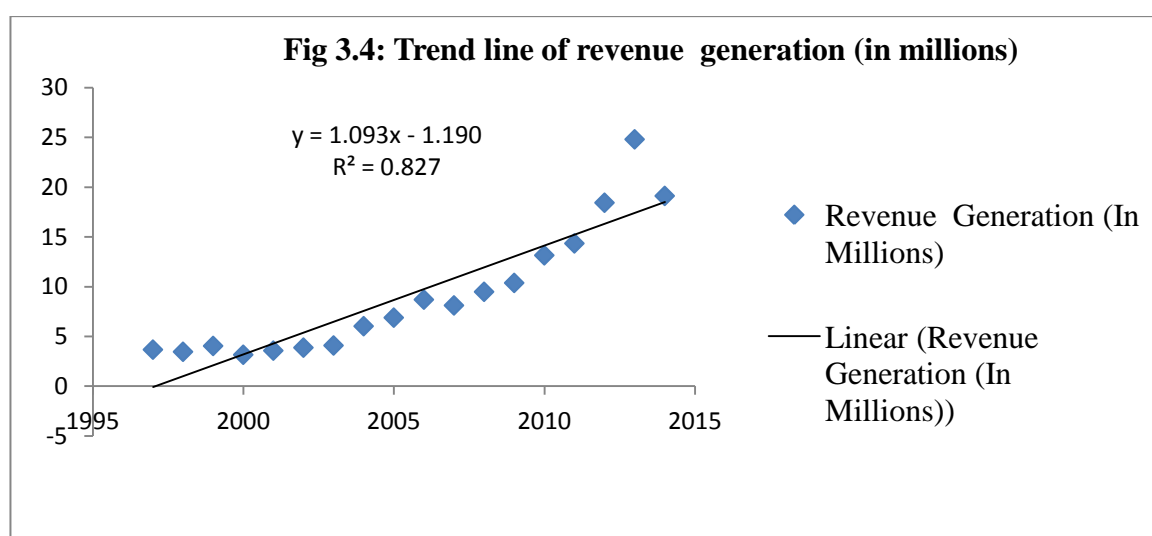


Figure 3.4 shows a time series plot of revenue earnings from tourism over the time period 1997 to 2014 with the fitted linear trend line $Y = 1.093X - 1.190$. The equation shows that the coefficient for time in years is 1.093 revenue earnings. The coefficient indicates that for every additional time in years one can expect revenue earnings raises by 1.093. The fitted trend line graphically shows the same information in figure 3.4.

3.8 Tourism Policy of Assam

Growth of tourism industry will require heavy demand on land, good quality infrastructure and services etc. As such, urgent effort from the state to upgrade and augment the present conditions and scenario needs to be devised with maintaining the ecological balance and environment of the state. All the above necessitate certain policy interventions to provide for incentives, tax and duty concessions for encouraging potential promoters, institutional arrangements and reforms to undertake implementation of projects and various regulatory and control measures. In view of the above a policy framework needs to be formulated for

the state of Assam (Final report on 20 years perspective tourism plan for the state of Assam, 2003)

It is said that Assam has a policy on tourism prepared in November, 1987. Unfortunately, it is not available in any of the offices connected with tourism. It appears that there was an attempt in November 1987 to formulate a tourism policy and then in December 1992, an exercise was done to frame certain rules on tourism. However, these steps did not bring forth any concrete result. The media, in the recent time has been giving adequate publicity highlighting the importance of tourism in the economic development of Assam. Most of the news papers in both English and Assamese, have been publishing a good number of articles in frequent intervals highlighting various aspects of tourism and its potentiality in the sustainable development of Assam.

Accordingly, the Government of Assam announced its new tourism policy named “Tourism policy of Assam 2008” with effect from 1st January 2009 to 31st December, 2013.

3.8.1 The Vision

The tourism vision of the state is to manage its comparative advantage in tourism resources and attractions in a sustainable and integrated manner to make Assam a major national and international tourists destination so that tourism enriches the quality of life and culture of the people and becomes an important catalyst for economic development in general and for poverty alleviation in particular.

3.8.2 The Objectives

The broad objectives of the Tourism policy are –

1. To make tourism an important tool for socio-economic development of the state and place the tourism sector on a high priority in the economic development of the state.
2. Harness the tourism potential of the state in such a manner that it becomes environmentally sustainable, socio-culturally enriching and economically beneficial to the people.
3. To create awareness among the people about the importance of tourism and evolve suitable institutional arrangements for effective participation of the people in

promoting tourism, sharing the benefits and in developing a tourism friendly environment.

4. To improve the quality of the existing tourism products to meet the new and emerging demands of tourists and to enable them to have “unique experiences” that they look for.
5. To promote adequate and comprehensive development of infrastructure of international standards.
6. To devise pragmatic and long term Human resource Development Programme to create capacity for the local people to take advantage of the opportunities offered by tourism development.
7. To encourage public private partnership (PPP) so that public capabilities and private opportunities can join hands to maximize tourism development particularly in the field of infrastructure development for tourism.

3.9 The Strategy for Development

The general strategy will be one of planned, focused prioritized development. A master plan for the integrated tourism development of the National circuits within the region and provide for linkages to other circuits to be developed.

Within the broad framework of the policy for sustainable tourism development, domestic tourism will be given high priority along with international tourism.

To ensure that the benefits of tourism developments are not concentrated in some areas only, a systematic development approach will be adopted. For that purpose, a benchmark survey of all the tourism potential and attractions will be undertaken in every district of the state. The survey will identify the products and attraction according to their importance in three categories (a) of purely local interest (b) of regional importance (c) of national and international importance. Once the potentials are so identified and categorized, long term plans for development in order of priorities will be drawn up.

Apart from these, the new tourism policy focuses on the following fields – product development, Infrastructure development, Incentives, Regulation of Quality, Safety and Security, Human resource development, Marketing, promotion and organization.

3.9.1 Product Development

Good product quality and ambience, ease of access and facilitation are sine-qua-non of tourism development. The new tourism policy focuses on the improvement of existing products and development of new tourism products in sustainable manner. Product development mainly highlights on the following:

1. State tourism circuits will be identified for comprehensive development.
2. These circuits will be linked up with national and regional circuits so that tourists have option of choosing their product of interest and can see the variety of the state without hassle.
3. The infrastructure requirements of these circuits will be developed in a planned, prioritized and integrated manner.
4. The tourism circuits will be developed concentrating on the strength of Assam's tourism attractions like wild life tourism, River/Lake tourism, Adventure tourism, Tea and Golf tourism, Religious tourism, Cultural and Heritage tourism, Rural Tourism, MICE Tourism etc.

3.9.2 Infrastructure Development

It is generally felt that lack of proper infrastructure is a major impediment to tourism promotion in Assam. Infrastructure development will be given high priority and government will facilitate promote and coordinate partnership with the private sector for tourism development.

To facilitate properly planned growth of tourism infrastructure, areas in the vicinity of major tourism destinations will be specified as Tourism zones. Each zone will have earmarked space for all tourism infrastructures like hotels, shopping and cultural activities. Similarly, development of road communication to the tourism destination will be given high priority. In tune with the "Look East" policy of the government of India and to exploit fully the opportunities for tourism expansion opened up by the Asian Highway, particular attention will be given to connect the destinations by good all whether road links. Moreover, with the help of the Ministry of Civil Aviation, Guwahati will be developed as a major national and international air hub.

3.9.3 Incentives

Suitable incentives policy identifying tax benefits and cost subsidization to encourage private investment in tourism infrastructure will be formulated. Following incentives are proposed to be extended to specified industry in the tourism sector.

- Reimbursement of value added tax up to 25% of tax paid during one financial year will be reimbursed by the government. This benefit will be available for five years from the year 2008-09.
- Reimbursement of luxury tax. For new hotels up to 25% of tax paid during one financial year will be reimbursed by the government during the next year for a period of five years from 2008-09.

3.9.4 Investment Subsidies

General investment 10% capital cost including land, building, furniture, equipments, landscaping etc subject to a maximum of Rs. 10 Lakhs will continue for approved tourism units. Moreover special package of incentives will be considered for channelizing Foreign Direct Investment (FDI) in tourism and infrastructure projects. There will be provisions for providing investment subsidy to the following (a) hotels and resorts, which are below 2 star category and not located in urban areas. (b) tourist lodges in and around tourist centres, (c) house boats and floating restaurants.

The maximum eligibility of investment subsidy will be Rs. 10 Lakh or 33.5% of the total investment /project cost, whichever is less.

3.9.5 Regulation of Quality, Safety and Security

The new tourism policy will provide a regulatory mechanism to prevent unplanned and mushroom growth of tourism related activities.

Government will formulate a compulsory system of certification of the services in tourism like accommodation units, restaurants tour operators, tourists transport etc. The accredited hotels, restaurants, taxis, buses etc will be allowed to use the logo of the Assam Tourism on payment of a royalty.

Safety and security of the tourists visiting the state will be accorded highest priority under this policy. The state government will put in place appropriate mechanism for this purpose.

3.9.6 Human Resource Development

The quality of tourism attraction depends largely on the quality of services provided. The state is in short of trained manpower in the hospitality sector. Comprehensive plans will be drawn up to create a pool of trained manpower for realizing the future tourism vision. As a part of this process, the Hotel Management Institute at Guwahati will be upgraded to a regional institute with the assistance from the Government of India. Besides, Food Crafts Institute will be set up at the prime locations of the state to cater the local requirement of the Industry. Moreover, government will encourage the private sector to set up new institutions by providing suitable incentives. Apart from this, a training of trainers' scheme will be launched in collaboration with the private sector to cover as many establishments as possible, in order to train various categories of people engaged in tourism industry like cooks, waiters, guides, taxi drivers, bell boys etc.

3.9.7 Marketing and Promotions

The new tourism policy will be focused on identified source markets. To achieve this object, extensive market research will be undertaken. A brand image of Assam in the pattern of the "Incredible India" will be developed portraying the state's uniqueness and projecting how it is different from other competing destinations.

For this purpose, an interactive website will be created and that will also have links to the Ministry of Tourism website, all other states of NE as well as service providers in the private sector. To acquaint the source markets about the richness of the state, one "Festival of Assam" will be organized in identified major markets once in every three years. Besides suitable incentives will also be provided to national and international film industry to use Assam as the locale for films. Such film shooting will also help to provide the outside world, a correct and positive impression about the state.

3.9.8 Organisation

Building up an effective and adequate organization is a prime requirement for realization of a vision. To translate these visions into action some organizational changes will be required.

Firstly, the new tourism policy proposed to form an advisory body named “Assam Tourism Council”. The Assam tourism council will be formed with the members of the concerned state tourism department, Government of India and private stake holders.

Secondly, tourism is a multi-dimensional activity and depends on the co-ordination among all the department of govt. like Culture, Forest, Environment, Home, Roads, and Handicraft etc. Therefore a cabinet committee under the chairmanship of the Chief Minister will be set up to provide policy directions and high level coordination for smooth and efficient implementation of the tourism policy.

Thirdly, at the implementation level, a committee of Secretaries under the chairmanship of the Chief Secretary will coordinate the tourism development activities and also monitor the progress of implementation of the directions of the cabinet committee.

Finally, to achieve maximum participation of the people in tourism promotion and to make tourism locally relevant, Tourism Advisory committees will be set up in each Tourism zone area with representatives from government, tourism industry, NGOs, other stakeholders and tourism professionals.

Thus, the Assam Tourism Policy 2008 is a pioneering step to bring our tourism resources into a promising industry. Being the gateway to the North Eastern states, Assam will play a proactive role to develop a wide view of tourism promotion through co-ordination among the other North Eastern states in creating zonal and regional circuits. The broad objectives will be to position North East as a whole to link to the South Asian and South East Asian markets and take full advantage of the “Look East” policy initiatives of Government of India. As a leading state in this direction, we need sincere government efforts, proper implementation of the tourism policy of Assam at right time and right direction. Only then Assam will become a state of major national and international tourist destination (Tourism policy of Assam, 2008).

Chapter Four

Impact of Tourism on Economic Development of Assam

4.1 Introduction

Tourism is an important sector to any country for the development of the economy. Tourism has significant environment, cultural, social and economic effects. Again some are measurable and quantifiable while others are immeasurable and qualitative. Impacts of tourism depend on a number of factors. It varies on the basis of the types of the visitors and their activities. The following factors usually influence the various impacts of tourism. These are – (1) the volume of tourists arrivals (2) the structure of the host country (3) the types of tourism activity (4) the differences in socio-cultural characteristics between the local residents and the tourists (5) the fragility of the local environment (Kamra, 2001).

4.2 Economic Impacts of Tourism

Academic discussion on the economic impacts of tourism mostly revolves round the benefits especially in terms of employment, income, foreign exchange earnings, infrastructure development and regional development. This chapter is an attempt to identify and quantify the economic impacts of tourism in Assam. An economic impact analysis will assess the contribution of tourism activity to a region's economy. An economic impact analysis also reveals the interrelationship among economic sectors and provides estimates of the changes that take place in an economy due to some existing or proposed action.

A standard economic impact analysis traces flows of money from tourism spending, first to businesses and Government agencies where tourists spend their money and then to other business (who supplies goods and services to tourist businesses), household (who earns income by working in tourism or supporting industries) Government (who earns revenue through taxes and charges on tourists, businesses and households). Tourism today is a great economic force. It is one of the biggest and fastest growing sectors in the global

economy. It has several positive as well as negative impacts on the economy of a particular country or a region or a locality.

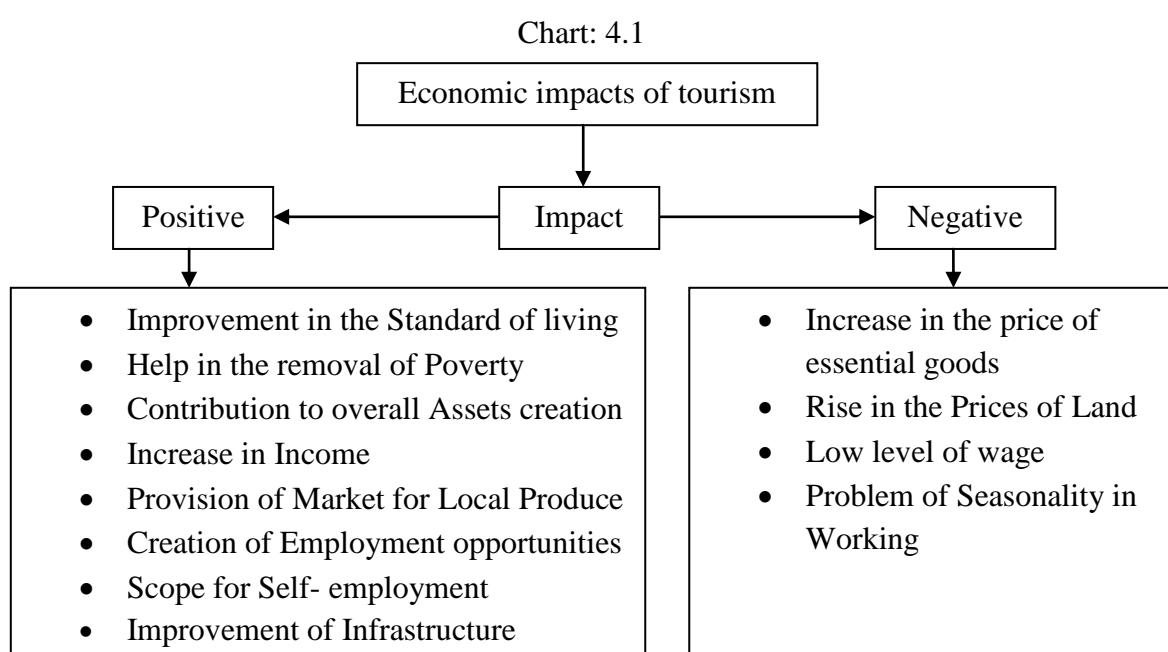
4.2.1 Positive Economic Impacts of Tourism

Tourism is an important sector to any country for its economic development. It creates huge employment opportunities both skilled and unskilled, helps to acquire much needed foreign exchanges, brings out speedy development and improvement in infrastructural facilities, increase in income, increase in government revenue in the form of direct and indirect taxes, better standard of living, balanced regional development, contributes towards the development and expansion of various economic sectors and activities such as agriculture, construction, handicraft, entertainment, improves international understanding by bringing diverse people face to face etc.

4.2.2 Negative Economic Impacts of Tourism

Although tourism generates several positive economic impacts upon a country or a region but at the same time, it may create economic disappointments in that area. These disappointments are termed as negative economic impacts of tourism. The important negative economic impacts of tourism are increase in the price level, heavy pressure on land resources, seasonality problem, external costs etc.

The important economic impacts of tourism that are considered in this study are presented in chart 4.1.



Social impacts imply the impacts which are created in terms of social changes in the lives of local people, change in their thought pattern through enhancement of knowledge with interaction of tourists, lifestyle changes etc. Tourism may have different impacts on the social aspects of life of local people in a particular tourist's destination. The effect can be positive or negative.

4.3 Social Impacts of Tourism

The social impacts of tourism development refer to changes in the quality of life of residents of tourists destinations. Social impacts not only benefit for the development of tourism but also interact between residents and visitors and promote social transformation. The speed and concentration and the magnitude and direction of social impacts must be taken into account when attempting to attribute the cause of social impacts. The social impacts of tourism are the way in which tourism is contributing to change in value system, individual behaviour, family relationship, life style, interpersonal relationship at the destination. These social impacts affect on the local people of host communities of their direct and indirect association with tourists. In respect of social impacts of tourist's destination there is a problem by host which are of different ways such as positive and negative impacts. Both positive and negative social impacts of tourism have been tried to find out in this study.

4.3.1 Positive Social Impacts of Tourism

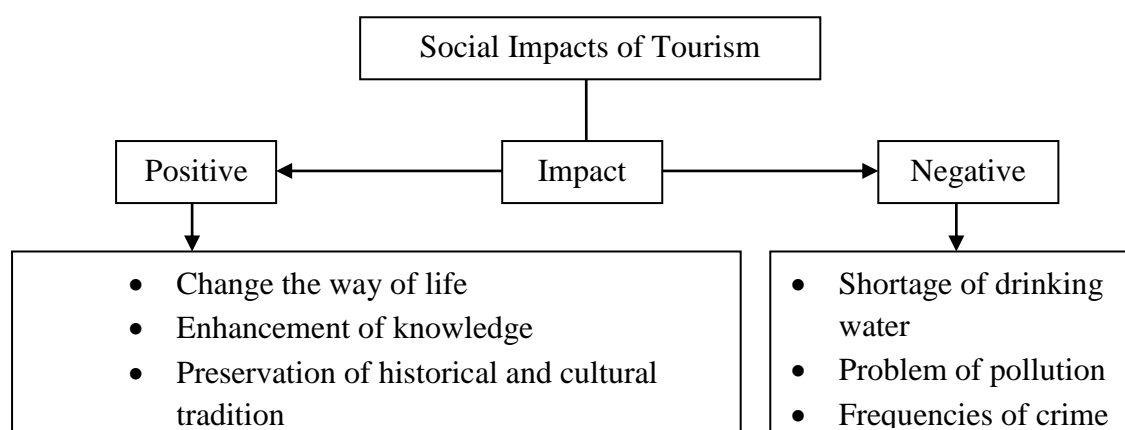
To boost tourism huge money is invested to preserve the local heritage, to provide better local facilities which in turn create better education, better leisure facilities, organizing frequent social events and thus a better lifestyle for the local people. They interact with the tourists, mix with people from diverse backgrounds which create a cosmopolitan culture in the region.

4.3.2 Negative Social Impacts of Tourism

Due to the heavy traffic in the region, the infrastructure may not be able to cope up the increased rush thus leading to overcrowding, poor sanitation which may further lead to diseases both to the tourists as well as local people. The intrusion of outsiders in the area may disturb the local culture and create unrest among the people. The local people may copy the lifestyles of tourists through the demonstration effect and the result could be loss

of native customs and traditions. Some people may enter criminal activities to fetch easy money from tourists that lead to increased crime and anti-social activities and loss of moral and religious values. The important social impacts of tourism that are considered in this study are presented in chart 4.2

Chart: 4.2



4.4 Linkages between Tourism and Economic Development

Tourism has a strong linkage with the increase of long run economic growth of a country. The linkage of tourism and economic development has been widely recognized because of its contribution to the balance of payments, production and employment. Tourism is a significant foreign exchange earner which can be used for payment of imported capital goods or the basic inputs used in the production process. Its importance to employment generation is strengthened by labour-intensive nature of tourism. Again, there is a significant relation between economic growth and tourism in the sense that tourism stimulates the level of domestic demand. The capacity of the national economy to get benefit from tourism depends on the availability of investment to develop the necessary infrastructure, in addition to its capacity to supply the services that tourists require in the field of accommodation, food, transportation facilities, entertainment and safety etc. As a result, there are strong links between tourism and other economic sectors, including transport, accommodation, retailing, wholesaling, manufacturing, agriculture, arts and crafts and other services. From a regional perspective, tourism by its nature can act as a means to distribute development away from industrial centres towards less developed regions. In this sense, tourism can be used as an instrument for regional development as

well as a means of reducing regional economic disparities. It signifies the relation between the tourism sector and the non-tourism industries in the rest of the economy.

Empirical studies seeking to determine the link between tourism and economic growth, have established four empirical regularities that can be translated into the following four main hypotheses (Chatziantoniou et al., 2013). The first two hypotheses postulate an unidirectional causality between the two variables, either from tourism to economic growth (tourism-led economic growth hypothesis - TLEG) or its reverse (economic driven tourism growth hypothesis - EDTG). The third and fourth hypotheses support the existence of a bidirectional relationship between tourism and the economy (bidirectional causality hypothesis - BC) or that there is no relationship at all (no causality hypothesis- NC), respectively.

According to the TLEG hypothesis, there is a flow of benefits from tourism to the economy, which spill over through multiple routes (Schubert et al., 2011). In particular, it is believed that tourism (i) increases foreign exchange earnings, which in turn can be used to finance imports (McKinnon, 1964), (ii) it encourages investment and drives local firms towards greater efficiency due to the increased competition (Krueger, 1980; Balaguer and Cantavella-Jorda, 2002), (iii) it alleviates unemployment, since tourism activities are heavily based on human capital (Brida and Pulina, 2010) and (iv) it leads to positive economies of scale thus, decreasing production costs for local businesses (Andriotis, 2002; Croes, 2006). Other recent studies which find evidence in favour of the TLEG hypothesis include Sugiyarto et al. (2003), Parrilla et al. (2007), Croes and Vanegas (2008), Proenca and Soukiazis (2008), Fayissa et al. (2011), Pratt (2011), Dritsakis (2012), Eeckels et al. (2012), Ivanov and Webster (2013), Surugiu and Surugiu (2013). Even though much of the recent evidence is in favour of the TLEG, there is a strand of the literature that paints the opposite picture, i.e. that it is the tourism sector which is affected by economic fluctuations (Narayan, 2004; Oh, 2005; Payne and Mervar, 2010; Tang, 2011). As Payne and Mervar (2010) explain, the EDTG hypothesis maintains that the tourism growth of a country is mobilised by the application of well-designed economic policies, governance structures and investments in both physical and human capital. These create a positive economic climate that encourages tourism activities to proliferate and flourish, given the availability

of resources, infrastructure and political stability. Pertaining to the readily available information, bidirectional causality could also exist between tourism income and economic growth (Chen and Chiou-Wei, 2009; Seetanah, 2011; Apergis and Payne, 2012). From a policy view, a reciprocal tourism-economic growth relationship implies that government agendas should cater for promoting both areas simultaneously. Finally, there are some studies that do not offer support to any of the aforementioned hypotheses, suggesting that the linkage between tourism and economic growth is insignificant (Tang and Jang, 2009). From above discussion, it becomes clear that various empirical studies produce contradictory conclusions. In spite of this it is seen that there is a strong linkage between tourism and economic development or growth in a country. These linkages between tourism and economic development can be better presented under the following heads which have been observed in our study.

4.4.1 Agriculture

Growth of tourism has a linkage with agriculture and its development. Agricultural products and food grains have a direct demand from hotels and restaurants situated in all tourist spots. In other words, agricultural products have a good market to sell their products. In order to meet the demand, agricultural products must have a good quality to satisfy the taste of different tourists. Besides maintaining quality of agricultural products, they have to supply in sufficient quantity. The big hotels and luxury resorts also engage local farmers to supply much of its fresh food needs. Through agricultural development, the rate of poverty can be reduced as mass poverty is associated with subsistence-level of agriculture. Thus growth of tourism can be linked up with the reduction of poverty.

4.4.2. Construction

The construction of tourism facilities can benefit the local community. The tourist destination can usually be able to supply significant quantities of unskilled and semi-skilled labour. With the help of minimum wage legislation, workers are to be paid at decent levels from which they can derive better returns from their tourism related activities. However, returns can be extended by getting raw-materials from sustainable local sources and also by helping upgrade skills and methods. Such kind of activities

ensures close integration with the local community. Thus tourism has a linkage with other sectors that can help to support future construction.

4.4.3. Fishing

Tourism has more often benefited the local people through sourcing fish and crustacean supplies locally. Local catches are often highly valued by foreign tourists than frozen supplies, because of freshness and also because they are connected with the destination. Tourism can help to sustain fish supplies, especially with the help of government support. Like agriculture, it is important for tourism industry to communicate with suppliers relating to price, quantity, quality, timing and species. Thus tourism industry can provide necessary marketing facilities in order to extend benefits to the wider community.

4.4.4. Food Processing

Food processing is another important activity which is also benefited a lot from tourism industry. Items such as meat products, milk and fruit juices etc. have a huge demand among tourists in almost all selected tourist spots of the state. Development of tourism can improve the supply of such products. Thus, tourism has a considerable link with the growth of food processing industry of the state.

4.4.5. Infrastructure

Tourism developments are often related with infrastructural development. Tourists are generally attracted through natural beauties, wild life or cultural heritage such as ancient monuments. Flow of tourists to the spot depends on upgrading or creating entirely new infrastructure. The construction of airports, bridges, power and telecommunication links and the upgrading of roads, waterways and port facilities etc. enhance tourist flow domestically as well as internationally. The flow of tourists can significantly benefit the local community in terms of getting employment and earning income. Thus, development of tourism helps people to access markets and jobs. Again telecommunication links such as mobile phone facilities and internet coverage benefit a lot because they give access to information. In short, development of tourism has a positive linkage to the development of infrastructure.

4.4.6. Services

The tourism industry supports local services such as guides, haircuts, laundry, massage, and entertainment etc. since they are supplied only at the point of consumption. Tourism development can enhance the income of the local community by making availability and accessibility of such services with higher standards. Similarly, cultural exhibition is very popular among tourists and the members involved in cultural programmes have an opportunity to earn income for their families. Thus, economic condition of local community can be improved through growth and development of tourism of the state.

4.4.7. Transport

Growth of tourism is also associated with almost every modes of transport. These different modes of transport can range from taxi to hired cars, buses, rail, boats, etc. Integration with local transport modes, rather than offering completely separate and expensive hotel-run modes is more popular among tourists. Tour operators also often use minibuses and other local forms of transport for tourists. All these modes of transport help to generate employment directly. If the industry supports safe driving training for its staff and local people, it can definitely make a contribution to the benefit of the poor and at the same time help to protect visitors from major hazard of travel in a country like India and more especially in Assam. Therefore, one can find out easily the linkage between the growth and development of tourism and transportation.

From the above brief analysis, it is evident that tourism can play a valuable role in stimulating higher growth, reducing regional asymmetries, creating employment and bringing about positive externalities that affect directly and indirectly on other productive activities of the economy. Thus, there is a strong causality between tourism and the economic development of country.

Assam, with a rich endowment of natural attractions of varying importance, can definitely claim positive economic benefits in terms of income, employment and asset creation through the sustainable development of tourism activity in the state. In this chapter the results obtained have been discussed in the light of relevant research in accordance with the objectives and hypotheses. This chapter presents the empirical findings of the study. It is divided into three sub-themes, namely, descriptive statistics of the sample local

community (section 4.5), descriptive statistics of the sample tourists (section 4.6) and econometric analysis (section 4.7).

4.5 Descriptive Statistics of the Sample Local Community

The development of a tourism destination may have socio-cultural, economic and environmental effects upon the local community, and these are defined as the tourism impacts (Mill and Morrison 1998). Over the years tourism researchers have tried to study the impact of tourism on local societies in many parts of the world (Bodley 1990, Boniface and Fowler 1993, Cohen 1996, MacCannell 1992, Mathieson and Wall 1997, Poirier 1995, Wilson 1996). This study has focused on the impact of tourism on local community involved in five selected destinations of Assam. The objective of this study is to analyse both the positive and the negative effects of tourism on local society.

It is important to analyse and evaluate the attitude of those local communities' who are involved in tourism. Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degrees of favour or disfavour (Eagly and Chaiken, 1993). Therefore, it is essential to understand local communities' attitude because an understanding of local communities' attitudes allows tourism stakeholders to adopt an adequate responsive mechanism to counteract the negative influences that arise from tourism (Sharma and Dyer, 2009). At the same time their perceptions towards tourism are also equally important. Local communities' perception can be referred to "attitudes" (Lindberg and Johnson, 1997), "residents' opinions" (Williams and Lawson, 2001), or "reactions" (Fredline and Faulkner, 2000). Therefore, local communities' perceptions of the cost and benefits of tourism is the major factor in tourist satisfaction and are important for the success of the tourism industry (Andriotis and Vaughan, 2003). Hence, tourism development will be more successful with the involvement of the local communities as their perception and attitudes are important for the decision makers to achieve sustainable tourism (Eshliki and Kaboudi, 2012). The main objective of this study is to investigate the relationship between local communities' involvement and impact of tourism on their socio-economic aspects of life.

The community level data is the final statistical unit using for collection, measurement, presentation and analysis in this part of the study. The best possible detailed observations

and micro-level information about a member (s) of the community engaged in any economic activities relating to tourism can only be found by surveying the respondents of the local community resides in and around the selected destinations of this study.

4.5.1 Age Composition of the Sample Respondents of Local Community

Distribution of broad age groups of the sample respondents of local community is shown in table 4.1 and figure 4.1. It is observed that percentage of respondents have been found more in the age group 30-40 which is 40 per cent of total respondents. In the age group 40-50, percentage of respondents is 39. The percentage of respondents in the age group below 30 is 15 per cent which is higher than the percentage of respondents in the age group 50-60.

Table 4.1: Age-wise Distribution of Sample Respondents of Local Community		
Age	Number of Respondents	Percentage of Respondents
Below 30	30	15
30-40	80	40
40-50	78	39
50-60	12	6
Above 60	Nil	-
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

The population in the age-group below 30 years and in the age group 30-40 are generally more active and so also their participation are found more than that of remaining age group in this study.

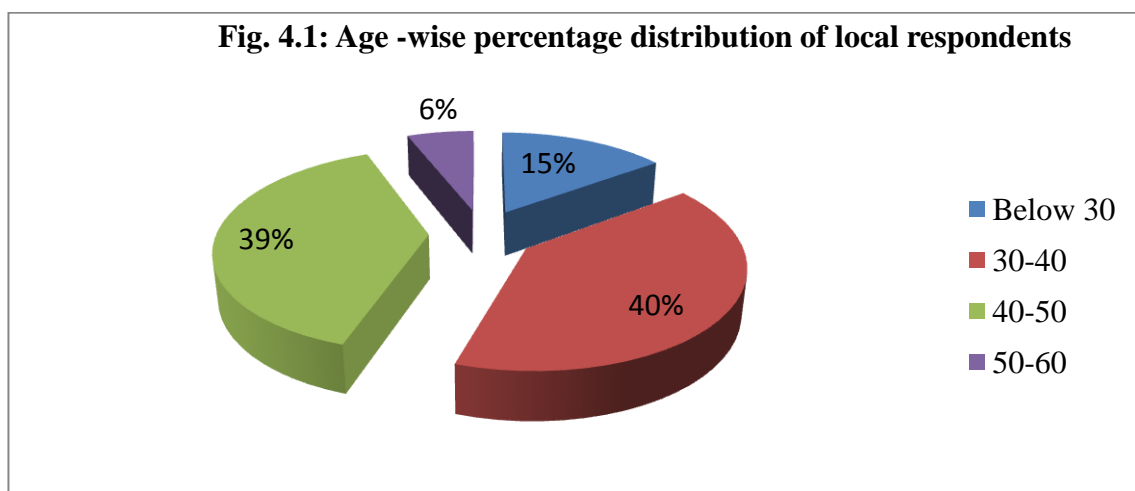


Table 4.2 shows descriptive statistics of age of respondents of local community. The mean age of the sample respondents have been found as 38 years and standard deviation as 8.83,

while maximum age of respondents is 62 years and minimum age is found as only 19 years.

Table 4.2: Descriptive Statistics of Age Distribution of Respondents of Local Community

Maximum	62
Minimum	19
Mean	38
Standard Deviation (SD)	8.83

Source: Computed on the basis of primary data collected during the field survey.

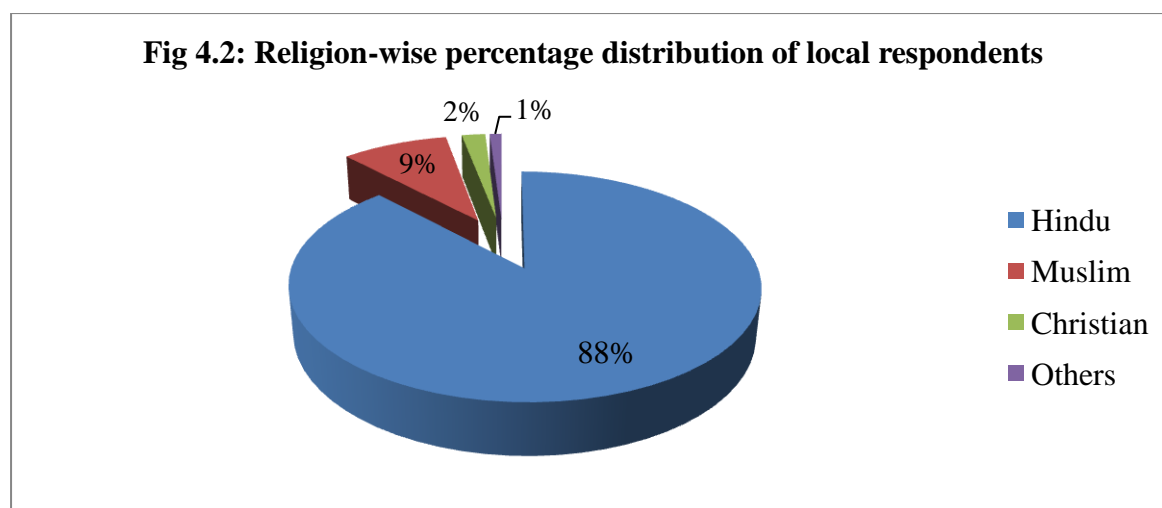
4.5.2 Religion-wise Distribution of Sample Respondents

Religion wise distribution of sample respondents is presented in table 4.3 and figure 4.2. It is found that an overwhelming 88 per cent sample respondents are from Hindu religion, 9 per cent respondents are Muslim, 2 per cent are Christian and only 1 per cent belong to other religion. It appears from the findings that at present, majority of respondents of local community worked in the tourism industry belong to Hindu religion.

Table 4.3: Religion-wise Distribution of Sample Respondents of Local Community

Religion	Number of Respondents	Percentage of Respondents
Hindu	176	88
Muslim	18	9
Christian	4	2
Others	2	1
Total	N = 200	100

Source: Computed on the basis of primary data collected during the field survey.



4.5.3 Sex-wise Distribution of Sample Respondents

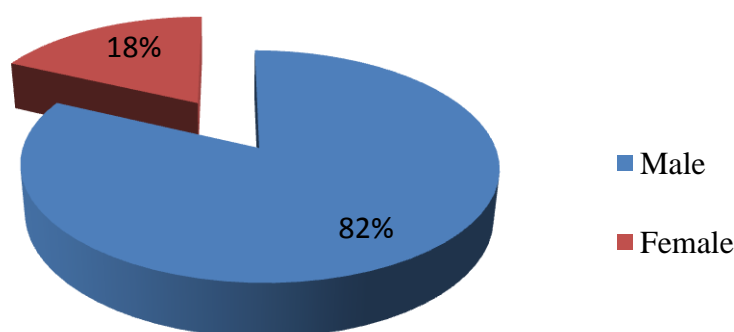
Sex wise distribution of sample respondents of local community is shown in table 4.4 and figure 4.3. The proportion of male is found to be very high compared to female

participation in tourism industry. It is seen from table 4.4 that against of 82 per cent male's participants; female's participants are only 18 per cent.

Table 4.4: Sex-wise Distribution of Sample Respondents of Local Community		
Sex	Number of Respondents	Percentage of Respondents
Male	164	82
Female	36	18
Total	N= 200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig. 4.3: Sex-wise percentage distribution of local respondents



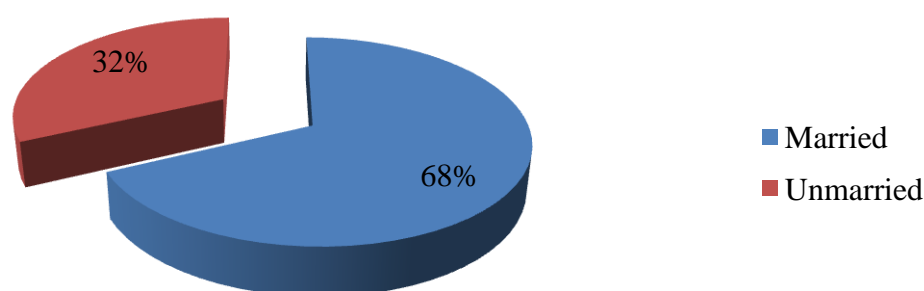
4.5.4 Marital Status of Sample Respondents of Local Community

Marital status can potentially influence the demographic character and also the level of social well-being of the population in a region. In this study, marital status of population includes married and unmarried population in respect of both male and female. Table 4.5 and figure 4.4 indicate the marital status among the respondents of local community. About 68 per cent of the respondents of local community in the five selected tourist spots have been found to be married while remaining 32 per cent found to be unmarried.

Table 4.5: Marital Status of Sample Respondents of Local Community		
Marital Status	Number of Respondents	Percentage of Respondents
Married	136	68
Unmarried	64	32
Total	N= 200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig. 4.4: Percentage distribution of sample respondents on the basis of marital status



4.5.5 Family Size of Sample Respondents of Local Community

Family size of sample respondents of local community is presented in table 4.6 and figure 4.5. The largest family size with 9 members is recorded with 3 percentages of respondents, while the smallest family size with 2 members is observed only in 1 percentage of respondents. The most common family size in this study have been found with 4 members as it is found that the highest 33 per cent respondents have four members in their family. The next two most common family sizes are composed of five members and three members respectively. About 29 per cent and 15 per cent respondents have five members and three members respectively in their family. On the other hand, it is found that 10 per cent respondents have six members in their family, 4 per cent respondents have seven members and 5 per cent respondents have eight members in their family. Only 1 per cent respondents have two members in their family.

Table 4.6: Family Size of Sample Respondents of Local Community

Family Size	Number of Respondents	Percentage of Respondents
2	2	1
3	30	15
4	66	33
5	58	29
6	20	10
7	8	4
8	10	5
9	6	3
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig.4.5:Percentage distribution of respondents on the basis of family size

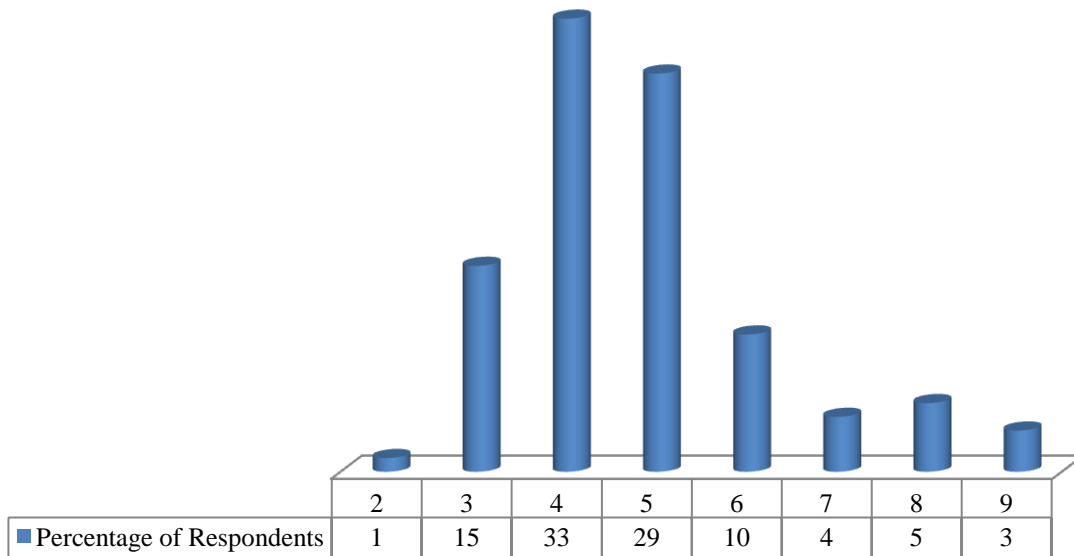


Table 4.7 depicts descriptive statistics of family size of respondents. It is found from table 4.7 that the mean and standard deviation of family size of the sample respondents in selected five spots have been found as 5.13 and 1.61 respectively. It is also seen that maximum number of family members is 9, while minimum is 2.

Table 4.7: Descriptive Statistics of Family Size of Respondents	
Maximum	9
Minimum	2
Mean	5.13
Standard Deviation (SD)	1.61

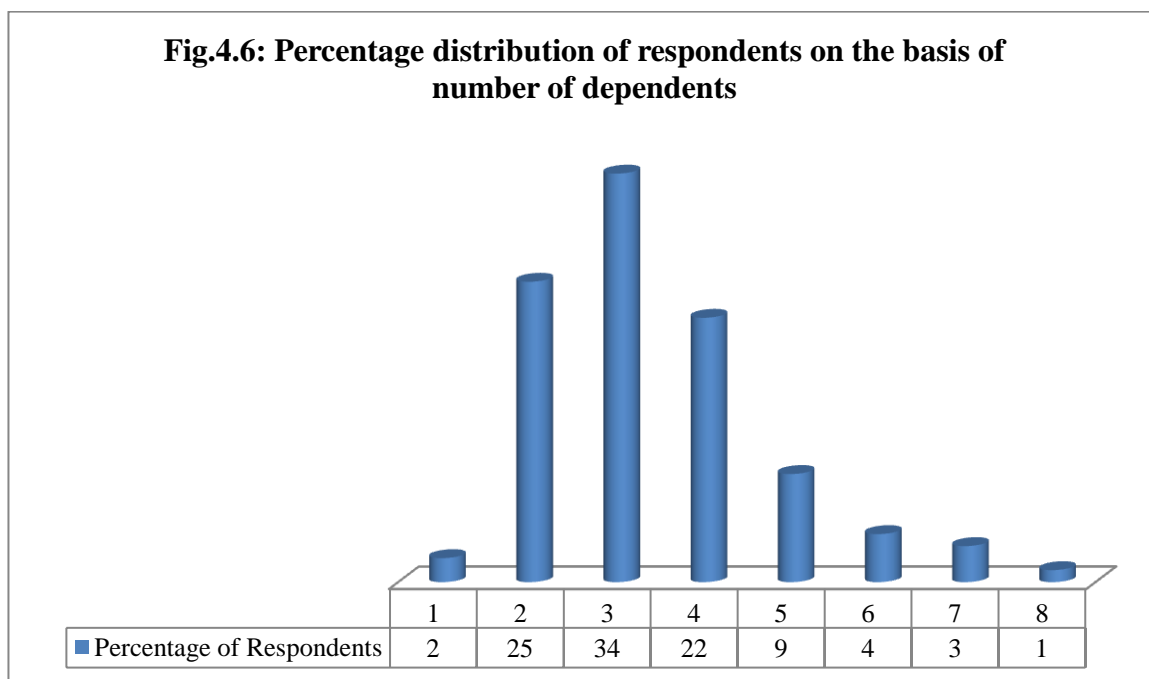
Source: Computed on the basis of primary data collected during the field survey.

4.5.6 Size of Dependents of Sample Respondents of Local Community

In the present study, number of dependents is defined as number of non-working member(s) or dependent(s) of the household. In this study, it is found from table 4.8 and figure 4.6 that 34 per cent respondents have 3 dependents, while 25 per cent and 22 per cent have two and four dependents respectively. It is also seen that only 2 per cent respondents have the lowest one dependent member, while 1 per cent respondents have the highest 8 dependents. Meanwhile, 9 per cent, 4 per cent and 3 per cent respondents have five, four and three dependents respectively.

Table 4.8: Number of Dependents of Sample Respondents of Local Community		
Number of Dependents	Number of Respondents	Percentage of Respondents
1	4	2
2	50	25
3	68	34
4	44	22
5	18	9
6	8	4
7	6	3
8	2	1
Total	N= 200	100

Source: Computed on the basis of primary data collected during the field survey.



The average number of dependents among sample respondents in selected five tourist spots has been found from table 4.9 as 3.25 and standard deviation as 1.55, while the maximum dependents is found as 8 and minimum dependents as 1.

Table 4.9: Descriptive Statistics of Number of Dependents	
Maximum	8
Minimum	1
Mean	3.25
Standard Deviation (SD)	1.55

Source: Computed on the basis of primary data collected during the field survey.

4.5.7 Educational Status of Respondents Belong to Local Community

Education is one of the most important characteristics that might affect the person's attitudes and the way of looking and understanding any particular socio-economic phenomena. Educational status plays the most important role in the process of social

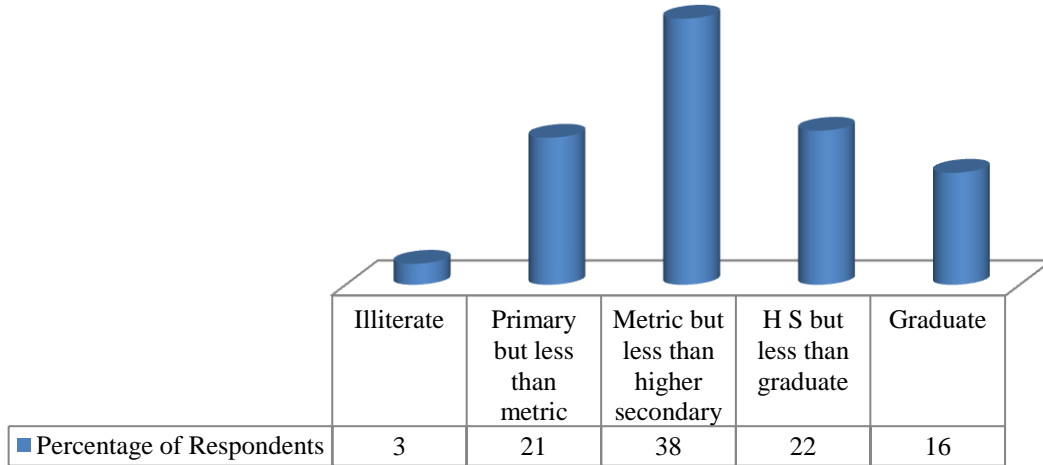
change of a community. In a way, the response of an individual is likely to be determined by his educational status and therefore it becomes imperative to know the educational background of the respondents. Hence the variable educational level has been investigated by the researcher and the data pertaining to education of the respondents belong to local community is presented in Table 4.10 and figure 4.7.

Table 4.10: Educational Status of Respondents Belong to Local Community		
Educational Status	Number of Respondents	Percentage of Respondents
Illiterate	6	3
Primary but less than metric	42	21
Metric but less than higher secondary	76	38
H S but less than graduate	44	22
Graduate	32	16
Post graduate	Nil	-
Technical / Professional	Nil	-
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Table 4.10 and figure 4.7 reveal the fact that about 22 per cent of the respondents have been educated up to higher secondary level but not graduate and relatively greater number of them, 38 per cent are educated up to metric but less than higher secondary level. The number of respondents attaining higher education is very few. It is observed that 16 per cent of respondents are found to be graduate. Out of total respondents, only 3 per cent are illiterates and 21 per cent of respondents are only primary passed. It can be concluded from table 4.10 that by and large the respondents were progressive in education but they are still far away from the higher education which is so important today to create a knowledge based society which in turn helps tourism industry to grow at a faster rate in near future.

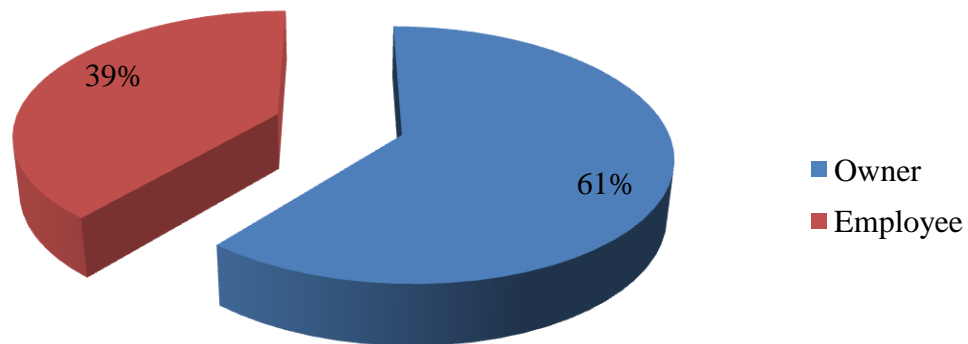
Fig.4.7: Percentage distribution of respondents on the basis of educational status



4.5.8 Occupational Status of Sample Respondents of Local Community

Person's occupations do have a bearing on his or her personality and so also the way of looking at the problem before him. The quality of life is also determined by an individual's occupation and the incomes he derives from it. In other words the person's response to a problem is possibly determined by the type of occupation he or she is engaged in and hence variable occupation is investigated by the researcher and data pertaining to occupation is presented in table 4.11 and figure 4.8.

Fig 4.8: Percentage distribution of respondents on the basis of occupational status



It is evident from table 4.11 that 61 per cent respondents are owners, while 39 per cent of the respondents are employees. A large number of respondents are the owners of different types of shops, small hotels, roadside tea stalls etc. which mostly depend on tourism.

Table 4.11: Occupational Status of Sample Respondents of Local Community		
Occupational Status	Number of Respondents	Percentage of Respondents
Owner	122	61
Employee	78	39
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

4.5.9 Distribution of Sample Respondents on the Basis of Nature of Occupation

Table 4.12 and figure 4.9 show the distribution of sample respondents on the basis of nature of occupation. The findings reveal the fact that out of total respondents, 18 per cent respondents have owned medium and small hotel, while 16 per cent respondents owned handloom and handicraft shops. Only 4 per cent respondents of this study have big hotel. It is observed that 3 per cent respondents have stationary shops and 2 per cent respondents have studios, garage, tourist information services or travel agency. Only 3 per cent tourist guide is found working in the selected spots of this study. The number of respondents engaged in government services as well as in private services is 14 per cent and 25 per cent respectively.

Table 4.12: Distribution of Sample Respondents on the Basis of Nature of Occupation			
Nature of Occupation/Business		Number of respondents	Percentage of respondents
Owner	Hotel Big	8	4
	Hotel Medium and Small	36	18
	Stationary Shops	18	9
	Handloom and Handicraft Shops	32	16
	STD and Internet Booth	6	3
	Studios	4	2
	Garage	4	2
	Tourist Information Services	4	2
	Travel Agents	4	2
	Tourists Guides	6	3
Employee	Government Employees	28	14
	Private Employees	50	25
Total		N=200	100

Source: Computed on the basis of primary data collected during the field survey.

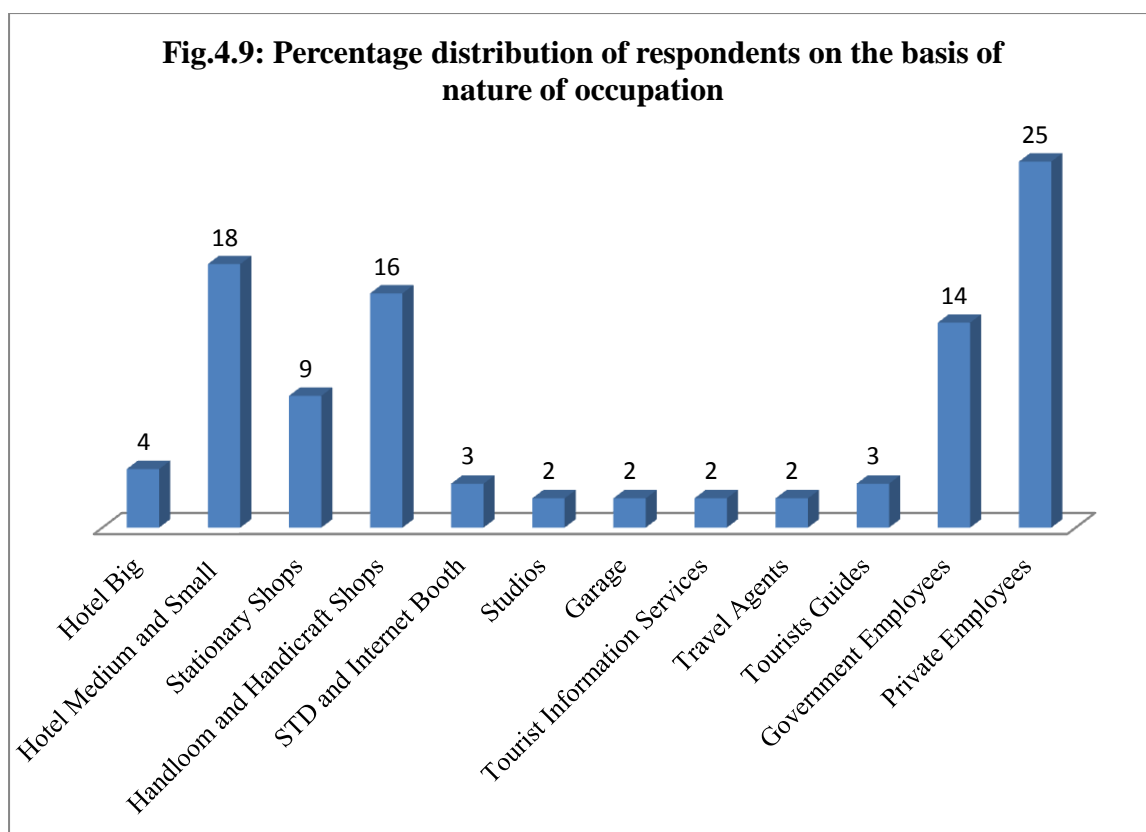


Table 4.13 shows that only 27 per cent of the respondents have been engaged in different occupations before they joined in their current tourism related activities and, thus remaining 73 per cent have not engaged in any other occupations and they have directly joined in their current activities. Table 4.13 presents the percentage distribution of respondents before engaged in tourism. Out of total sample of the local community engaged currently in different tourism relating activities, 17 per cent respondents were previously self-employed and 7 per cent were worked in agricultural and allied activities. Only 2 per cent were daily wage labour and 1 per cent was in trade before their entry into tourism.

Table 4.13: Distribution of Sample Respondents before Engaged in Tourism	
Types of Occupation	Percentage of Respondents
Agriculture and allied activities	7
Trade	1
Services	-
Daily wage labour	2
Self-employment	17
Total	27

Source: Computed on the basis of primary data collected during the field survey.

Table 4.14 and figure 4.10 indicate that 70 per cent people who currently engaged in tourism have seen better future for their current tourism activity and so they have decided to join in current activity, while 30 per cent expressed that they will receive more encouragement from government which helped them to join and work in tourism sector.

Table 4.14: Distribution of Sample Respondents on the Basis Factors Induced to Join in Tourism

Motivating Factor	Number of Respondents	Percentage of Respondents
More profitable	Nil	-
More convenient	Nil	-
Less risky	Nil	-
More encouragement from Govt.	60	30
Better scope in future	140	70
Other reasons	Nil	-
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

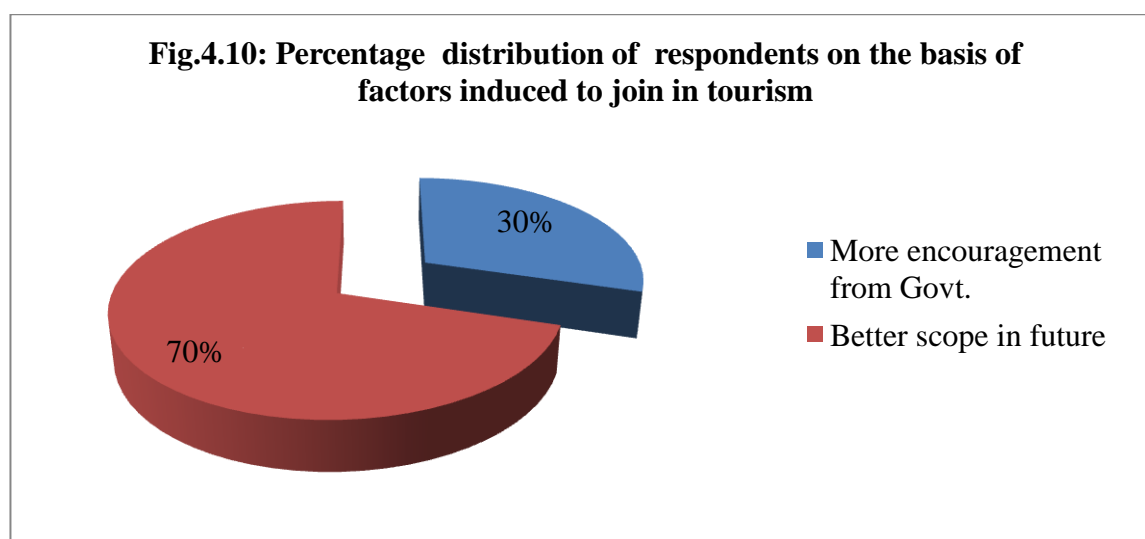


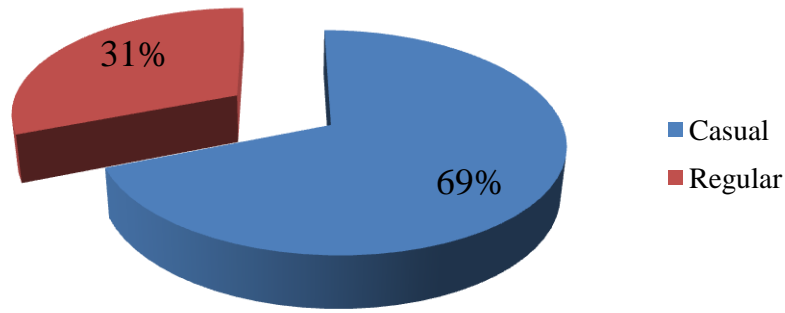
Table 4.15 and figure 4.11 present the distribution of total number of employees on the basis of nature of employment in the tourism sector. From the table it is seen that more than two third (69 %) of employee are casual and only 31% are regular workers.

Table 4.15: Distribution of Total Number of Employees on the Basis of Nature of Employment

Nature of Employment	Total	Percentage of Employees
Casual	364	69
Regular	166	31
Total	530	100

Source: Computed on the basis of primary data collected during the field survey.

Fig.4.11: Percentage distribution of employees by nature of employment



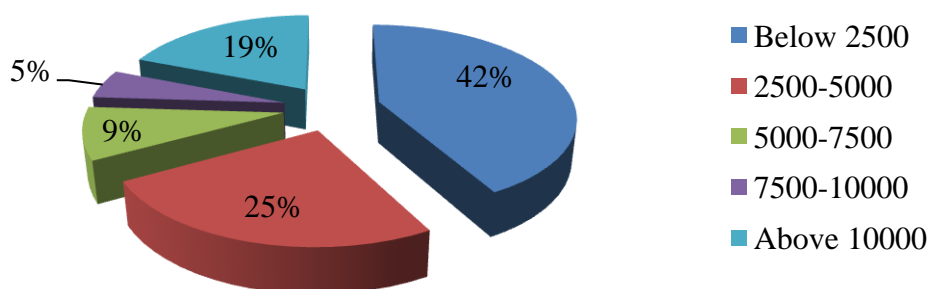
4.5.10 Income Distribution Pattern of the Sample Respondents

Income of a person plays an important role in shaping the economic conditions of an individual which in turn is likely to have bearing on the responses about a problem posed to him. This study is, therefore, attempted to investigate the income as variable and the data related to income of the respondents is presented in table 4.16. From table 4.16 and figure 4.12, it is evident that overwhelming 42 per cent respondents have earned monthly salary below Rs. 2500, while 25 per cent respondents have earned monthly salary in the range of Rs. 2500- Rs. 5000. It is found that 9 per cent have earned Rs. 5000-Rs. 7500 and 5 per cent of total employees have earned Rs. 7500- Rs. 10000 as their monthly salary. On other hand, 19 per cent respondents have been earning more than Rs. 10000.

Table 4.16: Distribution of Total Number of Employees on the Basis of Salary Range		
Salary Range (In Rs.)	Number of Employees	Percentage of Employees
Below 2500	84	42
2500-5000	50	25
5000-7500	18	9
7500-10000	10	5
Above 10000	38	19
	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig.4.12. Percentage distribution of respondents on the basis of their salary range (in Rs.)



From table 4.17 it becomes clear that the average income of the respondents is Rs. 17180.63 per month, with standard deviation of Rs. 22440.49. Maximum and minimum salaries have been found Rs. 52000 and Rs. 1200 respectively.

Table 4.17: Descriptive Statistics on Salary Earned by Employees (in Rs.)	
Maximum	52000.00
Minimum	1200
Mean	17180.63
Standard Deviation (SD)	22440.49.

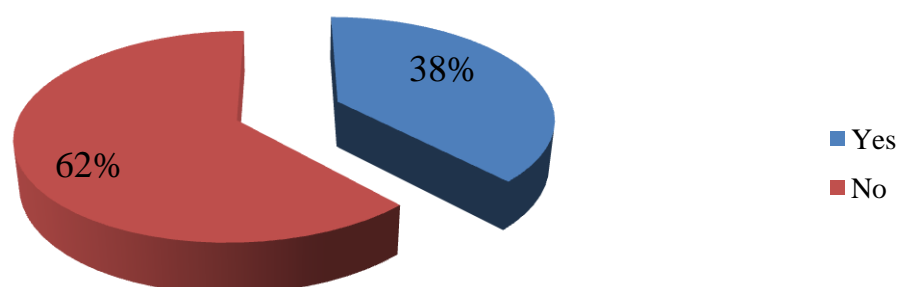
Source: Computed on the basis of primary data collected during the field survey.

Data describing the percentage distribution of respondents on the basis of support received from government is presented in table 4.18 as well as in the figure 4.13. It is seen that a large majority of the respondents (62 per cent) have disclosed that they have not received any kind of support from the government while remaining (38 per cent) of the total respondents have admitted about the support they have received from the government.

Table 4.18: Distribution of Sample Respondents on the Basis of Support Received from Government		
Support Received from Government	Number of Respondents	Percentage of Respondents
Yes	76	38
No	124	62
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig.4.13: Percentage distribution of respondents on the basis of support received from government



4.5.11 Distribution of the Sample Respondents on the Basis of Using Modern Amenities

Table 4.19 and figure 4.14 indicate that 41 per cent of the respondents reported that they have used modern amenities to make their business more dynamic, while 59 per cent have not used it. It is evident that use of modern amenities is still not popular among the respondents of local community.

Table 4.19: Distribution of Sample Respondents on the Basis of Using Modern Amenities

Use of Modern Amenities	Number of Respondents	Percentage of Respondents
Yes	82	41
No	118	59
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig. 4.14: Percentage distribution of respondents on the basis of using modern amenities

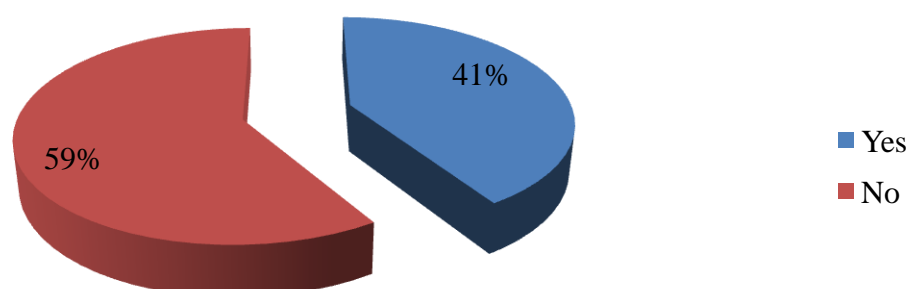
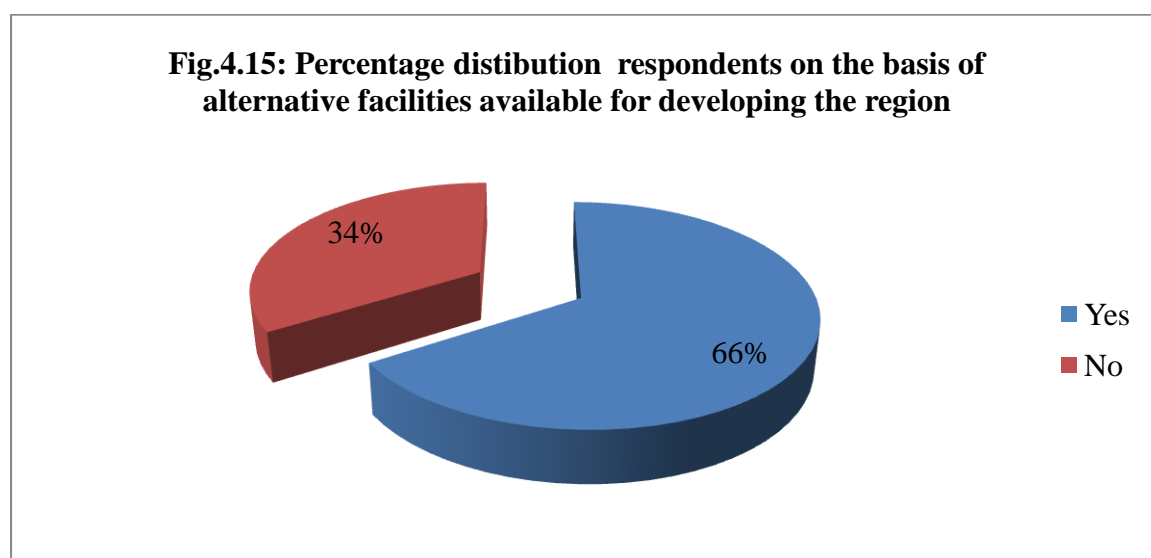


Table 4.20 and figure 4.15 indicate that 66 per cent of the respondents mentioned about the availability of alternative facilities for developing the region, while 34 per cent reported about the non-availability of alternative facilities for developing the region.

Table 4.20: Availability of Alternative Facilities for Developing the Region		
Availability of alternative facilities	Number of Respondents	Percentage of Respondents
Yes	132	66
No	68	34
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.



4.5.12 Availability of Alternative Occupational Opportunities

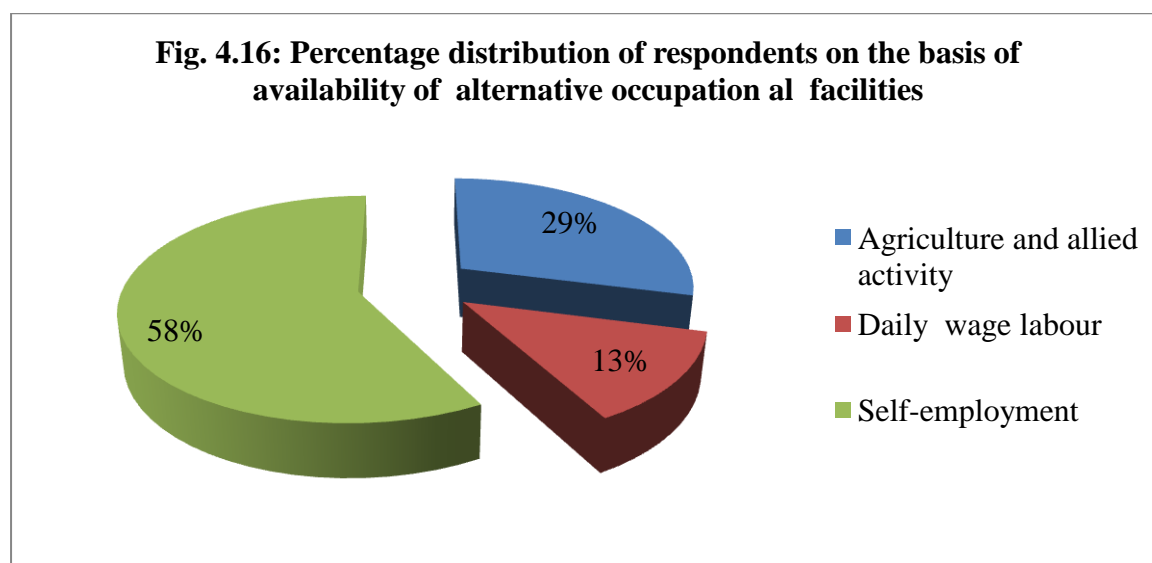
Table 4.21 and figure 4.16 present type of alternative occupations available among the respondents of local community. An overwhelming 58 per cent respondents reported that they would have found themselves as self-employed if they do not have engaged themselves in current tourism related works.

Table 4.21: Type of Alternative Occupational Facilities Available		
Alternative Occupation	Number of Respondents	Percentage of Respondents
Agriculture and allied activity	58	29
Trade	Nil	-
Services	Nil	-
Daily wage labour	26	13
Self-employment	116	58
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Out of total respondents, 29 per cent would have worked in agriculture and its allied activities and 13 per cent would have engaged themselves in daily wage work. It means if

they have to leave their current occupations, most of them have to join in less remunerative unorganised work.



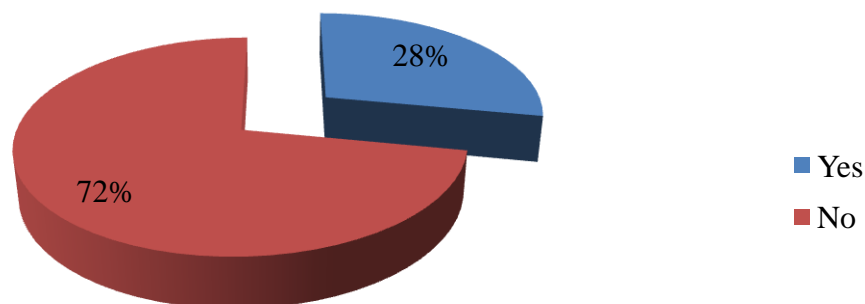
4.5.13 Respondent's Attitude towards Risk Involved in Tourism Investment

Respondent's attitude towards risk involved in tourism investment is shown in table 4.22 and figure 4.17. One forty four of the two hundred respondents (72 per cent) of the selected destinations for this study expressed positive response towards risk involved in tourism investment. The remaining fifty six respondents (28 per cent) however expressed negative response towards risk involved in investment of tourism sector.

Table 4.22: Respondent's Attitude towards Risk Involved in Tourism Investment		
Risk Involved in Tourism Investment	Number of Respondents	Percentage of Respondents
Yes	56	28
No	144	72
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig.4.17: Percentage distribution of respondents on the basis of their attitude towards risk involved in tourism investment



The tourism industry is critical for the economy's growth as it employs a considerable per cent of the country's labour force as well as provides a transitional opportunity to the labour force in agriculture. Table 4.23 and figure 4.18 show that out of the sample respondents of the local community who are now engaged in this industry, 55 per cent thought tourism has sufficiently large scope for additional employment generation, while remaining 45 per cent thought tourism has no scope for further employment generation

Table 4.23: Scope for Additional Employment Generation

Scope for Additional Employment Generation	Number of Respondents	Percentage of Respondents
Yes	110	55
No	90	45
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig.4.18: Percentage distribution of respondents on the basis of the Scope for additional employment generation

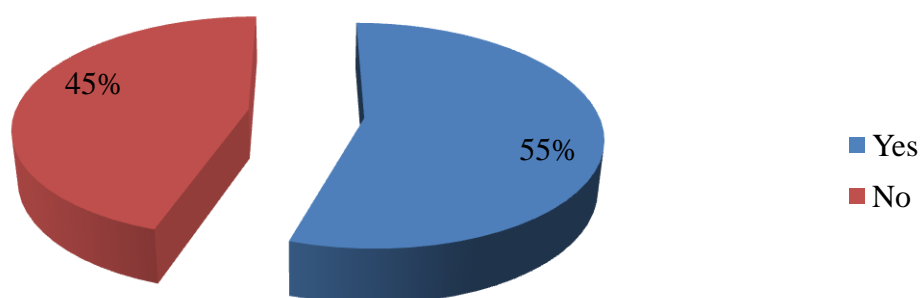
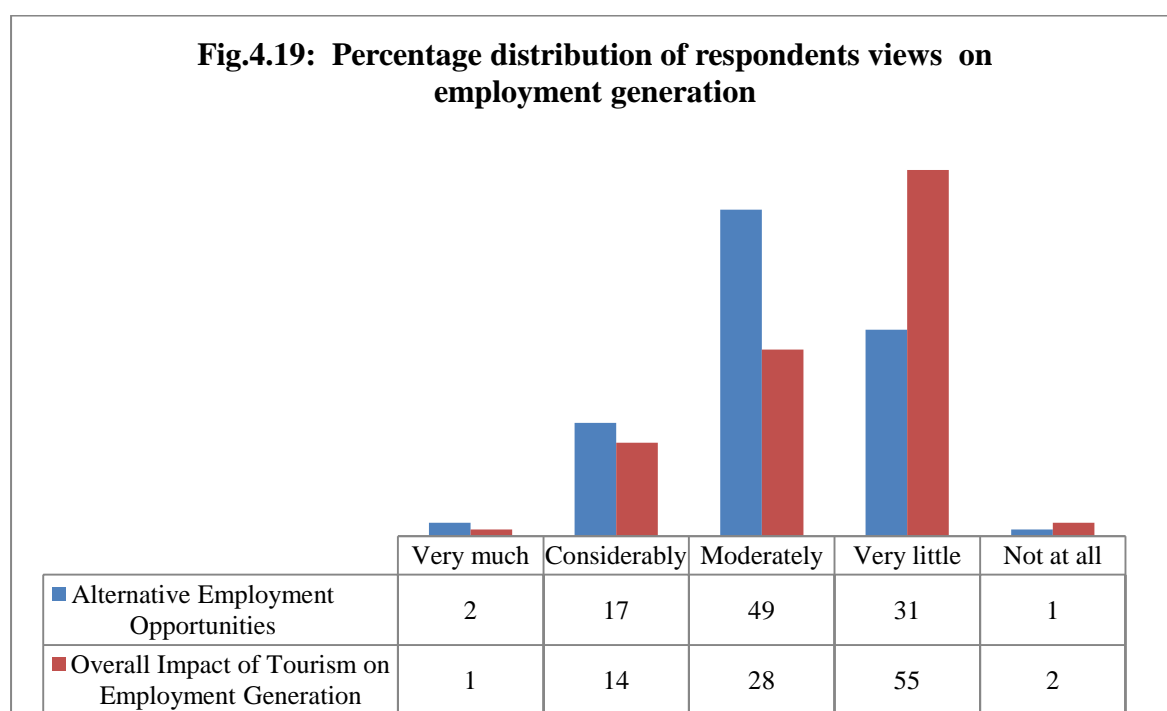


Table 4.24 and figure 4.19 present percentage of respondent's views on employment generation due to tourism. Nearly half of the respondents (49 per cent) mentioned that alternative employment generation is moderate, while 31 per cent thought it is very little. Only 17 per cent mentioned considerable opportunities and 2 per cent strongly viewed about the availability of alternative employment generation in the selected destinations. Again 55 per cent of the respondents viewed very little overall impact of tourism on employment generation, while in contrast only 1 per cent respondents thought very high overall impact of tourism on employment generation. It is observed that 14 per cent respondents mentioned considerable overall impact of tourism on employment generation and 28 per cent viewed moderate overall impact of tourism on employment generation in the selected destinations of the study. It is seen that only 1 per cent respondent considered very high overall impact of tourism on employment generation, while 2 per cent respondent considered that there is no impact of tourism on employment generation.

Table 4.24: Distribution of Sample Respondent's Views on Employment Generation

Statement	Very Much	Considerably	Moderately	Very Little	Not at all	Total
Alternative Employment Opportunities	2	17	49	31	1	100
Overall Impact of Tourism on Employment Generation	1	14	28	55	2	100

Source: Computed on the basis of primary data collected during the field survey.

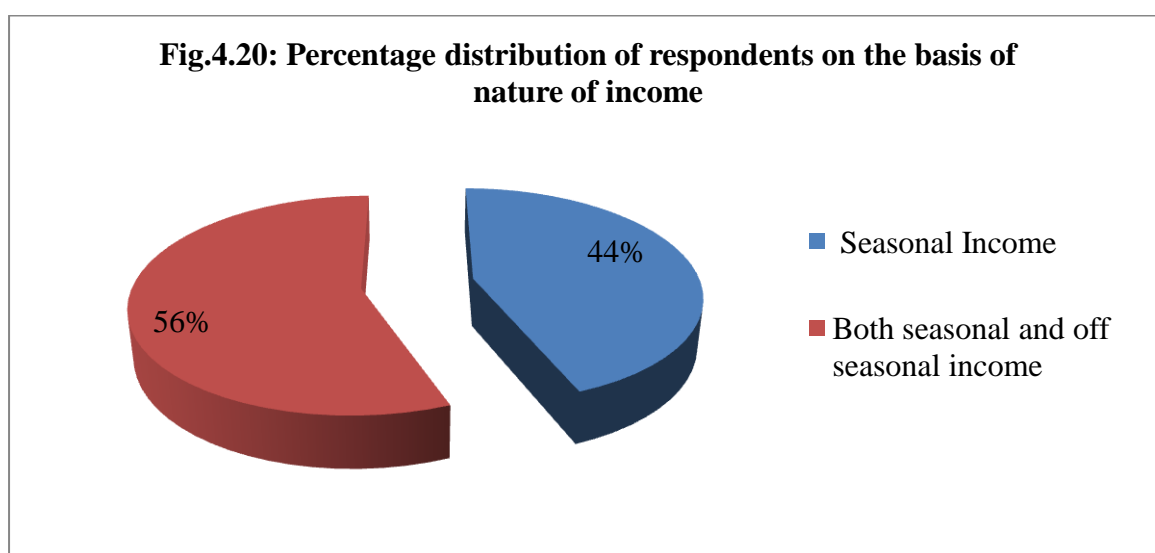


Income of a person plays an important role in shaping the economic conditions of an individual which in turn is likely to have bearing on the responses about a problem posed to him. The researcher, therefore in this study attempted to investigate the income as variable and the data related to income of the respondents is presented in table. 4.25 and figure 4.20.

It is evident from table 4.25 that out of 200 respondents, 112 respondents have earned both seasonal and off seasonal income from tourism whereas remaining 88 respondents have earned income during the season of tourist visit to the selected destinations.

Table 4.25: Nature of Income of the Sample Respondents	
Nature of income	Number of respondents
Both seasonal and off seasonal income	112
Only seasonal income	88
Total	200

Source: Computed on the basis of primary data collected during the field survey.



4.5.14 Descriptive Statistics of Income and Expenditure of Local Respondents

The results of table 4.26 revealed the facts of income and expenditure of local respondents from tourism. The average income per month is Rs. 17635 with standard deviation 27209.15 and average monthly consumption expenditure is Rs. 8621 with standard deviation 8046.40 The maximum income per month is found at Rs. 250000 as against of minimum Rs. 2000, while the maximum monthly consumption expenditure is found at Rs. 50000 as against of minimum Rs. 1200. As per the recommendation of Expert Group (Rangarajan) 2014, households of rural Assam which per capita consumption expenditure are below Rs. 1009.66 are considered as living below poverty line. It indicates that the

incidence of poverty is not found in those households whose members have engaged in tourism related activities. It is also observed that the average monthly education expenditure is Rs. 1540.5 with standard deviation 3135.18 and average monthly health expenditure is Rs. 615 with standard deviation 492.69. The maximum monthly education expenditure is found at Rs. 30000 as against of surprisingly no minimum expenditure on this head, while the maximum monthly health expenditure is found at Rs. 3000 as against of no minimum expenditure on health purposes. The average monthly social security contribution is Rs. 3020 with standard deviation 12123.26. In case of monthly social security contribution the maximum amount is found as Rs. 120000, while some of them have zero monthly social security contribution.

Table 4.26: Income and Expenditure of Local Respondents from Tourism				
Income and Expenditure	Mean	Standard Deviation	Maximum	Minimum
Income Per Month	17635	27209.15	250000	2000
Monthly Consumption Expenditure	8621	8046.40	50000	1200
Monthly Education Expenditure	1540.5	3135.18	30000	0
Monthly Health Expenditure	615	492.69	3000	0
Monthly Social Security Contribution	3020	12123.26	120000	0

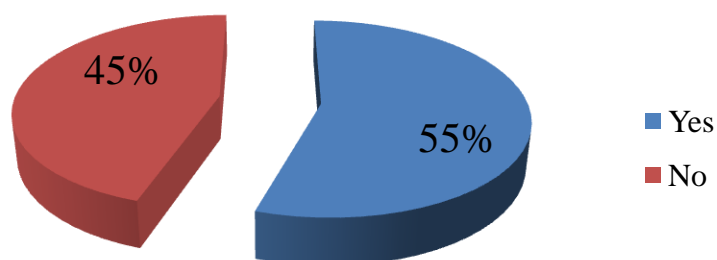
Source: Computed on the basis of primary data collected during the field survey.

Table 4.27 and figure 4.21 reveal the fact that out of the sample respondents of the local community, 55 per cent have been able to save out of their income earned from tourism, while remaining 45 per cent is unable to save for their better future.

Table 4.27: Distribution of Sample Respondents on the Basis of Savings from Tourism		
	Number of Respondents	Percentage of Respondents
Yes	110	55
No	90	45
Total	N=200	100

Source: Computed on the basis of primary data collected during the field survey.

Fig. 4.21: Percentage distribution of respondents on the basis their ability to save from tourism



4.5.15 Distribution of Respondents of Local Community on the Basis of Rate of Saving, Reinvestment and Return from Reinvestment

Table 4.28 presents the percentage distribution of respondents on the basis of rate of saving, reinvestment and return from reinvestment. In this present study, it is observed that about 13 per cent respondents have saved below 5 per cent of their income and the rate of income reinvestment have been found at 63 per cent, while they have earned 45 per cent return from their reinvestment. About 19 per cent respondents have saved between 5 to 10 per cent of their income though their rate of income reinvestment has not been found, while they have earned 17 per cent return from their reinvestment. In the same way, 14 per cent respondents have saved between 10 to 15 per cent of their income though their rate of income reinvestment has been found 2 per cent, while they have earned 9 per cent return from their reinvestment. Again, 7 per cent respondents have saved between 15 to 20 per cent of their income though their rate of income reinvestment has been found zero and they have earned only 2 per cent return from their reinvestment. Only 28 per cent respondents have been able to save above 20 per cent of their income and their rate of income reinvestment has been found 7 per cent, while they have earned only 2 per cent return from their reinvestment.

Table 4.28: Distribution of Sample Respondents on the Basis of Rate of Saving, Reinvestment and Return from Reinvestment.

Range	Rate of saving	Income Reinvested	Return from reinvestment
Below 5	13	63	45
5-10	19	0	17
10-15	14	2	9
15-20	7	0	2
Above 20	28	7	2

Source: Computed on the basis of primary data collected during the field survey.

4.5.16 Creation of Assets of Local Community from Tourism

Table 4.29 presents asset creation among local community in the selected tourist spot of the study. The findings show that 56 per cent of respondents have constructed new houses, 36 per cent have increased their land holding, 76 per cent have increased their acquisition of cash and 55 per cent have been able to increase their volume of saving. More than 92 per cent sample respondents of local community have a cycle and 84 per cent respondents have two wheel vehicles. Again only 22 per cent sample respondents possess a four wheel vehicle. About 31 per cent have washing machine and 39 per cent have freeze. Almost all of them have mobile phone. But only 41 per cent of respondents have computer/laptop and 77 per cent have electrical gadgets. Again 67 per cent respondents have been able to increase the level of expenditure on their children education, 61 per cent have increased their expenditure on health. About 45 per cent of respondents have reinvested out of their income and profit, while 38 per cent respondents have reinvestment in other business.

Table 4.29: Distribution of Sample Respondents on the Basis of Asset Creation among Local Community

Heads	Frequency	Percentage
New house building	112	56
Increase land holding	72	36
Increase acquisition of cash	152	76
Increase the volume of saving	110	55
Cycle	184	92
Bike	168	84
Car	44	22
Washing Machine	62	31
Freeze	78	39
Mobile	198	99
Computer/Laptop	82	41
Electrical gadgets	154	77
Increase the level of expenditure on children education	134	67
Increase the level of expenditure on health	122	61
Reinvestment in tourism	90	45
Reinvestment in any other business	76	38

Source: Computed on the basis of primary data collected during the field survey.

4.5.17 Impacts of Tourism on Local Community

Impacts of tourism represent influences on the behaviours of the locals and local economy at any destination. Broadly, impacts of tourism can be classified into three heads i.e. economic, social and environmental. Economic impacts indicate both direct and indirect

flow of economic activities to the community (Aliseter and Wall, 1993). Generally, it estimates the overall changes in economic activity within a particular community. Its social impacts include the effects of tourism on the social fabric of the community and well-being of the individuals and families (Lindber and Johnson, 1997). Socio-economic impacts of tourism include changes in forms of employment, changes in land values and ownership and improved standard of living of the people in the economy. The quality of environment both natural and man-made is also essential to tourism. Its relationship is complex as many activities related to tourism have ultimately created impacts on the nature and environment at any destination of the economy. Impacts of tourism are observed as positive and negative. There is a rich body of empirical studies analysing the socio-economic impacts of tourism on the local community. Some important in this context are (Ashley, 2000), (Borkakoty and Barua, 1998), (Chattopadhyay, 1995), (Das, 2013), (Fleming and Toepper, 1990), (Gupta and Raina, 2008), (Kakkar and Sapna, 2012), (Khan, 2013), (Rastegar, 2010), (Simpson, 2008).

The impact of tourism in the socio-economic profile of local community has been the focus of study and research. It is the general consensus that tourism has been pivotal in social progress as well as an important vehicle of widening socio-economic and cultural contacts throughout human history. It is with this backdrop, this study is an attempt to investigate the dynamics of the relationship between tourism and its impact on the people at the destination. The purpose of this study is to examine the positive and negative socio-economic impacts on the local communities of Assam.

4.5.18 Reliability Analysis

Cronbach's internal consistency reliability is the most widely used reliability test methods. It is a reliability measure coefficient that reflects how well items in a set are correlated to one another. Nunnally and Bernstein (1994) recommended that a score of 0.7 or higher is desired reliability while 0.6 or higher is an acceptable reliability coefficient for research at the early stage of the scale development. Generally based on the rule thumb about Cronbach alpha coefficient size reliability less than 0.60 is considered as poor, in a range of 0.60 to 0.70 as moderate and acceptable, range between 0.70 to 0.80 is considered as

good and reliable and more than 0.80 is considered as very good (Hair et al., 2003). In this study, the results obtained relating to Cronbach alpha is presented in table 4.30.

Table 4.30: Summary of Reliability Analysis	
Variable	Cronbach alpha
Positive economic impacts of tourism	0.823
Negative economic impacts of tourism	0.877
Positive social impacts of tourism	0.885
Negative social impacts of tourism	0.826

Source: Computed on the basis of primary data collected during the field survey.

It is observed from table 4.30 that Cronbach's alpha coefficients have ranged from 0.823 (lowest) to 0.885 (highest). Given that all the measured values are above 0.80, it can be concluded that there is a high consistency and good reliability among the statements in questionnaire of this study (De Vellis, 1991).

4.5.19 Positive Economic Impacts of Tourism

In this study, positive economic impacts of tourism have been analysed with the help of selected 8 economic variables. These are presented in table 4.31.

Table 4.31: Distribution of Sample Respondent's Views about the Positive Economic Impacts of Tourism						
Variables	Very High	High	Moderate	Low	No Impact	Total
Improvement in the Standard of living	Nil	52	104	32	12	200
Help in the removal of Poverty	Nil	52	110	38	Nil	200
Contribution to overall Assets creation	18	88	80	12	2	200
Increase in Income	10	58	82	50	Nil	200
Provision of Market for Local Produce	Nil	26	108	66	Nil	200
Creation of Employment opportunities	14	44	82	54	6	200
Scope for Self-employment	4	38	112	46	Nil	200
Improvement of Infrastructure	2	32	100	54	12	200
Total	48	390	778	352	32	
Total Values (Scores)	240	1560	2334	704	32	

Source: Computed on the basis of primary data collected during the field survey.

Impact of tourism on standard of living on local community is one of the most important impacts of tourism. The results of table 4.31 reveal the fact that 104 respondents of local

community viewed such impact as moderate, 52 respondents viewed as high, 32 respondents viewed as low and only 12 respondents viewed as no impact of tourism on improvement in the standard of living. In case of respondents views about removal of poverty due to tourism, 110 respondents viewed as moderate, 52 respondents viewed high and 38 respondents viewed low impact of tourism on removal of poverty. It is observed that 88 respondents viewed as high impact, 80 respondents viewed moderate, 18 respondents viewed very high, 12 respondents viewed low and only 2 respondents viewed as no impact of tourism on the contribution to overall assets creation. About 82 respondents viewed moderate impact of tourism on raising the level of income, 58 respondents viewed high impact, 50 respondents viewed low impact and 10 respondents viewed as very high impact of tourism on raising the level of income. It is found that 108 respondents viewed moderate impact on provision of market for local produce, 66 respondents viewed low impact and only 26 respondents viewed as high impact of tourism on provision of market for local produce. The results showed that 14 respondents of local community viewed as very high impact, 44 respondents viewed high impact, 54 respondents viewed low impact, and only 6 respondents viewed as no impact of tourism on creation of employment opportunities.

Table 4.31 also indicates the fact that overwhelming 112 respondents of local community viewed as moderate impact, 46 respondents viewed low impact, 38 respondents viewed high impact and only 4 respondents viewed as very high impact of tourism about the scope for self-employment in selected tourist destinations. In case of respondents views about the impact of tourism on improvement of infrastructure, 100 respondents viewed as moderate impact, 54 respondents viewed low impact 32 respondents viewed high impact only 2 respondents viewed as very high impact and 12 respondents viewed as no impact of tourism on improvement of infrastructure.

In case of positive economic impacts of tourism, this study has taken 8 variables as shown in table 4.31 to evaluate positive impacts having the 5-point Likart scale. Here, maximum score is 40 and the minimum score is 8. The central value is 24 where t-value obtained is 6.77 with 199 degrees of freedom. The total score is 4870 (from table 4.33) which gives a mean value of 24.35 with the standard deviation 4.79 and standard error .479. Since the

mean value is higher than the central value, it can be conclude that the opinion regarding the positive impact is relatively strong among the local community.

Table 4.30 clearly shows that the Cronbach's reliability estimate for positive socio-economic impacts of the tourism is 0.823 which is greater than 0.80 and thereby exceeded the requirement of good reliability.

4.5.20 Descriptive Statistics about Positive Economic Impacts of Tourism on Local Respondents

Results of table 4.32 reveal the fact that tourism has good positive economic impacts on raising the standard of living, removal of poverty, overall asset creation, raising the level of income, employment generation and scope for self-employment of the people of the community as mean values are 3.02, 3.07, 3.54, 3.13, 3.25 and 3.14 respectively. Since all these mean values are more than average value (2.5) and so it can be concluded that tourism in the selected destinations have considerable positive impacts on local community.

The findings showed that respondents have strong opinion about overall asset creation with highest mean value at 3.54 which is closely followed by employment generation with mean value at 3.25, scope of self-employment with mean value at 3.14, raising the level of income with mean value at 3.13, removal of poverty with mean value at 3.07 and then improvement in the standard of living with mean value at 3.02. The lowest mean value is found in case of provision of market for local produce with 2.8 which is followed by improvement of infrastructure with 2.96. From the findings, it can be said that tourism has less impact on improvement of infrastructure and also on creation of a market for local produce.

Table 4.32: Descriptive Statistics about the Positive Economic Impacts of Tourism			
Variables	Mean	S.D.	Rank
Improvement in the Standard of living	3.02	0.816249	VI
Help in the removal of Poverty	3.07	0.670519	V
Contribution to overall Assets creation	3.54	0.783929	I
Increase in Income	3.13	0.848707	IV
Provision of Market for Local Produce	2.8	0.651339	VIII
Creation of Employment opportunities	3.25	1.048086	II
Scope for Self- employment	3.14	0.66697	III
Improvement of Infrastructure	2.96	0.803025	VII

Source: Computed on the basis of primary data collected during the field survey.

4.5.21 Negative Economic Impacts of Tourism

Another important purpose of this study is also to analyse respondent's views about the negative impacts of tourism. During the survey, respondents viewed many aspects of negative impacts of tourism, from low level of wage to problem of pollution. The findings about the negative impacts of tourism on local community are presented in table 4.33.

Table 4.33: Distribution of Sample Respondent's Views about the Negative Economic Impacts of Tourism

Variables	Very High	High	Moderate	Low	No Impact	Total
Increase in the price	Nil	8	50	120	22	200
Rise in the Prices of Land	Nil	16	72	84	28	200
Low level of wage	Nil	80	100	16	4	200
Problem of Seasonality in Working	12	34	52	58	44	200
Total	12	138	274	278	98	
Total Values (Scores)	60	552	822	556	98	

Sources: Computed on the basis of primary data collected during the field survey.

As per as negative economic impact of tourism on raising in the price is concerned, the results of table 4.33 reveal the fact that 120 respondents of local community viewed as low impact, 22 respondents viewed no impact, 50 respondents viewed moderate and 8 respondents viewed as high impact of tourism on raising the price of goods. In case of respondents views about rise in the prices of land due to tourism, 84 respondents of local community viewed as low impact, 72 respondents viewed moderate, 28 respondents viewed no impact and 16 respondents viewed as high impact of tourism on raising the price of land. An overwhelming 100 respondents viewed moderate impact of tourism on low level of wages, 80 respondents viewed high impact, 16 respondents viewed low impact and only 4 respondents viewed as no impact of tourism on low level of wage. In case of respondents views about problem of seasonality in working due to tourism, 58 respondents of local community viewed as low impact, 52 respondents viewed moderate, 44 respondents viewed no impact, 34 respondents viewed high and 12 respondents viewed as very high impact of tourism on the problem of seasonality in working in the selected destinations.

T- test is used to measure the negative economic impacts of tourism on local community to know the respondents agreement and disagreement with a particular statement. Since there

are 4 variables as shown in table 4.33 to evaluate negative impact having same 5-point Likart scale, the maximum score is 20 and the minimum score is 4. The central value is 12 where t-value obtained is 8.77 with 199 degrees of freedom. The total score is 2088 (from table 4.33) which gives a mean value of 10.44 with the standard deviation 1.64 and standard error .165. Since the mean value is higher than the central value, it can be concluded that the opinion regarding the negative impacts is relatively weak among the local community. Table 4.30 clearly shows that the Cronbach's reliability estimate for negative impacts of the tourism is 0.877 which is greater than 0.80 and thereby exceeded the requirement of good reliability.

4.5.22 Descriptive Statistics about Negative Economic Impacts of Tourism on Local Respondents

From the table 4.34, it can be noted that the negative economic impacts are recognised by the community where the average mean value is found as 3.08. The findings showed that respondents have strong opinion about negative impacts of tourism on low level of wage with mean value at 3.28, which is followed by problem of seasonality in working with mean value at 2.56, rise in the price of land with mean value at 2.38 and then increase in the price of essential goods at mean value 2.22. Findings also showed that respondents have not so strong opinion about negative impacts for variables such as increase in the price of essential goods and rise in the price of essential goods.

Table 4.34: Descriptive Statistics about the Negative Economic Impacts of Tourism			
Variables	Mean	S.D.	Rank
Increase in the price of essential goods	2.22	0.249131826	IV
Rise in the prices of land	2.38	0.165327957	III
Problem of low level of wage	3.28	0.23579652	I
Problem of seasonality in working	2.56	0.09027735	II

Sources: Computed on the basis of primary data collected during the field survey.

4.5.23: Positive Social Impacts of Tourism on Local Respondents

Table 4.35 indicates that out of 200 sampled respondents, 150 respondents viewed low impact of tourism on changing their way of life, 36 respondents viewed as moderate and only 14 respondents viewed as no impact of tourism on changing the way of life of the respondents. In case of respondent's views about enhancement of knowledge due to interaction with tourist and tourism, only 2 respondents viewed as high, 75 respondents

viewed moderate, 77 respondents viewed as low and 46 respondents viewed no impact of tourism on enhancement of their knowledge through tourism of Assam.

Table 4.35: Distribution of Sample Respondent's Views about the Positive Social Impact of Tourism						
Variables	Very High	High	Moderate	Low	No Impact	Total
Change the way of life	Nil	Nil	36	150	14	200
Enhancement of knowledge	Nil	2	75	77	46	200
Preservation of historical and cultural tradition	4	20	120	25	31	200
Total	04	22	231	252	91	
Total Values (Scores)	20	88	693	504	91	

Source: Computed on the basis of primary data collected during the field survey.

In case of positive social impacts of tourism, this study has taken 3 variables as shown in table 4.35 to evaluate positive social impacts having the 5-point Likart scale. Here, maximum score is 15 and the minimum score is 3. The central value is 9 where t-value obtained is 3.71 with 199 degrees of freedom. The total score is 1396 (from table 4.35) which gives a mean value of 6.98 with the standard deviation 1.51 and standard error .15. Since the mean value is lower than the central value, it can be conclude that the opinion regarding the positive social impacts is relatively weak among the local community.

4.5.25. Descriptive Statistics about Positive Social Impacts of Tourism on Local Respondents

The findings of table 4.36 shows that respondents have not so strong opinion about preservation of historical and cultural tradition with mean value at 2.71 which is followed by enhancement of knowledge with mean value at 2.16 and then change the way of life with mean value at 2.11 From this findings, it can be concluded that tourism has less positive social impacts on local community of the destination.

Table 4.36: Descriptive Statistics about the Positive Social Impacts of Tourism			
Variables	Mean	S.D.	Rank
Change the way of life	2.11	0.365011	III
Enhancement of knowledge	2.16	0.086747	II
Preservation of historical and cultural tradition	2.71	0.266004	I

Source: Computed on the basis of primary data collected during the field survey.

4.5.26 Negative Social Impacts of Tourism on Local Respondents

Distribution of respondents' views about the negative social impacts of tourism on local respondents present in table 4.37. Regarding the impact of tourism on shortage of drinking water, 28 respondents viewed as high impact, 65 respondents viewed moderate impact, 90 respondents viewed low impact and only 2 respondents of them viewed as no impact of tourism on this particular issue. The results showed that 15 respondents viewed as very high impact, 44 respondents viewed high impact, 54 respondents viewed low impact, 45 respondents viewed high impact, 90 respondents viewed moderate impact, 35 respondents of them viewed low impact and only 6 respondents viewed as no impact of tourism on creation pollution because of tourism and its related activities. In case of respondents views about frequency of crime in the selected destinations, 126 respondents viewed as low impact, 48 respondents viewed no impact, 24 respondents viewed moderate impact and only 2 respondents viewed high impact of tourism on frequency of crime due to tourism.

Table 4.37: Distribution of Sample Respondent's Views about the Negative Social Impacts of Tourism						
Variables	Very High	High	Moderate	Low	No Impact	Total
Shortage of drinking water	Nil	28	65	90	17	200
Problem of pollution	15	45	90	35	15	200
Frequency of crimes	Nil	2	24	126	48	200
Total	15	75	179	251	80	
Total Values (Scores)	75	300	537	502	80	

Source: Computed on the basis of primary data collected during the field survey.

Since there are 3 variables as shown in table 4.37 to evaluate negative social impacts having same 5-point Likart scale, the maximum score is 15 and the minimum score is 3. The central value is 9 where t-value obtained is 2.37 with 199 degrees of freedom. The total score is 1494 which gives a mean value of 7.47 with the standard deviation 1.17 and standard error .117. Since the mean value is lower than the central value, it can be concluded that the opinion regarding the negative social impact is also relatively weak among the local community of the destination.

4.5.27. Descriptive Statistics about Negative Social Impacts of Tourism on Local Respondents

Table 4.38 indicates that respondents have comparatively strong opinion about problem of pollution with mean value at 3.05, which is followed by shortage of drinking water with mean value at 2.52 and then frequency of crimes at mean value 1.9. Besides the problem of pollution, respondents have not so strong opinion about negative impacts of social variables such as shortage of drinking water and frequencies of crime.

Table 4.38: Descriptive Statistics about Negative Social Impacts of Tourism			
Variables	Mean	S.D.	Rank
Shortage of drinking water	2.52	0.168276	II
Problem of pollution	3.05	0.158607	I
Frequency of crimes	1.9	0.270185	III

Source: Computed on the basis of primary data collected during the field survey.

4.5.28 Descriptive Statistics about the Overall Impacts of Tourism on Local Community

As per the results presented in table 4.39, the calculated 't' value is more than table value 2.58 and hence, it is concluded that there is a significant difference in mean number of days employed per annum for the respondents before entering into tourism and after entering into tourism.

Again from the results presented in the same table, the calculated 't' value is more than table value 2.58 and hence, it is concluded that there is a significant difference in mean incremental assets for the respondents before entering into tourism and after entering into tourism.

It further reveals that the mean incremental number of days employed per annum, mean incremental annual income and mean incremental assets of the respondents are directly proportional to the number of years of association of respondents with tourism. Respondents who have engaged in tourism with more than 2 years, have recorded the highest mean incremental number of days employed per annum, which leads to more mean incremental income and mean incremental assets. This may be attributed to the fact that they might have received some economic benefits from tourism.

Table 4.39: Impacts of Tourism Pertaining to the Respondents of Local Community (N=200)

	Number of Days Employed Per Annum					
	Last 1 year		Last 2 years		More than Last 2 years	
	Mean	SD	Mean	SD	Mean	SD
Before entering into tourism	63.4	53.99	147.86	69.94	171.92	59.45
After entering into tourism	105.75	68.51	215.76	64.11	272.31	66.67
Incremental	42.35		67.93		100.39	
't' value	6.671*		10.593*		16.656*	
	Annual Income					
	Mean	SD	Mean	SD	Mean	SD
	Mean	SD	Mean	SD	Mean	SD
Before entering into tourism	955.75	954.21	993.84	1149.96	1024.02	707.71
After entering into tourism	6868.17	7167.89	7329.32	9710.77	9286.89	25534.04
Incremental	5912.42		6335.48		8262.87	
't' value	11.461*		9.314*		4.584*	
	Assets					
	Mean	SD	Mean	SD	Mean	SD
	Mean	SD	Mean	SD	Mean	SD
Before entering into tourism	1626.98	1904.36	1967.36	1351.94	3003.43	1930.03
After entering into tourism	6187.98	19072.58	7293.27	15658.55	13299.81	26766.64
Incremental	4561.00		5325.93		10296.38	
't' value	3.383*		4.855*		5.582*	

Source: Computed on the basis of primary data collected during field survey.

* Significant at 1 per cent level.

4.6 Descriptive Statistics of the Sample Tourists

In the present study, 200 sample tourists are randomly selected and interviewed using a well structured pretested schedule. In this section socio-economic and demographic features of the tourists are analysed and the descriptive findings are discussed accordingly. The terms tourists, visitors and respondents have been interchangeably used to mean the same set of people – namely the selected sample of visitors to the selected spots of this study.

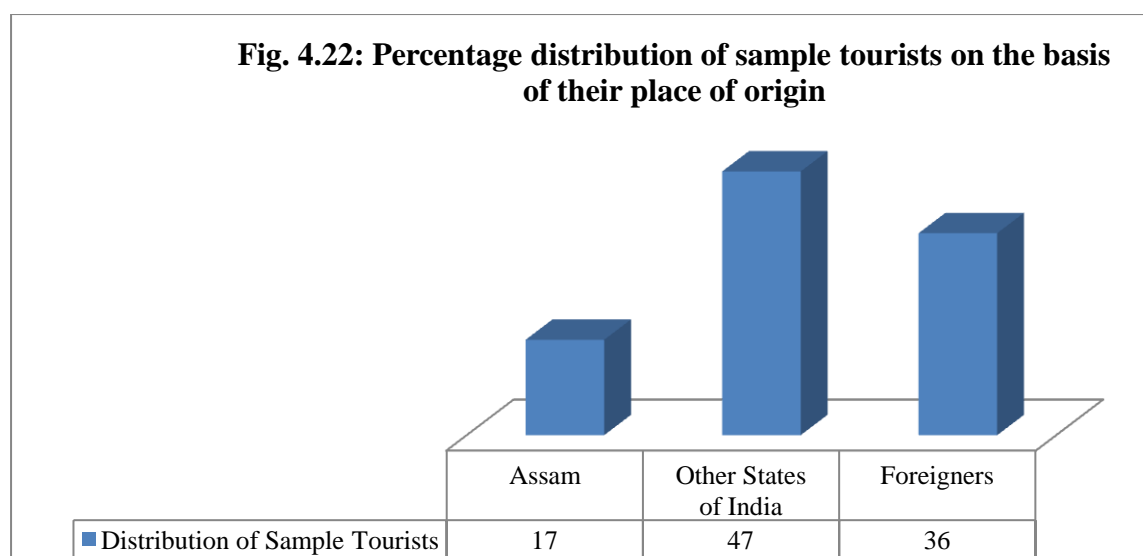
4.6.1 Place of Origin of Sample Tourists

Place of origin of the tourists are shown in table 4.40 and figure 4.22. About 47 per cent of the respondents reported that they were coming from other states of India excluding Assam.

Table 4.40: Distribution of Sample Tourists on the Basis Place of Origin		
Place of Origin	Number of Tourists	Percentage of Tourists
Assam	34	17
Other States of India	94	47
Foreigners	72	36
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

There are 17 per cent of the respondents who belong to Assam also visit the selected tourist spots of the state either because of the affinity for travelling or because of the natural, cultural and historical attractions of the tourist destinations. Moreover 36 per cent of the respondents were international travellers. The numbers of tourists from Assam have been found as lowest in this study to visit the selected spots.

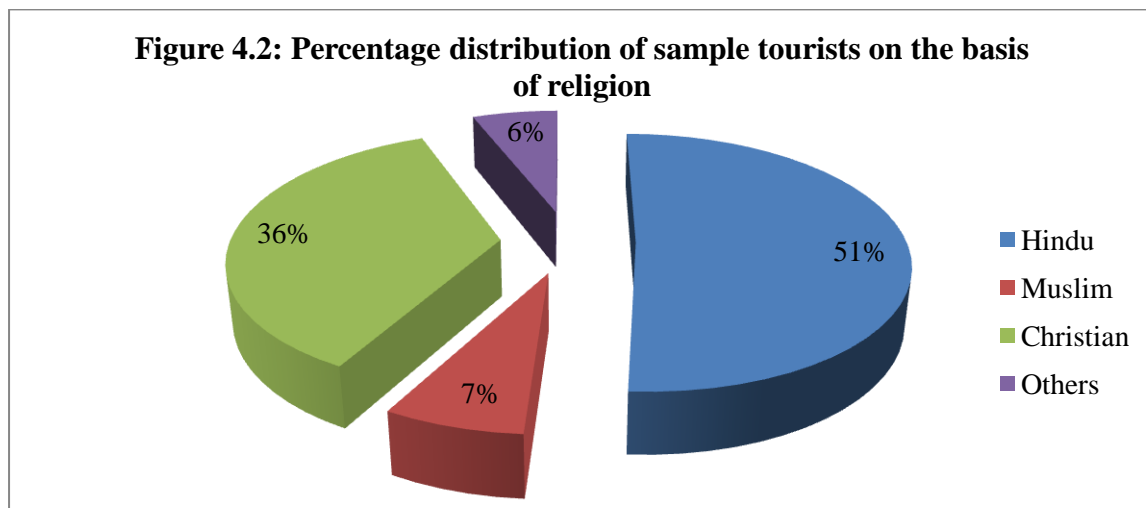


4.6.2 Religion of Sample Tourists

Religion of tourists visited to the destination depends upon the types of tourist places. In the present study, KNP and Manas are wildlife sanctuaries while Majuli and Kamakhya are religious tourist places. On the other hand, Sivasagar is a place of historical importance. Table 4.41 and figure 4.23 indicate that 51 per cent tourists belong to Hindu religion followed by Christian 36 per cent, Muslim 7 per cent and others 6 per cent. It reveals that most of the tourists found in this present study belong to Hindu religion.

Table 4.41: Distribution of Sample Tourists on the Basis of Religion		
Religion	Number of Tourists	Percentage of Tourists
Hindu	102	51
Muslim	14	7
Christian	72	36
Others	12	6
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.



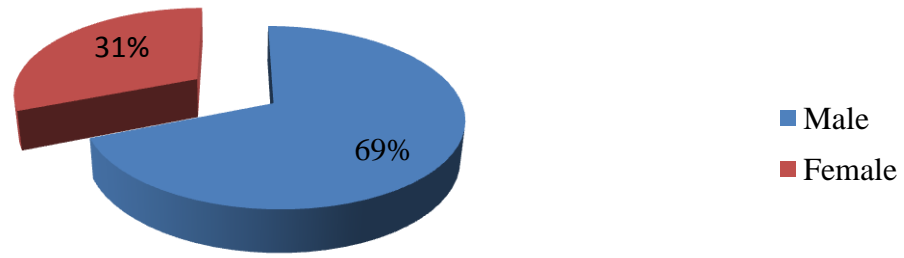
4.6.3 Sex-wise Distribution of Sample Tourists

Researcher believes that Assam as tourist destination is popular among both the sex. There is no any gender preference. Table 4.42 and figure 4.24 show that out of 200 tourists, 69 per cent were males and 31 per cent females. It indicates that tourism in Assam is slightly more popular with the males, than with the females. It was also noticed that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Therefore, the female tourists prefer more outings to faraway places of Assam to have a glimpse of the old and ancient cultures.

Table 4.42: Sex-wise Distribution of Sample Tourists		
Sex	Number of Tourists	Percentage of Tourists
Male	138	69
Female	62	31
Total	N=200	N=100

Source: Computed on the basis of primary data collected from field survey.

Fig. 4.24: Sex-wise percentage distribution of sample tourists



4.6.4 Age-wise Distribution of Sample Tourists

Age gives different analytical thinking process to the person and accordingly their preferences and responses will be decided. So the researcher has taken up this factor for the analysis. Table 4.43 and figure 4.25 show that the tourists have been classified on the basis of their age into six categories.

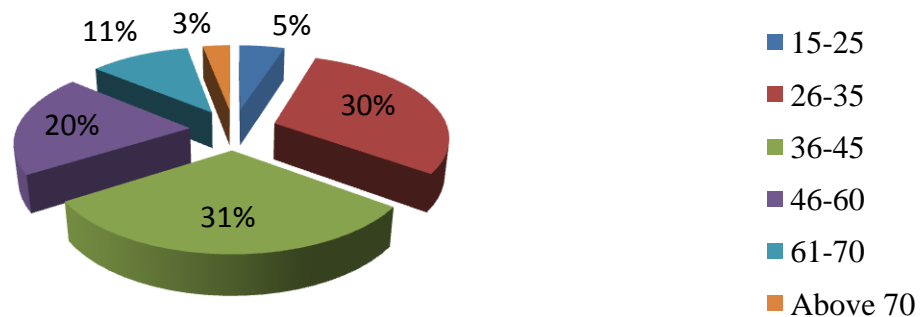
Table 4.43: Age-wise Distribution of Sample Tourists

Age Range	Number of Tourists	Percentage of Tourists
15-25	10	5
26-35	60	30
36-45	62	31
46-60	40	20
61-70	22	11
Above 70	6	3
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

Out of 200 respondents, 5 per cent were between 15 to 25 years, 30 per cent were between 26 to 35 years, 31 per cent fall 36 to 45 years age group, 20 per cent fall in 46 to 60 age group, 11 per cent fall in 61 to 70 years age group. The table also indicates that the two-third of the tourists i.e. 66 per cent were below 45 years, while only 3 per cent were above 70 years.

Fig.4.25: Age-wise percentage distribution of sample tourists

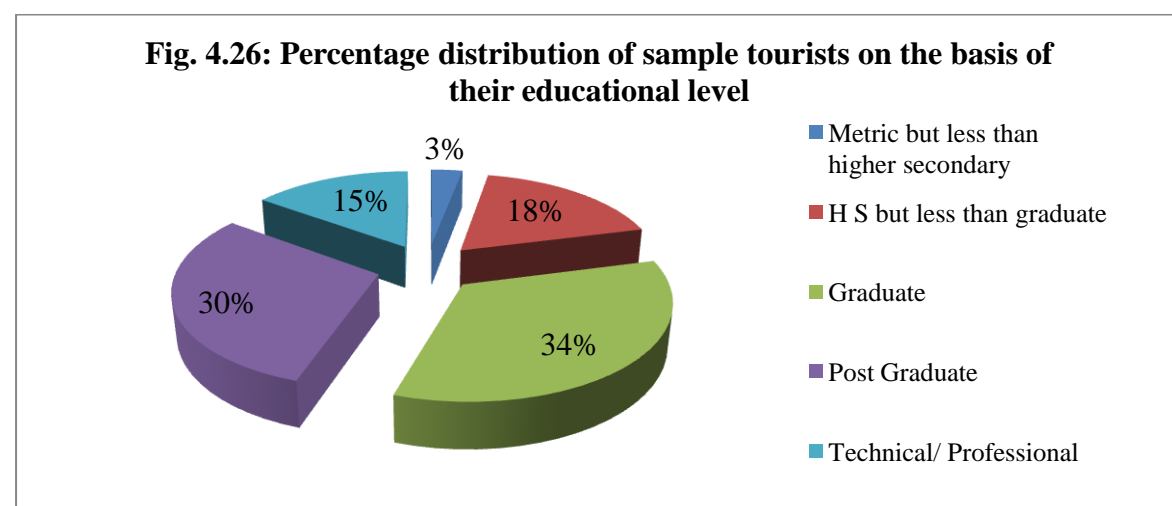


4.6.5 Educational Level of Sample Tourists

The habit of travelling into different places is also determined by the economic condition of the people. It is found that mainly educated people, who have high standard of living, are more interested in tourism. Table 4.44 and figure 4.26 show educational status of tourists. Results reveal that 30 per cent tourists are highly educated as they have their degree of post graduation and above. About 34 per cent are graduate and 15 per cent tourists have technical/professional education. It is observed that 18 per cent tourists have education up to higher secondary but less than graduate and 3per cent tourists have education up to metric but less than higher secondary. It is found that among the sampled tourists in this study, there is no single illiterate person. It indicates that education is an important factor in tourism. It indicates that education is an important factor to create the interest of travelling from one place to another.

Table 4.44: Distribution of Sample Tourists on the Basis of Their level of Education		
Educational Level	Number of Tourists	Percentage of Tourists
Illiterate	0	0
Primary but less than metric	0	0
Metric but less than higher secondary	6	3
H S but less than graduate	36	18
Graduate	68	34
Post graduate and above	60	30
Technical/Professional	30	15
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.



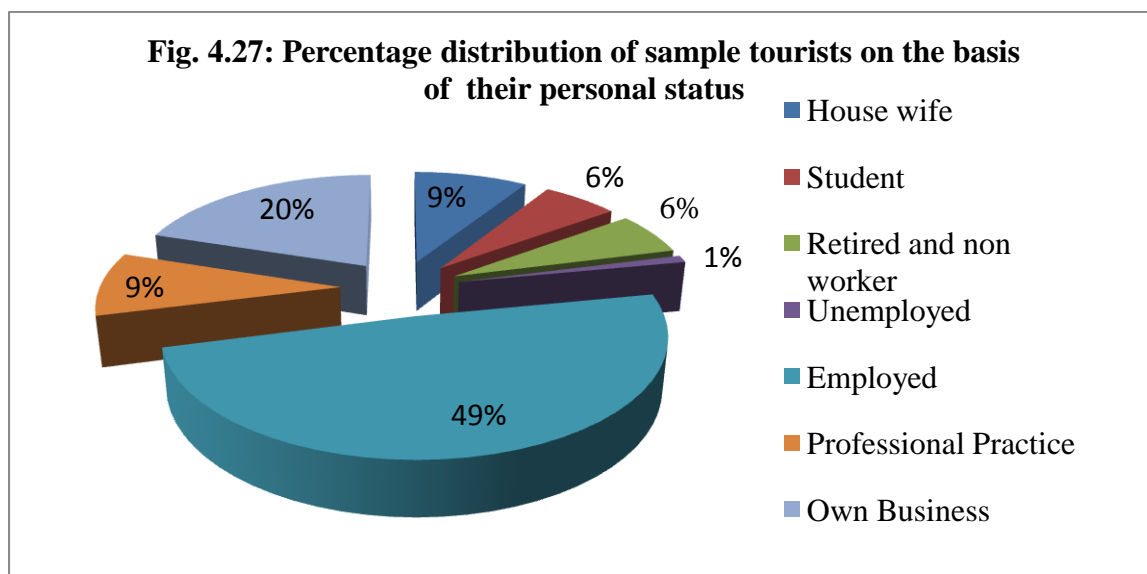
4.6.6 Sample Tourists on the Basis of Personal Status

Distribution of sample tourists on the basis of personal status is presented in table 4.45 and figure 4.27.

Table 4.45: Distribution of Sample Tourists on the Basis of Personal Status		
Level of Personal Status	Number of Tourists	Percentage of Tourists
House wife	18	9
Student	12	6
Retired and non-worker	12	6
Unemployed	2	1
Employed	98	49
Professional Practice	18	9
Own Business	40	20
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

Out of the total sample tourists (200), a total of 18 (or 9 per cent) are found to be house wife, 12 (6 per cent) are found to be student, 12 (6 per cent) are found to be retired and non-worker. It also indicates that only 2 (1 per cent) are unemployed, while 98 (49 per cent) are employed. From table 4.41 and figure 4.27, it also clears that 18 (9 per cent) tourists are doing professional practice and 40 (20 per cent) sample tourists are found to be engaged in their own business.



4.6.7 Distribution of Sample Tourists on the Basis of Monthly Income

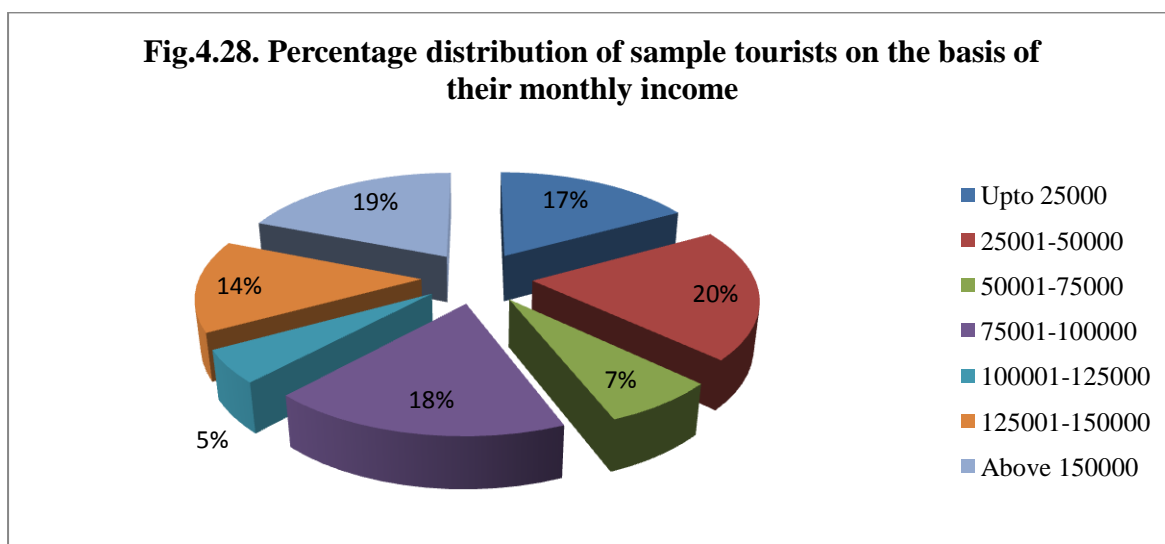
Distribution of the respondents according to their monthly income is shown in table 4.46 and the subsequent pie-diagram in figure 4.28. It is found that about 17 per cent of the tourists belong to the monthly household income groups up to Rs.25000 and 20 per cent households earned Rs.25001 to Rs.50000 as their monthly income and 7 per cent sampled tourists earned monthly income between Rs.50001 and Rs.75000.

Table 4.46: Distribution of Sample Tourists on the Basis of Monthly Income (In Rs.)		
Monthly Income	Number of Tourists	Percentage of Tourists
Up to 25000	34	17
25001-50000	40	20
50001-75000	14	7
75001-100000	36	18
100001-125000	10	5
125001-150000	28	14
Above 150000	38	19
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

The findings of the study show that 5 per cent of the respondents had monthly income of Rs. 100001 to Rs.125000 while 18 per cent belong to the Rs. 75001 to Rs. 100000 income group, followed by 14 per cent of the respondents with family income between Rs. 125001 to Rs. 150000 per month. On the other hand, 19 per cent respondents had monthly income of above Rs.150000.

Thus, from table 4.46, it is concluded that more than 38% tourists selected for this study have earned above Rs.100000 as their monthly income. On the other hand, 37 per cent sampled tourists have earned less than Rs.50000 and 25 per cent of them have earned between Rs. 50001 to Rs.100000 as their monthly income.

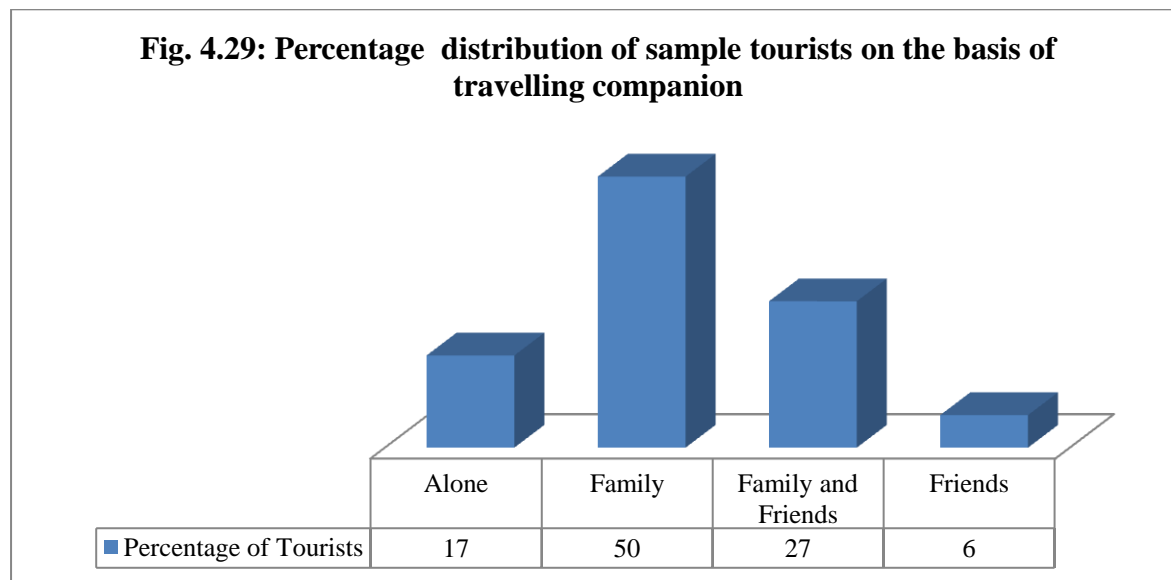


4.6.8 Companion in Travelling

Table 4.47 and figure 4.29 show that 17 per cent of tourists came alone, while 50 per cent of them visited along with their family, and 27 per cent arrived with their family and friends. Table 4.45 and figure 4.29 also show that the largest numbers of tourists prefer to come along with their family.

Table 4.47: Distribution of Sample Tourists on the Basis of Their Companion of Travelling		
Travelling with	Number of Tourists	Percentage of Tourists
Alone	34	17
Family	100	50
Family and Friends	54	27
Friends	12	6
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.



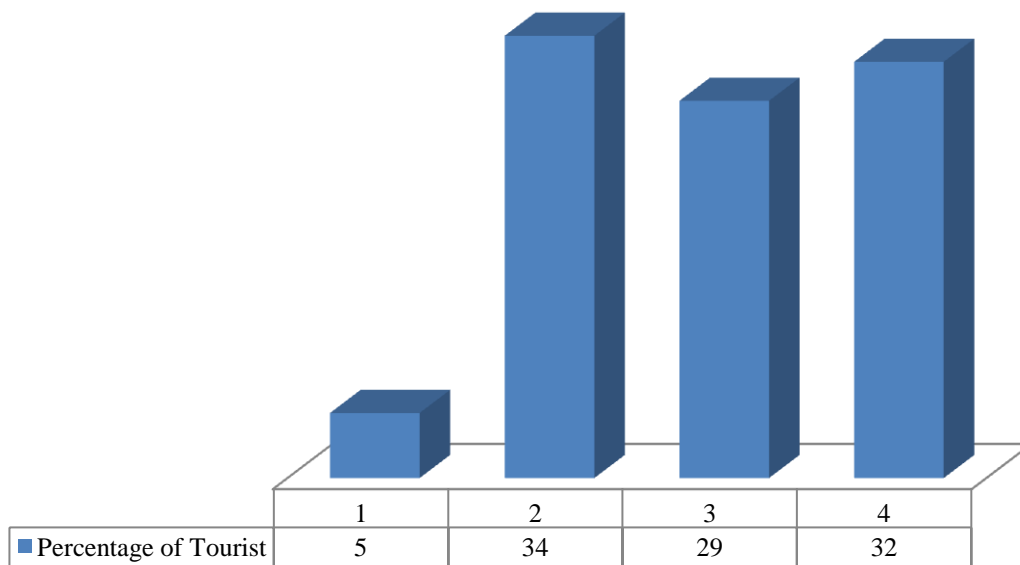
4.6.9 Distribution of Sample Tourists on the Basis of Numbers of Members in the Group

On the basis of members in the group visited the selected spots, sample tourists of this study are classified into 4 different groups. It is observed from table 4.48 and figure 4.30 that 5 per cent of the sample respondents had the smallest number of just 1 member in their group and 34 per cent of the respondents had a size of 2 members in their group. Again 32 per cent sample respondents had the largest size of 4 members in their group which was followed by 29 per cent of the sample with member's size of 3.

Table 4.48: Number of Members Found in the Group of Selected Sample Tourists		
Number of members in the Group	Number of Tourists	Percentage of Tourists
1	10	5
2	68	34
3	58	29
4	64	32
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

Fig.4.30: Percentage of distribution of sample tourists as per number of members in the group



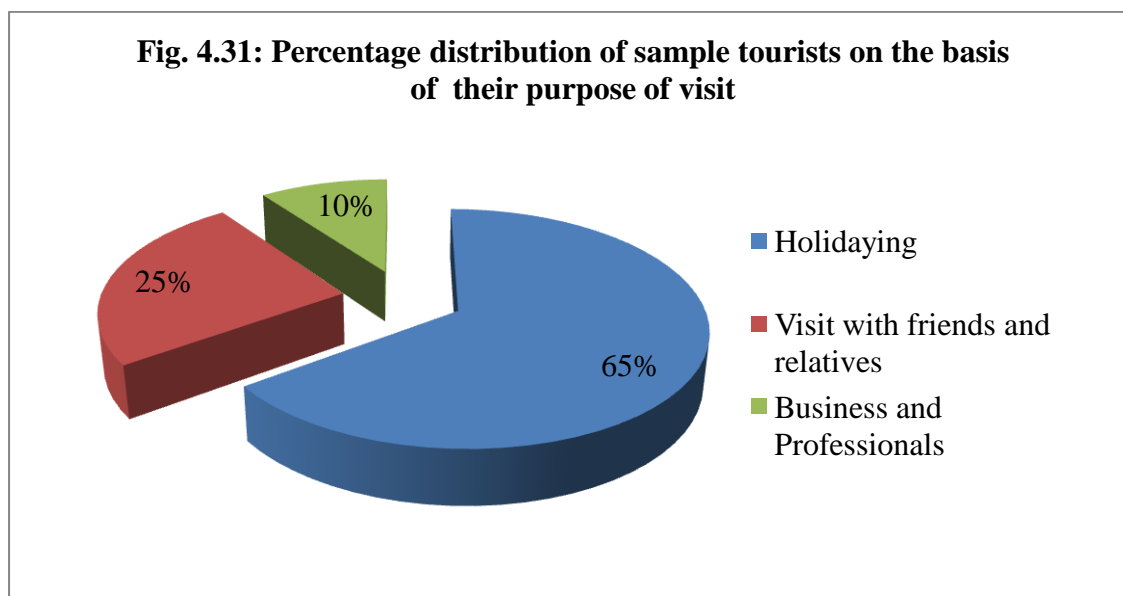
4.6.10 Distribution of Sample Tourists on the Basis of Purpose of Visit

Distribution of the surveyed tourists according to their purpose of visit has been presented in table 4.49 and figure 4.31. Different tourists have visited the same tourist spot for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit National Park and sanctuaries. On the other hand, some are devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer.

According to table 4.49 and figure 4.31, majority of our surveyed tourists i.e. 65 per cent have visited the spot for the purpose of holidaying. On the other hand, only 10 per cent visited the selected spots for the purpose of business and professionals. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 per cent tourists visited the spots to meet their friends and relatives. It reveals that entertainment, the natural scenery, visits the cultural sites, are the main purpose of tourists behind their visit.

Table 4.49: Distribution of Sample Tourists on the Basis of Purpose of Visit		
Purpose Tourist's Visit	Total Tourists	Percentage of Tourists
Holidaying	130	65
Visit to Friends and Relatives	50	25
Business and Professionals	20	10
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.



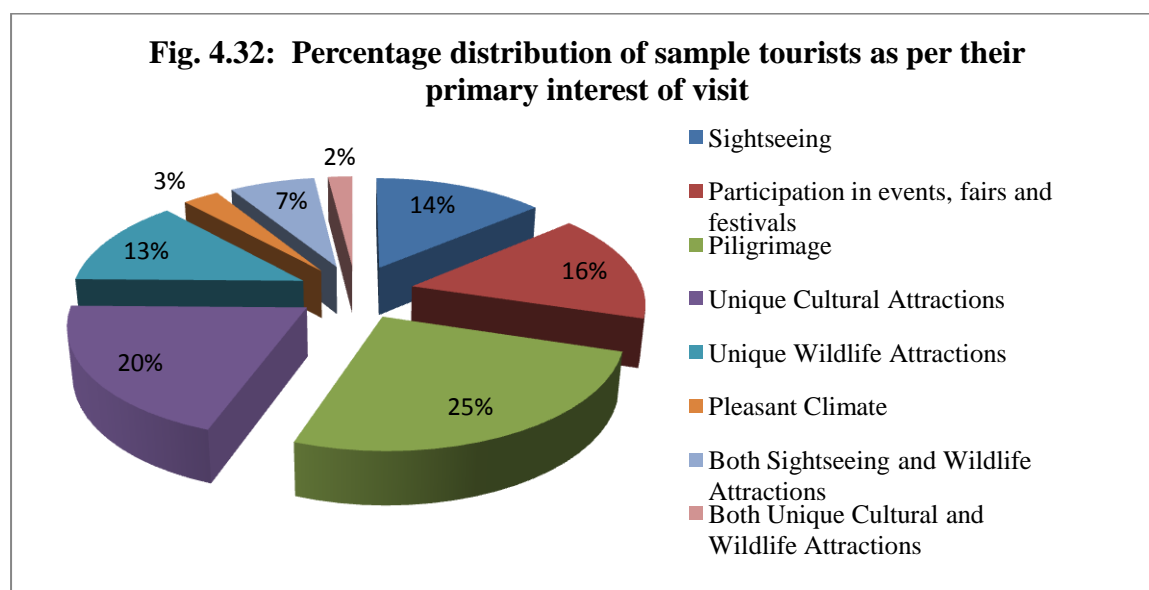
4.6.11 Distribution of Sample Tourists as per Their Primary Interest of Visit

From table 4.50 and figure 4.32 it is seen that the majority of tourists comprising 25 per cent came with the sole intention of pilgrimage to visit the spots while 20 per cent respondents visited due to unique cultural attractions. It is found that 16 per cent of visitors visit the selected spots to participate in events, fairs and festivals for enjoying and viewing unique culture of Assam.

Table 4.50: Distribution of Sample Tourists as per Their Primary Interest of Visit		
Primary Interest of Visit	Number of Visitors	Percentage of Visitors
Sightseeing	28	14
Participation in events, fairs and festivals	32	16
Pilgrimage	50	25
Unique Cultural Attractions	40	20
Unique Wildlife Attractions	26	13
Pleasant Climate	6	3
Sightseeing and Wildlife Attractions	14	7
Unique Cultural and Wildlife Attractions	4	2
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

It is also observed that 14 per cent of visitors visited for enjoying and viewing unique natural beauty of the state while 13 per cent tourists were attracted to the selected spots due the unique wildlife attractions. Again 7 per cent tourist visited for the purpose of both sightseeing and wildlife attractions and 2 per cent visited the spots to enjoy both unique cultural and wildlife attractions. On the other hand, only 3 per cent tourist had visited due to the pleasant climate of the spots.

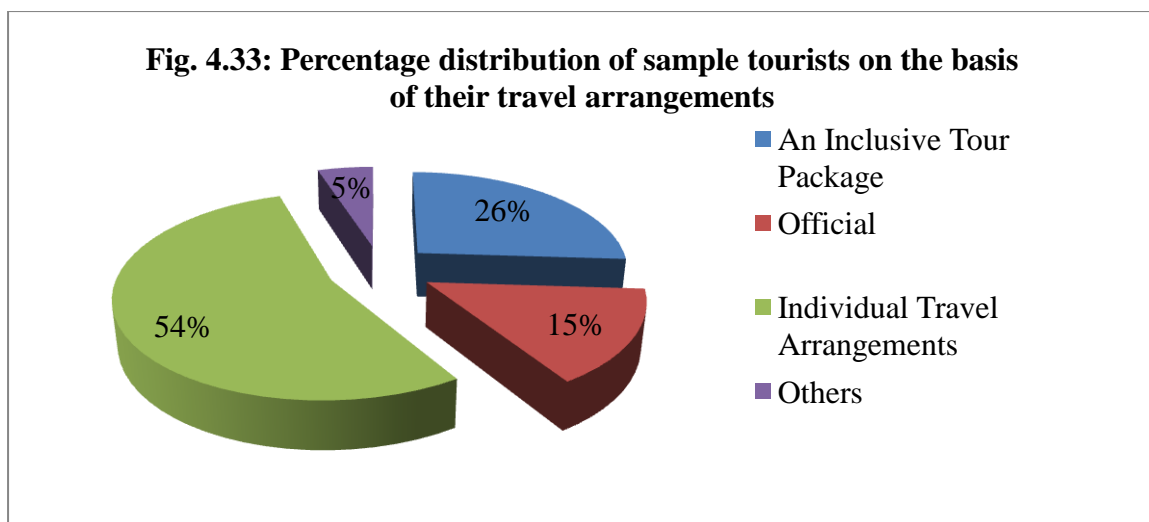


4.6.12 Travel Arrangements of Sample Tourists

Distribution of the respondents according to their travel arrangements is shown in table 4.51 and the subsequent pie-diagram in figure 4.33. The survey results show that an overwhelming 54 per cent of the respondents have made individual arrangement to reach their selected spots while 26 per cent have used the inclusive tour package to visit their destinations. It is found from the survey that 15 per cent respondents have travelled to their destination in which travelling arrangements were made by office. Only 5 per cent respondents had reached the spots by making some other travelling arrangements.

Table 4.51: Distribution of Sample Tourists on the Basis of Their Travel Arrangement		
Travel Arrangements	Number of Tourists	Percentage of Tourists
An Inclusive Tour Package	52	26
Official	30	15
Individual Travel Arrangements	108	54
Others	10	5
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

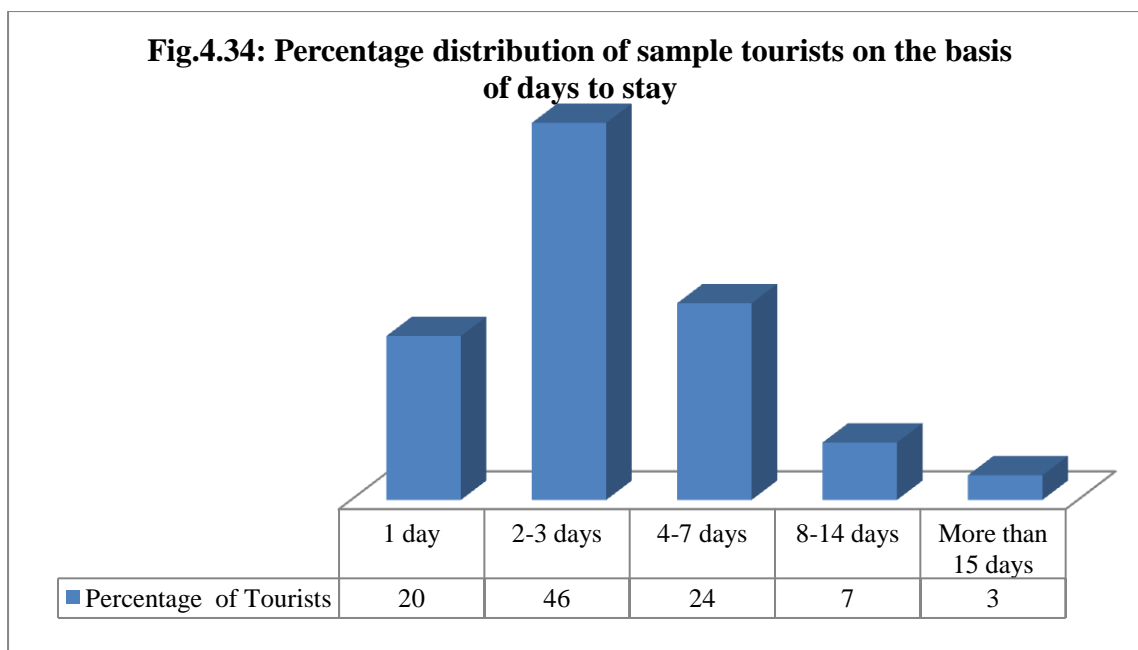


4.6.13 Distribution of Sample Tourists on the Basis of Number of Days to Stay

Length of stay is a very important indicator of the status of tourist visited to different destinations. The earnings from tourist industry are primarily depends upon the total nights of tourist stay and also on the number of tourist arrival. The average duration of the stay is closely related with the availability and cost of accommodation. Table 4.52 and figure 4.34 show that length of stay at selected spots. It is observed that 20 per cent tourists take one day halt and 46 per cent tourists take two days halt. On the other hand, 24 per cent tourists stay for 4-7 days. Only 7 per cent tourists take 8-14 days stay and 3 per cent tourists stay more than 15 days. It is noticed that tourists prefer to stay according to the attraction of the place and the purpose of visit.

Table 4.52: Distribution of Sample Tourists on the Basis of Number of Days to Stay		
Days to Stay	Number of Tourists	Percentage of Tourists
1 day	40	20
2-3 days	92	46
4-7 days	48	24
8-14 days	14	7
More than 15 days	6	3
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.



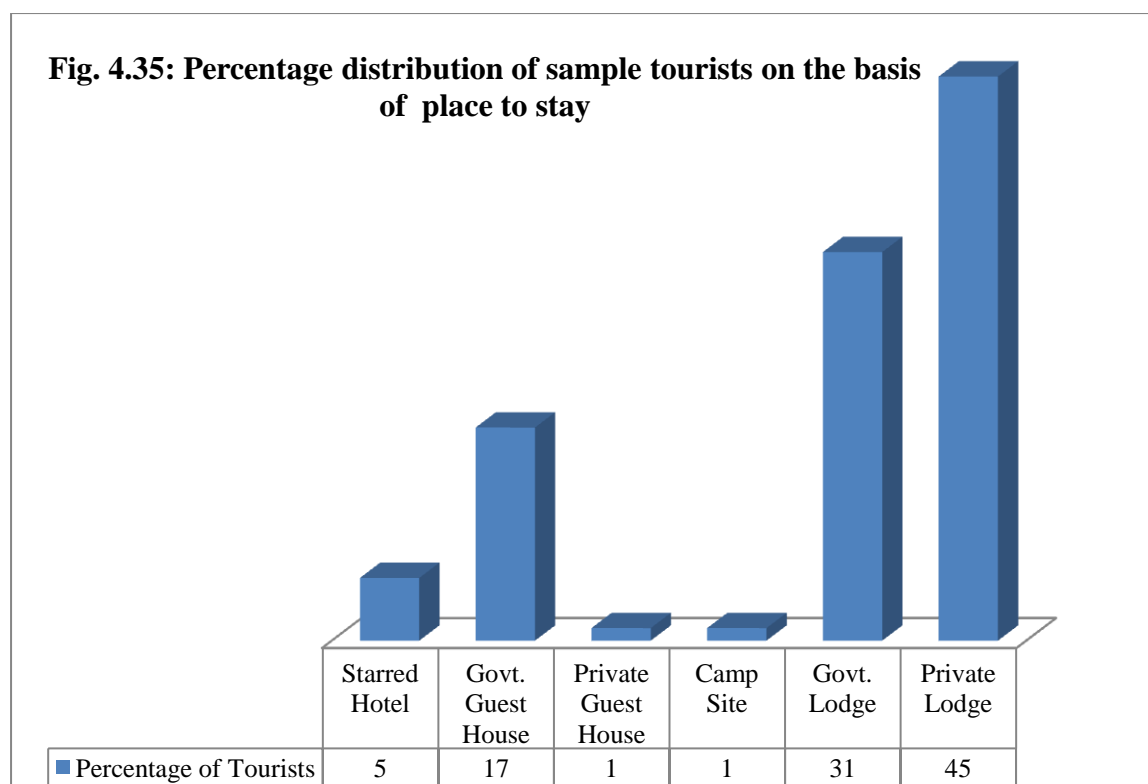
4.6.14 Distribution of Sample Tourists on the Basis of Their Place of Staying

Use of accommodation depends upon availability of accommodation and money spending capacity of tourists. Table 4.53 and figure 4.35 show that 40 per cent tourists have stayed in private lodge while 31 per cent preferred to stay in govt. lodge.

Table 4.53: Distribution of Sample Tourists on the Basis of Their Place of Staying		
Place to Stay	Number of Tourists	Percentage of Tourists
Not use Accommodation	24	12
Starred Hotel	10	5
Govt. Guest House	20	10
Private Guest House	2	1
Camp Site	2	1
Govt. Lodge	62	31
Private Lodge	80	40
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

Again 10 per cent tourists have stayed at govt. guest house and only 1 per cent tourists stayed in private guest house. On the other hand, 12 per cent tourists have not used any type of accommodation because they visited the spots during day time only. It is also found that just 1 per cent tourists of our sample tourists have used camp site as their accommodation. Moreover, 5 per cent tourists have used to stay at Starred Hotel.



4.6.15 Distribution of Sample Tourists on the Basis of the Mode of Transport Used

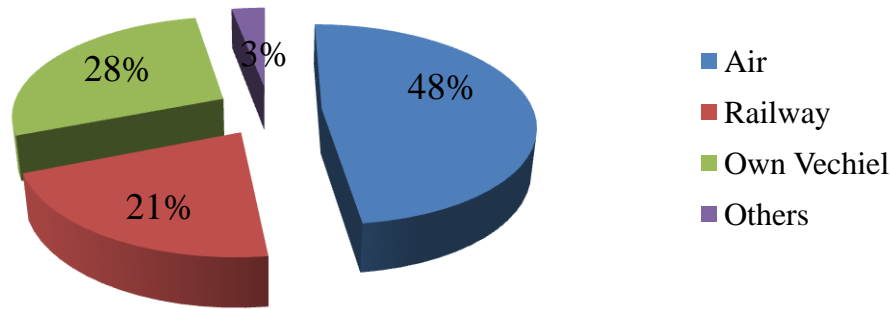
Transport is important infrastructure in order to reach any tourist spot. The comfort and economy while moving towards the destination is the prime consideration for selection of mode of transport.

Table 4.54: Distribution of Sample Tourists on the Basis of the Mode of Transport Used		
Mode of Transport	Number of Tourists	Percentage of Tourists
Air	96	48
Railway	42	21
Own Vehicle	56	28
Others	6	3
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

Table 4.54 and figure 4.36 show that majority of the respondents constituting 48 per cent of the sample tourists had travelled to their destination by air and 21 per cent had used railway to reach their selected destinations. On the other hand, 28 per cent respondents had travelled by their own vehicle to reach their selected spots while only 3 per cent of the sample respondents used other mode of transportation.

Fig. 4.36: Percentage distribution of sample tourists on the basis mode of transport used



4.6.16 Mode of Local Transport Used by Sample Tourists

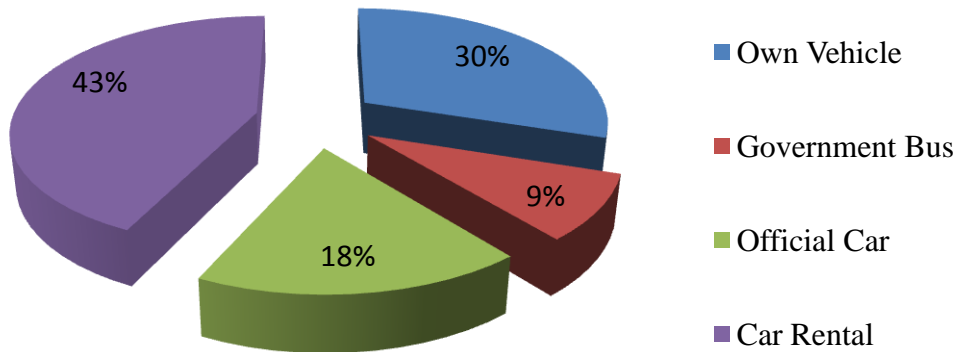
Mode of local transport used by sample tourists indicates the condition and availability of transport facilities. During the survey the researcher had asked question relating to the use of local transport by tourists. The result is presented in table 4.55 and figure 4.37. It is found that 43 per cent tourists had used private car while 30 per cent tourist had arrived the spot by their own vehicle. On the other hand, 18 per cent tourists used official car as they visited the spots for official purpose and only 9 per cent had used government bus to reach their selected spots.

Table 4.55: Distribution of Sample Tourists on the Basis of the Mode of Local Transport Used

Mode of Local Transport	Number of Tourists	Percentage of Tourists
Own Vehicle	60	30
Government Bus	18	9
Official Car	36	18
Car Rental	86	43
Total	N=200	100

Source: Computed on the basis of primary data collected from field survey.

Fig.4.37. Percentage distribution of sample tourists on the basis of mode of local transport used



4.6.17 Descriptive Statistics of Expenditure on Major Heads in Selected Destinations by Sample Tourists

Table 4.56 shows mean and standard deviation of expenditure on major heads of sample tourists. The results indicate that mean expenditure was Rs.74333.48 and its standard deviation 62082. The amount of maximum expenditure was Rs.400000 and minimum expenditure of a tourist was Rs. 10600. Results indicate that sample tourists are relatively well off. The mean and standard deviation of accommodation have been found as Rs.30287 and 24762.33 respectively. On the other hand, mean and standard deviation of food, travelling and sightseeing were Rs.17511 and 11691.09, Rs. 14700.98 and 18137.28 and Rs. 6112.89 and 4938.68 respectively.

Major Heads	Mean	Standard Deviation	Maximum	Minimum
Total Expenditure	74333.48	62082.19	400000	10600
Accommodation	30287	24762.33	145000	3000
Food	17511	11691.09	3500	70000
Travelling	14700.98	18137.28	105000	500
Sightseeing	6112.89	4938.68	30500	0
Shopping	3668	6784.20	35000	0
Communication	2233	3704.76	20000	0
Entertainment	365	1304.33	7000	0
Other expenses	126.02	549.28	4000	0

Source: Computed on the basis of primary data collected from field survey.

It is observed from table 4.56 that mean and standard deviation of shopping, communication, entertainment and other expenses were Rs.3668 and 6784.20, Rs. 2233 and 3704.76, Rs. 365 and 1304.33 and Rs. 126.02 and 549.28 respectively.

Again from table 4.57, it is seen that the share of accommodation in total expenditure accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of total expenditure whereas the expenditure on travelling are found as 19.13 per cent which is the third highest share to total expenditure among the selected tourist of the destination. They spend about 7.98 per cent of total expenditure on their sightseeing. Among the other head of expenditures, the share of shopping constitutes at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest for accommodation related expenditure.

Table-4.57: Distribution of Expenditure on Major Heads by Sample Tourists	
Major Heads	Percentage of Expenditure
Accommodation	40.74
Food	23.55
Travelling	19.13
Sightseeing	7.98
Shopping	4.93
Communication	3.00
Entertainment	0.49
Other expenses	0.18

Source: Computed on the basis of primary data collected from field survey.

4.6.18 Descriptive Statistics of Selective Socio-Economic Profile of Sample Tourists

Table 4.58 presents descriptive statistics of selective socio-economic profile of sample tourists found in selected destinations of Assam. The average age of sample tourist have been found as about 44 years with standard deviation 13.978 where maximum age of tourist turned out as 75 years and minimum age as only 17 years. It reveals the fact that middle age tourist visited more in these five selected destinations of Assam. The average level of education is found to be graduate among the tourists. It is also found that many tourists are servicemen and housewives by profession. The findings of the survey indicate that the main occupation of tourists is either public or private sector job. A significant number of tourists reported monthly mean income as Rs.110148 with standard deviation 1.10. It is an indication of better economic status of sample tourists of this study.

Table 4.58: Descriptive Statistics of Selective Socio-Economic Profile of Sample Tourists

Variable	Mean	Median	Standard Deviation	Maximum	Minimum
Age	43.89	40.50	13.978	75	17
Education	5.38	5.00	1.051	7	3
Personal Status	4.76	5.00	1.682	7	1
Occupation	5.69	6.00	1.419	8	3
Income	110148	80000	1.10	600000	0

Source: Computed on the basis of primary data collected from field survey.

4.6.19 Tourists Satisfaction about Facilities Available in Selected Destinations

Table 4.59 indicates the level of satisfaction derived from facilities available in selected tourist's destinations by sample tourists. Transport facilities have to be well-developed to satisfy and attract tourists to the destination. In this study, it is found that 46 per cent tourists reported transport facilities as moderate and 26 per cent reported as good, while only 6 per cent tourists commented transportation facilities as excellent while 22 per cent considered transport facilities as poor. Only 20 per cent tourists are highly satisfied with quality and availability of food as they rated it as excellent, 43 per cent tourists is satisfied as they rated as good, 35 per cent tourists is satisfied as they rated as moderate, while 2 per cent tourists is not satisfied as they rated it as poor.

About accommodation facilities 10 per cent tourists rated as excellent, 28 per cent tourists rated as good, 44 per cent tourists rated as moderate and 18 per cent rated as poor. Regarding road condition and connectivity to tourist destination, 31 per cent reported as very poor, 23 reported as poor, 30 per cent reported as moderate, while only 16 per cent reported as good. It indicates the fact that almost 54 per cent tourists are not satisfied with road condition and its connectivity to nearest airport or railway station. Maximum tourists are unsatisfied about air link from or to tourist destinations and most such tourists are foreigners. It is observed that 29 per cent considered air link from or to tourist destinations as very poor, 24 per cent as poor, 20 per cent found moderate, while 22 per cent reported good and only 5 per cent rated as excellent. Tourists were not at all satisfied about entertainment facilities available in the tourist spots. Results reveal that only 3 per cent tourists rated entertainment facilities as excellent, 5 per cent tourists rated as good, 22 per cent tourists rated as moderate, and 32 per cent tourists rated as poor and 38 per cent tourists rated as very poor. From the study of tourists opinion about hospitality of local

people, it is found that 32 per cent tourists rated as excellent, 30 per cent tourists rated as good, 29 per cent tourists rated as moderate, 8 per cent tourists rated as poor and 1 per cent tourists rated as very poor.

Table 4.59: Ranking of Facilities Available in Selected Tourist Destinations by Sample Tourists

Facilities	EXCELLENT	Score	GOOD	Score	MODERATE	Score	POOR	Score	VERY POOR	Score	Total Score	Rank
Transport	12	60	52	208	92	276	44	88	0	0	632	15
Food	40	200	86	344	70	210	4	8	0	0	762	7
Accommodation	20	100	56	224	88	264	36	72	0	0	660	14
Road condition and connectivity	0	0	32	128	60	180	46	92	62	62	462	27
Air link	10	50	44	176	40	120	48	96	58	58	500	24
Entertainment	6	30	10	40	44	132	64	128	76	76	406	29
Hospitality of local people	64	320	60	240	58	174	16	32	2	2	768	5
Cleanliness	6	30	78	312	58	174	50	100	8	8	624	16
Shopping	22	110	30	120	58	174	50	100	40	40	544	20
Climate	78	390	94	376	18	54	10	20	0	0	840	1
Availability of tour operators	28	140	78	312	72	216	22	44	0	0	712	9
Cooperation of the tour operators	44	220	88	352	58	174	4	8	6	6	760	8
Tour operators' knowledge of foreign languages	64	320	78	312	18	54	40	80	0	0	766	6
Traffic management	24	120	32	128	60	180	52	104	32	32	564	19
Car parking	2	10	54	216	54	162	62	124	28	28	540	21
Information about the destination	36	180	32	128	48	144	46	92	38	38	582	17
Information received before the arrival to chosen destination	28	140	70	280	62	186	32	64	8	8	678	13
Tourist information in your chosen destination	40	200	70	280	34	102	42	84	14	14	680	12
Events	6	30	22	88	68	204	68	136	36	36	494	25
Souvenirs	4	20	12	48	86	258	68	136	30	30	492	26
Pedestrian areas	50	250	48	192	44	132	50	100	8	8	682	11
Parks and green areas	74	370	82	328	24	72	20	40	0	0	810	3
Historical and cultural heritage	70	350	76	304	36	108	18	36	0	0	798	4
Landscape beauty	72	360	80	320	36	108	12	24	0	0	812	2
Environmental safeguard	30	150	60	240	90	270	20	40	0	0	700	10
Quality of the water and bathing area	2	10	36	144	68	204	54	108	40	40	506	23
Safety	6	30	40	160	86	258	52	104	16	16	568	18
Opening hours of banks	0	0	8	32	44	132	72	144	76	76	384	30
Cultural programmes	0	0	46	184	58	174	58	116	38	38	512	22
Sporting activities	0	0	0	0	36	108	74	148	90	90	346	31
Amusement activities	0	0	6	24	80	240	68	136	46	46	446	28

Source: Computed on the basis of primary data collected during the field survey.

About cleanliness of the destination, only 3 per cent tourists rated as excellent, 39 per cent tourists rated as good, 29 per cent tourists rated as moderate, 25 per cent rated as poor and 4 per cent rated as vary poor. In this study, it is found that 29 per cent tourists consider shopping facilities available in selected spots as moderate, 25 per cent as poor, 20 per cent reported as very poor, while only 11 per cent tourists consider shopping facilities as excellent and 15 per cent rated it as good. From table 4.55, it is found that 39 per cent tourists are highly satisfied with climate as they rated it as excellent, 47 per cent tourist rated as good, 9 per cent rated as moderate, while 5 per cent tourist rated as poor. About availability of tour operators, 14 per cent tourist rated as excellent, 39 per cent tourist rated as good, 36 per cent tourist rated as moderate and 11 per cent rated as poor. Regarding cooperation of the tour operators, 44 per cent reported it as good, 29 reported as moderate, 22 per cent reported as excellent, while only 2 per cent reported as poor and 3 reported as very poor. It indicates the fact that almost 66 per cent tourists are satisfied with cooperation of the tour operators.

It is observed that 32 per cent tourist reported tour operators' knowledge of foreign languages as excellent, 39 per cent rated as good, 9 per cent reported as moderate, while 20 per cent tourists reported as poor. It is found that only 12 per cent tourists are highly satisfied with traffic management as they rated it as excellent, 16 per cent tourists rated as good, 30 per cent rated as moderate, while 26 per cent as poor and 16 per cent tourists rated as very poor.

About availability of car parking facilities only 1 per cent tourist rated as excellent, 27 per cent tourist rated as good, 27 per cent tourist rated as moderate, 31 per cent rated as poor and 14 per cent rated as very poor. Regarding satisfaction relating to information about the destinations, 18 per cent reported it as excellent, 16 per cent reported as good, 24 per cent reported as moderate, while 23 per cent reported as poor and 19 per cent reported as very poor. About information received before the arrival to chosen destination, only 14 per cent tourist rated as excellent, 35 per cent tourist rated as good, 31 per cent tourist rated as moderate, 16 per cent rated as poor and 4 per cent rated as very poor. It is found that only 3 per cent tourists rated events available in the selected spots as excellent, 11 per cent tourist rated as good, 34 per cent rated as moderate, while other 34 per cent rated it as poor

and 18 per cent tourists rated as very poor. Regarding souvenirs, only 2 per cent reported it as excellent, 6 per cent reported as good, 43 per cent reported as moderate, while 34 per cent reported as poor and 15 per cent reported as very poor. About pedestrian areas found in chosen destination, 25 per cent tourist rated as excellent, 24 per cent tourist rated as good, 22 per cent tourist rated as moderate, 25 per cent rated as poor and 4 per cent rated as very poor. It is also seen that 37 per cent tourists rated parks and green areas available in the selected spots as excellent, 41 per cent tourist rated as good, 12 per cent rated as moderate, 10 per cent rated it as poor. Regarding landscape beauty, 36 per cent reported it as excellent, 40 per cent reported as good, 18 per cent reported as moderate, while only 6 per cent reported as poor. Historical and cultural heritage attracts tourists from time immemorial. The findings of this study revealed the fact that 35 per cent tourists rated historical and cultural heritage as excellent, 38 per cent rated as good, 18 per cent rated as moderate, while only 9 per cent rated it as poor. About environmental safeguard, 15 per cent tourist rated as excellent, 30 per cent tourist rated as good, 45 per cent tourist rated as moderate, and only 10 per cent rated as poor. It is also seen that only 3 per cent tourists rated safety and security in the selected spots as excellent, 20 per cent tourist rated as good, 43 per cent rated as moderate, 26 per cent rated it as poor and 8 per cent tourist rated as very poor. Regarding quality of the water and bathing area, only 1 per cent reported as excellent, 18 per cent reported as good, 34 per cent reported as moderate, while 27 per cent reported as poor and 20 per cent reported as very poor. Regarding opening hours of banks in selected spots, the results revealed the fact that only 4 per cent tourists found as good, 22 per cent rated as moderate, 36 per cent rated as poor, while 38 per cent rated it as very poor. Only 23 per cent tourists are satisfied with cultural programmes enjoyed in selected spots as they rated it as good, 29 per cent tourist rated as moderate, 29 per cent tourist rated as poor, while 19 per cent tourist found such cultural programmes not enjoyable and so they rated it as very poor. About availability of sporting activities 18 per cent tourist rated it as moderate, 37 per cent tourist rated as poor, while 45 per cent considered such facilities as very poor. Regarding amusement activities for tourist, only 3 per cent reported it as good, 40 reported as moderate, 34 per cent reported as poor, while 23 per cent considered such facilities as very poor.

Now by looking at the ranking as shown in the above table 4.59, it is understood that the tourists are very much satisfied with the climate, landscape beauty, park and green areas, historical and cultural heritage, hospitality of local people etc. At the same time, most of the tourists have also shown their dissatisfaction with regard to sporting activities, opening hour of banks, entertainment facilities, road condition and connectivity, air links, shopping, cleanliness etc.

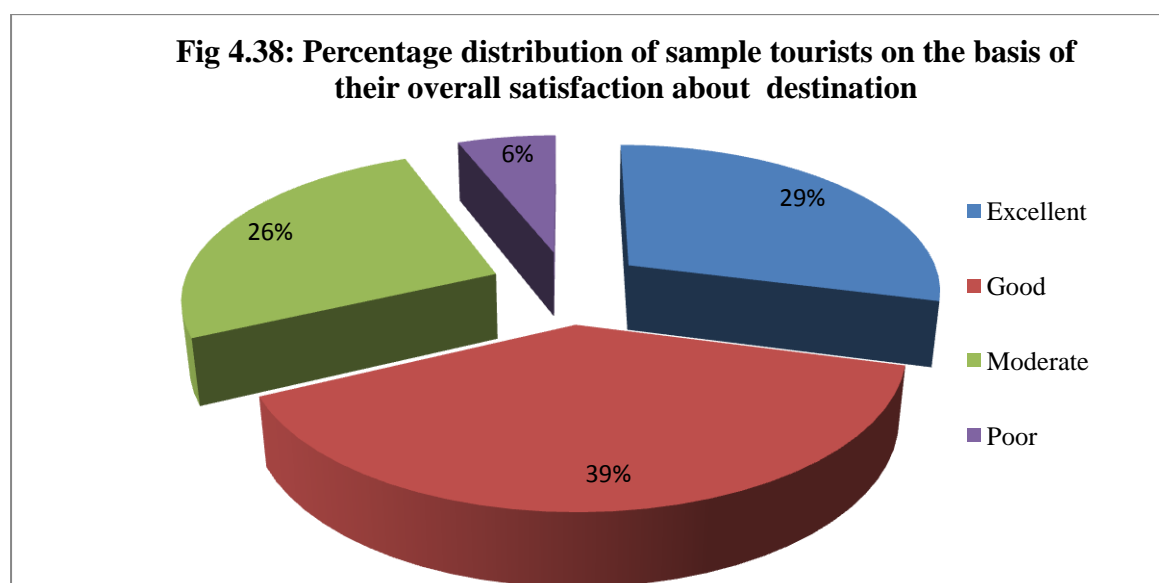
4.6.20 Overall Satisfaction about Selected Tourist's Destinations by Sample Tourists

Table 4.60 and figure 4.38 present overall satisfactions level of sample tourists related to selected destinations. It is found that 29 per cent of tourists were highly satisfied their tourist destinations and therefore rated as excellent. Another 39 per cent rated their destinations as good. It indicates that almost 68 per cent tourists were found to be satisfied after visiting the tourist spots. Only 6 per cent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However remaining 26 per cent of the sampled tourists expressed their satisfaction as moderate.

Table 4.60: Overall Rating about Selected Tourist's Destinations by Sample Tourists						
Rating	Excellent	Good	Moderate	Poor	Very Poor	Total
Overall Satisfaction about Destination	58(29)	78(39)	52(26)	12(6)	Nil(0)	200(100)

Figures in the brackets indicate the percentages of the total.

Source: Computed on the basis of primary data collected during the field survey.



4.7 Econometric Analysis

Econometrics is the application of statistical methods to economic data and is described as the branch of economics that aims to give empirical content to economic relations (Pesaran, 1987). Correlation and regression are the important tools that are widely used in econometric analysis.

4.7.1 Correlation Analysis

Correlation means association, more precisely, it is a measure of the extent to which two variables are related. Values over zero indicate a positive correlation, while values under zero indicate a negative correlation. To have an idea about the nature and degree of relationship between impact of tourism and selected explanatory variables employed in the analysis, Pearson's correlation estimation is carried out and the resulting correlation coefficient values are depicted in table 4.61.

Table 4.61: Correlation Matrix between Variables Used in Model-I (N=200)						
		Impact	Pos Eco	Neg Eco	Pos Soc	Neg Soc
Impact	Pearson Correlation	1				
	Sig. (2-tailed)					
Pos Eco	Pearson Correlation	.672**	1			
	Sig. (2-tailed)	.000				
Neg Eco	Pearson Correlation	.088	.662**	1		
	Sig. (2-tailed)	.216	.000			
Pos Soc	Pearson Correlation	.062	.525**	.494**	1	
	Sig. (2-tailed)	.380	.000	.000		
Neg Soc	Pearson Correlation	-.018	-.008	.029	.040	1
	Sig. (2-tailed)	.860	.937	.775	.691	

Notes: Pos Eco= Positive Economic Impact, Neg Eco= Negative Economic Impact, Pos Soc= Positive Social Impact, Neg Soc= Negative Social Impact

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Computed on the basis of primary data collected during the field survey.

It is found that the overall impact of tourism has positive and significant correlation with the positive economic impact, while negative economic impact, positive social impact and negative social impact insignificantly correlated with the overall impact of tourism on

local community of the destinations. But correlation does not necessarily imply that there is a cause and effect relationship between the variables. So, taking impact of tourism as the dependent variable and the other variables as independent variable regression analysis has been carried out to check exactly which variable determines overall impact of tourism on the respondents.

Tourism has considerable impact on standard of living on the local community of the selected destinations. Standard of living of the people highly depends upon employment, income and asset possessions of the people in any society. In this study, the influence of employment, income and asset due to participation in tourism related activities on standard of living of the people has been analysed with the help of correlation and regression analysis. The findings of correlation between these selected variables have been presented in table 4.62.

Table 4.62: Correlation Matrix between Variables Used in Model-II (N=200)					
		Standard of Living	Income Generation	Employment Generation	Asset Creation
Standard of Living	Pearson Correlation	1			
	Sig. (2-tailed)				
Income Generation	Pearson Correlation	.523**	1		
	Sig. (2-tailed)	.000			
Employment Generation	Pearson Correlation	.517**	0.573**	1	
	Sig. (2-tailed)	.000	.000		
Asset Creation	Pearson Correlation	.479**	0.539**	0.636**	1
	Sig. (2-tailed)	.000	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Computed on the basis of primary data collected during the field survey.

It is found that employment, income and asset creations have significant and positive correlation with standard of living of the respondents of local community. It is found that employment and standard of living is positively correlated (0.517). Again, income generation through tourism and standard of living has also positive correlation (0.523). On the other hand, the correlation coefficient between asset creation because of tourism and standard of living is also found to be significant and positively correlated (0.479).

Observing all these correlation coefficient estimates, it can be concluded that there is a positive relationship between standard of living and employment generation, income generation and asset creation among the respondents of local community.

Understanding tourist satisfaction is of utmost importance for the tourism industry, especially because of its effect on their future economy (Petrick, 2003). Satisfied tourists tend to communicate their positive experience to others and they wish to revisit the place in near future (Barsky 1992; Beeho and Prentice 1997; Hallowell 1996; Kozak and Rimmington 2000; Pizam 1994; Ross 1993). Thus antecedents and consequences of tourist satisfaction is the most important factor to make a destination as tourist paradise. Tourists' satisfaction with a trip or a destination is a result of many aspects, such as their perception of product elements experienced as well as their expectations before and during the trip. People go on holiday to satisfy one or several of their needs, whatever these needs are. In this study, the satisfaction of tourists is analysed with a number of factors such as accommodation, local transportation, basic facility, tourist guide, cleanliness, hospitality of local people, climate, safety and security, entertainment, cost per day etc. Table 4.63 reveals the fact that there is positive correlation between tourist satisfaction and accommodation facilities available in the spots, local transportation, cleanliness, hospitality and climatic condition of the destinations and cost per day. But at the same time, it has also been observed that the correlation between tourist satisfaction and food quality, availability of tourist guide, safety and security in the selected spots and entertainment facilities available in tourist destinations are negative. The findings show the insignificant correlation between tourist satisfaction and safety and security, food quality, entertainment, cost per day, while the correlation between tourist satisfaction and transportation, accommodation facilities, hospitality of local people, climate and cleanliness have found to be significant.

Table 4.63: Correlation Matrix of Related Variables Used in Model-III (N=200)

Variables		X ₀	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁
X ₀	Pearson Correlation	1											
	Sig. (2-tailed)												
X ₁	Pearson Correlation	.749**	1										
	Sig. (2-tailed)	.000											
X ₂	Pearson Correlation	.835**	.513**	1									
	Sig. (2-tailed)	.000	.000										
X ₃	Pearson Correlation	.809**	.474**	.849**	1								
	Sig. (2-tailed)	.000	.000	.000									
X ₄	Pearson Correlation	-.670**	.602**	.576**	.518**	1							
	Sig. (2-tailed)	.000	.000	.000	.000								
X ₅	Pearson Correlation	.721**	.688**	.513**	.474**	.505**	1						
	Sig. (2-tailed)	.000	.000	.000	.000	.000							
X ₆	Pearson Correlation	.357**	.339**	.405**	.380**	.248*	.348**	1					
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000						
X ₇	Pearson Correlation	.768**	.526**	.663**	.667**	.539**	.526**	.006	1				
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.955					
X ₈	Pearson Correlation	-.037	.009	-.042	-.024	-.131	.031	-.048	.120	1			
	Sig. (2-tailed)	.718	.925	.675	.810	.192	.757	.639	.236				
X ₉	Pearson Correlation	-.083	-.054	-.072	-.051	-.051	-.192	-.032	-.015	-.014	1		
	Sig. (2-tailed)	.410	.591	.474	.615	.613	.055	.755	.881	.893			
X ₁₀	Pearson Correlation	-.129	-.147	-.157	-.151	-.107	-.056	-.105	-.092	-.010	-.032	1	
	Sig. (2-tailed)	.200	.144	.119	.134	.290	.582	.297	.360	.923	.752		
X ₁₁	Pearson Correlation	.074	-.022	-.098	-.011	-.121	-.113	.037	.109	-.031	.015	-.018	1
	Sig. (2-tailed)	.465	.829	.333	.910	.231	.262	.715	.280	.760	.886	.862	

**. Correlation is significant at the 0.01 level (2-tailed).

Notes: X₀= Tourist satisfaction, X₁ = accommodation, X₂ = local transportation, X₃ = basic facility, X₄=tourist guide, X₅= cleanliness, X₆=hospitality of local people, X₇=climate, X₈ = safety and security, X₉ = food quality, X₁₀=entertainment, X₁₁=cost per day etc.

Source: Computed on the basis of primary data collected during the field survey

4.7.2. Regression Analysis

Regression analysis is a statistical tool for the investigation of relationships between variables. Usually, the investigator seeks to ascertain the causal effect of one variable upon another. Regression analysis allows one to model, examine, and explore spatial relationships, and can help explain the factors behind observed spatial patterns. Thus, regression analysis is used to predict dependent variable with the help of selected independent variable (s). The regression coefficient of regression analysis represents the amount of change in the dependent variable for a one unit change of the independent variable. In this study, logit regression model and multiple regression models are used to estimate dependent variable with the help of some selected independent variables.

4.7.2.1 Multiple Regression (Model-I)

In order to identify important factors that determine the overall impact of tourism, this study has applied multiple regression method. The regression coefficient (B) reveals the change in the dependent variable for each unit change in the independent variables and the standard error of regression coefficient (SEB) is an estimate of how much the regression coefficient will vary between samples of the same size taken from the same population. The empirical result shows that the explanatory power of the regression equation as measured by R^2 is significantly high ($R^2 = 0.559$). It implies that about 55.9 per cent of the variation in the dependable variable (impact of tourism) is due to the explanatory variables taken in our model and the remaining 44.1 per cent is due to other unmentioned variables. In other words, high R^2 indicates the statistical fitness of the model used to analyse the determinants of impact of tourism. The adjusted R squared value was 0.582. This indicates that 58.2 per cent of the variance in the dependent variable is explained by the variations in the independent variables. The test of significance (F-test) is accepted at the 1% level of significance.

It is found that positive economic impact generated from tourism has become a significant predictor on overall impact of tourism on the respondents of local community. It is found to be significant at 1 per cent level indicating that improvement of economic condition because of participation in tourism has a great influence on determining the overall impact of tourism on the respondents. It implies that the growth of tourism has significant economic impact on the local community of the selected destinations of this study. Though negative economic

impact has turned out as insignificant factor in determining the overall impact of tourism, but the sign of the coefficient found to be negative. It reveals that the government should take adequate and effective steps to generate better economic condition of the local community through the growth of tourism of the state. It can be a good way to solve the economic problems of the society. On the similar fashion, the positive social factors have an insignificant impact on the overall impact of tourism on the community related to tourism activities in the selected spots of the study. It is also found that negative social elements arise from the growth of tourism has also become an insignificant factor of overall impact of tourism. As expected the sign of it has come out as negative indicating that it has also a negative overall impact of tourism on the respondents of the local community.

Table 4.64: Regression Results - Determinants of Overall Impact of Tourism on Local Community (N=200)

Explanatory Variables	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	S.E.	Beta	t	
Positive Economic	1.277	.216	.534	5.922	.000*
Negative Economic	-.035	.188	.013	-.188	.851
Positive Social	.061	.069	.062	.879	.380
Negative Social	-.060	.072	.059	-.829	.408
Constant	2.537	.139		18.280	.000*
R				.774	
R Square				.559	
Adjusted R Square				.582	
Std. Error of the Estimate				.773	
Durbin Watson Statistic				1.837	
* Significant at 1 per cent level.					

Source: Computed on the basis of primary data collected during the field survey.

4.7.2.2 Logit Regression (Model-II)

A logistic regression, an alternative econometric technique, is used to determine the impact of tourism on standard of living. The dependent variable of this model is binary in nature (dependent dummy variable) which assumes value 1, if the respondent of local community is currently engaged in any income earning activity or is employed (self-employed included) relating to tourism sector who believe their standard of living improved because of their participation in tourism, and '0' otherwise. The results of logistic regression model are presented in table 4.65.

Under Model Summary of logit regression it is seen that the -2 Log Likelihood statistics is 63.674. This statistic measures how poorly the model predicts the decisions -- the smaller the statistic the better the model. This table also contains the **Cox & Snell R Square** and **Nagelkerke R Square** values, which are both methods of calculating the explained variation. These values are sometimes referred to as *pseudo R²* values (and will have lower values than in multiple regression). However, they are interpreted in the same manner, but with more caution. Therefore, the explained variation in the dependent variable based on this model ranges from 48.8% to 67.0%, depending on whether one refers the Cox & Snell *R²* or Nagelkerke *R²* methods, respectively. Nagelkerke *R²* is a modification of Cox & Snell *R²*, the latter of which cannot achieve a value of 1. For this reason, it is preferable to report the Nagelkerke *R²* value.

The Wald test ("**Wald**" column) is used to determine statistical significance for each of the independent variables. The statistical significance of the test is found in the "**Sig.**" column. From these results one can see that employment generation ($p=0.000$), income generation ($p=0.001$) and asset creation ($p=0.494$) and variables have significant impact on standard of life of the local community engaged in tourism activity.

Table 4.65 depicts that the signs of the coefficients of all independent variables are positively significant. It signifies that these variables positively affect the probability of improving the standard of living due to participation in tourism by the local community. The income generation through tourism is positive and significant, thereby indicating its impact on standard of living of the people of local community. The odds ratio for income generation impact on economy is 12.309. This shows that the local community are 12.3 times more likely to agree that income generation of the community as a result of their participation in tourism relating earning activities has impacted their standard of life. Tourism has also positive and significant asset impact on standard of life of the people engaged in tourism activity. This means that the local community able to create assets due to their participation in tourism related earning activity which has a positive and significant impact on their standard of living. It is found that the odds ratio of asset generation due to tourism is 17.628. It indicates that the local community engaged in tourism activity is about seventeen times more likely to agree that asset creation has impacted on their standard of living. It has also been

found that employment generation through tourism has positive and highly significant impact on standard of living of the people. The results show that the odds ratio for tourism impact on employment generation of the community is 25.957. This implies that the local community engaged in tourism activity is about twenty six times more likely to agree that it has positive impact on their standard of living.

Table 4.65: Binary Logit Estimates of the Determinants of Standard of Living (N=200)					
Explanatory Variables	B	S.E.	Wald	Sig.	Exp(B)
Income Generation	2.510	.732	11.772	.000*	12.309
Asset Creation	2.871	.423	46.019	.000*	17.628
Employment Generation	3.256	.693	22.086	.000*	25.957
Constant	-2.964	.748	15.702	.000*	.052
-2 Log likelihood				-30.89	
Cox & Snell R Square				0.89	
Nagelkerke R Square				544.98	

* Significant at 1 per cent level.

Source: Computed on the basis of primary data collected during the field survey.

4.7.2.3 Multiple Regression (Model-III)

In order to identify important demographic, economic and social variables that determine the different dimensions of quality of life, this study has applied OLS regression method. The results of Model-III presented in table 4.66. The empirical result shows that the explanatory power of the regression equation as measured by R^2 is significantly high ($R^2 = 0.909$). It implies that about 90.9 per cent of the variation in the dependent variable (tourist's satisfaction) is due to the explanatory variables taken in our model and the remaining 9.1 per cent is due to other unmentioned variables. The adjusted R squared value was 0.89. This indicates that 89 per cent of the variance in the dependent variable is explained by the variations in the independent variables. The test of significance (F-test) is accepted at the 1% and 5 % level of significance. The Durbin–Watson (DW) is always between 0 and 4 and the values of $1.5 < DW < 2.5$ shows that there is no auto-correlation in the data (Garson, 2012). In this model, the Durbin–Watson statistic is 1.981.

Factors such as accommodation, local transport, landscape beauty, tourist guide, cleanliness, hospitality, climatic condition, safety and security and cost per day have positive impact on tourist satisfaction. It is also found that accommodation facilities, local transportation, landscape beauty, cleanliness and climate have significant impact on tourist satisfaction.

From table 4.66, it is evident that factors such as tourist guide, safety and security, cost per day, food quality and entertainment have insignificant impact on tourist satisfaction and so all these factors have been dropped from the model and again estimate the model to determine effective factors of tourist satisfaction. Table 4.66 reveals that accommodation has strong impact on tourist satisfaction with regression coefficient (B) .463. Next is local transportation with regression coefficient (B) .448 which have a substantial effect on tourist satisfaction. The factors like landscape beauty, cleanliness and climate have moderate effects on tourist satisfaction with the regression coefficient (B) values as .377, .340 and .325 respectively. All these factors have 1 per cent level of significance on tourist satisfaction. After dropping insignificant variables, hospitality of local people has also turned out as positive significant impact on tourist satisfaction at 5 per cent level of significance.

Table 4.66: Regression Results – Determinants of Tourist’s Satisfaction (N=200)

Explanatory Variables	<i>B</i>	<i>SEB</i>	<i>t-ratio</i>	p-value	<i>B</i>	<i>SEB</i>	<i>t-ratio</i>	p-value
Accommodation	.463	.096	4.840	.000	.482	.088	5.501	.000*
Local transportation	.448	.110	4.054	.000	.460	.105	4.359	.000*
Landscape beauty	.377	.110	3.424	.001	.396	.092	4.304	.000*
Tourist guide	.073	.082	.889	.376	-			
Cleanliness	.340	.092	3.680	.000	.351	.087	4.033	.000*
Hospitality of local people	.096	.057	1.678	.097	.205	.054	3.796	.003**
Climate	.325	.083	3.911	.000	.335	.079	4.267	.000*
Safety and security	5.372E-7	.000	.112	.911	-			
Food quality	-.006	.056	-.107	.915	-			
Entertainment	-.036	.055	-.653	.516	-			
Cost per day	.008	.056	.147	.883	-			
Constant	2.363	0.117	20.139	0.00	2.371	.091	26.174	.000*
	R-square	0.901			R-square	0.909		
	Adjusted R ²	0.894			Adjusted R ²	0.898		
	F-statistic	76.992	Durbin-Watson statistic	1.981	F-statistic	146.844	Durbin-Watson statistic	1.948
	P-value (F)	0.00			P-value (F)	0.00		

Notes: Dependable variables- Tourist’s Satisfaction.

A dash (-) refers to the situation where corresponding insignificant variables are dropped.

*, ** Significant at 1 and 5 per cent level respectively.

Source: Computed on the basis of primary data collected during the field survey.

Chapter Five

Problems and Prospects of Tourism Sector in Assam

5.1 Introduction

Tourism in Assam has faced some major problems. It is fact that the present status of the whole tourism sector of Assam is not properly monitored and has not been given much importance by the authorities concerned. Only the national parks and wildlife sanctuaries are projected as the main tourist attraction in the state. But such tourism sites have to be closed even for the tourists because of flood and inclement weather condition during the summer season. Only during the winter season, these remain open to the tourists. Besides, a number of obstacles stand on the way to make Assam as tourist destination. In this chapter problems and prospects of tourism of Assam along with SWOT analysis are examined in order to find out the ways and means of proper development of tourism of Assam.

5.2 Problems of Tourism of Assam

The important problems facing tourism sector in Assam are mentioned below:

5.2.1 Infrastructural Issues

Assam suffers from lack of infrastructure and communication bottlenecks, apart from general geographical isolation. Transport system is not properly developed, thus, travel remains a major issue. The entire north east is dominated by the narrow roads, few railway lines and airports. Also lack of airports makes it difficult for foreign tourist to come here. The Lokapriya Gopinath Bordoloi International Airport, Guwahati is the only International Airport in the North East India. But this airport is not up to the expected level. There is also shortfall of facilities like hotels, motels, resorts, lodges and restaurants of global standards. Owing to its geographical location and isolation from main stream Indian land, the infrastructure and connectivity of the region is not at par with the standards. Abysmal infrastructure prevents tourism sector to grow at a speedy rate. Poor connectivity multiplied by inadequate transportation facilities along with problems related with telecommunication makes tourism highly inconvenient for the tourists. It is observed that infrastructure is

improving but the pace is just very slow. Still a world famous place like Majuli, roads and other infrastructures are very pathetic. Thus, we have the history, heritage and culture, but lack of adequate infrastructure facilities makes it difficult for tourists to visit such places.

5.2.2 Insecurity and Insurgency

Security handicaps add to the woes of the region and prevent tourists from preferring the region for a holiday. The region is prone to infiltration and insurgencies which may create fear among the tourists. Insurgencies and ethnic conflicts have bred a negative perception among the tourist community. Insufficient tourist safety and security standards are one of the major issues for tourists coming from outside Assam. Presence of some ethnic tensions and insurgent groups are creating the problem of security. Instability caused by ethnic clashes, insurgencies and hostile groups like **ULFA, NDFB, NSCN (K), UNLF, KPLT** etc has created threats for tourists. The government has tried to reduce the problems of insurgency and ethnic clashes, but attain only limited success.

5.2.3. Political Apathy

Lack of an integrated policy by the government both from the centre as well as the state is one of the reasons for failure to promote tourism as well as its development in Assam. Inadequate political will in terms of raising awareness through organizing programs, festivals, campaign highlighting region's enormous inherent beauty etc. are also responsible for unsatisfactory growth of Assam's tourism. The main problem is that the tourism services of the government have remained unorganised to play positive role in the development of tourist sites and providing various amenities and facilities to the tourists. There is also lack of interest to convert tourism as an industry for earning revenue, particularly from the foreign tourists. On 25th Feb. 2009, Assam government has formulated its first tourism policy named tourism policy of Assam 2008 to fully harness the tourism potentiality of the state. Though this policy includes certain strategies for tourism development, but lack of sincere efforts of state government hinder the implementation of this policy. Ideas of this policy are yet to be properly implemented and hence, tourism of the state remains in the domain of adhocism.

5.2.4. Lack of Coordination

There is a lack of coordination among several agencies of tourism like Department of Tourism and Department of Archaeology in handling the demands of the tourists in places of

natural, historic and religious importance. There is virtually no coordination among tourism agencies in order to make Assam as a tourist destination. It is also found in this study that there is no coordination between Department of Tourism and State Forest Department. The Department of Tourism has no proper information about various supporting services that could help both domestic and foreign tourists while visiting different tourist destinations in the state. Similarly, there is no sufficient tangible and effective coordination between the Directorate of Tourism and Assam Tourism Development Corporation (ATDC) on one hand, and road and river transport system on the other. Therefore, stagnation has been the striking mark relating to the present status of tourism in Assam.

5.2.5. Lack of Proper Marketing and Promotion Strategy

Developing a better marketing strategy of tourism is vital to make people aware and also to attract tourist to the destination. Without aggressive marketing strategy, the efforts to attract tourists are likely to be haphazard and inefficient. Lack of adequate marketing and promotion strategy is another problem that is faced by tourism of Assam to make this sector as one of the major contributor to its economy. Media and print coverage are also not enough which in turn, made this region almost unnoticed to the eyes of probable domestic and foreign tourists. The marketing strategy of tourism of Assam is not successfully focused to make products and services related to tourism to meet customer needs and demand. The concerned bodies of Assam have failed to formulate and implement the necessary marketing and promotional tourism strategy in Assam. It can be said that lack of adequate budgetary support for promotion and marketing is a key factor for the state lagging far behind in the process of conversion of Assam into a renowned tourist destination.

5.2.6. Lack of Basic Facilities at Tourist Destinations

Facilities which are basic to attract tourist are still very much lacking almost all five tourist spots of this study. These include basic amenities such as pure drinking water, well maintained and clean waiting rooms and toilets, 24 x 7 hours electricity supply, first aid and wayside amenities such as lounge, cafeteria, and parking facilities etc. For the comfort of the tourists, destinations such as Manas National Park still don't have ATM facility, Post Office, Tourism Information Centre and Government's Handicraft and Handloom centre, sale centre of local products etc. Most of the destinations even still don't have their own shop to sell

organic vegetables, cereals and fruits etc. In spite of having all the right ingredients such as scenic beauty, good food, rich culture, beautiful historic monuments, spirituality, and diversity to lure travellers from all over the world, the tourism of Assam is yet to be developed. It's like having bride and groom all set, but forgetting to call a priest. The sector cannot be developed, unless we can ensure safety and cleanliness for the tourist visiting the state. Some tourist even viewed strongly that it does not matter how beautiful the place is, it cannot fascinate them if it's not clean. Insalubrious toilets and trash littering around a place create a bad impression in the mind of tourist. Thus, Assam scores poorly in terms of availability of all these facilities. Lack of all these basic facilities affect even inbound tourism and also could lead to an increase in the outflow of domestic tourists from Assam to other competitive neighbouring states and countries. Hence, for the industry to register healthy growth, issues concerning all the related sectors need to be addressed.

5.2.7. Absence of Trained Tourist Guides

Trained guides are important requirement of tourist spots. But, Assam virtually does not have any trained guides in important places of tourist attraction. Consequently, as the tourists arrive at such a place there is hardly anyone to satisfy the inquisitiveness of the tourists. The Department of Tourism initiated a programme to train tourist guides. But the programme has to go a long way to yield good result. It is fact that thousands of tourists from all over the world visit various heritage sites and monuments of archaeological, historical and cultural significance of Assam such as Kamakhya, Majuli, Sivasagar etc. But very few of them really understand the rich historical and cultural traditions of the land. It is found that four members of a group of foreign tourists during the period of the survey of this study made a strong comment that they had not wanted to know only the facts that they could know easily from either Google or Wiki. They, in fact, wanted to understand, in depth, the history of the place they visited. All of them wanted to have a fun experience, but the tourist guide who guided them was not sufficiently knowledgeable about the place. Moreover, they have faced even language problem while interacting with foreign as well as domestic tourists. As a result, even some of tourists commented that they have not a great time during their trip. Thus, it is felt throughout the survey period of this study that the biggest crisis right now is the lack of experienced and qualified tourist guides in Assam.

5.2.8. Geological Events

Frequent floods, landslide and earthquake cause challenges on the way to make Assam as a tourist paradise. Some of the most popular tourist attractions of Assam like Kaziranga, Majuli, Manas are temporarily closed down every year to tourists because of heavy rain and subsequent flood. During flood, animals and flora and fauna have always been adversely affected the most, roads and bridges almost collapsed which become major challenges of the tourist department of Assam.

5.2.9. Clumsy Approach towards Tourism

The beauty and culture is abundance in Assam, but there are not proper and enough logistic facilities for people to come and take a look at them and enjoy. Also, the awareness of Assam's tourist places is not found even among the people of the state. There are hardly any proper organizations working towards the goal of commercializing and bringing pride to Assam's tourism.

5.2.10 Publicity

Publicity is an important method to make available all related information of tourism to the people across the world. It is disheartening fact that the information about Assam tourism is not yet available in the major Indian cities. Departmental website of tourism, Government of Assam is also not up to the desired level to avail the detail information about the destinations of state tourism. It is found that advertisements relating to tourist spots of Assam are not at all satisfactory to make people aware of the tourist destinations.

5.2.11. Catering to the Needs of Local Masses

Problems like traffic, crowd, poor infrastructure, pollution, littering, underdevelopment, crime, eve teasing etc are not just the problems of the tourists but also affect the local population residing in and around of the destinations. If these problems are properly dealt with, the tourists as well as local community will no longer encounter with these problems. It is found that people of the region are still not well acquainted with the tourist and tourism and hence, they do not want to take it as a better source of earning, education, knowledge and brotherhood.

5.3 SWOT Analysis

SWOT analysis is an important technique to have a better idea about tourism industry. By SWOT analysis, we can know and plan accordingly about the better future and faster growth of the industry. SWOT analysis in tourism industry is an acronym for the internal strength and weaknesses and also opportunities and threats facing the industry. The main use of this technique is to have an effective strategy that maximizes strength and opportunities on the one hand and minimizes its weaknesses on the other hand. Thus, SWOT analysis in this study is used to identify systematically all these factors so that effective and adequate strategies should be adopted by the respective authority for the betterment of the industry.

5.3.1 Strengths

Strengths of tourism industry of Assam imply its internal attributes and resources that support a successful outcome of the industry.

- Scenic beauty of the State makes it feel like in heaven for the tourists.
- Warm climate of the region.
- Religious and historical monuments.
- Unity in diversity i.e. multicultural people of Assam is staying together in the same periphery. Assam is also a state of rich heritage, culture and traditions, colourful festivals having a multi ethnic groups that never fails to captivate the imagination of the tourist.
- Well known hospitality and cordial behaviour of Assamese people.
- Manpower costs require to run tourism industry is perhaps one of the lowest in the country. This provides better margins for this industry.
- Increasing literacy rate among the local people and improving infrastructure leading to increase in tourist arrivals.

5.3.2 Weaknesses

A weakness is a limitation or deficiency in resources that work against a successful outcome of tourism industry of Assam.

- Lack of all weather roads specially connecting roads from district headquarter to the destinations, special mentions in this connection requires about the connecting road

from Barpeta to Manas, Jorhat to Majuli and even Guwahati to all connecting roads to destinations.

- Lack of basic facilities like transport and accommodations, clean and hygienic desired food, power supply, easily accessible banking facilities, medical facilities etc.
- Safety and security problems of tourists.
- Lack of maintenance of historical monuments, religious places etc.
- Weak business dynamics of tourism industry of Assam.
- Poor railway connectivity from Guwahati to almost all tourist destinations of Assam.
- Lack of tourism policy from the part the respective authority of Assam's tourism.
- No appropriate marketing of Assam's tourism even within the country.
- Lack of well arranged package tour.
- Lack of adequate professional training facilities for those who engaged in tourism industry of Assam and as such, the quality of services provided by them is not up to the standards.
- Lack of necessary awareness, education and knowledge and publicity amongst local community regarding socio-economic and cultural benefits of tourism.

5.3.3 Opportunities

An opportunity is a major favourable situation in terms of development of tourism sector.

Tourism industry of Assam can capitalize these factors to its advantage.

- There are many beautiful places of Assam which are still to explore as a tourist destinations.
- The natural wealth and beauty and wildlife sanctuaries continue to attract a considerable number of domestic and foreign tourists to Assam.
- Rich heritage and cultural features, religious temples, historical monuments, colourful festivals could be used to attract tourist to Assam.
- The 'Look East' policy of the central government would be helpful for aggressive marketing on Assam Tourism in South Asian and South East Asian countries.
- Development of tourism industry can be the most important source of revenue for the government of Assam.

- Availability of both skilled and unskilled workers to provide timely and better services to visitors.
- Potential for private sector's investment in tourism industry of Assam.

5.3.4 Threats

There are some external factors that are directly or indirectly stand on the way to the growth of tourism industry of Assam.

- Ethnic and communal clashes, threats from anti-social groups such as ULFA, NDFB etc, fear of terrorism, frequent Assam bandh etc have an impact on the psyche of the visiting tourists.
- Assam's tourism is facing stiff competition from other tourist destinations such as Meghalaya, Sikkim, Goa, Kerala, Rajasthan, Uttaranchal etc. in terms of providing better infrastructures and basic amenities, and also by marketing aggressively about themselves as a great tourist destination.
- Negative perception about the whole north-eastern region as insurgency prone region still prevails even among the domestic tourist of the country.
- Natural calamities such as frequent floods, landslides etc are the major threats for the tourism industry of Assam.
- Limited investments both from Government and Private Sector in relevant infrastructures.
- Low information dissemination, lack of trained man power, paucity of well versed and better knowledgeable staff engaged in this industry.
- Unplanned growth of tourism of the State has created a detrimental effect on environment.

5.4 Prospects of Tourism Industry of Assam

Tourism is a sunshine industry and a highly potential Foreign Exchange Earner for a nation like India. The North Eastern Region of India, especially Assam is one of the most potential States to make it as tourist's attraction. The state government and respective tourism authority have to consider all the following areas of prospects to make Assam as tourism hub of the country.

5.4.1 Natural Beauty

Assam is well blessed by Nature and it lies at the centre of one of the world's richest bio-geographic areas. Assam has beautiful valleys and mountain ranges. Nature's beauty is at its best in this state of India. The mysterious Jatinga Hill can be a great source of attraction for the tourists all over the world. Moreover, the world's largest river island 'Majuli' will encourage tourism industry of Assam to a great extent. It has many unexplored mountains and forest which adds to adventures.

5.4.2 Cultural Heritage and Festivals

Assam has a rich cultural and ethnic heritage that can make it a famous tourist spot. Rich cultural heritage with various indigenous handicrafts creates wonderful aesthetic value. Locally celebrated festivals ranging from Majuli festival, Elephant festival, Ambubashi festival etc. to different colourful tribal festivals such as Junbil mela, can attract a lot of tourists across the world. Temples like Kamakhya, Umananda, Agnigarh and Mahabhairavi temples, and also Namghars, Sattras of different places of Assam can be the centres of attraction for both domestic and foreign tourists. Graceful dance forms, handicraft and other art forms make Assam a true wonder for tourists all over the world. Many historical monuments and archaeological remnants like Kareng ghar, Rang ghar, Tolatal ghar, Joysagar, Joydoul and historical places like Sonitpur (capital of Ban Raja), Gargaon (capital of Ahoms), Jeranga Pathar (where Joymati sacrificed her life for her husband) etc. have a huge tourist potential. Thus it can be viewed that Assam has strong heritage and spiritual tourism opportunities.

5.4.3 River Brahmaputra

The mighty Brahmaputra passes through a considerable part of the State and makes picturesque spots and riverine islands like Majuli. Majuli is the largest riverine island of the world and has great attraction across the world.

5.4.4 Flora and Fauna

Assam is among the major ecological hotspots of the world, hence endowed with a rich flora and fauna. North East in general and Assam in particular, with its rich biodiversity of flora and fauna provides with medicinal and pharmaceutical values, can be tapped by nurturing tourism. It is observed that north east has the natural gene bank of citrus fruits. Citrus Indica

is one of the prominent species. Many more such species could be explored. Moreover the wildlife sanctuaries of Assam can attract the tourists all over the world. Different varieties of flora and fauna along with a hoist of orchids and many more are also found in Kaziranga National Park, Manas National Park, Pobitora, Orang and many others wildlife sanctuaries of Assam. Many ornamental fishes, rare plants, medicinal herbs, exotic orchids and endangered species are found in this state. There is no doubt that Assam is a resource rich state which is yet to be fully explored. Recent moves by government to cut short the distance of North East states from mainland India bypassing Bangladesh can also prove to be useful in tourist movements. North East being a centre thrust for Act East Policy has huge potential for tourism.

5.4.5 Look East Policy

In the year 1991-92, under the then Prime Minister, P.V. Narasimha Rao, India launched its 'Look East' Policy (LEP), an active economic policy of engagement with Southeast Asia such as Thailand, Indonesia, Vietnam, Philippines, Malaysia, Singapore, Myanmar, Laos, Brunei and Cambodia. India's Look East policy seems to offer huge potential and developmental scope for India's North Eastern Region. Besides, good packaging and a marketing strategy, tourism requires well-developed infrastructure to attract a large number of tourists from home and abroad. The 'Look East' policy is poised to benefit Assam and other North Eastern states by facilitating free movements of goods and people between this part of India and the South East Asian countries. Assam can play a proactive role to develop tourism through the coordination among the North Eastern states by creating zonal and regional circuits. The broad objective will be to establish the link between North East especially and Assam particularly with the South Asian and South East Asian markets and to take full advantage of the 'Look East' policy initiatives of Government of India. However, the present Prime Minister of India, Narendra Modi has focused and accorded high priority to turn India's erstwhile 'Look East' policy into an 'Act East' policy. His 'Act East' policy seems to be helpful to make Assam and North Eastern States as a tourist hub of India. Even Prime Minister considered Assam as a focal point of India's 'Act East' policy. It is expected to adopt better strategy for the growth and development of Assam including its much potential tourism sector.

5.4.6 Wildlife Tourism

The major thrust area of the tourism potential in Assam is forest and wildlife. The two natural world heritage sites namely Kaziranga and Manas national parks and many other sanctuaries and wildlife reserves are the key areas of nature tourism or wildlife tourism in Assam.

5.4.7 Ecotourism

Assam, being a bio diversity hotspot, has Kaziranga National Park, Manas National Park, Purvanchal Himalayas which support wide range of flora and fauna to attract tourists. Assam has also been blessed with beautiful and scenic landscapes which normally attract tourists all across the world. Ecotourism, thus, is highly possible.

5.4.8 Tea Tourism

Assam is well known to the world for its rich quality of tea and its beautiful tea gardens. There are lots of potentialities in the tea gardens of the state to promote tea tourism. Tea estates bungalows are often well preserved relic of the colonial era, with large courtyards swimming pools, century old trees and green lawns, which capture an old world charm. All bungalows were refurbished to cater the need and taste of different tourists. Tourists have the thrill and chance to play even golf inside the tea gardens of the State. The bungalows in these estates could be transformed into resorts and these would definitely be in great demand for tourists.

5.4.9 Adventure Tourism

The natural topography of the state, hills and fast flowing rivers offers great potential of adventure tourism in the form of rafting, trekking, Para sailing, mountaineering etc. Moreover inland waterway like NW-2 from Sadiya to Dhubri offers ample scope for tourism development in the State.

5.4.10 Cultural Tourism

Assam is very rich in folkloric components of the various tribal and non tribal communities, which are indeed good resources for the development of tourism. Each of these communities have its own distinctive unique traditions, folk customs, costumes, lifestyles, religious practices, fairs and festivals, physical artifacts, arts, crafts, handicrafts and performing folk arts. Thus, Assam is known for her own unique culture and within the state itself there is a meltdown of different cultures and tradition which show the richness in diversity of its

cultural heritage. Because of this, Assam has a lot to offer in terms of cultural beauty which can be promoted and showcased in a positive way. Giving an opportunity to live with them or to have a peep into their culture, gives scope for cultural tourism. But these folkloric components are not yet fully utilised for the promotion of cultural as well as folkloric tourism of Assam.

5.4.11 Film Tourism

Recently various films have been shot in different places of Assam. Its scenic beauty, tea gardens etc. can be effectively used to attract the film producers and directors towards the mainland of Assam even at a faster rate than before.

5.4.12 Health Tourism

Compared to other States of India, Assam has the most pristine environment with very clean air and water and also low level of pollution. This feature can be leveraged to develop health tourism. Fresh environment can be utilised as centre for detox spa, naturopathy and other forms of medical-health tourism. Setting up of high-end healthcare facility and world class educational institutes in the region would boost health tourism in the State.

Chapter Six

Summary and Conclusion

This chapter is organized into the following four sections - summary of the principal findings of the preceding chapters, policy suggestions for the growth and development of tourism of Assam, the limitations of this study along with the scope for further research. At the end of the chapter, conclusion is drawn on the basis of statistical and empirical analysis.

6.1 Summary of Principal Findings

This section gives an account of the major findings of the preceding five chapters. The introductory chapter of the present study, that is, Chapter I (One) has been designed to provide a brief discussion about tourism of Assam, statement of the problem, objectives of the study, hypotheses, review of literature, relevance of proposed study. Methodology-sources of data and techniques used in this study is also included in this chapter. Nature and sources of primary and secondary data are mentioned accompanied by the sampling tree. Descriptive statistics like mean, standard deviation, minimum and maximum etc. are used to analyse the results found in this study. Figures and graphs are also used where it is found necessary. Econometric methods are used to cover the OLS regression and Logit methods. In Chapter II (Two), attempt was made to get an idea about the socio-economic profile of Assam with the help of secondary data. Chapter III (Three) has given an overview of growth and development of tourism sector in Assam. Chapter IV (Four) reports and analyses the empirical findings about the impact of tourism on economic development of Assam. In chapter V (Five), this study has tried to find out problems and prospects of tourism in Assam. This chapter is also used a SWOT analysis relating to tourism sector in Assam. Finally chapter VI (Six) presents the summary, suggestions, possible extension and at the end conclusion of the study.

The principal findings of the study are present below:

- The mean age of the sampled respondents of local community involved in tourism activities have been found as 38 years and standard deviation as 8.83, while maximum age of respondents is 62 years and minimum age is found as only 19 years. The

proportion of male is found to be very high compared to female participation in tourism industry. It is seen from this study that against of 82 per cent male's participants; female's participants are only 18 per cent. So, it can be said that women participation is not at all satisfactory. It is also observed that about 68 per cent of the respondents of local community in the five selected tourist spots have been found to be married while remaining 32 per cent found to be unmarried. The mean household size of the sample respondents in selected five spots has been found as 5 and standard deviation as 1.61. It is also seen that maximum number of family members is 9, while minimum is 2.

- In the present study, number of dependent is defined as number of non-working member (s) or dependent(s) of the household. The average number of dependent among sampled respondents of local community in selected five tourist spots has been found as 3.25 and standard deviation as 1.55, while the maximum dependent is found as 8 and minimum dependent as 1.
- The education level of the local community relating to tourism activity is not found as satisfactory. It is found that about 38 per cent are educated up to matriculation but less than higher secondary level, while 22 per cent of the respondents have been educated up to higher secondary level but not graduate. The number of respondents attaining higher education is also found as very few. It is observed that only 16 per cent of respondents are found to be graduate. Out of total respondents, 3 per cent are illiterates, while 21 per cent of respondents are only primary passed. By and large, all the respondents are getting formal education but they are still far away from the higher education which is so important today to create a knowledge based society which in turn helps tourism industry to grow at a faster rate in near future.
- It is observed in this study that two-third of the total respondents (69 per cent) are owners, while 31 per cent of the respondents are employee. A large number of respondents are the owners of different types of shops, small hotels, roadside tea stalls etc. which mostly depend on tourism. The findings reveal the fact that out of total owner of tourism business, 18 per cent respondents have owned medium and small hotels, while 16 per cent respondents owned handloom and handicraft shops. Only 4

per cent respondents of this study have big hotels. It is observed that 3 per cent respondents have stationary shops and 2 per cent respondents have studios, garages, tourist information services or travel agencies. Only 3 per cent tourist guides are found working in the selected spots of this study. The number of respondents engaged in government services as well as in private services is 14 per cent and 25 per cent respectively. Moreover the study also indicates that more than two third (69 per cent) of employee are casual and only 31 per cent are regular workers.

- It is also found that 70 per cent people who are currently engaged in tourism have seen better future for their current tourism activity and so they have decided to join in this current activity, while 30 per cent expressed that they will receive more encouragement from government which helped them to join and work in tourism sector.
- Income of a person plays an important role in shaping the economic conditions of an individual which, in turn, is likely to have bearing on the responses about a problem faced by him. It is found that only 56 per cent respondents have earned both seasonal and off seasonal income whereas remaining 44 per cent respondents have only earned income during the season of tourist visit to the selected destinations, which is not at all satisfactory. It is also observed that 42 per cent respondents have earned monthly salary below Rs. 2500, while 25 per cent respondents have earned monthly salary in the range of Rs. 2500-Rs. 5000. It is found that 9 per cent have earned Rs.5000-Rs. 7500 and 5 per cent of total employees have earned Rs.7500 - Rs. 10000 as their monthly salary. On other hand, 19 per cent respondents have been earning more than Rs. 10000. The average income per month is Rs. 17635 with standard deviation 27209.15 and average monthly consumption expenditure is Rs. 8621 with standard deviation 8046.40 The maximum income per month is found at Rs. 250000 as against of minimum Rs. 2000, while the maximum monthly consumption expenditure is found at Rs 50000 as against of minimum Rs. 1200. As per the recommendation of Expert Group (Rangarajan) 2014, households of rural Assam which per capita consumption expenditure are below Rs. 1009.66 are considered as living below

poverty line. It indicates that the incidence of poverty is not found in those households whose members have engaged in tourism related activities.

- In this study, it was also tried to find out about the type of alternative occupations available for the respondents of local community besides tourism. Overwhelming 58 per cent respondents reported that they would have found themselves as self-employed if they do not have engaged themselves in current tourism related works. Out of total respondents, 29 per cent would have worked in agriculture and its allied activities and 13 per cent would have engaged themselves in daily wage work. It means if they have to leave their current occupations, most of them have to join in less remunerative unorganized work. The findings of the study reveal the fact that 56 per cent of respondents of local community relating with tourism sector have constructed new houses, 36 per cent have increased their land holding, 76 per cent have increased their acquisition of cash and 55 per cent have been able to increase their volume of saving. More than 92 per cent sample respondents have a cycle and 84 per cent respondents have two wheel vehicles. However, only 22 per cent sample respondents possess a four wheel vehicle. About 31 per cent have washing machine and 39 per cent have freeze. Almost all of them have mobile phone. But only 41 per cent of respondents have computer/laptop and 77 per cent have electrical gadgets. Again 67 per cent respondents have been able to increase the level of expenditure on their children education, 61 per cent have increased their expenditure on health. About 45 per cent of respondents have reinvested out of their income and profit, while 38 per cent respondents have reinvestment in other business. So, all these findings confirm one fact that tourism has a considerable impact on the economy of the local community relating to this sector of Assam.
- Cronbach's internal consistency reliability is the most widely used reliability test methods. It is a reliability measure coefficient that reflects how well items in a set are correlated to one another. It is observed that Cronbach's alpha coefficient for positive economic impact, negative economic impact, positive social impact, negative social impact of tourism, are found as, 0.823, 0.877, 0.885 and 0.826 respectively. Given that all Cronbach's reliability estimate is above 0.80, it can be concluded that there is

a high consistency and very good reliability among the statements in questionnaire of this study.

- In order to examine the positive economic impact of tourism, this study has taken 8 variables to evaluate positive impact having the 5-point Likart scale. Here, maximum score is 40 and the minimum score is 8. The central value is 24 where t-value obtained is 6.77 with 199 degrees of freedom. The total score is 4870 which gives a mean value of 24.35 with the standard deviation 4.79 and standard error .479. Since the mean value is higher than the central value, it can be concluded that the opinion regarding the positive economic impact of tourism is relatively strong among the local community. The Cronbach's reliability estimate for positive economic impacts of the tourism is 0.823 which is greater than 0.80 and thereby exceeded the requirement of good reliability.
- Results of this study reveal the fact that tourism has good positive economic impact on raising the standard of living, removal of poverty, overall asset creation, raising the level of income, employment generation and scope for self-employment of the people of the community as mean values are 3.02, 3.07, 3.54, 3.13, 3.25 and 3.14 respectively. Since all these mean values are more than average value (2.5) and so it can be concluded that tourism in the selected destinations have considerable positive economic impact on local community. The lowest mean value is found in case of provision of market for local produce with 2.8, which is followed by improvement of infrastructure with 2.96. From the findings, it can be said that tourism has less impact on improvement of infrastructure and also on creation of a market for local produce.
- It is found that respondents have strong opinion about negative economic impact of tourism on low level of wage with mean value at 3.28, which is followed by problem of seasonality in working with mean value at 2.56, rise in the price of land with mean value at 2.38 and then increase in the price of essential goods at the mean value 2.22. Findings also showed that respondents have not so strong opinion about negative impact for variables such as increase in the price of essential goods and rise in the price of essential goods.

- In order to evaluate negative economic impact of tourism, 4 variables are selected with the same 5-point Likart scale. Here the maximum score is 20 and the minimum score is 4. The central value is 12 where t-value obtained is 8.77 with 199 degrees of freedom. The total score is 2088 which gives a mean value of 10.44 with the standard deviation 1.64 and standard error .164. Since the mean value is higher than the central value, it can be concluded that the opinion regarding the negative impact is relatively strong among the local community. Moreover, Cronbach's reliability estimate for negative economic impact of the tourism is 0.877 which is greater than 0.80 and thereby exceeded the requirement of good reliability.
- The social impact of tourism development refers to changes in the quality of life of residents of tourist destination. The findings indicate that respondents have not so strong opinion about preservation of historical and cultural tradition with mean value at 2.71 which is followed by enhancement of knowledge with mean value at 2.16 and then change the way of life with mean value at 2.11. From this findings, it can be concluded that tourism has less positive social impact on local community of the destination.
- In case of positive social impact of tourism, this study has taken 3 variables used to evaluate positive social impact having the 5-point Likart scale. Here maximum score is 15 and the minimum score is 3. The central value is 9 where t-value obtained is 3.71 with 199 degrees of freedom. The total score is 1396 which gives a mean value of 6.98 with the standard deviation 1.51 and standard error .15. Since the mean value is lower than the central value, it can be concluded that the opinion regarding the positive social impact is relatively weak among the local community. It is found that Cronbach's reliability estimate for positive social impact of the tourism is 0.826 which is greater than 0.80 and so it exceeded the requirement of good reliability.
- Regarding negative social impact of tourism, respondents have comparatively strong opinion about problem of pollution with mean value at 3.05, which is followed by shortage of drinking water with mean value at 2.52 and then frequency of crimes at mean value 1.9. Besides the problem of pollution, respondents have not so strong

opinion about negative impact of social variables such as shortage of drinking water and frequencies of crime.

- In order to evaluate negative social impact, 3 variables with the same 5-point Likart scale have been selected. Here, the maximum score is 15 and minimum score is 3. The central value is 9 where t-value is 2.37 with 199 degrees of freedom. The total score is 1494 which gives a mean value of 7.47 with the standard deviation 1.17 and standard error .117. Since the mean value is lower than the central value, it can be concluded that the opinion regarding the negative social impact is also relatively weak among the local community of the destination. Again, Cronbach's reliability estimate for negative social impact of the tourism is 0.826 which is greater than 0.80 and so it exceeded the requirement of good reliability.
- The results of this study also indicate that there is a significant difference in mean number of days employed per annum for the respondents before entering into tourism and after entering into tourism. It is also found that there is a significant difference in mean incremental income per annum for the respondents before entering into tourism and after entering into tourism. Again it is also found that there is a significant difference in mean incremental assets for the respondents before entering into tourism and after entering into tourism.
- Out of total sampled tourists, about 47 per cent were coming from other states of India, 17 per cent of the tourists belong to Assam and 36 per cent were international travellers. The number of tourists from Assam has been found as lowest in this study who has visited the selected sampled destinations. It is found that 56 per cent tourists belong to Hindu religion followed by Christian 36 per cent and Muslim only 8 per cent. This study reveals the fact that 69 per cent tourists were male and 31 per cent female. It indicates that tourism in Assam is slightly more popular with the male than with the female. It was also noticed throughout this study that even young women alone prefer to visit Assam, which means that Assam is a relatively safe for women. Therefore, the female tourists prefer more outings to faraway places of Assam to have a glimpse of the old and ancient cultures. It is found that the two-third of the tourists i.e. 66 per cent were below 45 years, 31 per cent were 45 years and below 70 years,

while only 3 per cent were above 70 years. Regarding education status of tourists, results reveal that 30 per cent tourists are highly educated as they have their degree of post graduation and above. About 34 per cent are graduate and 15 per cent tourists have technical/professional education. It is observed that 18 per cent tourist have education up to higher secondary but they are not graduate and 3 per cent tourists have education up to metric but less than higher secondary. It is found that among the sampled tourists in this study, there is not a single illiterate person. It indicates that education is an important factor to create the interest of travelling from one place to another.

- It is observed that 9 per cent tourists are found to be house wife, 6 per cent each are found to be student and retired and non-worker. It also indicates that only 1 per cent is unemployed, while 49 per cent are found to be employed. From the sampled tourists, it is also found that 9 per cent tourists are doing professional practice and 20 per cent tourists are found to be engaged in their own business.
- It is found that about 17 per cent of the tourists belong to the monthly household income groups up to Rs.25000 and 20 per cent households earned Rs.25001 to Rs. 50000 as their monthly income and 7 per cent sampled tourists earned monthly income between Rs.50001 and Rs.75000, while 18 per cent have earned between Rs. 75001 to Rs. 100000 as their monthly income. The findings of the study show that 5 per cent of the respondents have monthly income of Rs. 100001 to Rs.125000, followed by 14 per cent of the respondents with family income between Rs. 125001 to Rs. 150000 per month. On the other hand, 19 per cent respondents have monthly income of above Rs.150000.
- The findings of this study indicate that 17 per cent of tourists came alone, while 50 per cent of them visited along with their family, and 27 per cent arrived with their family and friends. The largest number of tourists prefers to come along with their family.
- Different tourists have visited the different tourist spots for different purposes such as entertainment, business, religion, office work, or any other. Some tourists are nature lovers and so they visit national park and sanctuaries. On the other hand, some are

devotees and they like to visit religious tourist spots. Thus, tourism is dependent not only on the natural beauty of the state but also on the historical, educational, health and business prospects that it has to offer. Majority of our surveyed tourists i.e. 65 per cent have visited the spot for the purpose of holidaying. On the other hand, only 10 per cent have visited the selected spots for business and professional purposes. These individuals were visiting the state primarily to find ways of extending their business activities in this region. On the other hand, 25 per cent tourists have visited the spots to meet their friends and relatives. It is found that the main purpose of tourists behind their visit to different spots are mainly to enjoy the natural scenery and beauty of the region, to watch natural sanctuary, cultural sites, to see historical monuments and religious temples etc of the State.

- About 17 per cent of tourists came alone to the tourist destinations, while 50 per cent of them visited along with their family, and 27 per cent visited with their family and friends. It indicates the fact that the largest number of tourists prefer to come along with their family. The survey results show that 54 per cent of the respondents have made individual arrangements, while 26 per cent have used the inclusive tour package to reach their selected spots. It is also found from the survey that 15 per cent respondents have travelled to their destination in which travelling arrangements have been made by the department where they are working. Only 5 per cent respondents have reached the spots by making some other travelling arrangements.
- Length of stay is a very important indicator of the status of tourists visited to different destinations. The earnings from tourist industry are primarily depended upon the total nights of tourists stay and also on the number of tourist's arrival. It is observed that 20 per cent sampled tourists take one day halt and 46 per cent tourists take two days halt. On the other hand, 24 per cent tourists stay for 4-7 days. Again 7 per cent tourists selected in this study take 8-14 days stay, while only 3 per cent tourists stay for more than 15 days. It is noticed that tourists generally prefer to stay according to the attraction of the place and the purpose of the visit.
- Use of accommodation depends upon availability of accommodation and spending capacity of tourists. In this study, it is found that 40 per cent tourists have stayed in

private lodge while 31 per cent preferred to stay in government lodge. Again 10 per cent tourists have stayed at government guest house and only 1 per cent tourists stayed in private guest house. On the other hand, 12 per cent tourists have not used any type of accommodation because they visited the spots during day time only. It is also found that just 1 per cent of sampled tourists have used camp site as their accommodation. Moreover 5 per cent tourists have used to stay at starred hotel.

- During the survey, the researcher have also asked question relating to the use of local transport by tourists. The results reveal the fact that 43 per cent tourists have used rented car, while 30 per cent tourists have arrived the spot by their own car. On the other hand, 18 per cent tourists have used official car as they visited the spots for official purpose and only 9 per cent have used government transport to reach their selected spots.
- Findings on expenditure on major heads of sampled tourists indicate that mean expenditure was Rs.74333.48 and its standard deviation 62082. The amount of maximum expenditure was Rs.400000 and minimum expenditure of a tourist was Rs. 10600. The mean and standard deviation of accommodation have been found as Rs.30287 and 24762.33 respectively. On the other hand, mean and standard deviation of food, travelling and sightseeing were Rs.17511 and 11691.09, Rs. 14700.98 and 18137.28 and Rs. 6112.89 and 4938.68 respectively. Results indicate that sampled tourists are relatively well off.
- It is also noticed that the share of accommodation in total expenditure done by sampled tourists during their visit accounted for as high as 40.74 per cent. The share of food constituted 23.55 per cent of their total expenditure whereas the expenditure on travelling are found as 19.13 per cent. They have spent about 7.98 per cent of total expenditure on their sightseeing. Among the other heads of expenditure, the share of shopping constituted at 4.93 per cent followed by entertainment 0.49 per cent and other expenses 0.18 per cent. Thus, it is observed that average expenditure per trip is the highest on accommodation.
- This study is also tried to evaluate the overall satisfactions sampled tourists related to selected destinations. It is found that 29 per cent of tourists were highly satisfied with

their tourist destinations and therefore rated as excellent. Another 39 per cent rated their destinations as good. It indicates that almost 68 per cent tourists were found to be satisfied after visiting the tourist spots. Only 6 per cent tourists were not at all satisfied with their destinations as they rated poor in their overall satisfaction about destinations. However remaining 26 per cent of sampled tourists expressed their satisfaction as moderate, which is quite expected.

- To have an idea about the nature and degree of relationship between the impact of tourism and selected explanatory variables employed in the analysis, the study has used Pearson's coefficient of correlation. It is found that impact of tourism is significantly correlated with the positive economic impact, negative economic impact and positive social impact, while insignificantly correlated with the negative social impact. It is also found that positive economic impact and impact of tourism is positively correlated (0.672). Again, impact of tourism is positively correlated with negative economic impact (0.614) and also positively with positive social impact (0.641). The correlation coefficient between impact of tourism and negative social impact is found to be as -0.018 which is insignificant. In the regression model I, overall impact of tourism is taken as the dependent variable and positive economic impact, negative economic impact, positive social impact and negative social impact as independent variables. The regression analysis has been carried out to check exactly which variable determines overall impact of tourism on the respondents. It is found that positive economic impact generated from tourism has become a significant predicator on overall impact of tourism on the respondents of local community. Though negative economic impact has turned out as insignificant factor in determining the overall impact of tourism, but the sign of the coefficient found to be negative. On the similar fashion respondents found the positive social factors have a significant positive impact on the overall impact of tourism on the community related to tourism activities in the selected spots of the study. Negative social factors have insignificant impact on dependent variable i.e. overall impact tourism.
- It is found that employment, income and asset creations have significant and positive correlation with standard of living of the respondents of local community. It is also

found that employment and standard of living is positively correlated (0.517). Again, income generation through tourism and standard of living has also positive correlation (0.523). Similarly, the correlation coefficient between asset creation because of tourism and standard of living is also found to be significant and positively correlated (0.479). In the regression model II, the dependent variable is binary in nature (dependent dummy variable) which assumes value 1, if the respondent of local community is currently engaged in any income earning activity or is employed (self-employed included) relating to tourism sector who believe their standard of living improved because of their participation in tourism, and '0' otherwise. The logit regression results indicate that the signs of the coefficients of all independent variables are positively significant. It signifies that these variables positively affect the probability of improving the standard of living due to participation in tourism by the local community.

- In this study the satisfaction of tourists is analyzed with a number of factors such as accommodation, local transportation, basic facility, tourist guide, cleanliness, hospitality of local people, climate, safety and security, entertainment, cost per day etc. It is found that there is positive correlation between tourist satisfaction and accommodation facilities available in the spots, local transportation, cleanliness, hospitality, climatic condition of the destinations. But at the same time, it has also been observed that the correlation between tourist satisfaction and food quality, availability of tourist guide, safety and security in the selected spots, entertainment facilities available in tourist destinations and cost per day are negative. The findings show the insignificant correlation between tourist satisfaction and safety and security, food quality, entertainment, cost per day, while the correlation between tourist satisfaction and transportation, accommodation facilities, hospitality of local people, climate and cleanliness have to be significant.
- In the regression model III, tourist satisfaction is taken as dependent variable, while accommodation, local transportation, landscape beauty, tourist guide, cleanliness, hospitality of local people, climate, safety and security, food quality and entertainment at destination have taken as independent variables. The results of

multiple regression model show that accommodation, local transportation, landscape beauty, cleanliness and climate, hospitality of local people have significant impact on tourist satisfaction.

6.2 Policy Suggestions

In spite of the strong potentialities to become a tourist's choice, Assam has been facing some basic problems for which this sector of the economy is lagging behind to convert Assam into a popular tourist's destination. Based upon the results of this study, several suggestions can be made to raise the growth and development of tourism sector of Assam. The findings of the study can be useful to the planners and policy makers of tourism in formulating strategies to maintain or enhance their competitiveness. Overall, the findings derived from primary data collected during the field survey provide important policy insights for growth of tourist and development of tourism sector in one hand, and raising the socio-economic condition of local community involved with tourism activities on the other. Based on the empirical findings of present study, the following policy suggestions can be drawn to uplift the tourism sector of the economy.

1. A good **human resource and career planning** is required at all levels of organization in tourism. People functioning at different levels should be given regular and appropriate training which will **improve their skills, abilities and professional efficiencies** to provide **better service for the development** of the industry.
2. **Professional outlook in every aspects of tourism industry** is a must for its all round development. Industrialized people and government have to take the initiative in order to promote tourism industry amongst young talented generation of our society. Steps should be taken to attract them to join the industry and also making it as long term career oriented service.
3. Government must also **provide facilities for training and certification** of existing and aspiring service providers to bridge the skill gap for non managerial skilled manpower in order to meet the needs and demand of the tourists coming from across the world. It should be taken into account that only capacity building for service providers are of utmost importance for long-term sustainability of tourism industry of Assam.

4. The education department and all academicians relating to travel and tourism should try to introduce **tourism related programmes in their higher secondary and undergraduate level courses** in every higher secondary and college of the State. They must **design their courses according to the needs of the industry**. Most importantly, these courses should have practical orientation with the provision of employment opportunity.
5. Assam is a state where **83.1 per cent of its total population** lives in rural area. The majority of the population i.e. 88.6% survives on the basis of subsistence agriculture (Census, 2011). More than **30 per cent of its population** is living **below the poverty line**. The development of tourism could be the most effective way to reduce the rate of poverty from the state. The government should take steps to promote the employment of the poor in tourism sector through proper training, particularly for non educated men and women so that they can find an area where they think to engage themselves in order to earn their livelihood.
6. **Provision for selling traditional crafts and artwork** at the state's main tourist sites is appropriate initiatives which may encourage many people to it as business options. Other potential activities, mostly based on local communities and built around tourist spots include **historical sites, ethnic food plaza, traditional dances and so on**. Such opportunities can contribute to the economic and social development of local communities. **Taken as tools for poverty reduction purposes**, these could be incorporated into tourism policies and specific programmes and projects whose central goal is the alleviation of poverty.
7. The success of tourism should not only be measured in terms of increased numbers of international **tourist arrivals** and **gross tourism revenues**, but also should be evaluated as to **how the industry is integrated with the local and national economy**, and how the industry contributes to the overall development of local people at grassroots level.
8. Local community participation which **is a pre-requisite for sustainable tourism development** should be encouraged and facilitated in tourism development processes

in order to give the **local community a sense of ownership and control** over the resources of the community.

9. For the long-term success of Assam's tourism, the tourism authority must take steps to develop a **Tourism Culture in the State**.
10. Steps should be taken to **improve the delivery of tourism services** to ensure quality and authenticity in order to attract tourist. Moreover to attract tourists, better services need to be provided to both national and international tourists, which include readily accessible information relating to tourist destinations, tourist guide book, clean public utilities (sanitation, drainage etc.), hassle-free arrivals, improved hygienic conditions in the tourism sites and surroundings, clean air ports and railway stations and so on.
11. The government must ensure peaceful law and order atmosphere in the State to make it as a safe place not only for tourists but also for investors for their secure investment in tourism industry of Assam.
12. The government should implement a **comprehensive and coherent tourism strategy**. For it, the state must have to develop a tourism plan with clear cut ways and means to achieve the target.
13. It is very much important to design a **creative marketing strategy** by the tourism authority **that leverages the comparative advantages of the tourist destinations** of the State.
14. It is the need of the hour to **reduce bottlenecks and constraints that hinder investment** and development in tourism industry of the State. The government should also take initiative **to reduce crime and corruption** through legislation, monitoring, and enforcement in each and every step of **policy implementation for the development of tourism industry**.
15. The **beautification and refurbishment of the historical monuments** of the State should be given priority. The tourism authority should also give utmost importance to keep different temples, religious spots and all other tourist destinations of the State, clean **and hygiene** for tourists.
16. The government should also think about the **public private partnership (PPP)** in different investments **for the development of infrastructural facilities** in terms of

road, rail and air connectivity that are required for further **growth of the tourism industry** of Assam. Infrastructure and transport service at least to the tourist destination should be improved. The **facilities like accommodation, food, shopping and entertainment should also be improved in order** to accelerate the growth of tourism throughout the State.

6.3 Limitations and Possible Extensions of the Study

This study is not without any shortcoming and thus there is much scope for possible extensions in this field. This study could have examined the casual relationship between tourism development and economic growth using Granger causality tests in a multivariate model. Tourism activities give impact to economic, social, cultural and environmental conditions. This study focuses only on economic and social impact of tourism. Further studies are needed to examine the environmental and cultural impact of tourism which is also important factor to know about the overall impact of tourism in Assam.

The explanatory factor analysis could be used to condense and classify the selected independent variables into its appropriate constructs. Again, factor analysis could have been performed to reduce the number local community attributes to a few correlated dimensions and the VARIMAX rotation methodology could have been used.

Another major drawback of this study is its limitation of primary data for both local community and tourists from the selected spots as well as other tourist destinations of Assam. Further study can be conducted with the help of more data from local community relating to tourist destination. In addition, more respondents from foreign tourists would be required to provide better picture of evaluation about the destinations and available facilities of tourism in the State. Besides local community and tourists visited the destinations, the future study should collect data from various stakeholders specially accommodation unit, tour operators, government officials, businessmen and entrepreneurs engaged with tourism industry and non-governmental organisations for better evaluation of the overall impact of tourism on the economy of the State.

6.4 Conclusion

Tourism is a major driving force for the growth and development of the economy. As tourism involves cooperative working of different departments of the government and the suppliers of

the tourism facilities including services and facilities provided by local community, the success of tourism industry is largely dependent upon their joint effort. Moreover, coordination with hotels, airlines, ground transporters, travel agencies are equally important to achieve a better growth rate of tourists as well as tourism industry of Assam. Assam certainly has the potential of being a leading tourist destination of the world provided, the infrastructure is improved and air transportation is upgraded. Thus, the authority must take proper steps to develop tourism infrastructure in the State. If this is done accordingly, tourism can develop by leaps and bounds and thereby tourism of Assam would be able to contribute to the sustainable growth and development of the State.

The tourism authority should adopt such a tourism policy that builds upon the existing foundation of cultural heritage, respects social and cultural traditions, minimizes economic leakages, and adheres to the pro-poor tourism development strategies that are likely to produce economic benefits for the State as a whole.

The tourism policy must target to expand overall tourism demand, stimulate development of employment and income in rural areas, support tourism opportunities for medium and low income segments of population. Such a tourism policy could help to achieve a faster rate of growth and development of tourism industry of Assam.

For a sustainable development of a region, policies for the development of underdeveloped and less developed areas must be implemented properly. For a State like Assam where more than 83 per cent population lives in rural areas, one of the most effective policies is enhancing tourism activities among the local community of the State. It could be more effective to reduce poverty and unemployment problem of Assam through tourism investments by the government and private investors. However, types of tourism activities suitable, feasible and applicable for each tourist destination must be determined and these tourism activities must be promoted and supported in order to provide a sustainable growth and development of tourism sector in Assam.

State tourism growth potential can be harnessed on focusing all tourist destinations in general and wild life sanctuaries like Kaziranga National Park, Manas, religious places like Majuli, Kamakhya and historical place like Sivasagar in particular for all-round growth and development of tourism sector of Assam.

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APPENDIX-I

Questionnaire for Local Community

(Confidential and for Research Purpose Only)

Questionnaire No.....

A. Personal Data

1. Name of Respondent:

2. Age

Below 30	30-40	40-50	50-60	Above 60

3. Religion

Hindu	Muslim	Christian	Others
1	2	3	4

4. Sex

Male	Female
1	2

5. Marital Status

Married	Unmarried
1	2

6. Family Size

7. Number of Dependents

8. Educational Status

Illiterate	Primary but less than metric	Metric but less than H.S.	H.S. but less than Graduate	Graduate	Post Graduate	Technical/ Professional
1	2	3	4	5	6	7

9. Occupation

Owner	Employee
1	2

B. I. Impact of Tourism on Employment Generation

1. What is your Occupation/Business?

Name of Occupation/Business	Trick Mark
Hotel Big	
Hotel Medium and Small, Lodge	
Stationary Shops	
Handloom and Handicraft Shops	
STD and Internet Booth	
Studios	
Garage	
Tourist Information Services	
Travel Agents	
Tourists Guides	
Government employees	
Private sector employees	
Others , please specify	

2. Is your Occupation connected with Tourism?

Yes	No
1	2

3. If yes, have you ever changed your occupation?

Yes	No
1	2

4. What is your previous occupation?

Agriculture and allied activities	Trade	Services	Daily wage labour	Self-employed
1	2	3	4	5

5. What motivates you to join in the present occupation

Motivating Factor	Trick mark
More profitable	
More convenient	
Less risky	
More encouragement from Govt.	
Better scope in future	
Other reasons	

6. Are you satisfied with your present occupation?

Yes	1	
No	2	
No Comment	3	

7. What is your total number of employees

Regular	Casual

8. Mention the salary range of your staff in Indian Currency

Below 2500	2500-5000	5000-7500	7500-10000	Above 10000
1	2	3	4	5

9. Are you getting sufficient support from government to your business

Yes	1	
No	2	
No comment	3	

10. Do you avail modern amenities like websites, internet etc.?

Yes	1	
No	2	

11. State the duration of tourism in your locality? (specify the months)

12. In the absence of tourism do you feel that there are alternative facilities for developing of this region

Yes	1	
No	2	

13. What are the alternative facilities available in your locality besides tourism (put tick mark in correct option)

Agriculture and allied activities	Trade	Services	Daily wage labour	Self-employment
1	2	3	4	5

14. Do you think investment in tourism is more risky than investment in other areas?

Yes	1	
No	2	

15. Is there any additional employment generation by tourism in your business?

Yes	1	
No	2	

16. Rate the alternative employment opportunities in the absence of tourism in your locality with 5-point rating scale as follows

Very much	Considerably	Moderately	Very little	Nil/not at all
5	4	3	2	1

17. Rate the overall impact of tourism on employment generation in your locality with the following rating Scale as

Very much	Considerably	Moderately	Very little	Nil/not at all
5	4	3	2	1

B. II. Number of days employed per annum

Before Entering into Tourism			After Entering into Tourism		
Last 1 Year	Last 2 Years	More than Last 2 Years	Last 1 Year	Last 2 Years	More than Last 2 Years

C. I. Impact of tourism on Income Generation

1. Nature of Income

Seasonal	Off-seasonal	Both

2. Monthly Income from tourism:

3. Your monthly expenditure on

Consumption	Education	Health	Social Security Contribution

4. Do you save from your monthly income?

Yes	1	
No	2	

5. If yes, mention the per centage of your income to your saving

Below 5	5- 10	10-15	15-20	Above 20
1	2	3	4	5

6. State the per centage of your income reinvested in tourism business

Below 5	5- 10	10-15	15-20	Above 20
1	2	3	4	5

7. How much return you have gained from reinvestment in tourism?

Below 5	5 -10	10 -15	15 -20	Above 20
1	2	3	4	5

C. II. Income Earned

Before Entering into Tourism			After Entering into Tourism		
Last 1 Year	Last 2 Years	More than Last 2 Years	Last 1 Year	Last 2 Years	More than Last 2 Years

D. I. Impact of Tourism on Asset Creation

Rate the following variables related to asset creation as an impact of tourism with Yes as 1 and No as 0

Variables	Put your option
1. New house building	
2. Increase land holding	
3. Increase acquisition of cash	
4. Increase the volume of saving	
5. Increase the level of consumption of consumer durables	
a. Cycle	
b. Bike	
c. Car	
d. Washing machine	
e. Freeze	
f. Mobile	
g. Computer/Laptop	
h. Electrical gadgets	
6.a.Increase the level of expenditure on children education	
b. Increase the level of expenditure on health	
7.a.Reinvestment in tourism	
b. Reinvestment in any other business	

D. II. Creation of Assets

Before Entering into Tourism			After Entering into Tourism		
Last 1 Year	Last 2 Years	More than Last 2 Years	Last 1 Year	Last 2 Years	More than Last 2 Years

E. Negative socio-economic impact of tourism on local community

Rate the following variables with 5-Point rating scale as Very high-5, high-4, moderate-3, low-2 and no impact with 1.

	Variables	Very High	High	Moderate	Low	No impact
Economic	Increase in the price of essential goods					
	Rise in the Prices of Land					
	Low level of wage					
	Problem of Seasonality in Working					
Social	Shortage of Drinking water					
	Problem of pollution					
	Frequencies of crime					

G. Positive socio-economic impact of tourism on local community:

Rate the following variables with 5-Point rating scale as Very high-5, high-4, moderate-3, low-2 and no impact with 1.

	Variables	Very High	High	Moderate	Low	No impact
Economic	Improvement in the Standard of living					
	Help in the removal of Poverty					
	Contribution to overall Assets creation					
	Increase in Income					
	Provision of Market for Local Produce					
	Creation of Employment opportunities					
	Scope for Self- employment					
	Improvement of Infrastructure					
Social	Change the way of life					
	Enhancement of Knowledge through interaction with tourists					
	Preservation of historical and cultural tradition					

APPENDIX-II

Questionnaire for Tourists

(Confidential and for Research Purpose Only)

Questionnaire No. -----

A. Demographic Factor

Name & email Id(1)	Nationality , if Indian name the state (2)	Religion (3)	Sex (4)	Age (5)	Education Level (6)	Personal Status (7)	Occupation (8)	Approximate Monthly Income (In Rs) (9)

Column 3: Hindu-1; Muslim-2; Chirstian-3; Others-4.

Column 4: Male-1; Female-2.

Column 6: Illiterate-1; Primary but less than metric.-2; Metric but less than HS-3; HS but less than graduate-4; Graduate-5; Post graduate-6;Technical/ Professional-7 and above (specify)-8.

Column 7: House wife-1; Student-2; Retired and non-workers (Old and disabled)-3;

Unemployed-4; Employed-5; Professional Practice-6; own business-7; other (specify)-8.

Column 8: Farmer/cultivator-1; Agriculture labourer-2; other daily wage labourer-3; Business and self-employed-4; Govt. Job-5; Private Job-6; Professional Practice-7; other (specify)-8.

B. Travel Detail

With whom you are travelling (1)	Total members in the group (2)	Propose of visit (3)	Primary interest (4)	Travel Arrangement (5)	Days to stay (6)	Place to stay (7)	Mode of Transport (8)	Mode of local transport used (9)

Column 1: Alone-1; with family-2; with family and friends-3; with friends-4; with office staff-5 and Others-6.

Column 3: Holidaying-1; Visit friends and relatives-2; Business and Professional-3; Official-4; Study tour-5; Attend Conference-6 and Others (Specify)-7.

Column 4: Sightseeing-1; Participation in events, fairs and festivals-2; Pilgrimage-3; Unique cultural attractions-4; Unique wildlife attractions-5; Historical features-6; Pleasant climate-7 and other (specify)-8.

Column 5: An inclusive tour package-1; Official-2; Individual travel arrangements-3; Others-4.

Column 6: 1 day-1 ;2–3 days-2 ;4–7 days-3 ;8–14 days-4; more than 15 days-5.

Column 7: Starred hotel-1; Non-Starred hotel-2; Govt. guest house-3; Private guest house-4; Staying with friends and relatives-5; Camp site-6; Govt. Lodge-7; Private Lodge-8 ;Others-9.

Column 8: Air-1; Rail-2; Bus-3; Taxi-4; Own vehicle-5; Others-6

Column-9: Self vehicle-1; Govt. bus-2; Official car-3; Car rental-4 and Others-5.

C. Expenditure pattern

I. what is the total expenditure per person in Indian rupees?

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II. Kindly provide the following break up of expenditure in Indian rupees

ITEMS	AMOUNT
1. Accommodation	
2. Travelling	
3. Food	
a. Food from the hotel	
b. Food on site	
4. Sightseeing	
5. Shopping	
a. Handicrafts	
b. Handlooms	
c. Paintings & Photographic Films	
d. Others	
6. Communication	
7. Entertainment	
8. Other expenses	

D. EVALUATION

a. Please rank the following tourist facilities available in the destination with Excellent-5, Good-4, Moderate-3, Poor-2 and Very Poor-1.

Sl.No.	Facilities	Rank	Remarks
1	Transport		
2	Food		
3	Accommodation		
4	Road Condition and Connectivity		
5	Air Link		
6	Entertainment		
7	Hospitality of Local people		
8	Cleanliness		
9	Shopping		
10	Climate		
11	Availability of tour operators		
12	Cooperation of the tour operators		
13	Tour operators' knowledge about different languages		
14	Traffic		

	Management		
15	Car parking		
16	Information about the destination		
17	Information received before the arrival in your chosen destination		
18	Tourist information in your chosen destination		
19	Events		
20	Souvenirs		
21	Pedestrian areas		
22	Parks and green areas		
23	Historical-cultural heritage		
24	Landscape beauty		
25	Environmental safeguard		
26	Quality of the water and bathing area		
27	Safety		
28	Opening hours of banks		
29	Cultural Programmes		
30	Sporting activities		
31	Amusement activities		
32	Overall rating of the place as tourist destination		
33	Others if any(Specify)		

- b. Please rate the following facilities about the destination in terms of Cost with Very High-5, High-4, Moderate-3, Low-2 and Very Low-1.

Sl.No.	Facilities	Rank	Remarks
1	Transportation		
2	Accommodation		
3	Cost of food		
4	Communication expenses		
5	Entertainment cost		
6	Shopping		

- E. Please state the level of satisfaction considering Assam as a tourist destination with Excellent-5, Good-4, Moderate-3, Poor- 2 and Very Poor-1

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- F. I. Do you have planned to visit Assam again?

Yes	
No	

- II. If No, state why?

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- G. Kindly provide your suggestions for improvement of the tourism sector in Assam

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APPENDIX-III

Publications

A. PUBLISHED ARTICLES IN JOURNAL

1. Name of Journal- GLOBAL ACADEMIC RESEARCH JOURNAL

ISSN: 2347 – 3592, Year of Publication: December 2015, VOL-III, Issue – XII.

Title of the Paper: Impact of Tourism on Local Residents: A case study on Sivasagar and Majuli of Assam.

Authors- Sri Mriganka Saikia, Research Scholar, Nagaland University.

Prof. Mithilesh Kumar Sinha, Nagaland University.

2. Name of Journal: QUEST

ISSN – 2278 – 4497, Year of Publication: March 2016, VOL – V, Issue – III.

Title of the Paper: A study of the Role of Tourism on the Economy of Assam.

Authors- Sri Mriganka Saikia, Research Scholar, Nagaland University.

Prof. Mithilesh Kumar Sinha, Nagaland University.

3. Name of Journal: INTERNATIONAL JOURNAL OF SOCIAL SCIENCE
AND HUMANITIES RESEARCH.

ISSN 2348 – 3164 (Online), 2348- 3156 (Print), Year of Publication: 2015,

VOL -3, Issue-4

Title of the Paper: Tourism and Its Socio- Economic Impacts on Local Communities: A case Study of Kaziranga and Manas National Park of Assam, India.

Author- Sri Mriganka Saikia, Research Scholar, Nagaland University.

B. PAPER IN COMMUNICATION FOR PUBLICATION IN EDITED BOOKS

A Case Study on Economic Impact of Tourism on Local Community of Selected Tourist Destinations of Assam (Selected for Publication).