CHAPTER 1
INTRODUCTION
&
OVERVIEW

"We need only travel enough to give our intellects an airing"

- Henry David Thoreau
CHAPTER -1

INTRODUCTION AND OVERVIEW

This episode, being an enthusiastic beginning, is exclusively devoted to an introduction to Tourism and its Conceptual Framework, Indian Tourism Industry and Socio-cultural profile of Himalayan Sister Sikkim, Review of Existing Literature along with Significance and Objectives of the Study. Further, it highlights the Methodology followed during the process, and Chapter Planning of the thesis thereof.

1.1. TOURISM – A CONCEPTUAL FRAMEWORK

The term 'Tourism' is a phenomenon off the 1945 period when the word 'Tour' entered into the common usage, especially in English language. Though we find its genesis to 'Grant Tour', which was meant exclusively for affluent section of the society, the term 'Tourist' is said to be derived from the word 'Tour' which it means a journey at which one returns to the starting point; a circular trip usually for pleasure or education. Thus, 'Tourism' is a travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. The WTO defines tourists as people who "Travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourism has now become a popular global leisure activity and is vital for many countries, due to the revenue generated by the consumption of goods and services by the visitors, the taxes levied on businesses, and the opportunity for employment in service sector associated with it. However, before people are able to experience tourism they usually need disposable income (i.e. money to spend on non-essentials); time off from work or other responsibilities; leisure time tourism infrastructure like transport and accommodation; and legal clearance to travel. Individually,
sufficient health is also a condition, and of course the inclination to move. Furthermore, in some countries there are legal restrictions on traveling, especially abroad. Certain states with strong governmental control over the lives of citizens may restrict foreign travel only to trustworthy traveler. The United States prohibits its citizens from traveling to few countries, for example Cuba. Of course, in India, the trend seems to be liberalized to an extent. Thus, at this instant, it is essential to have an in-depth idea of the concept of ‘Tourism’ given by different experts and institutions. To begin with, one of the earliest definitions of ‘Tourism’ provided by an Austrian Economist in 1910 follows as "Bob 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 a region." Hunziker and Krapf, in 1941, defined ‘Tourism’ as "The sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity." In 1976, Tourism Society of England defined it as "The temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movement for all purposes." Again in 1981, International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home environment. The UN classified three forms of tourism in 1994 in its recommendations on tourism statistics: ‘Domestic Tourism’ which involves residents of the given country traveling only within this country; ‘Inbound Tourism’ involving non-residents traveling in the given country; and ‘Outbound Tourism’, involving residents traveling in another country. The UN also derived different categories of tourism by combining 3 basic forms: ‘Internal Tourism’ which comprises domestic tourism and inbound tourism; ‘National Tourism’, which comprises domestic tourism and outbound tourism; and ‘International Tourism’ which consists of inbound tourism and outbound tourism. Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intrabound tourism, because many countries are experiencing tough competition for inbound tourists.
Some national policymakers have also moved their priority to the promotion of intrabound tourism to contribute to the local economy. Examples of such campaigns include "See America" in United States, "Get Going Canada" in Canada, and "Guseok Guseok" (corner to corner) in South Korea. As such, it is clear from the above that the motive behind a travel may be diverse which creates different needs at different points of time and at different levels. Of course, it may be narrowness in the concept that necessitated inclusion of societal or social considerations as well.

1.1.1. NATURE OF TOURISM

Tourism is an economic bonanza which is a temporary and short-term movement of people that is outside the place where the so-called tourists live, work and stay. It has been a major phenomenon of the societies all along and motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism include social, religious and business interests. The US study to travel finds it a pleasure activity and considers it as a totality of relationship. It is the stay of strangers and more so, it is a part of temporary establishment which is not with the purpose of undertaking any remunerative activities. It is an activity involving a complex mixture of material and psychological elements. It is an activity concerned with the utilization of leisure hour. Many feel that if leisure of time and recreation embraces the activities undertaken during that time, then tourism is simply one of those activities. The Intercontinental Consultants catch it as a composite industry consisting of a variety of segments. Thus, the valued opinions of different experts put together make it clear that a transformation in the concept is against the background of emerging new trends in the motives coiled behind travel. The experts not only evince interests in identifying tourism as a multi-segment industry in which both human and economic aspects get due places, the holistic approach thus assigned due weight age to the development of this industry in the best interest of living beings in which all possible efforts are made to minimize the harmful side effects or the negative impacts. So, tourism's importance, as an
instrument for economic development and employment generation, particularly in remote and backward areas, has therefore been well recognized the world over. It is the largest service sector globally in terms of gross revenue as well as foreign exchange earnings. As such, it can be assumed that the tourism has a pivotal role to play in upliftment of all types of economic activities, elimination of poverty, ending up unemployment, creating new skills, enhancing status of women, preserving religious heritage, encouraging arts and crafts, maintaining ecological balance, protecting environment, and last but not the least, facilitating growth of a fair and social order.

1.1.2. FORMS OF TOURISM

Tourism can be grouped into different categories where we find several bases for its classification. Notable amongst these are purpose of travel, region and the number of visitors. More often than not, we may have various forms of tourism products like ecotourism, cultural tourism, adventure tourism, wildlife tourism, pilgrim tourism, rural tourism and so on depending upon the choice and preference of the visitors as tourists. But in recent times, particular forms of tourism, offering travelers an opportunity to enrich their tourism activities by attending specialized programmes like religious tourism, ecological tourism, agro tourism, business tourism, education tourism, incentive tourism, health tourism, sports tourism, shopping tourism etc have been developing more systematically in global scenario. Consequently, a region has become a popular destination not only for holidays of a traditional type, but also for people interested in alternative tours who, apart from relaxing and sightseeing, wish to enjoy a unique experience offered by a tourist spot. The under mentioned chart portrays a conceptual sight into diverse forms of tourism activities in this regard.
Table 1.1  
FORMS OF TOURISM

<table>
<thead>
<tr>
<th>CLASSIFICATION</th>
<th>FORMS</th>
<th>CONCEPT AND SIGNIFICANCE</th>
</tr>
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<tbody>
<tr>
<td><strong>On the basis of Purpose</strong></td>
<td></td>
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<tr>
<td>Recreational Tourism</td>
<td>Leisure hour at hills, beaches for mind refreshment</td>
<td></td>
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<tr>
<td>Cultural Tourism</td>
<td>Satisfying cultural curiosity of the tourists</td>
<td></td>
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<tr>
<td>Adventure Tourism</td>
<td>Opportunity to visit adventurous spots</td>
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<tr>
<td>Health Tourism</td>
<td>Availability of unique health fitness arrangement like massage, yoga, spa etc</td>
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<tr>
<td>Sports Tourism</td>
<td>It can be combined with sport events, or training e.g. sailing, cycling, competitions</td>
<td></td>
</tr>
<tr>
<td>Conventional Tourism</td>
<td>Meant for organizing conference, international exhibition</td>
<td></td>
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<tr>
<td>Incentive Tourism</td>
<td>Offering holiday trips as performance incentives</td>
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<tr>
<td><strong>On the basis of Region</strong></td>
<td></td>
<td></td>
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<tr>
<td>Domestic Tourism</td>
<td>Meant for the tourists belonging to normal domicile or to areas in their own country</td>
<td></td>
</tr>
<tr>
<td>World Tourism</td>
<td>Meant for traveling to other countries and requires documents to cross the frontiers</td>
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<tr>
<td><strong>On the basis of Number</strong></td>
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<tr>
<td>Individual Tourism</td>
<td>Tourists move individually depending upon his/her means and requirements</td>
<td></td>
</tr>
<tr>
<td>Group Tourism</td>
<td>Tourists travel as members in a group</td>
<td></td>
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<tr>
<td><strong>On the basis of Arrangement</strong></td>
<td></td>
<td></td>
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<tr>
<td>Independent Tourism</td>
<td>Tourists make tour arrangement independently</td>
<td></td>
</tr>
<tr>
<td>Inclusive Tourism</td>
<td>Package tours are arranged as member of the inclusive groups and tourists buy a trip</td>
<td></td>
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<tr>
<td><strong>Others</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Tourism</td>
<td>Meant for weaker sections of the society having limited means and the government offers subsidized traveling facilities to low income group tourists</td>
<td></td>
</tr>
<tr>
<td>Mass Tourism</td>
<td>Participation of a large number of tourists</td>
<td></td>
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<tr>
<td>Community based Tourism</td>
<td>Occurs when decisions about tourism activity are driven by the host community</td>
<td></td>
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<tr>
<td>Pro-poor Tourism</td>
<td>Emphasizes on unlocking opportunities for the poor within tourism, rather than expanding overall size of the tourism business. This approach will extend tourism opportunities for people living on less than a prescribed earning for realizing poverty reduction through it.</td>
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*Source: Self Compilation from relevant references*

Thus, table 1.1 reflects the key forms of alternative tourism that are exercisable based on market demands at different points of time.
1.1.3. INDIAN TOURISM INDUSTRY – A THRUST SECTOR

Tourism is one of the economic sectors in India that has a potential to grow at a faster rate which will ensure country’s success in the service segment and provide sustainable models of development. Another important feature of the tourism industry, which is of particular significance to India, is its contribution to national integration and preservation of natural as well as cultural environments along with enrichment of social lives of the people. Over 382 million domestic tourists visiting various parts of India every year return with a better understanding of the people living in different regions of the country. They have a better appreciation of cultural diversity of India. Coming into a global perspective, it has been considered as the fastest growing industry in the world with an average growth of 5 % and having about 1000 million travelers around the globe. It claims a largest share of the global economy with more than 10 % of the world GDP and 8 % of the world trade employment as indicated in WTO and WTCC statistics. Likewise, tourism’s impact on Indian economy reflects an impressive growth of 9.7 % in all economic activities of the country [India Economy Review (2004)]. It is India’s one of the finest export industries which has already emerged as a crucial instrument for generating employment and earning foreign exchanges even with a comparatively low levels of international tourism traffic. Apart from its direct contribution to the economy, tourism has significant linkages with several other sectors like agriculture, horticulture, poultry, handicrafts and allied areas. In 2004, tourism industry earned a respectable Rs.55 billion and recorded a 3.3 million arrivals. While there was a 27 percent growth in number of tourist inflow, the growth in terms of revenue was 36 percent. As per estimates of the department of tourism, total direct employment in this sector in India was about 20 million during 2003-04. The indirect employment multiplier is also fairly high and is estimated at 1.36. The Tourism Ministry now plans to give a fillip to this industry by developing additional infrastructure and through continuous promotional activities along with fruitful collaborations with Railway Ministry. The Ministry plans to develop special ‘Buddhist Tourism Circuit’ and to promote medical tourism through easy visa norms. The Confederation of Indian Industry
in its vision paper (2020) envisages that the sector would provide employment to 50 million persons associated with it. Its contribution to GDP has been envisaged at 7%. Tourism has a very strong association with socio-economic progress of the country, a multiplier effect on the economy. India's cultural heritage and eco-tourism potentials are major consumer preferences of the international visitors. The overall fund allotment for tourism industry in 10th five year plan was Rs.2900 crores as against Rs.750 crores in 9th five year planning period. Globally, India is known for its modernity, historical legacy, cultural diversity, natural splendour, wildlife, spiritualism along with Yoga and Ayurveda. Tourism serves as a second highest net foreign exchange earner to the economy. It is estimated that, by 2010, this industry will generate 7 million new jobs, contribute Rs.1,30,000 crores in capital investment and may have 7% share in GDP [India (2004), Economic Survey]. Thus, it is quite obvious that there is a wide scope for developing countries like India to promote tourism. If India overcomes the challenges by enriching its present strategies, it will certainly emerge as a finest tourist destination and yield considerable foreign revenue to its exchequer.

1.1.4. INCREDIBLE INDIA

India, a land so vast and diverse in culture, heritage, language and people is bestowed with an equally rich and vast treasure of natural beauty. Towering and as if blessing, this land is the world's youngest and largest East to West mountain chain, known as the Himalayas, stretching some 2560 kilometers in an across the top of the Indian subcontinent. These mountains were formed about 50-60 million years ago. India has a rich architectural legacy dating to an ancient past with a great philosophical thought. Timeless monuments, magnificent temples, breathtaking beaches, nature-majestic mountains, wonderful wildlife...... India never ceases to lure the travelers [Hand Book on Incredible India (2004); Hand Book on Incredible India (2006)]. The country has 572 nature-endowed areas, 89 national parks, 483 wildlife sanctuaries apart from 3,606 protected monuments. With this backdrop of history, heritage and new-fangled opportunities along with richness of our destinations, the General Conference of
UNESCO has already declared 16 cultural and 5 natural sites of India as World Heritage Sites. But a question arises: how to explore this land of stupendous dimensions - colorful, exotic, recreational and cultural varieties? Of course, the best answer to this is - TOURISM - which is undeniably having a catalytic role to play in furtherance of all economic activities in different corners of India to a self-sustained path of growth. As such, presented hereunder a case study of Sikkim Tourism—a tiny Himalayan state in India, spread over few episodes in an evaluative perspective.

1.2. TOURISM IN SIKKIM – A SOCIO-CULTURAL PERSPECTIVE

A visit to Sikkim - “The Land of Peace and Tranquility”, with the grandeur of her mountain peaks, terraced hills, verdant valleys, fast flowing rivers and lush tropical forest, brilliant with richness of vivid flowers, birds and butterflies, simple tilted villages and colorful monasteries, is a rare and unique experience. Sikkim is a land of abundance beauty and adventure, whether passion is long treks or short walks in ever-changing landscape; white-water rafting or mountaineering amongst the world's highest peaks; photographing nature’s diversity; or just hanging out, meeting people of other cultures, and enjoying festivals [Hand Book on India’s North-East, Paradise Unexplored (2003)]. Communities, cultures, religions and customs of different hues intermingle freely here to constitute a homogeneous blend. Hindu Temples coexist with Buddhist Monasteries and there are even few Christian Churches, Muslim Mosques and Sikh Gurudwaras. Although the Buddhists with Monasteries all over the state are the most conspicuous religious group, they are in fact a minority constituting only 28 percent of the population [Sikkim-A Statistical Profile (2004-05)]. The majority, 68 percent profess Hinduism. The predominant communities are the Lepchas, Bhutias and Nepalis. In urban areas
many plainsmen - Marwaris, Biharis, Bengalis, South-Indians, Punjabis - have also settled and they are mostly engaged in business and government services. This beautiful tiny hill state of Sikkim joined Indian Union in 1975 as its 22\textsuperscript{nd} state. The state lying on eastern tip of Himalayas bordered by Bhutan, Nepal and Tibet is considered to be one of the bio-diverse hotspots in the world who’s main comparative advantage lies in tourism sector \cite{indigenous_herald}. If comprehensively developed, tourism could be a key source of both income and employment in the state and bring in a major shift in the social mobilization process. Sikkim is famous for Kanch-Endzonga, at 28,208 ft, which is third highest mountain in the world. Being second smallest state in India, it covers 7,096 sq kms and measures 110 kms from north to south and 64 kms from east to west. The state encompasses the upper valley of Teesta river, a tributary of the Brahmaputra. The watershed forms the borders with Tibet and Nepal. Rangit and Rangpo rivers border with West Bengal. It is broadly divided into four districts. The east district with capital city of Gangtok is the hub of all administrative activity. The famous Rumtek Monastery, the Dharma Chakra Centre and the seat of his Holliness Gyalwa Karmapa, all are located here. Other places of interest include Tsomgo Lake and Nathu la Pass. Sikkim is also a land of monumental mountains that seem to touch the sky. The mountains form a part of long and mighty Himalaya Kanchanjunga, the third highest peak in the world, which crowns the top with its rugged outline. The flora and fauna naturally covers a wide spectrum as no where else in the globe. In such a small area one can find 4000 varieties of flowering plants, orchids (some 600 varieties) and rhododendrons. Naturalists have catalogued over 550 species of birds and over 600 species of butterflies \cite{sikkim_info_book}. Animals to be found are Himalayan bear, musk, barking deer, red panda and the blue sheep. The state has a population of about three lakhs, made up of Lepchas, Nepalese and Bhutias as already indicated above. Lepchas are the oldest inhabitants of Sikkim. Thus, one can find a harmonious blend of diverse culture and religion in the capital town of Gangtok itself which has emerged into mainstream travel destination with more and more tourist coming to this little Himalayan state every
year. Sitting on lap of the majestic Himalaya, the capital has developed into a cosmopolitan delicacy where old-world charm and hospitality exist along with the modern age of information technology. It is accessible by air from Delhi or Kolkata (Calcutta) to Bagdogra followed by a 5 hour drive or by road from Pelling, Darjeeling, Kalimpong, Phuntsoling (Bhutan) and Samth. The people, here have a strong bonding with their age-old traditions and customs. Despite of these, Gangtok is certainly not behind rest of the world in terms of well designed roads, flyovers, posh markets, state-of-art hospital, educational institutes, fast food outlets, discotheques, and all other basic amenities that the heart can desire for. The town has a high Buddhist and tribal population. Not really exploited by the British, it boasts fascinating monasteries and some of the finest views of Kangchendzonga Mountain to be found. The foreign guests intending to visit Sikkim must hold a valid Indian visa and Inner Line Permit which is issued by all Indian Missions abroad for 15 days with a few days of extension as per the norms. So, owing to its richness in resources and being focused as a Himalayan destination for several years, the tiny state of Sikkim has emerged as picturesque valleys that can meet the expectation of every discerning national and international visitor. The warmth hospitality of the people welcome tourists with open hearts and pleasing smiles. However, a glimpse on the statistics reveals that the unique tourism resources of this beautiful land have not yet been optimally explored regardless of unparallel advantages bestowed by natural beauty and other endowments. For many decades, may be because of poor planning, unscientific management, lack of innovative promotional campaign and access restrictions, the state could not capture a higher share in national tourism market of the country. Hence, the tourism industry in Sikkim is proved to have an exceptional interest and universal value, the encouragement of which, should be a preconceived priority of all concerned stakeholders.
1.3. REVIEW OF EMPIRICAL LITERATURE

Referring to literature on travel and tourism, a number of studies are being carried out time to time to analyze its problems and prospects at national and international level and also its impact on the economy along with the strategic planning for development. Taking into consideration of Sikkim, tourism sector here has immense potential significance which can not be overlooked in any manner. But the research on this area has been somewhat new and seems to be in a negligible shape. Nevertheless, an attempt has been made here for a brief review of available research-based findings on travel and tourism in general and that of literatures on Northeast tourism in particular with a partial focus on Sikkim state. For this reason, the present literature review on which the current research project is based may not seem to be affluent and exclusively Sikkim-centric in its nature. Even then, the present researcher, being stationed in Sikkim, is in an advantageous position to have a possible access to few tourism related issues in the state. As a close-participant observer, he has undertaken an exploratory review in respect of specific tourism related schemes as been proposed by the policy planners and executed by the concerned stake-holders at different levels.

To begin with, Karan (1989) in his research based study discusses the problems of environment and development in Sikkim Himalaya. Two features of the state, the fragile mountain environment and the very rapidly growing population, seem to be crucial in formulating future tourism development plans. He suggests an integrated approach to development and environmental conservation in the Sikkim state. Bonn, Furr and Susskind (1998) emphasize upon using internet as a pleasure travel-planning tool and examine the socio-demographic and behavioral characteristics amongst the internet users and non-users. Lewis and Semeijn (1998) assess the impact of information technology on travel and tourism sector and advocate that the IT initiative is a must for creating tourism boom. Werthner and Klein (1999) justifies that there bears a positive and challenging relationship between information technology and tourism sector. Maharana, Rai and Sharma (2000) opines that although monetary valuation of natural ecosystem is difficult, such valuation helps to draw attention to their
importance and highlights conservation needs, especially in a developing state. Jacob (2000) says that the whole of Northeastern region is a home to one of the richest varieties of flora and fauna on the globe. Cultural, pilgrimage and conference tourism have very attractive possibilities in this part. But it requires a great deal of investment, which, unfortunately, has not been forthcoming so far. Verbole (2001) argues that an effective communication with tourists is a useful tool in managing negative impact of tourism, as it may change, shape and reinforce attitudes, perceptions, emotions and people's behavior, and thus, can contribute to sustainable tourism in mountain areas. Geetika (2001) observes that the ecotourism with its focus on environmentally sound practices such as improving garbage management, tree plantation, checking anthropological activities like mining, construction of dams and providing training to local inhabitants offers a timely opportunity for Sikkim to protect its unique cultural heritage. Rice (2001) looks at how holiday television programmes could better reflect local concerns. Bezbaruah (2001) says that the inflow of foreign visitors in India has registered a 6 per cent growth in fiscal 2000-01. Foreign tourists fetched $3 billion to the union exchequer making tourism the second highest net foreign exchange earner in the country. However, North-eastern states do not present a happy picture in this regard-he further opines. Only 0.22 percent of the foreign tourists visiting India in 2000, made Northeast their destination. Dong (2001) highlights the socio-economic impact of tourism in Sikkim and recommends immediate future needs for development of eco-tourism in the state. Kalisch (2001) extends an overview of issues in international trade and tourism and provides NGOs with suggestions that could lead towards more sustainable and equitable tourism planning. Ryan (2001) is primarily concerned with holidaymaking and recreation, not tourism policy nor other aspects of the wider field of tourism. He indicates more about the complexity of tourism experience than tourism's nature as a critical field of analysis. Buhalis and Laws (2001) clearly present the subject of distribution channels within tourism industry. They bring together a range of case studies on the structure, theory and practice of management of distribution channels in tourism sector, providing a
multiplicity of viewpoints and geographical examples. *Jha and Jha (2001)* attempt to define tourism prospects in Sikkim in its entirety, suggest precautions that must be observed and propose creative and innovative methods, particularly by utilizing information technology to optimally explore its potential. *McKercher and Cros (2002)* make an attempt to find out how key stakeholders can work together to blend the identification, development and promotion of cultural tourism into a seamless process. They thoughtfully examine cultural tourism from the perspectives of heritage management. *Staiff and Russel (2003)* points out that there continues to be a substantial gap between tourist-centered thinking about cultural and heritage tourism and the thinking that is characteristic of those who are from within the cultural and heritage industries. Their study analyses these as a way of articulating the need for a much better understanding, by the tourism industry, of the significant and complex issues facing cultural and heritage site managers. *Ryan (2003)* seeks to provide a latest thinking on tourism worldwide and to push back the frontiers of tourism knowledge. He contributes to a variety of series by focusing on leisure and resort tourism within destinations in a cohesive and reflective manner. *Hudson (2003)* argues that the ages, the lure of sporting activities and the quest for adventure have proved to be great motivators for modern travel and tourism industry. Indeed, positive benefits derived from sport tourism, including increased economic receipts, increased host city profile and improved infrastructure, augment sport and adventure tourism as increasingly significant component of the tourism sector-he further appends. *David and Kevin (2003)* reviews the underlying theory of tourism multipliers, and from this review it is proposed that the tourist multipliers will tend to significantly overestimate the impact of tourism on an economy. *Franklin (2003)* has written a lively and distinctive book that opens up a new trance of literature to tourism students and researchers. He focuses particularly on the anthropological and sociological literature, but ranges widely across other aspects too like conceptual framework of tourism, its foundation and traces in modern world. *Buhalis (2003)* reveals an innovative concept called e-Tourism and stresses upon the need of utilizing information technology for strategic
management of different tourism services. Singh and Mishra (2004) indicate how green tourism in mountain areas can reduce vulnerability and promote a people focused development. They carry out their study with special reference to the Himalayan region. Hannam (2004) endeavours to find out the interface between Tourism and Forestry and highlights the role of concerned stake-holders in restricting tourism growth in India. Thakur (2004) brings out the fact that the much of the credit for welcome development regarding recent speedy flow of tourists to Northeast goes to the initiative of the private sector, which is having an increasing role for the last couple of years or so. He points out that the government’s off-repeated pledges to promote tourism are no more than mere lip-service which is evident from the bureaucratic apathy and departmental wrangling that have stifled the future of this industry. Bhattacharya and Kuman (2004) suggest few application criteria for sustainable eco-tourism development in global scenario. Gorman and Kevin (2005) in their article presents a summary of findings from a continuing investigation into the historical origins of hospitality in ancient and classical worlds, focusing mainly on the Greek and Roman civilizations. Taylor (2005) advocates a new concept called ‘Film-induced Tourism’ which is innovative, viable, affordable and a potentially effective strategy for third world and developing countries with limited fiscal resources and/or marketing acumen to promote tourism. Thus, future research should be conducted into various strategies to initiate or grow film-induced tourism—he insists again. Trivedi and Dixit (2005) foresee the prospect of village tourism as a potent tool for balanced rural development. Baruah (2005) empirically points out that tourism has not flourished as an industry to solve the burning unemployment problem. It is, therefore, extremely necessary to strictly adhere to the restructuring measures for developing tourism to open up avenues for self employment and also an attractive and profitable market for indigenous handicrafts, home made silk and other colourful textile products. Bhattacharya (2005) believes that the successful development and operation of tourism sector requires better management at local government level to guide, facilitate and coordinate the process. According to him, it is more important in Northeast, where
in true sense, tourism sector is not well understood and private sector is yet to develop. Aneja (2005) highlights the pattern and growth of tourism in India and indicates different aspects of planning for its faster augmentation. Ray (2005) speaks out that a comprehensive answer has to be found out to the question why tourism has not developed in north eastern states in spite of its huge natural resources. He observes that there is a vital need for an integrated approach to resolve the problem of tourism development as an important input for economic acceleration of the region. Raghavalu and Sathyanarayana (2005) attempt to find out the potentials of tourism as an industry in unexplored and backward areas and also identify the constraints thereof. They state that the development of tourism in backward region primarily depends on adequate hotel accommodation, improved transport facilities and better medical and communication arrangement. Dwaiipayan (2005) argues that if tourism sector has to emerge as one of the major sources of much-needed revenue in Northeast, an integrated plan to market the region globally and evenly share the benefits of built-up tourist inflow is urgently needed. Sarma (2005) justifies that it is only the travel and tourism which enable us to savour the mysteries, gauge unknown depth, acquire understanding and experience the world in its fullness, at some point of our life. Jennings & Nickerson (2006) find that the quality experiences are core elements of tourism. They address the various dimensions, diversities and practical implications associated with quality tourism experiences. Chamling (2006) talks about the need for service sectors to promote eco-tourism in Sikkim as a part of long-term sustainable economic activity. He also calls for signing of free trade agreements with Southeast Asian countries where the state can be a key region in market integration process. Bora (2006) considers tourism as the engine of growth and affirms that the same can play a significant part in balanced sustainable development and generates benefits for the poor. Kazi (2006) hopes that the Asian Highway will increase flow of tourist to Northeast states by making overland travel cheaper. Besides, the region would become a gateway of rest of India for the traffic coming to and from Southeast and East Asia. Bora, Adhikary and Sikdar (2006) observe that the reopening of famed Silk
Route Trade via Nathu la in Sikkim to Tibet Autonomous Region (TAR) of China on 6th July, 2006, is likely to have a wider scope in terms of tourism services. This is because of relatively easier proximity and more developed physical and institutional infrastructures in and around the trading points. This reopening would provide a major boost to tourism industry in the tiny state of Sikkim. Bhattacharya (2006) puts forward his view that there is an inherent relationship amongst tourism, conservation and environment. In the domain of tourism, environment conservation is basically viewed in terms of planning for parks and recreational areas for tourist. The park movement popular today is the outcome of a social concern—he articulates again. Bora and Adhikary (2006) aim in exploring at micro level the potentiality of ‘Northeast Tourism’ as a ‘Gateway to Southeast Asia’ linking across borders and multicultural nations. They chart out its implication too in terms of the ‘Look East Policy’ initiated in 1990s. Das (2006) supports consideration of the green issues in management of tourism industry in Northeast. Biju (2006) examines the global, national and regional evolution of tourism sector and unfolds the recent issues and facets in it. Seema, Jojo, Freeda, Santosh, Sheetal, Gladwin, Suman, Samuel and Sidharth (2006) preach that the ecotourism in Indian context has significant implications for nature and cultural conservation, rural livelihoods and education. They briefly review the existing documents on ecotourism policy to draw insights for the Indian context. Bhatia (2006) evaluates the subject of tourism from the perspective of a social science. He also scrutinizes the service dimensions to assist the professionals in understanding and managing tourism industry. Ayres and Helen (2006) focus on careers and employability in tourism industry. They argue that the careers in tourism sector are relatively new phenomena and have not yet been a subject of extensive research. Bora, Adhikary and Sikdar (2007,a) intend to reconcile the growth of tourism industry with the process of knowledge management—an IT enabled trend and attempt to develop a ‘Tourism-Knowledge Management Reconciliation Model’ for optimization of tourism sector in the country. Sharma, Gupta and Manhas (2006) suggest internet marketing strategies for various heritage sites in India and indicate its benefits to be derived from the use of
digital technology. Passah (2007) explores the giant possibility of tourism as an industry in Northeast region of India. He feels that the administrative and infrastructural machinery have to be revamped in order to attain a sustained tourism growth in the region. Lyngdoh (2007) conducts a Strength, Weakness, Opportunity and Threat (SWOT) analysis of the Northeast region in tourism development perspective and suggests measures for its speedy upliftment. Bora, Adhikary and Sikdar (2007, b) believe that the integration of Northeast Tourism with ASEAN warrants a major highlight in terms of the highly acclaimed ‘Look East Policy’. They further anticipate the tremendous potential of promoting Sikkim as a major tourism hub through integrating Trade and Tourism via Nathu La Route in East Sikkim. It is believed that a proper reconciliation of Nathula Trade with Tourism will certainly bring in an extra synergy in generating cross border tourism opportunities in the state. Vohra and Handa (2007) review various factors that contribute to India’s strength as a preferred destination for medical and health tourism. They then outline diverse challenges that need to be addressed for Indian medical tourism industry to realize its potential. Hauzel (2007) regards forgotten Northeast as unspoilt realms and hottest new destination for intrepid travelers. Sheaba Rani (2007) proposes innovative strategies for marketing of tourism services in Andhra Pradesh. She emphasizes upon compilation, collection and dissemination of different tourism information in the state. Law (year-unknown) presents an overview of urban tourism development in large cities clearly defining diverse concepts like large cities, tourism, urban tourism, and a tourism system. Duval (2007) extends a thorough examination of various modes of transport and types of tourism services and investigates the complex relationship between available transport provision and the tourism sector. Renganathan (2007) validates that an effective positioning strategy offers a competitive edge to a destination that is trying to convey its attractiveness to the target market. Raj (2007) concludes that the times are changing and so are the demands and expectations of the 'New' travelers; the search for different experiences, different adventures, different lifestyles has paved the way for an innovative concept called 'New Tourism'. Attention is being
turned to exploring new frontiers or daring to go where traditional thought did not allow. She further substantiates that a new era has arrived; and a new kind of tourism is emerging, sustainable, environmentally and socially responsible, and characterized by flexibility and choice. A new type of tourist is driving it: more educated, experienced, independent, conservation-minded, respectful of cultures, and insistent on value for money too.

1.3.1. GAP IN THE EXISTING LITERATURES
The present literatures, publications and research based findings as reviewed and appraised above have made remarkable contributions on various aspects of tourism industry in modern era. Few of them have come to conclusions, put forward warm suggestions and recommendations for speedy promotion of this fastest growing sector in diverse corners of the economy. But many of them are not centered upon Sikkim in its fullness and are primarily based on some sort of common judgments and views as a whole. It seems that their contributions might have failed to incorporate several significance issues related to tourism sector in Sikkim. They may suffer from limitations like non-availability of authentic data from the potential areas, lack of adequate support from the institutional agencies in gathering relevant information, environmental problems and other hidden agenda. Thus, the existing studies and researches have not been able to bring forward any concrete outcome for quick augmentation of tourism industry in the Himalayan land Sikkim and thereby generating a huge gap in same perspective. The media in recent times has been giving adequate publicity highlighting the importance of tourism in economic development of a particular region. Most of the leading periodicals have been spacing out a good number of articles at frequent intervals pinpointing different aspects of tourism and its potentiality in sustainable development of all sister states of Northeast India. Therefore, the ideas on this subject are getting generated time to time, but the same is yet to be crystallized and institutionalized in full extent and as a result, the gap created so far, remains unfilled.
1.3.2. SIGNIFICANCE OF THE STUDY TO MEET THE GAP

Tourism is a backbone of Sikkim Himalaya and proves to be a prime mover of its emerging economy. It is not only vital for untapped and unexposed areas of this sector but also for furthering existing attractions of the state. Being an independent land till 1975, Sikkim, after its association with Indian union as a last inclusion, is yet to come out in terms of its sustainable tourism growth and development. During the initial years of its getting united with India, the state could hardly focus its tourism potentials, as there was a pre-determined priority for political establishment rather than any emphasis on economic front. Socio-economic status of the people have started humanizing after a couple of years they achieved their statehood and tourism as an industry have been able to find a space in national tourism map of India only during 1990s. Consequently, the research and studies on tourism in the Himalayan state of Sikkim becomes relatively a new phenomenon and have been on a marginal line considering the importance attached to it. It is getting due weightage merely in recent times due to which there exists a huge gap as already indicated above. As such, the study under consideration proceeds at a micro level to minimize the said gap. It makes an effort to critically evaluate the tourism sector in the state and suggests probable reforms to be implemented phase by phase at different levels. It puts an endeavor to vitally re-look at the mechanism of tourism promotion and growth as well as at functioning of the concerned authorities on the issue.

1.4. OBJECTIVES OF THE STUDY

The objectives of the study have been framed and identified by taking methodical approach into account. In the process of identification, the area and scope of the study and its significance, the research queries thereof have been taken care of. Accordingly, the study encompasses a few broad objectives categorized into two basic groups as indicated below.
1.4.1. GENERAL OBJECTIVES

(i) To undergo an evaluative study on tourism industry in Sikkim Himalaya
(ii) To design probable reforms in order to focus Sikkim as a unique destination in the country

1.4.2. SPECIFIC OBJECTIVES

(i) To explore Sikkim as a Himalayan Paradise and have a glance at the current infrastructural mechanism (Chapter 2)
(ii) To assess tourism industry in the state in an analytical perspective (Chapter 3)
(iii) To identify existing barriers and constraints towards growth of tourism in Sikkim and highlight its untapped potentials (Chapter 4)
(iv) To find out ways and means to utilize unexplored opportunities and indicate role of the stake-holders in implementing action plans (Chapter 5)
(v) To conclude the project with few pragmatic suggestions and frame a model for optimization of tourism services in the Himalayan province of Sikkim (Chapter 6)

1.5. RESEARCH QUERY

In order to carry out the project, certain queries have been formulated to diagnose different hidden issues. These are of self demonstrating in nature and appended underneath one by one.

(i) Whether or not Sikkim is emerging as a unique tourist destination in the country
(ii) Whether or not major statistical indicators of tourism in the state signify a welcome growth
(iii) Whether or not there exist significant barriers towards development of tourism in Sikkim
(iv) Whether or not existing policies, reforms, measures and infrastructure are adequate to stimulate tourism in the state
(v) Whether concluding observations of the study envisage a new era for tourism in Sikkim Himalaya
1.6. METHODOLOGY AND DESIGN

Any research-based study lays emphasis on methodology in the absence of which thoughts would not be arranged in a rational manner. Keeping a range of research parameters in view, a precise methodology has been designed here in order to meet the objectives of the study. It is based both on primary and secondary sources of data. Attempt has also been made to detect what factors are responsible for what problems which will, in turn, provide a basis for suggesting likely courses of action and recommendations.

1.6.1. SOURCE OF DATA

There are basically two types of data available to a research investigator, namely primary data and secondary data. Primary data are collected by the researcher himself, whereas secondary data are those accumulated through earlier investigations and are of some use for the current study. Presently, the researcher has made use of both primary and secondary data and has gathered extensive information from diverse sources. Attempts are made to represent the same in a logical manner in order to understand the frame, components and parameters of the subject defined in the study.

► PRIMARY SOURCES

Primary data comprise of information and responses gathered from a number of respondents selected from different groups as under:

(i) Visiting tourists - both domestic and foreign
(ii) Concerned officials from different establishments
(iii) Tour organizers and travel agencies
(iv) Prominent accommodation units located in different parts of the state
(v) National/multinational organizations, if any, engaged in travel/tourism business
There are several sources from which secondary information have been accumulated. They are of the following types:

(i) Government publications/records, data bank and state tourism statistics
(ii) Periodicals, reports and relevant plan documents
(iii) Documentary evidence telecast in Audio-Visual Media
(iv) Web publications
(v) Public libraries, research and development institutions
(vi) Published and unpublished reports of study carried on similar areas

1.6.2. COMPOSITION OF UNIVERSE

The universe or population for a study is used to describe the totality of items or objects falling under purview of statistical investigation. It may be finite or infinite according as the number of its members (called the population size) is finite or infinite. In view of this, the universe of the present research project has both finite (definite number of individuals) and infinite (extremely large number of individuals) population and is being divided into two basic groups. The first group comprises of all inbound tourists (almost infinite population) from different parts of the globe and the second group includes the non-tourists (finite population) i.e. concerned stakeholders from various government departments, tour organizing firms and major accommodation units in the state. Both tourists and non-tourists form the ‘elements’ of the study spread over four districts as ‘units’ during the periodicity of 1999 to 2007 representing ‘time’ in the state of Sikkim as a geographic ‘extent’. As far as size of the population is concerned, there are about 336 accommodation units, 120 registered travel agencies and near about 100 officials engaged in different segments of tourism sector in the state. (indicated in the publicity documents for 2006-2007). Sikkim has 3,00,000 (approx) inbound tourists (both domestic and foreign) visiting the state at present. As such, the total universe here composes of 336 accommodation units, 120 travel agencies, 100 officials along with an infinite population of inbound tourists both from within the country and abroad.
1.6.3. SAMPLING FRAME AND TECHNIQUE

The sampling frame for this research investigation consists of four basic groups, where the first category includes visiting tourists from different parts of the globe; the second being the tour organizers and tour operators; the hotels and accommodation units form the third group; and the fourth category includes officials from concerned departments and establishments.

►SAMPLE SIZE

Keeping in view the extent of population defined for the study, it is estimated that the required sample size should be around 465 units. Out of these, 300 samples have been chosen from the first group i.e. inbound tourists/visitors (both domestic and foreign in two clusters) to the state. But this group represents an infinite population and hence, taking into consideration of time and resource constraints faced by the researcher in undergoing the study (being the one and sole investigator), it insists upon a convenience sampling technique to be utilized for the purpose. Rest 165 samples are drawn from other three groups namely, tour organizers, accommodation units and officials representing around 30% of the defined population in different strata. Again, during the course of data accumulation, it is encountered that out of the selected sample lot, a percentage of elements did not respond. As a result, the actual responses for the project limit to 400 elements (who actually responded) in the following break up-

- Inbound Tourists/Visitors (Domestic-200 & Foreign-100) 300 respondents
- Travel Agencies/Tour Organizers 25 respondents
- Hotels/Lodges/Guest Houses 50 respondents
- Officials/Stakeholders 25 respondents

Total Sample Size for Primary Data Collection 400 respondents
REASON FOR SELECTING THE SAMPLES
The population of the study is wide spread with its both infinite and finite members. As such, it is not feasible to begin a census enquiry to examine the defined problems. No doubt, the findings obtained from a census enquiry is likely to be more authentic than that obtained from a sample survey. But, it is apparent that for the present study, because of severe time, financial and geographical constraints along with a group of infinite population, census enquiry is not at all a viable approach, and consequently sampling method is the only alternative left with the researcher. Yet utmost care has been exercised to determine a feasible sample size which might not, in fact, seem to be exactly proportionate to the units in total population.

SAMPLING TECHNIQUE
A method of judgment and stratified random sampling has been deemed appropriate for selection of sample units for the present study. The initial stratification is done according to tourists visiting the region, tour organizers, officials as well as hotels and lodges located in different parts of the state. All these categories of respondents form different strata based upon the purpose and requirement of the study. From amongst the defined strata, random selection of units is done keeping in view a representative sampling frame. The purpose of stratification is to increase the efficiency of sampling by dividing a heterogeneous universe of visitors, tour organizers, officials and accommodation units in such a way that there is a greater homogeneity within each stratum and heterogeneity amongst the strata.

1.6.4. FRAMING OF QUESTIONNAIRE
The success of primary investigation depends on strength of the questionnaire utilized. Questionnaire designed for the present research study is in both open-end and close-end form. Close-end questions have alternatives or request specific information whereas open-end questions do not pose alternatives. The same gives the respondents freedom of comment. Different sets of questionnaire
as enclosed in Appendix A have been designed for different groups of respondents. Adequate care has been taken in formulating the questionnaire so that the relevant information could be gathered in a legitimate way.

1.6.5. TOOLS OF ANALYSIS

The data accumulated from documented sources and that gathered from field observation needs to be analyzed and interpreted to draw out meaningful conclusions. Thus, in order to testify the objectives stated earlier in this chapter, the present researcher has carried forward a few statistical tests namely, Cross Tabulation, Trend Analysis, Measures of Dispersion, Forecasting and Projection, Correlation Analysis and Graphical Interpretation which also helped him in analyzing the accumulated information. Use of software tools like Ms-Excel, Ms-Words and SPSS too find a significant place in the process of analysis and interpretation.

1.6.6. INFERENCES

Inferences are put forward on the basis of observations, analysis and findings from a research-based endeavor. The present research project portrays some meaningful inferences as incorporated in Chapter 6 of the thesis which are being justified as logical process of passing from one proposition to another proposition and which may, also act as guidelines in framing future tourism agendas.

1.6.7. PERIODICITY OF THE PROJECT

The periodicity of the research primarily covers the tourism scenario and its development in Sikkim over the post liberalization era i.e. 8 years from 1999 to 2007 in the perspective of a globalized economy. Though liberalization process started in India in 1991, its real impact on the economy was found during second half of 1990s. (Say 1997 onwards). As a result, the present research project demands its periodicity beginning with the year 1999 in order to have a pragmatic observation.
1.7. LIMITATIONS OF THE STUDY

Any research based endeavor should never be positioned in absence of limitations. Despite best efforts of the researcher to minimize the same, the job suffers from a range of limitations and restraints which could not be avoided. These are being encountered during the process and enlisted here under:

(i) Absence of relevant statistics has been a major hindrance for an objective analysis of the study

(ii) Authenticity of data gathered from documented sources couldn't be accurately established. Moreover, primary data through questionnaires has its own limitation.

(iii) The official statistics emanating from different establishments at different levels, lack in comparability. In some cases, there seems to be a complete mismatch amongst the same statistics maintained by more than one department.

(iv) Besides, it seems that there is lack of systematic maintenance of information relevant for carrying out the project. Data are not arranged in an orderly fashion due to which it leads towards extrapolation of statistics at different stages.

(v) There is an infinite group of population in the sampling frame and a few non-respondents too. Hence, although utmost care has been exercised to determine a feasible sample size, the same might not, in fact, seem to be exactly proportionate to the units in total population.

(vi) Though primarily, the sample size was more than considered in the study, the actual respondents turned out to be 400 units which are treated as total sample lot for primary data collection. As a result, the opinions and views of the non-respondents could not be embodied.

(vii) Physical visit could not be done in all prominent tourist spots spread over four districts of the state due to time and resource constraints.

(viii) Researcher is the one and sole investigator because of which the field observation could not be made intensive.

(ix) Statistical interpretation of data accumulated through primary and secondary sources might not have been fully indicative of the status of tourism in the state.

(x) There remains a possibility of biasness of the researcher in gathering required information and same is the case with respondents too (in responding queries).
(xi) The study is carried out at a micro level only. As a result, its findings and suggestions may not be fully implementable by the concerned policy planners.

(xii) In few cases, data have been considered from pre-periodicity of the study that might (probably) have resulted in non-uniformity in the process. However, the same has helped the researcher in order to have an objective comparison of statistical information.

(xiii) There might have been a few compilation errors in the thesis. Repeation in furnishing information, syntax and factual incorrectness, and citation inaccuracy in some cases could not (perhaps) be fully avoided.

(xiv) The present research investigation couldn't embody the happenings and changes that have taken place beyond its periodicity.

1.8. CONCLUSION AND MEASURES FOR ACTION

Speedy augmentation of the tourism prospect is a vital issue as it has become backbone of the Sikkimese economy at present day time. The various circles of tourism deficit as well as lack of adequate reforms prevail in the state. To bridge the gap, a techno-economic study and general tourism awareness amongst the masses have to be gravely cultivated, which is undoubtedly, a major hopeful area for amplifying economic status of this set aside corner of India. As such, after analyzing the present status/condition of this fast emerging industry in Sikkim Himalaya, the study ventures into concluding and suggesting several courses of action that are implementable phase by phase for improving the state of affairs.

1.9. CHAPTER PLANNING

Last but not the least, it is indispensable to have a proper table of contents to present the research report in an informative, structured and methodical way. It is nothing but chapter planning which takes the following sequence in the thesis.

Chapter 1 : Introduction and Overview
Chapter 2 : Sikkim – A Himalayan Paradise
Chapter 3 : Tourism in Sikkim-An Analytical Perspective
Chapter 4 : Potentials, Constraints and Reforms
Chapter 5 : Strategy for Development
Chapter 6 : Concluding Observations
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