PREFACE

Tourism is one of the fastest growing industries of the modern world. It is described as the smoke-less industry. Some parts of the world have developed their overall economic structure through the development of tourism. India, though not in the top list of international tourist destination, yet tourism is the second largest industry of the country in regard to the earning of foreign exchange. But, development of tourism is not evenly distributed in the country. Some states of the country have made tremendous progress through designing, enhancing and marketing the endowments through proper formulation of tourism products and services.

Northeast India, having possible endowments to develop itself as a successful tourist destination, has remained a marginal entity in the national tourism scenario. The present topic of research is based upon the hypothesis that lack of proper marketing strategy by the Tourism Promotion Organisations is mainly responsible towards lackadaisical growth of the tourism industry.

While pursuing the research work, a long way had to be travelled due to the exploratory nature of the work and for the non-availability of proper literature on tourism marketing. A good number of libraries were consulted for collection of relevant data and materials. These include the National Library, Calcutta, University Library, Calcutta, University Library, Delhi, IIPA Library, Delhi, ICSSR Documentation Centre, New Delhi, Indian Institute of Management Libraries at Ahmedabad and Jokha (Calcutta) and the Assam University Library, Silchar.

Visits were also made to all the capital towns of Northeast India to get access to the concerned Directorates of respective states. In addition to this the concerned library and office of the Ministry of Tourism, New Delhi were visited a number of times to collect the secondary data and the documents of the Government relating to the policies on tourism. Moreover Head Offices of the Tourism Development Corporations of the select states of Madhya Pradesh, Himachal Pradesh and Kerela were visited.

In course of my research, I have received immense help and support from various people of various places. I want to express my thanks to all of them. I wish to record my thanks to Mr. Balmukund Namdev, General
Manager, Marketing, MPSTDC, Mr. Murleedharan, Marketing Manager KTDC, Mrs. Veena, PRO, KMVN. (now in Uttaranchal Vikas Nigam), Mr Anupam Garg of ICSSR Documentation Centre, New Delhi, Mr. Dilip Baruah, Managing Director, ATDC, Mr. Niren Deka, Tourist Information Officer, ATDC, Mr. B. Basumatari, Director of Tourism, Assam, Miss Eva of Directorate of Tourism, Meghalaya and Mr. Sangma of MTDC for providing spontaneous help during my several visits to them.

I express my sincere thanks and record deep sense of gratitude and highest regards to my supervisor Dr. Apurbananda Mazumdar, Reader, Department of Commerce, Assam University, Silchar for his constant guidance. He not only helped me to tide over the hurdles in course of my research but also provided moral support and encouragement at times when I needed them most. It goes without saying that but for his constant support and personal involvement throughout the period of my research, the thesis would not have seen the light of the day.

Thanks are also due to the University Grants Commission authorities for their generous help in extending Minor Research Project grants to me.

My colleagues Mr. Prashanta Ranjan Acharjee and Mr. Jaydeep Bhattacharya and Mr. Chandan Dey, fellow scholar deserve special thanks for their help and co-operation in various stages of my research. I also thank my teacher and colleague Dr. Debasish Kar for his constant encouragement throughout the period.

I want to express my thanks to my wife Susmita, who has remained a constant source of inspiration to me.

Finally, I want to thank Mr. Sandip Choudhury of S-Cube for neatly typing and composing the thesis.

While utmost care was taken towards the accuracy and authenticities of the work, it goes without saying that I fully shoulder the responsibilities of any inadvertent error that might have crept in.

Silchar
12th December 2001

(Sanjib Bhattacharjee)