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 of 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 an important sector in Assam. Moreover, it can play a 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 of five selected tourist destinations, namely, Kaziranga, Manas, Majuli, Sivasagar, and Kamakhaya 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 framework 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, Mauritius 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 Seychelles 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

Flipo (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 Champaign, 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 unparallel 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 ecosystem. 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

\[ P_i = E(Y = 1 \mid X_i) = \beta_1 + \beta_2 X_i \] (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-

\[ P_i = E(Y = 1 \mid X_i) = \frac{1}{1 + e^{-\beta_1 - \beta_2 X_i}} \] (2)

For ease of exposition, we write (2) as

\[ P_i = \frac{1}{1 + e^{-Z_i}} = \frac{e^{Z_i}}{1 + e^{Z_i}} \] (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 $\beta$’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

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

Therefore, we can write

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

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,

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

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, Kamakhaya and Sivasagar. However, the overview of the tourism in Assam in general and the same in Kaziranga, Manas, Majuli, Kamakhaya 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, cleanliness, 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**

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

**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**

<table>
<thead>
<tr>
<th>Tourist Spot</th>
<th>Number of Sample Tourists</th>
<th>Total Sample Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic</td>
<td>Foreign</td>
</tr>
<tr>
<td>Kaziranga</td>
<td>48</td>
<td>22</td>
</tr>
<tr>
<td>Manas</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Majuli</td>
<td>26</td>
<td>16</td>
</tr>
<tr>
<td>Kamakhaya</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Sivasagar</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>130</td>
<td>70</td>
</tr>
</tbody>
</table>

**Source:** Computed on the basis of primary data collected from field survey.
Figure 1.1: Sampling tree of local community

UNIVERSE

Kaziranga  Manas  Majuli  Kamakhya  Sivasagar

OWNER

V1  V2  V3  V4  V5  V6  V8  V9  V10  V12
8  36  18  32  6  4  4  4  4  6

EMPLOYEE

V13  V14
28  50

SAMPLE SIZE (N=200)
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.