

Problems and Prospects of Tourism Industry in Assam

Dr. Uttam Deb

Assistant Professor, Silchar College, Kabirgram, Assam, India

ABSTRACT

Tourism is an ever growing industry, which brings the world together, leads to enrichment of knowledge, exchange of culture and fosters international understanding. It is one of the largest industries in the world in terms of revenue and employment generation. Tourism can be a path to employment generation and economic development. Assam has a great potential for different growing segments of tourism like Eco-tourism, Cultural tourism, agro-tourism, religious tourism thus it has an unrealized potential which can only be unleashed by adopting proper policy measures. If tourism is developed through careful planning, it is sure to bring revolutionary transformation in the economy of Assam. The present study seeks to analyse the prospects and challenges of Tourism industry in Assam and attempts to develop some strategies and measures for further improvement of the tourism sector.

KEYWORDS: Tourism, Ecotourism, Cultural Tourism, Pilgrim Tourism, Assam, India.

How to cite this paper: Dr. Uttam Deb "Problems and Prospects of Tourism Industry in Assam" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-4 | Issue-5, August 2020, pp.1774-1780, URL: www.ijtsrd.com/papers/ijtsrd31862.pdf



Copyright © 2020 by author(s) and International Journal of Trend in Scientific Research and Development Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



1. INTRODUCTION

The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champions' diverse cultural heritage and strengthens peace in the world.

From the very beginning, the thirst of fascination, exploration of new places and unheard adventures has led the people to move across the globe. It can be described as an outcome of man's craze about adventures and exploration. "Tourism is the sum of the phenomenon and relationship arising from the travel and stay of non residents, in so far as they don't lead to permanent residence and are not connected with any earning activity" (Hunkizen & Krapf, 1942). Tourism is not merely a social activity. It has high economic significance, especially in the current world scenario. It is one of the fastest growing sectors of the world economy. This is mainly due to rapid development of tourism infrastructure, high count of tourist inflow and outflows across the globe.

1.1. Global Scenario of Tourism

Being a labour intensive sector, it is one of the largest job creating industries in the world. In terms of GDP contribution tourism accounts for almost 10% of the Global GDP which is almost equal to 9 Trillion USD in 2019. (Annual Economic Impact Report, WTTC). This data shows the potential of the tourism sector. It is crucial not only for developed nations but also for developing Nations. Tourism has been a driving force in protecting natural and cultural heritage. People specifically visit those historical places for different purposes, including research, exploration,

adventures. Thereby, we can safely say that tourism is an ever expanding industry, having tremendous growth potential and future prospects.

1.2. Tourism in India

Population wise India is the largest country in the world, as a result naturally it has a large market for travel and tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists as well. The tourism sector contributes 5% to India's GDP, highlighting its crucial role in the country's economic growth. Tourism significantly contributes to India's economy, with its share in the Gross Domestic Product (GDP) varying over recent years. According to the most recent reports published by (Ministry of Tourism and Press Information Bureau) in December 2019 itself, India recorded 10.93 million foreign tourists arrival, generating US\$ 30.06 billion. It shows the growing potential of this sector

1.3. Tourism in Assam

Assam, one of the constituent states of the North-East region, an embodiment of the natural beauty and grace, a true representative of the region, has been at the centre stage of tourist attraction.

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, mountains, nay, all the gifts 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.

Tourism is an ever growing industry, which brings the world

together, leads to enrichment of knowledge, exchange of culture and fosters international understanding. It is one of the largest industries in the world in terms of revenue and employment generation. Tourism can be a path to employment generation and economic development. Assam has a great potential for different growing segments of tourism like Eco-tourism, Cultural tourism, agro-tourism, religious tourism thus it has an unrealized potential which can only be unleashed by adopting proper policy measures. If tourism is developed through careful planning, it is sure to bring revolutionary transformation in the economy of Assam.

2. Review of literature

In their empirical study, Mishra et al. (1991), explore the cause a relationship between tourism and economic growth in India. They defined tourism as significant economic activity that contributes to national income and employment. By utilizing time series models spanning from 1978 to 2009, the study provides evidence of a long-run unidirectional causality from tourism activities to economic growth.

Dutta (2017) examines Assam's eco-tourism potential, highlighting challenges like poor infrastructure, bureaucratic delays, and environmental risks. The study advocates community-based tourism, eco-certifications, and adaptive

strategies like elevated walkways in flood-prone areas. It emphasizes local capacity-building through training programs, ensuring eco-tourism supports both rural empowerment and environmental conservation.

Sharma and Borah (2019) analyse Assam's tourism economy, highlighting wildlife, pilgrimage, and adventure tourism as key drivers. They identify issues like seasonal demand, poor infrastructure, and weak marketing. The study advocates product diversification, private-sector innovation, and holistic branding to position Assam globally as a diverse tourism destination.

3. Objectives

The present study seeks to analyse the prospects and challenges of Tourism industry in Assam and attempts to develop some strategies and measures for further improvement of the tourism sector.

4. Methodology

This study is based on descriptive research method and undertakes secondary data into account. Here data are presented using tabulation method and the comparisons are done using various statistical diagrams. To get an overview of the Indian tourism industry, various research papers, reports, government websites, articles are explored in detail.

5. Results and Discussions

5.1. Existing places of tourist attraction

Tourism in Assam is essentially nature based, therefore, natural parks and sanctuaries, rivers, lakes, warm water springs, forests, wild life, are the principal components of tourist attraction. These places can be grouped together under four categories such as: Nature related, Historical, Religious and Others.

A. Nature related

Sl. No.	Places in Alphabetic Order	Distance from Guwahati in km	Specialty
1	Bhairabkunda	137	A beautiful place at the border of Arunachal Pradesh
2	Bhalukpong	205	A beautiful place by the side of river Jia Bhoroli, famous for angling and water sports
3	Chandubi	64	A natural lagoon, beautiful picnic spot
4	Dibru-Chaikhowa	490	70 km from Dibrugarh, national park, the habitat of elephants, buffaloes, famous for wild horses
5	Haflong	355	One of the hill stations in Assam with unsurpassed sylvan beauty
6	Jatinga	364	Near Haflong, North Cachar district, a beautiful hilly place, where birds behave in a mysterious way, the local people call that the birds commit suicide here on certain specific days
7	Kaziranga	217	Internationally famous national park, the home of great Indian one-horn rhinoceros, tigers, elephants, buffaloes, deer, wild ducks and geese, breeding place of pelicans, habitat of reptiles and monkeys more particularly golden langurs and host of other species
8	Manas	176	Situated in the foothills of the Himalayas, one of the magnificent national parks in the country, the Manas river flows through it, famous for the tiger project, a habitat for various wild animals
9	Orang	150	A wild life sanctuary, known as a miniature Kaziranga
10	Pabitara	65	A wild life sanctuary
11	Potasoli	173	38 km from historic town of Tezpur, near the picturesque river Jia Bhoroli, famous for eco-camp set up jointly by the Department of Forest and Assam Anglers Association.
12	Son Beel	331	Famous for its fishery and it is one of the main producers of fish for the entire district in southern Assam. Son Beel is best visited during rainy season that is March onwards till the beginning of winters. Till then the lake is full of water and offers a view that is hard to find elsewhere.

Source: Directorate of Tourism, Guwahati

B. Religious Related

Sl. No.	Places in alphabetic order	Distance from Guwahati in km	Specialty
1	Barpeta	137	Famous for a Vaishnava monastery
2	Batadrawa	134	Birth place of Shri Sankardeva, the Vaishnava reformer, saint and a great literary figure
3	Hajo	35	Sacred place for Hindus, Muslims and Buddhists
4	Kamakhya		An important religious place of the Hindus within the city of Guwahati, on the top of Nilachal hill, attracts thousands of devotees and other tourists every day by its natural grandeur
5	Madan Kamdev	35	Vast archeological ruins of fine erotic sculpture
6	Majuli	326	The largest river island in the world, centre of Vaishnava culture, seat of many satras which are known as the centres of Assamese art, dance, drama, music, a safe heaven for various migratory birds
7.	Surya Pahar	162	Situated on a hill surrounded by innumerable statues of Durga Devi, Ganesha, Surya, Chandra, Buddha

Source: Directorate of Tourism, Guwahati

C. © Historical

Sl. No.	Places in alphabetic order	Distance from Guwahati in km	Specialty
1	Digboi	523	Famous for the first oil refinery in Asia, war cemetery of World War II
2	Sibsagar	369	Seat of the Ahom rule, famous for royal palaces, monuments, temples and massive ponds
3	Tezpur	137	Ruins of an ancient capital of the Mahabharata time, famous for the love story of Usha-Anirudha

Source: Directorate of Tourism, Guwahati

D. Others

- Guwahati: The places of worth visiting are: the famous Shakti 205 temple of mother Goddess Kamakhya on the Nilachal hills, the ancient Siva temple Umananda situated on the Peacock island in the middle of the river Brahmaputra, the Navagraha temple, Srimanta Sankardeva Kalakshetra, Balaji temple, Science Museum, Vaisisthashram (founded by famous sage Vaisistha amidst grand natural beauty), the State Museum, the State Zoo-cum-Botanical garden, the Saraighat Bridge, the Lachit Barphukan Park etc.
- Sualkushi: 32 km from Guwahati, known as the silk town of Assam, it is famous for Assamese silk, muga (golden thread) and other varieties of silk.

5.2. Potential to Attract Tourists of Diverse Interests

There is an ample scope for tourism to grow as an industry in with it diverse endowments of tourist interests. The following are the existing and potential variety of tourism:

A. Nature Tourism

Assam and its seven neighbouring states of the North-East are known for their bio-geographic richness (Coopers and Lybrand Report, 1996, p. 49). With its dense forests, uneven topography, flora and fauna, the majestic Brahmaputra and its tributaries, wild life sanctuaries like Kaziranga, Manas, Pabitora, Dibru-Saikhowa, Bhalukpong, Pabitora and similar others, and many rare species of animals, Assam offers basically nature-centric tourism. From one end to the other, the state offers to the tourists so many places of natural beauty with wide variety of wildlife that very few places in the world can compete with it. Nature tourism understood in terms of wildlife sanctuaries constitutes the core of tourism in Assam. The tourists, both domestic and foreign, are likely to find these places attracting, nay alluring, provided a well-definite programme of action is evolved.

B. Tea Tourism

Tea was first discovered in Assam in 1823 by two intrepid British adventurers, Robert and Charles Bruce and since then tea has become an integral part of Assam's economy. Each of these lush green tea gardens in Assam (about 1000 in number) is a treasure house of exotic beauty of nature with colourful people and their enchanting songs and dances, sprawling bungalows, and residential facilities. Many of these tea gardens have polo fields and golf courses. There are as many as 30 air strips and helipads maintained by the tea garden management. These facilities can form into an attractive package for tourism. The road communication to most of the tea gardens is fairly well maintained, and the rest houses and bungalows with modern facilities located there are generally kept ready for visitors and guests. Therefore, coordination with the management of the tea gardens can effectively do a lot in promoting tea tourism in the state. It may be noted that tea tourism is a recent concept, its potentiality, remains unexplored.

C. Eco-tourism

Eco-tourism is also a new concept, developed around the idea of travelling to places of natural beauty, moving around and staying with the places of nature for a couple of days. It has the twin objectives of conserving environment and improving the welfare of the local people. Countries like Kenya, Costa Rica, South Africa have already successfully promoted eco-tourism. Kerala presents a unique success story of eco-tourism in our country. On this similar line, Assam has immense scope for eco-tourism, as its natural scenario and climatic condition resemble those in Kerala. The state is virtually free from industrial pollution. Its green forests, blue hills, enchanting rivers are the basis on which an eco-friendly tourism can be developed. For

that a host of matters to be properly addressed, including:

1. Development of good approach road to the spots of tourist attraction,
2. Creation of infra-structural facilities like good quality tents with provisions for food and other logistics,
3. River cruising and water sports, bird watching towers etc. These facilities are likely to attract eco-tourists. It may be noted that eco-tourism is yet to come to the take-off stage.

D. Cultural Tourism

Assam is a conglomeration of various ethnic tribes and groups each having a distinct language, culture, way-of-life, festivals, songs and dances. Most of these people have their spring festivals. Songs and dances, display of colourful dresses, tasting of innumerable varieties of both vegetarian and non-vegetarian dishes mark these festivals. Sankardev Kalakhetra, Guwahati, has been organising, in recent years, spring festivals, on the line of the desert festival of Rajasthan, the Rangali Utsav in the month of April in which the various colourful shades of Assam are presented. This could be as big an attraction as the Pushkar Mela in Rajasthan.

E. Pilgrim Tourism

Assam has many ancient temples and shrines, some of which like Kamakhya date back to pre-historic time. As stated already Kamakhya is one of the most revered religious places in the country. An average of 1000 visitors visit the Kamakhya temple every day throughout the year. It becomes a centre of attraction in the month of June when it celebrates the Ambubachi mela. At that time more than hundred thousand pilgrims come for pilgrimage from different places of India. Situated on a hill top Kamakhya is also a very beautiful place that attracts many tourists. There are other religious places where visitors often come from different parts of the country. But most of the places do not provide adequate facilities to the tourists and pilgrims, for which these places of religious importance fail to attract a large number of tourists.

F. Adventure Tourism

The enchanting blue hills and speedy rivers of Assam provide an enormous scope for the development of adventure tourism. Recently, some of the adventure sports activities like rock-climbing, trekking, para-sailing, water sports, river rafting and angling are promoted by the Department of Tourism. There is an annual angling competition held at Bhalukpong Potasali side every year in November in which Indian and foreign tourists participate. But other areas of adventure tourism like hang gliding are yet to grow. Assam has a number of ideal places like Nilachal hills (where the Kamakhya temple situated) in the city of Guwahati and the hills around Kaziranga. Since most of the tourists come to the state through Guwahati and visit Kaziranga, there is an enormous scope for hang gliding.

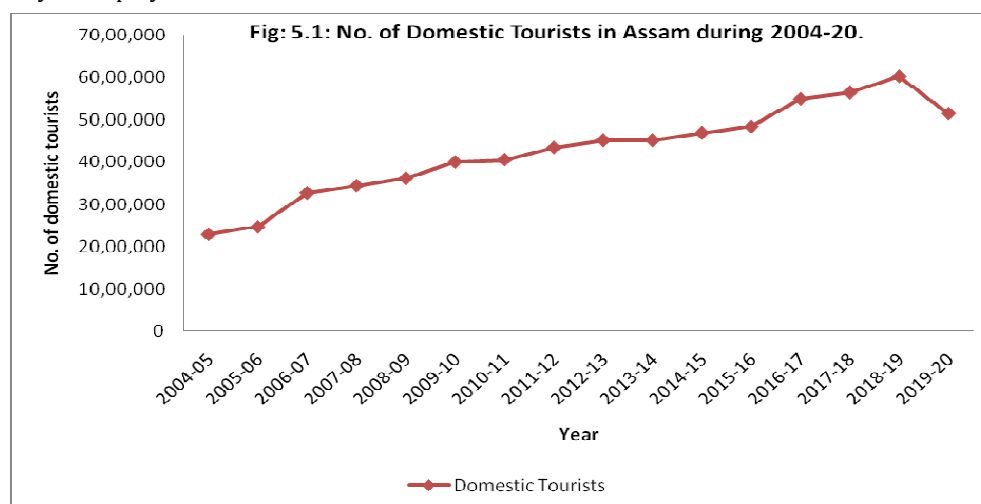
G. Golf Tourism

There are about 10 golf courses located mostly within the compact areas of tea gardens. The Oil India maintains a very good golf course in the industrial town of Duliajan. These offer a unique opportunity to develop golf tourism in the state. Most of the courses are located near to air-strips and helipads maintained by the tea garden management. In recent years, domestic and foreign tourists are coming to play golf in different golf courses, and a good number of them use these air-strips and helipads. Golf tourism can be integrated with eco and tea tourism. One has to recognize that some tourists may more than one interest and may like to combine various aspects of tourism described above.

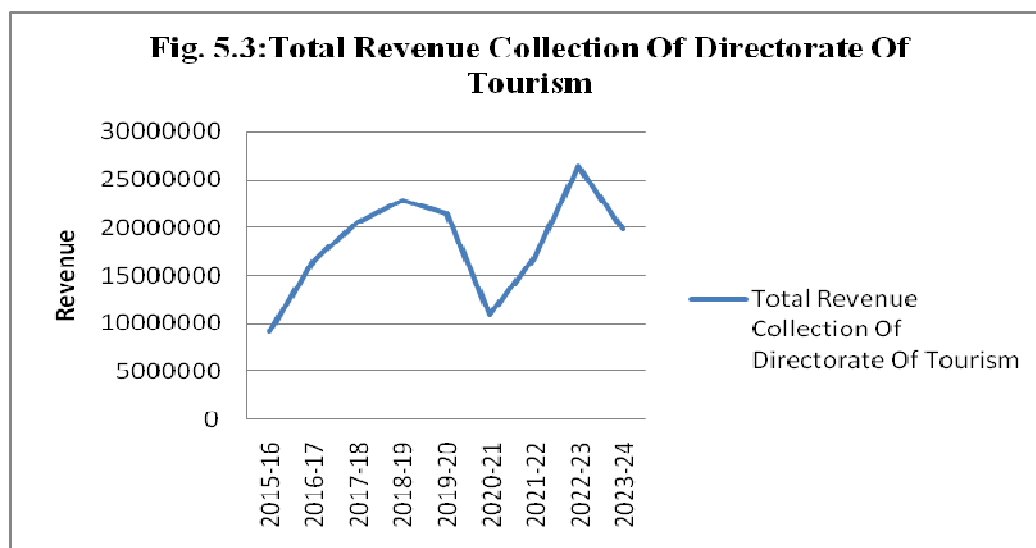
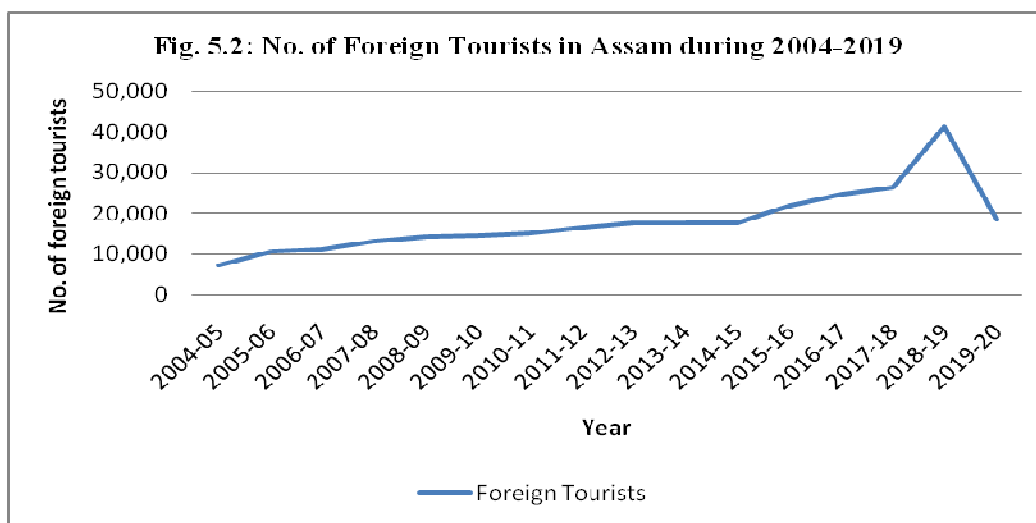
5.3. Tourism and Its Contribution to Economic Development:

The importance of tourism industry in economic field grows rapidly each and every passing year. Sources revealed that revenue collected from tourism increase year by year, and it directly helps in economic development of Assam. Assam is well known for its cordial behavior for all visitors, whether they come from any place across the world. The development of the tourism sector can increase economic growth directly and also increases domestic incomes and effective demand by stimulates the growth of other related sectors through backward and forward linkages. This sector can contribute to economic development of the State positively. The following figures show the inflow of both domestic and foreign tourists to the state.

From the figures, we can see the growing trend of tourist inflow in the state as well as the revenue collection also in an increasing trend. It also depicts a picture of huge inflow of tourist in future and great earning source of the state. This sector has a great potentiality of employment in the state.



Source: Directorate of Tourism, Guwahati



5.4. Share of tourism in GDP and Employment Generation

The tourism industry is a wind farm, generating several employment opportunities that positively smash global economies and societies. In India employment generation through tourism is a determining factor of economic growth. The industry creates multiple job opportunities across distinct skill levels, availing both urban and rural areas. These functions range from hotel staff and tour guide to crafts person and entrepreneurs. In the financial year 2020 Travel and tourism sector in India come up with employment to nearly 80 million people and Making up of five percent of the country's GDP. As per the 3rd Tourism Satellite Account (TSA), 2015-16, the percentage contribution of tourism sector to the country's Gross Domestic Product (GDP) for 2015-16 to 2019-20 is given below:

Table: 5.1 percentage contribution of tourism sector to the country's Gross Domestic Product (GDP)

Tourism GDP	2015-16	2016-17	2017-18	2018-19	2019-20
Total Share in GDP (in %)	5.09	5.04	5.02	5.01	5.18
Direct (in %)	2.65	2.62	2.61	2.61	2.69
Indirect (in %)	2.44	2.42	2.41	2.40	2.49

Source: 3rd Tourism Satellite Account (TSA)

5.5. SWOT Analysis for Tourism Sector of the state of Assam

Strength

Assam, the most colourful region of northeastern India, is a verdant paradise that blends a wide range of interests and natural wonders that pique the interest and inspire curiosity. With its top-notch tourism resources, Assam has a remarkable and heavenly diversity to offer visitors.

1. A green paradise, Assam offers picturesque landscape, beautiful mountain and seven rivers.

2. Natural lagoons and fine picnic spots.
3. Flora and fauna of world famous wild life sanctuaries like Kaziranga National Park, Manas National Park, Orange National Park and other give a lasting impression.
4. Pilgrimage destinations such as Kamakhya, Hajo, Vasisthashram, Nabagraha Temple and other are there.

5. The historical city with important archaeological remains and monuments such as Sivsagar, speak of a glorious past of high architectural achievements.
6. Assam's rich heritage of artistic craftsmanship includes the basketwork and mats of Kamrup, Sibsagar and Nagaon are well known and Cachar district is known for its very special sital pattimats.
7. The perfect fusion of heritage of its tribes, have made Assam the home of most colourful festivals. This state celebrates spring festivals, autumn festivals, food festivals, music festivals and the Jorhat pony race a legacy of the Raj.
8. The mighty Brahmaputra river, rock hills in Morigaon District, trekking routes of North Cachar hills, welcome adventure tourists to conquer them and enjoy these all with high spirit.
9. Assam, known for its tea, is home to two of the oldest plantations, Sensua and Gatodnga, which are in a world within a world and 15 minutes away from the closest airport in Jorhat. The hundreds of acres that make up the tea states provide visitors the opportunity to wander around and take in the dappled sunshine that filters through the shade trees and creates patterns of black and white on the carefully trimmed tea bushes.

Weakness

In the present scenario of Tourism in the State the following weakness have been identified:

1. Lack of comprehensive policy framework of the State govt. for long term development of tourism, despite it having a lot potential of tourism development.
2. The lack of awareness in overseas countries of the State's natural and cultural features of outstanding attractions.
3. Lack of sufficient awareness, education and publicity amongst local residents regarding economic, social and cultural benefits of tourism.
4. Lack of co-ordination among tourism administrators, owners of the hotel industry, travel and tourism association, other constitutes of Govt. like Town and Country Planning Department, Civil Aviation, PWD, Environment, Railway, etc.
5. Deficiencies in infrastructures like poor road conditions or non-accessibility, poor solid waste management system.
6. Lack of adequate professional training facilities for human resource development and quality of services Lack of adequate security cover.
7. The lack of convenient direct international air services to Guwahati, Assam from the major tourist generating centers of Western Europe, Northeast Asia, North America and Australia/ New Zealand.
8. The State's Department of Tourism and the Travel and Tourism Development Corporation are unable to effectively market and promote the State's tourism opportunities and attractions to international tour operators and potential travellers.

Opportunities

The most popular tourist destination in all of India is Assam, which is located in the northeast. The combination of several

essential characteristics, which together provide comprehensive tourist products that provide specific market segments with gratifying and fulfilling experiences, determines a destination's appeal for tourism. Among these qualities are:

1. Natural features (inland, topography, flora & fauna)
2. Cultural features (heritage, monuments, events, are, music and dance)
3. Built feature (tourist accommodation, tours and recreational facilities, urban and rural environment)
4. Infrastructure and amenities (transportation, communication, shopping, comfort amenities)
5. Effective service (trained in technical, linguistic and social skills)
6. Good information (through tourist information system, printed materials, maps, signposts)
7. A welcoming environment (local inhabitants aware of the value of, and have strong positive attitudes towards tourism and tourists)

Assam has all these characteristics and they give Assam great potential for future growth in the tourism sectors of business, health, education, adventure, and cultural tourism, as well as heritage and adventure travel. These tourism-related activities are the newest additions for both domestic and international travellers.

Given the information above, it is clear that the State has a great deal of potential for growing both its local tourism industry and drawing in a large number of foreign visitors.

Threats

Despite being a unique tourist destination, Assam has some challenges as well, which directly and indirectly curb the growth of tourism. These are as such:

1. Assam virtually does not have any trained guides placed in important places of tourist attraction.
2. Tourists daunted long distances to access to Assam and its districts due to poor transportation system, conditions of roads and poor tourist facilities
3. Social problems like causes of insurgency and violent political movements should be curbed or resolved and provisions to give complete security cover for the tourists.
4. Infrastructures, if not improved, especially roads, solid waste management, power and accommodation, it would create major hindrances in the development of tourism in Assam.

5.6. Developing a marketing strategy to promote tourism sector in Assam

For the state of Assam, tourism is one of the main economic foundations. In Assam, the majority of the tourism industry has grown haphazardly and without any planning. Tourism promotion and marketing activities have always taken a backseat due to a variety of factors, including a lack of funding from the Central Government, an inadequate socioeconomic and governmental structure, a lack of suitable travel and tourism development policies from State Governments, a lack of a suitable and friendly investment environment, and the absence of favourable conditions or an effective marketing strategy to draw tourists. Following are some marketing strategies to promote tourism in Assam listed below:

1. **Branding image :** Even though Assam Tourism's brand is "Awesome Assam," it hasn't been able to draw in more visitors because of poor marketing tactics. Assam tourism needs a brand image along the lines of "Incredible India," "God's Own Country," and similar themes to highlight the state's distinctiveness and set it apart from other travel destinations.
2. **Advertising:** Newspapers, lifestyle publications, in-flight magazines, TV commercials, talk shows, road shows, travel marts, tourism booths and kiosks, etc. should all be used to promote the brand "Awesome Assam." The tourism department can use print advertising, such as creating brochures or booklets that include information about different tourist destinations, Assamese rural areas, culture and cuisine, and wellness tourism. These materials can then be distributed worldwide to hotels and restaurants, airports, train stations, and cultural events.
3. **Trade show/Road show :** Road shows and trade exhibits give the destination access to all of the travel and tourism vendors in the area and beyond. In order to advance Assam tourism and benefit the travel sector, trade exhibitions and road shows concerning the state's tourist attractions ought to be planned around the nation and the globe. A trade expo or road show can also attract millions of tourists, the national travel agencies, and the media.
4. **Sponsorships:** There should be sponsors in mega events and giveaways that tie in with the Tourism destinations and create a level of prestige for the brand "Awesome Assam".
5. **Mobile marketing:** Online and mobile media have emerged as key promotional tools in the present day. To further promote Assam tourism, an interactive and functional mobile application that has all the information about the destination, hotels, and tourism should be released. Additionally, SMS (Short Message Service) is used to send appropriate text messages promoting tourism.
6. **Promotion through Film Industry:** Reputable Hindi and other regional language filmmakers ought to be encouraged to shoot films in Assam by the state's tourism department. Subsidies will be given as part of a unique incentive programme. The department of tourism ought to recommend to the filmmakers that their film incorporate the diverse cultures of Assam. To enhance the promotion of Assamese tourism attractions, the government of Assam ought to coordinate regional, national, and international film festivals.
7. **Tourism Product Development:** There should be more state circuits designated for thorough promotional development in addition to the state's national tourism circuits. The national circuits will be connected and merged with the state circuits, giving visitors the freedom to select the product of their choice and easily view the state's diversity. To encourage free movement of tourists between these regions, a state circuit encompassing the Barak Valley and North-Cachar Hills may be connected to the national circuit that links Shillong and Kaziranga. The primary target audience for these subsidiary circuits, especially the smaller circuits, will be domestic tourists.
8. **Transit Tourism:** Many visitors, especially those from outside the country, view Guwahati not just as a tourism destination but also as a stopover or entryway to the northeastern states. Travellers spend roughly two days travelling on average, which is a fantastic chance to advertise Guwahati City-based tourism under the banners "One day in Guwahati" or "Two days in Guwahati." In addition to daytime trips to tourist destinations, the government can work with the private sector to market Guwahati's nightlife, including its nightclubs, malls, pubs, bars, sports bars, and indoor gaming spaces.
9. **Tourist centric approach:** Ensuring that visitors to Assam have a delightful experience is of paramount importance. A visitor's experience can be greatly improved by providing them with opportunities to sample local cuisine, get a sense of the local way of life, and purchase easily accessible handicrafts and souvenirs. It is important to encourage hoteliers and restaurateurs to provide regional cuisine in customary ways. This will improve the number of visitors to the state.

Conclusion

Today, the tourism business is one that is both leading and emerging globally, and some people even rank it as the top industry. Travellers demand have always changed as a result of demographic, socio-structural, and socio-cultural trends, and service providers in the tourism industry must make significant adjustments. The latent vulnerability of tourism as a boom sector has been well illustrated by war and tourism, bad weather, the ongoing globalisation of tourism, and the ageing of society (which is becoming more and more visible in the public consciousness). The current report offers a thorough examination of the advantages, disadvantages, possibilities, and risks facing Assam's tourist industry. This provides a comprehensive picture of the current situation regarding performance and its many stages. Right now, a well-thought-out design and plan for every traveller is important. Therefore, a successful and efficient marketing plan would have a profoundly revolutionary effect on Assamese tourism.

References

- [1] Aliqah and Al-rfou' (2010): "The Role of Tourism Sector on Economic Development in Jordan During the Period 1990-2008", *European Journal of Economics, Finance and Administrative Sciences*, Vol.18, pp.173-180.
- [2] Durbarry, R. (2002): "The Economic Contribution of Tourism in Mauritius". *Annals of Tourism Research*, Vol.29, pp. 862-865.
- [3] Fayissa, B. C. Nsiah, and B. Tadasse, (2007): "The Impact of Tourism on Economic Growth and Development in Africa", *Middle Tennessee State University, Department of Economics and Finance, Working Papers*, No. 16.
- [4] Hunziker, W. and Krapf, K. (1942), "A Critical Approach to the Tourism Management," *Open Journal of Applied Sciences*, Vol.9 No.5, May 10, 2019.
- [5] Mishra et al. (1991), "Causality between Tourism and Economic Growth: Empirical Evidence from India," *European Journal of Social Sciences - Volume 18, Number 4* (2011).