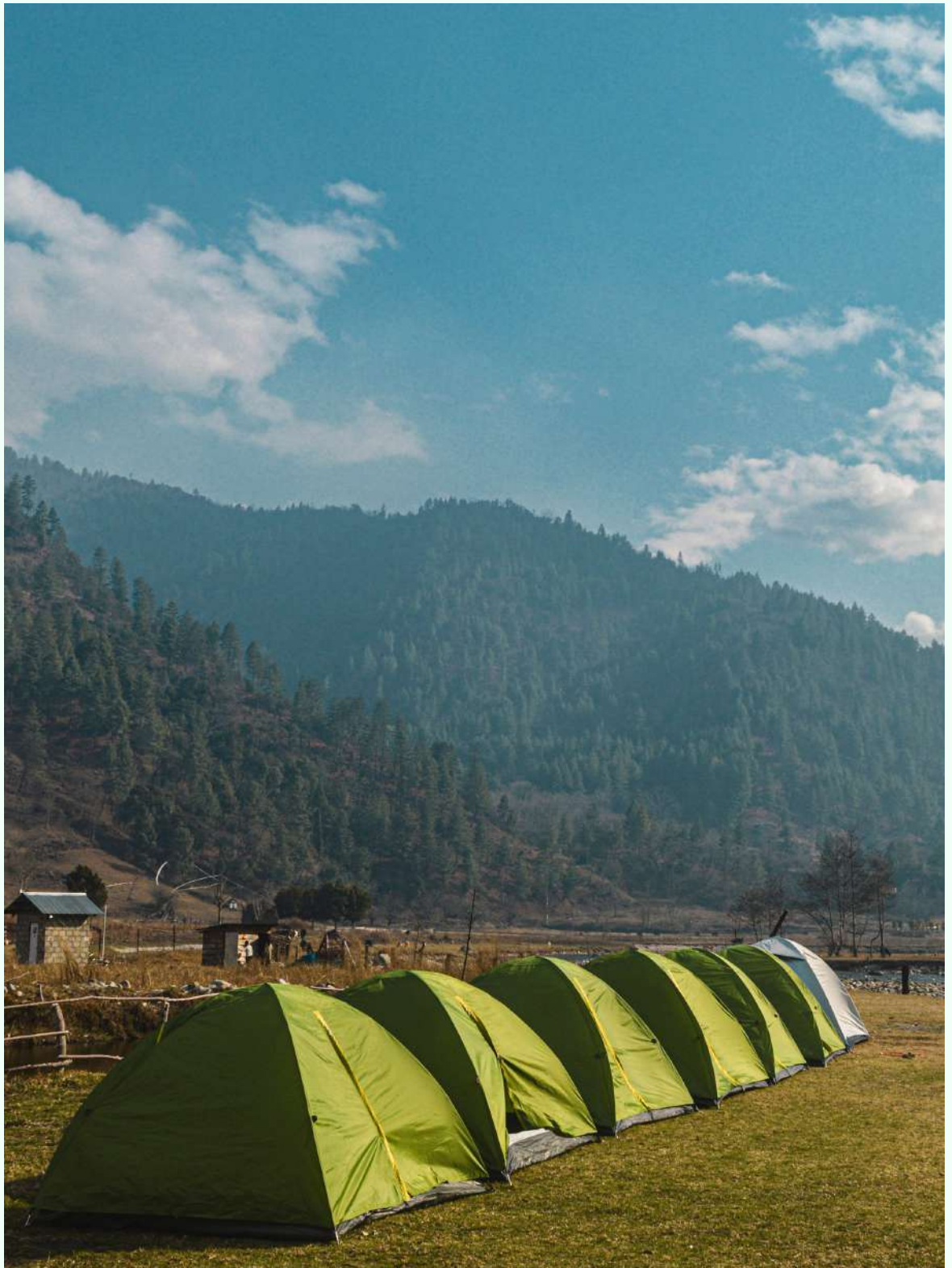




UTTARAN



DEPARTMENT OF BUSINESS ADMINISTRATION TEZPUR UNIVERSITY

'The COVID-19 crisis is an opportunity to build back better for tourism sector investing in models that place a focus on the empowerment and engagement of local communities, inclusion, and the preservation of local natural and cultural resources.'

SEPTEMBER 2020

M E S S A G E F R O M
H E A D O F T H E D E P A R T M E N T ,
D E P A R T M E N T O F B U S I N E S S
A D M I N I S T R A T I O N



It is a matter of great pleasure that the students of the Department of Business Administration have come out with a new edition of UTTARAN on the occasion of WORLD TOURISM DAY 2020. 'Uttaran' is an e- magazine published in the online mode by the students of the Department annually.

The UNWTO has declared 27th September as the World Tourism Day. Each year a theme is decided for celebration of World Tourism Day. The theme for the year 2020 is "Tourism and Rural Development".

The tourism industry has been a major player in the growth and development of rural destinations till recently. It has been also generating employment opportunity to the rural youth, specifically the low skilled ones. But the recent COVID 19 pandemic has hit a major blow to the industry. The tourism industry is most affected by the pandemic compared to all other industries. But experts believe that it will come back to normalcy gradually.

I appreciate the team working behind this endeavor, and congratulate the students and faculty mentors for bringing out the e-magazine. I am sure that 'Uttaran' will be well accepted by the readers.

I wish the team and the students of the Department the very best.

-Prof. Chandan Goswami

OFFICIAL MESSAGE BY SECRETARY - GENERAL UNWTO



For the past 40 years, World Tourism Day has highlighted the power of tourism to touch on almost every part of our societies. Right now, this message is more important than ever. The theme of World Tourism Day 2020 - Tourism and Rural Development - is particularly relevant as we face up to an unprecedented crisis.

Tourism has proven to be a lifeline for many rural communities. However, its true force still needs to be fully deployed. The sector is not just a leading source of employment, particularly for women and youth. It also provides opportunities for territorial cohesion and socio-economic inclusion for the most vulnerable regions. Tourism helps rural communities hold onto their unique natural and cultural heritage, supporting conservation projects, including those safeguarding endangered species, lost traditions or flavours.

The COVID-19 pandemic has brought the world to a standstill. Our sector is among the hardest hit with millions of jobs at risk. As we join forces to restart tourism, we must live up to our responsibility to ensure that tourism's benefits are shared by all.

This crisis is an opportunity to rethink the tourism sector and its contribution to the people and planet; an opportunity to build back better towards a more sustainable, inclusive and resilient tourism.

Placing rural development at the heart of tourism policies through education, investment, innovation and technology can transform the livelihoods of millions, preserve our environment and our culture. As the ultimate cross-cutting sector, tourism contributes directly or indirectly to all of the Sustainable Development Goals (SDGs).

Harnessing tourism as a driver of rural development will keep the global community on track to achieving the 2030 Agenda for Sustainable Development, our ambitious plan for people and planet.

As we mark the 75 years of the United Nations, it is time to really fulfil tourism's massive potential, including its unique ability to drive development for rural communities, backing up our pledge to leave nobody behind.

Happy World Tourism Day!

- ZURAB POLOLIKASHVILI

EDITOR'S NOTE

On the occasion of World Tourism Day, 2020, the team is happy to present you a whole new edition of the e-magazine, UTTARAN, just like the previous years.

The 27th of September each year is celebrated as the World Tourism Day (WTD). Its purpose is to foster awareness among the international fraternity about the importance of tourism along with its social, cultural, political and economic significance. This event focuses in addressing the global challenges outlined in the United Nations Millennium Development Goals (MDGs) and to highlight the contribution of the tourism sector towards achieving those goals.

The 2020 edition of UTTARAN has come into being under special circumstances. As all of us are aware, this year has been difficult and different in so many ways because of the global COVID-19 pandemic. Nonetheless, everyone associated with this e-magazine has pitched in everything they can by staying in their homes. It goes without saying that this UTTARAN 2020 is a combined effort of the entire Department of Business Administration, Tezpur University. We would like to express our heartfelt gratitude towards our esteemed faculty members of Business Administration for their unwavering support and constant guidance. This would not have been possible without your help and encouragement.

To conclude, we would like to wish everyone a happy World Tourism Day 2020. Hopefully, the tourism industry will be up and running in full swing very shortly. We pray that you and your family are in good health. Stay home and stay safe.

Editorial team

- Bibek Bardhan
- Dishanta Adhikari
- Koushik Borah

Design and Layout

- Koushik Borah
- Dishanta Adhikari

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THE DUARS (GATEWAY) OF UNDIVIDED DARRANG DISTRICT DURING AHOM - A PROMISING AREA FOR CULTURAL TOURISM

DR. NIRANJAN DAS
GUEST FACULTY
DEPARTMENT OF BUSINESS ADMINISTRATION

The name Darrang seems to have originated from the Sanskrit word 'Dwaram' which means a 'Duar' or a pass. In the past, there were some fixed Duars on the northern side of the district from which the various hill tribes descended to the plains from the Himalayan ranges. Some of the areas still have a suffix 'Duar' to their names and one of the six passes on the northern side of the present district is called 'Khaling Duar'. Another possible origin of the name is the word 'Devaranga' which means the playground of Devas. There are a number of places in the district like Athrikhat, Khalingduar, Dhwalpur, Markandasram etc. show their ancient association with the mythic sages like Markedeya, Kaulinya, Atri, Yagyabalka etc.

The name, Mangaldai is, however, traced to 'Mangola Devi', the daughter of Koch king 'Lakshminarayana', who was married to the 'Ahom' king 'Pratapsingha'. In Yogini Tantra, mention is also made of the river Mangala which is again referred to as Su-Mangala in the Kalikapurana. It is thus possible that the name Mangaldai is derived from the river Mangala Devi. However a parallel and equally convincing theory says that the name was derived from the native Bodo dialect, where Mangal means pure and Dai means water.

In 1826 Darrang, like the rest of Assam passed into the hands of the British after the 'Treaty of Yandabu'.

Having established their authority, the company Government began the work of reconstructions and in 1833, Darrang became a district with Mangaldai as its headquarters. In 1835, the headquarters was shifted to Tezpur. The same position was maintained until the subdivision of Mangaldai was converted into a district in 1983.

The undivided district of Darrang comprising the present Bishwanath, Sonitpur, Udalguri and Darrang district, derives its name as per the Resettlement Report of 1927-1932, from the term 'Desh Darrang' which in the medieval period, formed a tributary kingdom of the Koach under the Ahoms. According to Lt. James Mathie, the then principal assistant of undivided Darrang (1835-36) the term 'Darrang' was composed of two Tai Ahom words viz 'Dur' and 'Rung' had combined to form the word 'Durrang' or 'Darrang' which in Tai language means 'Land of Flood'.

There were as many as twenty two 'Duars' (Gate) within the jurisdiction of the Darrang district, viz. Khilling, Burigooma, Kuriapara, Chariduar, Na-duar and Chaiduar etc. From the earlier record, it is found that the traders from the plains of Assam used to trade in Nepal, Bhutan, Tibet and China through the mountain passes of these nearby hills. In Assam such mountain passes were generally known as 'Duar' meaning a door, a gateway, a passage.

The neighbouring hill tribes of undivided Darrang, the Bhutiyas alone possesses an organised govt. Other hill tribe's like the Akas, Dafalas, Miris has no such organised governments or well-defined states or territory. They were administered by their respective chiefs called Gam as a matter of fact, except the Bhutiyas, no hill tribes could exercise any organised authority over the Duar areas. The Bhutiyas, since the days of the Ahom King 'Joydhavaj Singha', used to managed authority over these Duars of Darrang for a period of eight months in a Year.

To establish their claims over the Duars, the Deva Raja of Bhutan appointed some officers to administer the Duar areas during this period. The duties of these Bhutiya officers were to conduct both civil and judicial affairs in their respective divisions. The Bhutanese govt. had not paid any salary to them, but they were allowed to receive fines for any crimes committed by a person in their jurisdiction. The revenues were realised in kinds, which has been fixed by the Deva Raja of Bhutan. It is interesting, that most of these Bhutanese officers thus appointed were from the Kacharis or the Assamese people of the plains. Among them, one prominent officer was Gambhir Uzir who belongs from Kachari. To look after the rules and regulations the Bhutiya Raja appointed a provincial governor called 'Penlow' to whom the Duar administration was entrusted.

Another Bhutiya Duar 'Kuriapara' was administered by the Towang Raja a tribal chief immediately dependent upon Lassa (capital of Tibet). For administrative purpose, during this period the Duars was divided into seven sub-division, each placed under the management of seven junior Bhutiya chiefs popularly known as 'Sath-Rajas'.

Among the Bhutiya chiefs in Chariduar area were 'Sherdukpan' and 'Tebengia Bhutiya' the 'Akas' and a few 'Daffalas' (Nyishi) also used to come down to the plains of Darrang. Ahom king Pratap Singha (1603-1631) on political ground granted 'Posa' to the Chariduar Bhutiyas, the Akas and a few Daffalas. The Akas were of two class viz. 'Hazarikhowas' and 'Kopachors'. The Hazarikhowas as had the right to collect Posa (revenue) from the Ryots of Chariduar areas. The leaders of the Kopachor Akas were called 'Thagi Raja' who committed robberies and murders in the plains for several times. Under the 'Posa system' the 'Hazarikhowa's were entitled to receive from each house of the 'Bahatiya-paiks; one portion of female dress one bundle of cotton thread, one bundle of handkerchiefs, a small portion of rice, salt, cattle's etc. It is evident that during the period there was no conflict between the Ahoms and the Hazarikhowa Akas throughout the Ahoms rule.

Unlike the Akas, the Daffalas were also allowed to collect 'Posa' from the Assamese Ryots of Chariduar, Na-duar and Chaiduar. There were two hundred and thirty-eight Daffala Gums or chiefs and form an oligarchical government. The Ahom king tried to make peace with these Daffala chiefs by giving them the right to collect 'Posa' from some Assamese people residing nearby Gohain-Kamal Ali known as Bhatia better known as Daffala-Bhatiyas (serfs of the Daffalas) formed an independent unit called Khel and were put under an Ahom officer known as Daffalaporja Phukan, Daffala-Zamader and Daffala-Kataky etc.

In the early 19th century British account, the Daffalas were entitled through this system to called 'Posa' from each ten Bhatia houses one Borkapur, one Gamocha (napkin), one Hachati (handkerchief), one Dao (long knife), four kgs. of salt and ten heads of horned cattle etc.

Thus, the Ahom Kings tried to maintain friendly relations with the neighbouring hill tribes who frequented the plains through the Duars and tried to safeguard the Assamese subjects from their atrocities. So, the Ahom Kings policy towards the hill tribes was one of appeasement. Yet the hill tribes specially the Daffalas used to come down to the plains of Assam nearby the foothills area and plundered the villages and even took the Assamese subjects as their slaves. Several Ahom King had taken aggressive campaigns against the hill tribes. It was Ahom king Pratap Singha who for the first time had engaged the Katakis to maintain diplomatic relations with the Daffalas.

Heritage tourism involves visiting historic landmarks and locations that are of particular significance to people from certain cultures.

In some instances, heritage tourism may entail visiting a modern community in which people live and work in a traditional manner that is associated with their culture. The Duars area is the assimilating point of different ethnic communities (such as Bodo, Nepali, Nyshi, Garo, Assamese, Adivasi, Mishing, Mech Kachari etc, hence it is the place of prevailing cultural diversity among the communities. During the British period Chariduar, Naduar and Chaiduar area were amalgamated and formed 'Balipara Frontier Tract' in 1937 under the jurisdiction of 'Assistant Political Officer'. Some of the historic buildings, cultural traits of the surrounding community enhance heritage tourism in Chariduar area of Sonitpur district of Assam.

**"CULTURAL TOURISM NEARBY BORDER AREA ALWAYS ASSIMILATES THE
ETHNIC GROUPS AND PERFORMING TRAITS. THIS
ACTIVITY NOT ONLY PROMOTES THE ECONOMIC DEVELOPMENT OF A PARTICULAR
GEOGRAPHICAL REGION BUT ALSO UNDERSTAND THE AGE OLD TRADITION OF THE HOST
COMMUNITY"(ECOSOC).**

VIRTUAL REALITY: THE FUTURE OF TOURISM

ASHIFUDDIN AHMED SAIKIA
SENIOR RESEARCH FELLOW
DEPARTMENT OF BUSINESS ADMINISTRATION

As we all know, the recent Covid-19 pandemic has brought the world to a standstill. People are confined to their homes and all of a sudden the tourism industry has come to a complete halt everywhere. With the travel industry shaken and tourism business closed down, an attractive alternative has emerged in the form of virtual tourism. With the recent events, the demand for virtual tourism in its various forms has seen acceleration due to lockdown as well as fear of travelling during the outbreak. Tourism authorities, museums, art galleries, national parks and hotels etc. are gradually using virtual tours to engage with potential customers. Virtual tours of popular destinations not only serve as a relief to the people staying indoors, but are also effective as a promotional strategy. Although very new, the use of virtual reality (VR) in the tourism industry had been growing slowly in the recent years. A 2019 report by Research and Markets, the world's largest market research store, suggested that virtual tourism will strongly grow in the coming years.

Virtual tourism is the integration of virtual reality in tourism, facilitating an experience of travelling without actually having to go anywhere. It can range from simple to sophisticated. The simplest form of virtual tourism could be a video of a destination or a popular attraction, an audio-visual media. More sophistications could be incorporated in the form of 3D experiences of destinations using mobiles, computers or advanced VR headsets and complex simulations to augment sensations such as smell, touch or movements, giving a sense of reality.

Traditional use of VR was mostly confined to being a marketing or promotional tool in tourism to attract new tourists. However, with more technological developments, better Internet accessibility and usage and the growing pace of smart tourism in most countries, virtual tourism activities have increased considerably. Some of the top attractions that we can watch using VR are The Louvre, Grand Canyon, Great Barrier Reef, Great Wall of China and also the Disney World, to name a few. Las Vegas is one such tourism destinations which is proactively using this new technology and offering VR tours to attract potential customer. It has recently launched a virtual reality companion app, called Vegas VR. African countries have also started offering virtual tourism experiences to people during this coronavirus pandemic.

VR refers to a simulation or representation of a particular environment using media while virtual experience (VE) is a human experience in a virtual environment. VE is based upon the concept of 'telepresence' which is the experience of presence or the illusion of being in a simulated or real environment using a communication medium. Due to the dynamic nature VE and VR and continuous technological evolution, it is difficult to precisely define virtual tourism. Also due to lack of studies in VR and VE in the context of tourism, no common definition for virtual tourism has emerged. For general understanding, virtual tourism can mean the use of technology to artificially create or enhance a tourism experience.

Unlike general belief, there are VR contents that can be viewed even on smartphones. Although VR can be used in many different ways in tourism, the main VR technologies being used are VR video and VR photography. VR tourism videos are created using specialist omnidirectional cameras that can capture each and every angle of a scene which is then stitched together in studios to make a complete video. While stereoscopic videos offer a more immersive experience, they cannot be viewed on regular devices. On the other hand, monoscopic videos can be viewed even on mobiles and computer screens. VR photography involves 360 degree images of a scene and can generally be viewed on mobiles and computers. VR photography is cheaper and less time consuming than VR videos.

VR can be used in tourism both as an addition as well as an alternative to physical travel experiences and is likely to become more important post-COVID-19 when things will return to normalcy. The virtual reality technology allows people to take virtual tours of popular attractions and preview many other features of a destination before deciding to travel. Similarly, people can virtually experience hotels before making reservations for their stay. To offer an immersive experience to the users, a combination of videos and still images can be used with multimedia, such as narration, music, and sound effects. VR can capture every part of a location using special cameras and software and enable the users to get a 360 degree view of a scene. In simple words, people can experience a place without actually having to visit physically. Virtual tourism can take us almost anywhere. There is now the possibility to wander to tour big cities, remote and inaccessible places, go underwater, explore mountains, experience wildlife, museums and historical places, witness breath-taking natural phenomena, go on adventures and even travel to space without any risks or hassle and our own speed, all thanks to virtual reality.

One of the greatest strengths of VR is that it allows a virtual experience to the user by inducing a feeling of “being there” in the actual place. From marketing perspective, regular images and videos have been doing a decent job to showcase what a destination has to offer. However, VR contents in social media and websites can be more effective and more likely to stimulate emotional responses. VR in tourism can enable users to imagine themselves at the heart of a location and get a more enriching experience than simple pictures or videos. VR tours can not only help in encouraging people to visit a destination but also help them in planning more effectively which places to visit and what activities to engage in once they reach. Using VR tours one can easily and quickly experience what a location offers and get a good idea of what to expect from the destination without spending weeks browsing websites. The ability to preview things more clearly before travelling helps in making the right choices.

Virtual tourism offers great flexibility and freedom. People of all ages and even those with health conditions and who cannot travel can be enabled to explore destinations and create unique experiences from home and at their own speed. Also, due to less actual tourist footfall, it can minimise the negative impact on the environment of vulnerable destinations. Virtual tourism also makes travelling far cheaper than actual travel by saving on flight expenses, hotel charges, food, tickets and other expenses. It facilitates travel to even unsafe destinations such as countries with political unrest or places with extreme conditions etc.

Virtual tourism can also be an attractive tool for educational purposes. Another interesting aspect is the possibility of time travel. With virtual reality, places of the past can be reconstructed using technology and we can travel through time and visit these places which do not exist today.

More advancement in virtual reality will help to make virtual travel more realistic and enriching. Despite its many advantages, virtual tourism is not a perfect alternative. It is not accessible to everyone since everybody do not have access to the modern devices that support VR contents. Also, lack of adequate internet access could be a deterrent to the growth of virtual tourism in many places. From economic perspective too, it may deprive the host community of the monetary benefits that traditional tourism brings in which could be a major concern. Also, those looking for social connections and seeking companionship during their travel could be disappointed as virtual tourism involves limited social interaction.

Tourism, aviation and the hospitality sectors are very badly hit by the coronavirus. In the coming times, the

situation will improve and the tourism sector will definitely recover, but it is difficult to predict when. However, during the present situation when travel is not possible, we can still use VR to experience travelling. Also, it is highly unlikely that this latest trend will be temporary. Although virtual tourism cannot replace the actual travelling experience of being in the real place, it can still offer an immersive experience and continue to positively influence the tourism sector. The possibility of personalised tourism experiences holds immense potential for the future. With the advent of this promising new technology, the travel industry is being transformed in such a way that will change the future of travelling and how tourism is conducted and sooner than later virtual tourism may create its own space as a new form of tourism.

**'ACHIEVING SUSTAINABLE TOURISM IS A
CONTINUOUS PROCESS AND IT REQUIRES CONSTANT MONITORING OF IMPACTS, INTRODUCING
THE NECESSARY PREVENTIVE AND/OR CORRECTIVE MEASURES WHENEVER NECESSARY' (UNWTO)**

BAILEY TRAIL AND THE DREAM OF ADVENTURE TOURISM IN NORTH EAST INDIA

MADHURJYA SARMA
SUBUNG WARNER PHULARI
MTTM 2018-20

“Paradise Unexplored”, a quote that has been exclusively used in the tourism circle since a long time to describe the virgin beauty of the 8 North-Eastern states of India. Although tourism has grown considerably in Sikkim in the last decade, tourism in the other seven sisters hasn’t progressed much over time.

Wildlife tourism has always been the face of tourism in the region and the highest chunk of tourist footfall goes to that category while only a small percentage of it is received through adventure tourism. So, how many such places are present in North-East India which has the potential to develop into an adventure destination?

Northeast is one of the geologically richest regions in the country and the younger terrains of mountains, hills, wide valleys and rivers make it a perfect place to develop adventure tourism of a certain kind and promote the exploration of such exquisite secrets of mother nature.

And “Bailey trail” trek is one such best-kept secret of North-eastern India. The Bailey trail is named after Lt. Col. F.M Bailey, a British Officer who along with Capt. H.T Morshed commissioned to carry out a survey between the lands of Arunachal Pradesh and Tibet during 1911-12. The trek was initially an ancient trade route that connected different neighbouring countries of South-eastern Asia. Descending along the Tawang Chhu River, traders crossed the Tse la ridge along a yak trail, in caravans with wool, skins, precious stones and yak butter to reach the barter markets in Assam. The two British officers started along the Tsangpo to Chayul and Tsosa Dzong in Tibet. While returning the officers entered India

through Tulung La in Western Arunachal Pradesh, descending via Mago village and finally ending at Thembang. This route is known as the “Bailey trail” and the surveyed area was considered by Sir Henry MacMohan to draw the border between India and China in 1914. In 1962, the Chinese army also took the same route to enter India. It is an eight-day trek and starts from the ancient Thembang village in Arunachal Pradesh and passes through some of the most beautiful terrains of Eastern Himalayas landscape with virgin valleys and forests of pine, oaks and the beautiful rhododendrons spreading an aura of freshness. The trek also passes through immaculate Monpa villages where the culture represents the uniqueness of the region. Starting at an elevation of around 2000 meters, the trek crosses the Tse La pass at around 4550 meters high. Apart from that, the trek also gives the adventure tourists a chance to take a close look at the snow-covered peaks of Gorichen, Kangto, Takpa Shiri as well as flood plains and crystal-clear lakes around wide valleys. A historical trail with its perks of exciting terrains is the perfect destination for niche adventure tourism promotion. Bailey trail is just one of such lesser-known treks in the North-East and there are many more which are yet to be explored.

So, coming back to the question in the second paragraph. To be honest, the question should not be “how many?” rather “how to?” So, how to develop such places into adventure tourism destinations. That’s a question for which the answer has to be developed through establishing a proper model with the help of DMOs and other knowledgeable stakeholders. It can be said that the potential is always there for adventure tourism, but at present, it is just a DREAM.

KANYKAKUMARI AND TRIVANDRUM AT JUST RS. 1800

TAHAZ HUSSAIN
MTTM 2018-20

Yes, you read that right! A two days trip to Kanyakumari from Cochin at just Rs.1800. No, there was nor any offer going on and neither did we contact any travel agency. I along with Yuvraj and Sankov organized the trip and we set on as planned.

It was during the internship days in Kerala, I will not be using this 'internship' word anymore because the 2019 batch might not publish this article. If you are reading this then I am lucky enough. So, we got 2 days off for a trip from the office but our budget was too tight. I just had Rs.2000 with me and the case was the same with them too. None of us had a clue if we could manage the trip but we went ahead.

We boarded a train from Ernakulam to Kanyakumari and the tickets cost us Rs. 25 each.

We reached Kanyakumari just before the sunset but unfortunately, it got cloudy and the Sun disappeared in the sky. We were a little dismayed with that but we were shocked to see peacocks on the beach. They welcomed us with their call and it was something very soothing. And yes try the fried fish over there near the beach. Squeeze some lemon and eat like it's the last day on earth. Finger licking does feel good there!

We booked a hotel for Rs.600, kept our luggage, got freshened up and explored the area in the evening on foot. [Pro tip: Wherever you go, explore the areas on foot rather than hiring an auto, in that way you seem to gain a whole different level of experience and the auto might charge you more than enough]. And the lavish Punjabi thali that we had was out of this world. I know it sounds very unsettling to have

Punjabi thali in Kanyakumari. it was a weird but best decision to have that dinner. All that Sankov said after finishing the Thali was "" Oh my god, I didn't even realize that it was Veg" [Note: He hates veg]. For Rs.100 it was the best meal we had that day, with unlimited refillings, wow, it was heaven. Then we decided to end the day with a glass of Lassi at The Lassi kingdom, only after having a few sips we realized that we can't move from our chairs for half an hour ! because we had too much of Rice and Roti at Punjabi Dhaba. The owner was kind enough to let us sit till 1:30 that night.

Next morning we woke up early and Google said the Sun would rise by 6:01 and thus we reached there beforehand and found a good spot for ourselves to see it rise from the sea. At exactly 6:01, the sun rose that morning and I can't express that feeling! it was so beautiful, the view was so magnificent that people started singing, clapping and the sound of Sankh started to spread from the temple. It was brilliant. We then had Dosa for breakfast for Rs.30 and came back hotel to freshen up and set out for the day. When we reached the Boat

jetty we saw a line of more than 500 people waiting for tickets to go to the Swami Vivekananda Rock Memorial. We were taken aback because if we couldn't get to the last tip of India and lay our eyes on Triveni Sangam from the memorial, it is all in vain. Without any idea, we just entered the gate of Boat Jetty and we happen to see another ticket counter with fewer people. There we got to know that the tickets here are priced 5 times more than the regular one [Regular ticket price: Rs.50]. so, we paid Rs.250 and for the ticket and it was indeed a good decision. Stepping at the memorial and feeling the wind on our faces was of another level.

We took out the dirty Gamusa Yuvi was carrying in his bag and started using it as a prop for photos. Some people even though we were from a different country and that was our flag. Yuvraj and I even posed like beggars with the Gamusa. (no idea why we did that). After coming back from there we explored the village, went to a beautiful Church. There was a wax museum near the Kanyakumari Railway Station, the tickets cost around Rs.100. Do visit it if you have time. We went inside it and saw Mahatma Gandhi was there, Arnold, Backham, Charlie Chaplin and many more such personalities. We boarded a passenger train to Trivandrum for just Rs.25 and reached there by evening and boarded a bus to Kovalam, my favourite beach. We got ourselves a hotel near the lighthouse and we got it for maybe Rs.400 along with breakfast !! That night we had the best food in Kerala at ACHIES. Best food because the owner was the first person in Kerala who treated us like his son and helped us find a room when we first reached Kovalam before we moved to Cochin. He prepared Fried rice and chicken for us using Nadan masala (It was homemade, a recipe that has been going on in his

family since ages). We were so delighted with his hospitality. And yes, his paranthas are out of this world and the fish curry! We were blessed that we met him. His son, Abhijeet Chetta drove Sankov to the hotel which was 5s from his shop. We knew the shortcut by the beach to get to our hotel (as we stayed there for a week in Kovalam before shifting to Cochin) which was 4kms. That night New Zealand lost to England for a silly rule. So by 12 am at night we took the shortcut by the beach and let me tell you, the beach was so scary with no people and the sound of the waves added to the intensity. We felt relieved when we saw the lighthouse from a distance and literally ran to the hotel because the owner was about to close the main door. The next day we had some plans to visit the Napier Museum and the Zoo but on Mondays, both of them stays shut and we didn't have money for Jatayu Park so we visited a different temple there and decided to have our lunch somewhere and boarded the Satabdi Express for Cochin.

When we look back now, it seems impossible to visit and stay at two different places at just Rs.1800.

**'WHEN A COMMUNITY WELCOMES YOU WITH WARM SMILES, YOU SAMPLE
LOCAL CUISINE, SEE AN ANCIENT HISTORIC SITE – YOU MAY NOT BE THE ONLY ONE TO DO
SO – BUT YOU CAN ENSURE IT IS PRESERVED AND PROTECTED FOR FUTURE TRAVELERS AND
CUSTOMS AND PEOPLE RESPECTED' (UNWTO)**

RECOVERY OF TOURISM-LOOKING AHEAD OF COVID-19

BHARGAVEE RAVA
MTTM 3RD SEMESTER

The year 2020 has been a really devastating year for everyone. Because of the pandemic, the whole world stood still and it has been negatively affecting the economy. Many people have lost their jobs and returned home,

unsure about the future. Due to this, many jobs and businesses have been hampered. The Tourism and Hospitality Industry is being affected the most due to the pandemic. People have stopped travelling, scared to travel and trying to avoid public transportation as much as possible. Hence all the people dependent on tourism and travel are suffering due to no income and uncertain about their future.

In the first few months of the year 2020, loss of 67 million of international tourist arrivals was seen which is equivalent to roughly 80 billion US\$ of revenue loss and all the destinations of the world had travel restrictions. Hence it is predicted that 850 million to 1.1 billion loss in international tourist

arrivals may occur for the whole year which is about 910 billion US\$ to 1.2 trillion US\$ loss of revenues and 100-120 million direct tourism jobs at risk (UNWTO). History has always shown that the tourism industry, no matter how adversely it was affected, always was able to bounce back after every shocks it received in the past. As a senior specialist of UNWTO, Javier Ruesca presented the above graph of International Tourist Arrival, showing the time taken to recover from SARS, Attack of September 11 and the Global Economic Crisis of 2009, we can easily observe the fast rate at which the graph is steeping above the axis. This means that the rate of recovery is always faster. It took 11 months to recover after the start of the SARS epidemic which is the fastest, 14 months to recover after the attack of 9/11 and 19 months for world arrivals to recover after the global economic crisis. This analysis can give the idea of how the present situation of Covid-19 can affect the next stage of the evolution of tourism.

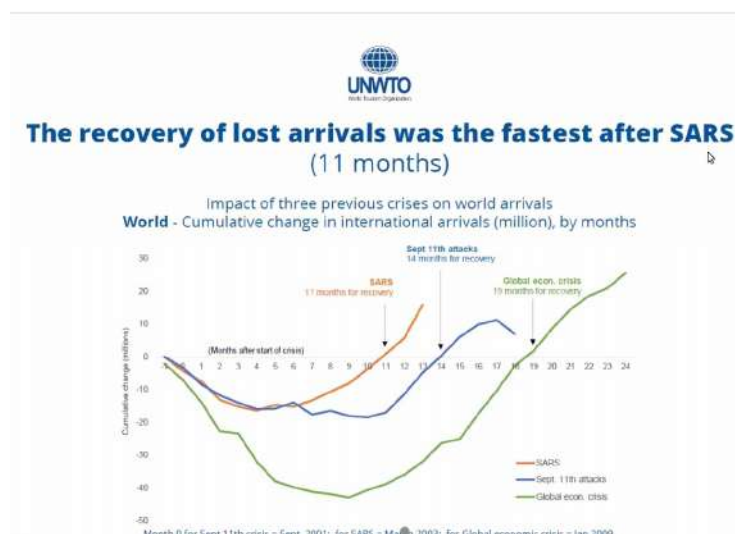


Fig-Graph showing the time taken for international tourism recovery

Before the Global Financial Crisis, China, India and Latin America made up to 21 per cent of the outbound travelers, but after post crisis, these countries made up to 41 per cent as of 2016 data from World Bank . It signifies that every time there was a hit in the Tourism industry, it always revived with more improved and redesigned business model and innovations making it more convenient for people to travel.

However it is clear that Tourism will definitely revive after a certain period, but certain guidelines will be imposed by the UNWTO that needs to be followed by the Industry. It may take time for resuming and reviving the International travels, but regional and domestic tourism will be the first step for the revival of tourist destinations. There is a high chance for more opportunities for new business i

ideas and growth. UNWTO and Google have already paired up to promote digital skills and create new opportunities in the recovery phase.

Entrepreneurs can take this chance for growing or starting up a new business, where young minds will be given more opportunities. Therefore the Tourism and travel enthusiasts need not worry, instead use the time in an

effective manner and be creative as the near future is seeking more creativity to adopt and believe in the “silver lining” of the current phase.

“The world is not such a lonely planet anymore but the very resources we promote through tourism are in danger of degradation” (UNWTO)

“POST PANDEMIC TOURISM WILL BE RESTORING TRAVELER CONFIDENCE AND STIMULATING DEMAND WITH NEW SAFE AND CLEAN LABELS FOR THE TOURISM SECTOR, INFORMATION APPS FOR VISITORS AND DOMESTIC TOURISM PROMOTION CAMPAIGNS.”(UNWTO)

NAMDANG STONE BRIDGE: AN URGE FOR CONSERVATION

DISHANTA ADHIKARI
MTTM 3RD SEMESTER

Namdang Stone Bridge is over Namdang, a tributary of river Dikhow. It was constructed by the Ahom King Swargadeo Rudra Singha in the year of 1703. It has a total length of about 200 ft. and a breadth of 22 ft. and the bridge was constructed with different biotic components and without the use of steel and cement mortar. It has been a witness to several historic events like the Burmese invasion, World War II, and the great earthquake of 1950. It is situated on the National Highway 37 (Newly 715) near Gaurisagar area of Sivasagar district of Assam, Constructed in the year of 1703, the present age of the bridge is 317 years.

Namdang Stone Bridge is not merely a bridge. It demonstrates the unique mindset of Ahom King Swargadeo Rudra Singha and the great architecture of that time. Even though the preservation and promotion of the historic Namdang Stone Bridge is necessarily felt, no action on the matter learnt to have been taken either by Government of Assam or by the Central Government. In the recent past, some enthusiastic students took initiatives and launched a campaign for the preservation of the bridge and ensuring its national heritage status. The campaign was run among the students and teachers of different corners of the State. On tremendous

persuasion by some enthusiastic students, Govt. of Assam stated that the National Highway 37 would be diverted from the glorious stone bridge and would be a separate RCC bridge along the four-lane Highway. The Ministry of Road-Transport and Highways also confirmed that the proposed four lane highway would be constructed without affecting the glorious Namdang Stone Bridge. The urge was that that the proposed Highway should be completed from Numaligarh to Dibrugarh for the sake of preservation of the bridge. Of late, the Ministry of Road-Transport & Highways indicated the completion of the four-lane bridge and diverting the traffic from the historic bridge. But no action has learnt to have been taken by Govt. of India for declaration of the spot as the National Heritage Site.

Therefore, it is of utmost need that the persons in the educational field, literates, social workers and citizens, in general, should take effective initiatives for the preservation and maintenance of the Namdang Stone Bridge so that the future generations may get some ideas of the History, Culture, Heritage of ancient Assam. The Govt. of Assam should take immediate and effective steps so that Govt. of India be bound to declare this as the National Heritage Site.

**"TRAVELLING TO EXPERIENCE THE PLACES AND ACTIVITIES THAT
AUTHENTICALLY REPRESENT THE STORIES AND PEOPLE OF THE PAST AND PRESENT."
(UNESCO)**

WHY DO I TRAVEL? - A MENTAL HEALTH PERSPECTIVE

BANASHREE RAJKHOWA
MTTM 3RD SEMESTER

From walking alone in the streets of 'Old Delhi' and 'Boi Para' in Kolkata to taking a deep breath in the 'Waadiyan' and getting almost swallowed by the Bay of Bengal at Puri, what a wonderful work travelling has done to my life, in short helping me during my mental health crisis. Being a person with all sorts of issues like anxiety, depression and attacks (normal characteristics of a normal person) going to places has just balanced out of my life and acted as a road way to my recovery.

As cliché as it sounds travelling has been a 'Great Escape, from my real life. Entering into my own reel world of imagination from 'dancing with a Bollywood hero in the mountains' to getting a vibe of "lehratezulfhe" near the sea, and gazing the cotton candy clouds and entering a zone and imagining myself as Mario who jumps on the cloud, I get it all. Okay! Cut from my reel world. I don't know much about the cortisol level and the science behind the human brain but travelling has been a great way to incorporate inner peace and a medium for flushing out the stress from my mind. Getting the self confidence level built up when I happen to overhear a simple conversation between a mom and her little

daughter - "Dangor hole tumiu baa'r nisinakoi okole travel koribo lagibo", I was so happy to be just a small part of inspiration for a little girl. Getting out from the usual sphere with travelling, just helped me to appreciate my life, the environment and the humans as a whole. Me, a typical introvert who is not into interacting with people, travelling has been a positive medium for interaction whether just passing a smile to a little child or striking a conversation with a man sitting next to me in the metro. It aided me to transform my negative perspective regarding part of our society into a positive form as different cultures and the people led me to open my mind to a new form of life and embrace the diversity. With travel as a framework, it has rejuvenated my mind and heart into a happy vibrant sunflower.

All I want to say is "YOU" are important and so is your mental health. If you feel stressed out or stuck, its best to get away from your usual daily routine. Travel will put you in a different frame of mind as you break away from your monotony. So, if you're feeling low, just pack your backpack and consider for a break by visiting a new place. Your mind and your body will be thankful to you.

**"IF TOURISM IS SET TO CONTRIBUTE TO THE SURVIVAL OF
THE CULTURE SECTOR, I.E. PERFORMANCE, ARTS AND MANY OTHER SEGMENTS, IT
SHOULD STRENGTHEN THE CULTURAL IDENTITY AND BRANDING OF TOURISM DESTINATIONS.
DESPITE ALL THE CHALLENGES, THE TOURISM AND CULTURE SECTORS ARE
FACING AN OPPORTUNITY TO CREATE NEW PARTNERSHIPS AND COLLABORATION" (ECOSOC).**

THE ROLE OF AUDIO-VISUAL MEDIA IN THE PROMOTION OF A TOURIST DESTINATION: A REFERENCE TO DWIJING FESTIVAL THE ANNUAL FESTIVAL ON THE BANKS OF AIE RIVER

BIBEK BARDHAN
MTTM 3RD SEMESTER



We live in an era of technology where almost everything is available to us at the tip of our fingers. In this contemporary world, we have witnessed some of the greatest shifts in the trends. The sudden boom of social networking sites in the past decade has revolutionized our interpretation of numerous things taking place around us. From a promotional and marketing standpoint, social media platforms have played a crucial role in popularizing various forms of art and media all over the globe. Internet, that was once a virtue for only the economically well-to-do section of our society, is now accessible for a major portion of the population. As a result, everything has become more efficient and fast.

Music and art has been connecting people from different parts of the world and bringing them close together. It has taught us about new cultures, new traditions and new ways of lives. Audio-visual media has made it easier for us to comprehend and apprehend about various aspects of how the world moves about, which would not have been possible without this fast growing social media network over the internet.

When we talk about tourism, it is no different than others. The very root of curiosity for exploration arises from looking at pictures, videos and reading about fascinating places. There have been many instances where exotic, otherwise lesser known destinations have come under the limelight only through social media platforms. Pictures posted and shared on various sites and applications such as a Pinterest, Instagram, Shutterstock, etc. have made travelers from around the world excited about visiting those destinations.

Not only destinations, but certain cultural and musical events have become immensely popular only due to tremendous promotion and marketing on social media. The NH7 Weekender held every year around October-November in Meghalaya has become one of the leading musical events in the country. It has been attracting music lovers, not only from various parts of India but also different countries in the world. The magnitude of this event has reverberated across the world and become a prominent name among travelers, nature and wildlife lovers and music enthusiasts.



One such event in the state of Assam that has recently caught the attention of people in the last few years is the Dwijing Festival. Initially known as the “Aie River Winter Festival”, it was started by the Bodo community in the year 2016-2017. Digging deeper into the nomenclature of the festival, it was later renamed as “Dwijing Festival”. Interestingly, the word Dwijing means river bank and is aptly significant with the festival as it indeed takes place on the banks of the Aie river.

The central focus of the festival revolves around boosting rural tourism in the region, in the Bodoland Territorial Area Districts at large.

Dwijing Festival is a vibrant combination of ethnic trade affairs, traditional cuisines, rich Bodo culture, various sporting events and games, exhibitions, helicopter rides, river rafting, and cultural programs and live concerts featuring renowned local and national artists and performers.



Personally, I consider myself lucky to be associated with the Dwijing Festival for two consecutive years, 2017-2018 and 2018-2019. Since the popularization of the festival, both the government and the responsible authorities have paid more and more attention in the promotional activities related to the event. In that course of action, we were approached by the organizing committee specifically for creating videos covering the entire event.

Those videos were used for promoting the event before, during and even after its successful completion. Along with the videos, the organizers also requested to incorporate them with music inclined towards the aural representation of the Bodo community. That's where I had to step in and create the necessary audio tracks that highlighted the Bodo folk tradition and amalgamating it with modern tunes.

This promotional venture was a great hit among the social media users, particularly Facebook and YouTube. The response to those videos was overwhelming. But what was worth noticing that people had decided to visit the event after checking those promotional videos and the aftermovie. What started as a creative gamble - resulted in a massive crowd turnout. Ever since that, the footfall in Dwijing Festival has increased subsequently.



Word of mouth is by far the greatest means of promotion, even till date. With social media, this phenomenon has multiplied in its magnitude. People share photographs, write articles and blogs, make videos and visit locations for shooting videos, documentaries, etc. All these processes act as a ripple effect in spreading word about any particular location. The credit for Dwijing Festival's success also goes to people's

engagement with the event on social media platforms., so much so that even celebrities from Bollywood take keen interest in attending the event every year.

As we are very well aware, Assam as a state has immense potentialities in terms of tourism. Along with

improving the infrastructure of the tourist destinations, we should also start devising plans that target the cultural and traditional upliftment of the state. Events like these have become a

it goes without saying that the major part of the event's success lies with the hardwork and unending efforts of the organizing committee. It takes months of planning and preparation to cater to tens of thousands of people all at once. Nonetheless, the very fact that the online presence of the event pitched in significantly in attracting many prospect travelers towards the event cannot be ruled out as well.

changing agent in changing the touristic demography of places. There is enough scope for organizing events of such grandeur in many different parts of the state. Of the top of the head, Kaziranga is one such place that can be made even more popular among the tourist circle by conducting such events.

Keeping in mind the theme for the World Tourism Day 2020 "Tourism and Rural Development", let us take one step forward in bringing the rustic beauty of our state into the mainframe with the help of audio-visual media. Let us post more pictures about destinations that are unknown to the outer world. Let us write more about cultures and traditions that is slowly been forgotten. Let us document exotic locations in the form of videos and documentaries and take full advantage of the boon that is social media in turning a new page in the book of tourism.

A PLEASANT DAY AT POOVAR BACKWATERS

TEJASWINI DAS
MTTM 3RD SEMESTER



We all love to visit a place which we had never experienced till date. Poovar Island is one such place in my travel diary which gives immense happiness in my life. Actually it was during my internship days I was in Trivandrum and I stayed in Kovalam there. It was 8th of March, 2017 a day which was celebrated as a Woman's Day so we the women in our life always sacrifice our lives for others. Our "Mothers" are such a nice example of it. So, that day surprisingly our General Manager gifted us a day trip

to Poovar Backwaters.

In spite of having a lot of workloads, he decided to give a day free for all working women's in the office. Along with other ladies I was luckily a part of this memorable trip. We started our journey towards the Island at around 11 am it takes only 30 minutes to reach Poovar. As we all know that Kerala is called as the Gods Own Country, it is such a beautiful place I would suggest everyone visit once in their lifetime.



Poovar is a small coastal village situated in the southernmost tip of Trivandrum district in Kerala. It is 20km from Kovalam. Poovar is surrounded by a river named Neyyar which joins the Arabian sea at the end. After reaching Poovar, we decided to take a boat ride through the backwaters and then spent some time at the beach.

Poovar is famous for its backwaters, lake and the sea joining together. Poovar boating was one of the best boating trips where I can experience an awesome journey through the tranquil backwaters, mangrove forests, floating cottages, floating restaurants, elephant rock, Mother Mary Statue at the midst of the river and many more. When I was

passing through the dense forest with huge coconut trees somehow I felt scared and we started singing. We had two hours boat ride in the backwaters and at last, we reach a golden beach. At the beach we enjoyed a lot, the beach was named as Golden Sand beach where I could hear the sounds of amazing waves hitting the sand and go high. After spending some time at the beach, we took evening snacks at one of the floating restaurants which was also a nice experience overall. Although it was only a day trip, and we had less time to spend, the experience was amazing and one of my best trips. Some of the stories can't be expressed with a few words, at last, I can only say that it was worth visiting Poovar.

**'TOURISM THAT TAKES FULL ACCOUNT OF ITS CURRENT AND
FUTURE ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACTS, ADDRESSING THE NEEDS OF
VISITORS, THE INDUSTRY, THE ENVIRONMENT AND HOST COMMUNITIES'(UNWTO)**

DEHING PATKAI: “THE EMERGING NATIONAL PARK”

NIKITA BHATTACHARYYA
MTTM 3RD SEMESTER

A gift of mother nature, paradise of varied wildlife and a heaven for nature lovers, Dehing Patkai is a wildlife sanctuary located in the Dibrugarh and Tinsukia districts of Assam engulfing an area of about 111.19 Km². The wildlife sanctuary gets its name from the combination of two entities namely Dehing which refers to the river Dehing which flows through the sanctuary and Patkai referring to the Patkai hills at whose foot the sanctuary is located. The region also finds its place in the glorious traditions of Assam for the fact that it was through this Patkai valley that the first Ahom king Swargadeu Sukapha entered Assam and established the 600 years long glorious Ahom rule in Assam. Located in the Dehing Patkai landscape which is a dipterocarp- dominated lowland rainforest, it was declared a sanctuary in 13 June 2004. Stretching further to the Tirap and Changlang districts of Arunachal Pradesh, it forms the largest stretch of lowland rainforests in India and thus referred to as the “**Amazon of the East**”. The Dehing Patkai wildlife sanctuary was declared as Dehing Patkai Elephant Reserve under Project Elephant due to the area being the largest natural habitat of the Asiatic wild elephants. The region experiences a tropical climate with an annual rainfall of over 4000 mm and enjoys the reputation of being a very rich biodiversity hotspot with a varied array of flora and fauna which it houses. Being a four layered rainforest, its flora is of numerous varieties ranging from trees, ferns, orchids, wild bananas, climbers etc. Few important species of trees found over here are Hollong, Mekai, Nahor, Dhuna, Au- tenga or elephant apple and many more. It's the home to many species of rare fauna like Chinese Pangolin, flying squirrel, wild pig, Sambhar, barking deer, gaur, serow, Malayan Giant squirrels etc.

It enjoys the glory of being the only sanctuary in India which is home to seven different species of wild cats namely tigers, leopard, clouded leopard, leopard cat, jungle cat, golden cat and the marbled cat. Home to many non-human primates' population of species like hoolock gibbon, slow loris, Assamese macaque, stump tailed macaque, capped langur etc. Herds of wild Asian elephants freely roam in the sanctuary. The wildlife sanctuary also gets lively with the chirping and melodious songs of about 293 species of birds of which few notables are slender billed vulture, white-winged duck, greater adjutant, spotted eagle, yellow-vented warbler, great hornbill, white-cheeked partridge etc. The surrounding also gets eye enchanting colour from the 310 species of beautiful butterflies which throngs freely in this ecosystem.

Despite being such a blessing of nature entrusted to us, yet this destination was plunged into gradual destruction of its ecology, ecosystem as well as the various food chains and food webs it holds through some man-made developmental activities. The most notable was the conditional clearance granted to the North eastern Coalfields, a unit of Coal India Limited in Assam for open cast coal mining operations in about 98.59 hectares of land within the sanctuary by the **National Board of Wildlife (NBWL)** under the Union ministry of Environment in the month of April 2020. This howled a wave of protests from many political, students as well as environmental organizations against such activities as it casted the threat of destruction of the ecological diversity of the areas and most importantly destruction of the migration paths of the herds of wild elephants who undertake long distance migrations in search of food in different seasons and these routes fall

within the mining sites. A wave of protest simultaneously went on in different platforms of social media which were successful in getting global backing from people across the globe. At last, the mining authorities under mounting public pressure had to halt its mining operations. The wildlife sanctuary witnessed a dawn of a bright future ahead when the Assam government in a statement released on July 6 2020 declared its upgradation into a full-fledged National Park. The declaration of Dehing Patkai as a National park brings with it a pool of benefits if this dream is being realized into reality. Firstly, from a naturalistic point of view, the conservation efforts of this hotspot of biodiversity will receive much impetus as a national park brings with it a lot of regulations on environmental protection.

Secondly from an economical point of view, it will be an important tourist destination which would earn a lot of revenue for the state treasury with the

arrival of tourists in large number in the near future. The growth of tourism would mark the beginning of a host of activities like hotels, Eco resorts, travel agencies and many more which would provide both direct as well as indirect employment to thousands of people within its framework, thus marking the path of economic upliftment of many. From a cultural point of view, it would showcase the visiting tourists the rich Assamese culture which believes in sustainable coexistence between man and nature as practised by our forefathers since generations.

Thus, we can say that a paradise of nature exists in our land and it's our collective responsibility of every Assamese people to protect and preserve this treasure trove of nature and keep intact its beauty for generations to come and we along with the government must shoulder this responsibility to fulfil this dream.



Photo: Butterflies seen at Dehing Patkai

"LET'S WITNESS THE BIRTH OF THE 6TH NATIONAL PARK

A DREAM WE ALL PROMISE TO FULFIL AND KEEP

JOINING HANDS TO PRESERVE THE AMAZON OF THE EAST".

FEW PROSPECTS OF TOURISM IN ASSAM DURING POST PANDEMIC

UJJWAL DAS
MTTM 3RD SEMESTER

Tourists are frightened; we know the reason very well. Yes, COVID-19 has put a negative impact and brought down millions of financial losses this year to the smokeless industry. The footfall of tourists decreased to null, people are trapped inside their home jobless, disposable income deviated shiveringly. The cloud of COVID-19 is still over us. As lockdown has become flexible, tourists are looking for safe tourist spots. We can assume the increasing demand for less travelled tourist places during post-pandemic era. Time is changing; adoption of novel missions and visions are expected to attract the tourists.

During post-pandemic era of COVID-19, access to mass tourist places would become unsafe and tourists would like to spend less on transportation which may develop a good taste for local tourism among the tourists. There are immense possibilities of the local tourism resources in Assam. For example, there are various art and craft industries which can be promoted as tourist places. Sarthebari is famous for bell metal industry, it can be promoted as a local tourism resource. Acharikandi is famous for its traditional crafts, terracotta and pottery. There is a grand Japi industry in Nalbari. Apart from these, there are various ecological sites amidst nature including which can be a great ornament for the tourism industry.

Another promising option is gastronomy tourism. Assam is a place of almost 18 tribes in both plain and hills including Boro, Chutia, Sonowal, Kachari, Tiwa, Dimasa, Rabha, Sarania, Kachari, Hajong, Tripuri, Deori, Garo, Thengal, Hojai, Koch and others. Though the prime food of Assamese people is rice. There are varieties of food culture, food system and methods of cooking among all the ethnic groups or tribes from each other and the food conservation system is also different. The basic delicacies include khaar, tangy fish curry, steamed

rice, bamboo shoot, different types of cake (pitha) etc. The food habit depends on the availability of food in a particular area. Plains of Assam is fertile for vegetation and they have fresh food in their tables. On the other hand, tribes residing in the hilly area use the drying process and fermentation to preserve for a long time. Bihu-the popular festival of Assam is directly associated with the cultivation process. Similarly, Jon Beel Mela celebrated by Tiwa, ali-ai-ligang celebrated by Mising people can be promoted and developed as a part of Culinary Tourism or Gastronomy Tourism. By targeting the international tourist's different food walks can be conducted accordingly which will surely boost tourism in Assam.

Assam Orthodox Tea, a GI product of Assam is well known to all over the world. It is distinguished from the Darjeeling tea because of its high liquor. The export of Assam Orthodox Tea across the country has ceased to some extent because of COVID-19. As supply has reduced, the demand has increased abundantly for Assam Tea which is a good sign for us. Apart from the tea business, tea gardens can be promoted as a tourist destination with the inclusion of different touristic activities like tea garden walk, engaging the tourists in the whole process of tea production from plucking to having a sip of tea. Moreover, a handful of researchers and tourists do visit tea gardens of Assam to feel the essence, acquire the process of production and enjoy the beauty of these green leaves. Tea gardens are not mass tourist spots which are a good sign to develop or highlight Tea Tourism during a pandemic or post-pandemic period with following safety measures. Furthermore, the cultural aspect of 'Bagania' people, lifestyle and primarily 'Jhumur Dance' can be also enclosed along with Tea Tourism which will surely attract tourists from all over the world.

Virtual Zoo Tour is an emerging concept. It can be installed in the Zoo premise temporarily with proper safety measures and COVID-19 protocol even during COVID-19. We have to take care of the health and hygiene of animals too. A virtual tour is a simulation of reality. It can fit global tourism inside a room. The virtual tour can give almost the same experience to the tourists if it is installed in well-structured and controlled ambience with sound effects, music,

narration, and text. A virtual tour can also include museum tours. Hence, virtual tours can be a good option to be adopted to boost tourism in Assam.

COVID-19 has made everyone depressed and to fade out the lethargic psychological condition of the tourists- a soothing feeling can be given to the tourists by engaging them to different activities through tourism. So, activity-based tourism is recommended.

“DESPITE ALL THE CHALLENGES LIKE COVID-19 PANDEMIC, THE TOURISM AND CULTURE SECTORS ARE FACING AN OPPORTUNITY TO CREATE NEW VENTURES AND COLLABORATION. IT MIGHT REINVENT AND DIVERSIFY THE OFFER, ATTRACT NEW AUDIENCES, DEVELOP NEW SKILLS AND SUPPORT THE WORLD’S TRANSITION TO THE NEW CONDITIONS” (UNWTO).

AGE
OLD TRAIL –PROSPECTS OF POST COVID TOURISM IN
BALIPARA FRONTIER, ASSAM WITH
WEST ARUNACHAL PRADESH

TARUNJYOTI BORAH
SENIOR TECHNICAL ASSISTANT
DEPARTMENT OF BUSINESS ADMINISTRATION

From very ancient time people used some routes from one place to another for searching their occupation, trade, education or escaping from amines. The Silk route, the Baily trail was used by Dalai Lama to enter India is some of the very interesting trails in this context. In British India these routes was use for survey or transporting goods. After independent these routes were develop to motor able road after changing the direction of some parts but the memory of these routes till interesting for users, locals and explorers which were found in the literature, travelogue, books etc. Times to time the users or writers are describing the thrill of the journey from one hill to another, crossing the rivers, experience with indigenous cultures, which increase the inquisitiveness of the travelers. In a personal experience, aGaonBura (Head-man of the Village) of Arunachal Pradesh who was sentimental aftersharing his experiences of the age old route from Thembang to Bomdila, Arunachal Padesh and Bomdilato Mazbat, Assam.

There are several Duwars (entry points) to Balipara, Tezpur, Assam from Western Arunachal Pradesh in Ahom period. All these Duwars are one age-old trail where some routes already develop as Himalayan Trans Road and some are constructed as an alternative motor-able road under international border management strategy. And some are till for trekking or other expedition. These Duwars are now very prominent prospects of Tourism development particularly in adventure tourism sector. The region is located centrally in Assam near to 200 Km from Guwahati and well connected by rail, road and air.

Balipara frontier is starting point towards Bomdila and Tawang from Assam. The snow-caped mountain's, speedy rivers, lakes, hot-springs, water falls, mountains-wildlife,orchids, vegetation, ethnic culture and the routeitself is an attraction of tourist. Thisessay try to mention some age-old routes which can be meet the need of thirsty travelers of post covid tourism in Balipara Frontier of Assam with West Arunachal Pradesh.

Balipara-Bhalukpung-Bomdila-Dirrang-Tawang-it is a very prominent road to Tawang where traveler can enjoy the natural landscape, Buddhist relics-old Monastery, Ethnic Culture especially in Monpas, Memory of war between India-China in 1962 and play with snow.

Tawang-Tsungeshwar Lake- -Bumla- Zemithang- it is route toward snow capped mountains, lakes, Pine vegetation's, Buddhist relics and China boarder. The route is itself interesting for explorers, hills bikers and ethnic tourist. Zemithang is an opportunity for enjoying Community Base Tourism which is very near to located Bhutan and China boarder.

Tawang-Jang-Lagam-Thembang-Dirrang-it is a 7/8 days trekking route and a part of famous Bailey Trail.

Thembang-Sangti Valley- Dirrang- it is another day-long trekking route where trekkers experience with God gifted nature.

Thembang-SalariGaon-Bomdila-this is an age-old trekking route connected Bomdial for trade, education etc. Now it is great thrill of day-long trekking experience.

Orang-Mazbat-Amartalla-Shergaon-Rupa-Bomdila- the route is an ideal example of ancient border trade and integration of hills people to plains. The hills people came to plains through this route to collected Rice, Cloths and other essential materials as "Pocha"(Tax)and provided Chilli, spices, wild berries, other delicious fruits, Fur made Jacket as gift. It is now used as an alternative route to Tawang and travelers experience with Sherdukpen Culture in Sergaon.

Orang-Mazbat-Doimora-Demachang-Shergaon Rupa-Bomdila – it is also an ancient trade route where the bikers experience with nature, birds, various species of fresh apple and kiwis in season.

Rowta-Thengru-Kalaktang-Shergaon-Rupa-- it is also another ancient trade route where the travelers experience with Sherdukpen culture with nature, birds etc.

Rowta-Bhairabkund-Balemu--Kalaktang-Shergaon-Rupa-this is an age-old route connected Rowta for trade from Arunachal Pradesh. The Bhairabkunda and its fair are famous in this route.

Shergaon-Morshing-Mandala-Dirrang -this route is very famous for Buddhist relics especially 108 Stupas in Mandala. Mandala is also an important bird's area. Balipara-Bhalukpung-Sessa-Sepa- it is route which connected Nyishivalley. The route is also famous for Orchid and wild fruits.

Balipara-Itakhola-Sijosa-Pakke-The route is connected Pakke Tiger Reserve. The route is also famous for not only for tiger but also for Indian Bison and Horn bills. The panoramic view of mountains, rivers and dark green vegetation always attract tourist to this place.

Balipara-Rangapara-Missamari-Sonai-Rupai-Egale Nest-Shergaon-it is an old route which now gives immense pleasure to nature and wildlife lovers.

Guwahati-Rangia-Tamulpur-Samdrup-Jongkhar,Bhutan-Trashigang/Sakteng WLS, Bhutan-Zemithang-Tawang (Projected)-this projected alternative shortest route to Tawang from Guwahati and also prove immense please to nature and ethnic tourist.

Above mentioned all are age-old trail and also part of famous Bailey Trail or the used by Dalai Lama to entered India from Tibet. All routes are associated with border trade and integration of people to people and hide natural treasures with history. Apart from Bomdila and Tawang where near to 100 different categories of accommodation houses already develop, another place like Balipara, Shergaon, Zemithang, Thembang, Sijosa are also develop as a community base tourism activity like home stay where travelers can experiencing with indigenous knowledge system and enjoying god gifted natural resources in fresh. Travelers can feel serenity in his or her soul after Covid made hazard. One can enjoy these routes very easily after withdrawing / introducing Governmental health Protocols. The Sergaon is 231 Km from Guwahati whereas Bomdilais 60 Km, Dirrangis 100 Km and Tawang is another 230 Km from Shergaon. To maintain the health safety for both host and guest small group made up of 4/5 persons using community base tourism is an ideal travel for post Covid tourism. The tourism researchers also suggested for it. Travelers can flow the route like Guwahati-Sergaon(halt) via Bhairabkund proceed to Tawang(halt) via Mandala-Selapass then Zemithang (halt) via Tsungeshwar Lake then back to Thembang (halt) then Nameri National Park, Wild Masher,

Balipara(halt) via Bomdila then proceed to Sijosa(halt) and back to Guwahati. One can plan their trip cut and paste of the route according their interest. For Shergaon contact DorjiThungon in +91-9862629416,

Thembang and Zemithang contact BapuPema in +91-8729930222 ,Sijosa contact Suresh Pait+91-9402037005/8416090151 and contact Wild Masher, Balipara.

**'SUSTAINABLE TOURISM IS
IMPORTANT TO ME BECAUSE TRAVEL SHOULDN'T BE HARMFUL. WE SHOULD TRAVEL IN A WAY
THAT CAN BENEFIT THE PEOPLE AND COMMUNITIES WE'RE IN, AND THAT MITIGATES
NEGATIVE IMPACTS OF TRAVEL ON THE ENVIRONMENT'. (UNWTO)**

THROUGH THE LENS



BY ANUPON KONWAR



BY KOUSHIK BORAH



BY RANDEEP CHETIA



BY BHARGAVEE RAVA



BY JUBIN AHMED

THROUGH THE LENS



BY BANASHREE RAJKHOWA



BY BHARGAVEE RAVA



BY Koushik BORAH



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THROUGH THE LENS



BY Koushik Borah



BY UJJWAL DAS



BY Koushik Borah



BY JUBIN AHMED



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