



Annual E-Magazine of MTTM

# UTTARAN

2021 EDITION



Annual E-Magazine of MTTM, Tezpur University

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2021 Edition

**Uttaran:** The Annual E-Magazine of MTTM (Department of Business Administration), Tezpur University. 2021 Edition.

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**GREETINGS**

I am immensely pleased to know that the students of the Department of Business Administration with active participation of the students of Master of Travel and Tourism Management (MTTM) under the guidance of the faculty members are coming up with 'Uttaran', the e - magazine on the occasion of World Tourism Day 2021 centering around the theme 'Tourism for inclusive growth'. I appreciate the team work and zeal, and congratulate them for giving a shape to their efforts. I understand that during the current times it must have been quite challenging to complete the task. Nevertheless, with pride I can say that we moved ahead with our duties and responsibilities, never stopping in between though the pedagogy might have been adapted to the changing needs of the situation. The department had been a pioneer in introducing Tourism education and research in this region, and had carried out commendable work in the area of tourism. Our students and alumni have also taken up important assignments and roles in the industry consistently moving to newer heights making us proud. I wish them all the best.



Papori Baruah





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(संसद के अधिनियम द्वारा स्थापित केंद्रीय विश्वविद्यालय)

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### Office of the Head, Department of Business Administration

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#### *Message from the Head of the Department*

I am happy to learn that the students of the MTTM programme of the Department of Business Administration, Tezpur University are planning to publish the 2021 edition of the Magazine *Uttaran*. Keeping in line with UNWTO's theme for World Tourism Day 2021, the theme of this year's issue will be *Tourism for Inclusive Growth*. I have been informed that the magazine this year will contain articles mainly on this theme, though articles on other topics related to tourism will also be included.

In the past *Uttaran* has been able to receive praise from the readers. I hope this year too readers will accept the magazine with warmth. I wish best of luck to the students involved with bringing out the magazine. Keep up the good work!

I congratulate the team for the great endeavor.

Date: 7<sup>th</sup> September 2021

Place: Tezpur  
Admn.

(Chandan Goswami)

Head, Department of Business



# EDITORIAL

The World Tourism Day is a worldwide celebration held every year on 27<sup>th</sup> September. The observation has been held since 1980 and the date signifies the anniversary of the adoption of the Statutes of the Organization in the 1970, which later led to the establishment of the UNWTO. Observation of this eve aims at promoting awareness of tourism in various aspects and its contribution towards the economy and especially towards the Sustainable Development Goals (SDGs) which are to be attained by 2030.

Every year the UNWTO announces a particular theme related to tourism and its growth as a base for its observation and this year it has announced “Tourism for Inclusive Growth” as the theme for World Tourism Day 2021. The worldwide pandemic has led to the downfall of the economies to the great extent, no matter developed or developing. As we all know, tourism industry has grown remarkably in past few years and it is not unknown that once the world starts to function like before in the Post-Pandemic period, tourism would have a great contribution to the economic revival. The UNWTO wishes to see everyone enjoying the fruit of revival and it also wants every individual to know about the scopes and space the sector would be carrying along once it restarts.

On this eve every year the students of Masters of Travel and Tourism Management, Tezpur University with an aim to mark the observation publishes an E-Magazine, “Uttaran”. The issue of 2021 has made its attempt to focus on the theme as announced by UNWTO for the observation. It has made its possible efforts to promote the scope for the growth of the sector in the near future. Moreover, the edition has also touched some other corners that the sector has been involved with in the past times and would be involved in every coming period. The edition aims to spread the awareness among the individuals that It’s Not The Environment or the Economy or any Statistical Calculations that leads to the growth and development of Tourism but it’s the contribution of every individual to make this sector the fastest growing one.

Team “Uttaran” hopes that this edition would provide its readers a basket full of amazing facts and reading experiences.

-Archita Goswami

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# Tourism for Inclusive Growth

● **DR. NIRANJAN DAS (M.Phil., Ph.D., Post Doc.)**

Senior Fellow (SF), Indian Council of Social Science Research (ICSSR)  
Guest Faculty (MTTM), Department of Business Administration  
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The COVID-19 pandemic has had a massive social and economic impact and both developed and developing economies have been affected as well as most vulnerable marginalized groups of the society are conceited hardest of all. The restart of tourism activity will help jump-start recovery and growth along with enhance the financial sustainability. It is essential that the benefits of this will bring are enjoyed widely and fairly. ‘*World Tourism Organization*’ (UNWTO) has therefore designated ‘World Tourism Day 2021’ as a day to focus on ‘Tourism for Inclusive Growth’. UNWTO as the United Nations specialized agency for responsible and sustainable tourism, is guiding the global sector towards inclusive recovery and growth. UNWTO ensures every part of the sector has a say in its future – including communities, minorities, youth and those who would otherwise be at risk of being left behind. Tourism is a recognized pillar of most—if not all—the ‘*Sustainable Development Goals*’ (SGDs), particularly Goals 1 (no poverty), 5 (gender equality), 8 (decent work and economic growth) and 10 (reduce inequalities).

The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector can play an important role as a driving force of economic development. The impact of this industry can have in the different stages of economic development depends on the specific characteristics of each country. Given the complexity of tourism consumption, its economic impact is felt widely in other production sectors, contributing in each case toward achieving the aims of accelerated development.

The debate about the role of the tourism sector in development has recently moved from an approach that focuses solely on the tourism sector’s role in reducing poverty, to a tourism sector that is also more inclusive (Hampton et al., 2017; Scheyvens & Biddulph, 2018). While global poverty and inequality levels between countries have fallen, inequality levels within countries have tended to increase (Summers & Balls, 2015). It has been found that inequality levels within a country can contribute to societal unrest, hamper growth and can impede development (Anand & Kanbur, 1993; Bourguignon & Morrisson, 1998). Debates on inclusive growth and development have begun to rise among scholars and international organizations such as the Asian Development Bank (ADB), the World Bank and the United Nations World Tourism Organization (de Haan, 2015). Inclusive growth ‘deals with policies that allow people from different groups-gender, ethnicity, religion-and across sectors-agriculture, manufacturing industry, services-to contribute to, and benefit from economic growth’ (de Haan, 2015). Inclusive growth is seen as sustainable growth that (i) will create and expand economic opportunities, and (ii) ensure broad access to these opportunities so that members of society can participate in and benefit from growth (Lee, 2019; McKinley, 2010). (Rauniyar & Kanbur, 2010) define it as ‘Growth coupled with equal opportunities. Tourism is considered a way to



support job growth and thereby support the well-being of people in many emerging economies (Mitchell & Faal, 2007; Snyman, 2012; Twining-Ward, 2010). However, the theoretical basis for the link between tourism development and inclusive growth has not yet been fully developed. Tourism in relation to inclusive growth was first mentioned by Hampton and Jeyacheya (2012) and Hampton et al. (2017). Bakker and Messerli (2017) build upon this first research and claimed that to support inclusive growth, tourism must create productive employment as well as economic opportunities for entrepreneurs while also ensuring equal access to these generated jobs and opportunities. Following ILO-International Labour Organization (2009), productive employment can be defined as ‘employment yielding sufficient returns to labour to permit workers and their dependents a level of consumption above the poverty line’. For tourism to be considered inclusive it should then also ‘contribute to the process of improving the terms for individuals and groups to take part in society’ (Bakker 2019), which particularly refers to increasing the ability of marginalized groups to take part in the economic process of the tourism sector.

If there is an assumption that tourism has the potential to contribute to inclusive growth, then the question for many countries is which factors constrain the tourism sector from increasing the number of inclusive job and entrepreneurial opportunities? In tourism research, the main approach to diagnose the impact of tourism on the wider economy is the tourism-led growth hypothesis (TLGH) (Schubert et al., 2011). The main strand of TLGH studies examines the relationship between tourism and macroeconomic variables such as gross domestic product (GDP), exports, and the exchange rate in a specific country where the number of international tourism arrivals is often used as a proxy for tourism development and the change in GDP as a proxy for the impact on economic development. Cross-country panel studies are used to determine which variables are most likely to be related to the ability of tourism to contribute to economic growth (Holzner, 2011). Sánchez-Rivero et al. (2013) found that tourism growth does not always result in economic development. Not all types of interventions in the pursuit of tourism growth are equally effective in promoting a country’s economic development. Or, put another way, there are variables of tourism growth which are more strongly related to economic development than others, and therefore action should be directed primarily towards promoting these variables and not others. (Sánchez-Rivero et al., 2013)

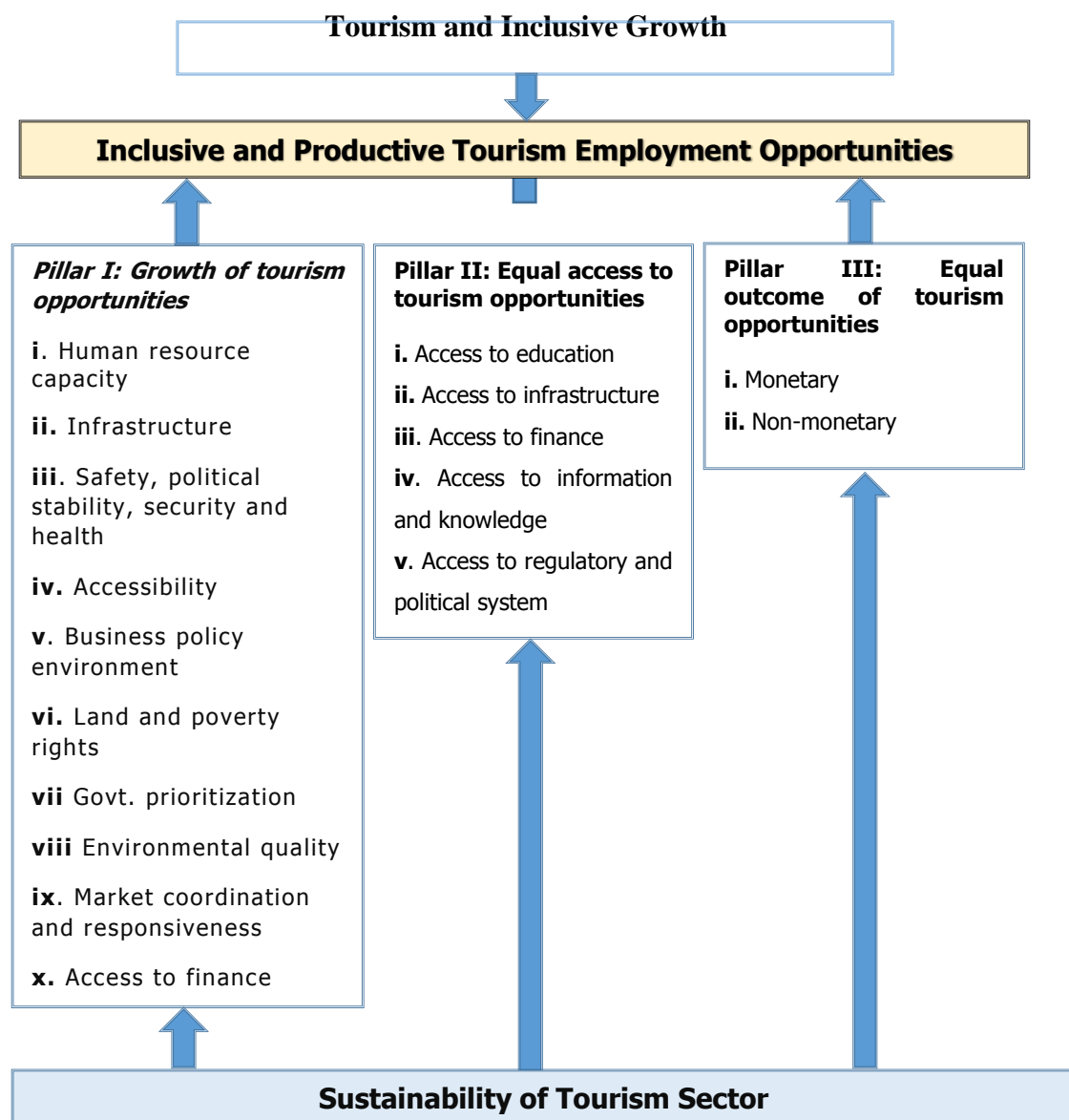
Within tourism research, case studies are frequently used to examine the contribution of tourism to reduce poverty and provide insights into the sector’s ability to provide opportunities for marginalized groups (Croes, 2014). These case studies are predominantly qualitative in nature and often focus on a small geographic area or a particular marginalized group such as women or ethnic groups (King & Dinkoksung, 2014; Wilkinson & Pratiwi, 1995). Neither of these types of studies provide a comprehensive framework to identify the tourism-driven inclusive growth constraints on a national level.

As a response to the limitations of the traditional empirical economic growth studies, especially relating to the appropriateness and applicability of growth-promoting policies in emerging economies, Hausmann et al. (2005) developed the Hausmann Rodrik and Velasco (HRV) ‘*Growth Diagnostic*’. The HRV method is not designed to identify general policy prescriptions for growth but proposes a specific approach to each setting. The HRV framework for a country calls for a set of statistical methods and benchmarking tests against a set of comparator countries to evaluate whether a factor constrains growth or not (Ianchovichina & Lundstrom, 2009). Academics, development organizations and governments have applied the HRV diagnostic and it is widely considered as a useful framework to diagnose macro-economic growth constraints in tourism sectors (Felipe & Usui, 2008; Habermann & Padrutt, 2011). Since the HRV diagnostic was introduced in 2005, international organizations have adapted it to also address the ability of the economy under study to address the inclusiveness of growth (ADB, 2010; McKinley, 2010).

Based on the principles of the ‘*HRV Growth Diagnostic*’, and an extensive literature study, a ‘*Tourism-driven Growth Diagnostic*’ (T-DIGD) framework was adapted to the tourism sector (Bakker, 2019). The purpose of the framework is to assess and prioritize the binding constraints that need to be addressed to achieve a more inclusive tourism sector and contribute to a policy-making process that is based on evidence-based decision making. This diagnostic is based on the following three pillars: (i) Growth of productive employment opportunities; (ii) Equal access to these opportunities; and (iii) Equal outcome of tourism opportunities (income and non-income). Included under each of the pillars are specific factors that could hinder the ability of the tourism sector to stimulate the growth of productive and inclusive employment opportunities (Figure 1). This resulted in a total of 18 factors under three pillars. The T-DIGD acknowledges that a tourism sector which has a goal to contribute to inclusive growth needs to be supported by the ability of the sector to be sustainable from an economic, social and environmental perspective.

The article contributes to the debate on tourism and inclusive growth by evaluating the T-DIGD in practice. It does so by examining the strengths and weaknesses as well the challenges of a diagnostic framework that analyzes and prioritizes the constraints to inclusive growth in a tourism sector context.

**Figure 1. The Tourism-Driven Inclusive Growth Diagnostic (T-DIGD).**



Source: Bakker (2019)- A conceptual framework for identifying the binding constraints to tourism-driven inclusive growth



# **INCLUSIVE GROWTH: A CATALYST FOR ELIMINATING INEQUALITIES AND FOSTERING TOURISM GROWTH**

**Ms. Angshumi Goswami, Research Scholar (NEHU)**

Inclusive growth indicates the creation of equal opportunities, thereby promoting unbiased economic growth across all segments of the society. It is the process of aligning access to opportunities with an outcome of shared prosperity. Tourism is a vibrant and dynamic economic sector. However, it is sensitive and is easily impacted by changes in the business environment. The novel coronavirus brought global tourism to a standstill by grounding airplanes and shutting down hotels. International tourist arrivals across the world plunged by 85% in 2021 as compared to pre-pandemic period (World Tourism Barometer). This has led to economic and social crises including business closures, rising unemployment, falling GDP, creation of a new class of 'poor', increased psychological and mental strain and growing food insecurity. The most crucial of all is the ever-expanding gap between the rich and the poor. Income inequality, as identified by Organisation for Economic Cooperation and Development (OECD), impedes the quality of economic growth and its inclusiveness. It has been reported that inequalities are at an all time high in the last 30 years and are further widening because of Covid-19. In the US, 40% of the nation's net worth confides in the hands of the top 1% of rich people as of 2019. This inequality has affected women, communities of colour, specially-abled people and certain geographies.

For tourism to be inclusive, it should consider the engagement of all segments particularly the marginalized groups of the society in tourism decision-making. However, growth is much more than merely the GDP of a nation. It is the overall transformation of a society's standard of living thereby improving social wellbeing. Different communities categorized by religion, class, ethnicity and geography spread across the tourism sector should contribute to and benefit from all economic developments including job creation and participation. Tourism being a labour-intensive industry enhances the scope of low-skilled workers, minority groups, migrants, vulnerable groups like women or persons of colour, and even unemployed youths for the sake of employment. Potential benefits of such opportunities are reflected in reduced poverty and inequality however with mixed results. Although, if the benefits of economic growth are not allowed to flow into the pockets of a few wealthy lot, people will be highly motivated and involved in the growth of a region. The Sustainable Development Goals (SDGs), 2030, led by United Nations World Tourism Organisation (UNWTO) also focuses on promoting 'Inclusive growth', a few being 'no poverty', 'good health and well-being', 'decent work and economic growth', 'reduced inequalities' and so on. Inclusiveness in growth is

normally seen as a long term approach because the duration to bring about a visible change in issues like poverty, unemployment and inequality requires a good range of time.

It is often believed that the prime way to reduce inequality and bring about inclusive growth within countries is by creating more jobs. This, whatsoever, may not always be true. There could be many reasons why an economy does not grow and this varies across countries. Bakker and his co-authors in the year 2018, put forward three important elements, the impacts and interactions of which lead to inclusive tourism growth. These three elements (pillars) are namely, growth of employment opportunities; equal access to opportunities, and equal outcomes of opportunities. Nonetheless, there are various constraints within these pillars which obstruct the possibilities of tourism-driven inclusive growth. The first pillar namely ‘growth of tourism opportunities’ indicates the necessity of creating direct and indirect employment rather than just focusing on increase in tourist arrivals and their expenditures thereafter. Major constraints related to this element are insufficient human resources or lack of skilled labour in the tourism industry; inadequate infrastructure in terms of roads, ICT, waste disposal, water supply deems a destination to be unsuccessful; safety, insecurity and health by means of a pandemic or even political instability affects the ability to create employment or other opportunities; finally, lack of prioritizing tourism as a primary sector for the development of an economy.

The second pillar for inclusive growth is ‘equal access to tourism opportunities’ which explains how complex economic, historical, political and cultural conditions are root constraints towards the ability of tourism to provide equal opportunities for all groups within a society. Undesired differences in race, gender, ethnicity, socio-economic status etc. also poses as few explanations for inequalities in accessing tourism opportunities. Unequal access to education, finances and infrastructure are also other constraints to name some. The third and the final pillar is the ‘equal outcome of tourism opportunities’ which is highlighted by the presence of gender bias in tourism activities. The role of women in less desirable and low-paid jobs, in addition to the gender pay gap in the tourism sector is often noticed. Apart from these monetary benefits, the non-monetary outcomes are also less in the favour of marginalized segments like the ethnic minority groups. Such outcomes may include childcare, fringe benefits, access to housing and employment related health services.

Thus, assessing and addressing constraints which act as roadblocks to tourism-driven inclusive growth should be of paramount interest to all. Governments, both national and local, should join hands with the public to promote more inclusiveness in tourism activities. The marginalized segments should be given an opportunity to voice their concerns and thoughts in framing tourism policies and practices of a country thereby making it more inclusive

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Two roads diverged in a wood, and I – I took the one less traveled by.  
—Robert Frost

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# LET'S EXPLORE THE UNKNOWN AND UNSEEN

*Tourism is a sector which has endless scope for exploration. It's a subject that signifies learning through travelling. Starting from destination history to the origin of a community, unknown facts, myths etc. tourism is a basket of various things to know. So, this time team "Uttaran" has made an attempt to present some collections of facts that would amaze its readers.*

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## **KAMAKHYA TEMPLE**

Have you ever visited this place? Maybe or maybe not. But this place is not unheard to anyone. This is a Historical and one of the most popular pilgrimage attractions of Guwahati, Assam. But have you ever been curious to know if the place has any hidden facts or history or myth with its origin? So, here are some of them to take you back to the History and beliefs related to Temple Kamakhya.

### ❖ **5 UNKNOWN FACTS OF SHAKTI PEETH**

#### 1) **LEGENDS OF NARAKASURA:**

Narakasura (The King of Asuras), who tried to build The Kamakhya temple to impress goddess Kamakhya. He tried to marry the deity by making this temple. But he failed due to a trick of the goddess Kamakhya so that he could not marry the deity.

#### 2) **MYSTERIES THAT YOU ARE UNAWARE OF:**

It is the place where Lord Shiva and Parvati came to meet secretly. The cave holds more than 1200 years old mysteries. Tantric yajnas also take place there in a different way which is contradictory to other yajna rituals of Hinduism.

#### 3) **UNVEIL THE UNDERRATED**

There was an only route to Kamakhya temple, named 'mekhela ujua path', consisting of 700 steps, which was built by Narakasura to impress the deity. It is a prohibited route now because of its height. It is a tourist spot now.

#### 4) **EXTERNAL PRACTISES OF SADHUS**

Sadhus from different place practices distinct rituals that are so captivating. They practice tantrism, tantric Pujas, which make everyone curious. Naga Sadhus show their mystical power through deep meditation and trance mode.

#### 5) **'AMETI' - THE GRAND CELEBRATION**

The Ambubachi mela or 'Ameti' attracts more than 25 lakhs people each year across the globe. There are beliefs that during Ambubachi Mela, the power of the deity becomes stronger than usual. People visit there to seek blessings from goddess Kamakhya on that auspicious day.

## **9 INTERESTING THINGS ABOUT INDIGENOUS TANGKHUL NAGA**

1. The Tangkhul Naga is one of the major ethnic communities in Manipur.
2. They are mostly inhabitant at Ukhrul and Senapati District of Manipur, and also to Myanmar.
3. They were known as **headhunters**.
4. The Tangkhul's are the first community to embrace Christianity in Manipur.
5. They speak Tibeto-Burman languages commonly known as **Tangkhul Tui**.
6. There are 380 Tangkhul villages in India and approximately 50 Villages in Myanmar speaking different Languages.
7. Each of the Tangkhul villages has its own king or chief known as **Awunga** . The **Awunga** holds the supreme power over land, river, forest and water.
8. The Tangkhul practice ancient earthen **black pottery** known as **Lungpi/Longpi Hampai**
9. The Tangkhul **Kachai lemon** is well-known for the containment of ascorbic acid as it contains 51% compared with 20-30% in other lemon variations.



*Have you ever been curious to know about a lesser known or lesser recognized place? Have you ever dreamt of visiting an island country? If yes, then this is the right content for you.*

## **TUVALU**

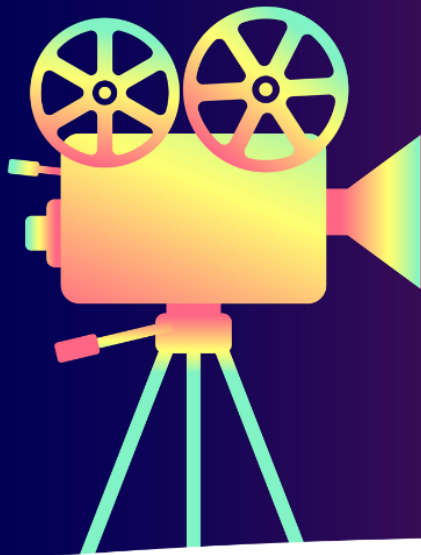


- Tuvalu is one of the smallest countries in the world located in Oceania.
- Tuvalu consists of nine islands.
- Tuvalu is made up entirely of atolls.
- Tuvalu has the world's most liberal visa policy.
- It's a least visited place and might disappear soon due to climatic factors.
- Another important thing about the country is that it doesn't accept credit cards but there's provisions for using Mastercards at the National Bank of Tuvalu. The currency of the place is known as The Tuvaluan Dollar.

## **PAPUA NEW GUINEA**



- It's one of the world's culturally diverse countries.
- It used to be part of a prehistoric subcontinent called Sahul
- It lies on the 'Ring of Fire'
- Papua New Guinea has 851 languages
- It is home to one of the world's very few poisonous birds
- Papua New Guinea is home to tree kangaroos



# FILM TOURISM AND ASSAM

**Debashree Sharma**  
**MTTM 3rd Semester**

Since we live in an Indian society, we all are to some extent obsessed with Indian Cinema. The stories and texture of the silver screen have always been attracting generations. So in this article I'm going to discuss the potentials of Film tourism in Assam. As we all know among the 7 sisters of North East, Assam is the plain area which makes this state unique geographically. Moreover, the greenery and alluring cultural heritage of Assam is a perfect escape for nature lovers. From rivers to hills, forests to cultural sites, everything is so pristine that no one can deny this beauty. So, along with its other tourism potentials, film tourism can be a giant business for Assam. We can see there are many award winning movies that were shot in Assam. Not only Bollywood movies but also many internationally recognized movies were shot in Assam and still they are coming to this state searching for more content. Movies like 'Ek pal'(1986), 'Daman'(2001), 'Dil se'(1998), 'Rock on 2'(2015), 'Rangoon'(2016) were shot in Assam, which had a huge fan base and after these movies people started visiting Assam to explore these areas. Many directors and producers of Bollywood came to Assam for shooting after the success of these movies. These movies were blockbusters of that time. So we can say these are the golden doors of film tourism in Assam.

Recently, prominent Assamese film director Rima Das has shot a few Assamese movies highlighting the original, realistic and ethnic village lives of Assam and Assamese people. And luckily these movies have got official entry to many international award shows. The renowned movie, 'Village Rock stars' (2017) directed by her got the official entry to Oscar and it was shown over 80+ film festivals over the globe, which is a great victory for the Assamese people as well as film tourism of Assam. Also another movie 'Bulbul can sing' (2018) won 14 best awards across the globe. And the pioneer of Assamese film art Mr. Jahnu Barua is working on his upcoming film project with an independent U.S based production. In this project, 'Unread pages', he is going to focus mainly on Assamese lives and culture. He is expecting it will help in framing a beautiful picture of Assam globally. So we can expect that film tourism of Assam can also share a huge market globally. There are many upcoming film projects of Bollywood which are to be shot in Assam. Even during this pandemic Bollywood directors are coming to Assam for movie shooting. An upcoming movie of Ayushmann Khurana named, 'Anek'(2021), which is directed by prominent director Anubhav Sinha has been shot in Kaziranga National Park. So the engagement rate of people in Assam especially in the field of film tourism is growing faster than before. Also there are two upcoming Telugu movies also on its way to shoot in Assam very soon.

We can also see the role of social media behind this underrated success of Film tourism in Assam. There are many Youtube channels and pages in Instagram or Facebook which are sharing beautiful places of Assam and their importance throughout the internet. In this way, people can relate the movies they have watched on the silver screen and the real places where it was being shot. Last but not least, we can say that film tourism in Assam is growing so rapidly. So we can contribute to this growth in all our possible ways. It has a bright future in the coming years.





# HOMESTAYS

## A POTENTIAL DRIVER FOR INCLUSIVE TOURISM

- Paridhi Brahma, *Research Scholar, DBA, Tezpur University*
- Trideep Borsaikia, *Field Assistant, UGC-STRIDE Component-1, DBA, Tezpur University*

“Nothing happens until something moves” - Albert Einstein

COVID-19 Pandemic has made us realize the importance of peerless sojourns. Travel has been mostly restricted since the advent of COVID-19 Pandemic. People around the globe were trapped inside closed spaces. This upheaval has caused people to suffer from traumatic mental and physical health issues. Humans are mobile beings, restricting their physical movement destabilizes their capabilities and pushes them into a state of depression and desperation. This was evident with the sudden rise of revenge tourism and stay-cations holidays that people started to undertake once the lockdowns were eased. One of the most prominent social issues during the lockdown was domestic violence in closed spaces. The pandemic made women and children more vulnerable. During the lockdown a twofold rise in the cases of gender violence was recorded by The National Commission for Women (NCW) in India, and many other media reports indicate a surge in domestic violence cases in different countries. The COVID-19 lockdown has granted greater freedom to such abusers. Mobility definitely couldn't have solved this issue but it could have provided an escape, support, and confidence to resist the abuse to many.

From our experiences, we can vouch for the importance of mobility in human life. Travelling to exotic destinations is one such form of mobility. Accommodations are a major component of such journeys; it is an experience in itself. Homestay, an unconventional form of accommodation, is fast becoming a preferred choice of accommodation by many. Here the tourists visit a destination and stay with the host in their home. The host provides hospitality with a hue of their local culture and tradition. Sometimes, the host may offer such services in a foreign place. Unlike the contemporary world, homestays are a popular concept in remote and serene destinations such as Northeast India. In line with the tourism industry, homestay operators are one of the most tolerant personalities. The host treats their guests more like a family and strives to provide a homely experience.

Mobility being such an important instrument of physical and mental wellbeing is not enjoyed by all. Out of choice, many still live in the comfort of their own homes feeling safe escaping

the gazes of prejudice and sympathy. Homestays can play an important role in making tourism accessible to all by accommodating people from the LGBTQ+ community, the divyangans (specially abled), and solo women/ women travellers.

If we talk about the divyangan community, the hosts could make certain changes to their existing properties to make them more accessible to them. Global standards can be achieved by using frugal indigenous solutions to make divyangan friendly homestays. In cities, we can see some innovations for them such as height-adjustable buses to provide a seamless travel experience to them. In tourist destinations, the local service providers can also adopt such innovative ideas. Homestay operators and other associated service providers, prior to tourist arrivals should do a little research about the special arrangements that they might need to make before their arrival. Homestays and attractions having Braille instructions at proper places can be a good help for visually impaired tourists. The host can also learn basic sign language to communicate with deaf individuals. Such properties can be promoted through interactive websites with voice commands.

Also in the case of LGBTQ+ and women travellers utmost importance should be given to their safety and security concerns. Keeping them away from any hostile environment is the responsibility of the host and associated service providers. The host needs to first sensitize their own family members regarding this. They need to opt for politically correct conversations and refrain from any discussions that might hurt their sentiments. Homestay operators can get their properties certified by travel websites and use these distinctions as their Unique Selling Proposition (USP). Customized services are the key to success and the service providers need to promote this by targeting the correct customer groups over the internet. Thus, the mobility issue may have been a subsequent result of COVID-19 for us but it has been a pre-existing ordeal for many.

The COVID-19 has taught us many things like respecting private spaces, social distancing to hand hygiene, and also given time to the stakeholders to think about the innovations which can be adopted in the industry for inclusivity. The theme of “Tourism for Inclusive Growth” for the UNWTO World Tourism Day 2021 can truly become impactful when such positive changes can be adopted by shrugging off our prejudices. So that this diverse group of tourists and travellers can have a positive outlook in the post-pandemic world.

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Travelling – it leaves you speechless, then turns you into a storyteller.  
– Ibn Battuta

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# Business Model for Inclusive Tourism

Chainee Hazarika  
Julieyanah As  
(MTTM 3rd Semester)



Tourism enterprises command food to accomplish the demand of meal, and it's a bitter truth that most of the underdeveloped or developing countries enforced to buy from other countries which reflect the weak linkages between Tourism and Agriculture, we can't ignore food because tourists along with accommodation they need a good serving of the meal. One unnoticed fact always used to be in the air that food represents roughly 40% of total tourist expenditure, hence a vast doable for local producers if food is produced locally in huge quantities.

Here my focus will be on edge for developing an inclusive model linking agriculture locally to the tourism sector. Agriculture is also one of the essential elements of inclusive development. This article will lay a sharp eye on the sphere of betterment for the local producers and how a tourism business can be inclusive, relating the terms tourism and Agriculture together in one boundary.

## ***Identify the products you want? And in what quantity?***

Here one needs to make an everyday list for requirements and quantity to be delivered to you, then comes the price that you are willing to pay. One advantage of buying locally grown edibles is that it lowers your transport cost, also a supply of new yields. Most importantly, the business process becomes easy.

## ***Mapping suppliers***

Framing the suppliers will permit you to make your business sustainable and inclusive and a star mark for reducing poverty in society. Here, it is better to map out a rough estimate about the numbers of producers in your area.

### ***Types of agriculture market***

There are diverse agriculture markets that are key to the tourism industry. It includes mixed farming, animal husbandry, fishing and niche farming.

### ***Considerations on supplies from the agriculture market***

As agriculture is seasonal in nature, many considerations and factors come into play. Some majors are demand for the product, transport, seasonality which I mentioned earlier, quality standards adding values to supplies.

### ***Bringing demand and supply together***

Here it involves three guiding plans, first is Diagnosis, second opportunities and third is planning.

In the diagnosis phase map, the big picture where all the players of a tourism business come into seek for the sphere where the poor participates, conduct assessment in a physical model in the second phase, identifies the area where the tourism value chain needs change, analyse the hindrances and interventions, ascend the projects according to their influences and finally the whole project planning.

### ***Blockages***

Here one has to realize blockages on both sides, i.e., demand and supply-side; supply-side blockages include lack of competitiveness in locally grown agricultural produce, getting low profits, lack of investment in the agriculture sector, blockages in demand-side has customer taste, health and safety concerns, not popular tourism markets.

### ***Interventions by potential partners***

They play a significant role in promoting your business on a smooth track. It impacts the value chain at a much greater extent. It includes Development agencies like World Bank, IFC, then NGOs, Private sectors etc.

### ***Formulating an evaluating framework***

Finally, there is the launch of concluding report where one has to identify or take into account key indicators. It needs to be specific with time that only the proper planning shall figure out in front

Here, a gross return to business returns to labour, maximum poor participation evaluation, and the undertaken practices fall under sustainable practices.

This is one of the inclusive business models connecting agriculture and tourism, and I got inspired by this model inscribed on the International Trade centre paper. This model can help us set up our business with the wholesomeness of inclusivity and the betterment of society.



# Tourism for Inclusive Growth

## ADVANTAGE AND ROADMAP FOR INDIA

——Chandan Nath——

Founder and Head of CN Travels,

a Travel Agent cum Inbound tour operator under Ministry of Tourism, Govt of India,

a domestic Tour operator under Govt. of Assam based at Guwahati.

Presently, a Member, Board of Studies (Tourism) Nowgong College (Auto),

Syllabus Committee member, North Lakhimpur College (Auto)

and also a member of IQAC, Pragjyotish College.

### The Impact of COVID 19 Pandemic

Tourism is a lifeline for rural economies across the world. It provides jobs, supports businesses, help preserve nature, cultural heritage thereby creating a better socio-cultural and economic environment.

However, the onslaught of the Covid-19 pandemic has devastated the world economy and tourism has suffered a major blow with many tourism businesses shutting down and thousands of people losing jobs. Recovery packages are being designed by governments the world over but the road to recovery only lies in the reopening of borders. With the vaccine in place, there seems to be hope for a restart.

And being one of the major industries generating one in every 10 jobs globally (as per WTTC), Tourism requires immediate restart.

As the Covid19 situation is improving slowly, countries start lifting border restrictions and takes steps to reopen, with policy initiatives increasingly focusing on measures to restart tourism.

Among the tourism policy measures are the following:

- Health and safety protocols to promote safe and seamless travel.
- Restoring confidence among people.
- Marketing and promotional campaign to boost international and domestic tourism demand were the prime focused measures.

### The GROWTH

### Mission-

### INCLUSIVE

UNWTO, United Nations agency dedicated for the promotion of responsible, sustainable and universally accessible. Tourism has taken action on Plastic waste and Pollution. UNWTO has adopted 17 SGD(Sustainable Development Goal) emphasizing on removing Poverty and Hunger, restoring Good health and Wellbeing, providing Quality Education and Gender equality, Clean water and sanitation etc, so that Tourism can be a driving force for overall growth across the globe.

World tourism day has been celebrated on 27<sup>th</sup> September worldwide with a mission to develop and encourage every individual of the society, with a vision for long term sustainability and growth since 1980. This year UNWTO has signified the year with the theme- INCLUSIVE GROWTH.

UNWTO also offers leadership and support to the tourism sector in advancing knowledge and tourism policies worldwide, advocating for responsible tourism and promoting tourism as a driving force towards economic growth, inclusive development and environmental sustainability.

Recognizing regional talent, creativity, innovation, connection valuing nature, cultural heritage, fighting depopulation and regional inequalities by promoting local flavors and Traditions, Tourism is empowering people and communities to ensure a more sustainable and inclusive future for all, both socially and economically.

To give a restart and drive the Tourism industry to its sustainable goals, UNWTO focused on seven point recovery agenda and appealed the member countries to:-

1. Provide liquidity and protect jobs. To adopt fiscal policies such as moratoria on loan repayments, loan guarantees or flexible credit loans for working capital to revive tourism.
2. Recover confidence through safety & security to set proportionate safety and hygiene protocols to reduce risks throughout the whole tourism value chain & in each step of the traveler's journey.
3. For an efficient reopening and establish mechanisms for public-private collaboration in the definition and implementation of health related protocols.
4. Introduce and adapt actionable border processes & procedures in line with public health evidence based risk assessment. Enhance the use of technology for safe, seamless and touch less travel.
5. Harmonize travel and tourism related health protocols and procedures at global level
6. Adopt national policies that support the digital transformation of destinations, companies, employees and jobseekers.
7. Foster opportunities for major corporations to work with start-ups in making new processes easier, quicker to implement and more efficient (open innovation). Promote national challenges to encourage and award start-ups and entrepreneurs to propose innovative solutions.

#### **Inclusive Growth –Advantage and roadmap for India**

India is one of the famous international destinations because of its geographic location, weather, rich culture, heritage, and hospitable people with a variety of customs, traditions, festivals and natural beauty. Low medical expenses, tasty cuisines and budget friendly transport give additional mileage for tourists to stay for a longer period.

Although, India has also joined hands with other countries to restart tourism by undertaking many attractive measures such as encouraging domestic tourism, incentives to foreign Tour operators, Visa fee waiver for foreign tourist, Promotion of MICE tourism in India etc, but unless and until the stakeholders are prepared, up-skilled, equipped and well versed with the new normal scenario, it will be difficult to give a boost to the industry.

Govt. of India is also trying to provide relief measures by announcing packages for the stakeholders such as Loan moratorium, relaxation on licensing policies, First year interest free loan for the registered stakeholders under GECL scheme for BEs and MSMEs for the survival of the Industry, but a large

number of ground level and unregistered stakeholders have been deprived from those benefits and are still looking for direct relief packages.

With a population more than 1.3 billion, India has the ability to achieve Tourism SGDs with a young majority as the driving force.

As per Indian tourism statistics approximately 2,322 Million domestic tourists visit states and UTs within India in the year 2020 which is very encouraging for the industry. Therefore, focusing on domestic tourism, and encouraging domestic tourists to visit other states. Govt. may introduce some special incentive schemes like, Air/Train travel concession, GST relaxation for Travel trade, hospitality trade and allied trade to encourage domestic and corporate tourists.

It is also to be noted that, once tourism comes back to normal, there will be a huge demand for skilled manpower in all service sector departments.

Many countries, including Maldives, UAE and some European countries have already re-opened their borders for tourists, but India has yet to open international borders for foreign tourists which is a real concern for the Industry.

As per the ministry of tourism Statistics, India received only 3,76,083 Foreign tourists during Jan-Apr 2021 in comparison to 23,57,877 FTA during the same period of 2020 which is very low and this is because of lockdown and other restrictions.

Being a vast and populated country, although India is focusing mostly on Domestic Tourism but that too seems to be too far because of:-

- 1) Travel restrictions in interstate and intra state movements
- 2) Maintaining Hygiene and safety protocols especially in the rural and slum sector.
- 3) Ongoing partial lockdown and curfew in different places
- 4) Restriction on International arrivals.
- 5) Un-uniformity of Travel advisory among individual states/districts and localities.

Although domestic tourism has already kicked-off and places like Himachal, Uttarakhand, Ladakh, Goa and some other states have received a significant footfall during June and July till mid of Aug 2021. But other states are yet to announce their dates for reopening their borders.

Since peak seasons vary from one state to another, delay in ease of restrictions may definitely impact on the tourism industry.

Although the Ministry of Tourism, Govt. of India, has introduced standard operating protocols for pan India basis but in reality individual state Governments are yet to specify a date for re-opening.

But it will be a challenging task for the Govt. to achieve sustainable development Goals by 2030 unless and until it restarts tourism with immediate effect (both domestic and International) involving each and every stakeholder, every society, community, and citizen to chalk out long term plan with a collaborative effort using innovation, technology, skill and resources for the development of sustainable and inclusive growth.

\*The article is written with completely with the personal view of the author. Opinions may differ from others.

\*Data sources: Ministry of tourism, Govt. of India, UNWTO website



Great things never came from comfort zones.  
~ Anonymous





# Co-existence of Human, Wildlife and Livelihood

**Nirmali Das**  
Research Scholar, Tezpur University

The pause in world travel has made everyone of us realise the importance travel and tourism has in our modern lives. The continuous desire to explore the unexplored and experience the unseen is the same for all the world over. This unending desire gives hope to numerous stakeholders in the travel and tourism sector to spring back to normalcy once the pandemic is controlled. In fact, on a positive note, the pandemic gave us a moment to reflect on our priorities, our duties as a family member, as a citizen and most importantly as a human being. So, what duties do we have as humans? Tourism has widely been accepted as a sector that ensures overall economic development. But economic growth without compassion towards nature is no growth at all. The following is a short excerpt from one such tour of mine that adds substance to how co-existence of human and wildlife through tourism can be achieved along with inclusive growth by generating livelihoods for the local community.

It was one bright day in February, 2021. We formed a group of four for a day-long detour from lockdowns and work from home rituals. The pandemic lockdowns were lifted then but we did not want to take any chances. So we decided to go to Tenzing Bodosa Elephant Friendly Tea Eco-Tourism (TEFTET) at Dimakuchi village, Baksa district. Our priorities while choosing the destination were- 1.) Lesser crowd, 2.) Scenic 3.) Hygienic and 4.) Good food. Our journey spanned across farms which were blossoming in yellow mustard flowers, narrow village lanes and finally a river bed which had dried out in the winters.

On reaching the site we met the owner Mr. Tenzing Bodosa. What we came to know from him is an inspiration in itself. The whole place was actually a barren hilly terrain owned by local villagers there and not put to much utility. He purchased the site and transformed the entire place into an eco-tourism spot without harming the biodiversity. Tea plantations; coffee plantations; organic farming of paddy, vegetables and fruits; bee-keeping; wine making and a beautiful tree-house are some of the attractions for the tourists. His farm produce, especially tea and coffee, is also being exported to many countries. All these activities are carried out with the help of locals, who are full time employees there.

In the process, he generated income for himself and employment for the locals. But the best part is he is equally concerned for the wild elephants that occasionally visit the place, as it happens to be an elephant corridor. He feeds the wild elephants and keeps their passageway totally undisturbed. His contribution to the development of the destination at a remote village like Dimakuchi is exemplary, more so because the biodiversity has been left unharmed.



LET'S KNOW SOMETHING ABOUT NORTHEAST

# Problems and Potentialities of Tourism Industry in the North East India

JANARDAN SENSUA  
MTTM 3RD SEMESTER



Northeast is a land of natural landscapes, diverse culture and tribes. The region has various scope for growth of tourism but is lagging behind due to certain limitations. This section would serve you with some notable points regarding tourism in Northeast India and its constraints.

## **Some major problems of Tourism in North East India:**

**Lack of proper infrastructure facilities:** Infrastructure facilities are related in terms of road, rail and air communication, power, star category hotels, clean accommodation and other logistics of tourism. Most of the tourist destinations in the states are not easily accessible.

**Insurgency Problems:** Insurgency is born when a governing power fails to address social or regional polarization, sectarianism, endemic corruption, crime etc. For example, Manas National Park of Assam, one of the most beautiful natural parks, has been virtually under the control of the Bodo militants.

**Restricted Area Permit (RAP):** Non-Indian citizens are not allowed to visit some protected areas in India( north east). They need to take a Protected Area Permit (PAP) to visit these protected areas. Also the Indian citizens who are not resident in these areas are also required to get an Inner Line Permit (ILP) to enter these places.

**Absence of trained tourist guides:** A major problem faced by the tourists of north-east India is the lack of trained tourist guides in the respected areas of tourist attractions of north east India.

**Lack of Coordinated Efforts:** Its seems that there is a lack of coordination among several agencies like department of tourism and department of Archaeology in handling the demands of the tourists in places of both historic and religious importance.

### **Some area of tourism potentialities in the NorthEast Region:**

- a) Brahmaputra, Kaziranga, Manas, Majuli, Kamakhya, Neermahal, Cooch Behar Palace, World War Cemeteries and the hill Stations of Shillong, Cherrapunji, Gangtok, Darjeeling and Tawang have received global publicity as tourist sites.
- b) "Majuli, World's largest river island, will encourage tourism in Assam to a great extent. The Brahmaputra valley is also known for the grand festival of Bihu, Satriya Culture, Ambubachi at kamakhya, Archeological cravings in Talatal ghar, rang ghar, wild lives in the national park etc.
- c) The major tourism attractions in Arunachal Pradesh are Twang, Ziro Valley, Namdapha National Park, Sela pass, roing, Dirang valley, pasighat, Mechuka etc. This Northeastern state is indeed a dream travel destination of many travellers in India.
- d) The famous Hornbill festival of Nagaland is celebrated in the first week of December and also the Moatsu festival that is celebrated in the first week of May can also attract tourists.
- e) Manipur is one of the must-visit tourist destinations in India, the state has been thriving because of the abundant diversity. Loktak Lake, the fresh water lake in Manipur, much of it falls within Keibul Lamjao National Park.
- f) Mizoram offers a great opportunity to explore nature. The major tourist attractions of Mizoram are The Pala Lake and Tam Dil or lake of mustard plant. Lunglei is another major tourist destination of Mizoram.
- g) The abode of the clouds, Meghalaya, is one of the wettest places on earth. Colonial golf course and polo ground of Shillong, Barapani Lake, Victorian Churches, concrete buildings also the abundant attraction in Meghalaya. It also has the beauty and attraction of peaks, caves, waterfalls, lakes and ancient living root bridges.
- h) "Tripura" The second smallest state of India. It is almost surrounded by Bangladesh. The mixed European Mughal style Ujjayanta Palace provides interest at Tripura's capital Agartala. Tripura also has a number of Buddhist temples.
- i) The small state of Sikkim in East India is nestled among the Eastern Himalayan Mountains. Sikkim has the most beautiful tourist destinations like Tsomgo Lake, Lachung, Rumtek Monastery, Namchi, Zuluk etc. Also it has Nathula Pass, one of the highest motorable passes in the world.

Most of the pilgrimage sites have deeply spiritual characteristics. For example, Parasuram Kund, Shakti Peeth Kamakhya, Buddhist Monasteries of Tawang, Malinithan etc. are another source of tourist attraction.

The image is a screenshot of a Zoom video conference. A large white title box is centered over the video feed, containing the text 'INTERNATIONAL E-CONFERENCE ON NORTH EAST INDIA TOURISM (ICNIT 2021)'. The background shows a grid of video feeds of participants. At the bottom, the Zoom interface is visible, including icons for chat, mute, and video, and a timestamp of '11:18 AM | fua-muay-sub'.

# INTERNATIONAL E-CONFERENCE ON NORTH EAST INDIA TOURISM (ICNIT 2021)

The International E- Conference on Northeast India Tourism (ICNIT) was organized on 20<sup>th</sup> July, 2021. It was a collective initiative by the Department of Business Administration, Tezpur University and Finderbridge Tourism. The conference concluded successfully with a huge number of attendees. The speakers from different professional backgrounds, contributing directly or indirectly to tourism, were invited. It goes without saying; the attendees got many useful insights from the sessions on the projections of Northeast India tourism. The conference was broken down into four sessions besides the inaugural and valedictory sessions.

In the Inaugural session-the program has been started with the welcome address by **Prof. Chandan Goswami, Head, Department of Business Administration, Tezpur University**. He had focused on some topics like the current scenario of this pandemic and its effect on tourism. The psychological and behavioral changes among tourists due to the COVID 19 pandemic, he explains about the psychological change which is the mental trauma in the mind of tourists visiting crowded destinations is that this COVID pandemic affect their health and lead to loss of life and so, Sir suggested to avoid highly crowded places and people will prefer to visit less crowded destinations for which our North east has the plus point on that. He also mentioned the promotion of sustainable planning in tourism.

Secondly, **Prof. Papori Baruah, Dean, School of Management Sciences, Tezpur University** addresses the program, where she mainly focuses on visualizing a tourism roadmap of India from the post pandemic view. She mentioned about the time when in the month of January 2020, Tourism was one of the enormous service industries in India with its contribution to 6.23% to National GDP and 8.78% of total employment. She again focuses on some of the growth of the northeastern states like Sikkim, Meghalaya, Arunachal Pradesh and Nagaland. She gave us the information about the fastest upliftment of Assam tourism as they emerged as the speedy growing contributors accounting for 5.5% of Gross state, domestic product and approx. 10.5% of the total employment in state.

Thereafter the Chief Guest of the day, **Shri Robert Romawia Royte, Minister of State for Tourism, ICT & Sports & Youth Services(I/C) Government of Mizoram** has addressed the session by providing us a lot of information and initiatives taken by the Government for the development of tourism in their state. He addresses the potential of all the Northeastern states as they are rich in diversity so we can promote ecotourism and nature based tourism here.

Next **Guest of the Honour** of the day, **Shri Sankha Subhra Devbarman, Regional Director (Northeast), Ministry of Tourism, Government of India** has addressed the session. Firstly he has mentioned about the opportunity for the Northeast after this COVID 19 pandemic. He explains that most of the tourism products of Northeast are nature based so it is the plus point after this post COVID condition in tourism. He provided very useful information to the audience that the Govt. of India has been taken recently a great initiative for giving 5 Lakh visas free of cost to the tourist visiting India by 31<sup>st</sup> March 2022 and providing assist to the tour stakeholders by giving rupees 1lakh for restart their tourism business. So he insisted the Northeast tourism stakeholders to come forward and take this opportunity.

Lastly, **Mr Himangshu Baruah, the founder of Finderbridge Tourism** concluded the inaugural session by explaining some key factors and objectives about all this holding of the conference. And last but not the least he said that this all program is about educating the tourism students and enthusiasts about the new skill development models required to rebuild the industry.

After that the e-conference is divided into three parallel sessions where academicians, scholars, tour operators, government officials, natural activists, tour lovers, photo artists, students present their view about North-east tourism and its road map to reinvent the tourism sector in Covid pandemic.

**The 1<sup>st</sup> track** was themed as “Tourism, Education, Entrepreneurship, Career and Skill Development”. The Track was moderated by Professor Mrinmoy Kr. Sarma, Dean of Academic Affairs, Tezpur University.

Discussions were made on skill development and future career opportunities in hospitality and aviation industry and the requirements to be eligible for the same. **Mr. Arun Kr. Singh, CEO of IndiaOne**, highlighted the need to focus on the sector to revive it from scratch and the need to reconsider the pandemic as the lead time for businesses to flourish. **Dr. Deepjyoti Gurung, Assistant Professor, Christ University, Bengaluru**, spoke about the newest developments in the tourism industry and mentioned luxury tourism, virtual tourism, caravan tourism and gaming tourism. He stated about the challenges that arose due to the pandemic and also suggested measures. The need for business model innovations was also emphasized by him. **Ms. Lony Singpho, Tourism professor at Kaziranga University** and also an educator at Northeast Tourism Academy, emphasised that in order to gain from tourism and tourism studies, students and tourism stakeholders will have to learn and re-learn and try to connect with their respective educational backgrounds with tourism. **Dr. Sriparna Baruah who is the Former Head, Centre of Industrial Extension, Indian Institute of Entrepreneurship (IIE)**, talked about opportunities in Assam Tourism, specifically. She pointed out the scope for growth in alternative forms of tourism like eco-tourism, food tourism, adventure tourism and agro-rural tourism.

**In the 2<sup>nd</sup> track** the topic was Reinventing & Recovery of Tourism where mostly took part by tourism Officials/Stakeholders/Entrepreneurs of NE India. The track was moderated by Mr. Tsering Wange CEO, Himalayan holidays. Mr Tsering Wange shows an innovative idea of a plastic bottle that turns into a dustbin after drinking the water or juice and it is best for travelers.

The first speaker **Mr Vantawl Lalengmawia, Director of Tourism, Mizoram** spoke about the tourism attractions and activities in Mizoram and the preparedness strategies being taken or needed for revival of tourism in the state. Next **Mr. Cyril V. Darlong Diengdoh, Director of tourism, Meghalaya** also highlighted the key attractions of Meghalaya and the tourism activities. Apart from that he talked about plans to restart the Meghalaya tourism mission. Next panelist **Mr. Robin Basnet (heritage yang Yang sikkim)** highlighted that all the North eastern states should join hands and collectively work towards tourism development in the entire region with Harmony and collective efforts as well as networking. **Mr Janan Deep Borgohain (Kite Manja, Assam)** advised to concentrate more on intra North East B2B Corporation among the north east stakeholders and tour providers for better exchange of expertise. He also supported the other speakers that regional and local tourism should be promoted aggressively.

Lastly **Mr. Prabesh Chettry (Travel Gangtok, Sikkim)** emphasized that "wellness tourism" should be promoted and integrated with other types of tourism so as to usher the next level of tourism in North Eastern states. He also suggested the stakeholders to reinvent the marketing strategies in light of the changing scenario of tourism. He shares the idea about the wellness tourism, ecotourism much combined and together. Marketing strategies need to be changed from B-B, B-C. We need to promote domestic tourist to come to visit Sikkim



**In 3<sup>rd</sup> Track** -the topic was Sustainable & Photography Tourism and Tourism Marketing which was moderated by Mr. Arpan Kalita, Senior Photographer and Mentor, Canon India.

At first **Mr. Sandeep Dutta, Marketing Manager, Korea Tourism** gave insights regarding South Korea Tourism by the government to revive tourism. He also mentioned about promotion of domestic tourism in NE India with reference to Korea, how Korea reoperate Inbound tourism with double vaccinated tourists. Then **Mr. Arpan Kalita** talked about photography tourism as a structured and Special Interest Tourism. He stressed about Northeast India which has a huge potential to become a photography tour destination in terms of nature, food, cultural items, belief systems and many more. Next **Ms. Mugdha Mushi, Wildlife & Environmental Law Specialist** listed the various environment protection laws like Environmental protection act (1998), Forest conservation Act (1998), National Green Tribunal Act (2010) their applications in the tourism domain. Lastly **Ms. Stephia Stephen, Marketing Representative, Singapore Tourism Board** talked about the current developments in tourism due to COVID-19 and gave insights on how to leverage on the digital space. Ms. Stephen also suggested to do for visitor's needs (look for what they want), deliver brand promises and developing framework and Partnerships among the travel fraternity.

In valedictory **Mr. Karma Paljor, Journalist and Entrepreneur**, described about the role of media in tourism promotion and the rapporteur Asif Saikia, Nirmal Das and Paridhi Brahma describe the gist of the technical sessions and concluded the conference with hope of reopening of tourism sector with Standard Operation Protocol (SOP) for both tourist and host in comfortable situation.

**The evening session** of the conference witnessed a stunning array of experts. The session was particularly organized for the youth and all travel and tourism enthusiasts. The key notes of the session focused on different avenues to promote northeast tourism. The speakers talked about working for tourism development in the region in close association with the United Nations' 17 sustainable development goals (SDGs). Mrs. Jessica Snock, Global Goodwill Ambassador and former Mrs. United Nations (2019) talked about the need to support the tribes of northeast and the refugees by educating and imparting skills to them. The importance of photography in tourism is something no one can deny.

Mrs. Mitali G. Dutta, founder of FSM Food trails, was also one of the most eminent speakers in the panel. She talked about the development of rural tourism business models, alternative income sources like culinary tourism and capacity building for the same. She spoke about the importance of responsible tourism where learning and dining could be done simultaneously.

Mr. Vincent Belho, founder of Tribaldoors Adventure, travel show host and photographer from Nagaland gave major travel motivations to visit Nagaland. He talked on a very important subject i.e. the sensitization of tribal communities towards rural tourism in order to avoid conflicts. Finally, Zoramawii Ralte and Esther Khiangte, Managing Partners of Mizoram Consultancy Group (MzCG) spoke in the hospitality sector of Mizoram.

Conference was hosted by Himangshu Borauh, Akshita Lahkar, Angshumi Goswami, Archita Goswami, Julieyanah As and Alisha Akhtar with the technical support of Kushal Roy and Tarunjoyti Borah.



**LET'S TURN TO  
BE EXPLORER.**

**LET'S TRAVEL THROUGH WORDS, FACTS AND PHOTOGRAPHS**

### **SANGTI VALLEY**



- Sangti valley is situated about 14 kilometres from Dirang
- It is also home to the Black Necked Cranes (*Grus nigricollis*), who come to the fields of this valley every winter. This bird species was an endangered species for some years in between.

- The Bailey Trail in the Western part of Arunachal Pradesh, traces the historic route taken by Lt. Col. F. M. Bailey and Capt. H.T. Morshead. The trekking in this trail can be commenced from the historic village of the state Thembang.
- Thembang Village is located within the Thembang Dzong (Fort) and is a 12th century old fortified village. It was nominated as UNESCO World Heritage Site.



Photographs taken by Koushik Borah (MTTM 2019-2021 Batch)

“

The real voyage of discovery consists not in seeking new landscapes, but in having new eyes.  
~ Marcel Proust

”

## **LEPCHAKHA**

- It's a small village situated in a top of a hill in Buxa Tiger Reserve.
- The main tourist attractions include, Sunset/sunrise view, and witnessing the local culture.
- Homestays and camps are there to provide shelter.



Photograph taken by Ramjit Roy (MTTM 3<sup>rd</sup> Semester)

## **GHAGOR, LAKHIMPUR**

Best Season to visit October to January to enjoy the mesmerizing view of the yellow mustard fields with golden sunsets besides the River Subansiri.

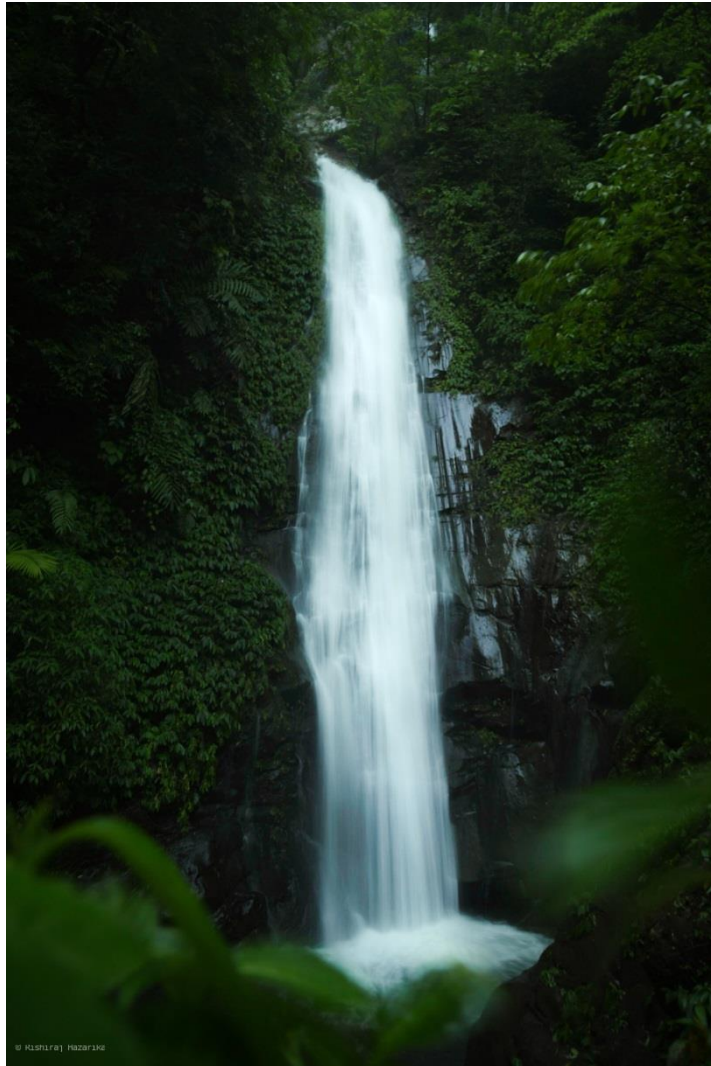


Photograph taken by Rishiraj Hazarika (MTTM 3<sup>rd</sup> Semester)



## **RUPOHI HILLS WATERFALL, GOGAMUKH**

This place has potential for sustainable tourism along with trekking. However, it is sad to say that it is a prime example of damages caused due to lack of management.



Photograph taken by Rishiraj Hazarika (MTTM 3<sup>rd</sup> Semester)

“

Travel is never a matter of money but of courage.  
– Paulo Coelho

”

# UTTARAN

