

UTTARAN

2019

WORLD TOURISM DAY 2019

"TOURISM AND JOBS: A BETTER FUTURE FOR ALL"



DEPT. OF BUSINESS ADMINISTRATION
TEZPUR UNIVERSITY

FOREWORD



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 2019. 'Uttaran' is an e-magazine aimed at reaching a wide spectrum of readers. It is published periodically in electronic form by the students of the Department of Business Administration.

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 2019 is "Tourism and Jobs: a better future for all". The tourism industry in the entire world is growing in a rapid way and creating millions of jobs. Moreover tourism creates jobs in far flung places where no other industry wants to venture. Another point to note here is that the tourism industry creates jobs for low skilled manpower.

I appreciate the team working behind this endeavor, and congratulate the students and faculty mentors for bringing out the e-magazine at an appropriate time. I am sure that 'Uttaran' will be well accepted by the readers. The experience behind creating it must have helped the students in honing their skills and develop a better perspective for future.

With very best wishes.



Dr. Chandan Goswami
Professor, Head,
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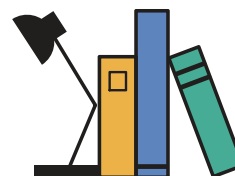
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FROM THE EDITOR'S DESK

On the occasion of World Tourism Day, 2019, the team is happy to present you a whole new edition of the e-magazine, UTTARAN, just like the previous years.

World Tourism Day (WTD) takes place each year on 27 September. Its purpose is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value. The event seeks to address global challenges outlined in the United Nations Millennium Development Goals (MDGs) and to highlight the contribution the tourism sector can make in reaching these goals.

The timing of World Tourism Day is particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere, when tourism is on the minds of millions of people worldwide.

This edition of UTTARAN is as fresh as the tea leaves of the second flush. What a better way to start the day with a cup of tea and UTTARAN on your screen. With this note we wish you a Happy World Tourism Day 2019.

UTTARAN 2019 is a combined effort of the Department of Business Administration. We would like to thank the faculty of Business Administration for their support and guidance and also we would like to thank each and every one for their inputs and their attitude towards welcoming it.



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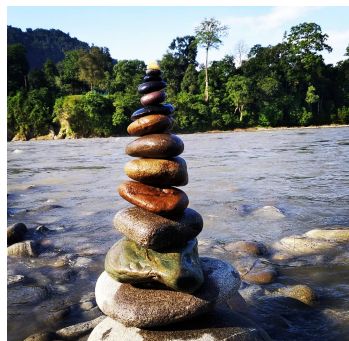
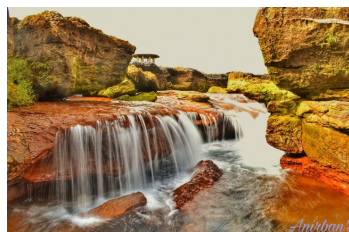
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UNWTO SECRETARY-GENERAL



Tourism can help us build a better future for everyone. Around the world, the tourism sector is leading source of employment, supporting many millions of jobs and driving economies forward, both at the local and the national level

At the same time, it is a catalyst for equality and incivility. In many places, tourism employment gives women, young people and those living in rural communities the chance to support themselves and their families and to integrate more fully into wider society.

The true potential of tourism, both as a creator of jobs and as a driver of equality and sustainable development, is only just being realized. Providing decent work opportunities and contributing to developing professional skills are at the heart of this. Well managed, the continued growth of our sector will encompass countless opportunities and allow tourism to live up to its global social responsibility to leave no one behind.

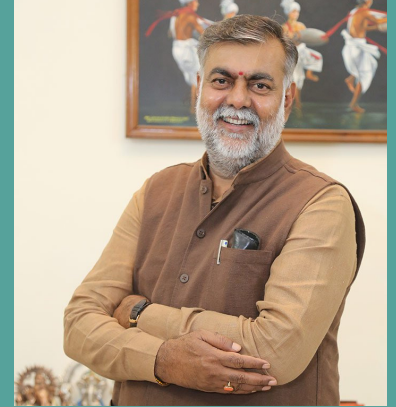
Not one single economic, social or human activity prospers in isolation. For this reason, governments and stakeholders from the public and private sectors are increasingly working together to manage tourism in a responsible and sustainable manner and to ensure its enormous potential is properly realized.

Just as new technology is changing the way we travel, so too is it changing the way we work. Tourism is leading the way in providing workers with the skills and knowledge they need for the jobs of tomorrow. Embracing this creative spirit, including through effective collaboration with partners in the technology sector and in academia, will drive the creation of more and better jobs.

As we celebrate World Tourism Day, let us recognize the transformative power of tourism. Together, we can realize tourism's potential to build a better, more equal future.

Prahlad Singh Patel

MINISTER OF STATE (IC) FOR TOURISM & CULTURE, INDIA



India is pleased to host the official celebrations of United Nations World Tourism Organization (UNWTO) World Tourism Day in New Delhi. The theme of this year's World Tourism Day 'Tourism and Jobs: A better Future for All' is highly appropriate as tourism is extremely labour intensive and significant source of employment for many global economies. Tourism is one such activity which extends to various other sectors and thus is responsible for creating direct and indirect employment requiring varying degrees of skills and allows for quick entry into the workforce for youth, women and poor. The tourism sector therefore is not only an engine for economic growth but also an effective tool for poverty alleviation among the marginalised segments of the society.

We believe that development of tourism is directly linked with community development. We want the local population to benefit by the development of tourism in their region and for this we should focus on

development of soft skills among the locals.

In the process of job creation, let us ensure that our strategies for development of tourism are not in conflict with the environment and have minimal negative impact. When we talk about sustainability we should not only talk about conservation of resources but also our culture and heritage, which we have adopted in India through our Sustainable Tourism Criteria.

On behalf of the Ministry of Tourism, I would like to express my gratitude to UNWTO for choosing India as the host for this year's World Tourism Day I am hopeful that together with the experts from tourism field, we will be able to highlight the challenges and opportunities of employment in Tourism sector and find solutions to the issues of employments in Tourism. I look forward to receiving you in New Delhi!

A photograph of a man with glasses and a light-colored jacket sitting on a train. He is looking down at a document he is holding in his hands. The train window is visible in the background, showing a blurred landscape. A red knitted hat and a purple bag are also visible on the train seat next to him.

Pradhan Uncle

Koushik Borah
MTTM, 1st Semester

© KOUSHIK B

Photo: Koushik Borah

PHOTO STORY

He is from Darjeeling. We met him at the Chandigarh Express. It was the last day of the year 2017 i.e. 31st December. Time was 3:40 pm. We were on the same compartment. He was going to Chandigarh to meet his younger son, daughter in law and his lovable grandson. We chatted a lot. He shared his thoughts with us and told us many things about Darjeeling. He is really honest, funny and very friendly. He even invited us to Darjeeling and said to contact him. It was a great experience. It's very hard to meet person like him these days.

Rural Tourism-An Opportunity to Enhance Employment and Rural Development

Dr.Niranjan Das

Guest Faculty

Department of Business Administration

Tourism is one of the largest and fastest growing industries in the world. In both developed and developing countries, tourism is frequently supposed to be a viable means of raising the economic activity of regions. Additionally, the development of a tourism industry has been noted to promote the destination's image, enabling the region to achieve other objectives, such as business recruitment and retention. According to the World Travel and Tourism Council, tourism generates 12 per cent of the global gross national product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1.6 billion by 2020 worldwide.

Tourism has become an important source of income for many regions and even entire countries. The 'Manila Declaration on World Tourism of 1980' recognized its importance as an 'activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies, and on their international relations'. Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting as of 2017 for 30 per cent of the world's trade in services, and for 8 per cent of overall exports of goods and services. It also generates opportunities for employment in the service sector of the economy associated with tourism.

Tourism events have been found to increase business, income and employment in the region and are seen to assist with social and economic development. Rural tourism has many potential benefits for including employment growth, an expanded economic base, re-population, social improvement, and revitalization of local crafts.

As a general rule, however, rural communities are challenged to take full advantage of the tourism industry due to lack of sufficient infrastructure to support year round visitors. Therefore, in a bid to exploit the cash injection that tourism provides, with minimal additional resources, many rural communities have opted to host tourism events on a yearly basis. Tourism is not the panacea for all rural problems but it has number of positive attractions. It is one of the many opportunities that rural communities might consider to improve productivity and incomes.

Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems. Rural tourism is very diverse and fragmented in terms of operational structures, activities, markets and operating environments. It is not just farm-based tourism. It includes farm based holidays but also comprises special interest nature holidays, ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism and in some areas ethnic tourism.

WHAT IS RURAL TOURISM?

Rural tourism can be defined as the 'country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas'. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. Consequently, rural tourism in its purest form should be:-

- i. Located in rural areas.
- ii. Functionally rural-built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, traditional societies and traditional practices.

- iii. Rural in scale – both in terms of buildings and settlements and therefore, usually small-scale.
- iv. Traditional in character, growing slowly and organically, and connected with local families.

TYPES OF RURAL TOURISM

Tourism is synthesized from mass and alternative tourism. Mass tourism is characterized by large numbers of people seeking culture holidays in popular resort destinations. Alternative tourism is sometimes referred to as special interest tourism or responsible tourism and it's usually taken to mean alternative forms of tourism which give emphasis on the contact and understanding of inhabitants' way of living and the local natural environment.

The diversity of attractions included within rural tourism includes heritage tourism (sometimes referred to as cultural heritage tourism), nature-based tourism/ecotourism, agritourism, as well as partnership-based approaches, such as scenic byways and heritage areas. Heritage tourism refers to leisure travel that has as its primary purpose the experiencing of places and activities that represent the past.

A second major type of rural tourism activity is nature based tourism/ecotourism (sometimes called recreation-based tourism), which refers to the process of visiting natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. Nature based tourism may be either passive, in which observers tend to be strictly observers of nature, or active (increasingly popular in recent years), where participants take part in outdoor recreation or adventure travel activities.

A third major form of tourism is agri-tourism, which refers to the act of visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. It includes taking part in a broad range of farm-based activities, including farmers markets, roadside stands, and pick up own operations; engaging in overnight farm or ranch stays and other farm visits; and visiting agriculture related festivals, museums, and other such attractions.

BENEFITS OF RURAL TOURISM

Rural tourism, while still only a alternative tourism market, is making a valuable contribution to rural economies. Its contribution can be expressed not only in financial terms, but also in terms of jobs, contributions towards funding conservation, encouragement to the adoption of new working practices, and the addition of a new vitality into sometimes weakened economies.

Potentially rural tourism promises some of the following benefits to rural development:

- a. **Job retention:** Rural tourism cash flows can assist job retention in services such as retailing, transport, hospitality and medical care. It can also provide additional income for farmers, and in some cases, for foresters and fisherman.
- b. **Job creation:** Job creation typically occurs in the hotel and catering trades, but can also take place in transport, retailing and in information/heritage interpretation.
- c. **New Business Opportunities:** Tourism generates new opportunities for industry. Even those rural businesses not directly involved in tourism can benefit from tourist activity through developing close relationships with tourist facilities where local foods can be used as part of the tourism offering in a locality.
- d. **Opportunities for Youth:** The tourism industry is often promoted as an exciting and growing industry suited to the energies and enthusiasm of young people. Career options are enhanced with the opportunities for training and direct involvement in running tourism businesses, especially those within small communities.
- e. **Service provider:** Visitor information services can be provided by existing outlets, such as shops, thus increasing income flows if payment is made for acting as information outlets. Services can also benefit by the additional customers which visitors provide.
- f. **Community diversification:** In many climatically marginal and upland regions, an important activity is

community diversification. Rural tourism can assist forestry by diversifying income sources for forest communities if the special qualities of the forest environment for recreational use are realized and developed.

g. Preservation of Rural Culture and Heritage: In rural tourism the sense of place is a fundamental element in both the tourists and host community's feelings of what makes the area attractive to visit and live in. This sense of place is maintained partly through rural museums which play a vital role in preserving heritage.

h. Increase arts and crafts sale: Arts and crafts have a special place in the cultural heritage of regions and nations. Many commentators have noted that tourism can assist arts and crafts, both by recognizing their importance and by purchasing craft products. Many communities now use arts and crafts festivals as a marketing mechanism to encourage visitors to come to their areas.

i. Landscape conservation: Landscape conservation has become an increasingly important form of heritage protection. Visitor use brings political benefits, can bring economic gains, and can provide jobs in maintaining and repairing traditional landscapes worn by recreational activities.

j. Environmental improvements: Environmental improvements such as village paving and traffic regulation schemes, sewage and litter disposal can be assisted by tourism revenues and pressures from tourism authorities. These help develop pride of place, important in retaining existing population and businesses and in attracting new enterprises and families.

k. The historic built environment: The historic built environment can benefit from rural tourism in two ways. Many historic properties now charge for admission in order to maintenance of surrounding gardens and amenities. Secondly, there are important buildings from the past which have become redundant. The tourist industry can usually use these redundant buildings profitably and imaginatively: they can become attractions in their own right. The British built manager's bungalow at Buragaon tea estate located in Lokra area of Balipara has converted to heritage home for tourist stay.

A wide range of benefits has been identified as potential outcomes associated with promoting the development of agri-tourism in rural areas. From an agricultural industry perspective, agri-tourism is perceived to be a means of:

- expanding farm operations;
- using farm based products in new and innovative ways;
- improving farm revenue streams;
- developing new consumer market niches;
- increasing awareness of local agricultural products;
- increasing appreciation of the importance of maintaining agricultural land uses;
- channeling additional on-farm revenues directly to family members who might otherwise have to work off the farm;
- giving a stimulus to upgrade farm living and working areas, as well as leisure facilities;
- providing opportunities to acquire managerial skill and entrepreneurial spirit, and
- increasing the long term sustainability for farm businesses.

SOME BEST PRACTICES OF RURAL TOURISM AROUND THE WORLD

Ballyhoura (Ireland)

Ballyhoura countryside is attractive and typically Irish, but has no outstanding tourism resource. It has relied on promoting a genuine rural experience and warm welcome, hence the slogan 'truly rurally yours'. The region has only emerged as a tourism destination since 1986. Building from a low base, it now includes a range of accommodation, small scale attractions (such as open farms and interpretative centers) and countryside recreation facilities. The tourism strategy has two overall objectives to provide a cooperative marketing function through groups of enterprises working together and to improve the range and quality of the tourism product.

Basilicata (Italy)

Basilicata is a small region in the far south of Italy. It has two short stretches of coastline but is primarily an inland region. It has rich vegetation and a notable cultural heritage ranging from Greek temples and Roman thermal baths to Norman castles and medieval abbeys. The Basilicata attracts

a modest amount of tourists. Tourism has been rapidly growing. However, it is very highly concentrated in the summer season and on the coast, with the internal rural area being more visited.

Lungau (Austria)

Lungau is a small sub-region of the Salzburg region of Austria. This is an attractive mountainous area with a complex of interlocking valleys. Tourism is important in Lungau but not dominant. Around 40 per cent of jobs are dependent on tourism.

There are 250 km of cross-country skiing routes and five downhill skiing areas, without intensive winter sports development. In summer people come simply to enjoy the mountains, to walk and to cycle. Cultural attractions include castles and folk museums, but the main appeal is its rural atmosphere, local produce and natural, unspoiled environment.

Trossachs (Scotland)

The Trossachs is one of the Scotland's outstanding scenic areas with a population of 6,000 (dispersed throughout small rural communities). Forestry, agriculture and tourism are the main employers. Scenic beauty and accessibility from major urban

conurbations makes it a hugely popular visitor destination, attracting 2.2 million visits each year. A handful of sizeable attractions cater for the mass market, but the majority of tourism businesses are small and family run.

Tourism generating regions for rural tourism are highly developed and urbanized – the stresses of urban living and the remoteness from the natural environment has created a desire for escape from the monoculture of city living. Rural locations offer an idealized release from stress and the opportunity to re-engage with a simpler, quieter way of life that offers rest and relaxation.

Rural areas are perceived as healthier, offering fresher air, cleaner water and the opportunity for outdoor recreation. Rural areas offer fresh, and sometimes, specialty foods.

An increasing desire for authentic experiences including interaction with local people - Rural tourism is REAL (Rewarding, Enriches the spirit, provides Adventure and Learning); authenticity is believed to be found in genuine country experiences and lifestyles.



Location: Char Dham, Sikkim
Photo: Plabana Mahanta



Photo: Subung Warner



Location: Panimur

Photo: Deep Jyoti Gurung

Tourism, Jobs & Assam

Tarunjoyti Brah

Department of Business Administration

In the 21st century, three industries like technology, telecommunication and tourism play a vital role in world economy. Among them Travel & Tourism is a key sector for economic development and job creation throughout the world. The sector contributes US\$8.8 trillion equation to 10.4 % of global GDP (WTTC) to the global economy. The division of overall spend is from the leisure market (78.5%) and corporates or business (21.5%) and also 28.8% spending represented by international visitors and the remaining 71.2% coming from domestic visitors. Nowadays Travel & Tourism is the second fastest-growing sector in the world ahead of Healthcare (+3.1%), Information Technology (+1.7%) and Financial Services (+1.7%). It is just marginally behind of Manufacturing, which grew by 4% in 2018 (WTTC). In comparison to last year, in terms the countries' share China and USA dominate 25% and 12% to global Travel & Tourism growth where other like India with 6% while Turkey, France and Japan contributed 4% each to the sector's growth (2018).

World Travel and Tourism Council expected the growth up to 3.6% despite of slowing global economy in end of 2019.

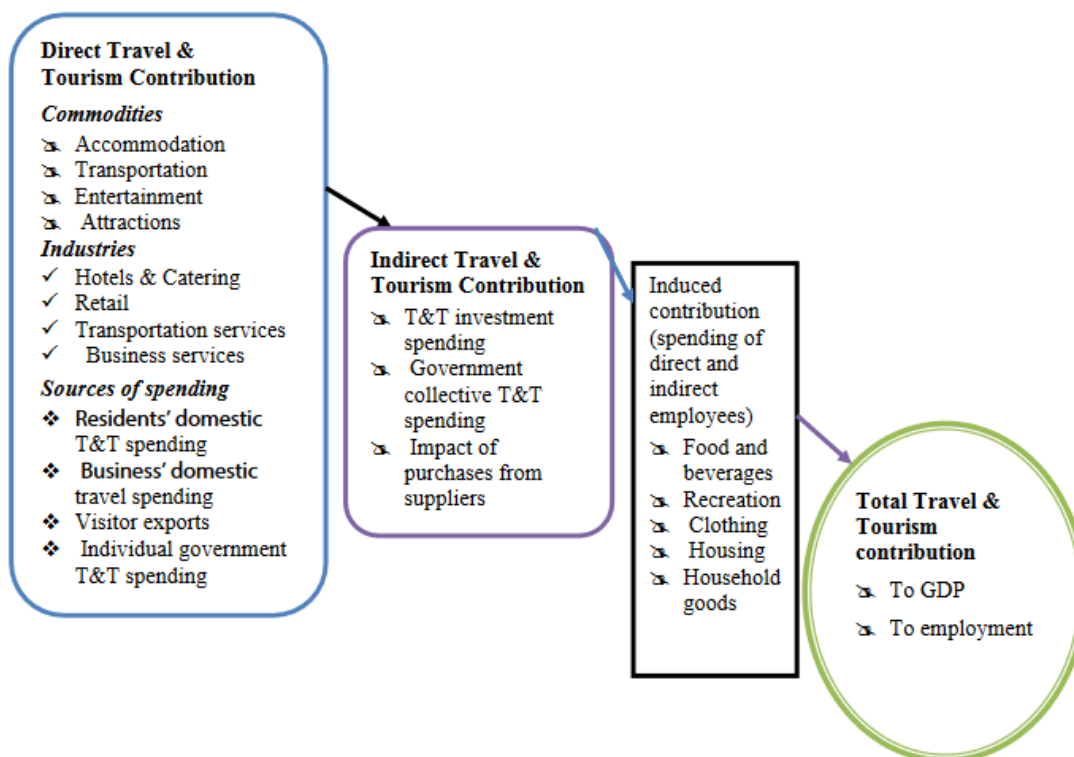
The sector is one of the prominent job creators across the globe with more than 319 million jobs directly or indirectly supported by the sector. One in every ten jobs (directly or indirectly) relates with this industry and the show that there will be 100 million additional Travel & Tourism jobs created across the world over the next ten years. In this context, WTTC expect Asia-Pacific region will also generate 68% of all jobs during this period. But how the projection is done?

As a service industry tourism and hospitality sector is a labour intensive industry. The greater proportion of income is likely to be derived from wages and salaries paid to those working in jobs either directly serving the needs of tourists or benefiting indirectly from tourists' spending.

Above mention different sectors, people are directly or indirectly involved with tourism industry. Due to the development of technology and media, the travels are more comfortable and hassle free. As a result, millions of people strive to take part in travels. Now a days People themselves considered that travel is human rights; destinations are worried

TABLE 1: TOP 20 LARGEST TRAVEL & TOURISM ECONOMIES, 2018

2018	2018 RANK	2018 T&T CONTRIBUTION TO GDP (US\$ BN)	2018 T&T % OF COUNTRY GDP	2018 T&T GDP GROWTH (%)	2018-29 T&T GDP GROWTH CAGR %	DOMESTIC SPEND, % SHARE OF TOTAL, 2018	INTERNATIONAL SPEND, % SHARE OF TOTAL, 2018	LEISURE SPEND, % SHARE OF TOTAL, 2018	BUSINESS SPEND, % SHARE OF TOTAL, 2018
USA	1	1,595	7.8	2.2	2.6	81.2	18.8	71.3	28.7
CHINA	2	1,509	11.0	7.3	6.5	85.8	14.2	81.4	18.6
JAPAN	3	368	7.4	3.6	1.7	82.5	17.5	68.5	31.5
GERMANY	4	345	8.6	1.2	1.6	85.2	14.8	83.1	16.9
UK	5	311	11.0	1.0	1.9	84.4	15.6	65.9	34.1
ITALY	6	275	13.2	3.2	1.7	76.2	23.8	79.1	20.9
FRANCE	7	266	9.5	4.1	2.0	65.7	34.3	80.5	19.5
INDIA	8	247	9.2	6.7	7.0	87.2	12.8	94.8	5.2
SPAIN	9	211	14.6	2.4	2.5	44.8	55.2	88.5	11.5
MEXICO	10	209	17.2	2.4	3.2	85.2	14.8	94.1	5.9
AUSTRALIA	11	154	10.8	3.2	2.8	76.1	23.9	84.4	15.6
BRAZIL	12	153	8.1	3.1	2.4	93.8	6.2	87.9	12.1
CANADA	13	111	6.4	2.9	2.3	76.3	23.7	63.7	36.3
THAILAND	14	110	21.6	6.0	5.0	19.8	80.2	90.6	9.4
TURKEY	15	96	12.1	15.0	4.2	38.6	61.4	87.4	12.6
PHILIPPINES	16	81.5	24.7	8.9	5.2	86.7	13.3	64.8	35.2
RUSSIA	17	78.6	4.8	4.2	2.3	69.9	30.1	80.8	19.2
AUSTRIA	18	70.4	15.4	3.6	2.4	53.5	46.5	84.9	15.1
SAUDI ARABIA	19	65.2	9.0	-1.3	2.8	54.8	45.2	85.3	14.7
HONG KONG	20	63.3	17.4	7.5	3.4	22.6	77.4	83.5	16.5



(Source: Caribbean Hotel and Tourism Association, 2011)

Figure 1: Direct, Indirect and Induced Contribution of Tourism and hospitality sectors.

much to meet the needs and wants of tourists to offer high standard of services in the destinations; tourists have wide choice of holidays; international standards and quality assurance system are being set by national and international tourism and hospitality organizations; its provide standardized and quality of customer service; and ensuring sustainable development in this sector. Now the question is how India or Assam benefited from tourism or prepare for benefit.

Assam the heart of north-east India is an unexplored paradise for tourist. The vast expanses of forest, wildlife, hills, undulating plains and rivers with various groups of people lived together on the both banks of the river Brahmaputra and Barak attract any one to place. The traditional cultural and knowledge system of the people with their simple by nature are one of the interesting features of the state. Although Assam has four main seasons like summer, monsoon, winter and spring but a moderate climate prevails throughout the year and October to April is best time to visit. The most important and well-known tourist spots are Capital Guwahati, Kamakhya, Hajo, Kaziranga National Park, Manas National Park, Majuli, Sivasagar, Dibrugarh and Sualkuchi where Assam silk is made. One shouldn't miss Kaziranga and Majuli.

Considering the present available information, North East India is getting a very negligible portion of the total pie (< 1%) of the Indian Tourism Industry. Even if we are getting 1% the total receipt will be Rs 1,080 cores (Sarma, 2000). And this amount is not a small amount.

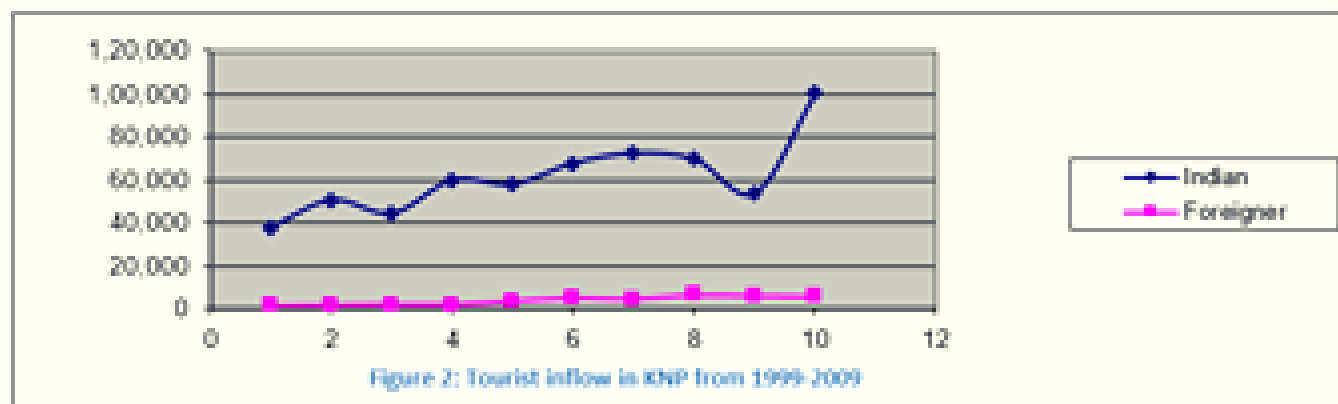
The table shows that a good amount of tourist received in Assam and there is provision of increasing the tourist inflow. According to a study carried by Tezpur University (Goswami,C, 2010) in Kaziranga National Park expected that tourist inflow will be increase in coming years. The graph clearly identified the tourist inflow both national and international tourist. It is clear that Domestic tourist plays an important role in tourism development. But it is also fact that the revenue is more generates from foreigner compare to domestic.

To develop as unexplored tourist Paradise, Assam needs some result oriented campaigns as well as infrastructures and atmosphere. In some cases infrastructure is constructed but it is not useful for tourist or services are not after 2 or 3 years of establishment. It happens as result of failure to creating a vibrant atmosphere as well as coordination. Government develops the infrastructure, public thought is that it is the duty of

Table-2 Tourist arrival in Assam (Tourist Lodge and Hotels)

Year	Indian (Tourist Lodge)	Foreigner (Tourist Lodge)	Total	Revenue (Lakhs)	Indian (Hotel)	Foreigner (Hotel)	Total
2015-2016	42988	1077	44065	1057.24	5599962	25243	5625205
2016-2017	24036	474	24510	252.39	5389841	6735	5389841

Source: DoT,GoA



the government to run the business and the private sector is most of the time away from its benefits, sometimes they tried to develop their own. It also mentions that the quality should be international but not only in terms of infrastructure but also the service. Because “People and Process” both are important with product, Price, Place, Promotion and Physical evidence in tourism sector. For “People and Process” a skill or semi skill personals are very important for international standard of service. Most of time tourism business is lost for negligence of hiring tourism professional for cost particularly in Assam. Assam tourism also enormous opportunities to create jobs both private and public sectors. But where create? Government officers are in tourism department or tourist lodges, travel agencies or in different types of accommodations houses. In this connection former Tourism Secretary, GoI, M. P. Bezbaruah proposed to the government to establishment of tourist information center in every small and big towns in the country. Government can be introducing Tourist Facilitated center in every small and big towns in Private-Public-Partnership mode. Is government sector is not enough to create employment generation. The national parks or other destinations also consider creating many direct or indirect opportunities to local people Involment in tourism practices.

In above mentioned areas can be find out for employment generation. Most of the time tourist destinations are develop and generate employment

in service areas from the local communities which occurs agonies among communities after few years of operation. The involment of the community is essential both management and decision making bodies. But it is not an essay task to figure out human resource planning and development. There are some challenges in employment discuss by scholars in this tourism and hospitality industry. It includes Unequal treatment, Poor pay and working condition, Seasonal nature of business (temporary in nature), more vulnerable in political turmoil or resident agonies influence the industry most (Aynalem, S, Birhanu, K Tesefay, S, 2016). The ILO-UNDP mentioned about Unequal treatment of employer to all type of employees. As a result quite jobs are a common in this sector because of over time in terms of incentive as well as getting respect from the employers by employee. There is general view that employments of these sectors not respectable like other sectors in Assam till date. It may be lack of acumen of the people in general take up endeavors to earn money from tourism. Or may be pay-package is low compare to others. But we can try to overcome these challenges with the help of proper HR planning. There is strategic plan to the government that it is not a government duty to run everything, the public or private sector also responsible to involve and cooperate to run (Suri, A& Jetly, A). A strong coordination of government with private sector and public is very much essential for employment generation as well as sustainable development of Tourism in Assam.

Table-3 finding some areas for Involvement of People in Tourism Fractures particularly in Wildlife Tourism Areas

8

Tourism Areas

Direct						
Decision Making	Management	Service	Guide	Conservation		
President, Secretary	Manager, Heads of	Housekeeping	Guide	Conservationist		
Executive Body	Marketing, Operation,	Food	Escort	Gardener, Mali		
General Member	Food, Housekeeping .	Beverage	Naturalist	Protection force		
Government Officer	Accountant, tour operators, adventure-specialist, travel	Activities	Folklorist	Artist		
		Driver	Specialist			
Real estate developer	writer/bloggers,	Cleaner				
Travel business owner	freelancer, event manager, Analyst					
MOCE Developer						
Indirect						
Cultural	Cultivation	Farming	Craftsmen	Handloom	Laundry	Amenities
Performers	Cultivators	Suppliers	Artist	Weaver	laundrymen	Public booth
	Suppliers	Piggery	Craftsmen			Primary-market
		Fishery	Sculptors			
		Poultry				

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Hampi: The Pride of Karnataka

Shreyashee Deb

MBA, 1st Semester



Photo: Shreyashee Deb

I can't remember the first time I saw a picture of the famous Stone Chariot of the Vijaya Vittthala Temple which is an identification of the temple town of Hampi itself and yet, remember an unnerving desire to visit the place and see it for myself, see how grand would be the ruin of the very same chariot and imagine the splendid rituals and ceremonies that must have taken place.

Living in Bengaluru, it was finally in December 2018 that I had a chance to visit the UNESCO World Heritage Site, about 340 kms from the city of Bangalore. If you are a tourist in the place, you can book luxury accomodation and spend on comfortable travel plans. But being a student and surviving on a budget every month, I prefer backpacking through a given place. Having said that, one of my closest friends, Ayush, and I decided to travel through Hampi within a budget of INR 2000. (Well, mostly because we couldn't manage to get a train ticket from Bangalore to Hampi and thus, had to opt for a bus.) Buses ply frequently between Hospet and Bangalore, Hospet being the nearest communication centre to Hampi.

Hampi is a temple town in ruins and thus, does not have any major station. The average cost for a bus ticket for the same would be INR 500- INR 600 but it varies according to time and demand. We decided for a sleeper (a bunker bed, obviously) that cost us INR 550 each, reaching Hampi by 4 am in the morning. It was dark outside and we had no clue of how to reach Hampi right then because the local transport services would start only by 7 am. Luckily, talking to a couple from New Zealand who too were on their way to Hampi, we decided to share an auto that demanded INR 300 for a 30 minutes' drive. But well, it was either that or waiting for 3 hours to travel cheap and missing the sunrise from the Matanga Hill. However, the ride turned out to be quite fun as the couple travelling with us were pretty friendly: the girl, named Ola, was a teacher from Poland and the guy was a travel blogger from New Zealand, both of them having met at Australia. They were booked into a hotel on the other side of the Tungabhadra River, also known as Hippie Town.



To state the obvious, the Hippie Town had got its name for its availability of marijuana, alcohol etc. and a number of tourists with counterculture dressing sense. This side of the river has better accommodation and restaurants. The trek to the hilltop was a little exhausting and having reached the peak, I was out of breath. Yet, all of it was worth the view we witnessed. The eastern sky was a hue of orange and purple and pink smashed across the clouds that resembled little cotton fur balls.

The western side of the hill gave an exemplary view of the Virupaksha Temple and the 'bazaar' or the market of Hampi. It seemed like a view from a book, with the river Tungabhadra making its way like that of a snake dancing around the town and the temple ruins spread across the entire place, as far as your eyes can see. Even though there were too many people for my taste, I had found a quiet spot for myself to enjoy the view from and tried to soak in as much as I could.

Finally, we decided that it would be better to head down to have breakfast before hunger killed us all. That was where Ola, her boyfriend and we parted ways. She had paid for our auto ride to the hill and when we wanted to pay her back, she replied, "You are students and I am working. When I was your age, there was a person who too paid for me. You need not pay me back. Instead, when you work and travel around, help a student just like you and pay for them. The debt shall be paid." This was something I had never seen anyone do and I knew right then that I would never forget her. There are a few instances which touches you, makes you believe that despite all the killings and murders and terrors and humanity's doom, there still exist goodness in humankind.

After a quick breakfast at one of the street junctures, (they do serve amazing idli-sambar but if you are from North or are not comfortable with traditional South Indian dishes, I recommend you go to the Hippie town on the other side of the river for food and accomodation), we made our way to the Virupaksha Temple, overlooking the Hampi Bazaar. The Hampi Bazaar now harbours ruins of what might have been a sprawling market place in its glorious days. You could imagine the kind of activities that would have taken place, people thriving together as market were also a place for social gatherings. It brought the imagery of one of my favourite movies, Jodha Akbar!

The Virupaksha Temple, established by the Queen Lokamahadevi, the consort of King Vikramaditya II of the Vijayanagara Empire, in the 7th century to commemorate the king's triumphs over the Pallavas of Kanchipuram. Constructed in Dravidian style, this holy sanctity is devoted to Virupaksha or Lord Shiva, the consort of Pampa Devi, the goddess of the river Tungabhadra and is one of the oldest functioning temples in the country. The architecture reflects the brilliant craftsmanship of the century along with the evolution of temple town in the subsequent generations.

Next, we decided to freshen up and head to the famous stone chariot in the Vijaya Vittala Temple. That said, Hampi is a perfect place for backpackers as it has all the facilities such as pay and use washrooms, drinking water facility as well as places to keep your luggage on an hourly basis.



Travelling cheap is not easy, either. There is a constant opportunity cost between comfort and money. While the local irksome auto drivers charge about INR 800 for just four hours, we thought better to go ahead and rent a bicycle for INR 100 for the entire day, despite the heat. Ayush, at first, was however, very much against the decision because a lot of places would need us to trek and even cycling in that hot, humid air was almost impossible. Well, convincing him wasn't too hard because I offered a better alternative- to spend that money on good food. And food is always a priority. Always!

The road to Vijaya Vittala Temple was almost a trek of 4-5 km but somehow felt more as the sun reached overhead. We walked by the banks of Tungabhadra, (I was dying to jump into it, though. Jab We Met too, has contributed to my bucket list) and almost lost our way quite a few times but you do get many travellers who prefer the offbeat road and would happily guide you on the way. The best thing about that road is, since Hampi is a city in ruins, you are likely to come across something or the other while walking around. We were fortunate enough to witness one of the awe-inspiring temples, the Achyutaraya Temple as well as the King's Balance, which are mostly large scales, carved of stones. The Achyutaraya Temple was, however, magnificent in its remains. Built in 1534 A.D, this temple still has remains of exquisite carvings and ornamentation on the pillars, fairly well preserved. With very minimal tourists flogging in the site, you can take as much time as you want to examine the details of the artwork. While the pillars at the entrance are in a state of decay, this temple depicts the perfection of what a temple town would have looked like back in the Vijayanagara Empire.

The Vijaya Vittala Temple, in contrast, looks exactly like what a tourist place would look like. It thrives more of multilingual people with camera, buying ice-creams and cotton candies and shouting as they direct each other to pose in order to get pictures. The temple authority charges a rate of INR 40 per person, with extra charges for camera. However, they do offer student discounts if one is travelling in a student group. I was pretty excited to see the Stone Chariot I had always read about and get a picture alongside it. Being a photo-enthusiast, Ayush and I were pretty specific about



the angle and frame of our pictures. However, we did not manage to get one single shot the way we would have liked, for there were too many people ready to photobomb into our frame.

After about ten failed attempts, we finally gave up. Despite the crowd and the intense weather, the temple sure was a treat to the eyes. I could not stop staring at the intricate carvings and trying to get a perfect shot. Ayush was thoroughly annoyed by the end of forty-five minutes and almost dragged me out of the place. "We have just one day and way too many places to cover. Let's go." Drenched in sweat, we bought an ice-cream and made our way to the coracle ride spot we had located on our way. Coracle rides are a speciality of Hampi, as this was how people in the ancient Vijayanagara Empire would cross the Tungabhadra River. Albeit costly, (INR 250, per person), the ride did leave us with a sense of connection with the old world.

With the clock striking almost 3 P.M., we decided that no matter what, now was the time for lunch for we desperately needed to silence the rats running in our stomach. After reading a lot of reviews, we decided to head straight to Mango Tree, which was in the Hampi town, near the Virupaksha Temple. It was a wise decision, alright. The place is pretty cute and they make you sit on cushions on the floor, while the serve you smoking hot meals. By the end of our meal, we were in a dilemma as to whether we ought to go out and continue our adventure or simply just laze there, under the fan. It was almost after an hour and a half that we decided to pick our lazy asses off and get started again.

Now was when my decision of renting a cycle would come to a test. Believe me when I say, it was more than once that I wanted to give up and simply sit on the middle of the road. I have no clue how I cycled almost 15 km throughout the day, but I did. Ayush, on the other hand seemed quite at ease and wasn't complaining much. Nonetheless, we managed to see almost everything including the Royal Enclosure, the Queen's Bath, the Mahanavami Dibba, and the famous Elephant Stables etc.

Paddling through the city, all I could wish was to have the ability to travel in time and witness this place in its magnificence. It was almost dusk till by the time we reached the town centre, cycling into the sunset. We had stopped for coconut water on the way and were informed by the vendor that the streets on the outskirts were not too safe after nightfall due to wild animal attacks, especially tigers. This scared us off enough to hurry back and drop off our cycles. We roamed around the beautiful place for a little longer, now that it was so

relatively cool and discovered pretty amazing places where we could have had lunch. One thing is for sure- Hampi might be a temple town but it has earned its name as 'the Hippie Town'.

Returning to Hospete turned out to be a challenge. We had to opt for a shared auto-rickshaw which was cramped and the driver was still adamant on making place for more people. I have no clue how we managed to come back in one piece. By the time we reached the railway station in Hospete, I couldn't feel my body. We got dinner from one of the numerous shops near the station and hopped onto our waiting train.

Hampi was one of the two best trips I have taken in my three years of college. I never thought I would have the chance to visit the world heritage site, I wanted to. Having studied architecture as a part of my course, I could not wait to witness everything I had read. Hampi was definitely worth all the backache, heat and the wait.





Giving something back to the society

PARTHA KISHORE BORA
MBA, 1ST SEMESTER

Since we are born, every day we have been consuming from our surroundings. Whatever we are today is due to the consumption from our surroundings. Mind is consuming information while body is consuming food. But, have we ever thought of giving something back?

The greatest satisfaction comes not from consumption but from giving something back. To become a philanthropist, it doesn't require us to be billionaires. We can give back in many ways. There are greater gifts we can contribute to humanity rather than in the form of monetary gifts. Our planet Earth is in great danger. The rate at which global warming is taking place is alarming and it will extinguish human civilization one day if we don't visualize it now. Global warming is real and it's happening. But the good thing is that we can contribute. However, the critical thing is that we are probably the last generation who can actually do something for it. Otherwise it will be too late to cure our planet.

I have decided that i will contribute to solve this problem by planting 1000 trees during my life time and taking proper care



Photo: Limi Konwar

of them until each tree becomes a mature tree. I am on this mission from my college days and till now I have planted only 70 trees. But, I am taking proper care of them. However my mission is very small compared to the scalability of the problem. So, every one of us can contribute to this problem by planting at least 100 trees and taking proper care of them during our lifetime. Because the day is near when oxygen will no longer be a free good. It can also solve the problem of drinking water crisis. We can also take care of our planet by reducing carbon emissions with some small contributions such as not using our cars or bikes when it is not necessary. There should be a strict no to use of plastic. Because situation is really alarming and we must act responsibly.

The greatest gift that we can give to our future generation is a better planet. The next generation always leads a better life than the previous. We have to visualize the future unless we will vanish from this beautiful planet. Because if not us, who and if not now, when!



PHOTO STORY

MALIK, that human in Chennai Express

Tahaj Hussain
MTTM, 3rd Semester

It was just another ordinary day in Indian railways but with two ridiculously inexperienced passengers who dared to board the AC compartment with general tickets thinking that they could somehow pass the night and that too in Chennai Express. Little did they know what laid in front of us.

We were chased away million times in the train by innumerable TCs from Kerala to Chennai, while returning from our Summer Internship in KTDC. God, do they exist? They do may be ! We found one while we were being chased away for the millionth time by a TC with a warning to throw us out of the train or even call out the RPF.

Abdul Malik was his name, he was travelling to Chennai from Thrissur. We explained our predicament to him. We were tired running through numerous bogies with those heavy luggages on our back and whatever body parts could carry them. He offered us a seat which wasn't his as he was in the waiting list. He bought us Bananas for dinner and even offered water. Later when we were again chased away, he told us that we could keep our luggage in that compartment and that he would look after them, which was more than a great relief to us. Only if we could express what we felt at that very moment. We were humbled beyond words by his kind gesture.

The rest of the story was uneventful and continues with lot more hurdles on our way to Chennai. We just wanted to appreciate Malik for restoring our belief in Humanity, how a stranger can turn into God. The story is too long to be expressed within a few pages. But this was an experience we would cherish for lifetime.



Photo: Subung Warner



Photo: Anirban Bardhan

Social Media: Social or Unsocial?

Ashif Saikia

Ph.D. Scholar, DBA

Today we live in a time where social media is a vital aspect of our lives. People, especially the young ones, are using their smartphones, tablets or computers to stay connected with their friends and family, thanks to internet. Social media is rapidly transforming the ways in which people connect with others around them. People meet in social media and become friends, talk or share stories, experiences, jokes, photos etc. They find partners, get close and even break up without actually having to meet in person.

Most of the people we meet will have social media profiles. Facebook, Instagram, Myspace etc. are so popular that millions of people use them. There is no doubt that if Facebook was a country it would be one of the world's largest. Presently, Peoples' lives have got integrated with social media and networking to the extent that now noone

can imagine life in its absence. If we don't have a social media profile, we may be labelled uncool or unsocial. The time we are in, we hardly call our friends. If we have to tell them something we text, we post, we tweet. We upload status, pictures and videos. If we wish to know about our friends, where they are, what they are doing, all we need to do is just check their profiles or give them a text. But is it really being social?

Physical conversations are not the same as it was before. People are always distracted by their mobile phones. They will have more conversations in social media than in real. People who are already kind of socially isolated get even more isolated because of social media because it becomes a substitute for them to talk to others. Is it not rude to text or tweet someone while talking with someone else?

Instead of talking to those in front of you, the real people, why is there the need to connect to people in internet? Why is there the urge to instantly post or tweet or share or upload things, just to get some likes by complete strangers? Why do we constantly need to tell the world the things we do, like what did I buy today at the mall, what a great time I had with at the theatre or what did I order at the restaurant?

What does it tell about us as individuals, and

and as a society? Most of the social media use is not about connecting but about posting or tweeting or writing about ourselves. What does it really mean if we start associating our lives, our personality, our success with how connected we are in social media and how many friends or followers we have or likes we get. And now, instead of 'us' social media has become more about 'me'. But this 'me' is also not real but a false self, an image that we create for ourselves, knowingly or unknowingly. We create this false reality and then we get confused by the illusion it brings. We fall in love with our online self so much that we start believing it. Then we try to become more and more like it and we slowly start losing our old self. We feel we need to be someone whom people like or follow and admire. We wish to be someone who is exciting and fun and we try to do more and more to be that someone instead of simply being who we actually are.

People have always loved to advertise what they have, what they're doing, where they have been to or who they know and so on. Because such things are very significant part of our identity construction. The clothes we wear, the music we listen to, the food we eat, the car we drive, our lifestyles, our achievements etc. are very important to us and social media provides a very good platform to showcase all that.

But now the question is whether or not we are getting too engrossed in the world of social media that we have forgotten to live in the real world, to make real connections. Is it too difficult to take some time out, to go out and explore and see things with our own eyes rather than through the electronic screens of our devices? Think, clean it up. Stop playing the number game. Make less friends but make real ones. Post less and post better. Don't post to get likes. Use abbreviations or smileys but not to look cool. Smileys don't emote and abbreviations don't express fully. They are useful, I agree. Social media is useful. They are supposed to make things simple and easy and bring us together. But not at the cost of losing true conversations, emotions and expressions. Conversations are beautiful offline too.

So, take a pause, feel the change. Feel the divide. Don't look down at your screens all the time. Look up. Look around. Reconnect with more real people and not social media profiles. Bring the social back in your life. As Eric Qualman says,

"We don't have a choice on whether we do social media. The question is how well we do it."



Location: Char Minar, Hyderabad
Photo: Tahaj Hussain



Photo: Chiging Yamang

Agri-tourism and Future

Madhuriya Sarma
MTTM, 3rd Semester

Tourism and its ever changing dynamics means that with the spread of urbanization, new concepts and forms of tourism are becoming relevant. Some of these forms like its counterparts do not possess any qualities of sustainability but some on the other hand may play a defining role in implementing the sustainable tourism in future. One such concept gaining popularity in present scenario is “Agri-Tourism.”

As the name suggests, the base of this form of tourism is nothing but the bread and butter of human civilization, i.e., Agriculture. From the earlier times, the basic need of agriculture was to produce necessity of human need and obviously earn profit out of it. Now, agri-tourism concept is trying to implement the exact production potential of agriculture by exploring the tourism potential of traditional techniques and the ambience of farming fields as well. If we look at the potential of tourism in today’s world, it is indeed huge. But, tourism always comes with its lion share of side effects. Let’s take an example of Ladakh, till 2009 the region was nothing but a cold desert that attracted only a niche portion of tourists interested in extreme adventure. Then 3 Idiots happened, a movie and particularly a scene which changed complete tourism scenario of the region. Today in 2019, Ladakh is facing a water crisis, and an environmental crisis due to the unsustainable inflow of tourists. Similar examples are evident all over the world and the traditional masstourism has

reached a peak point where it is not expected to grow anymore. But, modern forms such as Agri, Nature and adventure etc. has an unlimited possibility of growth over the next few decades with the emergence of new generation of responsible tourists. Another of the side effects of Tourism is in economic terms is the leakage. It is said that the host region and the communities rarely gets the proper benefits of Tourism activities which is indirectly goes as a leakage out of generating region. Since, agricultural regions are far away from urbanized areas, the host is having ample opportunity to actually involve in and gain the fruits of it directly.

Responsible tourists and Agri-tourism with the reminiscing flavour of Community based tourism is indeed having an opportunity to change the tourism landscape and generate elixir named “Sustainability”. Urbanization meant that a large population of people is slowly losing their connection with characteristics of rural lifestyle and it has become a kind of desire to again be part of that nostalgia of childhood or to let the younger generation be connected to their roots. Here, agri-tourism can only help to generate a kind of reverse migration involving two types of population, firstly those who want to experience it, i.e, “The Tourists”, and secondly those who will provide hospitality,i.e, “The Hosts”. Hence, it’ll Increase the involvement of the hosts in the tourism value chain can contribute to the development of local economy and poverty reduction through labour and tourism services. There is growing evidence that a sustainable ecosystem is quite possible through the shoulders of Agri-tourism in future.

In Europe, vineyards and farms played an important role towards its popularity and the concept specifically coined in that region. India is still light years behind some of the European countries in terms of Agri-tourism but the concept slowly coming into the forefront. In Uttarakhand, organization named Green People India has been able to successfully implement Agri-Tourism through its farm-stays known as “The Goat Villages”. They invite tourists to experience their farm-stays that produces indigenous crops and grains, and involves the tourism in agriculture as part of the activities. A concept that has been awarded Gold Award in Indian responsible tourism awards 2019, thus

providing seal of approval on this form of tourism. Although, UNWTO still hasn't officially recognised the term, but it is quite possible it will in consideration in the coming years.

Overall, it can be observed that an amalgamation of Agri-Tourism with Community based tourism has a potential to create a sustainable economy and generate livelihood possibilities for the host communities, if the policies and practices suitably support the system. Only time will tell whether the concept can establish itself to be the boon of the industry or succumb to the harsh realities.



Location: The Goat Village, Nagtibba, Uttarakhand

Photo: Subung Warner



Photo: Plabana Mahanta

BODY SHAMING

Kalyani Devi
MBA, 1st Semester

In today's world, where social media plays a leading role in every individual's life, it can be the cause to much trouble if not used in a proper manner. Social media has pressured people to fit into what society portrays it to be beautiful and attractive. People are more consumed on what they wear and how they look rather than being occupied in the thought that who they are. Oxford dictionary defines Body shaming as "the action or practice of humiliating someone by making mocking or critical comments about body shape and size."

People might think it is amusing to body shame or degrade someone in obvious way, without realizing the power of words. People try to define others in terms of size, shape and colour rather than individuality.

We have become a society of unreal expectation and images. The society expects us to become someone who is assumed to be perfect in their eyes. As result the person who is body shamed trying to cope up with the ideas of perfection as defined by the society gradually cultivates lower self-esteem, go through anorexia nervosa or other eating disorder.

Body shaming is mostly related to fat shaming, which is commonly faced by the obese or overweight people but it might be also faced by the people who are thin. It is common misconception that when people body shame the person they are actually trying to motivate. According to Rebecca Pearl, assistant professor in University of Pennsylvania, said to Science Daily, as "There is a common misconception that stigma might help motivate individual with obesity to lose weight and improve their health." Pearl said "We are finding it has quite the opposite effect when people feel shamed because of their weight they are more likely to avoid exercise and consume more calories to cope up with the stress"

How to overcome body shaming:

- Do not overreact in anger: If you panic you might lead to unhealthy diet leading to anorexia nervosa. Gradually surround yourselves with positive messages.
- Try discussing : It might be your parents or anyone whom you adore and can confide in. Discuss with them, try building a positive environment, be surrounded by people who make you happy and also accept you for who you are, and not how you look,

Chaotic Pleasure

Bhagyashree Sharma
MBA, 3rd Semester

You cannot bound me in walls
You cannot tie me to boundaries
I am meant to flow through destinations
Destined to experience a beautiful series
My choices cannot be judged
Nor can you measure my excitement
It's the pleasure that I gain in exploring
The calmness in the busy string
I enjoy each chaos, every little scene
My desires can only be stopped once I become obscene
I truly am a restless mind
My quest is eternal; it's one of a kind
I will come back from the soil once buried
May not be in the form one thinks
But in the essence of the wind
The echo of the hills
I will be present in
The evening sky that winks





Photo: Ashif Saikia

Tea Tourism in Assam

Dipom Kr. Nath
MTTM, 3rd Semester

Tea Tourism is a modern concept researched and discussed since the beginning of the 21st century. It is a wonderful and emerging tourism concept associated with tea gardens. It is a new kind of sustainable cultural tourism. The overall experience in the gardens, plucking tea leaves, the process of producing tea, the tea tribes and their cultural festivals and staying at the heritage bungalows are part of tea tourism. This is a kind of unique tour experience associated with nature. Tea tourism in Assam has recent origin. Tea estates heritage bungalows are often well- preserved artefact of the colonial period, with large courtyards swimming pools, century- old trees and green lawns, which reflects the natural beauty of that era. These places are perfect to lure tourists and satisfy the taste of tourist's interest. All the bungalows were renovated to cater the need and taste of foreign tourist. Tourists are provided the opportunity to make use of all information and experience related to tea. Tourists get a chance to try their hand on plucking tea leaves, go on nature walks, trekking in the natural beauty of a lush tea garden, undertaking a tea-testing session, visiting a modern tea factory, interacting with the tea workers and even play golf and also takes part in the cultural festivals.

Tea, has a long history of satisfying its global admirers with its unique taste and aroma, also has a rich heritage that can satisfy both the national and international tourists. Assam tea and Assam's

tea plantations have many tourist aspects that the world community is already beginning to observe and appreciate. Assam's tea gardens with its lush vegetation, the so-called "green carpet" with rows and rows of shade trees, the teahouse bungalows standing as relics of British colonial heritage, the tanned ethnic groups with their characteristic rhythmic music and dance leads to national and international tourist interests a great source of income for the state. Assam is historically the second largest tea producing region in the world after southern China. Assam, with southern China, is the only region in the world to have indigenous tea plants and "Assam is the only region in the world where tea is grown on the plains" (TBI). There is evidence of tea cultivation in Assam even before it is thought that Major Robert Bruce discovered "wild" tea trees in the Assam forests in 1823. In 1823, the remarkable Asamese Maniram Dewan heard Robert Bruce talk about Chinese tea with a group. English merchants. in Calcutta, he approached and informed him that such a plant had been grown in Assam by the Singpho tribes (TBI). Maniram put Bruce in touch with Beesa Gam, a Singpho boss with whom Bruce reached an agreement to supply the plant and his seeds for cash (Baruah, 2011). Later, in 1834, Robert Bruce's brother, Charles A. Bruce, confirmed that the leaves that the Singpho tribe treated and drank were of a different kind of tea and almost resembled Chinese tea when dried (TBI)

.The variety of tea, called Assam tea, is scientifically known as *Camellia sinensis* var. *Assamica*. Its peculiarity is its body, its liveliness, its malty taste and its bright and lively color. The

Assam tea and Assam tea blends are often sold as "tea for breakfast". India, the largest tea producer in the world for almost a hundred years, has recently been overtaken by China. Assam alone produces 16% of world production, which is equivalent to 54% of Indian tea Production (TBI). Assam has 830 large tea plantations with 529 tea factories in the state that produce black tea. Assam tea is marked with the logo representing a horned rhinoceros. Assam Orthodox tea is now a registered GI (geographical indication).

Tea tourism has become a whole new niche segment in the world of tourism. There are parallels to tourism in terms of nutrition, since wine tourism in European countries such as France, has been

extensively researched and explored by many researchers (Demhardt.2003). Tea tourism in India, such as China, Sri Lanka, Kenya, Malaysia and Taiwan, is becoming increasingly popular and tourists are storming to the lush green teas Darjeeling, Nilgiris and Assam.

Tea tourism in Assam is catching fast on popularity. There is a lot of potency in the tea gardens of the state to promote tea tourism. The bungalows in these estates could be modified into resorts and these would certainly be in great demand. If these ventures are grown up appositely, lots of tourists will want to visit the lush green tea estates of Assam.



Workers pose for a shot while at work in a tea garden in Assam. The tea garden community comprises a sizable portion of Assam's total population.

Location: Rangapara, Assam

Photo: Ashif Saikia



Photo: Yuvraj Phukan

Kanyakumari on Cheap

Yuvraj Phukan & Sankov K. Das

MTTM, 3rd Semester

he beginning of the “Cheap Trail”...

The journey started early in the morning. The cheap trail started with a long walk to the Elamkulam bus stop. A stranger showed us which bus to take. We got down at Kaloor which was around 4kms from Ernakulam North Station. Due to the cheap trail idea, we started to walk at first. We were dead sleepy when a God came in disguise in an auto to give us lift till the station. And the God was “the stranger” from the bus stop. He gave us lift to the station, where we had our breakfast and took a nap. The train was late but we were supposed to reach Kanyakumari to watch the sunset. We reached Kanyakumari by 5pm. We took an auto as we were already late, guess what? A peacock welcomed us with its feathers open. The breath-taking view of the peacock made the whole evening worthwhile. The sunset venture ended with some crispy fried sea fish. After that we checked in the Hotel which was located right in the mid-point of sunset and sunrise viewpoints.

A “Cheap Meal”???

After freshening up we went for dinner. We kept on searching for authentic sea food and ended up having authentic Punjabi Food. Thus turning “two states” into reality! It was unlimited food in limited money. Our plates were loaded with tandoori roti, jeera rice, Paneer butter masala, chole masala, daal makhni, mix veg, curd and butter with unlimited refill of roti and jeera rice. All these for only Rs. 400 for 3 people. For the first time the veg aroma turned to be better than the butter chicken. At the end the cherry on the top were three glasses of sweet-sour Lassi from the Lassi Kingdom, which instantly made us loose our belts. We couldn’t move for around 10 minutes, asked the shop owner if we can sit till he closes his shop which he happily agreed. Eventually we dragged ourselves like three fat-bellied pythons back to our hotel room.

The “Cheap Thrills”

The time we go to bed in hostel was the time we woke up, that too without an alarm to witness the majestic sunrise in southernmost tip of the Indian Subcontinent. We managed to get a spot through a broken wall after spearing through thousands of other spectators. The time – 06:09. There couldn’t have been any better or more beautiful thing in the world at that point of time for the three of us. The enticing golden rays of the sun accompanied by the mesmerising sound of the conch played by the head priest of the temple and the fresh breath of morning breeze. Feel that?

After that we tickled our taste buds with some South Indian belly-timbers. And we sailed with a touch of privilege entry (the only expensive thing we did. The FA in our tongue Financial Adventure) to Swami Vivekananda Rock Memorial.

The visit to the Rock Memorial was another mind boggling experience. The huge mandapam on the rock amidst sea lies on the Triveni Sangam which is the meeting point of three seas i.e., the Arabian Sea, Indian Ocean and Bay of Bengal.

We went through the different mandapams and meditated for a while in the meditation hall. Post that, we pulled out our ultimate photography prop, “the Gamusa” and carried on our photography stint. After that we left for Our Lady of Ransom Church. We walked along the Kanyakumari beach for around 2 kms as we enjoyed the colourful fishermen boats all along. The final stretch felt like some favelas of Brazil that led us to the humongous church. It was indeed peaceful inside. Then we left to fill our bellies yet again (Yes, we ate a lot during the trip!). This time with some delicious South Indian Chicken Biryani and South Indian Thali.

Our final stop at Kanyakumari- “Mayapuri Wonder Wax Museum”. Oh boy, were we lucky? Batman, Bruce Willis, Arnold Schwarzenegger, Michael Jackson, Beckham, Charlie Chaplin, all in one place!! All three of us were flabbergasted and started clicking pictures like anything. On the way we also paid tribute to Albert Einstein (childhood nightmare). At the end we entered a never-seen before surrounding- a 3D painted room. Let’s not get started with that. The 10 year olds came out from the three of us. The story continues as we boarded a passenger train to Trivandrum...





Photo: Dipom Kr. Nath

Amidst the serenity of Jaintia hills, Krang Suri falls is amongst one of the most beautiful and remarkable waterfalls of Meghalaya. The falls looks magical with its greenish blue plunge pool and it's beautiful surroundings.

The peaceful ambience and pleasing beauty of this place can rejuvenate your soul. Krang Suri is simply fascinating waterfall that nature has given us. And you need to See it to believe it!

WHAT TO DO THERE?

You can take a dip in the greenish blue plunge pool in the foot of the waterfall. The pool looks so tempting that you can't resist yourself from jumping into it.

You will be provided life jackets to enter into the pool. You can enjoy swimming up to the rock behind the falls, sit and enjoy the amazing views. Camping is also another activity which can be done here. It is altogether a unique, adventurous and a different experience.

REACHING THERE

Krang Suri falls is located 90 kms away from Shillong and it takes around 3-4 hours to reach the waterfall.

You can take your vehicle up to the point where you see the first sign board welcoming you to Krang Suri falls. A walk for another couple of minutes will take you to the waterfall.

BEST TIME TO VISIT

The weather is calm and pleasant here throughout the year. You can visit Krang Suri falls anytime of the year.

If you are staying in Shillong you can start early in the morning and make it a day long trip.

Growing climate change in recent years is really worrisome. Rise in global temperature, warming of oceans, shrinking ice sheets, glacier retreat, decreased snow cover, rise in sea level, declining Arctic sea ice, extreme events to name few are the proofs that the climate is changing rapidly. But alas! Most of us are still unaware about it and choose to live an ignorant life. Today, we are more concern about our career, our family, enjoyment and so on. But I wonder, are we realizing that our quest for these things will be of no meaning in the future if the climate keeps on changing, if the earth will not remain the same and if we will not even get the basic needs like water, air etc. to survive then our quest for enjoyment and comfortable life will matter? I am afraid how pathetic life our future generation will live, if we continue to ignore our responsibility, worth pondering, right?

As a human we all are steward of all the resources God has provided us, to manage and utilise them for the betterment of all creations. Here the creation doesn't means only human beings but also includes flora and fauna. We all have different roles and functions, here the fascinating thing is that all creations like plants, animals, sun, moon etc are doing their job properly but we humans are failing. We cannot imagine how bad and miserable our future will be if we continue to be selfish, ignorant and continue to believe that environmental issues are not our problem. If we as stewards do not perform our duties and responsibilities well for the environmental problem, then who else will?

If not us, who else will?

Chiging Yamang
Ph.D. Scholar,
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Painting: Ujjwal Das



An everyday scene in Sualkuchi. A weaver weaving his magic.

Location: Sualkuchi

Photo: Madhurjya Sarma