



A Study of Challenges Faced by the Tourist in Assam

Anupa Bora, Research Scholar, Department of Hospitality Management, CT University Ludhiana, Punjab

Amit Kumar, Research Scholar, Department of Hospitality Management, CT University Ludhiana, Punjab

&

Dr. Abhishek Tripathi, Dean, Department of Management, CT University Ludhiana, Punjab

Abstract

Tourism is an emerging and rapidly expanding business in developing nations such as India. Because of its newness in nature, travellers confront several challenges. This will have an impact on the national economy, as well as the expansion of this industry. This research focuses on identifying and quantifying the difficulties encountered by tourists in Assam. This study also seeks to determine whether there is a statistically significant variation in the problem experienced by respondents depending on demographic parameters. This study has chosen 300 respondents from convenient samples. Statistical techniques that are appropriate are employed. Assam is a state in north-eastern India that stretches south of the eastern Himalayas along the Brahmaputra and Barak Valleys. Two of the state's most well-known goods are Assam tea and silk. It was here that the first oil well in Asia was drilled. Human settlements from diverse epochs have been discovered in Assam and its environs. Tourism's importance in a country's economy has long been recognised. There is a lot of space for job development because it is a labour-intensive industry. Governments at all levels, both state and federal, are investing in tourism infrastructure and promotion. There are surely a plethora of policies and projects. However, one major concern is a lack of precise identification of tourist assets, which results in an increase in fraud.

Keywords: *tourist, challenges, Assam, tourism sector*

Introduction

Assam, a northeastern state in India, is renowned for its breathtaking natural beauty, diverse wildlife, rich cultural heritage, and warm hospitality. With its lush tea gardens, enchanting wildlife sanctuaries, mighty rivers, and vibrant festivals, Assam has the potential to be a major tourist destination. However, like any other tourist destination, Assam also faces its fair share of challenges that hinder the growth and development of its tourism sector. In this article, we delve into a comprehensive study of the challenges faced by tourists in Assam, aiming to shed light on the key areas that require attention and intervention. By understanding these challenges, we can

pave the way towards sustainable tourism practices, ensuring the preservation of Assam's unique attractions while providing memorable experiences for visitors.

Assam's tourism sector encounters a range of challenges that impact various aspects of the tourism experience. Infrastructure deficiencies pose significant hurdles, including inadequate transportation networks, lack of quality accommodation, and insufficient public conveniences. These limitations affect tourists' accessibility, comfort, and convenience, hindering their overall experience. Safety and security concerns also emerge as critical challenges faced by tourists in Assam. Ensuring the safety of visitors, particularly in remote areas and wildlife sanctuaries, requires robust security measures, efficient emergency response systems, and awareness campaigns to instill confidence among tourists.

Connectivity is another vital aspect that needs attention. Limited rail and air connectivity make it difficult for tourists to access remote destinations within Assam, resulting in missed opportunities for exploration and economic growth. Enhancing connectivity through improved transport infrastructure and increased frequency of flights and train services can unlock the region's full tourism potential. Preserving and promoting Assam's cultural heritage is of paramount importance. Challenges such as the lack of cultural promotion, untrained guides, and inadequate preservation efforts undermine the authenticity and immersive cultural experiences that tourists seek. Emphasizing the preservation of cultural traditions, organizing festivals, and providing training programs for guides can enrich tourists' understanding of Assam's vibrant culture and traditions.

Environmental sustainability is a pressing concern. Assam's pristine natural landscapes, wildlife, and ecological diversity require effective conservation measures to safeguard them for future generations. Implementing sustainable tourism practices, encouraging eco-friendly initiatives, and raising awareness about responsible tourism can help strike a balance between tourism and environmental preservation.

This article will delve into each of these challenges, offering insights into their impact on tourism in Assam and proposing potential solutions. By identifying the key challenges and suggesting viable strategies, stakeholders, policymakers, and local communities can work together to create an enabling environment for sustainable tourism in Assam.

Challenges faced by the tourism sector in Assam:

- **Unsafe Areas:** Assam has experienced instances of political instability, insurgency, and other security concerns in certain regions. These issues create a perception of insecurity among tourists and can discourage them from visiting those areas. Ensuring the safety and security of tourists is crucial to attracting more visitors to the state.
- **Inadequate Infrastructure:** Assam faces challenges in terms of inadequate infrastructure, including roads, transportation systems, and communication networks. The condition of roads in some areas may be poor, making it difficult for tourists to travel smoothly. Insufficient transportation options and limited connectivity can hinder tourists' mobility and exploration of various attractions within the state.

- **Parking Problems:** Many popular tourist destinations in Assam lack proper parking facilities. This can lead to congestion, chaotic parking situations, and inconvenience for visitors. Inadequate parking spaces near attractions or busy areas can discourage tourists from visiting or create a negative experience.
- **Seasonal Tourism:** Assam experiences seasonal tourism patterns, with certain times of the year witnessing higher tourist footfall, such as during festivals or specific weather conditions. However, during off-seasons, tourism activities may decline significantly. This creates challenges in managing resources, sustaining tourism-related businesses, and providing employment opportunities throughout the year.
- **Inadequate Rail and Air Connectivity:** Assam faces limitations in terms of rail and air connectivity. The availability of direct train and flight routes to key tourist destinations within the state is essential for attracting visitors from distant locations. Insufficient connectivity options can make travel to Assam more time-consuming, costly, and inconvenient for tourists.
- **Untrained Guides:** The lack of trained and knowledgeable guides can impact tourists' experiences in Assam. A well-informed guide can provide valuable insights into the culture, history, and significance of various attractions. Insufficient training or unavailability of professional guides can result in inadequate information and subpar tourist experiences.
- **Lack of Well-Equipped Lodging:** Assam may face challenges in terms of the availability and quality of lodging options. While some areas offer decent accommodations, others may lack well-equipped hotels, resorts, guest houses, or homestays. This limits tourists' choices and can affect their comfort and satisfaction during their stay in Assam.
- **Lack of Adequate Public Convenience Facilities:** Insufficient public convenience facilities, such as clean and well-maintained public toilets, restrooms, and rest areas, can create inconvenience for tourists. The unavailability of such facilities can lead to discomfort and a negative impression of the destination.
- **Drinking Water Problem:** In certain areas of Assam, there may be a lack of access to safe drinking water. This can be a significant concern for tourists who rely on clean and potable water. Insufficient availability of drinking water facilities can impact the health and well-being of visitors during their stay.
- **Medical Facility:** The availability of quality healthcare services and medical facilities is crucial for tourists. While some areas in Assam have well-equipped medical facilities, others may lack proper healthcare infrastructure, including hospitals and emergency services. This can pose a challenge in ensuring the safety and well-being of tourists, especially in case of emergencies or health issues.
- **Lack of ATM Facility:** Insufficient availability of ATMs can create difficulties for tourists who rely on cash transactions. In remote areas or less-developed regions, tourists may struggle to find ATMs to withdraw money or make necessary payments. This can cause inconvenience and limit tourists' spending options.
- **Lack of Promotion of Cultural Integrity:** Assam has a diverse and vibrant cultural heritage. However, the lack of effective promotion and preservation of its cultural integrity can be a challenge. Insufficient emphasis on showcasing traditional arts, crafts, music, dance forms, and festivals can limit the cultural experiences offered to tourists. Proper promotion and preservation of the state's cultural heritage can enhance its appeal as a tourist destination.

Addressing these challenges requires collaborative efforts from the government, tourism authorities, local communities, and relevant stakeholders. Investments in infrastructure development, improving security measures, enhancing hospitality services, promoting cultural heritage, and ensuring accessibility to essential facilities are crucial for the sustainable growth of the tourism sector in Assam.

Objective

The objective of this study is to analyse the challenges faced by tourist in Assam.

Sample Size: A sample size of 300 tourists has been randomly selected from Assam.

Table 1

Tourist

Nationality	Frequency
Indian	284
Foreign	16
Total	300

The data indicates that the majority of tourists in this context are Indian, with 284 individuals. Indian tourists are those who are residents of India and are visiting Assam for tourism purposes. The comparatively smaller group consists of foreign tourists, with only 16 individuals. Foreign tourists are visitors from other countries who are exploring Assam.

Table 2

Gender

Gender	Frequency
Male	169
Female	131
Total	300

The given data represents the frequency of tourists based on their gender in a specific context. In this case, we have 169 male tourists and 131 female tourists, resulting in a total of 300 tourists. The data shows that a larger proportion of the tourists in this context are male, with 178 individuals. Male tourists refer to visitors who identify as male and are visiting the destination for tourism purposes. On the other hand, there are 122 female tourists, indicating a smaller but still significant number of female visitors.

Table 3**Age**

Age	Frequency
Below 20	42
20-40	88
40-60	83
Above 60	87
Total	300

The data shows that there is a varied distribution of tourists across different age groups.

- Below 20: There are 42 tourists in this age group, indicating that a portion of the tourists are younger individuals.
- 20-40: This age group has the highest frequency, with 88 tourists. It suggests that a significant number of tourists fall within the young adult age range.
- 40-60: There are 83 tourists in this age group, indicating that a substantial number of middle-aged individuals are visiting the destination.
- Above 60: This age group also has a significant number of tourists, with 87 individuals. It suggests that a considerable portion of older adults are part of the tourist population.

Table 4**Qualification**

Education	Frequency
Senior Secondary	34
Graduation	98
Post Graduation	81
Professional	87
Total	300

- Senior Secondary: There are 34 tourists in this category. These individuals have completed their secondary education and may have pursued vocational or technical courses beyond that level.
- Graduation: This category has the highest frequency, with 98 tourists. Graduates have completed their undergraduate education, obtaining a bachelor's degree in their respective fields.
- Post Graduation: There are 81 tourists in this group. Post-graduates have pursued further education beyond the bachelor's level and have obtained a master's degree or equivalent.

- Professional: This category consists of 87 tourists who possess professional qualifications. These qualifications may include certifications, diplomas, or degrees in fields such as medicine, engineering, law, or management.

Table 5**Income**

Income	Frequency
Below 20,000	38
20,000-40,000	78
40,000-60,000	95
Above 60, 000	89
Total	300

- Below 20,000: There are 38 tourists in this income bracket. These individuals have an income below 20,000 units (currency not specified).
- 20,000-40,000: This category has the highest frequency, with 78 tourists. Tourists in this income range earn between 20,000 and 40,000 units.
- 40,000-60,000: There are 95 tourists in this group. These individuals have an income between 40,000 and 60,000 units.
- Above 60,000: This category consists of 89 tourists who have an income above 60,000 units.

Table 1.**Mean and standard deviations of Challenges faced by the Tourism sector in Assam**

S.No.	Dimensions	Mean	Std. Deviation	Rank	Dimensions' level according to the mean
1.	Unsafe Areas	3.19	.682	9	High
2.	Inadequate Infrastructure	4.93	.745	5	High
3.	Parking Problems	4.78	.677	10	High
4.	Seasonal Tourism	3.29	.732	7	High
5.	Inadequate rail and air connectivity	4.76	.761	4	High
6.	Untrained guide	2.88	.609	11	High
7.	lack of well-equipped lodging	3.57	.788	2	High

8.	Lack of adequate public convinces facility	2.35	.544	12	High
9.	Drinking water problem	3.66	.740	6	High
10.	Medical facility	4.35	.843	1	High
11.	Lack of ATM Facility	5.37	.787	3	High
12.	Lack of promotion of cultural integrity of the state	4.21	.711	8	High
Overall Dimensions		3.945	.718		High

(Source: Primary Data)

The table provides the mean and standard deviations for various challenges faced by the tourism sector in Assam. Let's discuss each dimension in more detail:

- **Unsafe Areas:** This dimension has a mean of 3.19 and a standard deviation of 0.682, indicating that unsafe areas are a significant concern for tourism in Assam. However, it ranks relatively low in terms of mean score.
- **Inadequate Infrastructure:** With a mean of 4.93 and a standard deviation of 0.745, inadequate infrastructure is a significant challenge. It ranks fifth in terms of mean score, suggesting that it is a major area of concern that needs attention.
- **Parking Problems:** This dimension has a mean of 4.78 and a standard deviation of 0.677, indicating that parking problems are quite prevalent. It ranks tenth in terms of mean score, suggesting that it is a notable challenge for tourists.
- **Seasonal Tourism:** With a mean of 3.29 and a standard deviation of 0.732, seasonal tourism poses challenges for the sector. It ranks seventh in terms of mean score, indicating that it affects tourism activities to a certain extent.
- **Inadequate Rail and Air Connectivity:** This dimension has a mean of 4.76 and a standard deviation of 0.761, suggesting that inadequate rail and air connectivity is a significant challenge. It ranks fourth in terms of mean score, indicating that it significantly affects tourism in Assam.
- **Untrained Guide:** With a mean of 2.88 and a standard deviation of 0.609, untrained guides are identified as a challenge. It ranks eleventh in terms of mean score, suggesting that it is a relatively lesser concern compared to other dimensions.
- **Lack of Well-Equipped Lodging:** This dimension has a mean of 3.57 and a standard deviation of 0.788. It ranks second in terms of mean score, indicating that the lack of well-equipped lodging facilities is a major challenge for the tourism sector.
- **Lack of Adequate Public Conveniences Facility:** With a mean of 2.35 and a standard deviation of 0.544, the lack of adequate public conveniences facility is a concern. It ranks twelfth in terms of mean score, suggesting that it is a relatively lower-priority challenge.

- **Drinking Water Problem:** This dimension has a mean of 3.66 and a standard deviation of 0.74, indicating that the availability of drinking water is a concern for tourists. It ranks sixth in terms of mean score, suggesting that it affects tourism experiences.
- **Medical Facility:** With a mean of 4.35 and a standard deviation of 0.843, the availability of medical facilities is a significant challenge. It ranks first in terms of mean score, indicating that it is a major concern for tourists' well-being and safety.
- **Lack of ATM Facility:** This dimension has a mean of 5.37 and a standard deviation of 0.787, indicating that the lack of ATM facilities is a prominent challenge. It ranks third in terms of mean score, suggesting that it significantly affects the convenience of tourists.
- **Lack of Promotion of Cultural Integrity of the State:** With a mean of 4.21 and a standard deviation of 0.711, the lack of promotion of cultural integrity is recognized as a challenge. It ranks eighth in terms of mean score, suggesting that it affects the overall tourism experience to a certain extent.

Overall, the dimensions collectively have a mean of 3.945 and a standard deviation of 0.718. This indicates that challenges faced by the tourism sector in Assam are significant, with moderate variability among the dimensions. To enhance tourism in the region, addressing these challenges, particularly focusing on infrastructure, connectivity, lodging facilities, medical services, and promotion of cultural integrity, would be crucial.

Table 2.
Coefficients of Challenges faced by the Tourism sector in Assam

Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
Unnecessary spending	-.327	.241	-.374	-5.128	.000**
Overcrowded	-.254	.082	-.365	-4.682	.000**
Sanitary conditions	-.152	.071	.088	2.514	.000**
Infrastructure	-.258	.082	-.235	-3.785	.121
Arrangements	-.612	.038	-1.188	-10.544	.000**
Transport facility	.621	.039	.884	11.787	.000**
Safety and security	-.125	.054	0.234	-2.657	.000**
Service	-.072	.025	-0.21	-2.454	.114
Accommodation	.132	.034	0.287	-.988	.257
Guidance	-.117	.071	0.078	-.411	.683
Beggars	.017	.087	.122	5.312	.000**
Corruption	.213	.081	-.244	4.636	.002**
Pollution	-.156	.015	-.487	-3.487	.027*
Health care	-.024	.022	-.687	-.822	.478
Local language	.211	.031	.343	4.477	.002*

(Source: Primary Data - ** 1% level of significance *5% level of significance.)

The table provides the unstandardized coefficients, standardized coefficients (Beta values), t-values, and significance levels for various factors influencing the challenges faced by the tourism sector in Assam. Let's discuss each factor in more detail:

- **Unnecessary Spending:** The unstandardized coefficient is -0.327, indicating that unnecessary spending has a negative impact on the challenges faced by the tourism sector. The standardized coefficient (Beta) is -0.374, suggesting that this factor has a moderate negative influence. The t-value is -5.128, and the significance level is significant at the 1% level.
- **Overcrowded:** The unstandardized coefficient is -0.254, indicating that overcrowding has a negative impact on tourism challenges. The standardized coefficient (Beta) is -0.365, suggesting a moderate negative influence. The t-value is -4.682, and the significance level is significant at the 1% level.
- **Sanitary Conditions:** The unstandardized coefficient is -0.152, indicating that poor sanitary conditions have a negative impact. The standardized coefficient (Beta) is 0.088, suggesting a relatively weak positive influence. The t-value is 2.514, and the significance level is significant at the 1% level.
- **Infrastructure:** The unstandardized coefficient is -0.258, indicating that infrastructure has a negative impact. The standardized coefficient (Beta) is -0.235, suggesting a moderate negative influence. The t-value is -3.785, but the significance level is not provided in the table.
- **Arrangements:** The unstandardized coefficient is -0.612, indicating that inadequate arrangements have a negative impact. The standardized coefficient (Beta) is -1.188, suggesting a significant negative influence. The t-value is -10.544, and the significance level is significant at the 1% level.
- **Transport Facility:** The unstandardized coefficient is 0.621, indicating that transportation facilities have a positive impact. The standardized coefficient (Beta) is 0.884, suggesting a strong positive influence. The t-value is 11.787, and the significance level is significant at the 1% level.
- **Safety and Security:** The unstandardized coefficient is -0.125, indicating that safety and security issues have a negative impact. The standardized coefficient (Beta) is 0.234, suggesting a relatively weak positive influence. The t-value is -2.657, and the significance level is significant at the 1% level.
- **Service:** The unstandardized coefficient is -0.072, indicating that service-related factors have a negative impact. The standardized coefficient (Beta) is -0.21, suggesting a relatively weak negative influence. The t-value is -2.454, but the significance level is not provided in the table.
- **Accommodation:** The unstandardized coefficient is 0.132, indicating that accommodation has a positive impact. The standardized coefficient (Beta) is 0.287, suggesting a moderate positive influence. The t-value is -0.988, and the significance level is not provided in the table.
- **Guidance:** The unstandardized coefficient is -0.117, indicating that guidance-related factors have a negative impact. The standardized coefficient (Beta) is 0.078, suggesting a relatively weak positive influence. The t-value is -0.411, and the significance level is not provided in the table.

- **Beggars:** The unstandardized coefficient is 0.017, indicating that the presence of beggars has a positive impact. The standardized coefficient (Beta) is 0.122, suggesting a relatively weak positive influence. The t-value is 5.312, and the significance level is significant at the 1% level.
- **Corruption:** The unstandardized coefficient is 0.213, indicating that corruption has a positive impact. The standardized coefficient (Beta) is -0.244, suggesting a moderate negative influence. The t-value is 4.636, and the significance level is significant at the 1% level.
- **Pollution:** The unstandardized coefficient is -0.156, indicating that pollution has a negative impact. The standardized coefficient (Beta) is -0.487, suggesting a strong negative influence. The t-value is -3.487, and the significance level is significant at the 5% level.
- **Health Care:** The unstandardized coefficient is -0.024, indicating that healthcare-related factors have a negative impact. The standardized coefficient (Beta) is -0.687, suggesting a strong negative influence. The t-value is -0.822, and the significance level is not provided in the table.
- **Local Language:** The unstandardized coefficient is 0.211, indicating that language-related factors have a positive impact. The standardized coefficient (Beta) is 0.343, suggesting a moderate positive influence. The t-value is 4.477, and the significance level is significant at the 1% level.

The coefficients provide insights into the impact of various factors on the challenges faced by the tourism sector in Assam. Factors such as unnecessary spending, overcrowding, inadequate arrangements, safety and security issues, corruption, and pollution appear to have a significant negative influence. On the other hand, factors like transport facilities, accommodation, local language, and the presence of beggars have a positive influence on the challenges faced by the sector. These coefficients can guide policymakers and stakeholders in identifying areas of improvement and formulating strategies to address the challenges and enhance the tourism experience in Assam.

Conclusion

The tourism sector in Assam faces a range of challenges that need to be addressed to unlock its full potential. The challenges include inadequate infrastructure, safety and security concerns, connectivity issues, seasonal tourism patterns, lack of promotion, limited facilities, untrained guides, and parking problems. One of the primary challenges is inadequate infrastructure, encompassing transportation, lodging, and public conveniences. Insufficient road networks, limited accommodation options, and inadequate facilities for tourists pose hurdles to the growth of the sector. Enhancing infrastructure development, including improving roads, expanding accommodation options, and providing better public conveniences, is crucial to attract more tourists and improve their experiences.

Safety and security concerns are another significant challenge. Assam needs to address issues related to unsafe areas and ensure the well-being of tourists. Implementing effective security measures, such as increased police presence and surveillance systems, can help create a safe environment for tourists and build their confidence in visiting the region. Connectivity issues, particularly inadequate rail and air connectivity, restrict easy access to

tourist destinations in Assam. Improving transportation infrastructure, including expanding airport facilities and enhancing railway connectivity, is essential to boost tourism and facilitate smoother travel experiences for visitors. The seasonal nature of tourism in Assam poses a challenge in attracting tourists throughout the year. Diversifying the tourism product offerings by promoting off-season attractions and developing year-round activities and events can help mitigate this challenge and encourage tourists to visit at different times of the year.

Efforts to promote the cultural integrity of Assam are also crucial. The region boasts a rich cultural heritage, including diverse traditions, music, dance, and festivals. Increasing awareness and showcasing the cultural uniqueness of Assam through promotional campaigns, cultural events, and heritage conservation can help attract cultural enthusiasts and foster sustainable tourism growth. The provision of adequate facilities is essential for a seamless tourism experience. Addressing challenges related to medical facilities, drinking water availability, ATM services, and other basic amenities will contribute to the comfort and satisfaction of tourists visiting the region.

Training and capacity building for guides and tourism service providers are critical to ensuring quality experiences for tourists. Offering training programs, certification courses, and enhancing the skills of guides will enable them to provide accurate information, engage visitors, and enhance their overall experience. Lastly, parking problems can create inconvenience and discourage tourists from visiting popular attractions. Developing well-planned parking infrastructure, including designated parking areas and efficient traffic management, will help address this challenge and enhance visitor experiences. Addressing these challenges requires a collaborative effort between the government, tourism authorities, private sector stakeholders, and local communities. By investing in infrastructure development, enhancing safety measures, improving connectivity, promoting cultural heritage, providing necessary facilities, and ensuring trained guides, Assam can overcome these challenges and unlock its tremendous tourism potential. With the right strategies and investments, Assam can become a sought-after tourist destination, contributing to economic growth, job creation, and cultural preservation.

Suggestions

The tourism sector in Assam faces various challenges that need to be addressed to promote its growth and development. Here are some suggestions to overcome these challenges:

- **Improve Infrastructure:** Invest in upgrading transportation networks, including roads, airports, and railways, to enhance accessibility to tourist destinations.
- **Enhance Safety Measures:** Strengthen security arrangements, increase police presence, and implement surveillance systems to ensure the safety and security of tourists.
- **Promote Diversification:** Develop and promote off-season attractions and activities to encourage year-round tourism and mitigate the seasonal nature of tourism.
- **Enhance Marketing and Promotion:** Increase efforts to market and promote Assam's tourism offerings through targeted campaigns, digital marketing, and participation in travel fairs and exhibitions.

- **Focus on Cultural Preservation:** Emphasize the preservation and promotion of Assam's rich cultural heritage by organizing cultural festivals, showcasing traditional arts, crafts, and music, and encouraging community involvement.
- **Facilitate Skill Development:** Provide training programs and capacity-building initiatives for guides, tourism service providers, and local communities to enhance their skills and knowledge in catering to the needs of tourists.
- **Improve Signage and Information Systems:** Install clear and informative signage, maps, and information boards at tourist sites to facilitate navigation and provide relevant information to visitors.
- **Enhance Accommodation Facilities:** Encourage the development of quality accommodation options, including hotels, resorts, guesthouses, and homestays, to cater to the diverse needs and preferences of tourists.
- **Strengthen Public Facilities:** Ensure the availability of clean and well-maintained public conveniences, drinking water facilities, and rest areas at tourist sites to enhance visitor comfort.
- **Develop Ecotourism Initiatives:** Promote sustainable and responsible tourism practices, including ecotourism initiatives, to protect the environment and preserve Assam's natural resources.
- **Foster Community Involvement:** Involve local communities in tourism planning and development processes, empowering them to actively participate in preserving and showcasing their culture and heritage.
- **Streamline Permit Processes:** Simplify and streamline permit processes for visiting restricted areas, such as national parks and wildlife sanctuaries, to facilitate tourism while ensuring environmental conservation.
- **Encourage Private Sector Investments:** Provide incentives and support to attract private sector investments in tourism infrastructure, hospitality, and other related services.
- **Foster Public-Private Partnerships:** Foster collaborations between the government, private sector, and local communities to jointly address the challenges faced by the tourism sector and work towards sustainable tourism development.
- **Develop Tourist Information Centers:** Establish well-equipped tourist information centers at strategic locations to provide visitors with comprehensive information, travel assistance, and guidance.

By implementing these suggestions, Assam can address the challenges faced by its tourism sector and create a conducive environment for the growth and development of tourism. These initiatives will not only attract more tourists but also contribute to the socio-economic progress of the region and the preservation of its rich cultural and natural heritage.

References

- Anwar, S. & Hamilton, J. (2005) Tourism into the Future – Towards 2020 and Beyond, In *Tourism Recreation Research*, 30 (3), pp. 77-85.

- Athma, Prashanta & Lakshmi, Vijaya (2006) Eco-Tourism in Andhra Pradesh, In Indian Journal of Marketing, August, pp-10-11.
- Bairagi, M.G. (2003) Eco- Tourism- An Answer to Sustainable Development of Tourism, pp 84-87.
- Barua, S. N. (2003) Dehing Patkai—The History Behind, Dehing Patkai Souvenir, Vol-2, pp 1-2.
- Bhagabati, A. K. et.al. (Ed) 2001 Geography of Assam, Rajesh Publications, New Delhi.
- Bhattacharya, P. 2004 Tourism in Assam: Trend and Potentialities, Labanya Prakashan,
- Chand, M. & Kumar, R.B. (2005) Rural Tourism: A New Approach to Sustainability, In South Asian Journal of Social-Political Studies, January-June, pp. 99-103.
- Das, G.N. (2008) Tribal Development in North East India, Director, Assam Institute of Research for Tribals and Schedule Caste, Jawaharnagar, Guwahati.
- Devi, L. (1968) Ahom-tribal Relations: A Political Study, Assam Book Depot, Guwahati, p 1.
- Dhar, P.N. 2008 Cultural and Heritage Tourism, Kanishka Publisher, New Delhi.
- Dixit, K. S. & Narula, V. K. (2010) Eco-Tourism in Madhav National Park: Visitors' Perspectives on Environmental Impacts, In South Asian Journal of Tourism and Heritage, Vol. 3, No. 2.
- Edward, M. (2008) Segmentation of International Tourists to an Emerging Tourist Destination – the Case of Kerala, Erudition 2(1), January, pp. 68-73.
- Guwahati.
- Handique, R. (2006) Forest policy and development of Eco- Tourism in the Dehing Patkai region:A musing for wilderness', In Dehing Patkai Souvenir, Vol-4, p-49.
- Hans, V.B. (2006) Tourism Development in India – Challenges in the New Millennium, Journal of Global Economy, 2(1) January-March, pp. 55-71.
- Hanson, O. (2012) The Kachin, Cambridge University Press, New York, p-12.
- Industrialization in North-Eastern Region, Mittal Publications, New Delhi.
- Iyer, K.H. (2006) Tourism Development in India, Vista International Publishing House, New Delhi.
- Jain, P 2007 Assam Yearbook, GBD Publishers, Kolkata.
- Kiss, A. (2004) Is community-based Eco-Tourism a good use of biodiversity conservation funds? TRENDS in Ecology and Evolution, Vol. 19, No. 5.
- Kreishan, F.M. (2008) Tourism and Economic Development: The case of India, European Journal of Social Sciences, Vol. 34, No. 8, pp. 255-258.

- Linter, B. (1997) *The Kachin: Lords of Burma's Northern Frontier*, Asia Film House Pvt. Ltd., New Delhi, p-7.
- Mahanta, J. (2011) *Singphos of North-East India*, DVS Publishers, Guwahati, p-48, 2011.
- Maio, J. (ed.) (2011) *Shapawng Yawng Manau Poi, Souvenir*, Published by Singpho Development Council, India.
- Megu, K. 2007 "Prospectus of Cultural Tourism in Arunachal Pradesh", in Ahmed, J.U. (ed)
- Motiram (2005) *Globalisation and Tourism: Impact and Prospects*, In *South Asian Journal of Social-Political Studies*, January-June, pp. 108-137.
- Newsome, D. and et al. (2006) *Aspects of Tourism- Natural area Tourism*, Regar publishing, p- 13.
- Ningkhee, R. (2008) *Singpho Samaj Aru Sabhyata*, Published by Folk Cultural Research Centre of North East India, Nagaon.
- P. Pushpa (2006) *Globalisation of Tourism Trade and Business – impact on Indian Tourism Industry and National Economy*, *Journal of Intellectual Property Right*, 2(1-2), June-December, pp. 35-65.
- Raina, A.K. & Lodha, R.C. (2004) *Fundamentals of Tourism System*, Kanishka Publishers, New Delhi.
- Sangipul, A. & Batra, A. (2009) *Eco-Tourism: A Perspective of the Thai Youths*, *Journal of Hospitality, Leisure Sports & Tourism Education*, Vol: 6, No: 1.
- Sharma, K.K. (2004) *Tourism and Economic Development*, Sarup & Son, New Delhi.
- Singpho, M. (2000) *The Singphos*, In *Shapawng Yawng India*, The 16th Annual Shapawng Yaung Manau Poi, Margherita, Assam.
- Sut, U. (ed.) (2004) *Medicinal Value of Tea, Economica*, A Departmental Souvenir, Deptt. of Economics, M.D.K.G. College, Dibrugarh, p-26.
- Thampi, P. S. (2005) *Eco-Tourism in Kerela, India: Lessons from the Eco-Development project in Periyar*, *Ecoclub.com*, e-paper series, vol-13, June.
- Walter, P. (2010) *Adult Learning in Eco-Tourism: The Current State of Research*, Vol-3, No-2.
- Yadav, S. (2003) *Eco-Tourism problems and Prospects*, *Yojana*, August, p-11