

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM AND CULTURE
DEPARTMENT OF TOURISM
MARKET RESEARCH DIVISION**

**FINAL REPORT
ON
20- YEAR PERSPECTIVE TOURISM PLAN
FOR
THE STATE OF ASSAM**

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CONSULTING ENGINEERING SERVICES (I) PRIVATE LIMITED
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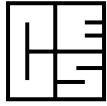
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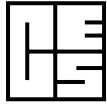
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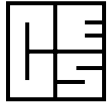
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CHAPTER 1

OBJECTIVES AND APPROACH

1.1 INTRODUCTION

The major schemes of the Department of Tourism relate to tourism development those include Promotion and Publicity of tourism, Central Assistance for the Development of Tourism Infrastructure, Human Resource Development and other Incentives. The DOT provides funds to State Government for either supplementing the existing tourism infrastructure or creating and developing new assets. The Ministry of Tourism, Govt. of India has entrusted M/s Consulting Engineering Services (I) Pvt. Ltd, the job of, Preparation of 20 years Perspective (Tourism) Plan for the State of Assam.

1.2 OBJECTIVES

The overall objective of the study is to prepare the 20 years Perspective Tourism Plan for sustainable development of Tourism in Assam.

The sustainable development of tourism in the State will lead to the following achievements:

- Meet the needs of present tourists and host regions while protecting and enhancing opportunity for the future,
- Management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process, and biological diversity, and life support system,
- Satisfy the demands of tourists and the tourism industry, and continue to attract them in order to meet the first aim,
- Safeguard the environmental resources base for tourism, encompassing natural, built and cultural components; in order to achieve both the preceding aims,
- Sustainable tourism products, which are operated in harmony with the local environment, community, and cultures, so that these become the permanent beneficiaries not the victims of tourism development.



1.3 APPROACH AND MAJOR ASPECTS OF THE STUDY

1.3.1 Approach

Tourism is one of the world's largest and fastest growing industries. Besides, tourism is also a major social phenomenon of the modern society with definite economic, social and environmental consequences. It's a well known established fact that, tourism based activities always play a major role in economy of any state or nation, and similarly have direct and indirect correlations with all the other sectoral activities.

Therefore, it becomes necessary for the Consultants to have thorough knowledge of physical, social and environmental issues of the region, in order to have in-depth understanding of dynamics of tourism in the State.

The basic approach to planning tourism as an Integrated System, is given below:

- i) Planning tourism as an Inter-related system of Demand and Supply Factors

Demand Factors	Supply Factors (also called Tourism Products)
<ul style="list-style-type: none">• International Tourist Markets• Domestic Tourist Markets• Local people participation in tourism based activities, facilities and services	<ul style="list-style-type: none">• Attractions viz. natural, cultural and special types of features and activities related to these attractions.• Accommodation – hotels, motels, guesthouses etc.• Other tourist facilities and services - tour and travel operations, restaurants, shopping, banking and money exchange and medical and postal facilities and services.• Tourism infrastructure - transportation (air, road, rail and water), water supply, electric power, sewerage and solid waste disposal and telecommunications.



ii) Planning for Sustainable Development:

The sustainable development approach implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society. This approach is actually important because most of tourism developments depend on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas. If these resources are degraded or destroyed, then the tourism areas cannot attract tourists and tourism will not be successful. Moreover, most tourists seek destinations to visit that have a high level of environmental quality, attractive, clean and neither polluted nor congested. It is also essential that local people of the tourism area should not have to suffer from environment deterioration or social problems due to negative effect of any tourism based activities.

Other important aspects of sustainable tourism development relate to emphasize on community-based tourism and quality tourism. This approach to tourism focuses on community-involvement in the planning and development process of tourism, which generate benefits to local communities. Besides providing tourist attractions, this approach will also help in protecting tourism resources and attract the kinds of tourists who will respect the local environment and society.

1.3.2 Major Aspects of the Study

To carry out this study, the Consultants primarily depended on data/ information as available from the secondary sources including Govt. offices, organizations and other relevant institutions. Some primary surveys were also undertaken, in order to ascertain the overall tourists behaviour, opinion of people who are directly and/or indirectly related to this industry in the State. A close interaction with the Client is also maintained, at every stage of the Study to incorporate their suggestions and comments, and give a meaningful direction to the Study.

This study include following main aspects:

- i) Present tourist destinations
- ii) Existing Tourism infrastructure
- iii) Trends and forecast of tourist traffic
- iv) New tourist areas
- v) Tourist Accommodation assessment
- vi) Improvement of tourism infrastructure including transportation
- vii) Heritage and Bio-diversity conservation
- viii) Strategy for development of handicrafts and Handlooms industry
- ix) Economic benefits evaluation and employment opportunities



- x) Socio-cultural environmental benefits
- xi) Marketing Strategy
- xii) Tourism Policy
- xiii) Implementation Mechanism

1.4 DATABASE

1.4.1 Identify Data Requirement

Keeping the scope of works in view, the Consultants have identified the requirements of various relevant data/information. These cover different sectors of activities directly and indirectly related to tourism industry in Assam.

The types of data as required, have been categories in different groups as given below:

1.4.1.1 Tourist Traffic

- i) Domestic & foreign segment
- ii) Place of origin & destination
- iii) Duration of stay
- iv) Individual/family/group tourist profile
- v) Purpose of visit (recreation, business etc.)
- vi) Mode of arrival & departure
- vii) Place of stay
- viii) Expenditure pattern
- ix) Image & knowledge of Assam before and after visit
- x) Opinion of the tourist

1.4.1.2 Tourist Spots

- i) Existing circuits, places of interest
- ii) Categories of tourism: leisure, scenic beauty, adventure, heritage, religious, festival, forests & sanctuaries, temples & monuments, handicrafts villages, gardens, natural wonder etc.
- iii) Potential new tourist spots and circuits
- iv) Availability of travel agents, tourist information centre

1.4.1.3 Hotels/Accommodation Facilities



- i) Category wise number of Hotels, guest houses & number of rooms
- ii) Facilities available & Tariffs, Govt. & Private owned
- iii) Peak and average occupancy rates
- iv) Location in relation to tourist centers
- v) Overview of their business scenario
- vi) Promotional benefit provided - responses to it number of staff employed
- vii) Physical infrastructure in the hotels - like water supply, solid waste management

1.4.1.4 Transport Facilities

- i) Location of airport, facilities available and its linkages with other major domestic airports
- ii) Peak and average tourist traffic
- iii) Information available on previously carried out demand surveys
- iv) Road & rail linkages to existing & potential tourist centers
- v) Avg. & peak passenger & goods traffic
- vi) Condition of roads, road safety
- vii) Public/Private Transport facilities of all categories - fleet sizes, capacities, frequency of operation, quality of vehicles
- viii) Water transport facilities, cruises, number, capacities, quality, frequency of operation
- ix) Rental Car Facilities

1.4.1.5 Supporting Infrastructure

- i) Physical
 - Water Supply, Sewerage & Drainage, Power & Telecom
Coverage of facilities, condition of network, short falls, augmentation schemes in progress/planned for catering to resident & tourist population
- ii) Social & Commercial
 - Number hierarchy & distribution of health, banking, and communication, postal, security and shopping facilities
 - Training Centres for Tourism Staff - Hotel industry, guides, handicrafts & transport
 - Private & Govt. initiatives in the above

1.4.1.6 Socio-Economic Impact



Influence of tourism on the life-style of local people/trends

- Employment generation, per capita income, per capita spending, health & education, entrepreneurship, comment on values & moralities
- Impacts on traditional culture & heritage of Assam, local skills, condition of old buildings, change in housing pattern
- Slumification, housing quality, crime rate
- Change in land value around the tourist places
- Information on hawkers/informal sector

1.4.1.7 Environmental Impact

Influence of tourism on the ecology & environment

- Riverine ecosystem, forests, land-water interface areas, rural areas, urban areas & rivers
- Change in landuse

1.4.1.8 Organizational Setup

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- v) Efforts for Marketing of tourism facilities in domestic & international markets

1.4.10 Other Facilities

- i) Availability of tourist information
- ii) Items of local flavour
 - Gastronomic extravaganza
 - Handicrafts and Handlooms

1.4.2 Data Collection

1.4.2.1 Secondary Sources

The Consultants have made an extensive field visits, in order to collect the above requisite data as much as possible. In this regard, many organization departments were approached; some of them are given below:

- Department of Tourism, State Govt. of Assam



-
- Assam Tourism Development Corporation
 - Public Work Department
 - Electricity Board
 - Handicrafts and Handlooms Departments, Assam
 - Hotel Associations
 - Tour & Travel Operators' Association
 - Public Representatives/Well known persons
 - And other important organizations to procure requisite literatures

1.4.2.2 Primary Sources

The Consultants have organized a primary tourist survey at important tourist spots in Assam, to ascertain and identify the needs and demands of futuristic developments of tourism based activities. This primary survey also includes opinion survey of hoteliers, well known persons and Tour and Travel Operators to get their feedback about overall tourism in Assam.



CHAPTER 2

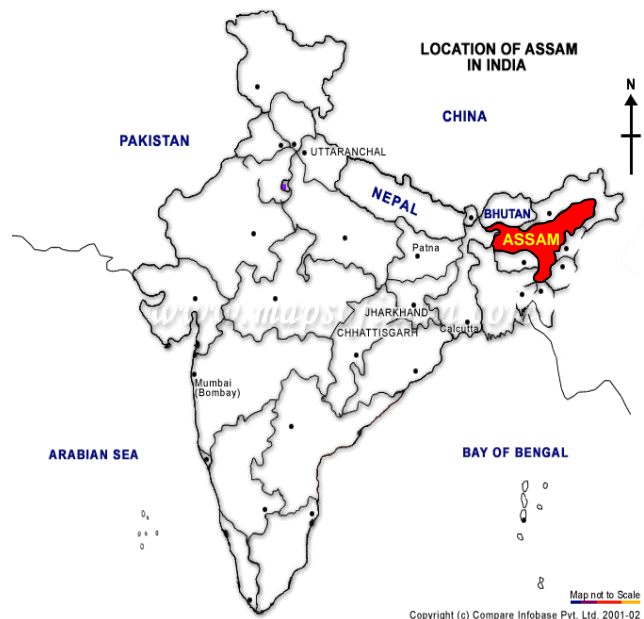
EXISTING TOURIST DESTINATIONS OF ASSAM

2.1 BACKGROUND OF ASSAM

2.1.1 Geography

a) Location :

Assam, the heart of Eastern Sun, a jewel in the crown of North East, is a state of breathtaking scenic beauty. Assam lies beneath the foothills of the Eastern Himalayas sharing boundaries with all other north – eastern states of India, with the sacred Brahmaputra River flowing right through its middle. Assam is situated between 90-96⁰ degree east Longitude and 24-28⁰ north Latitude. Assam is bordered in the north and east by Bhutan and Arunachal Pradesh. Along the south lies Nagaland, Manipur and to the extreme south is Mizoram. Meghalaya is lies to the south west and West Bengal to the west of Assam.



Assam occupies a very important position in the political map of India by virtue of her geographical situation. It is the north – eastern sentinel of the frontlines of India and gateway to the north–eastern region. It provides the focal points of transport and communication to its neighboring states.

b) Area and Population:

The total area of the State is 78438 sq. km., and 2.23 crores population (year 1991) resides here.



Provisional Population Totals of Assam:

The total population of Assam as at 0:00 hours of 1st March 2001 stood at 2.66 crores as per the provisional results of the Census of India 2001. As against decadal growth rate of 21.34% at the national level, the population of the State has grown by 18.85% over the period 1991-2001. The sex ratio of Assam at 932 females to 1000 males has increased from 923 during 1991 Census. Similarly, the literacy rate has increased to 64.28 from 52.89 in 1991.

Population		Decadal Growth 1991-2001	
Persons	26,638,407	Persons	(+) 18.85%
Males	13,787,799	Males	(+) 18.27%
Females	12,850,608	Females	(+) 19.47%

2.1.2 History

The ancient name of Assam was Pragiyotishpura – the city of Eastern Light, which later changed to Kamrupa – the land where Kamdeva, the god of love was reborn. The present name or 'Asom' an obvious reference to her undulating and uneven landscape is relatively new. She traces her history back to at least 2500 years B.C., when high civilization flourished in the land. During the era of Mahabharata, this land was ruled by Non Aryans, the first known ruler being Mahiranga Danava of Danava dynasty. Bhagadutta, son of Naraka who participated in the great Kurukshetra war as an ally of the Kauravas, was the most powerful among the Danava Kings.

In the mid 7th Century A.D. the most illustrious monarch of Varmana dynasty Kumar Bhaskar Varmana raised ancient Assam from obscurity and placed her in the forefront of Indian politics. Kumar Bhaskar Varmana was a close friend of King Harshavardhana. During this period Hiuen Tsang came to Assam and wrote about Assam and her people.

2.1.3 Physiography

Nestling at the foothills of the Himalayas, Assam is known as the land of Blue hills and red rivers. The State has got a resource of fertile valleys, dense forests, numerous rivers, lofty hills and lovely undulating plains. The mighty river Brahmaputra, which is also one of the four largest rivers of the world, along with its tributaries, is nourishing it from time immemorial. The long range of hills from East to west have divided her into two major valleys called Brahmaputra and Barak or



Surama valley. In between these valleys lie the Barail mountain range Rengma and Karbi hills with full of dense forest and rare species of wildlife.

2.1.4 Climate

Assam experiences a wild and moderate type of climate, never given to extreme cold or heat. Summer season is from March to June, monsoon from July to August and November to February is winter. The maximum temperature goes upto 35⁰C in summer and minimum is about 16⁰C in winter.

The annual rainfall varies from 70 inches in the West to 120 inches in the East. Winter and Spring i.e. from October to April are the best season to visit Assam.

2.1.5 People

Assam is often described as an anthropologists paradise. All the major races of the world, the Austro-Asiatic, the Indo-Aryans, the Indo-Tibeto Burmese, the Mongolians, the Negroids have all combined to create the new Assamese race.

‘Assamia’ or Assamese is the main language of Assam. Besides this English, Bengali and Hindi are also widely spoken. The tribals, on the other hand have their own languages and dialects. However, while communicating with other tribes and non-tribes they speak Assamese.

The lower flood plain area has establishments of the immigrants from Bangladesh who came here in late 19th Century. The hilly margins of the plain are inhabited by the hill tribes of the Garo, Khasi and Hajong. The Bodo is the largest minority group of Assam, which is concentrating in the northern areas of the Brahmaputra river Valley.

2.1.6 Economy

Assam’s economy is predominantly an agrarian economy. Tea industry which occupies an important position, is the state’s economy, and about 150 years old and basically a combination of agriculture and manufacturing activities. The country’s first petroleum refinery was set up by the British at Digboi in Upper Assam. After Tea and Petroleum comes the plywood industries.

However, Assam has a good number of medium scale projects but the contribution of industrial activities towards the State domestic product, has remained very



insignificant and with respect to industrial activities it is backward. The impediments for such backwardness of Assam are many, varied and multi-dimensional. Some of these are historical, some are socio logical and some are geo-political. The State Government is taking various initiatives in relation to various sectors, to boost industrial activities substantially within a time frame through creating an investment friendly climate in Assam.

Out of 78.5 lakh ha. of land area, 34.4% is the net sown area and 25.3% is the under forest area. Rice is the staple crop, which is grown on $\frac{2}{3}$ rd of the cultivated area. The other crops, which are also grown here, are tea and jute. The other significant crops include oilseeds, sugar cane, fruits, peas beans and canola. Oil and coal are also found in upper Assam. Assam produces about $\frac{1}{6}$ th of India's petroleum and natural gas.

More than 53.8% of the total workers populations are cultivators.

2.2 PLACES OF TOURIST ATTRACTIONS

Assam, as a destination, corresponds to a world of contrast and excitement with each place of the State having something amazing to offer. Some people call it a magic land while others call it a green paradise. The State of Assam is one of the most beautiful and attractive region of India. There is hardly any other state as Assam has greater variety and colors in its natural scenery and in the cultural treasures of the people that inhabit it.



Assam is blessed with an abundance of scenic grandeur. A wealth of rarest and near extinct species of wildlife, verdant forests, somber hills, undulating green plains and mighty water ways are her main attractions. The species of wild life like the one horned Asiatic Rhino, the Golden Langur, the Pigmy Hog, the Hispid hare, the White winged wood duck, have made Assam their home. Elephants, Bisons, Water Buffaloes, Hollock gibbons, several species of deer and thousand other varieties of wild-life and myriads of resident and migratory birds can be seen in the wild life sanctuaries. Her un-spoilt hilly terrains are ideal for hiking and trekking and the numerous waterways with falls and rapids, offer magnificent opportunity for adventure tourism like boating, sailing, rafting canoeing and Kiaking. Lush tea gardens stretching over miles together are ophthalmic prescription for tired eyes.



The perfect fusion of heritage, tradition, faiths and beliefs of numerous races has made Assam the home of the most colorful festivals and fairs delightful, compelling and indeed mesmerizing. Thus, so long hidden behind red tape, Assam's beauty is a fact that defines imagination. Assam harbors a virtual bonanza of attractions for tourist of every kind. There are the historical monuments and structures, which speak of a glorious past of high architectural achievement. It is however, none other than Mother native, which transforms the State into a heaven of tourism. The places of unsurpassed natural beauty in Assam ensure that the visitor goes away with a lasting impression.

2.2.1 Tourist Destinations

The tourist destinations of Assam have considerable potentials in its historic, cultural and natural resources to draw significant numbers of domestic and international leisure/holiday tourists. These tourist destinations provide a balance of many attractions in the following categories:

- Natural features
- Historic and Cultural heritage
- Shopping and entertainment facilities
- Educational and Interactive learning facilities
- Sports and Recreational Activities

(a) ***GUWAHATI***

Guwahati is the gateway to the enchanting North Eastern India. Hugging the shores of turbulent Brahmaputra, once a vast kingdom during the period of Mahabharata, is the largest city and a hub of the whole region .

Guwahati has numerous tourist places. These places are given below :

Kamakhya and Bhubaneswari Temple

The shakti temple of mother Goddess Kamakhya is situated on the top of the Nilachal Hills. It is about 8 kms from Guwahati. There is the shrine of Tantrik Shaktism of Samudragupta's period. During Ambubashi Mella large number of devotees come from all over India, to visit this place.



Navagraha Temple



It is the temple of nine planets situated on Chitrachal Hill of Guwahati. It is used to be great centre for the study of astronomy and astrology in the ancient days. This is the reason why Guwahati is referred as Pragjyotishpur or the city of eastern astrology.

Basisthashram

It is situated in the southern most rim of Guwahati City, on the Sandhyachal Hill. The place is a well-known holy cum picnic spot, named after the vedic saga, Vasistha who said to have lived here. The rivulets named Sandhya, Lilata and Kavita meet here and flow perennially, and adding scenic grandeur to this place. It is 12 kms from Guwahati.



Museum

Assam museum is situated in Guwahati. It has collection of sculptures, costumes and ethnology, paintings, ivo and metal work.



State Zoo

It is also situated in Guwahati and houses the local as well as other animals and birds too. It is also called the Botanical garden.

Srimanta Sankardeva Kalakshetra



This has been set up as a grand exposition of the life and culture of the people of Assam. Srimanta Sankardeva kalakshetra is a multi-arts complex named after a great Vaishava Saint and the greatest integrator of Assamese Society. It is a house for the preservation and exhibition of the cultural objects and day-to-day articles and by different ethnic groups. It has got an open air theatre with 2000 capacity for holding folk festivals, dance, dramas etc. offering an atmosphere of village of Assam. It has also got a library of rare books collection.

Umananda Temple





The great Shiva Temple situated on the peacock Island in the middle of Brahmaputra River. It attracts devotees from all over the country, specially during Shiva Ratri. The approach of the temple is from Kacharighat from where boats ply to the temple entrance.

(b) Sualkuchi

Sualkuchi is a renowned centre of silk production, particularly Muga – the golden silk of Assam. It is 24 kms from Guwahati.



(c) Hajo

It is located 32 km from Guwahati, on the north bank of river Brahmaputra. It is a place where three religions meet i.e. Hinduism, Islam and Buddhism. The most celebrated shrine in lower Assam, next to Kamakhya, is the Hayagriva temple of Hajo. The image of Vishnu installed at the resembles that of Jagannath at Puri in Orrisa. A curious feature of this temple, is that as a Buddhist shrine by Buddhist Lamas and Butiyas who profess Buddhism.



Power – Mecca

Side by side with the Madhav Temple there is a celebrated Muslim shrine at Hajo -Power-Mecca.

d) Chandubi Lake

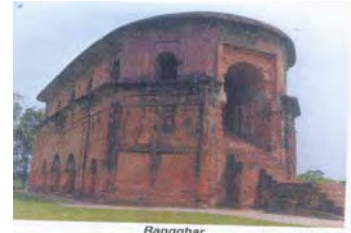
A natural lagoon forming a nice picnic spot, with the surroundings broken by cliffs and forests forming an ideal holiday resort. There are added attractions of fishing and rowing opportunities in the lake itself. This place is 64 kms from Guwahati.



e) Sibsagar



It is 369 kms towards the east of Guwahati and 50 km from Jorhat. This place is hallowed by antiquity, and it abounds monuments of national importance and sculpture excellence.



It has 'Sivadol' a tallest temple in Assam, Kareng Ghar and Talatal Ghar, Gargaon Place and Rang Ghar.

f) Haflong

Up in the rugged stands; Assam's only hill station Haflong, where one can see the rainbow down below. It is the district headquarters of North Cachar Hills and called the 'Scotland of Assam' because of its scenic beauty. A beautiful lake called Haflong Lake is situated in the heart of the town. It is 353 kms by road from Guwahati.

g) Jatinga

Jatomga, 9 kms from Haflong is famous for the unexplained phenomenon of migratory birds 'committing mass suicide'. It has become the ornithologist's attraction. Other attractions are trekking, Orchid gardens and traditional dances of the tribals.

h) Batadrawa or Bordoa

It is the birthplace of the greatest Vaishnava art and Culture; the place is 140 kms from Guwahati and 15 kms from Nagaon town.

i) Digboi

Digboi is a major oil town, surrounded by numerous tea gardens and mystic blue hills. It is one of the oldest existing oil refineries in the world. Other attractions of this place are the War Cemetery and Golf Course.

j) Sri Surya Pahar



It is a beautiful place with non-ending scenic beauties. The Eastern hill slope of Surya Pahar is famous for its rich archaeological wealth, existing in the form of Stupas, Chaityas caves, sculptures etc. The place is approachable from Guwahati, at a distance of 150 kms.



k) Madan Kamdeva



This place is hardly 40 kms away from Guwahati. It is an example of enigma, mystery and marvel. Only conjectures and hypothesis tells the story of these magnificent archeological ruins. Kamrupa the ancient name of Assam, is believed to have derived its name from the love god Kama or Madan who took rebirth after turned to ashes by the angry Shiva. It is only believed the Madan and Rati united on this tiny hillock.



l) Majuli



Majuli is the world's largest river island and is also the seat of several Satras (Vaishnava Monasteries) established by Sankardeva. Satras are the centre for learning art and culture. This place is also famous for migratory birds and missing culture



m) Tezpur



Also known as Sonitpur (city of blood), its puranic fame is associated with Usha's love with Aniruddha, grandson of Lord Krishna. Present Tezpur is a beautiful town, situated on the north bank of the river Bahmaputra. It has got undulated green valleys, surrounded by the hills of Arunachal Pradesh, snow capped peaks of Himalayas as the northern backdrop. Lush green tea gardens, and the magnificent archeological ruins available in Bamuni hills, Agnigarh and Mahabhairab Temple, Hazara Pukhuri and Chitrlekha Park, have all





contributed to make Tezpur a tourist's delight. Its contribution to art, culture, literature and freedom struggle has placed Tezpur, as an important place in the history of Assam. Tezpur is also famous for the event when the tricolour was hoisted in the police station of Galipur, under Sonitpur district, and 14 years old Kanaklata braved British bullets and died holding the National Flag aloft. Tezpur is well connected by rail, road and airways. The distance from Guwahati, Kaziranga, Bhalukpong and Orang are 82 km, 60 km and 65 km respectively.

n) Bhalukpong

Bhalukpong is surrounded by mystic blue hills and evergreen forest situated on the bank of the river and famous for its unique natural beauty, angling and rafting. Other attractions of this place are spring and a big orchid garden at Tipi. It also has Eco-camp at Potasali, a mammoth stone inscription at Bhomoraguri, Nameri National Park and Orang National Park another miniature Kaziranga. The distance from Tezpur to this place is 56 kms.



o) Kaziranga National Park

Kaziranga National Park is a natural home of the one horned Indian rhinos. It is situated at a distance of 217 kms from Guwahati and 97 kms from Jorhat. This national park is spread over an area of 430 sq. kms. The landscape consists of sheer forest, tall elephant grass, rugged reeds, marshes and shallow pools. On 10th November 1926, Kaziranga was declared as a game sanctuary to save the one horned rhino and in 1974 it got the name of National Park. It has swamp deer, hog deer, wild pig, hoolock, wild buffalow, sambar gibbon, pythons, tiger and elephant.



There is a rich variety of shwater fowls, the egrets, pond herons, river terns, fishing eagles, adjutant storks, black necked storks are also available. The river, here, has the gharial (fish eating crocodile) and dolphins. Tourists make visit to this park during winter, to see the rarest species of birds and animals.

p) Manas National Park



It is the only tiger project in Assam. Situated on the bank of the river Manas with the back drop of Sub Himalayan Hills is among the well-known World Heritage Site with an unique combination of natural beauty and wild life. Manas is one of the nine tiger reserves, initially selected for conservation. Other rare species of wild life found here are, Hispid Hare, Pigmy Hog, Golden Langur, Indian Chinoceros, Wild Buffalo etc. Hundreds of winged species migrate to this place in the winter season. It is 176 kms from Lokapriya Gopinath Bordoloi Airport Guwahati. It is 136 km from Guwahati.



q) Pobitora Wildlife Sanctuary

It is one of the major wildlife sanctuaries of Assam, situated in the Morigaon district. It is around 50 km from Guwahati covering an area of 15.9 sq. km. It is famous for its great Indian One Horned Rhinoceros. Other animals like Asiatic Buffalo, Leopard, Wild Bear, Civet Cat etc. along with more than 200 various birds and reptiles.



r) Nameri National Park

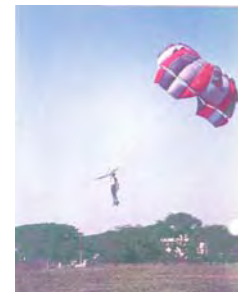
It covers an area of about 200 sq. km at the foothills of eastern Himalayas. It is 35 km from Tezpur and 181 km from Guwahati.

Many species of Tiger, Elephant, Leopard, Indian Bison, White Winged Wood-duck, Sloth Bear, Himalayan Black Bear, Pangolin, Indian Wild Dog, Civet Cat, Capped Langur etc. are found here.



2.2.2 Adventurer Tourism

In addition to tourist destinations, a world of pleasant contrasts and excitement, Assam has turbulent rivers, the mystic blue hills and the savage terrain, which beckon the adventurers.



Assam offers the retreat to the adventurers to traverse the incredible terrain from Karbi Anglong to North Cachar Hills or follow the trail of "the Tiger" in Manas or take the challenge of the Brahmaputra, one of the four largest rivers in the world. This



way wild Assam invites and activates the adventurers to enjoy these all high spirited activities. Some of these are discussed below:

Trekking:

Assam provides ample scope for trekking North – Cachar Hills and Karbi Hills have trekking routes.



Rock Climbing:

Guwahati is surrounded on three sides with high hills, offers ample scope for trekking. Morigaon District, the Simhasana hill of Karbi Anglong is famous for rock climbing.



Boat Racing:



The Brahmaputra river is the main attraction for water based activities. The other places are Dighalipukkuri of Guwahati, Chardubi lake and Umrangsu lake of Karbi Anglong. People very often organize boat racing during festival occasions.

Golf:

Most of the tea gardens of Assam have 9 to 18 hole golf courses, along with airstrip attached to them.



Mountain Biking:

The hilly terrain offers very good challenges to Mountain Bikers.

2.2.3 Fairs and Festivals



It is now strongly viewed that festivals & fairs are becoming a significant part of the tourism generating process for the hosting areas. This is also being observed that these festivals are not only attracting local people as well as visitor from outside the region.

Assam is a land of fairs and festivals. The perfect fusion of heritages tradition, faiths and beliefs of numerous races, is visioned and felt during these celebrations. Free from all sorts of domination, these people feel proud for their culture and make Assam feel proud of them. Assamese Hindus celebrate Holi and Diwali irrespective of the section to which they belong. Assamese Hindus celebrate the Pujas and Vaishanava, who do not believe in idol worship perform Namakirtana – recitation of Lord Vishnu. The Muslims celebrate Idd and Muharam.



A brief about major festivals celebrated in Assam, is given below:

Bihu:

The national festival of Assam is 'Bihu', also called 'Baishaga' which is celebrated with by all Assamese people. It is famous for its myriad of colours and merriment celebrated in the month of Baishakh or mid April. It is the spring celebration at the advent of the new year.



Rajini Gabra and Harni Gabra:

It is an annual festival of the Dimasa tribe. It is an exclusively a socio religious festival celebrated before the starting of new cultivation. 'Rijini Gabra' is celebrated during the day time. In the same night the function called 'Harni Gabra'.



Bohaggiyo Bishu:

It is the most fascinating spring festival of the Deoris. The Deoris are one of the four divisions of Chuti a tribe, who are believed to have been members of the great Boro race. This festival is celebrated during mid April at a stretch for seven days with



unrestricted joy and merrymaking. The Deodhau dance forms the most important and significant part of the festival. Husori or Carol song is also an another attraction.

Rongker and Chomangkan:

The Karbis – the mongoloid group who migrated to this land before several hundred years. Rongker and Chomangkan are the two most important festivals of the Karbis. Rongker is a springtime festival and performed at the beginning of New Year. Rongker is the festival, organized by the male folks to propitiate different gods and goddesses, so that the village is made free from diseases and natural calamities for the entire year. They prey for a good harvest too.

Chomangkan is primarily a death ceremony and depends on the convenience of the locality. This festival is a must for every Karbis, and it is celebrated for four days and nights continuously.

Ali-Ai-Ligang:

It is a spring festival of the Mishing tribe. It is the most colourful festival held every year on the first Wednesday (Lvigang Lange) of the month Ginmur Polo (Feb-March). The ceremonial sowing of paddy starts on this day. This festival is characterized by dance with brisk stepping, flinging and flapping hand reflecting youthful passions.



‘Poro Aapong’ a rice beer and dried fish are essential for the feast. It is a five-day festival.

Baikho:

The Rabhas community is another colorful tribe in Assam. The Baikho is celebrated during the spring time in order to propitiate spring time the goddess of wealth ‘Baikho’.



Nyada:

This festival is held in the early part of the month December. Rengma nagas celebrate this festival as to mark the end of the agricultural year. This festival





continues for eight days. First day, starts with the brew of rice beer. The second day, the graves of the ancestors are repaired. On the third day, women offer rice beer on the graves of the their forefathers. On the fourth day, young boys and girls sing and dance in memory of their ancestors. On the fifth day, collection of foodstuffs done for the last day celebration. Seventh day, is observed with the repairing of own houses and the final day, young men Rensi arrange feast for all.

Pi Pe:

This festival is held by the Rengma naga at the beginning of the month January (Thui). It is a three-day festival. Its main purpose is to get ride of all the evils of the preceding years. During these days, all persons have to keep themselves neat and clean. Only other the observance of this ceremony new jungles for jhum are cleared.

Khong Kepang Kennyu :

It is one of the most important ceremony connected to agriculture in which the first of the ripening paddy is called Kepang Kennyu. An old woman harvests the first new rice at dawn and offers food to the spirit of crops. She brings some rice to the village, which she eats after cooking. This ceremony is similar to the 'Lakhimi ana' ceremony.

Rangali Bihu :

It is the most important festival of the Sonowals. It is celebrated on 14th April and continuous for a fortnight. The main attraction is the dance of young boys and girls in separate groups with the beating of drums and pipes. The men remain busy in collecting ropes for cattle, brinjal gourd etc. The first day is 'Garu Bihoo' dedicated to the cattle. They are bathed well and fed with special cakes and cut vegetables. The young boys and girls wear new clothes and spend the time in Kani Juj (Egg Fight). The next day, is 'Manuh Biho' when Bihu Husor is formally inaugurated at the Namghar (prayer hall)

Heleibambe :

This festival is celebrated by each zeme village, according to the convenience of the villagers prior to the starting of Jhum cultivation some time in mid April, when monsoon is likely to set on the first day Tingkupeu. The village priest scarifies a buffalo to satisfy the crop God to have proper crop. After the feast, the Hengscuki and Leuseuki start dancing and singing in the village streets stopping in front of each



household. They collect plantain leaves from the nearby forest and distribute to the households.

Siami :

It is the harvesting festival of Zemi Nagas of the North Cachar hills, organized by the boys and girls, Morungs of the village. Like the Bihu festival, in this festival the youths get prepared much before the celebration. Holding grand feast with meat of haunted birds and animals and rice beer along with dancing and singing are the main features. The festival takes place continuous for four days. Another interesting feature is the competition among the boys and girls of the Morungs, is the recapitulation of the name of planets, creepers, orchids etc which is the most educative aspect of this festival.

Bash Puja :

One of the important religious ceremony performed by Hajongs, where bamboo is worshipped. It is held in the first month of Baisag. Three newly cut bamboos are used in the performance of this puja which continues for three days. The two main bamboos represents two gods like Madan & Gopal or Shiva and Parvati or Indra. Some people think that it is sex worshipping with the two bamboos representing Madan Kamdev and Rati.

Dosa Thoi Long Nai :

It is a very important religious dance, performed at the Bathon Puja or worshipping of lord the Shiva. In this dance the priestess called Deothani, dances with a bowl on her head in which the blood of a sacrificed fowl is kept. It is believed that while Deothani performs this dance, in a condition of trance lord Bathou (Shiva) will snatch away the bowel and drink the blood.

2.2.4 Handicrafts and Handlooms

2.2.4.1 Handicrafts

Assam enjoys a pride of place in the country for its rich heritage of artistic craftsmanship. The crafts of this





region, are almost entirely oriented to locally available materials and moulded by skilled craftsmen. The skill, which is pioneered by their ancestors, is presently providing employment to the local villagers.



Multi-coloured masks, fire wood crafts, can & bamboo and fiber works bear eloquent testimony to the fine artistic temperament and imagination of the traditional craftsmen of Assam.

List of the Handicraft Items produced in Assam

1. Silk, Muga and Eri fabric
2. Dry flower
3. Orchids and cut flower
4. Jute yarn, jute fabrics
5. Wood carving products
6. Cane and bamboo furniture /other cane products
7. Terracotta
8. Gunny Bags
9. Jute twine
10. Jute tea bags
11. Jute handicraft
12. Jute, Cotton blended handloom fabric
13. Belt metal wares, brass metal



The names of places where the above mentioned items are produced, are given below:

S No.	Handicrafts Item	Name of the place	District/city
1.	Silk, Muga and Evdi fabric	<ul style="list-style-type: none">• Ambari• Bamuni Maidan• RGB Road• Chandmari	Guwahati Guwahati Guwahati Guwahati
2.	Dry flower	<ul style="list-style-type: none">• Dispur	Guwahati
3.	Orchids and cut flower	<ul style="list-style-type: none">• Noonmati	Guwahati
4.	Jute yarn	<ul style="list-style-type: none">• Ambari	Guwahati
5.	Wood carving products	<ul style="list-style-type: none">• Kachubil	Darrang
6.	Cane and bamboo furniture	<ul style="list-style-type: none">• Bamuni Maidan• Jakhalabanda• Kaithal Kuchi• Chitra Patty• Gopinath Nagar• North Bongaon• Sibsagare• Cachar	Guwahati Nagaon Nalbari Tinsukia Guwahati Kamrup Nalbari
7.	Bell metal wares	<ul style="list-style-type: none">• Sarthebari• Titabor• Roha	
8.	Brass metal	<ul style="list-style-type: none">• Hajo	Kamrup

2.2.4.2 Handloom:

Assam has the longest concentration of weavers in India. Handloom weaving and its vast range of design reflect the sartorial taste of multi faceted composite culture and tradition of Assam. There is hardly any village in Assam where one will not hear the rhythmic sound of the looms and shuttle. Designed dress materials produced by weavers of Sualkuchi, are highly claimed for its uniqueness and quality standards.



Assam is the home of several types of silks among which the most prominent and prestigious being the Muga silk, Paat and Eri are the other types. The latter being used to manufacture warm clothes.

The women make mekhelas, chadars, rihās, gamochas etc. The famous vriudavani vastra now preserved, in London museum in a bit and pieces, was woven by Sri Sankaradeva, the great religious and social leader of the 16th Century. The most common patterns woven on the clothes are the fairy tales with artistic sensibility.

EXISTING SCENARIO OF TOURISM BASED INFRASTRUCTURE IN ASSAM

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures				
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities
			Discription	Discription	Discription	Discription	Discription
Bongaigaon (Bongaigaon) (2159 Sq. Km.) 906,000		Existing Infrastructure Inventory (Based on Secondary Sources)	from Guwahati - 190 km rly network Available nearest airport- Guwahati	Non Star 3 nos (84 beds); Star 1no.			
		Infrastructure Under Execution by ATDC	from Guwahati - 285 km rly station nearest Kokrajhar nearest airport- Guwahati				
Dhuburi (Dhubri) (2745 Sq.km.) 1635,000	Chakrasila Wild Life Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)		Non Star (190 beds); Star 1no.			
		Infrastructure Under Execution by ATDC					
GoalPara (Goalpara) (2844 Sq.km.) 822,000	Shri Suryapahar and Pancharatna	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati - 150 km rly station nearest Chapar nearest airport- Guwahati	Non Star 2 no.; Star 1no.			
		Infrastructure Under Execution by ATDC					
Kokrajhar (Kokrajhar) (4716 Sq. Km.) 930,000	Ripu-Chirang Reserve Forest	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati - 180 km rly network available nearest airport- Guwahati				
		Infrastructure Under Execution by ATDC					
Barpeta (Barpeta) (3307 Sq.km.) 1642,000	Manas National Park	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati - 137 km rly station nearest Barpeta nearest airport- Guwahati	Non Star Hotel 3nos. (86 beds) Forest Lodge		Purchase of Elephants at Manas(Year96-97)	
		Infrastructure Under Execution by ATDC		Yatri Niwas, Barpeta, Forest Lodge			
	Vaishnava Monastary	Existing Infrastructure Inventory (Based on secondary Sources)					
		Infrastructure Under Execution by ATDC					
	Shrine of Shri Madhab Deva	Existing Infrastructure Inventory (Based on secondary Sources)					
		Infrastructure Under Execution by ATDC					

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures				
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities
			Discription	Discription	Discription	Discription	Discription
Kamrup (Guwahati) (6601 Sq.Km.) 2515,000	Guwahati Kamakhya and Bhubaneswari temples (9 Km), Basistha Ashram (12 km), Navagraha temple; State Zoo; Museum; Planetarium, Nehru Park, Sukreswar Park; Gandhimandap; Balkaji Temple; Sankardeve Kalakhetra	Existing Infrastructure Inventory (Based on secondary Sources)	<p>airly network avilable nearest airport- Guwahati</p> <p>Domestic Airlines connecting: Kolkata Delhi and Patna via Bagdogra Agartala Silchar</p>	<p>Non Star 7nos. (3776 beds) Star 22nos (1375 beds)</p> <p>91-92 Yatri Niwas (Year91-92)</p>	<p>Upgradation of facilities - Kamakhya Temple(year91-92)</p> <p>Upgradation of river bank side facilities at the Bhramputra river(year91-92)</p>	<p>Youth Travel Festival (Year85-86)</p> <p>F.C. Vessel (year85-86)</p> <p>Water Sports Equipment(year92-93)</p> <p>Water Sports Equipment(year91-92)</p>	
		Infrastructure Under Execution by ATDC		Upgradation of Tourist lodge at Guwahati Yatri Niwas, Guwahat	Integrated Infrastructural pilgrim at Kamakhya	Beautification of the river front of Brahmputra	Construction of craft village at Guwahati
		Existing Infrastructure Inventory (Based on secondary Sources)					

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures					
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities	
			Discription	Discription	Discription	Discription	Discription	
	Chandubi Natural Lagoon	Restaurent and Waiting Hall	from Guwahati -64 km rly station nearest Guwahati nearest airport- Guwahati					
		Infrastructure Under Execution by ATDC		Motel - 50 rooms				
	Hajo-Religion meet (Hindus, Islam, Buddhist)	Existing Infrastructure Inventory (Based on secondary Sources)	Tourist Cottage					
		Infrastructure Under Execution by ATDC	Pilgrim Centre					
	Deeparbed Bird Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -32 km rly station nearest Nalbari nearest airport- Guwahati					
		Infrastructure Under Execution by ATDC						
	Sualkuchi (Assamese Silk-Muga and Paat)	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati - 32 km					
		Infrastructure Under Execution by ATDC						
	Nalbari (Nalbari) (2023 sq.km.) 1138,000	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -45 km rly network available nearest airport- Guwahati			Wayside Facilities at Nalbari(year 88-89)		
		Infrastructure Under Execution by ATDC						

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures					
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities	
			Discription	Discription	Discription	Discription	Discription	
Darrang (Mangaldoi) (3465 sq.km.) 1504,000	Daranga (Famous winter mela evey year)	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -150 km rly station nearest Nalbari nearest airport- Guwahati				96-97 Purchase of elephant at Orang	
		Infrastructure Under Execution by ATDC						
	Bornadi Wild life Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)		Tourist Lodge 24 beds			Golf course at Thakurbani	
		Infrastructure Under Execution by ATDC						
	Orang (Rajiv Gandhi) Wild life Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)						
		Infrastructure Under Execution by ATDC	from Guwahati -140 km rly station nearest Udalguri nearest airport- Tezpur	Construction of Tourist complex at Rajiv Gandhi wild life Park at Orang (year 98-99)			Purchase of Elephant (year 96-97)	
Marigaon (Marigaon) (1559 sq.km.) 776,000 Pragjyotispur	Chandrapur	Existing Infrastructure Inventory (Based on secondary Sources)						
			from Guwahati 105 km rly station nearest Chaparmukh airport Tezpur, Guwahati					

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures					
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities	
			Discription	Discription	Discription	Discription	Discription	
		Infrastructure Under Execution by ATDC						
	Pobitora Wildlife Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)		Forest Dept. I.B. with limited accommodation			Purchase of Elephants (1996-97)	
		Infrastructure Under Execution by ATDC						
Nagaon (Nagaon) (5561 sq.km.) 2315,000	Laokhowa Wildlife Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)		Non-star 4 no (26 beds)	Development of Tourist Amenity Centre at Chapanalla Fall, Nagaon (year 98-99)			
			from Guwahati -152 km rly station nearest Nagoan nearest airport- Guwahati					
		Infrastructure Under Execution by ATDC						
	Jakhala Bandha Tourist Resort	Existing Infrastructure Inventory (Based on secondary Sources)				Wayside facilities at Jakhalabandha(year 91-92)		
		Infrastructure Under Execution by ATDC				Jakhalabandha		Developmng of Bhinoland Park at Jakhalabandha (year 97-98)
Sonitpur (Tezpur) (5225	Tezpur Temples, Ancient ruins, Mountains & Lushgreen Tea Gardens, Biswanath Chariats	Existing Infrastructure Inventory (Based on secondary Sources)			Wayside facilities at Biswanath Charial(year 91-92)			
			from Guwahati -181 km rly network available Domestic Airline service					
		Infrastructure Under Execution by ATDC		Upgradation of Tourist lodge at Tezpur				
	Nameri National Park, Potasali N.P., Bhalukpung (famous for scenic	Existing Infrastructure Inventory (Based on secondary Sources)		Tourist lodge Bhalukpung(year 97-98)	Upgradation & expansion of tourist facilities at Bhalukpung(year 96-97)			
			from Guwahati - 237 km	Tourist Lodge at Bhalukapung Non Star 5 nos (6856 beds), star 2 nos				

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures				
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities
			Discription	Discription	Discription	Discription	Discription
Tezpur (Tezpur) (3225 sq.km.) 1678,000	beauty picnic, angling spot)			Capetaria at Bhalukpong			
		Infrastructure Under Execution by ATDC		Upgradation cum expansion of tourist lodge at Bhalukpong, Tourist lodge at Bhalukpong			
	Bura-Chaperi Wild Life Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)					
			from Guwahati -145 km rly station nearest Tezpur nearest airport- Tezpur				
		Infrastructure Under Execution by ATDC					
Golaghat (Golaghat) (3541 sq.km.) 946,000	Kaziranga National Park (one horned Rino -other wild life)	Existing Infrastructure Inventory (Based on secondary Sources)		Non star (32 beds), Star 1no	Upgradation & expansion of tourist facilities at Kaziranga(year 96-97)	Purchase of Mini bus and Elephant (year 85-86)	
				Tourist Cottage (year 90-91)		Purchase of elephant at Kaziranga (year 96-97)	
			from Guwahati -217 km rly station nearest Tezpur nearest airport- Tezpur	Upgradation of tourist lodge(year 91-92)			
				Upgradation of Tourist Lodge at Kaziranga (year 98-99)			
	Infrastructure Under Execution by ATDC	Internal road leading to Kaziranga national Park	Upgradation cum expansion of Tourist Lodge at Kaziranga		Reception centre (95-96)		
		Tourist complex at Kaziranga					
		Tourist cottage at Kaziranga					
		Upgradation of Tourist lodge, Kaziranga					
		Existing Infrastructure Inventory (Based on secondary Sources)			Health Care Centre	Golf course	Ethnic shopping complex

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures					
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities	
			Discription	Discription	Discription	Discription	Discription	
	Goromponi Wildlife Sanctuary							
		Infrastructure Under Execution by ATDC						
Jorhat (Jorhat) (6400 Sq.km.) 1009,000	Majuli <i>(largest river stand in the world and Centre of famous Vaishnave Culture Heritage Site)</i>	Existing Infrastructure Inventory <i>(Based on secondary Sources)</i>		Non Star 6 nos (561beds) Star 2 nos (51beds)		Provision of boat at Majauli (year 88-89)		
		Infrastructure Under Execution by ATDC	from Guwahati -326 km rly station nearest nearest airport-Jorhat					
		Existing Infrastructure Inventory <i>(Based on secondary Sources)</i>						
	Holongpar Reserve Forest	Infrastructure Under Execution by ATDC						
Karbi Anglog (Diphu) (10,332 sq.km.) 812,000	Dhansiri Reserve forest	Existing Infrastructure Inventory <i>(Based on secondary Sources)</i>						
		Infrastructure Under Execution by ATDC						
Lakhimpur (Lakhimpur) (5646 Sq.Km.) 889,000	Bordoibam Bilmukh Sanctuary	Existing Infrastructure Inventory <i>(Based on secondary Sources)</i>	from Guwahati -415 km rly station nearest Helicopter service	Non star 4 nos (40 beds) Star 1no				
		Infrastructure Under Execution by ATDC						
Dibrugarh (Dibrugarh) (7024	Dibru-Saikhowa National Park	Existing Infrastructure Inventory <i>(Based on secondary Sources)</i>		Non-star 7nos (807beds) star 1no				
		Infrastructure Under Execution by ATDC						

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures				
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities
			Discription	Discription	Discription	Discription	Discription
Dibrugarh (7024 Sq.km) 1172,000	Jaypur Reserve Forest	Existing Infrastructure Inventory (Based on secondary Sources)					
		Infrastructure Under Execution by ATDC	from Guwahati -445 km rly station nearest Domestic service	IB at Guijan			
Sibsagar (Sibsagar) (2603 sq.km.) 1053,000	Sibsagar Temples, Monuments, Palaces of the Ahom era	Existing Infrastructure Inventory (Based on secondary Sources)		Non star 7nos (291 beds) Star 1no (96 beds)			
		Infrastructure Under Execution by ATDC		Upgradation of Tourist Lodge at Sibsagar	Wayside Amenities at Sibsagar	Sound & Light show at Talatalghar(year 96-97)	
	Pani Dihing Bird Sanctuary	Existing Infrastructure Inventory (Based on secondary Sources)					
		Infrastructure Under Execution by ATDC					
Tinsukia (Tinsukia) (3476 sq.km.) 1150,000	Doomdooma Reserve Forest	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -369 km rly station nearest Golaghat Nearest airport - Golaghat	Non star (66 beds) Star 2nos			
		Infrastructure Under Execution by ATDC		Tourist Lodge, Tinsukhia			
	Digboi	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -541 km rly station nearest Digboi Nearest airport - Dibrugarh				
		Infrastructure Under Execution by ATDC					
Cachar (Silchar) (5102 sq.km.) 1442,000	Bhubom Hills Tourist Resort	Existing Infrastructure Inventory (Based on secondary Sources)		Non Star 2 nos			
		Infrastructure Under Execution by ATDC					
Hartakandi (Hartakandi) (1326 sq.km.) 543, 000		Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -412 km rly station nearest Karimganj Nearest airport - Silchar				
		Infrastructure Under Execution by ATDC					
Karimganj (Karimganj) (1830		Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -405 km rly station existing Nearest airport - Silchar				

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Status of Tourism Based Infrastructures	Tourism Based Infrastructures					
			Accessibility (road,railway,air)	Boarding & Lodging	Tourist Facilities and Amenities	Tourism Based Recreational Facilities	Tourism Based Commercial Facilities	
			Discription	Discription	Discription	Discription	Discription	
(Kamrangaj) (1659 Sq.km.) 1004,000		Infrastructure Under Execution by ATDC						
North Cachar Hills (Haflong) (4890 sq.km) 186,000	Hoflong (Hill station)	Existing Infrastructure Inventory (Based on secondary Sources)	from Guwahati -355 km rly station Nearest airport - Silchar	Non Star 1no & Star 1 no(year94-95), Tourist Complex		Trekking Equipments at Borail Hill (Hill 1990-91)		
		Infrastructure Under Execution by ATDC		Tourist Lodge				
	Jatinga (Bird mystery), Barail Reserve Forest	Existing Infrastructure Inventory (Based on secondary Sources)						
		Infrastructure Under Execution by ATDC						



CHAPTER – 3

TOURIST SERVICES AND FACILITIES

3.1 BACKGROUND

Assam is one of the greenest and loveliest states in India. The rare species of flora and fauna, mosaic of races and tribes, create a vibrantly alive kaleidoscope in Assam. Apart from the scenic beauty, Assam has rich cultural and crafts heritage. One can explore and find new ways of defining the beauty of the State. The fertile valleys, the plains, the terraced landscape, which is carpeted with miles upon miles of tea gardens, attract a lot of tourists from all over the world.

The tourists avail here all types of tourism based services and amenities, however, its availability and quality are not satisfactory.

3.2 TOUR OPERATORS AND TRAVEL AGENTS

To help and guide the tourists in sightseeing, there are different kinds of tour packages as offered by the various private tour operators. These packages include city tour, national parks/wild life sanctuaries, river cruise etc.

City Tour:

The City tour is a single day tour, which includes only sight seeing. Bus or light vehicles are provided for transportation, starting from the tourist lodge of Guwahati Railway Station. The tour covers the famous temples, zoo, state museum, park and river cruise. The cost for an adult is Rs 100/- and Rs 85/- for children.

National Park Tour:

Kaziranga National Park is one of the most famous and attractive tourist centers of Assam. It is famous for its wildlife resources, in which rhinos are the most attractive ones.

Tour package to this site is for 2-3 days. The package includes transportation, sightseeing, lodging and safari. The cost for a single person varies from Rs 900/- to Rs 1000/- for Indians and Rs 1500/- to Rs 1700/- for foreigners. The travel starts from Guwahati Railway Station. It can be made by bus or light vehicle depending on the tourist's choice.



Tour to Tezpur & Bhalukpong Tour:

In this package, tourists are taken to the world famous Orchid Centre at Tipi, (Arunachal Pradesh). This also includes rafting on the Bhorelli river and Angeling. The duration of the tour is 2-3 days.

The cost of package for each person is between Rs 1500 to Rs 1600. The cost of accommodation and food is also included in it. The journey begins from the railway station Guwahati.

River Cruise Jolpori:

The water cruise starts from Sukreshwar Ghat Near Sukreshwar temple, Pan Bazaar. This is a one-hour tour in the river Brahmaputra. The timings are from 4 p.m. to 8 p.m. in the evenings of the winter season.

Some of the names of excursion/travel agents in Guwahati are given in the table below:

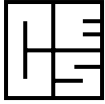
Table – 3.1
Names of Excursion/Travel Agents in Guwahati

SI No	Name	Location	Phone No.
1.	Rhino Travels	Pan Bazaar	540061, 540666
2.	Blue Hill Travels	Paltan Bazaar	547911
3.	Green Valley Travels	Paltan Bazar	544124, 544636
4.	Assam Valley Travels	Paltan Bazar	546133, 333871
5.	Network Travels	Paltan Bazar	522007
6.	Jungle Travels	Silpukhuri	540820
7.	Pelican Travels	Hotel Brahmaputra Ashok	541064
8.	Capital Travels	Paltan Bazar	520743
9.	Bota Tours and Travels		
10.	Toyali Travels		
11.	Destination North East		
12.	B S S Travels		
13.	Kaziranga Tours & Travel		

3.3 LIST OF TOURIST INFORMATION CENTERS FOR THE STATE OF ASSAM

Table – 3.2
Tourist Information Centers for the State of Assam

SI No.	Name of the Contact Person	Address
1.	Directorate of Tourism, Assam	Station Road, Guwahati- 781001 Tel. (0361) 547102, 544475, 542748
2.	Tourist Information Officer	B-1, Babakharak Singh Marg, New Delhi- 110 001 Tel. 011 345897
3.	Tourist Information Officer	8 Kussel Street, Kolkata-71; Tel: (033) 298331
4.	Tourist Information Officer	Guwahati Airport, Guwahati – 781015
5.	Asst. Tourist Information Officer	Guwahati Railway Station, Guwahati-781 001
6.	Tourist Information Officer	Assam Tourism Development Corporation Ltd., Dr B Baruah Road, Guwahati – 781001; Tel: 454570
7.	Tourist Information Officer	Govt. of Assam, Siliguri



3.3.1 Tourist Lodges

The Dept. of Tourism has tourist lodges in all important tourist places, which provide comfortable accommodation at moderate cost. Besides it, luxury and moderate hotels are also available in all the town of Assam.

Table – 3.3
Number of Tourist Lodges

A	Total No. of lodges under Directorate of tourism, Assam	10
B	Total No. of lodge under management of AIDC Ltd.	5
C	Total No. of Pvt. Hotels	57
D	Total No. of Star Category hotels.	37

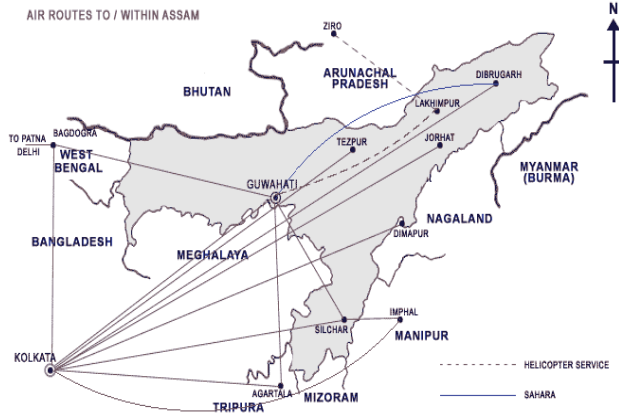
Note: A detail list of items (c) & (d) is Annexed at No. (i)

3.4 ACCESSIBILITY TO ASSAM

Assam is well connected by air, rail and road

Air:

The national carrier and private airlines operate in the State Airport in Guwahati. It is connected directly with Kolkata, Delhi, Mumbai, Bangalore, Patna & Bagdogra. Other airports within the states are Dibrugarh, Jorhat, Tezpur, North Lakhimpur and Silchar.



Rail:

There are train services to Kolkata, New Delhi, Mumbai, Chennai, Bangalore, Cochin & Trivandrum.



Road:

A network of roads connects important places of Assam and other North-Eastern states. The frequency of buses operated by ASTC & private agencies is very high and quite satisfactory.





CHAPTER – 4

SWOT ANALYSIS

4.1 BACKGROUND

The Consultants have carried out an exercise to bring out the problems and prospects of tourism in Assam. In order to achieve this objective satisfactorily, the Consultants have made extensive visits of tourist sites, held discussions with people of different cross sections of the society, and reviewed and studied various literatures and data as collected from various different relevant sources.

The problems and prospects of tourism in Assam, have been defined into four categories of SWOT Analysis i.e. Strength, Weakness, Opportunities and Threats. Each one of these is outlined below:

4.2 SWOT ANALYSIS

4.2.1 Strength

The most vibrant part of the north-eastern India, Assam, a green paradise, combines so many and such varied passions and beauties that stir up one's mind and stimulate to see more

Assam has a world class tourism resources, and those correspond to celestial and amazing diversity to offer to tourists.

- i. There is hardly any other State like Assam, which has greater variety and colour in its natural scenery and in the cultural treasures of the people that inhabit it.
- ii. A green paradise, Assam offers picturesque landscape, beautiful mountain and seven rivers.
- iii. Natural lagoons and fine picnic spots
- iv. Flora and fauna of world famous wild life sanctuaries like Kaziranga National Park, Manas National Park, Orange National Park and other give a lasting impression.
- v. Pilgrimage destinations such as Kamakhya, Hajo, Vasisthashram, Nabagraha Temple and other are there. The historical city with important archaeological remains and monuments such as Sivsagar, speak of a glorious past of high architectural achievements.



-
- vi. Places of unsurpassed natural beauty such as Haflong and Chandubi transfer Assam into a heaven of tourism.
 - vii. This state enjoys a pride of place in the country with its rich heritage of artistic craftsmanship. The basketwork and mats of Kamrup, Sibsagar and Nagaon are well known and Cachar district is known for its very special sital pattimats.
 - viii. This state is a land of fair and festivals. There are spring festivals, autumn festivals, food festivals and the Jorhat pony race a legacy of the Raj. The perfect fusion of heritage of its tribes, have made Assam the home of most colourful festivals
 - ix. The mighty Brahmaputra river, rock hills in Morigaon District, trekking routes of North Cachar hills, welcome adventure tourists to conquer them and enjoy these all with high spirit.
 - x. Assam, a tea country, has two of the oldest plantations of Assam, Sensua and Gatodnga, at 15 minutes drive from nearest Jorhat airport, and a world within world. The tea states, spanning over hundreds of acres, offer tourists the spatial freedom to meander through them, watching the dappled sunlight filter through the shade trees and weave patterns of black and white, on the neatly pruned tea bushes.
 - xi. Pleasant climate for most part of the year
 - xii. Easy accessibility to Assam by all modes of transport.
 - xiii. Fairly developed tourism related facilities and services.
 - xiv. Some of the new policies of Govt. of India and the State Govt. are oriented towards giving a thrust to the development of tourism sector in Assam

4.2.2 Weakness

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

- i. Lack of comprehensive policy framework of the State govt. for long term development of tourism, despite it having a lot potential of tourism development
- ii. The lack of awareness in overseas countries of the State's natural and cultural features of outstanding attractions.



-
- iii. ~~Lack of sufficient awareness, education and publicity amongst local residents regarding economic, social and cultural benefits of tourism.~~
- iv. Lack of co-ordination among tourism administrators, owners of the hotel industry, travel and tourism association, other constitutes of Govt. like Town and Country Planning Department, Civil Aviation, PWD, Environment, Railway, etc.
- v. Deficiencies in infrastructures like poor road conditions or non-accessibility, poor solid waste management system.
- vi. Lack of adequate professional training facilities for human resource development and quality of services
- vii. Lack of adequate security cover
- viii. Assam has enormous potentials of tourism with respect to its all segments including heritage tourism, health tourism, educational tourism, business tourism, entertainment tourism, adventure tourism and cultural tourism. But, it has not made able to make an exclusive destination image itself, in order to set guarantee of success.
- ix. The lack of convenient direct international air services to Guwahati, Assam from the major tourist generating centers of Western Europe, Northeast Asia, North America and Australia/ New Zealand.
- x. The inability of the State's Department of Tourism, and Travel and Tourism Development Corporation, in engaging in marketing and promotional campaigns which bring the State's tourism attractions and possibilities to the attention of foreign tour operators and prospective tourists themselves.

4.2.3 Opportunities

Assam, in the north east, the virgin most tourist destination of the whole India. Visitors will find down here, plains and river valleys quietly nestled in between parallel mountain ranged commanding different highest, a phenomenon attributed to a gradual process of evolution.

However a destination's attractiveness for tourism depends on the coming together of a number of key attributes, to constitute a total tourism products, which offer satisfying and satisfactory experiences to its targeted market segments. These attribute include:

- Natural features (inland, topography, flora & fauna)



• ~~Cultural features (heritage, monuments, events, art, music and dance)~~

- Built feature (tourist accommodation, tours and recreational facilities, urban and rural environment)
- Infrastructure and amenities (transportation, communication, shopping, comfort amenities)
- Effective service (trained in technical, linguistic and social skills)
- Good information (through tourist information system, printed materials, maps, signposts)
- A welcoming environment (local inhabitants aware of the value of, and have strong positive attitudes towards tourism and tourists)

Assam has all these attributes with enormous potentials for future development in line of heritage tourism, health tourism, educational tourism, and business tourism, entertainment tourism, and adventure tourism, cultural tourism. All these tourism activities are the latest alternations in foreign as well as domestic tourists.

In view of the above facts, it can be ascertained that the State has considerable potential for expanding domestic tourism and attracting many more international tourists.

4.2.3 Threats

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

- Other tourist destinations as Maharashtra, Kerala, Rajasthan etc. are posing stiff completions for Assam, through providing better tourism based infrastructures, developing the resources and by marketing aggressively about themselves as a great tourist destination.
- Tourists daunted long distances to access to Assam and its districts due to poor transportation system, conditions of roads and poor tourist facilities
- Social problems like causes of insurgency etc. should be curbed or resolved and provisions to give complete security cover for the tourists.
- Infrastructures, if not improved, specially roads, solid waste management, power and accommodation, it would create major hindrances in the development of tourism in Assam



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CHAPTER-4-SWOT Analysis

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Revision R0

-
- ~~General public requires be educating and informing about tourism and their supports to its developments.~~



CHAPTER – 5 TOURIST SCENARIO

5.1 BACKGROUND

Tourism is one of the world's largest and fastest growing industries. There has been particularly strong growth in foreign travel to developing countries during recent years and this trend is expected to continue. Tourism provides employment for 255 million people, almost one in nine of all jobs.

5.2 WORLD TOURIST SCENARIO

The world tourist arrivals in year 1999 were 664.4 million, which was 636.0 million during 1998. Thus the growth was registered as 4.5 percent. Europe and America continue to be the most important tourist receiving regions, accounting for 77.8% of world tourist arrivals in 1999. (Source – tourist statistics year 1999)

The international tourist arrivals in different regions over the last 2 years, is shown in the table as given below:

TABLE – 5.1
INTERNATIONAL TOURIST ARRIVALS

1999 Rank	Country	Tourist Arrivals (In million)		% change in year 1998/1999	Market share in year 1999
		1998	1999		
1.	France	70.0	73.0	4.3	11.0
2.	Spain	47.4	51.8	9.2	7.8
3.	United States	46.4	48.3	4.5	7.3
4.	Italy	34.9	36.1	3.3	5.4
5.	China	25.1	27.0	7.9	4.1
6.	United Kingdom	25.7	25.7	0.0	3.9
7.	Canada	18.9	19.6	3.7	2.9
8.	Mexico	19.8	19.2	- 2.9	2.9
9.	Russian Fed	15.8	18.5	17.0	2.8
10.	Poland	18.8	18.0	- 4.4	2.7

Source – World Tourism Organisation (WTO) Data – 1999

Globally, there will be one billion international tourist arrivals in 2010, and 1.55 billion by 2020.

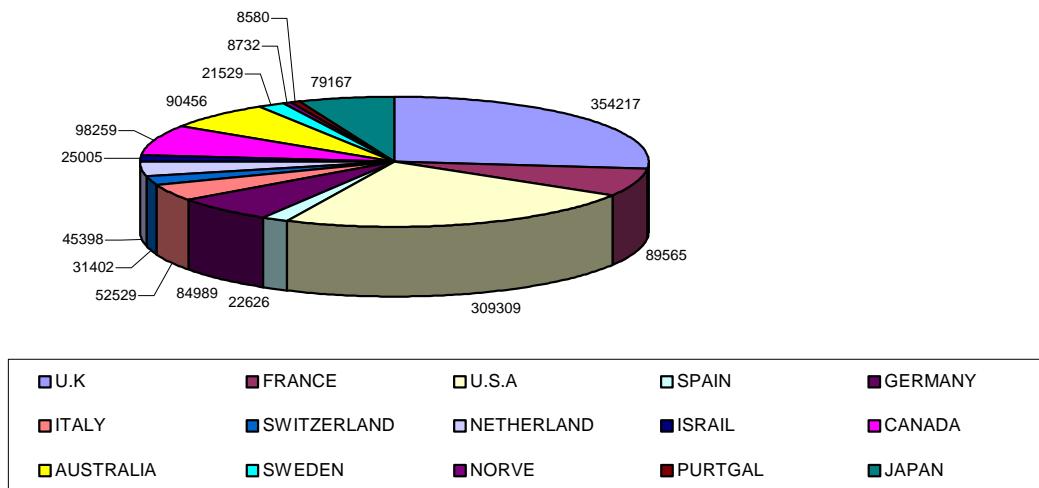
WTO's tourism 2020 vision study, concludes that the 21st century will see a higher percentage of total population traveling internationally – up from 3.5% of the world's population currently to double that proportion by year 2020 with especial growth in developing countries (both for international and domestic travel), and that people will be going on holiday more often – sometimes two, three or four times a year.



5.3 INDIAN TOURIST SCENARIO

Indian received nearly 2.4 million international tourist arrivals in 1999, a 1.1% increase over year 1998. Europe is the most important generating region of tourist to India. The American and Japanese markets are also significant. In addition, there are many travellers from Bangladesh, Sri Lanka and other South and Southeast Asian countries with most of these visiting friends and relatives or engaging in business activities. Domestic tourism is expanding rapidly in the country.

WORLD TOURIST ARRIVALS IN INDIA 2000



Although tourism is already somewhat developed in India, this sector has much potential for expansion. As one of the largest countries in the world with many outstanding and diverse historic, cultural and nature – based tourist attractions, India is receiving only a small percentage of international tourist arrivals less than 0.4 percent of the worlds arrivals in 1998.



TABLE – 5.2
TOURIST ARRIVALS IN INDIA

SL.No	Year	Foreign Tourist (in millions)	Domestic Tourist (in millions)
1	1997	2.37	159.87
2	1998	2.35	168.19
3	1999	2.48	190.67
4	2000	2.64	210.11

Domestic tourism also has much opportunity for growth, as the economy continues to expand and income rises.

The strategy as defined for the development of tourism, during the Ninth Plan period of 1997 – 2002, as prepared by Ministry of Tourism, Govt. of India, specifies the components of the development activities and institutional elements to meet the needs of products/market segments to be targeted i.e.

- Cultural tourism
- Eco – tourism covering mountains, forests wild life and scenic landscape
- Adventure tourism
- Sea and inland water cruise tourism
- Health tourism including Ayurvedic and Naturopathy Centres
- Pilgrim and spiritual tourism
- Science and technology tourism based on scientific and technological institutions
- Education tourism
- Theme park

As mentioned above, the component of development activities during 9th plan have been outlined below:

- Infrastructure development
- Enhanced tourism facilitation
- Human resource development
- Promotion and marketing
- Environmental protection and cultural preservation
- Provision of incentives
- Research and computerization
- Monitoring and evaluation
- Strengthening of organization



5.4 REGIONAL TOURIST SCENARIO OF ASSAM

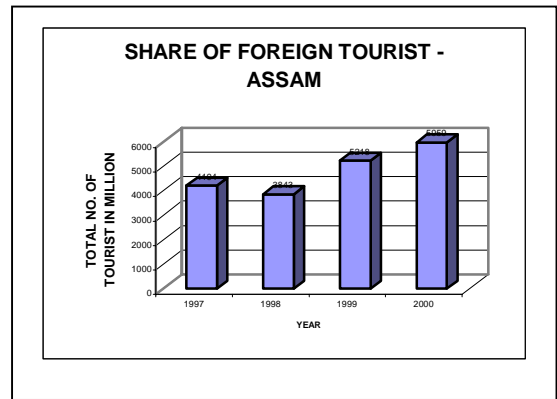
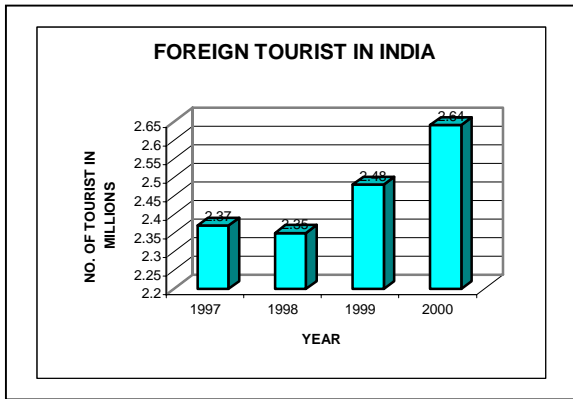
5.4.1 Existing Scenario

The yearly Domestic and Foreign tourists arrival in Assam, is given in the table below:

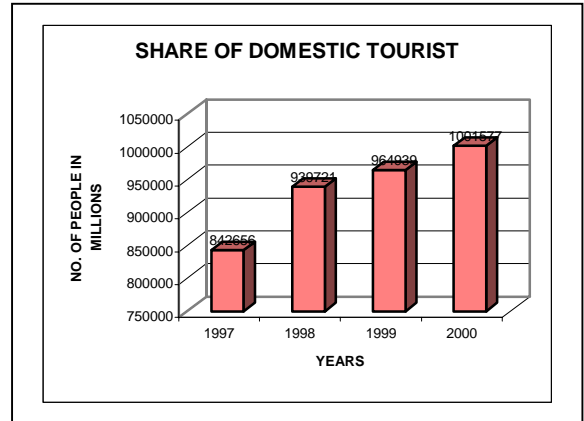
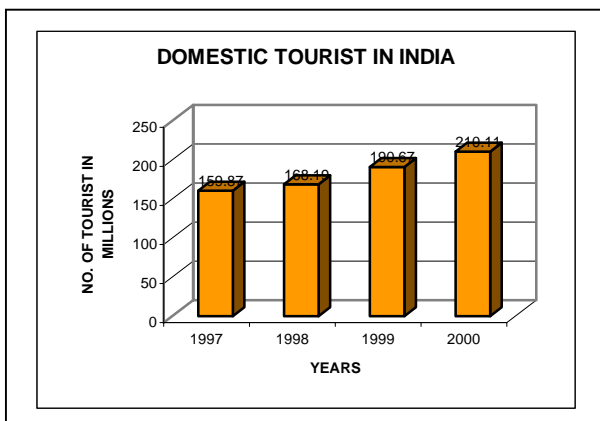
Table – 5.3
Domestic and Foreign Tourists Arrival in Assam

Year	Domestic Tourists	Foreign Tourists
1997	842656	4194
1998	939721	3843
1999	964939	5218
2000	1001577	5959
2001	1010651	6171

Foreign Tourist in India and its share in Assam



Domestic Tourist in India and its share in Assam





The above both charts and tables 5.4 and 5.5 as given below, show the foreign and domestic tourists arrival in India and Assam. This comparison shows that foreign tourist arrival to this State is not very satisfactory. The main reason behind this, is lack of tourist infrastructure facilities of international standard and other local social issues. Similarly the share of domestic tourist is also low. However, the main segment of these domestic tourists is pilgrimage tourist visiting Kamakhya temple only. Such trend of domestic tourists needs proper attention in order to divert them to the other available tourist places of the State.

Table – 5.4
Indian Tourists in Assam

Tourist Places	1990	1991	1992	1993	1994	1995	1996	1997	2000	2001	TOTAL
	Domestic	Domestic	Domestic	Domestic	Domestic	Domestic	Domestic	Domestic	Domestic	Domestic	Domestic
Kaziranga	5956	4871	7075	8131	7845	8306	7725	6630	6284	7910	62823
Guwahati	517	797	2991	2670	2002	1815	1604	2055	3835	3670	18286
Sibsagar	831	947	754	682	722	555	489	467	--	--	5447
Jorhat	932	1143	1125	1138	1185	1044	1085	810	831	746	9293
Tezpur	2362	2085	2168	2333	1920	2168	1887	2092	1056	1739	18071
Diphu	1616	1929	1713	1817	1232	138	162	406	109	--	9122
Haflong	743	703	824	456	366	210	--	--	--	--	3302
Barpeta road	290	326	401	254	243	255	182	199	236	316	2386
Bhalukpong	989	1227	1035	1364	980	709	521	425	322	227	7572
Silchar	268	50	125	295	301	356	614	696	840	395	3545
Chandubi	213	148	322	290	334	50	14	40	6	--	1417
Nagaon	665	791	736	724	518	420	447	416	368	345	5085

Table – 5.5
Foreign Tourists in Assam

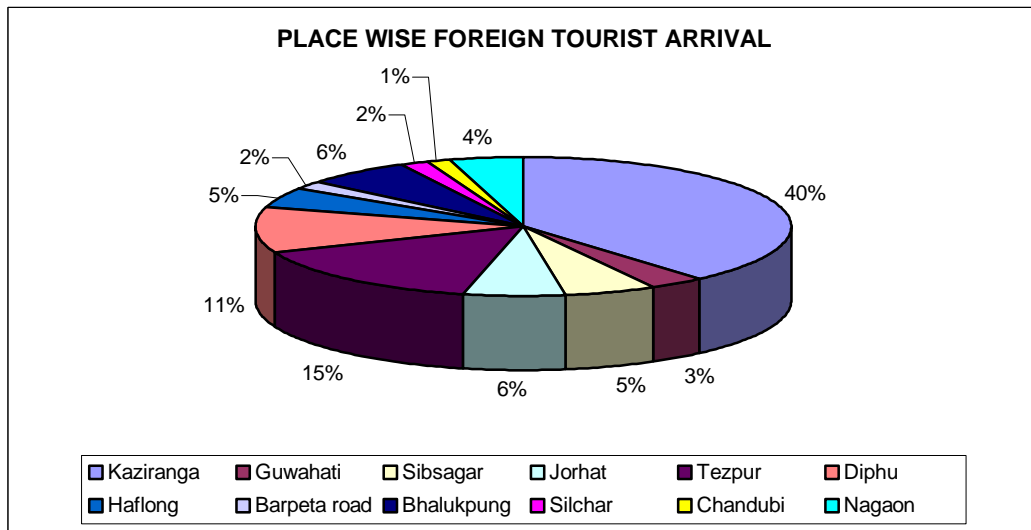
Tourist Places	1990	1991	1992	1993	1994	1995	1996	1997	2000	2001	TOTAL
	Foreign	Foreign	Foreign	Foreign	Foreign	Foreign	Foreign	Foreign	Foreign	Foreign	Foreign
Kaziranga	438	291	356	344	267	373	605	399	260	293	3626
Guwahati	19	27	40	63	71	49	232	188	159	131	979
Sibsagar	--	6	4	--	--	6	24	16	--	--	49
Jorhat	--	--	--	--	--	4	4	12	29	17	66
Tezpur	--	--	3	6	--	29	48	49	19	22	176
Diphu	--	--	--	--	--	--	--	4	--	--	4
Haflong	11	--	1	23	9	--	--	--	--	--	44
Barpeta road	2	5	4	2	3	--	21	10	1	1	49
Bhalukpong	5	1	1	2	--	--	27	21	7	13	77
Silchar	--	--	--	--	--	--	34	24	56	14	128
Chandubi	--	--	--	--	--	--	--	--	--	--	--
Nagaon	--	2	22	--	--	--	5	--	--	--	29

Source: Collected from Directorate from Tourism,

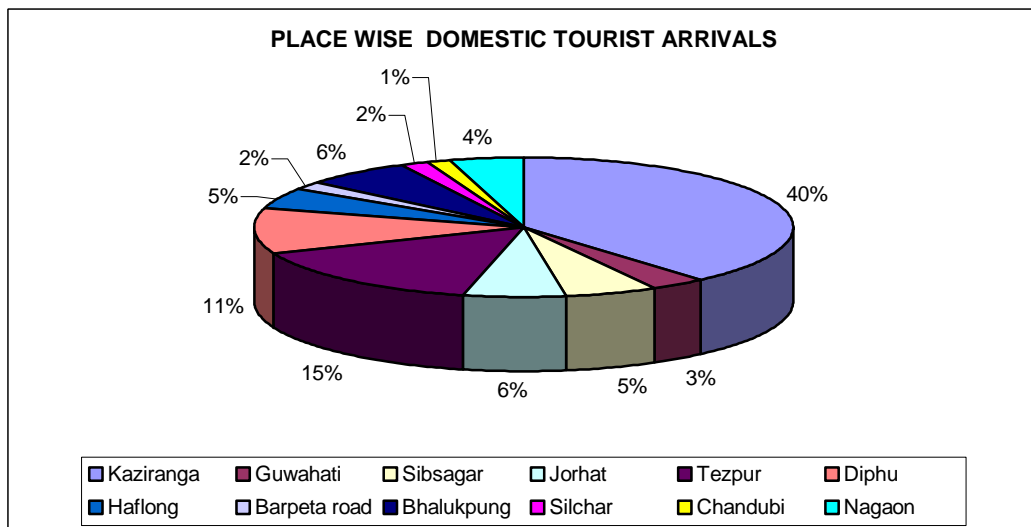
Note : Tourists data for the year 1998 and 1999 are not documented and tourists coming for Kamkhya Temple is not included.



Winter and spring seasons i.e. from October to April, attract the maximum number of tourists to this place. Though the month of June is not a favorable month for tourist arrival as far as the season is concerned, the figure of incoming tourists is seen to be the highest. The reason is that the temple Kamakhya celebrates the yearly pooja and attracts a large no. of tourists from all over India, during the year 2001 temple attracted 205241 number of domestic tourists and 346 foreigner which is 87.86% and 43.68% of the total domestic and foreign tourists respectively coming to Assam in that month. Guwahati and, then, Kaziranga wild life sanctuary acquire next rank.



On basis of the analysis of the data, it has been observed that maximum no foreign tourists (40%) visit Kaziranga followed by Guwahati (15%), Tezpur (11%) and very less no of tourists (3 to 0%) visit Diphu and Chandubi.



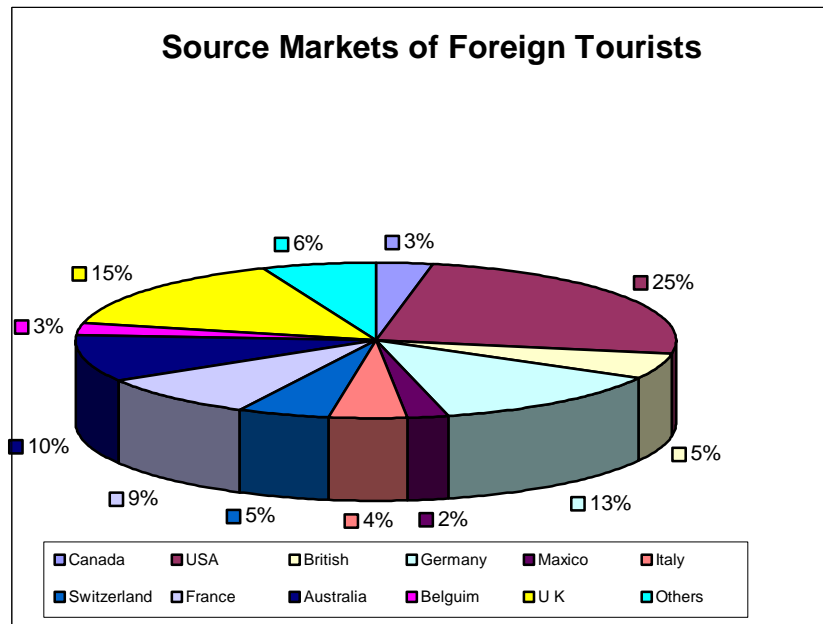


Similarly, domestic tourists visit Kaziranga (40%), followed by Guwahati (15%) and Tezpur (11%). However, Haflong and Barpeta Road are place where the percentage of number of tourists vary from 3 to 4.

5.4.2 Source Markets of Domestic & Foreign Tourists

(A) Foreign Tourist Sources

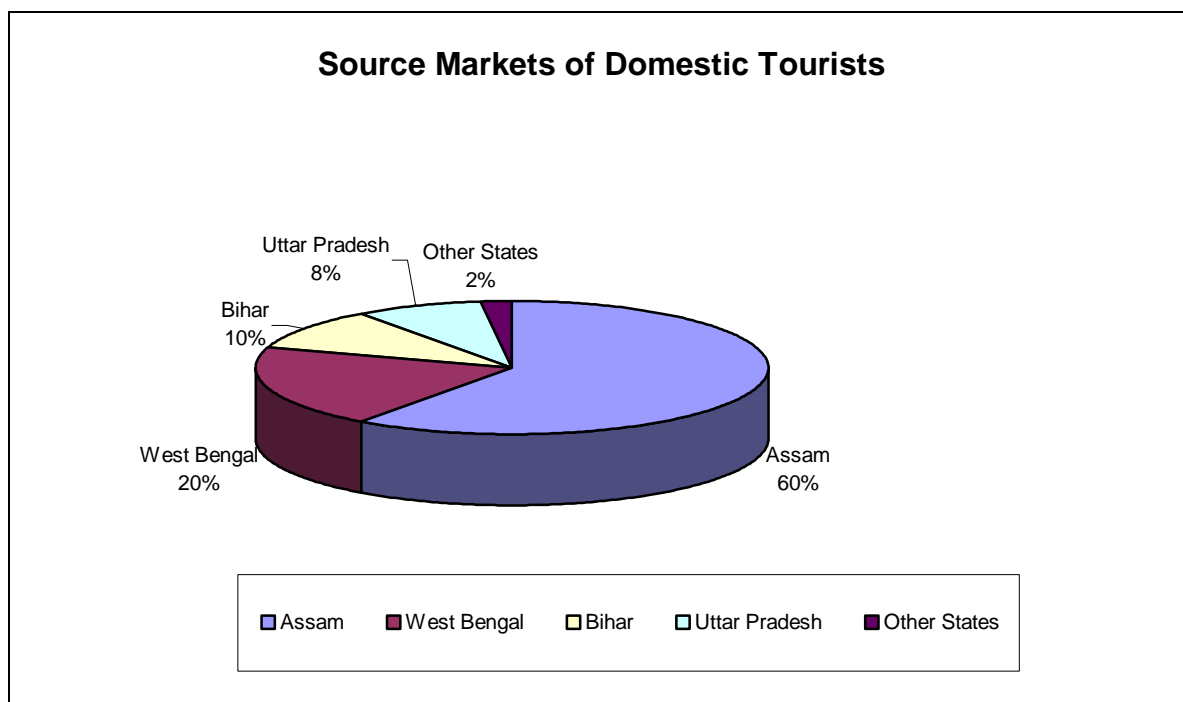
In Assam tourist comes almost from all parts of the World.



On basis of analysis of tourist data, it has been observed that the maximum no. of tourist come from USA (25%) which is followed by UK (15%), Germany (13%) and Maxico (12%). However, tourists from Canada, Mexico and Belgium make around 3 to 4% of total tourists arrivals. Similarly countries come under segment `Other Countries' (6%) are Sweden, Scotland, Holland, Japan, Thailand, Israel, Russia, Newzeland, Czechoslovakia.



(B) Domestic Tourist Sources



On basis of the primary sources, it is found that 60% of the domestic tourists are from different parts of Assam itself. The States of West Bengal, Bihar and Uttar Pradesh are major sources of tourists in comparison to other parts of India.

5.4.3 Projections of Tourist Arrivals in Assam

Table – 5.6

TOURIST ARRIVALS IN ASSAM – TRENDS BASED ON LINEAR REGRESSION

Sl No.	Year	Domestic Tourist	Growth rate in %	Foreign Tourist	Growth rate in %
1	1997	842,656		4194	
2	1998	939,721	11.52	3843	-9.13
3	1999	964,939	2.68	5218	26.35
4	2000	1,001,577	3.80	5959	12.43
5	2001	1,010,651	0.91	6171	3.44
		AVERAGE	4.73	AVERAGE	8.27

From the table, it is observed that based on linear regression analysis, the compound annual rate of growth works out to be 4.73% and 8.27% for domestic and foreign tourist respectively.



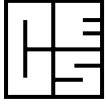
Table – 5.7
COMPOUND ANNUAL GROWTH RATE, TOURISM , ASSAM

Sl. No.	Year	Domestic Tourist (a)	Foreign Tourist (b)
1	2002	1,058,418	6417
2	2003	1,108,442	6675
3	2004	1,160,831	6942
4	2005	1,215,696	7288
5	2006	1,273,154	7653
6	2007	1,333,328	8286
7	2008	1,396,346	8971
8	2009	1,462,342	9713
9	2010	1,531,457	10516
10	2011	1,603,839	11386
11	2012	1,679,642	12328
12	2013	1,759,028	13347
13	2014	1,842,166	14451
14	2015	1,929,233	15646
15	2016	2,020,415	16940
16	2017	2,115,907	18341
17	2018	2,215,912	19858
18	2019	2,320,644	21500
19	2020	2,430,326	23278
20	2021	2,545,191	25203

However, after enhancement of tourism activities in Assam as per the suggestions of perspective plan, it would be reasonable to project the domestic and foreign tourists at a level 8% and 10% respectively. This increase will be effective for domestic tourist from year 2003 onwards and for foreign tourists from year 2006 onwards. The foreign tourist rate will remain 4% till 2004 and will increase to 5% till 2006. Similarly the growth rate of domestic tourism will remain 8% till 2010 and then after, it will be 5% till 2021. The arrival of foreign tourist, at present, has fallen and can be considered half (4%), due to the tension between Pakistan and India.

Table – 5.8
Projection Of Tourist Arrivals in Assam (In '000)
(After Intervention measures)

SL.No	Year	Projection considering intervention 1.08*(a) = c	Projection considering intervention 1.10*(b) = d	Total Tourist Arrival (c+d)
1	2002	1058	6.4	1065
2	2003	1143	6.6	1150
3	2004	1234	6.9	1241
4	2005	1333	7.2	1340
5	2006	1440	7.6	1448
6	2007	1555	8.41	1564
7	2008	1679	9.26	1689
8	2009	1813	10.18	1823
9	2010	1959	11.20	1970
10	2011	2115	12.32	2128
11	2012	2221	13.55	2235
12	2013	2332	14.91	2347
13	2014	2448	16.40	2464
14	2015	2571	18.04	2589
15	2016	2699	19.84	2719
16	2017	2834	21.83	2856
17	2018	2976	24.01	3000
18	2019	3125	26.42	3151
19	2020	3281	29.06	3310
20	2021	3445	31.96	3477



CHAPTER - 6

MARKET RESEARCH SURVEY FOR TOURISM

6.1 BACKGROUND

Tourism has become a very important contributor to a nation's GDP and this holds true as much for India as for other countries of the world. As compared to other countries, India is in a unique position with regard to the choices it can offer to a tourist, simply because her diversity of culture and environment is unparalleled.

In this context, the north-eastern state of Assam offers the footloose and fancy-free traveler a panorama of natural beauty, playing host to myriad species of flora and fauna that have made these idyllic surroundings their home. Apart from living in the lap of nature, the State also has a rich heritage and offers the erudite and even the ordinary traveler a fascinating glimpse into the pages of Indian history. Assam's history goes back to ancient times, and references to it can be found in Tamil, Buddhist and Vedic literature, as well as in Assamese folklore.

6.2 RESEARCH OBJECTIVE

The objective of this market research study is to address such tourism issues such as:

- Identify the issues facing tourism and tourism related infrastructure in Assam,
- Evaluate the perception of tourists vis-à-vis the facilities available,
- Identify the missing linkages for high end tourism,
- Assess willingness to subscribe to such specialized projects as water sports, heritage, tourism, adventure sports, etc.
- Identify areas of improvement.

The facts relating to all these issues would serve as guiding parameters in the preparation of a 20 years Perspective Tourism Plan for the state of Assam.

6.3 METHODOLOGY

In order to conduct this survey, a two-stage research design was implemented.

- Secondary data was collected partly by recording the observations made during site visits and partly by consulting published matter and information available on various online travel portals.
- Primary survey was conducted by means of open-ended questionnaires as well as through focus group interviews. The survey questionnaires as well as



the focus group interviews were conducted at different locations within the State of Assam, including Kaziranga & Guwahati among others.

The questionnaires were divided into three types, based upon the type of respondent as identified for this study. The main background of this was mainly to address all major issues that contribute to Tourism in Assam with due consideration to reduce bias. For each of the subdivisions, again a separate sample was chosen at random, in order to minimize bias. The sub-divisions were as follows:

- i) Tourists
 - Foreign tourist
 - Domestic tourist
- ii) Hoteliers
- iii) Prominent Persons

An initial open-ended questionnaire was provided to all the three types of respondents. Subsequently, based on the responses to the questionnaire the survey groups were selected.

- i) Tourists:

The Respondents in this case comprised of the following:

- Independent Foreign Tourist
- Non Resident Indian
- Indian Resident
- Chartered Tourists
- Honeymooners
- Corporate-Leisure Segment

- ii) Hoteliers:

In this case, the respondents were owners and managers of hotels, lodges and guesthouses located at various tourist locations all over Assam. The survey was not limited to a particular class of hotel (such as 5 star), but was spread over a wide spectrum in terms of budget and facilities.

- iii) Prominent Persons:

In order to provide objectivity and balance to the survey, a number of persons in key positions in the Assam government or having a high social standing were also consulted. Their ideas and responses were also recorded by means of a questionnaire.



6.4 SCOPE OF THE STUDY

The Consultants considered a number of parameters for this research study.

Some of the parameters considered were as follows:

- Demographic information
- Nationality (in case of foreign tourists)
- Place of origin (for domestic tourists)
- Duration of stay
- Travel arrangements including mode of transport
- Average daily expenditure
- Food habits, etc.

For hoteliers, some of the parameters were:

- Location
- Price
- Facilities available
- Occupancy rate, etc.

For prominent persons, some of the parameters considered were:

- Perception of present condition of tourism in Assam,
- Potential for tourism development,
- Constraints to tourism development,
- Local people involvement in tourism development,
- Government involvement in tourism development,
- Environment for tourism development in Assam, etc.

The Consultants have considered the above items as governing parameters in order to identify new tourist destinations, activities of interest to tourists and related infrastructure while preparing the 20 years Perspective Tourism Plan for the State.

6.5 LIMITATIONS AND RATIONALISATION OF THE PRIMARY SURVEY OUTPUT



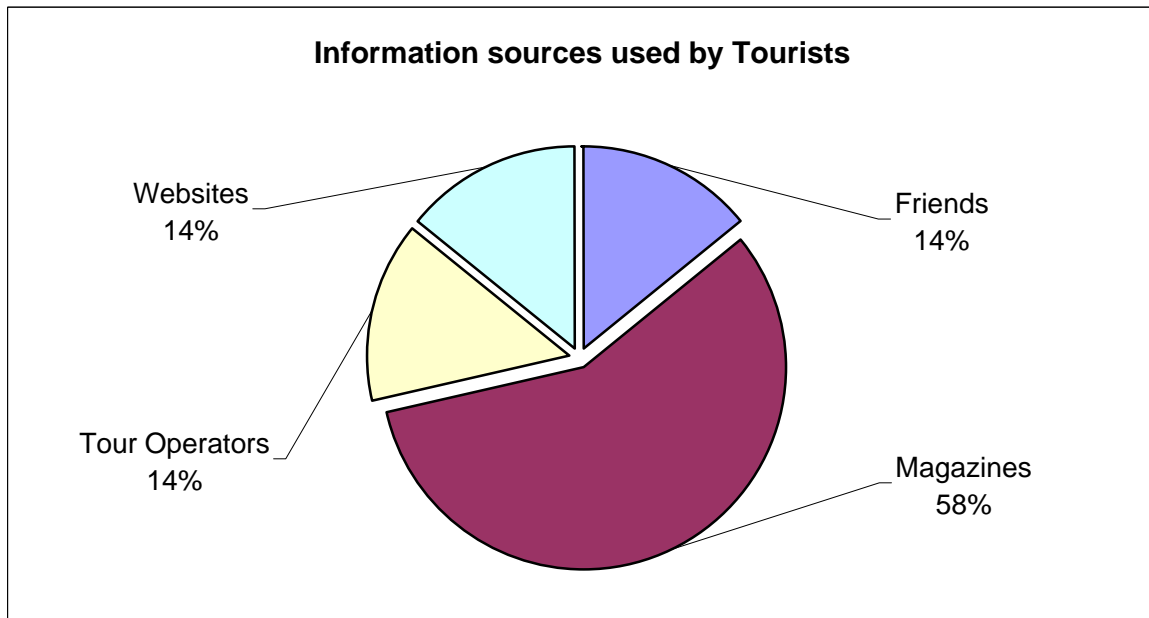
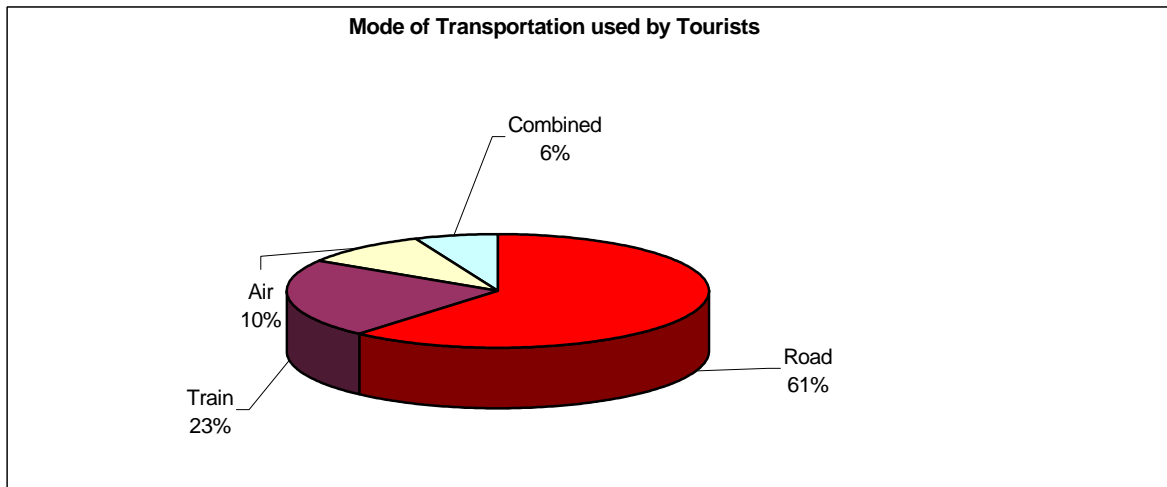
One of the limitations of the focus group interview is that in some of its segments the output may be relatively skewed. And some issues, which are qualitative or subjective to individual perception, cannot be adequately addressed in a questionnaire survey. In order to rationalize the research process and at the same time ensure the perceptions of the respondents were recorded adequately, a combination of open-ended questionnaires and focus group interviews were used. The questionnaires were initially administered to a large sample and based on the willingness of the respondents to participate in a discussion; smaller focus group interviews were conducted.

Considering the time duration of the study and other present social problems, the method of sampling was convenience and random sampling. Though all efforts have been made to minimize bias, some amount of bias may still creep in, because the survey took place just after the peak tourist season (October - April) was over.

6.6 PRIMARY SURVEY FINDINGS

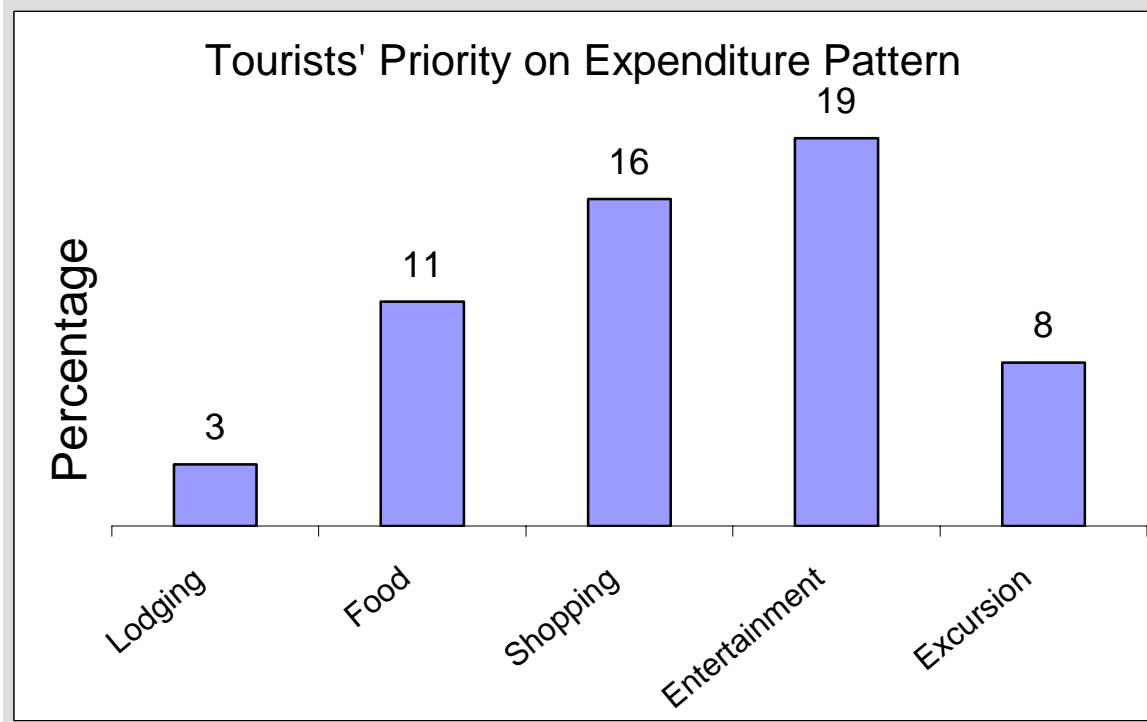
In our survey, The Consultants have made a clear distinction between tourists who were Indian nationals and those who were foreign nationals. Out of the total sample, only about one-tenth of the total number of tourists surveyed were foreign nationals. While most of the foreign tourists were on package tours, the Indian tourists were mostly traveling independently. The majority of those surveyed were traveling in a group or with their families and in most of the cases where a person was traveling alone; they were on business and were putting in some sight-seeing in their spare time. As for the age group, almost all the tourists fell within the 30-60 age group, with very few below 30 and none over 60.

The findings for foreign tourists were similar in some respects and remarkably different in others. It was seen that foreign tourists had availed of package tours and had got their information from magazines and websites whereas their Indian counterparts had mostly made their own travel arrangements and had been influenced a lot by word of mouth recommendation.

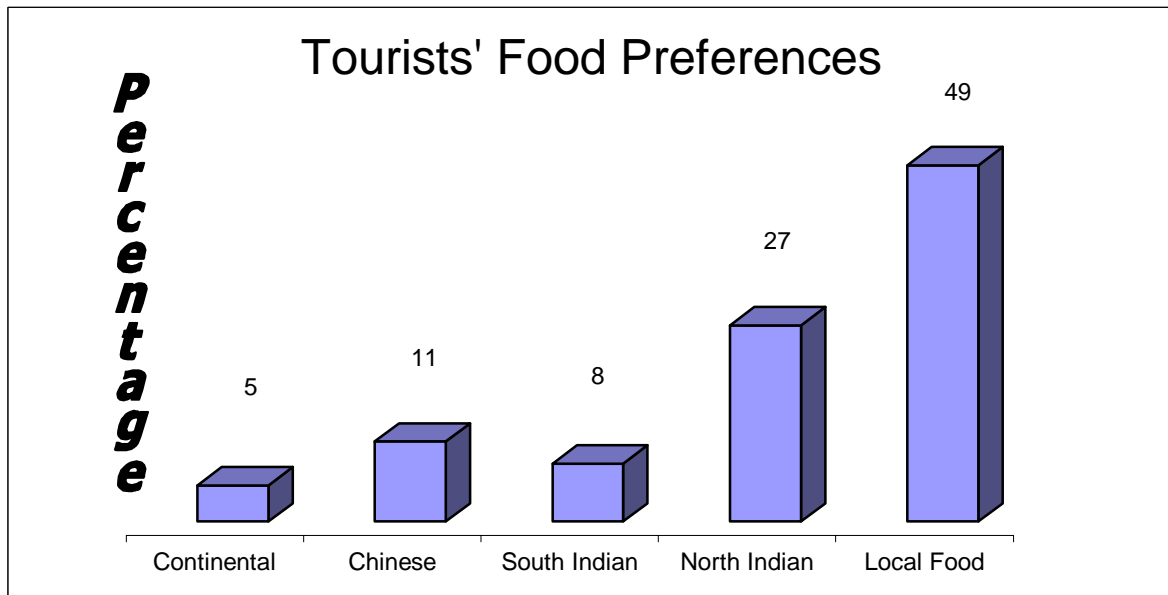


Furthermore, though the foreign tourists were from all over the world, the Indian tourists, in about 60% of the case, were hailing from different parts of Assam. As for the remainder 38%, they were distributed between West Bengal, Bihar and Uttar Pradesh, claiming 20%, 10% and 8% respectively, with tourists from other states totaling the remaining 2%.

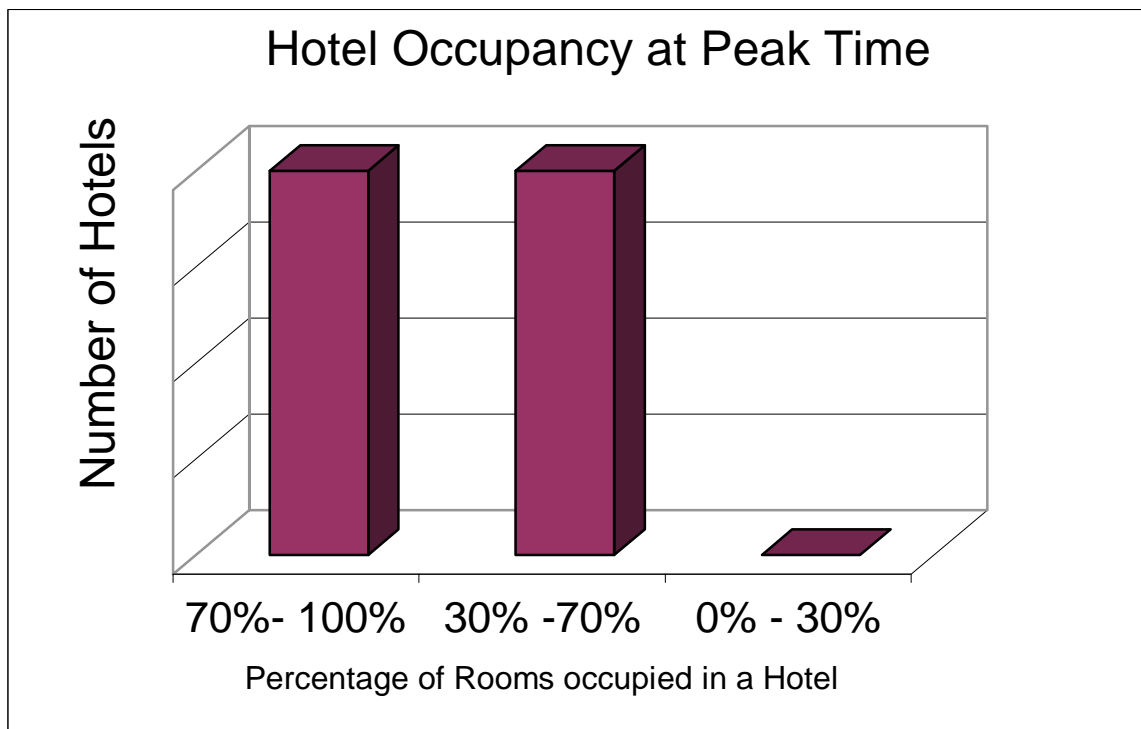
The spending habits of the foreign and domestic tourists differed substantially with the Indian tourists spending Rs. 350/- per day on average on food and lodging compared to Rs. 1500/- per day of their foreign counterparts. However, cost was an important factor for both groups. There was a distinct gender bias with only about 30% of the entire sample being female.

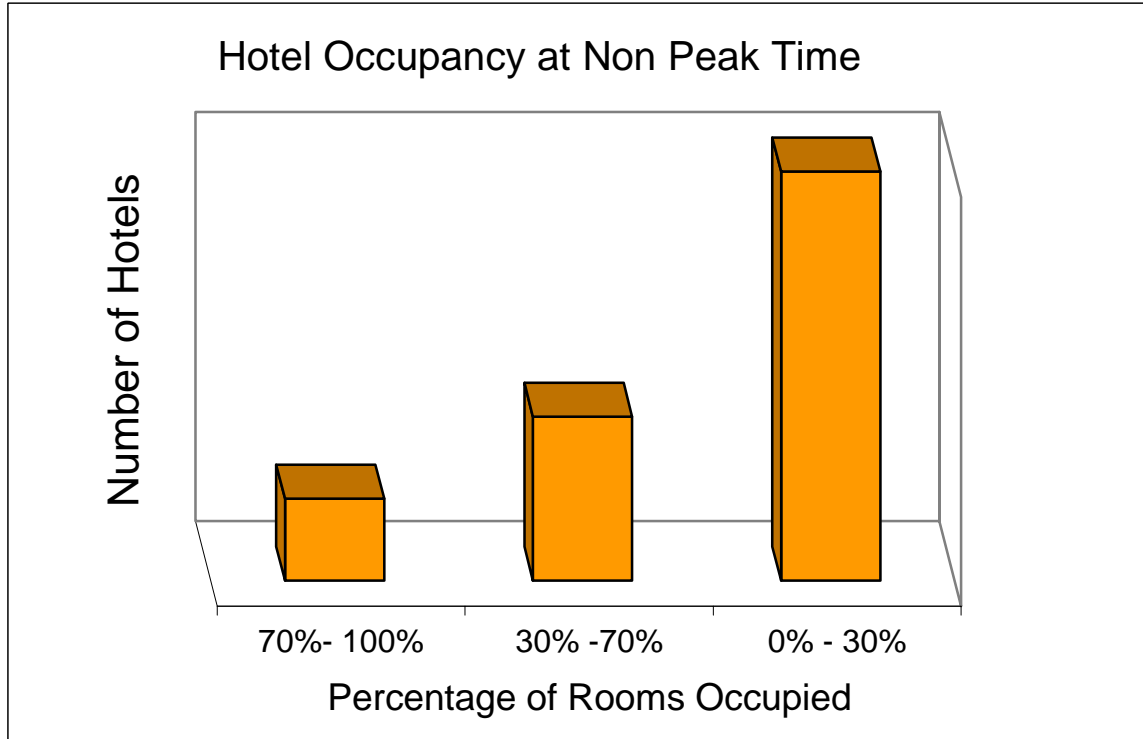
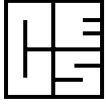


When it came to food, a number of the respondents preferred a variety of food, with this segment comprising about 30% of all tourists, whether domestic or foreign. However, even when the respondents tried different cuisine it was not on a regular basis, and they preferred traditional food most of the time. Among other cuisine, North Indian was the most popular, being the preferred food 27% of the time and all other types of cuisine such as South Indian, Continental and Chinese, taken together, were preferred only 24% of the time.

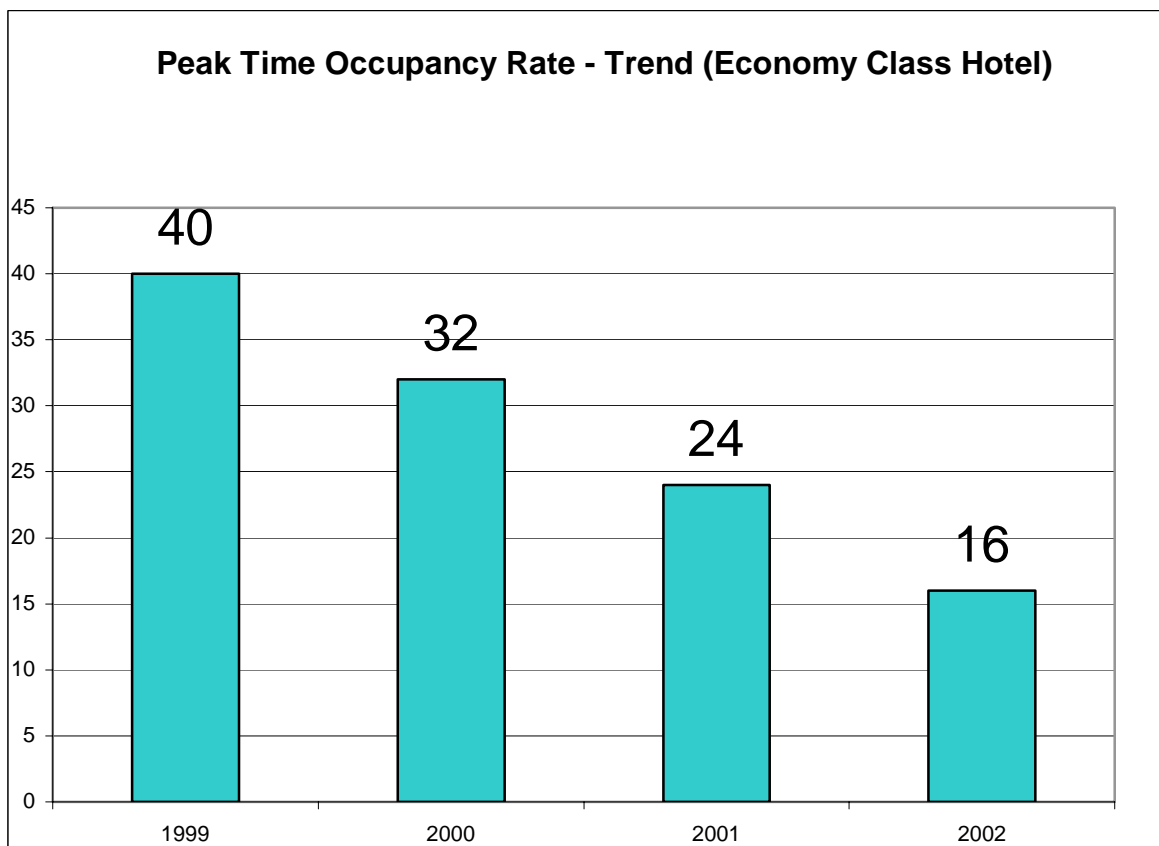
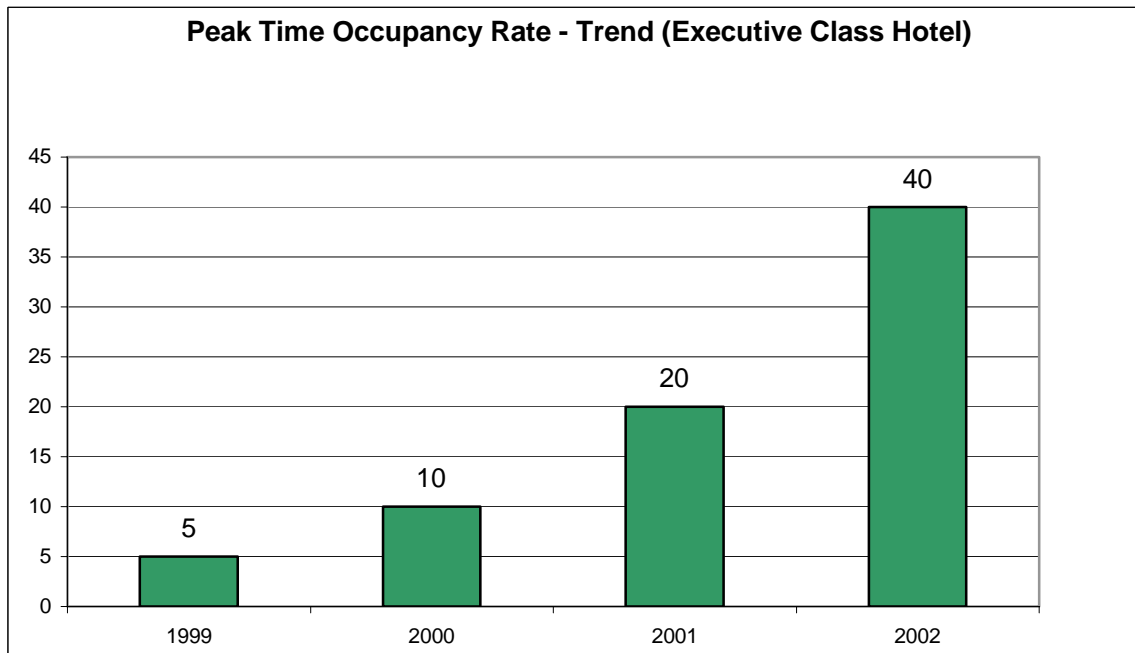


When it came to hotels, all tourists, irrespective of place of origin or budget, showed a distinct bias towards hotels offering better facilities at a lower price. Domestic tourists were more prices conscious than their foreign counterparts, and were willing to make compromises on quality for the sake of price. This was not the case with foreign tourists. On the whole, all the tourists were unanimous in their view that the transport infrastructure and the amenities offered by the hotels need to be improved.





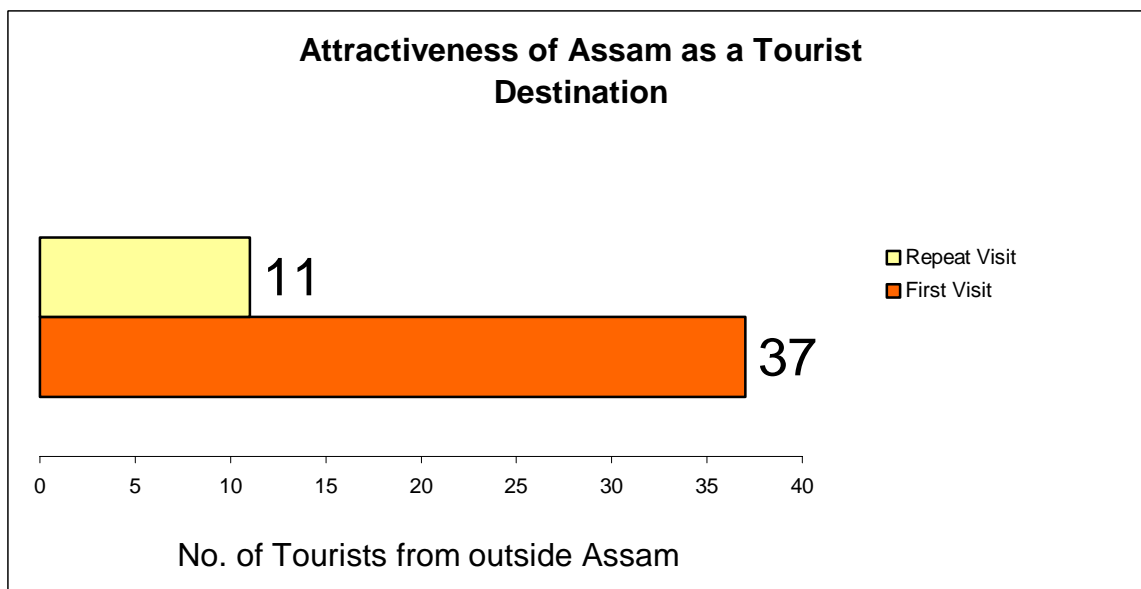
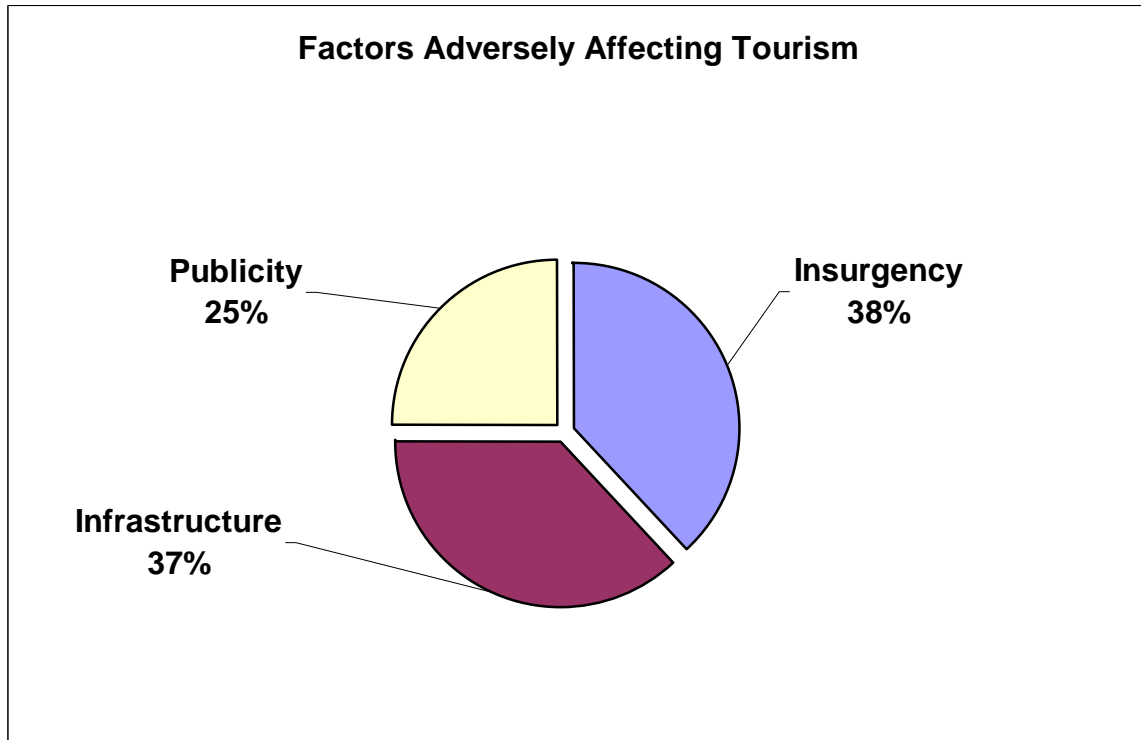
The survey of hoteliers also revealed that some of even the better hotels did not have such basic facilities as running hot and cold water, and a TV in each guest room. They were however unanimous that occupancy rates were going up, and that they would be adding all possible amenities soon. At the same time, it was seen that occupancy rates in the cheaper and budget hotels were showing a negative trend.



All types of respondents agreed that some of the constraints to tourism were the lack of basic infrastructure, accessibility problems and lack of publicity. The insurgency problem was also a major impediment to development of tourism in Assam, they felt. They were,



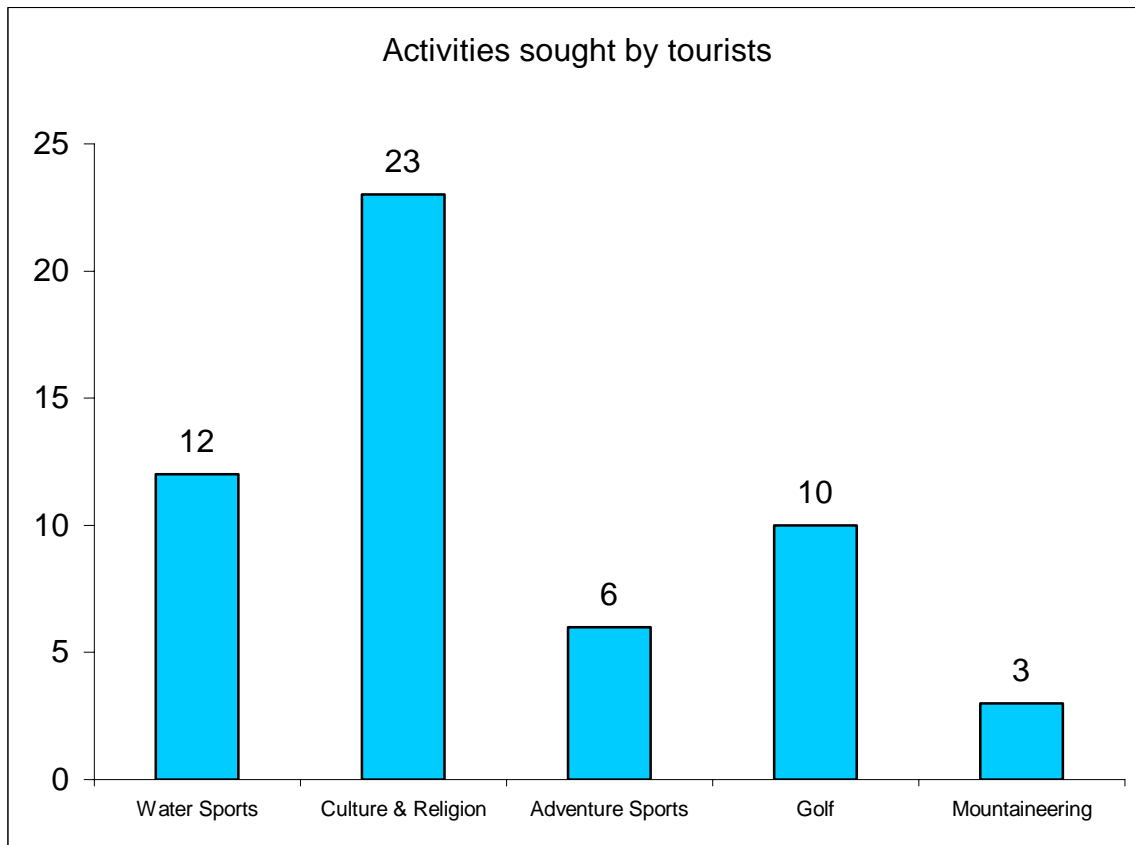
however, unanimous in stating that they had enjoyed their trip thoroughly, that there was tremendous tourist potential, and that they would love to come back again.



The one-horned rhino at Kaziranga was the key attraction for all tourists, whether domestic or foreign. Apart from Kaziranga, they were also interested in the Jatinga Bird Sanctuary as well as Kamakhya temple (especially for the domestic Hindu tourists) and other places such as Bamuni Hills and Haflong - Assam's only hill station. However, the level of awareness of



destinations other than Kaziranga, Guwahati and Jatinga was very low. The facilities for adventure sports and safari tours were as a very big driving force for foreign tourists.



6.7 CONCLUSION

POTENTIAL:

The Himalayas as well as the Garo-Khasi mountain range hem in Assam. The State has an incomparable mix of scenic beauty to allure both mountain and wildlife lovers. On one hand Assam entices nature lovers by its sylvan surroundings, wildlife sanctuaries while on the other, it spellbinds them with the folklore of its tribal inhabitants. The "Bihu" is not only confined to the days of festivity. Instead, it has become a part of Assamese social and cultural life. Bihu theme based songs and dances attract a lot of international and domestic travelers. The Rhino reserve sanctuary at Kaziranga is yet another reason for tourists to visit Assam. The magic of the river Brahmaputra cannot but enthrall one. It has tremendous potential to attract tourists by means of rafting, water skiing and other adventure sports of the ilk. The state also possesses many places of archaeological interest. The same sites also evince religious reverence to various communities like the Hindus, Muslims,



Christians and the Buddhists. "Kamakhya" temple is regarded as one of the most important religious capitals of the Hindus. Apart from these, picnic spots, heritage spots and the presence of the one-horned rhino augment Assam as a great tourist destination.

CONSTRAINTS:

By far the single most important impediment for developing Assam as an international level tourist destination is the insurgency problem. A few terrorist outfits have rendered a heinous impression of the State and the tourists are very sensitive to this. And poor infrastructure with regard to transportation, health amenities, and the hospitality sector, has added to this problem. Tourists are not always adventurers or explorers that they will be able to endure every kind of hardship. In fact, most of the tourists are found to be on a pleasure trip, just to get rid of the drabness of their daily humdrum existence. Thus, they search for all kinds of comforts that come within their budget. Lack of adequate infrastructure deprives them from fulfilling their desire. And once appropriate measures are taken to establish adequate infrastructure facilities, a number of hurdles in the way of making Assam a more preferred tourist destination will be removed.

TOURISTS:

The expectation of a foreign tourist from a tourist location is pretty high. And this is true with respect to almost everything - be it the inherent beauty of the spot or the quality of amusement or be it the standard of hospitality services. Thus, it is quite important to elevate the standard of the hotels and the services offered by them to an international level. It would also be prudent to make available foreign exchange counters, cyber cafes and foreign language speaking guides at their disposal.

It is a usual practice for foreign tourists to India to come along with some international tour operators. It may be recommended that the tourism marketing authorities urge such tour operators to include Assam in their itinerary. Other foreign tourists who come independently often look for travel desks at the aerodromes of their city of disembarkation, which is usually one of the metros. Setting up of a separate travel desk and interactive kiosks by the Assam tourism development authorities at the important airports to entice foreign tourists is expected to address this need.

The survey also reveals annoyance on the part of the foreign tourists with the discriminatory price structure vis-à-vis local tourists in the entrance fee as well as



other charges such as camera carrying charges while visiting the various tourist places. Hence a balanced price structure can serve as an incentive to the foreign traveler.

Another feature of the foreign travelers is their inclination towards adventure sports like rafting, rock climbing, gliding and high altitude diving. Nature has gifted the infrastructure for all these activities to Assam and it is only a question of initiative and implementation to take full advantage of this natural boon. Organizing safari trips to the rhino sanctuary is an added attraction to the tourists.

Both domestic and foreign tourists are also eager to come in contact with various socio-cultural aspects of Assam such as "Bihu". Such themes backed by songs and dances by the tribal community will definitely enthrall the tourists. Tourists also seek interest in gathering relics from places that they visit. Accordingly, the market for handicraft items may be developed.

Since domestic tourists showed a marked preference for traditional food, arrangements for providing the same may also be made. Furthermore, there should be an upgradation of facilities available at hotels, as from the increase in occupancy rates in better hotels and the decline in budget ones, the conclusion could be drawn that the spending power of tourists coming to Assam is increasing. At present, all tourists felt that the cost of their stay in Assam was quite reasonable and compared favorably with other tourist destinations.

All tourists, whether foreign or domestic, bother quite deeply about their security. Thus, their security must be ensured first, before going on to the other aspects.

Since the tourism industry also provides a fillip to related industries such as the hospitality industry and the handloom and handicrafts industry, and provides employment opportunities to the local people and raise the living standard on the whole, a well directed effort at realizing the potential of Assam as a tourist destination will go a long way in making the state prosperous and improve the country's GDP.



CHAPTER 7 ASSESSMENT OF TOURIST ACCOMMODATION

7.1 EXISTING STATUS OF ACCOMMODATION

The existing status of availability of accommodation in Assam as per tourist spot wise is given in Table No. 7.1.

Table No. 7.1
Tourist spot wise and category wise availability of accommodations

SL NO	PLACE	CATEGORY	AC		NON AC	
			Room	Bed	Room	Bed
1	Guwahati	4 star	76	95	-	-
		3 star	190	370	29	47
		2 star	170	331	278	532
		No Star	78	120	2087	3656
2	Sibsagar	2 star	4	8	22	44
		1 Star	4	8	18	36
		Non Star	15	17	154	274
3	Jorhat	3 star	8	16	23	35
		Non Star	5	11	312	550
4	Tezpur	Non Star	22	43	370	642
5	Dibrugarh	Non Star	33	56	478	751
6	Kaziranga	Non Star	--	--	16	32
7	Dhubri	Non Category	--	--	126	190
8	Tinsukia	Non Category	--	--	39	66
9	Bongaigaon	Non Category	--	--	43	84
10	Nagaon	Non Category	--	--	18	26
11	Golaghat	Non Category	--	--	17	31
12	North Lakhimpur	Non Category	--	--	26	40
13	Dhamaji	Non Category	--	--	8	12
	Total		605	1075	4064	7048

Source: Directorate of Tourism, Assam, 2001

The distribution of the hotels by category has also been worked out for the entire State. It is found that only a very small percentage (6%) of the hotel beds available, belong to the star category.



Fig 7.1
Category wise distribution of star and non star hotels

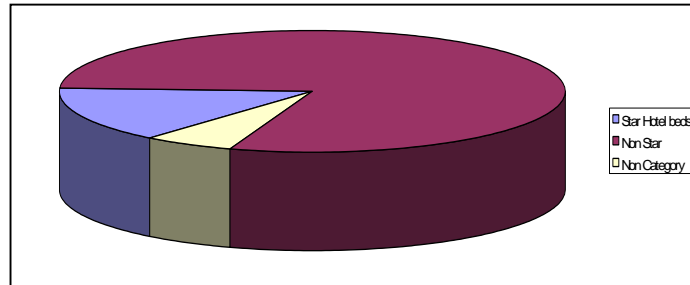
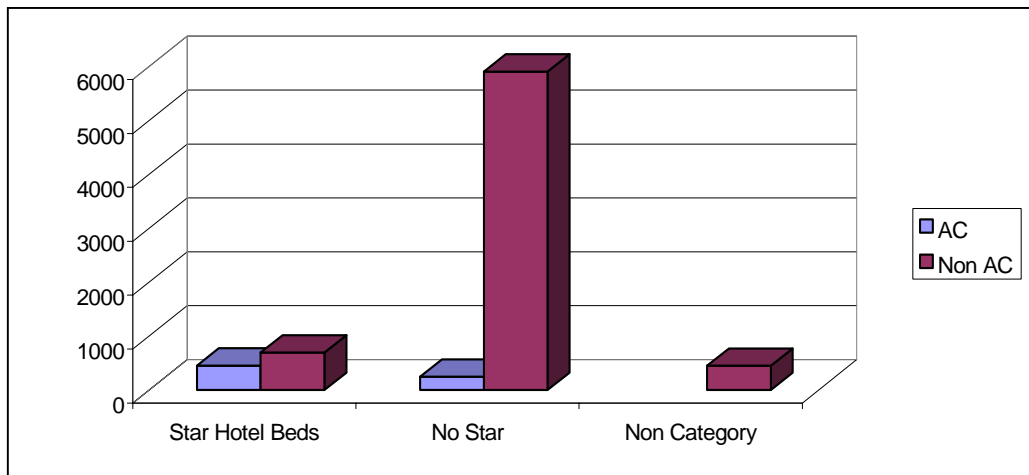


Fig 7.2
Distribution of hotel beds by category in Assam



7.2 FORMULATION OF ASSUMPTIONS FOR PROJECTION OF BED REQUIREMENTS

- Total number of available beds = 8,123
- Total number of tourists arrival in 2000 = 10,16,822.
- Average number of beds per 1000 tourists = 8.

The Consultants have formulated a few important assumptions to project the future bed requirements on the basis of increase in tourist arrival. Some of the governing parameters for the assumptions are the effects of existing socio-political situation in Assam on tourism, outcome of the primary surveys and inferences from the study of the secondary data. The assumptions are as follows:

- The peak season occupancy rate is assumed to be 90%.
- The peak season duration is from November to April.



7.3 Projections of the total bed requirements

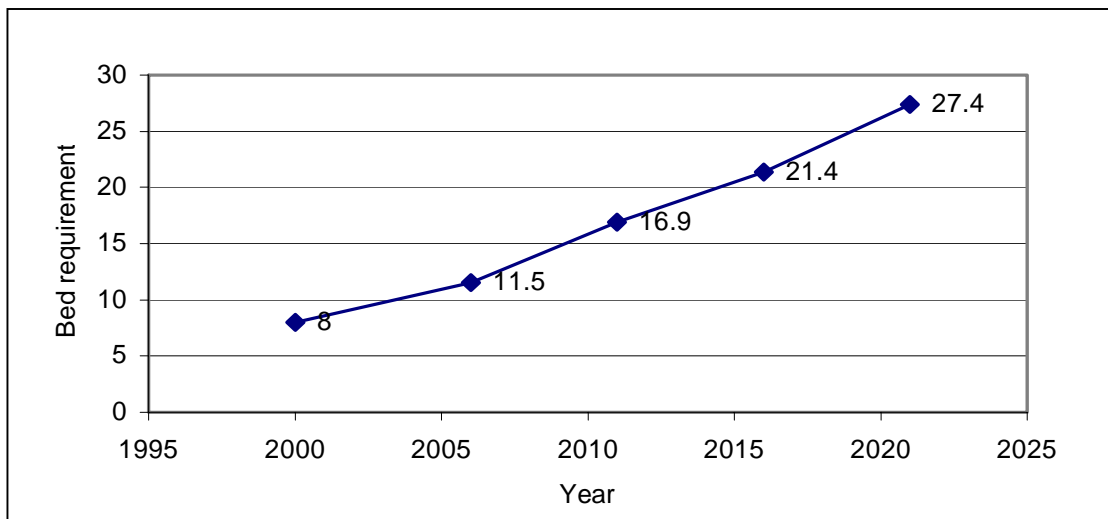
On the basis of the above assumptions and the governing parameters, the bed requirements per thousand tourists have been projected till 2021 and presented below :

Table 7.2
Projected total bed requirement

YEAR	BED REQ PER 1000 TOURISTS	TOTAL TOURISTS ('000)	TOTAL BED REQ
2006	11.5	1448	16,652
2011	16.9	2128	35,963
2016	21.4	2719	58187
2021	27.4	3477	95270

Source: Directorate of Tourism, Govt of Assam & analysis by the Consultants

Figure 7.3
Projected Bed requirement per thousand tourists



Following the growth trends in tourist arrival, both foreign and domestic in Assam, the bed requirements per thousand tourists for future have been worked out with the same growth rates. Thus, the bed requirement per thousand tourist in 2000 was only 8, the same may increase to 27.4 beds in 2021 requiring an additional 87147 beds.



CHAPTER – 8

BASIC INFRASTRUCTURE FACILITIES FOR TOURISM

8.1 BACKGROUND

Adequate infrastructure facilities are considered to be the pre-requisite for an overall development of any region. This State does not have adequate infrastructures and this is the main reason of its poor overall growth including trade and commercial activities. However, Govt. of Assam has been giving a top priority to its development.

8.2 COMMUNICATION

a) Surface Communication

The length of National Highways in the State of Assam is over 2000 km and that of State Highways is over 2100 km. The major towns in the State are connected by National Highways.

The conversion of Meter Gauge railway line from Lumding to Dibrugarh is likely to be completed soon. The third railway cum road bridge at Jogighopa, Goalpara has already been completed. The conversion of existing Metre Gauge Railway line from Lumding at Badarpur and from Rangija to Murkangselek to Broad Gauge have been already taken up.

The Govt. has given top priority to construction of the 4th bridge over the river Brahmaputra at Bogibeel near Dibrugarh. To remove the transport bottleneck, the State Government has also taken up with the Govt. of India for upgradation of existing Broad Gauge railway line upto Guwahati from single track to double tracks.

Some of the regions in Assam, have heavy forests and mountains with poor accessibility. A few villages in the interior parts also fall in this category.

The major routes of Assam are as described below:

- National highway 31 (Boxirhut-Jalukbari), which runs through the districts like Dhubri, Kokrajhar, Bongaigaon, Barpeta, Nalbari and Kamrup. The road touches the major towns like Nalbari, Rangia and Barpeta road.



- The National highway-31(B) (north Salmara- Jogighopa) runs through Bongaigaon District. The route touches the town Jogighopa.
- The National Highway 31 (C) (Srirampur-Rakhaldubi) runs through the district Kokrajhar and Bongaigaon touching the towns Srirampur and Chapaguri.
- The National Highway 36 (Nowgaon-Dimapur) covers the districts Nagaon and Karbianglong. Nagaon is the only town, which falls on this route.
- The National Highway 37 (A) (Knoritol-Mission Charials) is running through the districts of Nowgaon and Sonitpur. Tezpur is the only one town lies on the way
- The National Highway 37 (Pancharatna-Saikhowa) passes through the districts Golpara and Kamrup, Morigaon, Nagaon, Golaghat, Jorhat, Sibsagar, Dibrugarh and Tinsukia touching the towns Jagiroad Nagaon, Jakhala bandha, Bokakhat, Derg Jorhat, Sibsagar, Dibrugarh and Tinsukha.
- The National Highway 38 (Makum-Lekhapani) passes through the district Tinsukia. The towns like Makum and Digber fall on the way.
- The National Highway 39 (Numaligarh-Dimapur) corridor serves two district Golaghat, Karbi Anglong. The route touches the town of Numaligarh and Bokalhat.
- The National Highway 44 (Ratcherra, Churaibari) serves the districts Cachar and Karimganj and touching the towns Bodarpur and Karim.
- The National Highway 51 (Paikan-Bazengdoba) runs through the Golpara district touching the town Dudhnoi.
- The National Highway 52 (Derok-Rupai) runs through the districts Tinsukia, Darrang and Sonitpur touching the towns Mangaldai, Tezpur and Biswanath Chairali.
- NH – 52 (Baihata Chairali – Passighat) serves the districts Tinsukia, Darrang and Sonitpur touching the towns Mangaldai, Tezpur and Biswanatha Chairali.
- The National Highway 53 (Badarpur-Jirighat) passes through the district Cachar touching the towns Badarpur and Silchar.



- The National Highway 54 (Silchar-Bairangty) runs through the district of Cachar serving the town Silchar.

b) Waterways:

The matter of developing the Brahmaputra river way, which has already been declared as National Waterway, will be taken up with Govt. of India, for economic movement of the cargo through the river ways. Barak river is also used for navigation. The ferries serve the residents of Assam and play a significant role in the movement of the tourists too. Apart from the commuting services provided to the passengers, the ferries/boats are also used for the entertainment of the tourists. For this purpose cruises like 'Jolpori' organizes cultural programmes and other activities of entertainment for the tourist passengers. This service has already been started in the Brahmaputra river. The ferries cover a length of 1 to 100 kms. There are about 50 ferries in the river Brahmaputra and about 25 ferries in the river Barak. The ferries carry passengers, goods and vehicles to across the river.

Guwahati is the major harbour from where boats leave for Kirakara, Kurwa, Kushamari, Rajaduar, Madhyamkhanda, North Guwahati, Auniati etc. However other ports like Sadia, Saikhowre, Palgum, Dibru, Oriumghat, Machkhowa, Mornoi, Sikaright, Jamugarihat, Dikhowmukh, Sibsagar, Adabari, Goalpara, Dhubri etc. are also there on the river Brhamputra. On river Barak, there are ports like Chotto Dudhpatil, Borodudhpatil, Gandhighat, Sonai, Narayanpur, Rajnagar and few others for serving the passengers.

A detail list of ferries has been Annexed No.(ii) for ready information.

c) Air Communication

A long pursuance of the State Govt. with Govt. of India to upgrade Guwahati Airport as an international airport, has been achieved successfully and LGB Airport, has been operative now for an international flight to Bangkok from April 4, 2002.

This move has been welcomed from all the sections of the society, in the State. And the main focal point in it is particularly the tourism, in Assam, and the North East in general is set to get a fresh lease of life following the operation of Air India flights to Bangkok.

The main three reasons to support this view are, first the cost factor – the fare of the Guwahati – Bangkok flight is less than of a Guwahati – Delhi flight. Second, Bangkok



is a major hub of tourist activities, people from other countries visiting Bangkok might also opt for a flight to Guwahati. And thirdly, direct people to people contact with South East Asian countries will now increase and this will facilitate exchange of ideas which can do a whole world of good to this, till now, isolated north eastern region.

8.3 POWER AND TELECOMMUNICATION

a) Power

The total power available in the State at present, is around 315 MW which is less than the peak demand of 375 – 400 MW. But the off-peak demand is around 270 MW only. The Govt. with the help of Assam State Electricity Board and North Eastern Power Corporation Ltd. would take steps to increase the availability of the power during the next five years by facilitating completion of the power generation projects under implementation stage, in the State. Such projects are Kathalguri Gas based Power project, Amguri Gas based power project, Karbi – Langri Hydro Electric Power project and Lower Kopili, Hydro Electric Power Project.

b) Tel – Communication

The present telecommunication network in the State is fast growing in comparison to other parts of the country and no problems faced, presently, by any Organisations in getting telephone connection and other telecommunication facilities as required by them.

8.4 HEALTH FACILITIES

Assam has a wide range of natural and manmade resources, which attract a large number of tourists every year. And they avail all the available local services and amenities. And health facility is one of those important ones. The number of health centers and their quality should be adequate and satisfactory to meet the emergency health services of the tourists.

According to year 1997-1998, Medical Services data, there are four General Hospitals in Assam with the no. of beds available are 424. Besides that, 22 District hospitals with 3007 no. of beds are also co-existing.



Other health centers and the number of beds available are mentioned below:

Table – 8.1
Health Centers and the Number of Beds Available

SI No.	Type	Numbers	Beds available
1.	Community Health Centre	94	2330
2.	Primary Health Centre	286	951
3.	Sub-Centres	3338	18
4.	Health Units	154	56
5.	Dispensaries	269	NA
6.	Ayurvedic Dispensaries	73	NA
7.	Homeopathic Dispensaries	19	NA
8.	Family Welfare Clinics/Centres	1447	24

Apart from these, there are 113 nos. of Registered Private health services with 3406 no. of beds available.

List of number of Registered & Paramedical Personnel is given below:

Table – 8.2
Number of Registered & Paramedical Personnel

SI No.	Type	Nos.
1.	Allopathic Practitioners	2612
2.	Ayurvedic Practitioners	272
3.	Homeopathis Practitioners	112
4.	Nurses	1224
5.	Anxiliary Nurses	1611
6.	Health Visitors	286
7.	Pharmacists	1116
8.	Dhais	75
9.	Others	109



CHAPTER – 9 NEW TOURIST ATTRACTIONS

9.1 BACKGROUND

Assam has long been isolated place, with a lot of ignorance about the unparalleled potential nature – beauty amongst the tourists in terms of its countryside, wild life sanctuaries, tea gardens and beautiful river sites.

The main fact is that, till today, no significant planning approach has been taken up to develop the tourist destinations and very little has been done to create enough recreational support facilities for the tourists in the State. Therefore, the development of potential sites and tourism based infrastructures become necessary to achieve the main objectives of the Study.



Tourist attractions form the nucleus of the overall tourism product and must be unique, and of a quality high enough to set a region apart from all others. Since, both quality and quantity attractions are important in developing a tourist destination. Assam has considerable potential in its historic, cultural and natural resources to draw significant numbers of domestic and international tourists

9.2 STRATEGIES

In order to provide an extensive range of tourist attraction features across the State, appealing to various tourist market segments. The Consultants have formulated strategies to identify and develop the tourist attractions.

a) Strategy to Identify Tourist Attractions

- Maintain and highlight the State's unique and special attributes
- Establish a strong sense of place and local identity
- Identify diverse base of special interest attractions in designated Notified Areas
- Create tourism magnets through integrated tourism based activities
- Minimise the adverse impact of tourism on the State's natural resources and cultural values
- Help in establishing quality visitor experiences which meet expectations and will encourage positive word of mouth promotion by those who have enjoyed visit to Assam

b) Strategy to Develop Tourist Attractions

- Bring a balance of many attractions as per the categories given below:
 - natural features
 - historic and cultural heritage attributes
 - shopping and entertainment facilities



- educational and interactive learning facilities
 - sport and recreational facilities
- Bring clusters of attractions to provide unique experiences to tourists and their involvement in the attractions
 - Create tourism development which is low impact and non-degrading to the environment.
 - Provide basic amenities and reliable services on all tourist circuits and in all tourist centers to be developed in the State
 - Select and priorities those sites which embody qualities that attract broad market interest, have attributes which are unique to Assam
 - Package the State's array of attractions and tourist infrastructure in such a manner as to draw visitors to and disperse them to other tourist destinations in the State.
 - Preserve the country's patrimony which enabling tourism to contribute to the social and economic well being of the Assamee

9.3 NEW TOURIST ATTRACTION

Under the guiding factors as defined in the strategies, the Consultants have assessed and identified the ranges of tourists destinations in the State. While doing this exercise, the due considerations have been given to the findings of the in-depth study of literatures, suggestions and comments of local people as collected during the opinion survey and on the spot site visits to verify the facts about the spots.

The Consultants have proposed the new tourist sites under the following categories of tourism:

- Wildlife tourism
- Tea tourism
- Golfing tourism
- Adventure tourism
- Historical/archaeological tourism
- Cultural tourism
- Religious tourism



9.3.1 Tea and Golf Tourism

Assam, a tea country, has oldest tea plantation estates i.e. Sensua and Gatoonga 15 minutes drive from nearest Jorhat airport. The tea estates, spanning over hundred of acres, offer tourists entirely different world to see and spatial freedom to meander through theme, watch the dappled sunlight and feel the smells of tea plantation. Each tea garden in Assam has its own history often one of sweet and toil. Here the planters share their opulence and joy with the tourists and offer their magnificent colonial style bungalows. Since a majority of the plantations were begun and built up through British ingenuity and enterprise.





A striking feature of these tea gardens are availability of golf courses as well. No other States in the country offer as many as 20 golf courses within a compact area as Assam does. The upgradation of these golf courses with state of the art facilities will attract golf loving tourists like Japanese, American and European.

Many of these tea gardens have a large number of airstrips as well and their little upgradation will facilitate the easy charters flights among them

A list of golf courses along with nearest air strips and airports are give below:

TABLE – 9.1
 GOLF COURSES EXISTING, RECOMMENDED

SI No.	Name of the Golf course	District	Nearest airport/ Air Strip
Part A: Existing			
1.	Bishnauth Gymkhana Club	Sonitpur	Salonibari/ Borjhar
2.	Borsola	Sonitpur	Salonibari/ Borjhar
3.	East Boroj Club	Sonitpur	Salonibari
4.	Mangaldai Polo & Golf Club	Darang	Salonibari
5.	Thakurbari Club	Sonitpur	Salonibari
6.	North Lakhimpur Planters Club	Lakhimpur	Lilabari
7.	Misa Planters Club	Nagaon	Borjhar/ Misa
8.	Jorhat Gymkhana Club	Jorhat	Rowriah
9.	Seleng District Club	Sibsagar	Rowriah
10.	Sonari Gymkhana Club	Sibsagar	Rowriah
11.	Tingri Golf Club	Tinsukia	Mohanbari
12.	Samdang Golf Club	Tinsukia	Mohanbari/ Doomdoma
13.	Kanjikoah Golf Club	Tinsukia	Doomdooma/ Panitola
14.	Dibrugarh & District Planters Club	Dibrugarh	Mohanbari/ Chabua
15.	Margherita Golf Club	Dibrugarh	Mohanbari
16.	Moran Golf Club	Dibrugarh	Rowriah/ Moran
17.	Zoloni Golf Club	Dibrugarh	Mohanbari
18.	Dhunseri Polo Club	Golaghat	Rowriah/ Behora T. E.
19.	Nazira	Sibsagar	
20.	Narengi Golf Club	Kamrup	Borjhar
21.	Digboi Golf Course	Digboi	
22.	Golf Course Tezpur	Tezpur	
Part B: New Recommendation			
23.	Kapili Golf course	Halflong	
24.	Narakashur Golf course	Guwahati	



9.3.2 Wild Life and Adventure Tourism

a) Kaziranga

An internationally famous wild life sanctuary is situated almost in the central part of Assam. Besides wild life sanctuary, this place has lot of other tourism based potentials to offer. The other recreational activities which can be developed are:

Recreational Activities

i) Golf course

Ghunseri Polo Club, which is a Tea Garden Establishment, has a golf course. It is 44 km away from Kaziranga. This needs a little upgradation since other basic requirements are there.



ii) Swimming Pool and Tennis Court

These can be developed around the accommodations facilities for tourists.

iii) Hang Gliding, Trekking & Rock Climbing

iv) The region of Kaziranga has potential for such kind of adventure activities.

Cultural Activities

i) Urban Haat

One auditorium can also be constructed here in order to exhibit the cultural richness of Assam and other north-east regions.



ii) Health Resort

This national park is a most sought tourist destination in Assam. A major portion of tourists visiting Assam, has first choice for this place. In view of this, a health resort with advance health improvement facilities, is required here.

b) Manas

This place has deep reserve forest protected under the National Tiger Project. The tourism based activities, which can be developed here, are discussed below:

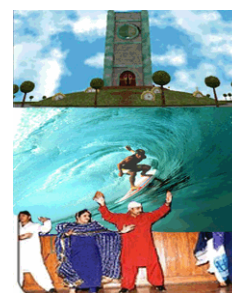
Recreational Activities

i) Water Sports

Here water based recreational activities like canoeing, kayaking, angling, parasailing and rafting can be developed

ii) Watch Tower

Watch tower for night viewing of wildlife and star gazing can be constructed here





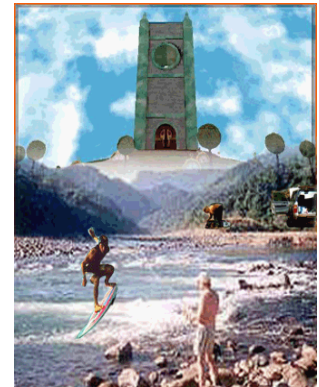
- iii) *Cultural Activities*
Cultural Auditorium one cultural auditorium be constructed here

c) Bhalukpung

This place is considered as one of the most attracting angling centre in the country. Besides it, hot spring and orchid garden are also there at Tipi. The Tia – Bharali river amidst the forest, provides opportunities for the anglers. The tourism based activities, which can be developed here, are given below:

Recreational Facilities

- i) *Water Sports*
Water based adventure activities like canoeing, kayaking, angling, parasailing etc. can be developed here.
- ii) *Rock climbing and Trekking*
These kinds of adventures activities can also be developed here.
- iii) *Watch Tower*
These towers can also be constructed at strategic point to enjoy the scenic beauty of nature.
- iv) *Angling Festivals*
Since this place is quite well known for angling, here angling competition festivals can be to organise.
- v) *Picnic Spots*
Some picnic spots can also be developed at this place.
- vi) *Yoga Centre*



Cultural Activities

- i) *Urban Haat*
Bhalukpung is an entry point to Arunachal Pradesh. Thus tourists visiting AP also stop here to complete the formalities related to 'Inner Line Permit' checking. Therefore provision of a shopping centre exhibiting traditional and cultural stuff of Assam and other north-eastern states, is a feasible option to engage tourists attraction



d) Pabitora

This wildlife sanctuary is very close to Guwahati. The tourism based activities, which can be developed here, are:



Recreational Activities

i) Watch Tower

Watch tower can be constructed at strategic point to view the wild life at night.

ii) Picnic Spot

A beautiful picnic spot can be developed near this sanctuary

iii) Lake Beautification

A very beautiful perennial lake is here. Along with its beautification, here boating facilities can be made available for tourists.



Cultural Activities

i) Urban Haat

A small ethnic shopping complex in the pattern of Kaziranga can be constructed here

e) Haflong

This place has lot of potential to be one of the major hill stations of India. This place is the only hill station of Assam. The identified three tourist interest spots in Haflong are

- i) Haflong lake
- ii) Umrangshu Kapili Dam
- iii) Panimur Water Fall



Recreational Activities

i) Development and beautification of Haflong lake

The near about surrounding area of Haflong lake can be a commercial centre of NC Hills. The development and beautification activities of Haflong lake include provision of boating facilities, construction of boat houses, floating restaurant and illumination of lake

ii) Rope-way and Hand Gliding

A rope way can be constructed from Barail Range to Deedoala valley to overlook the beautiful Deedoala valley down below. The rope way distance would be around 300 m. The hang gliders will also use this rope way to reach Keloloa Mountain

iii) Kapil Dam at Umrangshu

Kapil Dam spreads on an area of 45 sq. kms is scenic place. There is one hot spring also near Umrangshu, which is believed to have medicinal value.

Floating restaurants and water sports like speed boat, water scooter facilities can be developed here. To add here, illumination of water reservoir will beautify



more this place. Kapil lake is most suitable for angling and can be developed commercially.

iv) *Panimur Water Fall*

This water fall, amidst the dense forest, is ideal for all age group people. Along the sides of the river picnic spots can be developed. This place is 85 km from Haflong.

v) *Nature Care Centre*

9.3.3 Historical and Cultural Tourism

a) **Guwahati**

The ancient Praghyotishpur " the light of the East", on the bank of mighty Brahmaputra river, is surrounded on the other side by a ring of hills. This city can also be soul cleaning experience for pilgrimage tourists as vital religious centres like Kamkhya temple is here.

Recreational Activities

i) *Rope way*

A rope way can be constructed connecting Umananda island and Sukleswarghat. It will give an overview of the river Brahmaputra.

ii) *River Cruise*

In Assam, water-ways have not been exploited in full capacity despite having its major probability. In such situation overnight luxury cruise with boarding facilities can be introduced here from Guwahati to Tezpur, Kaziranga.

Similarly cruise vessels can be introduced of Guwahati, with facilities of drinks and meals.

iii) *Amusement Park*

An amusement park on pattern of Appughar can be developed at Beltola 13 km from Guwahati.

iv) *Dighalipukhuri*

It is a main water body of the city. Here dancing fountain can be built up along with some movable restaurant facilities at evening time.

v) *Umananda Island*

It is a tourist interest spot and can be developed with proper landscaping and illumination. A park can also be developed here.





vi) *Garden*

As a well known fact of Guwahati city that it is bounded with hillocks and exotic ferns and plants some beautiful gardens can be developed at out skirt of the city.



vii) *Tourist Resort*

Some hillock can be developed as tourist resort along with facilities of trekking and hiking

Cultural Activities

i) *Urban Haat*

An ethnic shopping complex can be constructed with the original materials used by Seven Sisters of north-east region. This complex will have some stalls to display the respective handlooms and handicrafts of the Seven Sisters. This shopping cum catering complex will provide the tourists to get a glimpse of multitude tribal handicraft and food habits.

b) **Sibsagar**

This place has many archaeological sites like Rang Ghar, Kareng Ghar, Talatal Ghar, Gargaon Palace, Sivadol, Sibsagar, Mithapukuhuri, Joydol, which offer insight of the Ahom rule to the tourist.

Recreation Activities

i) *Development of Talatar Ghar*

A seven storied fort where height and sound system can be introduced. Besides it, the provision of facilities like cafeteria, resting hall with tourism information along with amenities like toilets, car parking can be given here.

ii) *Development of Rang Ghar*

It's a first, Asian Pavilion for watching traditional bull fight or elephant race. Light and sound system can be provided here along with facilities like toilet, restaurant.

iii) *Development of Ajanpir Dargah*

It's a symbol of communal harmony here, a set of motor boat facilities can be given to approach here.

Similarly old Chang Bungalow can be converted into an excellent restaurant cum rest room with overnight staying arrangement along with basic amenities is the tourists.



- iv) **Improvement of Charaidev Maidam**
Charaidev Maidam is burial ground of the Ahom King and has potential of adventure tourism.
- v) *Natural Lake*
There is one natural reservoir, down below, which can be developed into a lake along with facilities of boating including pedal and rowing boats.
- vi) *Trekking*
The mountains and dense forest on the foot hill of Nagaland provide an excellent opportunity for trekking.
- vii) *Development of Joysagar Lake*
Joysagar lake with 318 acres coverage of water can facilitate water based recreational activities like water scooter, water boats and water skiing. Plantation and illumination of this lake can also be done.
- viii) *Lighting and fountain in the temples*
Lighting and fountains can be erected at Siva Dol, Bishnu Dol to attract visitors
- ix) *Watch Tower at Panidihing Sanctuary*
This sanctuary is 24 km away from Sibsagar, has unique marshy area of 20 sq. km in its reserve forest. Every year lakhs of migratory birds visit this place, therefore watch tower can be constructed at strategic points to have a full view of birds.
- c) Tezpur**
- Tezpur, city of blood, has images of romantic legend of Usha and Anirudha and of fierce battle between 'Hari' and 'Hare'. The undulating green country side, surrounded by hills of Arunachal Pradesh, the snowcapped peak of Himalayas, lush tea gardens and magnificent archaeological ruins have all contributed to make a tourist delight.
- i) *Improvement and Development of Mahavairaba Mandir*
To attract more tourists and to provide them better amenities, the improvement and development of this mandir is required.
- ii) *Urban Haat*
To exhibit the multi-coloured cultural ethnic group, a cultural complex can be constructed here.





d) Digboi

This town is one of the oldest towns of north-eastern region and 2nd oldest oil town of the world. This town is situated on Sivaliks and has scenic beauty.

i) *Tourism Complex*

This centre has beautiful tea garden and can be a major attraction for tea tourism. One tourism complex can be constructed here.

ii) *Luxury Trolley*

A luxury trolley to visit coal mining area at Maigherita, can be provided for tourists.

9.3.4 Other Tourist spots

a) Chandubi

This place has natural lagoon.



Recreational Activities

i) *Small Amusement Park*

A children park with beautiful landscaping can be developed here.

ii) *Water Sport*

Water sports can be developed here with facilities of paddle boats, speed boats and angling equipments.

b) Chandrapur

Chandrapur, about 18 km from Guwahati has a scenic beauty. Here some picnic spots can be developed and similarly ferry services can be provided in two tributaries Kolong and Digaru flowing through Chandrapur to enjoy the rare nature's beauty.

c) Majuli

It is a world largest, riverine island and centre of art and culture. A dance research centre can be established here.

In view of its strategic location and surrounding environment, a series of **meditation centres** can be constructed here on the bank of the river Brahmaputra.



d) Bhuban Hills, Cachar

This place has many pilgrimage centres Moriharan tunnel, tribeni Ganga and temple of Lord shiva and Goddess Parbati. A tourist resort and Ayurvedic cum Nature Cure Centre can also be developed at hillock with trekking and hiking facilities.



e) **Shri Suryapahar and Pancharatna**

The Siva temple situated in Shri Suryapahar attracts huge number of pilgrims and other place Pancharatna has eighteen caves where sages and saints used to meditate.

Recreational Activities

i) *Water Sports*

Water based activities like Kayaking, angling, parasailing and rafting can be introduced in the area of Pancharatna.

ii) *Trekking and Rock Climbing*

Adventure activity can also be developed on the hill of Shri Suryapahar and Pancharatna hill.



f) **Maibong**

Maibong very near to Haflong, can be called an another Kashmir of Assam. This place requires all basic tourist infrastructure amenities.

g) **Dibru Saikhowa Sanctuary**

A beautiful sanctuary but does not have basic tourist facilities. Watch towers and tennis court near tourist accommodation can be introduced. Similarly water sports can be introduced here. Saikhoa Ghat is another tourist interest place near to this sanctuary. This Ghat is famous for springs of hot and cold water.

h) **Dhubri**

This place can be developed in a pilgrimage centre. A very old Gurudwara is here.



9.3.5 Proposed Tourism Projects

All the proposed projects have been listed in the following table.

TABLE OF PROPOSED TOURISM PROJECTS

Sl No.	Destination/ Attraction District	Development Scheme
	General	Marketing & Promotion (Human Resource Development) Administration & Research Upgradation of LGB Airport 2 nos. River cruise in the Brahmaputra River
1)	Kaziranga	
i)	National Park (Golaghat)	1 star Hotel (20 beds) 2 nos. Motel (40 rooms) 4 nos. camping Facilities Health Resort Golf course Swimming Pool Trekking, Hang Gliding, Climbing Tennis Court Urban Haat Cultural Auditorium Tea Tourism Orchard Centre
ii)	Goromponi Wild life Sanctuary	2 nos. motels (20 rooms) Watch Tower Wayside amenities
2)	Guwahati (Kamrup)	
i)	Kamakhya & Bhubaneswari temples, Bashist Assam etc.	Upgradation of approach road to Bashist Ashram including 5 bridges Approach road to Madan Kamdev Construction of stairs on hill to Madan Kamdev Yatri Niwas at Guwahati Pilgram Tourist Cottage at Kamkhya 5 Star Hotel (2 nos.) Upgradation of tourist lodge 3 star hotel Public facilities for Pilgrims Deeper Beel Meditation and Yoga Centre Borshala Beel Sound & Light show at Sankardev Kalakhetra 3 luxury cruise vessels Craft village at Guwahati Ethnic shopping complex with auditorium Ropeway Amusement Park Golf course



Sl No.	Destination/ Attraction District	Development Scheme
		Yatriniwas (500 bed) at Kamkhya
		Development of Dighalipukhuri
		Development of Umananda Island
		Improvement of river Brahmaputra side from Planatorium to hilltop
		Brindavan type garden
		Tourist Resort near hillock
		Swimming Pool
		Boating facilities at Lachit Park
		Floating Restaurant
ii)	Chandubi Natural Lagoon	Development of external road to tourist spot (25 kms.)
		Motel-50 rooms
		Wayside facilities
		Amusement Park & Landscapping
		Picnic Spot
		Orchard Centre
		Water Sports
iii)	Hajo Religion Meet	Development of Approach staircase
		Development of Parking
		Yatri Niwas (200 beds)
		Public facilities
		Shopping Complex cum Restaurant
iv)	Deeparbed Bird Sanctuary	Watch Tower
v)	Saulkuchi	Maintenance of Road
		Ethnic village
3)	Sibsagar (Sibsagar)	
	Temples, Monuments, i) Palaces	Improvement of link road to Jorhat Airport (50 km)
		Wayside amenities
		Upgradation of tourist lodge at Sibsagar
		1 non-star hotel (50 beds)
		Development of Sibsagar Dargah
		Motel with cafeteria
		Improvement of Chairadeo maidan burial ground
		Golf course at Nazira
		Development of Talatal Ghar
		Development of Ramghar
		Development of Joysagar lake
		Development of natural lake at Sivsagar



Sl No.	Destination/ Attraction District	Development Scheme
ii)	Pani Dihing Bird Sanctuary	Wayside facilities 3 watch towers
4)	Jorhat	
i)	Majuli	Upgradation of 12 km. approach road from NH 37 Neematighat Shantinikatan type accommodation Camping Site Eco-tourism Resort Meditation Centre Dance Research Centre Jorhat Golf Course Tea Tourism Festivals
ii)	Holongpar Reserve Forest	Camping Site Watch Tower
5)	Dibrugarh	
i)	Dibru-Sai Rhawa National Park	Improvement of NH 37 (35 km) Improvement of Mohanbari Airport Wayside amenities Public facilities at Jalan mandi Water based sports Tea Centre
ii)	Jaipur Reserve Forest	Development of rain forest
6)	Tezpur	
i)	Temples, Ancient Ruins etc.	5 star Hotel (50 beds) Specialised Hospital Beautification of town lake Development of Mahavairaba mandir Sound & light show at Chitra Lekha Udan Urban Haat Golf Course
ii)	Nameri National Park, Potasali Nip. Bhalukpong	Upgradation of Charduar-Balukpong road (12 km) Linking to Bomdila in Arunachal Pradesh Moderate Hotel (80 beds) 3 star hotel (50 beds) 2 nos. camping at Balukpong 10 nos. cottages at Balukpong Angling at Bhalukpong Yoga Centre Water sports at Nameri Watch Tower at Nameri Picnic Spots at Bhalukpong Urban Haat



Sl No.	Destination/ Attraction District	Development Scheme
		Wayside amenities on road to Balukpong 4 watch tower at Nameri N.P. 4 watch tower at Potasali, N.P. Eco-tourism Resort at Bhalukpong
	iii) Burachaperi Wild Life Sanctuary	Wayside amenities Watch tower (3 nos.)
7)	Tinsukia	
	i) Doomdooma Reserve Forest	Wayside amenities Watch Tower (2 nos.)
	ii) Digboi	Tourist Lodge at Tinsukhia 3 star hotel at Digboi Golf Course Tennis Court Swimming Pool Tea Complex Luxury Trolley
8)	Goal Para Shri Surya Pahar & Pancharatna	Yatraniwas (25 beds) Tourist Lodge (15 beds) Water based sports Rock Climbing Ropeway
9)	Barpeta	
	i) Manas National Park	External Road (15 km) leading to tourist spot Upgradation of Tourist lodge Tourist huts 1 no. 3 star hotel (150 beds) 1 no. lodge (100 beds) Camping facilities 2 nos. wooden cottage Wayside amenities Water sports Watch tower Ropeway Cultural Auditorium Shopping Complex Orchard Centre
	ii) Vaishnava Monastary	Tourist Lodge (15 beds)
	iii) Shrine of Shri Madhab Deva	Tourist Lodge (10 beds)
10)	North Cachar Hills	
	i) Hoflong Hill Station	3 star hotel (100 beds) 10 wooden cottages



Sl No.	Destination/ Attraction District	Development Scheme
		Development & beautification of Hoflong lake
		Ropeway & Hand-gliding
		Nature Care Centre
		Water sports & floating restaurant
		Facilities for fishing & angling at Kapili lake
	ii) Jatinga	Non Star Hotel (25 beds)
		10 wooden cottages
		Picnic spot near Panimar Waterfall
		Trekking camp
		Watch Tower
11)	Darrang	
	i) Wintermela	Wayside facilities
		Mela shopping complex with theatre
	ii) Bornadi Wildlife sanctuary	Water tower
	Orang (Rajiv Gandhi) Wildlife Sanctuary	Tourist lodge (20 beds)
	iii) Sanctuary	Golf Course at Thakurbani
12)	Cachar	
	i) Bhuban Hills	Yatraniwas (20 beds)
		Ayurvedi cum Nature care centre
		Amusement Park
		Tourist Resort
13)	Marigaon	
	i) Chandrapur	Maintenance of Road to Chandrapur (15 km)
		15 nos. luxury cottages
		Camping Site
		Picnic Spots
		Swimming Pool
		Kolog Digaru Ferry Service
		Musical Fountain
	ii) Pobitora Wildlife Sanctuary	Development of road to Pobitora (30 km.) including construction of 4 bridges
		Non Star Hotel
		3 Star Hotel
		10 nos. cottages
		Public facilities at Pobitora
		Boating facilities
		Picnic spot
		2 watch towers
		Ethnic shopping complex



Sl No.	Destination/ Attraction District	Development Scheme
		Orchard Centre
14)	Kokrajhar	
	i) Ripu-Chirans Reserve Forest	Tourist Lodge (15 beds)
		Wayside amenities
15)	Dhuburi	
	i) Chakrasila Wild life sanctuary	Non star Accommodation (25 beds)
16)	Bongaigaon	Wayside Amenities
17)	Nagaon	
	i) Laokhowa Wildlife sanctuary	Non Star Hotel (25 beds)
	ii) Jakhela Bomdha Tourist Resort	Wayside facilities
		Tennis Court
		Swimming Pool
18)	Karbi Anglog (Diphu)	
	i) Dhansiri Reserve Forest	5 nos. camping cottages
		Watch Tower
19)	Lakhimpur	
	i) Bordoibam Bilmukh Sanctuary	Non Star Hotel (25 beds)
		Watch Tower (2 nos)

9.4 PROPOSED TOURIST CIRCUITS

On the basis of the survey and study carried out, the fact has been confirmed that Assam has tourism potential both for domestic and foreign tourists.

In view of all categories of tourism including Wild life, golfing, tea, adventure, cultural historical and religious, the Consultants have identified new destinations and suggested many tourism based activities in those sites. To make a tourist's visit complete and attractive. The Consultants have suggested inter-state and intra-state tourism circuits with convention of tourist destinations.

9.4.1 Intra-State Tourism Circuits

a) Circuits based on Guwahati:

- i) City tour to cover Kamakhya, Museums, Zoo, Botanical gardens and other temples
- ii) One day tour (within 60 km from Guwahati)

b) River cruise on the Brahmaputra river



- c) Guwahati Manas Dubri
- d) Guwahati, Kaziranga, Majauli, Sibsagar and back
- e) Guwahati, Tezpur, Bhalukpong, Nameri Wild Life Sanctuary, Pobitra Wild Life Sanctuary and back
- f) Guwahati, Pobitora Wild Life Sanctuary, Maflong, Jalinaga, Maibong and back

Circuits based on Tezpur:

- a) Local tour inside the city
- b) Tezpur, Bhalukpong and Kaziranga

Circuits based on Jorhat:

- a) Jorhat Kaziranga, Majuli Island
- b) Jorhat, Tezpur, Bhalukpong
- c) Jorhat Sibsagar Orang

Circuits based on Dibrugarh:

- a) Dibrugarh Digboi
- b) Dibrugarh Digboi Sibsagar

9.4.2 Inter State tourist Circuit

Guwahati as a destination is the most important town not only for Assam but also for the adjoining North East States. However, the Consultant also prepared the 20 years Perspective Tourism Plan for Arunachal Pradesh. With this view the Consultants also proposing the tourist circuits linking the major destinations of Arunachal Pradesh as such:

- i) Guwahati, Kaziranga, Tezpur, Bhalukpong, Bomdila and Tawang
- ii) Guwahati, Jorhat, Majuali Tinsukia, Tezu, Parsuramkund
- iii) Guwahati Jorhat, Itanagar, Zero, Mechuka



CHAPTER – 10

PROPOSED INFRASTRUCTURE FOR TOURISM DEVELOPMENT

10.1 BACKGROUND

In the previous Chapter 9, the Consultants have identified some new tourist interest spots and also proposed tourism based activities in the existing destinations to develop tourism in the state along with a view to supports the concept of achieving Assam an international tourist destination. Since, as per the primary objective of the tourism perspective plan to achieve a sustainable tourism, the one of its main components, is to satisfy the demands of tourists and the tourism industry, and continue to attract them. Therefore, the Consultants have carried out the study and suggested the required basic infrastructures along with their broad cost estimates.

10.2 PROPOSED INFRASTRUCTURE AND BROAD COST ESTIMATE

The Consultants have identified the required infrastructure for the proposed tourism activities in each district of Assam. A broad tentative cost of these items, is also given in the Table No. 10.1.

Table No 10.1 PROPOSED SCENARIO OF TOURISM BASED INFRASTRUCTURE IN ASSAM

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Tourism Based Infrastructures									
		Accessibility Network		Boarding & Lodging		Tourist Facilities and Amenities		Tourism Based Recreational Facilities		Tourism Based Commercial Facilities	
		Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)
Bongaigaon (Bongaigaon) (2159 Sq. Km.) 906,000						Way side amenities	25				
Dhubri (Dhubri) (2745 Sq.km.) 1635,000	Chakrasila Wild Life Sanctury Gurudwara					Non Star Accommodation (25 beds)	75				
Goalpara (Goalpara) (2844 Sq.km.) 822,000	Shri Suryapahar and Pancharatna			Yatrinivas (25 beds), Lodge (15 beds)	75 150			Water Based Sports, Rock Climbing and trekking, Ropeway	100.0 50.0 150		
Kokrajhar (Kokrajhar) (4716 Sq. Km.) 930,000	Ripu-Chirang Reserve Forest			Tourist Lodge (15 beds)	105	Wayside amenities	25				
Barpeta (Barpeta) (3307 Sq.km.) 1642,000	Manas National Park	Development of External road (15 Km) leading to tourist spot at Manas	100	Upgradation of Tourist lodge at Barpeta road, Tourist Hut and Other tourist facilities at Manas	5.0 22	Construction of Wayside Amenities at Barpeta Road, Water Sports, Watch Tower	25 60 30	Cultural Auditorium, Sports, Watch Tower	75 60 30	Shopping Complex , Orchard Centre	40 50
	Vaishnava Monastary			Tourist Lodge (15 beds)	105						
	Shrine of Shri Madhab Deva										
Kamrup (Guwahati) (6601 Sq.Km.) 2515,000	Guwahati Kamakhya and Bhubaneswar i temples (9 Km), Basistha Ashram (12	1. LGB Airport upgradation including navigation facilities, introduce LIS category - II to make runway operational during bad weather, provision of custom offices, immigration facilities, restaurant etc.	1,000	Yatri Niwas at Guwahati	100			Development of Deepar Bed at Guwahati Development of Narengi Golf course	80 150		
		2. River Cruise (2 nos) in Brahmaputra river connecting Goalpara, Kuma Tezpur, Majuli, Kaziranga	800	Pilgrim Tourist Cottage at Kamakhya	27	Construction of Tourist Facilities on the bank of Bhramputra at Guwahati	25	Development of Borshala Bed at Guwahati	60	Construction of Craft Village at Guwahati	185
		3. Upgrading approach road to Basistha Ashram (5 Km) including bridges (5 Km)	1,000	Yatrinivas (500 beds) at Kamakhya	500	Construction of Facilities for the pilgrim at Kamakhya	50	Development of Umanand island	250	Construction of Ethnic Shopping Complex and Cultural Auditorium	360
		4. Approach road(5 kms) to Madan Kamdev including bridge	500	5 Star Hotels 1no (25 beds)	2500			Ropeway between Umanand island and Sukleswar ghat	500		
		5. Construction of stairs on hill to reach Madan Kamdev	25					Development of gaeden at hillock of Guwahati	500		
						Development of Dighalipukhuri Pound	200				
						Tourist resort with facilities of trekking and hiking on hillock of Guwahati	330				
						Luxury cruise vessel with facility of restaurant on the Brahmaputra river	30				

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Tourism Based Infrastructures									
		Accessibility Network		Boarding & Lodging		Tourist Facilities and Amenities		Tourism Based Recreational Facilities		Tourism Based Commercial Facilities	
		Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)
								Meditation Centre	40		
								Upgradation of Narakshur Golf Course at Guwahati	500		
								Development of picnic spot at Madan Kamdev	25		
	Chandubi Natural Lagoon	Development of External Road leading to tourist spot at Chandubi (25 km)	2500	Motel - 50 rooms	270	Construction of tourist facilities	25	Amusement Park & landscaping etc.	50	Orchard Centre	50
								Picnic spot	50		
								Water spot	55		
	Hajo-Religion meet (Hindus, Islam, Buddhist)	Development of approach staircase to the temple	20	Yatrinivas (200 beds)	200	Construction of tourist facilities and amenities	15			Shopping Complex cum Restaurant	50
		Development of Parking	25								
	Deeparbed Bird Sanctuary							Watch Tower (2 nos)	12		
	Saulkuchi (Assamese Silk-Muga and Paat)	Maintenance of road to Saulkuchi (20 Kms)	150							Construction of Ethnic Village including shopping complex	75
Nalbari (Nalbari) (2023 sq.km.) 1138,000											
Darrang (Mangaldoi) (3465 sq.km.) 1504,000	Daranga (Famous winter mela every year)							Development of Mangaldoi Golf course	200		
	Bornadi Wild life Sanctuary							Watch Tower (5 nos)	35		
	Orang (Rajiv Gandhi) Wild life Sanctuary			Tourist Lodge(20 beds)	100			Golf Course at Thakurbani	200		
Marigaon (Marigaon) (1559 sq.km.) 776,000 Pragjyotispur	Chandrapur	Maintenance of road to Chandrapur(15Km)	105								

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Tourism Based Infrastructures									
		Accessibility Network		Boarding & Lodging		Tourist Facilities and Amenities		Tourism Based Recreational Facilities		Tourism Based Commercial Facilities	
		Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)
				15 nos Luxury cottage , Camping Site	200 50			Picnic Spots, Kolog Digaru Ferry Service, Swimming Pool, Musical Fountain	30 50 100 50		
	Pobitora Wildlife Sanctuary	Development of road to Pobitora (30 Km) including construction of four bridges	3000	Non Star Hotel (50 beds), 3 Star Hotel, 10 nos Cottages	75 350 36	Development of Tourist Facilities at Pobitora	50	Boating facilities, Picnic Spot, Watch Towers	25 50 20+J29	Ethnic Shopping Complex, Orchard Centre	10 50
Nagaon (Nagaon) (5561 sq.km.) 2315,000	Laokhowa Wildlife Sanctuary			Non star hotel (25 beds)	38			Development of Misa Planters Golf course	100		
	Jakhala Bandha Tourist Resort					Wayside Amenities	20	Tennis Court Swimming Pool	10 50		
Sonitpur (Tezpur) (5225 sq.km.) 1678,000	Tezpur Temples, Ancient ruins, Mountains & Lushgreen Tea Gardens, Biswanath Chariats			5 Star Hotel (50 beds)	1000	One specialised hospital	500	Beautification of town lake Development of mahavairaba mandir Sound & Light show at Chitra Lekha Udian, Tezpur Development of Bishnauth golf course Development of Borsola Golf course Development of East Baroi Golf course	50 100 80 150 150 150	Cultural complex	100
	Nameri National Park, Potasali N.P., Bhalukpong (famous for scenic beauty picnic, angling spot)	Upgradation of Charduar Balukpongroad (12 Km) linking to Bomdila in Arunachal Pradesh	1200	Moderate Hotel-80 beds at Balukpong, 3 Star Hotel -(50 beds) at Balukpong, 2 Nos Camping at Balukpong, 10 Nos Cottages at Balukpong	220 175 60 36	Wayside Amenities on road to Balukpong	25	Watch tower 4 nos. at Nameri National park Watch Tower 4 nos at Potasali NP Yoga Centre Eco tourism resort at Bhalukpong Angling at Bhalukpong, Sports at Nameri, Picnic Spots at Bhalukpong Water Watch Tower at Nameri	30 30 40 110 20 110 10 20	Shopping Centre	25
	Bura-Chaperi Wild Life Sanctuary					Wayside Amenities	20	Watch Tower (3 Nos)	24		
Golaghat (Golaghat) (3541 sq.km.) 946,000	Kaziranga National Park (one horned Rhino -other wild life)			1 no. 4 star hotel 20 beds 2 nos. Motel - 40 rooms 4 nos. camping	1200 400 120	Health Care Centre	40	Watch Tower (6 nos) Development of Dhunseri Polo Golf Course Swimming Pool Trekking, Hang gliding, climbing	45 200 50 60	Ethnic shopping complex Cultural Auditorium Tea Tourism Orchard Centre	40 100 100 100

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Tourism Based Infrastructures									
		Accessibility Network		Boarding & Lodging		Tourist Facilities and Amenities		Tourism Based Recreational Facilities		Tourism Based Commercial Facilities	
		Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)
								Tennis Court	15		
	Goromponi Wildlife Sanctuary			2 nos Motel (20 rooms)	200	Watch Tower	10				
Jorhat (Jorhat) (6400	Majuli <i>(largest river stand in the world and Centre of famous Vaishnave Culture</i>	Upgradation of 12 Km of approach road from NH 37	1200	Shantiniketan type accommodation	300			Eco Tourism Resort	90	Tea tourism festivals at Jorhat	30
	Holongpar Reserve Forest			Camping site	50			Meditation Centre	100		
								Dance research centre	50		
								Jorhat Golf Course	200		
Karbi Anglog (Diphu) (10,332 sq.km.) 812,000	Dhansiri Reserve forest			5 nos Camping cottages	50						
Lakhimpur (Lakhimpur) (5646 Sq.Km.) 889,000	Bordoibam Bilmukh Sanctuary			Non Star Hotel (25 beds)	30			Development of North Lakhimpur Planters Golf Course	200		
								Watch Tower (2 Nos)	15		
Dibrugarh (Dibrugarh) (7024 Sq.km) 1172,000	Dibru-Saikhowa National Park, Jalan Mandir	Improvement of NH 37 (35 Km)	245			Wayside Amenities	25	Water based Sports Development of Dibrugarh Planter Golf Course	60	Tea Centre	25
		Improvement of Mohanbari Airport	200			Tourist facilities at Jalan Mandir	10	Development of Margherita Golf Course	150		
								Development of Moran Golf Course	100		
								Development of Zoloni Golf Course	150		
	Jaypur Reserve Forest							Development of rain forest	20		
Sibsagar (Sibsagar) (2603 sq.km.) 1053,000	Sibsagar Temples, Monuments, Palaces of the Ahom era	Improvement of link road to Jorhat Airport (50 Km)	350	Upgradation of Tourist Lodge at Sibsaagar Non Star Hotel (50 beds)	10 75	Wayside amenities of NH 37	25	Development of Seleg Golf Course	150		
						Development of Sibsaagar	25	Development of Sonari Golf Course	150		
						Motel with cafeteria	75	Development of Sibsaagar Ajanpur Darghah	75		
								Development of Talatal ghar including cafeteria, car parking, toilet, garden, light & sound show	300		
								Development of Ramghar	150		
								Development of Joysagar lake	100		
								Development of Natural lake at Sibsaagar	75		
								Improvement of Chairaideo maidan burial ground	75		
								Development of Nazira Golf course	250		
	Pani Dihing Bird Sanctuary					3 Watch towers at Pani Dihing Sanctuary	21				
						Wayside Amenities	25				

District(Capital) (Area and Population)	Tourist Destination/ Attractions	Tourism Based Infrastructures									
		Accessibility Network		Boarding & Lodging		Tourist Facilities and Amenities		Tourism Based Recreational Facilities		Tourism Based Commercial Facilities	
		Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)	Discription	Estimated Cost (Rs in Lakhs)
Tinsukia (Tinsukia) (3476 sq.km.) 1150,000	Doomdooma Reserve Forest					Wayside Amenities at Tinsukia, 2nos Watch Tower	25 14				
	Digboi			Tourist Lodge at Tinsukia	24			Development of Samdang Golf course Development of Tinjuri Golf Course Development of Kanjiwah Golf Course	100 150 100		
Cachar (Silchar) (5102 sq.km.) 1442,000	Bhuban Hills			3 Star Hotel at Digboi	150			Swimming Pool, Complex, Tennis Court, Tea, Luxury Trolley	10 50 54 10		
				Yatriniwas at Bhuban Hill (20 beds)	60			Ayurvedic cum Nature Care Centre Amusement Park, Tourist Resort	40 300 350		
Hartakandi (Hartakandi) (1326 sq.km.) 543, 000											
Karimganj (Karimganj) (1839 Sq.km.) 1004,000											
North Cachar Hills (Hailong) (4890 sq.km) 186,000	Hailong (Hill station)			3 Star Hotel (100 beds), 10 wooden cottages	350 40			Development and beautification of Hailong lake Construction of New Kapili Golf Course Ropeway and Handgliding Nature Care Centre Water Sports and Floating restaurants Facilities for fishing and angling at Kapili lake	250 500 250 40 150 50		
	Jatinga (Bird mystery), Barail Reserve Forest			Non Stare Hotel (25 beds) 10 Wooden Cottages	38 40			Picnic spot near Panimur Water Fall Trekking Camp Watch Tower	50 35 10		



CHAPTER –11

ARCHAEOLOGY AND HERITAGE CONSERVATION IN ASSAM

11.1 ARCHAEOLOGY

11.1.1 Background

The Assam Ancient Monuments and Records Act, 1959 has been passed to provide for the presentation and protection of ancient and historical monuments and records in Assam, other than those declared by or under law made by parliament to be of National Importance. As a corollary the State Department of Archaeology has come into being in 1961.

The Kamarupa Anusandhan Samity or the Assam Research Society is the first and for most organisation in the State with the distinct object of promoting historical and archeological research. This society was established at Guwahati on April, 1912.

11.1.2 Enactment – Central and State

In 1950, the Constitution of India made for reaching changes in the position of archaeology: instead of archaeology being a completely control subject, as laid down in Government of India Acts. 1919 and 1935, it prescribed as follows:

- Ancient and historical monuments and archaeological sites and remains declared by or under law made by Parliament to be of national importance should be in charge of the Central Government
- Ancient and historical monuments not belonging to the first category should be in charge of the State Governments.
- Both the Central and State Government will have jurisdiction over archaeological sites and remains not belonging to the first category.

11.1.3 Archaeological Wealth of Assam

Assam is proud of her ancient treasures. She is fairly rich in her archaeological wealth. Old sculpture, architectural remains, stone and copper inscriptions have come to light. But its unfortunate fact is that, no concrete numismatic evidence of its ancient kings prior to Ahom King Suklenmung (1539-1552 AD), has come to light till now. But historical evidences are there, as early as the fourteenth century AD,



Sudengpha alias Bamuni Konwar (1397 – 1407 AD) made coins in his own name on his accession to the throne.

The finest and the oldest specimen of sculptural or iconoclastic art in Assam, is the temple stone door frame at Dah-Parvatia in the district of Darrang (Central Assam). The Rock inscription known as the ‘Umachala Rock Inscription’ is the earliest epigraphic record 50 for discovered in Assam.



Da Parbatia

11.1.3.1 List of Centrally Protected Monuments/Sites of Assam

Table 11.1
Centrally Protected Monuments/Sites of Assam

Sl. No.	Name of District	Location	Description
1.	District Cachar	Khaspur	Cachari Ruins-A small unfinished dwelling house Baradwari, The east wall, the Singha Darwaza, the Shah Mandir, the temple of Ranachandi, two small temples
2.	District Sonitpur	Biswanath	Bordole temple
3.	District Sonitpur	Beswanath	Grave of Lt. Thomas Kennedy
4.	District Sonitpur	Biswanath	Grave of Lt. Lewis Van Sandan
5.	District Sonitpur	Biswanath	The rock known as “Biswanath Sivalinga”
6.	District Sonitpur	Biswanath	The rock known as “ Sakreswar: on the Island Umatumani
7.	District Sonitpur	Gohpur Mouza	Dhandi Temple (N.C. Kamdayal)
8.	District Sonitpur	Singri Hills	Ruins
9.	District Sonitpur	Tezpur	Masonry Remains of the Bamuni Hills
10.	District Sonitpur	Tezpur	The Mound and Ruins of the stone temple at Parbatia
11.	District Sonitpur	Tezpur	The rock on the bank of the Brahmaputra about two miles below Tezpur and the inscription thereon
12.	District Sonitpur	Tezpur	Sculptures in the Chummary compound
13.	District Goalpara	Dasabhuja Devasthan	Sri Suryapahar Ruins
14.	District Goalpara	Goalpara	Tomb of Lt. Cresswell
15.	District Goalpara	Goalpara	Monument over the grave of Mr. B J Stow
16.	District Bongaigaon	Jogighopa	Ancient caves
17.	District Dhubri	Rangamati Hill	Idgah
18.	District Dhubri	Panbari	Rangamati mosque and ablution tank attached thereto
19.	District Kamrup	Guwahati	The carvings, inscription and pillar on the urvasi Island
20.	District Kamrup	Guwahati	The rock-cut sculptures representing vishnu (With adjoining figure of Surya, Ganesh, Devi etc.) locally known as Vishnu Janardana
21.	District Kamrup	Hazo	The stone inscription inside the POA-MECCA Mosque
22.	District Kamrup	Kamakhya Hill	Duargarila rock inscription
23.	District Kamrup	Kamakhya Hill	Dancing Bhairava (locally known as bala bhairava)
23.1	District Kamrup	Kamakhya Hill	Figures of Ganesa – 2
23.2	District Kamrup	Kamakhya Hill	Figure of Narakasur
23.3	District Kamrup	Kamakhya Hill	Four-handed Bhairavi
23.4	District Kamrup	Kamakhya Hill	Miniature sikhara shrines – 4

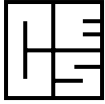


Sl. No.	Name of District	Location	Description
23.5	District Kamrup	Kamakhya Hill	Siva-lingas – 12
23.6	District Kamrup	Kamakhya Hill	Stone gateway
23.7	District Kamrup	Kamakhya Hill	Two-handed Bhairavi
24.	District Sivasagar	Garhgaon	Ahom raja's palace
25.	District Sivasagar	Gaurisagar	Vishnudol
26.	District Sivasagar	Gaurisagar	Devidol
27.	District Sivasagar	Gaurisagar	Sivadol
28.	District Sivasagar	Joysagar	Vishnudol
29.	District Sivasagar	Joysagar	Devidol
30.	District Sivasagar	Joysagar	Ghanashyam's house
31.	District Sivasagar	Joysagar	Golaghar or Magazine house
32.	District Sivasagar	Joysagar	Kareng ghar (Talatal Ghar) of the Ahom kings
33.	District Sivasagar	Joysagar	Sivadol
34.	District Sivasagar	Joysagar	Rangghar
35.	District Sivasagar	Sivsagar	Vishnudol
36.	District Sivasagar	Sivsagar	Devidol
37.	District Sivasagar	Sivsagar	Eight cannons of the Ahom period on the bank of the Sivasagar tank
38.	District Sivasagar	Sivsagar	Sivadol
39.	District Sivasagar	Charaideo	Group of four maidams
40.	District Sivasagar	Gaurisagar	Gaurisagar tank
41.	District Golaghat	Kasomari Pathar	Monoliths
42.	District Golaghat	Negheriting	Sivadol
43.	District N C Hills	Maibong	Rock-cut temple
44.	District N C Hills	Maibong	Two inscribed stones
45.	District N C Hills	North Cachar Hills	The derebara group of monoliths
46.	District N C Hills	North Cachar Hills	The khartong group of monoliths
47.	District N C Hills	North Cachar Hills	The kobak group of monoliths
48.	District N C Hills	North Cachar Hills	Bolosan group monoliths
49.	District Tinsukia	Sadia	The gun of the emperor Sher Shah
50.	District Tinsukia	Sadia	Two swivel guns belonging to the mughal nawwara

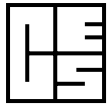
11.1.3.2 List of Monuments protected by the Directorate of Archaeology, Assam

Table 11.2
Monuments protected by the Directorate of Archaeology, Assam

Sl No.	Name of District	Name of Monument/Site	Location	Brief description of the monument/site	Approximate Age
1.	Dhubri	Magazine House	Panbari	A magazine house in dilapidated state exists	Late Mediaeval Period
2.		Panbari Ruins	Panbari	Brick structural ruins	Early Late Mediaeval Period
3.		Moterjhar temple	Moterjhar	A brick built broken temple of the Koch period exist	c. 16 th century AD
4.		Chilating Rock Inscription	Gouripur	This inscription exists at the foot of the Chilating Pahar and near National Highway no. 31. This inscription of AD 1734 records the excavation of a long ditch	-----
5.	Goalpara	Mahadev Parvat	Sri Surya Pahar	A good number of Siva lingas exists	c. 10-11 th century AD
6.	Bongalgaon	Ganesh Mandir	Abhayapuri	Ruins of a Ganesa temple exists, The temple rests on a raised platform	c. 10 th century AD
7.	Nalbari	Bileswar temple	Belsor	A brick temple with a stone inscription exists	18 th century AD
8.	Kamrup	Umananda Temples	Umananda	Three temples exist on this river Island. The earliest being built by Swargaodeo Gadadhar Simha (AD 1680-1696) The two other temples belong to early 19 th century AD. The site also contains sculptures and earwings belonging to mediaeval period.	Late Mediaeval Period



Sl No.	Name of District	Name of Monument/Site	Location	Brief description of the monument/site	Approximate Age
9.		Siva Temple	Chatrakar	It is a group of three temples – Siva, Vishnu and Mangalachandi of the late mediaeval period. Some mediaeval sculptures are to be found on the temple. Built during the reign of Kamaleswar Simha (AD 1795-1810)	Late Mediaeval Period
10.	Kamrup	Manikarnesvar Temple	Rajaduar in North Guwahati	A late mediaeval Siva temple built over the ruins of a mediaeval temple. The plinth of the temple is star shaped while the 'vimana' is twelve sided.	Late Mediaeval Period
11.	Kamrup	Kanai boroshi bowa rock inscription	Rajaduar North Guwahati	Three rock-cut inscriptions and a rock-cut Ganesa exist. The earliest of the three inscription records invasion of Kamarupa by the Turks in AD 1206. The two other inscription datable to the 17 th century AD indicate battle of the Assamese with the Mughals	Early-Late Mediaeval Period
12.		Aswakranta Temple	North Guwahati	Two Vishnu temples exist on a hillock. Of these, the one exists at the lower level is known as Kurma Janardana, and the other at the hill top is called Anantasayi Vishnu and was build during the reign of Swargadeo Rajeswar Singha (AD 1751-1768). The site also contains some sculptures and carvings of the 11 th -12 th century AD.	Late Mediaeval Period
13.	Kamrup	Rudreswa temple	Silsako North Guwahati	A late mediaeval Siva temple consists of two separate structures – a raised platform and a temple with a mandapa resting on the platform. This temple was constructed by Swargadeo Pramatta Simha (AD 1744-1751) in memory of his father Swargadeo Rudra Simha.	Late Mediaeval Period
14.		Na-math	Kamakhya	Brick build temple in Kamakhya temple complex exist.	Late Mediaeval Period
15.		Umachal rock-inscription	Kamakhya	This rock inscription records about a cave temple consecrated to God Balabhadrasvami by maharajadhiraja Surendravaman	c. 5 th century AD
16.		Persian rock inscription	Kamakhya	Exists at the lower level of the Kamakhya hill	Lower Late Mediaeval Period
17.		Pingaleswar Ruins	Bezera	Ruins of an ornamented stone temple, a number of sculptures and stone block exist. There is a stone inscription of 13 th century AD	c. 11 th -12 th century AD
18.	Kamrup	Chandar Merghar	Chaygaon	Ruins of two stone temples belong to two different periods exist. One of them belongs to c. 11 th -12 th century AD and the other probably to c. 16 th -17 th century AD. A modern temple erected upon the old structure, enshrines an unidentified Devi image, a Siva linga, and a Surya image	Early Late Mediaeval Period
19.		Siddheswar Temple	Sualkuchi	A Siva temple in brick situated upon a hillock. Rebuilt upon mediaeval stone structure during the reign of Swargadeo Siva Simha (AD. 1722)	Late Mediaeval Period
20.		Madan Kamdev	Baihata Chariali	Ruins of several stone temples spreading over an area upon hillock architecture exist. Some of the sculptures are erotic	c. 11 th -12 th century AD
21.		Karbi Memorial	Dakhinbam Sonapur	The site contains a good number of dolmen	Late Mediaeval Period
22.		Vaisistha Temple	Guwahati	A brick temple dedicated to lord Vishnu built during the rule of the Ahom king Rejeswar Simha (AD 1751-1769)	c. 18 th century AD
23.		Nazirakhat Ruins	Nazirakhat	Ruins of a stone temple belonging to the mediaeval period exists	c. 11 th -12 th century AD
24.	Darrong	Baman ruins	Bamangaon	Ruins of a stone temple exists. Some	c. 10 th -11 th century



Sl No.	Name of District	Name of Monument/Site	Location	Brief description of the monument/site	Approximate Age
				of the stone block bear carvings. The Directorate of Archaeology, Assam exposed here the plinth of a 'saptartha' stone temple	AD
25.		Narikoli Ruins	Khandajan	Remains of a stone temple exist	c. 12 th century AD
26.		Jorphukhuri Ruins	Hatigarh	Ruins of a stone temple exists. Most of the stone blocks are carved with geometric and floral designs sculptures of human and animal forms are found	c. 11 th -12 century AD
27.		Tamreswar Ruins	Khairabari	Ruins of one or more temples exist. Some of the stone relics are exquisitely carved. A sanctum with a Sivalinga exists	c. 11 th -12 th century AD
28.	Sonitpur	Sculptures at Chummary compound		Stone Sculptural relics collected from different sites are installed there. (Now shifted to Col Park)	c. 7 th -11 th century AD
29.		Vasudeva Dou	Kalabari	A brick built temple belonging to the mediaeval period exists at the site	Late Mediaeval Period
30.		Garh Dou	Kamargaon	Remains of a fortified area having ruins	Early Late Mediaeval Period
31.	Sonitpur	Nandikeswar Dewalaya	Jamuguri	A temple made of stone exists. This temple was built by Swargadeo Rudra Simha (AD. 1996-1714).	Late Mediaeval Period
32.	Sonitpur	Surya image at Golchepa	Gohpur	Ruins of a stone temple exists	Mediaeval Period
33.	Morigaon	Rock Inscription	Burha Mayong	A rock beside the Mayong-Kalongmukh road contains three inscriptions in a series	
34.	Nagaon	Matharbari Ruins	Baroupujia	Remains of an old stone temple	c. 11 th -12 th century AD
35.		Dolmens	Silchang	Several dolmens exist at this site	Late Mediaeval Period
36.		Rajbari group of temples	Rajbari	A group of at least six temples enclosed within a massive brick-built boundary wall	c. 9 th -10 th century AD
37.		Sankhadevi Ruins	Jogijan	Remains of three stone temples exist	c. 10 th -11 th century AD
38.		Ruins of Temple	Mahadeosal	Structural relics from stone temple exists	c. 9 th -10 th century AD
39.		Kawao, aro rioms	Doboka	Remains of stone temple architecture exist	c. 12 th century AD
40.		Hatimura temple	Jakhalabondha	A Devi temple belonging to the Ahom age, constructed during the reign of swargadeo Pramatta Simha. (AD 1744-1751)	Late Mediaeval Period
41.	Nagaon	Na-Nath ruin	Na-bhanga	Image of a camunda exist	c. 9 th -10 th century AD
42.		Maodonga ruins	Howraghat	Ruins of temple, sculptured stone blocks and divine figures exist	c. 9 th -10 th century AD
43.		Warigadeng Ruins	Kenduguri	Remains of numerous brick building exist	c. 11 th -12 th century AD
44.		Sibpur ruins	Jogijan	Remains of stone temple exist	c. 10 th -11 th century AD
45.		Gachtal ruins		Remains of stone temple exist	c. 12 th century AD
46.		Mikirati ruins		Architectural evidence of stone temples. Evidence indicate the development of architecture since c. 10 th century. AD to c. 12 th AD	c. 6 th -12 th century AD
47.		Akashiganga Ruins	Parokhowa	Remains of about three temples exist	c. 10 th -12 th century AD
48.		Kenduguri Ruins	Na-Nath	Remains of both stone and brick and a group of brick temple exist.	c. 11 th -12 th century AD
49.		Devasthana ruins	Howraghat	Remains of ten temples in two rows of five in each exist within a boundary wall	c. 8 th -12 th century AD
50.	North Lakhimpur	Maghnowa Temple	Narayanpur	Constructed during the reign of Swargadeo Pratap Simha. It exhibits graceful balance between structural design and decorative treatment	Late Mediaeval Period
51.	North Lakhimpur	Gosaipukhuri Ruins		Remains of a big stone temple with a large image	c. 10 th -11 th century AD
52.	Dhemaji	Ghuguha dou		A brick built Vishnu temple belonging to the Ahom age.	Late Mediaeval Period
53.	Golaghat	Deoparvat ruins	Numaligarh	Ruins of a stone Siva temple exist	c. 10 th -11 th century



Sl No.	Name of District	Name of Monument/Site	Location	Brief description of the monument/site	Approximate Age
					AD
54.	Jorhat	Grave of Bahadurgaon Burha	Jorhat town	Bahadur Gaon Burha actively participated in the sepoy Mutiny of 1857.	c. 19 th century AD
55.	Sibsagar	Siva DouI	Rubrasagar Na pukhuri	A brick built Siva temple constructed on the bank of Rudrasagar in AD 1773 during the reign of Swargadeo Lakhmi Simha (1769-1780) and it was consecrated during the reign of Gourinath Simha (1780-1794 AD)	c. 18 th century AD
56.		Vishnu DouI	Namti	A brick built Vishnu temple constructed by Namtial Bhagat Barborua in the year AD 1775 during the reign of Swargadeo Gourinath Simha (AD 1780-1794)	c. 18 th century AD
57.		Devi DouI	Namti	A brick built Vishnu temple constructed by Namtial Bhagat Barborua in the year AD 1775 during the reign of Swargadeo Gourinath Simha (AD 1780-1794)	
58.		Ranganath DouI	Jaisagar	A brick built Siva temple constructed during the reign of swargadeo Rudra Simha (AD 1696-1714)	c. 17 th century AD
59.	Sibsagar	Fakuwa DouI	Joysagar	A brick built temple constructed during the reign of Swargadeo Rudra Simha (AD 1696-1714)	c. 17 th century AD
60.		Haragouri DouI	Joisagar	A brick built temple constructed during the reign of Swargadeo Rejeswar Simha (AD 1751-1769)	c. 18 th century AD
61.		Gorokhiya DouI or Mai DouI	Nazira	A brick built temple constructed during the reign of Swargadeo Pratap Simha (AD 1603-1648). It is one of the early temple constructed by the Ahoms.	c. 17 th century AD
62.		Piyali Phukanar DouI	Geleki (Nazira)	Two brick built temples dedicated to Siva and Vishnu respectively exist. Believed to be constructed by reknown martyr. Piyoli Phukan belonged to the historical Rangachila Duarah family of this locality	c. 18 th century AD
63.		Thowra DouI	Rajmai Thowra	A brick built temple constructed by Alan Dihingia Barbarua in AD 1683-85 during the reign of Swargadeo Gadadhar Simha (AD 1681-1696)	c. 18 th century AD
64.	Sibsagar	Vishnu DouI	Borpatra Kalugaon	A brick built temple constructed by Harinath Barpatra Gohain, a brother of queen Phuleswari, during the reign of Swargadeo Siva Simha (AD. 1714-1744)	c. 18 th century AD
65.		Jagaddhatris DouI		- do -	- do -
66.		Borpatra tank	Kalugaon	A royal tank of the Ahom period exists	c. 18 th century Ad
67.		Gallows site of Piyoli Phukan	Sibsagar	Piyoli Phukan, the son of Badan Borphukan was hanged here in AD 1830, by the British. He was the first martyr of Assam	c. 19 th century AD
68.		Charaideo	Sukapha Nagar	Charaideo once a sacred place of the Morans and the Barahis, bears the sacred memory of the Ahom kings. It was here that Sukafa, the first Ahom monarch set up his permanent capital in AD 1253, which continued to remain, as such till the reign of king Tyao Khamti (AD 1380- 1389). Charaideo can be divided into three principal areas-capital area, cemetery area and sacred area. Through no structural evidence remains of the capital area at present, the remains in the cemetery area and the religious area are still to be seen. It was here that memebbers of the royal Ahom families as well as the high officers were buried according to Ahom customs and rituals. Through it was not possible now to identify as	Late Mediaeval Period



Sl No.	Name of District	Name of Monument/Site	Location	Brief description of the monument/site	Approximate Age
				to which burial maidams belonging to whom in view of the absence of material as well as documentary evidences, tradition assign some of 'Maidams' to particular ruling Ahom monarch and their consorts.	
69.	Sibsagar	Bogidoul ruins	Meteka	A brick built Siva temple constructed during the reign of Swargadeo Lakshminath simha (AD 1769-1780)	c. 18 th century AD
70.		Golahar	Gargaon	A magine house of the Ahom Age.	c. 17 th , 18 th century AD
71.	Dibrugarh	Raidongia Doul	Miri Pathar	A brick built Devi temple constructed during the reign of Swargadeo Pramatta Simha (AD 1744-1751)	
72.		Mairamora ruins		Stone sculptures of Early and Late Mediaeval Period exist	c. 12 th -15 th century AD
73.		Bezar Doul	Bezopathar	A brick built temple belonging to the Ahom Period	Late Mediaeval Period
74.	Karbi Anglong	Barganga rock Inscription	Dokmoka	The Barganga Rock Inscription of the time of Bhuti verma, exists by the side of a small river	c. 6 th century AD
75.		Ruins at Sathe Rangpha	Phuloni	Remains of a stone temple with a good number of sculptures exist.	c. 11 th -12 th century AD
76.		Burhagosain than	Dokmoka	Evidence of a stone temple, with a Siva Linga	
77.		Rock-cut Durga at Tilapara	Langhin	A rock cut dasabhuja figure of Durga exists	
78.		Rock-cut Ganesa at Bogadol	Langhin	A rock-cut Ganesa figure and broken bricks found	
79.		Metha-long-A	Dokmoka	A Megalithic site containing several menhirs	
80.		Ruins at Sikari Rangpi gaon	Langlokso	Evidence of a stone temple of exquisite beauty exist	c. 12 th century AD
81.	Norht Cachar	Tank and Rampart	Purana Mailbong	An old capital of the Dimasas with brick rampart and tanks exist	c. 17 th century AD
82.		Stone Inscription	Puroma Mailbong	Stone inscription under a C.I. roof exists	17 th century AD
83.	Cachar	Siva temple at Sivtilla	Soanl	Two brick built temples with two inscription built during the time of Dimasa king Krishna Chandra	c. 18 th century AD

11.2 HERITAGE CONSERVATION

11.2.1 Principles and objectives

- i) In order to be most effective, the conservation of historic places should be an integral part of a coherent policy of economic and social development and of urban and rural planning.
- ii) The values that comprise the historic authenticity of the historic places and all those physical elements that create this authenticity, should be preserved especially:
 - the historical pattern of land division and circulation;
 - the relationships between buildings and spaces
 - the external and internal character, scale, size, construction, materials, colour and decoration of the buildings.



- the relationship between the historic place and the surrounding natural and man made landscape
 - Any threat to these values would undermine this authenticity
- iii) The concern of the residents for conservation action and their participation in it, is indispensable for its success. Under all circumstance this participation must be sought and it should be stimulated by promoting the sympathetic awareness of all age groups of the value of historic places.
- iv) Conservation action in an historic places should be carried out cautiously, without dogmatism and with full consideration for the specific problems, in each particular case.

11.2.2 Methods and Instruments

- i) Planning for the conservation of historic places should be based upon a preliminary and multidisciplinary study, involving a wide range of specialists. The Conservation Plan must deals with all relevant aspects, including archaeology, history, architecture, technology, sociology and economics.

The principal objectives of the Conservation Plan should be clearly set out along with the legal, administrative and financial measures, necessary to attain them. The plan should be supported by the residents.

The Conservation Plan should determine which building should be preserved in their entirety, or it could be adapted to changing circumstances or under quite exceptional and thoroughly documented circumstances, it might be considered expendable.

- ii) In the absence of a plan or before the adoption of one action necessary to protect an historic places should still be taken according to the principles and objectives as discussed in Sect. 11.2.1
- iii) Continuous maintenance is crucial to the effective conservation of an historic places
- iv) The adaptation of an historic place to contemporary life, requires the careful installation or improvement of public services.
- v) Every effort should be made to retain traditional activities and new ones should be accepted only, if they are compatible with the character of the historic places and contribute to its conservation.



- vi) As per the need to construct new building or adapt existing ones, they should be consistent with the existing spatial layout in scale and density. Although contemporary features should not be discouraged, this should respect the character of their surroundings.
- vii) Knowledge of an historic places and its past, should be enriched by archaeological investigation and by displaying as much of the historic remains as possible.
- viii) The circulation of vehicles both inside and outside the historic places must be controlled, so that road system and parking areas do not disturb the historic fabric or degrade the environment.
- ix) Major motorways, must not penetrate into an historic places but improve access to it.
- x) Historic towns should be protected against natural disasters, pollution and vibration, not only to safeguard the heritage, but also for the security and well-being of the local people.

Preventive measure must be adapted to the specific character of the buildings concerned, with due consideration to type of disaster factors affecting the places.

- xi) Sympathetic understanding of the value of historic places, is necessary for the participation of residents in their conservation and it should be stimulated and begin its with children of school age. The action of associations for the protection of heritage should also be encouraged and financial measures taken in favour of conservation and restoration should also be taken in to consideration.
- xii) Specialized training should be provided for those professional involved in conservation.

11.2.3 Strategy for Conservation

- i) Conservation, Development & Tourism are an ongoing process and integrated with the planning, which could identify significant period of a town or an area



for its uniqueness, characteristics and its contribution to society. The guidelines for these depend upon the following factors:

- Identify periods or style in which the historic, architectural, periods could be documented for their continuity, protection or maintenance and could be retained for public or tourist's interest.
- Include individual structures, group of buildings, streetscape. Roofscape or some composite structures etc. and various elements of structures may also be identifies for their unique features. These may become part of strategic consequences.
- Any alternation or redevelopment depends upon the inference drawn from this strategy for positive contribution.
- Any new development or infill development on vacant sites or extension to the rear or adjoining areas depends upon the uniqueness of the area and the nature of extension required, if the structure has been adjudged for its merit for protection. A set of guidelines may allow a variety of architectural interpretation, which will remain compatible of its historicity.

ii) Building Envelope of Historic Structures & Settlements

Historic structures were built under the patronage of the rulers or by merchants and were governed by basic norms for their aspiratory nature exploring icons employing artisan works of the times. They must be recognized in the same context for their ambience

- However, when new structures are planned adjoining these structures, special studies need to be conducted for their likely impact on the surroundings appropriate solutions have to be examined and looked into. Areas within 100m radius of the historic spots should be declared as conservation zone
- The building regulations such as FAR or ground coverage may not be the answer for any development in the historic places, if they are designated as such.

Special areas once designated, should have a set of guide lines for keeping their historicity intact.



- Zoning with incentive could be framed to promote the necessary development for the promotion of tourism etc
- The term historic may be use, if such structures, areas, sites, traditional centres happen to be part of historical records or events that give them their significance. In the wake of urbanization or expansion programme, such pockets could be earmarked and can be termed as historic areas, or precincts etc.
- These areas, however, modest they may be in scale, but have contributed to the social and cultural aspect of the community or part of human collective memory must come under protection.
- Planning and development of historic towns should be based upon preliminary multi-disciplinary study involving a wide range of specialists. The Conservation/Preservation or Restoration plans must take into account the economic and financial resources of the region. The plans should be supported by the community residents. Administrative and financial measures are necessary to attain their objective
- Sympathetic understanding of the value of historic structures historic towns and areas of natural, scenic or of archeological art and architectural values must be expressed and given full publicity for public awareness
- Key areas of such values must be taken up for systematic studies

The tourist's areas/natural area zones or historic settlements can be earmarked for their specific values.



11.3 PROPOSED ARCHAEOLOGICAL SITES

Based on the primary observations, secondary data, and opinion of renowned personalities, the Consultants have suggested some of the ancient monuments at different places in Assam, which are of archaeological importance. With the intervention and help of the State Archaeological Department Assam, the suggested monuments mentioned below, can be developed as tourist interest spots. The list of these potential ancient monuments comprises the following:

Table 11.3
FEW ANCIENT MONUMENTS OF ASSAM

S.NO.	Sub-division	Monuments	Description	Period
1	Dhubri	Pach Pirar Durgah	Tomb - Aurengzeb's time	17 Century
2		Mirjumlar Masjid	Site near Kola river	17 Century
3	Goalpara	Tukreswari Temple	Siva Lingas of recent origin	Modern
4		Vairab Than	Early Sculptures - Radha-Krishna	Pre-Ahom
5		Sri Suryya Pahar	Rock-cut images, Siva lingas	9 Centuary A.D
6		Mahadev Pahar	Numerous Siva lingas	Pre-Ahom
7	Barpeta	Barpeta Satra	Images of lord Krishna	15 C A.D
8		Patbausi Satra	Old relics, inscriptions	15 - 16 C
9		Jania Satra	Sri Sankardev's Padasila	Late Mediaval
10		Parihareswar Devalaya	Metal image of Durga	18 Century
11		Ugratara Devalaya	Stone inscription	18 Century
12		Sukreswar Mandir	Stone inscription, Siva Linga	18 Century
13	Guwahati	Janardan Devalaya	Images of lord Vishnu	18 Century
14		Baneswar Devalaya	Siva Lingas enshrined	19 Century
15		Hayagriva Devalaya	Stone temple of Vishnu	16 Century
16		Kedar Mandir	Siva Linga, inscriptions	18 CenturyA.D
17		Kamaleswar Mandir	Ancient Siva temple	18 Century A.D
18		Ganeswar Devalaya	Ancient temple	Late Mediaval
19		Syam Rayar Mandir	Ancient temple	Late Mediaval
20		Joy Durga Mandir	Ancient temple	18 Century
21		Gopeswar Devalaya	Siva temple	18 Century
22		Bhringeswar	Ancient Siva temple	18 Century
23		Chandika Mandir	Goddess Durga Temple	10 Century
24		Ganeshguri	Image of Ganesha	Pre-Ahom
25		Pandunath Devalaya	Sculptures, stone inscriptions	Late Mediaval
26		Dirgheswari Devalaya	Old brick temple	18 Century
27		Balilechar Kali Mandir	Image of Goddess Kali	Late Mediaval
28		Jagannath Devalaya	Salagrams enshrined	Late Mediaval
29		Khatrir Kamakhya	Goddess Durga Temple	Late Mediaval
30		Dhupgunir kali	Image of Goddess Kali	Late Mediaval
31		Poa Mocca	Old Mosque	17 Century
32	Nowgong	Saubhagya Madhab	Krishna temple	18 Century
33		Gopal Madhab	Image of Lord Krishna	18 Century
34		Hatimuna Mandir	Image of Goddess Durga	18 Century



S.NO.	Sub-division	Monuments	Description	Period
35		Ambikanath Devalaya	Ancient temple	18 Century
36		Sadasivar Mandir	Ancient temple	18 Century
37		Davaka	Vishnu with Lakshmi & Saraswati	10 Century
38		Baraganga	Rock inscriptions	6 Century
39		Nabhanga Chamunda	Image of Chamunda & Gangadevi	10 Century
40		Mahisamorddini	Stone image of Durga	10 Century
41		Ganesha	Rock-cut image of Ganesha	10 Century
42		Bardowa Than	Sri Sri Sankar Deva's Ashram	Late Mediaval
43		Patekibori Than	Birth-place of Sri Sri Sankar Deva	Late Mediaval
44	Tezpur	Cole Park	Sculptural & Architectural relics	9 Century
45		Christian Mission	Christian Mission Relics	9 Century
46		Dhenu Khana Parvat	Rock-cut image of Ganesha	9 Century
47		Umatumani	Group of Temples	Late Mediaval
48		Chandi Mandir	Ancient temple	Late Mediaval
49		Surya Madhab	Ancient temple	Late Mediaval
50		Kamaleshwar	Newly made at ruins of Older	Late Mediaval
51		Bor Dol	Siva linga enshrined	18 Century A.D
52		Pulbari Devalaya	Ancient temple	18 Century
53		Gupteswar	Archeological interest	9 Century
54		Bhairab Mandir	Auspicious Kunda & Mandir	16 Century
55	Mangaldoi	Muradeor Mandir	Goddess Durga Temple	16 Century
56		Raghunath Mandir	Image of Ram- Sita & Hanuman	15 Century
57		Sri Suryya Mandir	Ancient temple	18 Century
58		Ganesh Mandir	Ancient temple	18 Century
59		Baidyanath Siva Dol	Ancient Siva temple	18 Century
60		Ghanasyam Dol	Architectural art	18 Century
61	Sibsagar	Rang-ghar	Two-stored amphitheatre	18 Century
62		Talatal-ghar	Multi-stored Palace	18 Century
63		Gargaon Kareng	Seven- Stored Palace	18 Century
64		Rudra Sagar Dol	Siva temple	18 Century
65		Mai Dol	Ancient Siva temple	18 Century
66		Deoghar	Uma- Maheshwari Temple	10 Century
67		Buddha Vihar	Buddhist Temple	19 Century
68		Buddha Vihar	Buddhist Temple	19 Century
69		Christian Church	Pioneer Works of Dr. Brown	1843 A.D
70	Garo Hills	Pulbari Ruins	Chiseled stones & Siva -lingas	10 Century
71		Shah Kamal tomb	Old tomb by Shah Kamal	Late Mediaval
72	Cachar	Devi Than	Images of Goddess Durga	9 Century
73		Motinagarar Mandir	Siva Temple	Late Mediaval
74		Biharar Mandir	Temple of Siva - Durga	Late Mediaval
75		Siddheswar Mandir	Image of Durga with ten arms	Late Mediaval



CHAPTER 12

BIO – DIVERSITY CONSERVATION

12.1 BACKGROUND

It is a well known fact that Assam is very rich in bio-diversity, and some of these bio-resources are unique in the sense that they are endemic. The richness in overall bio diversity of Assam seems more because of its bio geographical location. Assam comprising an area of 78438 sq. km. was covered by more than 33% of its geographical areas by forest till 1980s. However, since 1980s the situation of forest scenario has changed rapidly. In 1990, the survey done by the Assam Remote Sensing Application Centre revealed that the percentage of forests cover in Assam stands at around 21%, showing a decline of more than 12% between 1980 to 1990. The dense forest canopy could be found only in some isolated forest areas in Assam, at present. In 1990 till today, there seems to be a decline of further 5-6% of forest areas due to illegal felling of trees and subsequent encroachments in the forests.

Assam has a vast array of bio-diversity, some of them are threatened and some are endemic too. This gift of variety of flora and fauna includes world famous Indian One Horned Rhino, Pigmy Hog, Royal Bengal Tiger, Elephant, Swamp Deer, Gigantic Dolphin, Wild Buffalo, Golden Langur, Hoolock Gibbon, Stumptailed Macaque and Pig tailed Macaque, Hispid Hare etc. The salient birds like Grater Adjutant Stork, White Winged Wood duck, Bengal Florican, Spotbillest Pelican, Lesser Adjutant Stork, King Vulture etc. are also found here. The amphibians and reptiles are comparatively scarce.

Assam has already a number of protected areas as sanctuaries and notional park/wildlife sanctuaries, as given below:

- a) Kaziranga National Park
- b) Nameri National Park
- c) Orang National Park
- d) Bura Chapori Wildlife Sanctuary
- e) Laokhowa Wildlife Sanctuary
- f) Chakrasila Wildlife Sanctuary
- g) Boruadi Wildlife Sanctuary
- h) Garampani Wildlife Sanctuary
- i) Pani Dihing Bird Sanctuary
- j) Diporbil Bird Sanctuary
- k) Pobha or Milroy Sanctuary





There are some prominent forest reserves in the State are as given below:

- a) Hobngpar, Jorhat District
- b) Jaipur, Dibrugarh district
- c) Barail, North Cachar
- d) Dhansiri, Karbi anglong district
- e) Dumduma, tinsukia district
- f) Kipu chirang, Kokrajhas District



12.2 CURRENT SCENARIO AND THREAT TO BIO-RESOURCES

The North-East has always been cut off from the rest of the Indian peninsula. This has mainly stemmed from the natural geographic conditions of the region. This sad state of neglect pertains not only to the ecological conditions but also to the economic, social and political situation. Assam has beautiful and abundant natural resources.

The largest number of bio-diversity hotspots in the country are found here. Also a large number of valuable wildlife resources are yet to be enumerated strictly in accordance with facts and figures. The scientific approach to conservation in Assam began in 1903.

It has been also observed that the conditions of most of the Reserved Forests become vulnerable due to immense threats from encroachers and illegal timber fellers. Once dense forests like Nambor is now under severe encroachment and the impact of encroachment is such that the wild elephants have to come out of the forests for food and they create havoc in nearby villages. In the process of extensive damage done to forests, the man-elephant conflicts in Assam, is on rise and shall continue to rise if the matter is unattended. The population explosion in Assam is also alarming and endangering the future of bio-diversity conservation. Similarly, the wetlands are filled up in the process of `so-called' development without appreciating their role in hydrology management of a region and their importance in bio-diversity conservation and sustainable use of the wetland resources for benefit of present and future generation.





When the Government and the people, specially the lovers of wild birds and beasts, are trying to protect these dumb innocent creatures both by enacting laws and by creating conscience through various meetings, conventions etc. the poachers have engaged themselves to catch and kill them mercilessly. These poachers who destroy forest wealth wantonly, know all these government and non - government plans and programmes, yet they do not mind them.



At the fall of the year, attracted by Assam's tranquility and biotic resources, thousands of different species of migratory birds like the red-necked falcon, pied hornbill, Samp franklin, Greyleg goose, Whopper swan, Redcrested pochard, Rufted duck, Wigeon, Barheaded goose pintail, Teals, Mallard, Green munia, Shoveller, Blacknecked stork, White stork, Ruddy Shellduck sand piper and many others start coming from as far as Europe, Siberia and the foothills of Himalayas. They spend winter, on the banks of the world's one of the largest river Brahmaputra (800 miles) and its tributaries as well as on the wetlands, hills, valleys, dales, ponds, waterfalls, fountains and on spring let. The poachers hunt different types of birds of different colour and categories unlawfully. As a result, daily hundreds of birds and beasts are killed mercilessly during catching and poaching. Thus goes the poaching of innocent, impudent and harmless blithe creatures ruthlessly. These birds are sold in the market at a very lucrative price and it varies from time to time. Sometimes they are sold at Rs. 200 to Rs. 3000 each or more as per quality, class and comeliness. Using the cages the poachers entrap birds from forests and then encage them for selling in the market. The forest officials know these yet show indifference to these cruel and illegal activities.

Reckless killing of the birds all over of Assam, especially along the banks of the river Brahmaputra and its tributaries etc. and in the forest areas had made Assam, poorer of its avi-fauna stocks. Nowadays, a very limited number of endangered species of birds like the Assam bamboo partridge, forest spotted owlet, white winged wood duck, giant Geron, large whistling Teal, Bengal floral, Phesant, Hornbill, Blacknecked Strok and adjutant Strok, Spot Bill Pelican, Indian Shag, Cormorant, Darter, large Egret, Grey Geron, purple Peron, Wooly necked Stroke, Mallard, Soveler, Pigtail Duck, Spot Bill Duck, common Poachered, Greyleged Goose, Rosy Pelican etc. are seen in Assam. Smugglers have now added animals and birds to the long list of contrabands being smuggled out to South-East Asia through the porous Indo-Myanmar International Border.

Wildlife products, essential for their medicinal properties are being sent to West-Myanmar through Nagaland and the densely forested inter-state borders of



Arunachal Pradesh from where they are smuggled to Thailand, Taiwan, Singapore and even to Japan. The most sought after birds include hill mynahs, parakeets and hornbills. They are taken across the border in cages. These endangered species are also in demand among South-East Asian elites, who maintain private zoo. It is also been observed that there is an organised racket involved and animals are mostly trapped in the Manas Reserve Forest, and Karbi-Anglong.

The captured birds are taken to collection centers in cages. There are at least three collection centers at Tuensang and Noklak in Nagaland. According to an estimate, nearly 100 animals and birds are smuggled out of the North-East annually. The Myanmaese traffickers play an important role. The middlemen from Myanmar's Chin state bordering Mizoram and Manipur cross over to Nagaland vis Manipur and strike deals with local brokers in Dimapur of Nagaland.



The endangered birds and animals are ferried through the jungles by hired carriers, From Myanmar, they are shipped across the Bay of Bengal to Thailand. There are 15,000 of people directly involved in bird trapping and trading in North East India. The poachers catch peacocks also to earn a huge sum of money.

12.3 CURRENT MEASURES TAKEN BY GOVT. TO PROTECT BIO – RESOURCES

The State and Govt. of India have determined to protect and prevent any future damage to bio – resources of Assam. In this connection, many strong steps have been taken which are being discussed in succeeding paragraphs:



However in 1990 the country's Wildlife Protection Act. (WPA) of 1972 was amended to include, for the first time a ban on export of live Indian birds. A year later, local trade was also banned. Before the 1990 amendment, only limited trade of about 20



species, such as munias, weaver birds and buntings, placed in Schedule IV of the Act. – birds that can be hunted with official permits – was allowed. The trade, however, was far from limited: traders would mix 'Highly Endangered Schedule – I Species' – those that cannot be hunted at any cost – with the abundant species. But

after 1991, it was a total ban on trade in live birds, national or international, in India. With the official exception of the common crow.



Some of the mitigation measures taken by the Govt. are as such:

- In this connection, the forest departments of Assam, Orissa, Uttar Pradesh, Bihar and West Bengal have decided to take strong steps to curb rampant smuggling of rare wildlife species to the South – East Asian countries. This was decided at a recent meeting of the forest departments of the States in Kolkata (West Bengal)
- It is also decided that to conduct joint raids by the forest vigilance staffs of all these States, along with the 'Border Security Force' (BSF), and the Customs personnel, to curb smuggling besides manning key smuggling routes. To begin with, two coordination committee offices will be set up at Kolkata (West Bengal) and Siliguri (North Bengal, a part of West Bengal) to improve surveillance on the known exit routes along the international and inter-state borders.
- The Supreme Court directive on encroachment of forest land, has been arrived out at Bordikarai and Rangajan Chapori of Nameri – notified a 'National Park' on August 13, 1998 with an area of 200 sq. km. comprising of the existing Nameri Wildlife Sanctuary of 137.07 sq. km. and a part of the Naduar Reserve Forest of 62.93 sq. km. However, the Govt. officials have carried out the eviction operation with remarkable success in areas.
- Since 1995, the Supreme Court has banned the felling of trees. A 'Working Plan' has also been prepared by the concerned dept. for selective felling of trees with due approval from Govt. of India.
- Recently M/s Dolphin Conservation Society (DCS) carried out an innovative project to restore the original condition of Manas Sanctuary towards the conservation of remaining Tiger population in Asia.
- There is one proposal to the Govt. of India to turn the Kaziranga National Park to the Eden for the endangered tigers in the Indian subcontinent.



12.4 RESTORATION STRATEGIES OF BIO - DIVERSITY

The north – eastern Himalayan region presents a diverse system of habitats ranging from tropical main forests to alpine meadows. These varied eco-systems distributed along different latitude as well as altitude limits contain flora and fauna derived from varied bio – masses of the world. Assam in one of the most important areas in this territory, for developing a comprehensive network of bio – diversity conservation. It includes a number of varied natural habitats and is rich in communities, in species, in varieties and in endemic. Ironically, very little has been done to either study or project these areas in the past.



The Consultants have suggested the following restoration measures:

- To make a detail programme and a realistic approach to implement it for conservation of bio-diversity, it is quite essential to assess the strength and varieties of flora and fauna found in the region.
- It has also been observed that, while preparing conservation action programme of bio-diversity, often the large animals like Rhinos, Tigers and Elephant get priority in conservation while the other species specially the lower vertebrates, and invertebrates, and plant kingdom remain unattended. Thus the Consultants suggest here that the single species management should be replaced by conservation of bio-diversity as a whole. It means, we need to conserve various habitat types, in various geographical locations to ensure that maximum number of bio-diversity are covered and protected in the process.
- Some key forest habitats can be identified for declaration as sanctuary or National Park in order to get more protection. Similarly, some evergreen forests can be brought under the Protected Area Network to enhance the chance of bio-diversity conservation including the threatened flora and fauna.
- Important wetland in a region, can be conserved in order to maintain sustainability of bio-diversity of the region.
- Initiate Environmental Orientation and small-scale community support Programme. The Community Support Programmes includes handloom development programme, a community forest development programme, training for plantation and for raising the forest to raise forest for their own



need and reduce the villages, dependency on the forest. Such acts will also help the concerned authority to win back the support of the local people the poor fringe villagers as needed for the protection of the park/sanctuary/forest. The community support programme will help in to eradicate easy money culture of fringe villagers i.e. money earned by unlawful jobs for the flora and fauna.

- Awareness camp can also be organized with village-people to make them understand the importance of conservation of flora and fauna.
- In Assam, Ethno-political problems should be taken care of and proper security cover should be given to concerned officials.



CHAPTER 13 HANDICRAFTS AND HANDLOOMS

13.1 BACKGROUND

The Assamese has been traditionally a craftsman from time immemorial. However, Assam is mostly known for the exclusive silks, and the bamboo and cane furniture. Here, several ethnic groups live in complete harmony and offer many unique cultural and traditional objects to see in this wonderful State.

13.2 HANDLOOMS

Assam is the home of several types of silks. And the most prominent and prestigious 'muga' is the golden silk exclusive, only to this State. Beside it, paat and eri are also found here. Weaving in Assam is not just a commercial venture but is actually a labour of love. The tribal in Assam, have a wide variety of colorful costumes, some of which have earned international repute through the export market.

In Assam, more than 17.16 lakhs of weavers are engaged in 14.09 lakhs of looms and producing 167 million meters of cloth annually, against the clothing need of nearly 370 million meters in the State. In Assam, handloom weaving stands next only to Agriculture.



Weaving Loom

Assam is having at present, an Apex Cooperative Society namely Assam Apex Weavers and Artisans Cooperative Federation Ltd. (ARTFED) and 23 Dist level Co-operative Societies. The welfare of the weavers outside the cooperative fold, is looked after by the State level Handloom Development Corporation, Assam Govt. Marketing Corporation Ltd. (AGMC).

13.2.1 Directorate of Handloom & Textile

The directorate is undertaking various schemes for upliftment of handloom sector in Assam.

(a) The State Sector Schemes are given below:

- Step Project – I and II on Handloom in Assam:
This newly launched scheme supports training and employment programme for women.



- Handloom Research & Designing Centre:
This centre plays an important role in development of new design and patterns to capture the niche market.
- Handloom Training Centre:
The dept. is running around 102 nos. training centers for handloom weaving, designing and dyeing etc.
- Handloom Production Centre
The main objective of this is to produce decorative and value added quality fabrics. There are 20 such for centres.
- Weavers Extension Service Unit
The objective of this programme is to enable the weavers to weave clothes in their looms, at home. All total, 98 such units are providing services to the weavers in the State.

(b) Central Sector Schemes are given below:

- Project Package Scheme:
Central Govt. of India has introduced this scheme during 1991-92 for overall development of handloom sector in the state.
- Health Package Scheme:
This scheme has been introduced to ameliorate some of the health problems of weavers.
- New Insurance Scheme:
These schemes cover accidental loss to weavers.
- Handloom Market, Publicity and Exhibition
ARTFED are having 49 and 27 marketing outlets respectively within and outside the State ARTFED has been doing successful marketing in some foreign countries and obtaining a number of orders.
- Deen Dayal Hath Kargha Protsahan Yojana
Under this scheme, the Central and State govt. have provided assistance to Primary Weaving Co-operative Societies



13.2.2 Present Threat to Muga Industry in Assam

It has been noticed that in upper Assam, due to economic reasons, many Muga farmers uproot their host plants for replacing with tea gardens. Simultaneously, 'unscrupulous' traders started blending low cost Chinese Tasar Silk Yarn (dying with Muga like colour) with Muga yarn for weaving fabric. As such, there is nothing to say as blending of one on other yarn goes well in textile industry for product diversification and to reduce the cost of production.



However blending of tasar with Muga and selling the same, as pure Muga is definitely a fraudulent act as innocent buyers fall prey to such evil deed. The other negative effect of such act is the poor muga farmers are not getting buyers of cocoon like earlier years. And consequently, helpless farmers are ultimately, compelled to sell their cocoons at a much lower price than the cost of production. This has discouraged most of the traditional farmers and they are in a dilemma, whether to continue with the Muga rearing.

The another threat, as noticed here that truck loads of bark of som trees are being transported from lower Assam to outside the State. It is understood that the banks are used for processing incensed sticks in Bangalore and other states. Fresh som barks are purchased at Rs. 2 per kg and sun dried bark can fetch Rs. 7 per kg. Since some plantations are normally away from the farmers' house and spread over hills and forests, it becomes easy for interested persons to debark the trees and sell the bark. It is well known that removal of barks will destroy the plants. And if present practice continues, there will be hardly any plants available for Muga rearing in near future, thereby jeopardizing the world renowned muga silk industry, the pride of Assam.

13.3 HANDICRAFTS

Crafts in Assam have a history so rich in creativity and achievements, that it has changed the very course of handicrafts. Assam has remained a great wonder to the outside world and can boast of its rich varieties of handicrafts. In Assam, around 1.46 lakhs of persons engaged in this sector and most of them are from weaker sections of the Society. Out of which many of the artisans are being conferred or honored with various awards in National level. In Assam, total national award and merit certificate have been awarded to 14 nos and 10 nos respectively (Source: office of development commissioner (Handicrafts) Guwahati)



Traditional sun-shade



The State Govt. has conducted a survey on various Handicraft products and its units through DIC of Assam. The State Govt. has also ensured to strengthen the Handicraft Research and Design Centre, Cottage Industries & Training Institute in the State.

13.3.1 Market Potential of Handicraft

The handicraft products are very essential need for every household. Cane and bamboo are widely used for making furniture as well as decorative items, besides many other materials. In early times, middle class family mostly used cane furniture, now days, these are considered as luxury items amongst the aristocrat families. Cane and bamboo are abundantly available in Assam



Cane furniture is largely produced in Assam. Cane furniture has got established market in the country. Due to increasing demand for these furniture by foreign tourist, a major share of the total production in Assam is exported. Exports are made through organisations like North Eastern Handicrafts and Handloom Development Corporation Ltd. (NEHHDC), Assam Government Marketing Corporation Ltd. (AGMC) and some private export houses. If manufacturers are able to supply in time and in adequate quantities, the export prospects of cane furniture are excellent. Hence, the potential for cane and bamboo products is considerable and the industry can grow @ 15% per year.

Based on the present production level of Rs. 10 crore per year and the growth rate of 15% per year, there is potential for additional production of cane and bamboo products to the tune of Rs. 1.5 crore per year. (Source: Profiles of Tiny Sector Projects for North- Eastern Region, NEITCI).

Export potential: At present, the contribution of handicraft sector to export is more than Rs. 6000 crore. As per the recent study, on Industrial Development and Export potential of North-Eastern Region by National Institute undertaking value added products and gain the benefits in terms of employment, income, and earning of foreign exchange by way of exports. The future looks extreme angles such as: -

- Proximity to ASEAN Markets, which are habituated in using bamboo products.
- Abundance of good quality bamboo all over the region
- Low investment cost
- High employment generating potential
- Environmentally sustainable industry



Estimation of market potential

The handicraft articles of this region cannot be dependent on an exclusive buys for aesthetic utility alone. The low and middle class consumers want them, for their day to day uses, and they must be given due importance. A strong domestic market is to be built up for the products with good potentials and scope for developments. Sole dependence on the foreign market is to be avoided as the export market, is subjected to sudden and wide fluctuation.

13.3.2 Market Details

District-wise Market Details in all the districts of Assam, the details of markets are given below:

Type of Market	Numbers
Biweekly	168
Daily	331
Others	63
Regulated	15
Weekly	407

Source: Office of the Deputy Commissioner's of all districts of Assam, 1997 – 98

13.3.3 Schemes of development commissioner (Handicrafts)

The Development Commissioner (Handicrafts), Govt. of India, have an array of schemes, some of which are run departmentally, while the others through Apex Corporation, NGO's Master-craftsmen etc. Some of the major schemes are: (1) Training schemes for carpets and other crafts; Apprenticeship training schemes (2) Exhibition Schemes - to assist organizations in marketing/development of handicrafts, for holding exhibitions, increasing awareness and launching new products. (3) Marketing Scheme - Product Promotion Programme, craft bazaars, market meets - cum- clinics, fairs & festivals (4) Pension for National/State/Merit Certificate Winners (5) Group Insurance Scheme for crafts-persons (6) Insurance Schemes for hospitalization for craftsperson (7) Work shed and Workshed-cum-Housing scheme for Handicraft Artisans (8) Assistance for Design Development (9) Setting up of Craft Development Centre (10) Market Development Support.

The State Government may avail the above schemes of Development Commissioner (Handicrafts) of the Central Government for the benefit of the artisans in the State.



13.4 MARKET MECHANISM

The market mechanism for handloom and handicraft products in Assam, can broadly be classified as:

- Marketing under cooperative organisation
- Marketing under Govt. owned corporation and department
- Sale by independent weavers
- Sale by master weavers

The first two groups termed as an organised one, and the latter two groups as unorganized. One of the main reasons for the distressing condition of the Co-operative marketing had been lack of infrastructural support, and help from the apex and central weaver's co-operatives in the State. In Assam, the organisations which play an important role in marketing of these products are Apex Society (ARTFED, AGMC, NEHHDC)

13.5 FURTHER INITIATIVES RECOMMENDED BY CONSULTANTS

Any strategy for development of a socio-economic sector, like handlooms & handicrafts, has to take care of the constraints in terms of human, physical and financial resources. It has also to take care of the major task of efficiency improvement in every sphere of activities to overcome the challenges with regard to shortages of basic raw materials, fast changing tastes and preferences, and growing competition from the modern industrial products. It is essential that, efforts be made to ensure that the artisans should not only become self-employed, but they are fully equipped by way of appropriate skills, trained in entrepreneurship and their requirements of marketing and sufficient credit are fulfilled. Keeping the foregoing discussion in view, the Consultants suggest that, besides the existing initiatives taken by the Central and State Government, the following measures may also be taken for development of handicrafts sector in Assam:

13.5.1 Link-ups with known firms

Use of a renowned opinion leader to help in launching a handicraft line, can be helpful in the export market. An example is the association of the House of Pierre Cardin in France with the promotion of Indian Handloom in European markets. Similar experiences of cooperation between handicraft exporters in the Philippines, Thailand and other developing countries with large foreign marketing concerns exist in this regard.



13.5.2 State Award to Best handicrafts Artisan of the State

The State Government may introduce State Award Scheme along with sound financial support to honour outstanding artisans of the State with a view to encourage the artisans to produce excellent craft pieces and encourage development of the crafts.

13.5.3 Assistance to Handicraft Cooperative Societies

A scheme for development and financial assistance to the Cooperative Societies of artisans may be introduced. Liberal financial assistance in the form of share capital and managerial subsidy in this sector would increase the development of these sectors in the State. While Integrated Rural Development Programme (IRDP) could be a major vehicle of assistance in these sectors, however, for those households who do not qualify on account of income level for loan assistance, additional facilities will have to be provided. A separate Crafts Finance Corporation may also be considered for providing various forms of financial assistance by the State Government.

13.5.4 Development of Village

As part of this scheme, some important handicrafts and handlooms villages can be identified; these should be developed to provide an environment with proper facilities, for tourists to visit that places. This could be linked to a tourist circuits.

Handicrafts complex on the line of Dilli Haat, along with a museum and cultural complex may be developed into an important tourist places. The complex will provide simple ambience for manufacturing and sale of crafts, food specialty restaurants and cultural areas.



CHAPTER – 14

SOCIO-CULTURAL AND ENVIRONMENTAL IMPACT

14.1 *SOCIO-CULTURAL IMPACT*

Tourism can bring both benefits and problems to the local society and its cultural patterns. Although more difficult to measure than economic or environmental effects, socio-cultural impacts are major considerations in developing tourism in many places. These impacts can be especially critical in countries like India and regions like Assam that still have strong traditional society.

14.1.1 Socio-cultural benefits

If tourism is well planned, developed and managed in a socially responsible manner, it can bring several types of socio-cultural benefits. These include the following:-

- i) Tourism improves the living standards of people and helps pay for improvements to community facilities and services, if the economic benefits of tourism are well distributed. Per capita income of the State of Assam viz. Rs. 6663 during 1996-97 at current prices, the development of tourism will enhance the living standard of people by increasing employment opportunities and developing other economic benefits. Fishing, agriculture and animal husbandry and other sectors of activities will expand to respond to additional needs.
- ii) Tourism too conserves the cultural heritage of Assam which otherwise might be lost as a result of only general development taking place. Cultural patterns of Assamese music, dance, drama, dress, arts and crafts, customs, ceremonies, life styles, traditional economic activities and architectural styles of Assam are important attractions for tourists. Tourism helps justify their conservation and can be the impetus for revitalizing cultural patterns.
- iii) Tourism helps develop and maintain museums, temples, and other cultural facilities through the income generation by charging entry fee and entertainment expenses from tourists.
- iv) Tourism reinforces or even renews a sense of pride by residents in their culture, when they observe tourists appreciating it.
- v) Tourism provides the opportunity for cross-cultural exchanges between tourists and residents who learn about, and come to respect, one another's cultures. These exchange can best be achieved through educational and other types of



special interest tours, village tourism and home visit programmes whereby tourists can arrange to visit local families.

14.1.2 Socio-cultural problems

Tourism can generate some socio-cultural problems if not well planned, developed and managed, which include the following:-

- i) **Overcrowding by tourists and loss of convenience for residents**, which leads to their resentment and sense of hostility toward tourism. In peak season periods, attractions and amenity features, restaurants, shopping and transportation facilities may become overcrowded by tourists so that local people, particularly in places like Guwahati cannot easily use them.
- ii) **Cultural degradation and lessening of a sense of cultural identity:** Deterioration of important archaeological and historical forts and important temples is resulting from overuse by tourists.
- iii) **Demonstration effect** of residents, especially young people, imitating the behavioural patterns and dress of tourists will adversely affect Assamese culture. Also, misunderstanding and conflicts arise between tourists and Assamese people because of different languages and customs.
- iv) **Social problems** of drug abuse, excessive alcoholism, crime and prostitution may be worsened by tourism.

14.1.3 Preventing socio-cultural problems

As a general policy, tourism should be developed on a gradual basis so that the society has time to adapt to it, be educated about it, and learn how to participate in its benefits. Local residents should be involved in the planning and development process of tourism so that they can influence its decision-making and feel that they are part of tourism. Some specific socio-cultural impact control measures can be applied in tourism areas as under: -

- i) Maintain the authenticity of Assamese dance, music, drama, arts, crafts and dress, even though they are somewhat adapted for presentation to tourists.
- ii) Preserve existing distinctive local architectural styles and encourage new development, including tourist facilities, to use local architectural motifs.



- iii) Make certain that residents have convenient access to tourist attractions, amenity feature, and other facilities and apply visitor control measures to prevent over crowding.
- iv) Provide inexpensive or subsidized facilities for local residents to use. Residents may be allowed to pay lower admission fees to attraction features than those paid by foreign tourists.
- v) Public awareness programmes about tourism may be organised, utilizing radio, television, newspapers, magazines and public meetings to combat agitation by NGOs against tourism.
- vi) Inform tourists about the local society - its customs, dress codes, acceptable behavior in religious and other places, courtesies to observe in taking photographs, tipping policies, and any local problems.
- vii) Train employees to work in tourism effectively, including language and social sensitivity training where needed.
- viii) Apply strict control on drugs, crime and prostitution.

14.2 ENVIRONMENTAL IMPACT

Tourism development at both the national and international levels can make a positive contributions to the life of a nation provided the tourism based activities are well planned and of high standard and protects, respects the cultural heritage and values and the natural, social and human development. It indirectly indicates that in no way the carrying capacity of a particular site should be exceeded. Tourism has to be related to this, it should not indiscriminately, inject tourists into a particular site, which has got a limited, or no carrying capacity at all. Tourism must be directly correlated to the resources that are available and this aspects needs to be closely looked into very carefully. So it is high time that we should develop and manage tourism from the resource point of view so that it is compatible with the environment and does not degrade it, and this is a major factor in achieving of its sustainable development.

Development of tourism itself has some positive and some negative effects.



14.2.1 Positive Environmental Impacts

- i) Tourism helps to justify and pay for conservation of important natural areas and wildlife, including riverine environment, and development of parks, historical monuments protected and reserve forests and parks, because these are major attractions for tourists.
- ii) Tourism helps to improve the envisage environmental quality of the area as tourists like to visit the places that are attractive, clean and non-pollutant. Well sited and designed tourist facilities, themselves can contribute to the attractive appearance of both urban and rural environments. Improvement of infrastructure, especially of water supply and sewage and solid waste disposal, also contribute to improve environmental quality.
- iii) Tourism helps in revival of dying arts and crafts. It is due to enhanced tourism only that all our rare artistic wealth is finding its way to prosperous countries through both legitimate and illegitimate channels.

14.2.2 Negative Environmental Impacts

If tourism development is not well planned, developed and managed, it can generate several types of negative environmental impacts.

- i) Development of mountainous tourist spots will evolve construction and development of roads and highways through forest areas. This in turn, is likely to increase the vehicular traffic along with the pedestrian in this region. This activity is likely to create environmental disturbances, which will directly have an adverse impact on the surrounding vegetation and mountain ecology. This does not mean that road in the hills are not important, but they need to be constructed in coherence with the terrain, nature of geological functions etc.
- ii) Development of Tourism indirectly has an impact on the wildlife, which is likely to be affected due to large scale hunting, by the invasion of tourists into natural habitat for photography and filming etc. Then impact on large-scale mammals and birds is apparent. If tourism is to be handled on a sustainable basis, we must pay much attention for the maintenance of tourism infrastructure and maintenance as well as of the wildlife. Large-scale invasion of tourists to national parks, wildlife sanctuaries and reserve forests also affects the feeding and breeding habitats of the wild animals.



- iii) Another major impact of increased tourist activity is that large scale of tourist developments also brings a large number of people together which leads to marked changes that are detrimental to the eco-system as a whole. The influx of large number of tourists is also likely to increase the piles of litter and garbage. These will attract rodents, which in turn draw bigger animals and birds that alters the entire habitat.
- iv) With the increase in the number of tourists due to availability of better infrastructure facilities, the needs and demands of the tourists also increases. Thereby, there is an increase in the demand of wildlife souvenirs, furs skins, ivory ornaments, horns, tails, key rings made from hooves, so on and so forth. This has resulting the indiscriminate slaughtering of wild animals along with the birds for the above said purposes.
- v) Water pollution resulting from improper development of sewage and solid waste disposal systems for hotels and other facilities. There has been severe pollution of river, lake and beach from sewage outfall lines, and of ground water by seepage of waste material. Sewage disposal is also effected either through septic tanks and absorption pits or as in tourist projects, disposal of wastewater through biochemical treatment plants, into the sea, which may have detrimental effects on the maritime fauna in areas of disposal owing to certain substances that may be contained in the disposed effluent.
- vi) Air pollution resulting from excessive use of internal combustion vehicles (cars, taxis, buses, motorcycles, etc.) in tourism areas.
- vii) Noise pollution generated by a concentration of tourists and tourist vehicles.
- viii) Visual pollution resulting from poorly designed hotels and other tourist facilities, badly planned layout of facilities, inadequate landscaping of facilities, use of large and ugly advertising signs etc.
- ix) Ecological disruption of natural areas and damage to archaeological and historic sites by overuse or misuse by tourists.
- x) Water supply is in most cases gained from boreholes in the ground. At the same time, in the area, absorption pits are used for disposing off effluent or percolation to the ground in areas irrigated by treated water from biochemical system, as stated at point (i) above. The danger of polluting underground water, if such practice is intensified, is imminent.



- xi) Garbage disposal seems to be the most acute problem contributing to soil and environmental pollution. Scanty service for collection exists and therefore every hotelier solves the problem by burying the waste in ditches. During the monsoon, when sunshine is rather poor, contamination of the adjacent area is possible.
- xi) Environmental hazards and land use problems resulting from poor planning, siting and engineering of tourist attractions and facilities, could be serious.

On the other hand, it can be seen that with the boom of tourist traffic into those areas of poor planning, the tourist traffic, itself becomes counter productive to the tourist industry. Whereas on the contrary, it can be seen that through the increase in tourism, it's a boom for the economic development of a nation and, it cannot survive on its own. Tourism economic development and environment should go hand in hand and a symbiotic relationship should exist between these three aspects. Tourism should not affect our eco-system for whatever they are worth. The equilibrium between these three aspects is very delicate and their relations should not be strained further by adding of other new elements for whatsoever reason may be so.

14.3 TOURIST PLACES IN ASSAM

Situated between 90-96⁰E longitudes and 24-28⁰N latitude, Assam is bordered in the North by the Kingdom of Bhutan and in the east by Arunachal Pradesh. Along the south lie Nagaland and Manipur. To the extreme south lies Mizoram, Meghalaya to her southwest, and Bengal to her west. This state is a stronghold of historical and cultural seat with a large number of historical and cultural sites spread all over the state.

The State is endowed with rich diversity of natural resources with unparalleled scenic beauty in terms of its country side, wild life sanctuaries, tea gardens and beautiful sites along the river. Some of the natural reserve sites are the world famous Kaziranga National Park in Central Assam, Manas National Park in the foothills Sub-Himalayan Ranges. Declared as World Heritage sites Kaziranga and Manas house some of the rarest wild life species like the one horned Rhino, Asiatic Water Buffalo, Clouded Leopard, Hoolock Gibbon, Pigmy Hog, Giant Squirrel, Golden langur, Adjutant stork, white winged wood duck, Hombill, wild horses and many more. Some of the other wildlife habitats in the State are Nameri National Park, Dibrus Saikhowa, Orang and Pobitro wildlife sanctuary.

As discussed above, the state is also rich in several sites as it is traversed by one of the largest river system of the world i.e. Brahmaputra believed to be the nature's best gift to Assam, being used mostly for water sports and adventure sport like white water rafting canoing etc. Some of other river sites comprises of the Jia Bhoroli river home



to the fierce game fish, the Mahaseer or the tigers of the Himalaya famous for angling purposes. Adding to all these places of tourist importance, some of the pleasure tourist sites comprising of tea estates, oil installations, golf courses and polo grounds spread over the state of Assam.

The different places of tourist importance as discussed above mostly fall within the 11 major Tourist circuits of the state. They are as follows:

- (i) Guwahati – Shillong – Guwahati
- (ii) Guwahati – Kaziranga – Guwahati
- (iii) Guwahati – Tezpur – Bhalukpong – Nameri National Park - Guwahati
- (iv) Guwahati – Bomdila – Tawang (Arunachal Pradesh) Tezpur – Guwahati
- (v) Guwahati – Sibsagar – Jorhat – Maguli – Guwahati
- (vi) Guwahati – Hajo – Barpeta – Guwahati
- (vii) Guwahati – Manas – Guwahati
- (viii) Guwahati city tour
- (ix) River cruise on Brahmaputra
- (x) Bhahmaputra by steam – a steam locative driven nostalgias trip
- (xi) Jatinga steam safari across the enchanting North Cochar hills.

14.4 ENVIRONMENTAL IMPACT DUE TO NEW PROJECTS

Though, the State has unparalleled potential as far as natural resources, places of scenic beauty with numerous places of historical and cultural significance to attract a significant number of domestic and international tourists. No positive or significant planning approach has been taken up by the any of development authorities of the State in this direction to develop the tourist destinations with sufficient recreational support system.

But recently the state Govt. of Assam has taken up adequate positive steps in this direction to provide for an extensive range of tourist attraction features across the state of Assam catering to various categories of tourist demand. The various strategies of identifying and developing these facilities have been detailed out in Chapter 9 (New Tourists Attraction) of this report.

As these selected tourism sites have been identified for the development of tourist infrastructure facilities. Development of these tourist infrastructure facilities in the form of promoting Wildlife Tourism, Tea Tourism, Golfing Tourism, Adventure Tourism, Historical/Archeological Tourism, Cultural Tourism are likely to have some impact on the surrounding environment of whatsoever scale it may be so. Thus in the following sections some of the project specific impacts have been discussed in details along with their respective mitigation measures.



14.4.1 Wildlife and Adventure Tourism Sites

Some of the environmental impacts, which are likely to be faced by these Wildlife, and Adventure Tourism sites of *Kaziranga, Manas, Bhaluktung, Pabitora* and *Dibru Saikhowa Sanctuary* to the various recreational activities, are discussed in the paragraphs given below:

With its planned new tourist infrastructure development, these tourists destinations are likely to face the problem common to many tourists destinations in developing countries with the certain inclusion of a tourist population into a under developed area of special interests and attraction which can permanently damage the area of interest if the development is not treated with great care. Introduction of Recreational Tourism activities like Golf Course, Tennis Court and other such sporting activities water sports, Hand gliding trekking and Rock Climbing, have a great potential of degrading the fragile ecosystem which houses some of the endemic species of wildlife which exist in coherence.

Restricted Tourism and controlled activity should be promoted in these areas as excess tourist influx to these places will have excess pressure, the water supply will generate excess of wastewater, solid waste which the existing facility will not be able to cater to, thereby effecting the fragile ecosystem. The wildlife may also be affected by large influx of tourists at the critical time of migration, feeding, breeding and nesting. Whereas on the other hand "eco-tourism" projects can combine conservation of natural and cultural sites with economic and recreational benefits. Their success depends on informed site selection, sound design and follow up of the operating guidelines which take into account the sensitivity and capacity of the resources which form the tourist attraction. Consequently a major concern in planning and other types of development and analyzing their impacts is to avoid far closing tourism development options by degrading resources especially well suited to it. Comprehensive environmental and landuse planning can identify options and alternatives over the long term and balance single and multiple use concepts. Sites such as Bhalukpong which is considered as one of the most attracting angling centre, located on the banks of Jia-Bhareli along with its Orchid garden and hot spring at Tipi, can also be identified as one of the ecological fragile zone. Consequently tourism constitutes an additional development pressure in areas already used for various recreational activities. The environmental effects of seasonal tourists increases can be particularly significant on the river sites, from its aquatic life point of view.



14.4.2 Historical Cultural Tourism

Some of the environmental impacts which are likely to be faced by these historical and cultural tourism sites of **Guwahati, Sibsagar, Tizipur, Bhuban Hill, Cachar, Sri Suryapahar, Pancharatna** and **Dubri** to the development of the various recreational and cultural activities are discussed in the following paragraphs given below:

Socio-cultural consideration is particularly important in environmental assessment to tourism projects. Various tourist activities archeological sites may conflict with local religious beliefs. The influx of large number of foreigners (tourist or migrant workers) into a local cultural site of archeological religious importance is likely to generate clash of contrasting life styles that result and have serious impact on existing local culture. There is also the risk of exploitation of indigenous culture, music and folklore. Related developmental activities associated with tourism development like hotel construction may also cause displacement and involuntary resettlement. Indirect linkages between tourism and local cultures, business, resident populations and work force are potential problems. Failure to recognize them can diminish project benefits as well as inflict adverse socio-economic impacts on the local population. For example commercialization of traditional artisans can lead loss of authenticity with results for the artisans and possibly for buyers as well.

14.4.3 Riverine Island Tourism

Some of the environmental impact which are likely to be faced by the site of **Majuli** and other eco-sensitive sites like **Chandubi** are discussed in the section below:

Most island trend to be environmentally fragile and highly vulnerable to development pressures especially from tourism. They tend to have distinctive flora and fauna, which can be displaced by non-native species, which may be introduced during development. Natural resources such as natural vegetation and forest, water-bodies, caves etc. which are frequently concentrated in small areas, which are attractive for tourism. Fisheries and other subsistence economics if prevalent on island can also undergo transformation with even modest tourism development. The resource base of the island over the last decade or so shows major decrease in environmental quality as such. The island of Majuli in particular have undergone massive erosion and environmental degradation, in the recent past, due to it's cutting of its sides by the strong current of the Brahmaputra river amidst which it is located. This island may face further degradation of its natural resources if uncontrolled and unplanned tourism activity is allowed on its island.



14.4.4 Other Tourist Spots

Some of the environmental impacts which are likely to be faced by the other tourist spots like **Chandrapur**, located 18km from Guwahati with its natural scenic beauty, followed by the hill station of **Haflong** and the oldest oil town of India named **Digboi** located in the foothills of Sivalik are discussed in the following paragraphs.

The sites of Chandrapur and Haflong are being developed from eco-tourism point of view. So utmost care should be taken that while planning for any kind of tourism activity the sensitivity and carrying capacity of these locations should be thoroughly accessed to avoid foreclosing of tourism development options by degrading resources especially well suited to it. The visual as well as the physical impact due to the construction of structures should also be considered. Construction and designing of the structures should be in harmony with the surrounding natural environment and socio-cultural context. The impact of tourism infrastructure on resource value for their aesthetics view should be especially addressed. Tariff for water, sewerage and other services for the tourist should be framed that it should not burden the local community.

Whereas on the other hand, tourism in the town of Digboi should be so planned in such a way that it does not pressurize the capacities of public services and physical infrastructure. Digboi being an important industrial township with the oil refinery and other associated industrial and commercial activities already have a lot of pressure on its physical infrastructure and public services due to the large number of migratory population and host of industrial workforce and officials related to the oil industry. Some of the typical problems faced by this town are traffic congestion, demand in excess of capacity of water supply, wastewater and solid waste disposal systems. So any other over exertion of these physical infrastructure and service facilities are likely to generate further environmental degradation of this old and serene township located in the far flung north-eastern corner of the state of Assam.



14.5 POTENTIAL NEGATIVE IMPACTS AND THEIR MITIGATION

Some of the potential negative impacts, which are likely to be generated due to the tourism activities as, discussed above and their mitigation measures are as follows:

Potential Negative Impacts	Mitigation Measures
Direct	
Destruction of forests, other unique/sensitive habitats or cultural, historical and archeologically important sites.	<ul style="list-style-type: none"> • Areas considered for development should have zoning plans to account for natural geographic and socio-economic condition • Base development phase on an inventory of resources.
Erosion resulting from uncontrolled clearing, Infrastructural construction such as roads and marinas	<ul style="list-style-type: none"> • Develop erosion and sediment control plans
Loss of "free" environmental services from natural systems and degradation of air, water, land resources	<ul style="list-style-type: none"> • Carrying capacity should be defined so that target tourist population can be sustained without over burdening existing infrastructure and resources.
Water pollution from inappropriate sewage or solid waste disposal <ul style="list-style-type: none"> • Marine effluent disposal • Residential sewage disposal • Marinas • Infiltration to groundwater 	<ul style="list-style-type: none"> • Allowance made for use of existing municipal regional collection and disposal system or construction of on-site sewage treatment plant • Liquid waste should not be discharged into rivers or other sensitive areas • Verify local capacity to monitor and enforce pollution regulations
Solid and liquid waste disposal creates nuisance conditions adjacent to amenities	<ul style="list-style-type: none"> • Appropriate waste disposal options required to manage potential problem • Landfill versus incineration alternatives as well as waste minimization will be considered
Access problems created <ul style="list-style-type: none"> • Traffic congestion • Noise • Minor and localized air pollution • People density greater than services available 	<ul style="list-style-type: none"> • Access problems minimized by integrated planning to reduce traffic and pedestrian congesting, noise
Displacement of human population	<ul style="list-style-type: none"> • Plan and implementation Programme of compensation and resettlement



Indirect	
Conflicts with other resource use such as fisheries, agriculture	<ul style="list-style-type: none"> Conceive tourism development in framework of national, regional, local socio-economic development plans to integrate new objectives into development strategies
Stress to capacity to manage the "forest or related environment" <ul style="list-style-type: none"> Legislation and polling constraints Agency support lacking Staffing and financial resources to mitigate impacts absent/reduced Inadequate training in environmental management 	<ul style="list-style-type: none"> Comprehensive legislative action frequently required to address direct and indirect impacts and their monitoring and evaluation Staffing and equipment support must be budgeted, including whatever training necessary to mitigate impacts and monitor the "environmental protection plan" or other mitigation plan
Multiplier effect on other industries causes increased stress on natural resources or services (craft-market, vendor, taxi driver, suppliers, farmers/fisherman)	<ul style="list-style-type: none"> Provide adequate infrastructure and services support to meet physical, social and economic needs of the region Recognize that "over building" may be a persistent problem
Congestion, over crowding	<ul style="list-style-type: none"> Design (urban areas and transport network etc.) according to carrying capacity of natural setting.
Natural hazards peculiar to developed site such as coastal storms, flooding, landslides earthquakes, hurricanes, volcanoes, may stress infrastructure and reduce long term benefits	<ul style="list-style-type: none"> Design facilities to (a) meet best possible specifications for natural hazard amelioration (b) take advantage of natural resources such as wetlands ability to buffer storms or absorb treated wastewater.



CHAPTER – 15

DEVELOPMENT CONTROL AND PLANNING

15.1 VARYING PERSPECTIVES OF TOURISM CARRYING CAPACITY

- i) In its most traditional sense, the concept refers to the maximum number of tourists or tourist use that can be accommodated within a specified geographic destination. In this sense, it refers to a specified limit, 'ceiling', or 'threshold' which tourism development should not exceed. Carrying capacity indicators which describe such benchmarks, are given in terms of volume, density or market-mix (e.g. number of visitor units relative to resident units).
- ii) An environmentally based perspective suggests that carrying capacity management involves maintaining a balance between physical/environmental and visitor experiences. Carrying capacity in this context refers to the maximum number of people who can use a site without an unacceptable alteration in the physical environment, and without an unacceptable decline in the quality of the experience gained by visitors. This implies some prior designation of conditions upon which unacceptable levels of tourism impact can be judged.
- iii) Tourism carrying capacity may be market driven, critical carrying capacity thresholds appear to occur when tourist numbers approach levels which strain the capability of the destination to provide quality tourist experience. In this sense, for any number of physical, economic, social, environmental, psychological or political reasons, tourists begin to display apathy toward the destination.
- iv) A community based perspective suggests that carrying capacity concerns a destination area's capability to absorb tourism before negative effects are felt by the community, levels at which their impact standards are established can be based on values determined by the community on the basis of how they perceive the effects of tourism.

15.2 TOURISM CARRYING CAPACITY OF ASSAM TOURISM DESTINATIONS

The tourism carrying capacity for Assam tourist destinations has been considered in terms of:

- a) Environmental capacity for development and use without over crowding;
- b) Infrastructure;
- c) Availability of sufficient labour supply; and
- d) Social Impact



Taking an overall view, the following suggestions are made for consideration by the Department of Tourism.

- a) Environmental capacity standard may be established based on evaluation of the local physical environment, and the expectations of the types of tourists who then and will in the future be visiting the State. These may then be compared to the standards which are applied to similar situation elsewhere in the world, to make certain that they are reasonable.
- b) The plan examines the infrastructure requirements for water supply, transportation system, electricity, sewage and solid waste disposal and telecommunications.

Water supply requirement in supply to tourist areas is estimated on the basis of an average of 0.8 cubic meter per day per bed at 36,800 cu.m/day maximum demand, was found to be adequate to serve both tourism and general community needs. The Consultants recommend to apply water conservation technique, including recycling of sewage effluent for use as irrigation water.

As regards the other infrastructure requirements including the transportation system, electricity, sewage and solid waste disposal and telecommunication. These will have to be determined for the future level of tourism development, if infrastructure improvement programmes are undertaken as needed.

- c) Future employment in tourism, whether in the direct or the indirect sector, is within the capacity of the state in terms of labour availability. In future growth of population and necessary adjustments in the labour force in the various economic sectors of the state are taken into account, then labour availability in the future will response favorably to the needs of the tourists sector.
- iv) In terms of social contact, as the majority of the domestic tourists came from other parts of India with similar customs and the same cultural background as the indigenous population, no serious negative socio-cultural impact is expected.

Carrying capacity cannot be a one time exercise. On the basis of experiences of tourism behaviour, it is suggested a comprehensive study on this subject may be conducted by the Department of Tourism.



15.3 COMMUNITY INVOLVEMENT

There is growing interest in the belief that early and continued involvement of local communities in decision making concerning tourism development in their locality can help to alleviate many of the tourists negative impacts. This notion is founded on the symbiotic relationship that exists between visitors, local communities and destination areas. These three elements interact with each other and create the negative and positive economic, socio-cultural and environmental impacts discussed in earlier chapters. Host communities vary in their ability and willingness to absorb and benefit from tourist activity. Nevertheless, there are practical measures that can be taken to involve host communities more in their local tourism systems, for example the establishment of local tourism forums where ideas can be exchanged and issues aired, concessionary admission schemes for local people to tourist attractions and facilities, and public awareness programmes highlighting the benefits of tourism to communities.

15.4 VISITOR MANAGEMENT

Whether or not the number of tourists to an area constitutes sufficient of a problem to threaten its carrying capacity, all visitors to resorts, attractions and destinations need to be managed in some way. This may be no more than arranging the safe transfer between an arrival departure airport and the tourists resort accommodation. In areas of high tourism demand, however, visitor management becomes a tool that can be used to minimise the tourists adverse environmental, cultural and social impacts. The planners and managers of tourism can influence tourists movement patterns and behaviour with the help of sign posting, information leaflets and broadcasts, visitor centres, zoning of areas, temporary restrictions on entry, way marked routes, audio-visual displays, promotion of public transport services and range of similar other measures.

15.5 DEVELOPMENT CONTROL AND PLANNING

- i) Public access to the river must be safeguarded by adequate reservations of land, through the implementation of detailed local plans. Land reserved for public access should be wide enough and part of the landscape. They should also be declared protected areas and adequately prevent any illegal actions in their area.
- ii) Each Hotel or other development near the tourist site should have adequate sewage system. As it is the practice now, biological treatment plants should be the minimum requirement. Such plants have compulsory tertiary treatment process adopting the following standards of treated water:



-
- | | | |
|---|---------------------------------|---------|
| - | biological oxygen demand (BODS) | 10 mg/1 |
| - | suspended solids (SS) | 10 mg/1 |
| - | turbidity | 3 NTU |

Control of the operation of the system should be exercised regularly to safeguard satisfactory results. Water treated to be reused for irrigation of the gardens contributing in economies on water consumption.

- iii) Boreholes for water supply to be abandoned as soon as connection with piped water is effected. In new projects such connection is made available prior to the operation of the hotel.
- iv) On completion of the construction of any structure near the tourist spot, the whole site should be properly landscaped in a manner compatible with the environmental character of the surroundings. No construction should commence without having secured the consent of the appropriate authority for the provision of infrastructural services, i.e. electricity, telephone, road access, water, etc.
- v) Control of advertisements is also essential to protect environment from visual pollution in all areas, urban and rural.
- vi) Areas of archaeological value and historic buildings or sites to be declared monuments to be adequately protected from:
- vii)
 - damages because of lack of adequate maintenance
 - other building activities taking place in adjoining areas
 - destruction on natural environment surrounding each area

Further, accessibility to these sites and other "nature reserves" should be provided and in cases this is available, it should be improved.

- vii) The use of speed boats and other engine operated means for water recreation should be controlled so that noise or water pollution from oil spills is avoided.
- viii) Rivers should also be protected from similar dangers of pollution. Dumping of waste into the river should be prohibited.
- ix) Industrial activities should be under constant control so that smoke, chemical effluents or other pollutants are eliminated. The tendency to diversify industry and substitute existing heavy and polluting industries with industries of high technology, is environmentally sound and should be encouraged.



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- x) In order to ensure an upgrading of the quality in tourism accommodation, it is recommended that hotel regulations expand to include minimum requirements in space used by the public, i.e. lobbies, sitting halls, restaurants, etc. according to requirements of each class. Also, minimum qualification for the manager in each class to be defined.

 - xii) Each hotel must have a suitably refrigerated room or incinerator for the storage or destruction of garbage, respectively, as the case may be. It is essential that garbage disposal is not solved on an individual basis. In order to make sure that disposition of waste is not detrimental to the environment, each local body should undertake to provide waste collection services.

 - xii) Special training programmes and educational institutions should be promoted so that services offered by hotels correspond to their classification.



CHAPTER - 16

INVESTMENT PLAN AND SOURCES OF FUNDING

16.1 BACKGROUND

The Consultants have worked out the cost of envisaged tourism based infrastructure in the 20 years Perspective Tourism Plan for the state of Assam. A summary of the financial and sectoral plan for investment of the sizable capitals has been detailed out below to facilitate the creation of facilities and amenities to cater the needs of projected flow of tourist traffic.

16.2 INVESTMENT PLAN AND FUNDS REQUIREMENT

16.2.1 The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing and promotion development. As per broad estimates an aggregate sum of Rs 412.6 crores would be required for the 20 year Tourism Plan for the Perspective Year - 2021, bifurcated into immediate phase, short term phase and long term phase and respective tourism sectors vide Annexure (iv). A summary of the financial and sectoral plan, indicating phasing of funds requirement for the perspective plan is given in Table 16.1.

Table 16.1
Financial Plan and Phasing of Funds Requirement of Assam Tourism Master Plan

	Immediate Phase (3 years) Rs in lakhs	Short Term Phase (5 years) Rs in lakhs	Long Term Phase (12 years) Rs in lakhs	Total Rs in Lakhs
A) Basic Infrastructure	4165	8310	3085	15560
B) Tourism Infrastructure	1030	6748	5994	13772
C) Tourism Product Development	667	6857	3355	10879
D) Human Resource Development	50	125	300	475
E) Promotion & Marketing	80	135	335	550
TOTAL	5992	22175	13069	41236



16.2.2 FINANCIAL/INVESTMENT ANALYSIS

Keeping in view the funding mechanism described above, the Perspective Tourism Plan of Assam is proposed to be financed from different sources as analyzed in Table 16.3.

Table 16.2.2
Financial/Investment Analysis of Assam Tourism Master Plan

Rs In Lakhs

	Central Financial Assistance Scheme	State Financial Assistance	Private Sector	Total
A. Basic Infrastructure	12750	2010	800	15560
B. Tourism Infrastructure	1888	953	10931	13772
C. Tourism Product Deptt.	3561	2498	4820	10879
D. Human Resource Devpt.	400	75	-	475
E. Promotion & Marketing	500	50	-	550
	19099	5586	16551	41236

It would be observed from the above analysis that Assam Perspective Tourism Plan costing Rs 41236 lakhs is proposed to be funded to the extent of Rs 19099 lakhs under Central Financial Assistance Scheme and Rs 5586 lakhs under State assistance.

The Consultant has categorized the proposed mega projects and also given the project profiles of a few of them in the following section:

1.	Project Profile: PROJECT : LGB Airport Upgradation, Ethnic shopping complex –cum- cultural auditorium, Ropeway construction and development of Umananda Island in Guwahati, Assam
2.	Background and Rationale: A 20 years perspective Tourism Master Plan is under preparation for the State of Assam, for the Govt. of India. Under this plan various sustainable tourism development projects have been proposed. However, a few of important ones are given below: (a) <i>LGB Airport Upgradation at Guwahati</i> <i>LGB airport has become operative for International flight from April 2002 onwards. It needs facelift upgradation and other state of the art infrastructure facilities.</i> (b) <i>Ethnic Shopping cum Cultural Auditorium</i> An Ethnic Shopping complex can be constructed from the original construction materials used by the seven sisters of north-eastern region. Some stalls will be built up here to display the respective handlooms and handicrafts of the seven sisters states. This shopping cum catering complex will provide the tourists to get a glimpse of multitude tribal handicrafts and fooding habits. Similarly cultural auditorium will be constructed to exhibit the cultural richness of the local inhabitants of these states. (c) <i>Construction of Ropeway and Development of Umananda Island</i> A ropeway can be constructed in between Umananda Island and Sukleswarghat. This will give an overview of the river Brahmaputra site. In addition to it, Umananda island can be developed with illumination, resting facilities with restaurant and landscaping. A Children Park can also be constructed here.



3.	<p>Scope: The project will involve the following activities:</p> <p>i) <i>LGB Airport Upgradation</i> It includes</p> <ul style="list-style-type: none"> - improvement of navigational facilities, - introduce ILS Category- II to make runway operational during bad weather also - face-lifting of airport, - provision of custom offices, immigration facilities, foreign visitor launch, restaurant, rent-a car service, rest room and stalls exhibiting tourism based information of all the seven sister states. <p>ii) Construction of Ethnic Shopping Complex and Cultural Auditorium iii) -Construction of Ropeway in-between Umananda Island and Sukleswarghat - Development of Umananda Island includes illumination, resting facilities, restaurant, landscaping and children park</p>								
4.	<p>Project Cost:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">i) <i>LGB Airport Upgradation</i></td> <td style="text-align: right;">- 10 Cr.</td> </tr> <tr> <td>ii) Ethnic Shopping Complex and Cultural Auditorium</td> <td style="text-align: right;">- 3.6 Cr.</td> </tr> <tr> <td>iii) Ropeway in-between Umananda Island and Sukleswarghat</td> <td style="text-align: right;">- 5 Cr.</td> </tr> <tr> <td>iv) Development of Umananda Island</td> <td style="text-align: right;">- 2.5 Cr.</td> </tr> </table>	i) <i>LGB Airport Upgradation</i>	- 10 Cr.	ii) Ethnic Shopping Complex and Cultural Auditorium	- 3.6 Cr.	iii) Ropeway in-between Umananda Island and Sukleswarghat	- 5 Cr.	iv) Development of Umananda Island	- 2.5 Cr.
i) <i>LGB Airport Upgradation</i>	- 10 Cr.								
ii) Ethnic Shopping Complex and Cultural Auditorium	- 3.6 Cr.								
iii) Ropeway in-between Umananda Island and Sukleswarghat	- 5 Cr.								
iv) Development of Umananda Island	- 2.5 Cr.								
5.	<p>Expected Impacts / Benefits:</p> <p>i) Availability of better and safer tourism based infrastructure ii) Increase in Tourist inflow and Tourist Expenditure in the State iii) Employment Generation iv) Full utilization of available tourism based potential</p>								
6.	<p>Financing Arrangements: Financing arrangements may be through loan assistance from ADB, OECF,IFCI, IDBI etc .</p>								

1.	<p>Project Profile: <i>PROJECT</i> : Adventure water based sports at Bhalukpung, and accommodation facility, beautification of the town lake, Tennis court and upgradation of Golf Course of Tezpur, and upgradation of Charduar-Balpong road linking to Bomdila in Arunachal Pradesh.</p>
2.	<p>Background and rationale: Tezpur is an important tourist destination particularly for jungle camping, wild life and angling. This city has a beautiful lake in the heart of the town, which require improvement and beautifications. As this city has many historic places, the provision of upgradation of Golf course with international facilities, accommodation along with tennis courts will draw tourist attractions.</p> <p>Similarly, Bhalukpung around 60 km from Tezpur, is an excellent picnic spot and anglers paradise. The road to Bhalukpung goes almost parallel to the river Jai Bharalai and offers very good site for adventure sports.</p> <p>The main road used by tourists to reach Bondila, Tawang is via Charduar-Bhalukpung and its needs upgradation</p>
3.	<p>Objectives: The objectives of this project will be to provide better and safer intra regional travel</p>
4.	<p>Scope: The project will involve the following activities:</p> <p>i) Adventure water based sports including canoeing, kayaking, angling, parasailing etc. at river Jai Bharlai ii) Beautification of Tezpur town lake iii) Tennis court and upgradation of Tezpur Golf Course iv) Upgradation of 12 km road</p>



5.	Project Cost: i) Adventure water based sports including canoeing, Kayaking, anagling, parasailing etc. at river Jai Bharlai - 1.5 Cr. ii) Beautification of Tezpur town lake - 1 Cr. iii) Tennis court and upgradation of Tezpur Golf Course - 2.5 Cr. iv) Upgradation of 12 km road - 12 Cr.
6.	Expected Impacts / Benefits: i) Availability of better and safer tourism based infrastructure ii) Increase in Tourist inflow and Tourist Expenditure in the State iii) Employment Generation iv) Full utilization of available tourism based potential
7.	Financing Arrangements: Financing arrangements may be through loan assistance from ADB, OECF,IFCI, IDBI etc



1.	Project Name: PROJECT : Development of Tourism based infrastructure at Jorhat
2.	Background and rationale: a) Jorhat has many tea gardens and one of the oldest and largest Tea Experimental Centre in the State. Tea tourism festival can be organised here. Jorhat Gymkhana golf course can be upgraded with facilities of international standards. Majuli, a world's largest river island, is in the middle of the river Brahmaputra and 12 km from Jorhat. There is regular ferry service from Neamati Ghat to the island. This Ghat is 16 km from Jorhat. The approaching road of 12 kms from NH 37 to Ghat needs upgradation. In this island a suitable accommodation is required of Shantiniketan type. With a view of its surrounding environment, meditation centre can also be constructed. Besides it, a dance centre can also be established here.
3.	Scope: The project will involve the following activities: i) Organise tea tourism festival at Jorhat ii) Upgradation of Jorhat Gymkhana Golf course iii) Upgradation of 12 km. approaching road from NH 37 to Neamati Ghat iv) Construction of Shantiniketan type accommodation v) Construction of Meditation centre at back of the Brahmaputra river
4.	Project Cost: The project cost is estimated to be around i) Organise tea tourism festival at Jorhat - 0.3 Cr. ii) Upgradation of Jorhat Gymkhana Golf course - 2 Cr. iii) Upgradation of 12 km. approaching road from NH 37 to Neamati Ghat - 12 Cr. iv) Construction of Shantiniketan type accommodation - 3 Cr. v) Construction of Meditation centre at back of the Brahmaputra river - 1 Cr.
5.	Expected Impacts / Benefits: i) Availability of better and safer tourism based infrastructure ii) Increase in Tourist inflow and Tourist Expenditure in the State iii) Employment Generation Full utilization of available tourism based potential
6.	Financing Arrangements: Financing arrangements may be through loan assistance from ADB, OECF,IFCI, IDBI etc .



1.	Project Name: PROJECT : Introduction of River Cruise in the Brahmaputra river
2.	Background and rationale: Cruise vessels can be introduced with facilities of meals and drinks. Such cruise will also have boarding facilities and connect Guwahati to Golpara, Mirja, Kurna, Salkurhi, Chandrapur, Tezpur, Majuli, Kaziranga Sector.
3.	Objectives: The objectives of this project is to facilitate the intra-regional travel of visitors
4.	Scope: The project will involve the introduction of two rivers cruises at Guwahati along with basic infrastructure.
5.	Project Cost: The project cost is estimated to be around Rs 8 Cr.
6.	Expected Impacts / Benefits: i) Availability of better and safer tourism based infrastructure ii) Increase in Tourist inflow and Tourist Expenditure in the State iii) Employment Generation Full utilization of available tourism based potential
7.	Financing Arrangements: Financing arrangements may be through loan assistance from ADB, OECF,IFCI, IDBI etc .



Project Profile : URBAN HAAT

Urban Haat is an upgraded variance of traditional haat and a delightful amalgam of crafts, foods and culture. This will be a destination in itself and window to a land filled with myriad colours and vibrant contrasts. Urban Haat is a permanent haat with flexible arrangements as craftsmen are mobile and ever changing thereby offering a Kaleidoscope of richness and diversity of Assamees handicrafts and artifacts. Urban Haat is proposed in Guwahati, Tezpur, Kaziranga and Bhalukpong cities.

Conceptual Design Pattern:

Urban Haat should be developed with imaginative landscaping, creative planning and the traditional village architectural style in order to produce a perfect ambiance for a haat. This haat should have a exhibition hall and plaza which way be paved with stone and brickwork and interspersed skillfully with grass, flowering shrubs and towering eucalyptus trees. This haat should have also a play corner for children, have conjured up an oasis in which visitors can browse at their at their leisure.

Activities:

- a) Food Plaza
The Haat will be a venue for regional food festivals. The different stalls will offer a wise choice of ethnic food which will be reasonably priced and hygienically prepared.
- b) Handicrafts
A wide variety of skillfully crafted handicrafts, intrinsic to each part of the state will be available in their exotic bazaar. The handicraft stalls will be allotted on a rational basis to craftsmen from all corners of the vast and varied land of Assam usually from one week to fifteen days. This will ensure the different handicrafts are available to visitors at each visit and also enabling them to buy authentic wares at prices that have not been inflated by high maintenance cost.

"Shows" promoting handicrafts and handlooms will be held at the exhibition hall in the Urban Haat.

Broad Cost Estimates Of Different Units:

Urban Haat at Guwahati:

Location:	To be decided by Local Tourist Department				
Area:	Approximately 30,000 sqm. \approx 3 Hec. \approx 7.41 acre				
Land use:	Roads & Circulation	=	20%	=	6000 sqm.
	Open space & parks	=	20%	=	6000 sqm.
	Water body	=	5%	=	1500 sqm.



Open Auditorium	=	3%	=	900 sqm.
Builtup Area	=	40%	=	12000 sqm.
Utilities Area	=	10%	=	3000 sqm.
Administration Block	=	2%	=	600 sqm.

- A) Cost of land @ Rs 50/- per sqm = Rs 15,00,000/-
Cost of Physical Infrastructure

Such as water supply, sewerage system, storm water drains & roads, parks, boundary wall etc. is Rs 150/- per sqm. Of Gross area = 150 x 30,000 = Rs 45,00,000/-

- b) Cost of shopping Mals

20 nos. size 5M x 4M = 400 sqm @ Rs 3000/- sqm = Rs 12,00,000/-

- C) Cost of open auditorium = 900 sqm @ Rs 1000/-sqm = Rs 9,00,000/-
D) Covered auditorium = 200 sqm. @ Rs 4000/- sqm. = Rs 8,00,000/-
E) Food Plaza (5x6m) = 20 x 30 = 600 @ Rs 3000/- sqm = Rs 18,00,000/-



DETAIL PLAN OF MEGA TOURISM PROJECTS

(Rs in lakhs)

Sl No.	Destination/ Attraction District	Development Scheme	Executing Agent	Est. Cost	Financing Pattern			Immediate Phase			Intermediate Phase					Long term Phase												
					Central Govt.	State Govt/ AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
	General	Marketing & Promotion	ATDC	550	500	50		25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
		(Human Resource Development) Administration & Research	ATDC	475	400	75			25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
		Upgradation of LGB Airport	CPWD/AAI	1000	1000				400	400	200																	
		2 nos. River cruise in the Brahmaputra River	Pvt.	800			800			200	400	200																
1)	Kaziranga																											
	i)	National Park (Golaghat)	1 star Hotel (20 beds)	Pvt. Sector	1200		1200				100	400	400	300														
			2 nos. Motel (40 rooms)	Pvt. Sector	400		400	120	200	80																		
	ii)	Goromponi Wild life Sanctuary	2 nos. motels (20 rooms)	ATDC/ Pvt. Sector	200		80	120			40	80	80															
2)	Guwahati (Kamrup)																											
	i)	Kamakhya & Bhubaneswari temples, Bashist Assam etc.	Upgradation of approach road to Bashist Ashram including 5 bridges	CPWD	1000	1000			400	400	200																	
			Approach road to Madan Kamdev	CPWD	500	500			200	200	100																	
			5 Star Hotel (2 nos.)	Pvt.	5000		5000								500	1500	500				500	1500	500					
			Upgradation of tourist lodge	ATDC	200	150	50				60	100	40															
			3 star hotel	Pvt.	270		270			30	100	100	40															
			Ethnic shopping complex with auditorium	CPWD	360	300	60			100	100	160															
			Ropeway	Pvt.	500		500				100	200	200															
			Amusement Park	Pvt.	1000		1000							200	400	200	200											
			Golf course	CG Pvt.	500	100	50	350			100	150	150	100														
			Yatrinivas (500 bed) at Kamakhya	CPWD	500	400	100					100	100	100	100	100												
			Development of Dighalipukhuri	ATDC	200	100	100							50	50	50	50										
			Development of Umananda Island	ATDC	200	100	100								50	50	50	50									



		Improvement of river Brahmaputra side from Planatorium to hilltop	ATDC/ CPWD	3000	2000	1000									200	200	200	400	400	400	400	400	400			
		Brindavan type garden	ATDC/ CPWD	500	300	200			100	200	100	100														
		Tourist Resort near hillock	ATDC/ CPWD	330	200	130					100	200	30													
ii)	Chandubi Natural Lagoon	Development of external road to tourist spot (25 kms.)	CPWD	2500	2000	500		500	1000	1000																	
		Motel-50 rooms	Pvt.	270	270			100	100	70															
3)	Sibsagar (Sibsagar)																										
i)	Temples, Monuments, Palaces	Improvement of link road to Jorhat Airport (50 km)	CPWD	350	250	100		100	150	100																
		Golf course at Nazira	CG Pvt.	250	50	50	150			50	100	100															
4)	Jorhat																										
i)	Majuli	Upgradation of 12 km. approach road from NH 37 Neematighat	CPWD	1200	1000	200				400	600	200															
		Shantinikatan type accommodation	ATDC/ CPWD	270	200	70		80	100	90																
		Jorhat Golf Course	CG/SG/Pvt.	200	50	50	100					50	100	50													
5)	Dibrugarh																										
i)	Dibru-Sai Rhawa National Park	Improvement of NH 37 (35 km)	CPWD	245	200	45			40	100	80	25															
		Improvement of Mohanbari Airport	CPWD	200	150	50				50	100	50															
6)	Tezpur																										
i)	Temples, Ancient Ruins etc.	5 star Hotel (50 beds)	Pvt.	1000			1000			200	400	400															
ii)	Nameri National Park, Potasali Nip. Bhalukpong	Upgradation of Charduar-Balukpong road (12 km) Linking to Bomdila in Arunachal Pradesh	PWD	1200	1200		200	400	400	200															
		Moderate Hotel (80 beds)	Pvt.	220			220			100	100	20															
7)	Barpeta																										
		1 no. 3 star hotel (150 beds)	Pvt.	350			350						80	100	100	70											
		1 no. lodge (100 beds)	Pvt.	270			270					70	100	100													
8)	North Cachar Hills																										
i)	Hoflong Hill Station	3 star hotel (100 beds)	Pvt.	350	350					100	150	100													
		Development & beautification of Hoflong lake	CPWD	250	200	50						100	100	50												



		Ropeway & Hand-gliding	Pvt.	250	250						100	150										
9)	Darrang																							
		Golf Course at Thakurbani	Pvt.,	200			200								100	100								
10)	Cachar																							
	i) Bhuban Hills																							
		Amusement Park	Pvt.	300			300										100	100	100					
		Tourist Resort	CPWD	350	250	100														100	150	100		
11)	Marigaon																							
	i) Chandrapur																							
		15 nos. luxury cottages	Pvt.	200			200			60	80	60												
	ii) Pobitora Wildlife Sanctuary	Development of road to Pobitora (30 km.) including construction of 4 bridges	CPWD	3000	3000					600	1000	1000	400											
		3 Star Hotel	Pvt.	350	350								100	100	100	50						



16.2.3 For working out the investment plan, the following broad structure has been adopted :

i) Sector wise Classification

The classification of capital expenditure has been done in the following categories.

- A) Basic Infrastructure
- B) Tourism Support Infrastructure
- C) Tourism Product Development
- D) Human Resource Development
- E) Promotion and Marketing

ii) Phasing of Capital Expenditure

The phasing of capital expenditure of the Perspective Plan into immediate phase, short term phase and long term phase has been made as under:

Phase	Start Year	End Year
I IMMEDIATE PHASE	2002	2004
II INTERMEDIATE PHASE	2005	2009
III LONG TERM PHASE	2010	2021

16.2.4 The annual requirement of funds for respective sectors, has been indicated in table 16.2

Table 16.2.4
Annual Requirement of funds for Assam Tourism Perspective Plan

(Rs in lakhs)

Year	Basic Infrastructure	Tourism Infrastructure	Tourism Product Development	Human Resource Development	Promotion & Marketing	Total
Immediate Phase						
2002	-	120	-	-	25	145
2003	1545	310	160	25	25	2065
2004	2620	600	507	25	30	3782
Sub Total	4165	1030	667	50	80	5992
Short Term Phase						
2005	3680	1354	1280	25	25	6364
2006	2590	1863	1603	25	30	6111
2007	1615	1639	1440	25	25	4744
2008	425	863	1233	25	30	2576
2009	-	1029	1301	25	25	2380
Sub Total	8310	6748	6857	125	135	22175



Year	Basic Infrastructure	Tourism Infrastructure	Tourism Product Development	Human Resource Development	Promotion & Marketing	Total
Long Term Phase						
2010	215	1903	938	25	30	3111
2011	210	784	868	25	30	1917
2012	220	282	469	25	25	1021
2013	440	158	193	25	30	846
2014	400	74	227	25	25	751
2015	400	568	140	25	30	1163
2016	400	1595	120	25	25	2165
2017	400	610	150	25	30	1215
2018	400	20	150	25	30	155
2019	-	-	100	25	30	50
2020	-	-	-	25	25	55
2021	-	-	-	25	30	55
Sub Total	3085	5994	3355	300	335	13069
TOTAL	15560	13772	10879	475	550	41236

16.3 FUNDING MECHANISM

The plan schemes for the development of tourism infrastructure and improvement of tourism products mainly consist of the following:

- i) Central Financial Assistance to State Govt. for developing tourist facilities and product development.
- ii) Institutional Assistance.
- iii) Package of incentives for promoting private investment in the tourism sector.

16.4 CENTRAL FINANCIAL ASSISTANCE TO STATE GOVERNMENT

The Ministry of Tourism extends financial assistance to States/UTs for augmentation of tourist infrastructural facilities, production of publicity material and for celebration of certain identified fairs & festivals that are important from tourists interest point of view. Assistance is provided every year on the basis of specific proposals received from the State/UT Govts., and in respect of the projects that are short-listed for consideration during that particular year.

16.4.1 Criteria for Central Assistance

Central financial assistance is based on the following criteria:

- a) Tourism potential of the place in terms of unique attractions and the volume of present traffic



- b) Inclusion of the place in the travel/water-way circuits, list of specified areas identified by the Ministry for intensive development or in the list of Pilgrim Centres identified for development of infrastructural facilities in cooperation with charitable institutions, trusts or local bodies.
- c) Existing shortage of tourist facilities at the place as established by feed back from tourists, travel intermediaries, tourist offices or as per master plans prepared for its development.
- d) Past performance of the State/UT in timely implementation of projects sanctioned by the Central Govt.
- e) Priority assigned to tourism by the State/UTs and their capacity to absorb central assistance i.e., financing state/UT components of the assisted projects.
- f) Projects in potential tourist places where basic amenities and infrastructure like roads, transport, water, electricity, sewerage, telecom facilities etc., are available and they can be developed with minimum investment.
- g) Proposals where all preliminary formalities for taking up of the projects (like land acquisition, approval of plans etc.) have already been completed and the work can be started immediately after sanction of the project.

16.4.2 Pattern of Financial Assistance

Specified projects taken up for financial assistance under various schemes of the Ministry, are assisted either under normal funding pattern or under 'equity' pattern. In normal funding, while the Ministry of Tourism the cost of land meets the cost of construction/acquisition of the asset up to the amount prioritized for it,, external facilities, furnishing, etc. are met by the State/UT Governments. Projects of developmental nature are assisted under normal funding pattern.

All commercially viable projects and projects of State/UT tourism Development Corporations are assisted under equity scheme under which 28% of the project cost is provided by the Ministry of Tourism, 12% by the State/UT Governments or Tourism Development Corpn. And the balance 60% funded by loan assistance from financial institutions.



16.4.3 General guidelines applicable to all Infrastructural projects

- a) Proposals should be duly approved by the State/UT Secretary/Director (Tourism) and submitted in the prescribed Performa.
- b) In case the project is approved, central assistance is released to the concerned State/UT Director tourism/MD Tourism Development Corporation who is responsible for ensuring effective and timely utilization of the funds.
- c) Only proposals, which have been short-listed for consideration during the relevant year, are entertained.
- d) The State/UT Govt. should make available details (project costs, dates of sanction, reasons for non-utilization etc.) of the Central Govt. funds remaining unutilized with them for the projects sanctioned more than a year back.
- e) Proposals should be self-contained covering all the information necessary for their consideration and approval.
- f) While projects costing upto Rs. 50 lakhs can be got executed by any State/UT Govt. agency, those costing above Rs 50 lakh but and upto Rs 1 crore should be executed by State/UT PWD or Construction Corporation, State tourism corporation (with construction wing). Project costing Rs 1.00 crore and above would be executed only by CPWD, if specific no objection is not given by it.
- g) In the cases of infrastructural projects, the States/UTs should provide approach road, water & sewerage system, electricity, transport, telecom and other essential facilities (if not already available) in the proposed project site. The Govt. should also meet, the liability on site development, compound wall/fencing of the site, architect's fee, tentage/agency charges (where CPWD or ASI is not the executing agency), furniture and furnishing, normal recurring and non-recurring expenditure (like staff salary, normal repairs and maintenance etc.) liability on account of time and cost over-runs of the project would also be met by them.
- h) The assets created will remain the property of Government of India with the right of inspection but they will be given to the State/UT Govt. for operation and management on payment of Rs 1/- p.m.



- i) The State/UT Government would be free to charge for the facilities/services provided and surplus revenue earned from the project would be used for creation of additional facilities or for improvement of the facilities already created.
- j) The State/UT will not sub-lease of assets to a third party without specific approval of the Ministry.
- k) The State/UT Govts. Should follow the cordial formalities (like competitive tendering, expenditure guidelines etc.) prescribed in the relevant rules and regulations of the Govt.
- l) State/UT Govts. are not free to change the location or scope of the project after the Central Govt approves it.
- m) Funds released for a specific purpose should be utilised strictly for the same purpose and as per the terms and conditions attached thereto.
- n) The State/UT Govt. should start the work on the project within 6 months from the date of project within a maximum period of one year.
- o) The State/UT Govt. will make available to the Ministry of Tourism in the first week of April and October every year reports on the physical and financial progress of the project.

16.4.4 Development of Pilgrim/Tourist Centres and Major tourism Projects

Composite projects for identified Tourist Centre/Pilgrim Centres would be considered for Central Financial Assistance.

Funding for major projects costing more than one crore would be considered subject to there being a proper Master Plan. Funds would be provided for identified components such as:

- 1) Internal small link roads, internal water supply, internal drainage and waste disposal systems/signage,
- 2) Land escaping and development, Development of parking areas,
- 3) Development, conservation and restoration of heritage properties,
- 4) Development of Ghats and Lakes,
- 5) Development of Skis Slopes,



- 6) Construction of ropeways and ski-lifts,
- 7) Development of Tourist bus stands, tourist parking areas,
- 8) Development of Tourist Computer Centre,
- 9) Construction of jetties,
- 10) Restoration of old fountains,
- 11) Development of picnic spots,
- 12) Flood lighting of monuments,
- 13) Health resorts,
- 14) Toilets,
- 15) Budget accommodation/Tourist Bungalows/Tourist Reception Centers etc.
- 16) Cafeteria

The maximum assistance is provided up to Rs 2-00 crores for each project. And the release is made in phased manner.

16.4.5 Equity Scheme

This scheme is mainly intended to provide assistance to State/UT. Govts. and tourism Development Corporations for taking up projects which are commercially viable. Assistance under the scheme is provided on merits on case-to-case basis. The salient features of the scheme are as under:

- State/UT Govts. or Tourism Development Corporations as the case maybe would prepare the project proposals and approach the concerned Financial Institutions viz. SFCs or SIDCs, in cases of projects with capital cost upto Rs 3.00 crores and TFCI in cases of projects costing more than Rs 3.00 crores for appraisal of the projects and approval of loan assistance of at least 60% of the project cost.
- The equity capital would be up to 40% of the project cost
- Assistance from the Ministry of Tourism would be limited to 28% of the project cost and it would be released to the concerned State/UT Govt. as a grant
- The concerned State/UT Govt. or Tourism Development Corporation would provide the balance of the equity capital i.e. 12% of the project cost.
- As per the present norms adopted by the Financial Institutions, only up to 10% of the Project cost would be reckoned towards the value of land.

After the financial institution has approved the project for loan assistance, the State/UT Government would approach the Ministry of Tourism for approval of its share of the project cost in principle. The central assistance that may be approved would be released in two installments viz. 50% after the State/UT Government/ Tourism



Development Corporation as the case may be has brought in its share of the project cost and the FI has released at least 50% of the term loan sanctioned by it and the balance after disbursement of the full loan by the Financial institution and assessment of the physical and financial progress of the work.

16.4.6 Assistance for Promotion & Publicity

In addition to assistance for creation of tourist infrastructural facilities, the Ministry of Tourism also extends financial assistance to States & UTs under the following two schemes boosting their promotion and publicity efforts.

1) *Assistance for Production of Literature:*

This scheme has been devised to meet the needs of States/Union Territories in the Northeastern region and Jammu & Kashmir to promote their tourist destinations. The features of the scheme are:

- i) Literature to be produced by the State/Union Territory Government should not be the same or similar to those produced by the Ministry of Tourism
- ii) Adequate amount of material should be produced and a specified quantity the same should be given to the Ministry of Tourism for its use.
- iii) Competitive tendering system has to be followed
- iv) Assistance will be upto 50% of the total cost of production excluding sales tax.

2) *Assistance for Promotion of Fairs & Festivals:*

Under the second scheme, assistance upto 50% of the expenditure incurred on creation of permanent/semi permanent structures, setting up of stage, production of posters and pamphlets and release of advertisements in two national newspapers subject to an overall ceiling of Rs. 5 lakhs per festival is extended by the Ministry of Tourism. The assistance is given only for celebration of certain selected festivals, which are important from tourism angle. The assistance is subject to the following conditions:

- i) The State/UT Govt. should give a brief write-up on the tourist importance of the festival.
- ii) The State/UT Governments should follow all the cordial formalities like competitive tendering etc. prescribed in the rules before incurring any expenditure.



- iii) Only 50% of the approved assistance would be given as advance. The balance amount would be released only as reimbursement after full details of expenditure (including State/UT components) and utilization certificate for the amount released by MOT and a brief note on the advantages gained as a result of the celebrations are furnished to the MOT within 6 months of conclusion of the Fair/Festival.
- iv) No assistance will be given for creation of permanent/semi-permanent assets in the same place where creation of such assets was financed earlier by the MOT either in connection with the same or a different festival.
- v) Prior approval of the Ministry should be taken before committing any expenditure. No assistance would be extended on ex-post facto basis.

16.4.7 Development of Pilgrim Centres

The Department of Tourism has formulated a scheme for development of infrastructure facilities in certain selected pilgrim centers, in cooperation with charitable institutions, trusts or local bodies responsible for maintenance of the pilgrim centers/shrines and creation of facilities for the pilgrims. The facilities to be provided under the scheme include toilets, drinking water, food outlets, dormitory accommodation, bathing facilities etc. Under the scheme, Central assistance upto 25% of the project cost is extended for creation of additional facilities in the selected pilgrim centers, the balance of 75% being met by the bodies administering the pilgrim places.

Assistance under the scheme is extended subject to the following guidelines apart from the relevant item in the general guidelines applicable for all projects.

- a) The scheme will cover pilgrim centers of all religions communities and which are frequented regularly by pilgrim tourists.
- b) The trusts/charitable institutions concerned should be registered under the Income Tax Act and should be eligible for tax deduction under section 80 G or other applicable sections of the Act.
- c) Proposal for financial assistance should be accompanied by audited statements of accounts of the trust/charitable institution/local body for the previous three years.
- d) Assistance will be available only for new projects or additional facilities in the existing projects



- e) Responsibility for provision of basic infrastructure like roads, water supply, sanitation, sewerage, drainage, parking facilities etc. will rest with the religious trusts/charitable institutions/local bodies/State Govts.
- f) Detailed cost estimates and blue prints of the projects should be certified by a qualified engineer.
- g) Grants given by the Govt. shall be kept in a separate account by the trust/charitable institution/local body and it will be operated solely for the purpose for which it has been sanctioned. No diversion of funds for any other purpose is permissible.

16.4.8 Upgradation and Development of Golf Courses

The Ministry of tourism extends financial assistance for Upgradation and development of facilities in certain identified golf courses in the country. The golf course to be assisted will be selected by the Golf promotion Committee headed by the Director General (Tourism). Assistance for Upgradation/development/modernization of golf courses, will be subject to the following conditions:

- a) The golf course must be well planned and designed and located in identified travel circuits/places of historic or cultural importance or of natural scenic beauty but not in metro cities.
- b) The courses must be well equipped with dining and bar facilities of high standard, a pro-shop with reasonable amount of equipments, good transport and communication links with the nearby city, adequate and active local membership of golfers to sustain their activities and the financial capacity to maintain them in improved conditions after completion of the developmental works.
- c) The proposal should be sponsored by the State-UT governments that should also accept the responsibility for the efficient and timely utilization of the funds and overall supervision of the developmental activities of the courses.
- d) The title/lease hold rights of the golf course on the land from where it is functioning, should be confirmed by the local revenue authorities and the area has to be protected by suitable compound wall/fencing by the Golf Course Management at its own cost.
- e) The proposal for financial assistance should be accompanied by audited statements of accounts of the golf course for the previous three years, income



- tax clearance certificate and a brief note on its financial health and whether it will be able to maintain the facilities after completion of the development works.
- f) Financial support will normally be restricted to a maximum of Rs 20 lakhs for provision of specified facilities namely good irrigation system, improvement of greens and fairways/club house facilities, course maintenance equipments and cost of a maximum of five golf sets of international standards as assessed by a committee setup for the purpose by the MOT.
 - g) Prior to release of any assistance the management has to enter into an agreement with the Central Govt. (on non judicial stamp paper) for the efficient management of the facilities and also to abide by the terms and conditions attached to the assistance. The agreement should also be registered with the appropriate authorities.
 - h) Central assistance, if approved, will normally be released in 3 installments in the ratio of 30:50:20 depending on the requirements as certified by the Golf Promotion Committee. Release of the last installment will be in the form of reimbursement after completion and commissioning of the whole project (including the components not assisted by the MOI) and fulfillment of all the conditions attached to the assistance as confirmed by the Golf Promotion Committee.
 - i) The beneficiary golf course must have adequate finance for maintenance of the capital works sanctioned by the government and where such funds do not exist the club must raise the membership as well as membership fees to adequate levels to raise the sources required.
 - j) The Govt. of India retains the right to inspect the facilities as and when needed and give directions wherever considered necessary for promotion of golf tourism in the country.

16.5 INSTITUTIONAL ASSISTANCE

The institutional assistance for developing tourism facilities is available from domestic financial institutions viz. TFCI, IFCI, SIDBI, SFCs, HUDCO, NEDFI (North-Eastern Development Finance Corporation Ltd.) and multilateral institutions Viz. OECF (now called Japan Bank of International Cooperation (JBIC) etc.

- i) *Assistance from Tourism Finance Corporation of India (TFCI)*



TFCI is a specialized all India development finance institution to cater to the needs of the tourism and related activities, facilities and services viz. hotels, restaurants, holiday resorts, amusement parks & complexes, safari parks, ropeways, cultural centres, convention halls, transport, travel and tour operating agencies, air, taxi service etc. The salient features of providing assistance by TFCI are:

- Providing all forms of financial assistance for new, expansion, diversification and renovation projects, related activities, facilities and services.
- Providing assistance by way of rupee loans, direct subscription/underwriting of public issues of shares/debentures.
- Providing financial assistance to projects with capital cost of Rs 3 crores and above; projects costing upto Rs 3 crores are financed by TFCI along with the state level institutions/banks, major projects are financed with other All India Institutions like IFCI, IDBI, ICICI.
- General norms of assistance are:
 - a. Minimum Promoters' contribution 30% of project cost
 - b. Debt:Equity Ratio - 1.5:1
 - c. Interest Rate band 13% to 17% p.a.
 - d. Repayment period 8 to 12 years

ii) *Assistance from Overseas Economic Corporation Fund (OECF) (now JBIC)*

OECF is the Japanese government's bilateral Official Development Assistance (ODA) leading agency to governments and governmental institutions. The salient features of OECF assistance are as under:

- Assistance is available to finance upto 85% of the eligible components of the total project cost.
- Items ineligible for OECF finance are:
 - a) Cost of land
 - b) Compensation/rehabilitation cost
 - c) Duties and taxes
 - d) Interest during construction
- Terms and conditions of the loan to States would be as per the instructions issued from time to time by Ministry of Finance, Deptt. of Economic Affairs regarding loans and advances by the Central Government.
- External assistance is passed on to the State Govt. as 70% loan and 30% grant.



16.6 PACKAGE OF INCENTIVES FOR PROMOTING PRIVATE INVESTMENT IN THE TOURISM SECTOR

For Attracting Private Investment in the Tourism Sectors, the following incentives are available:

i) Priority Status

Hotels and tourism related activities are declared as priority sector for foreign investment. As a result, 100% foreign equity is permissible in the sector and automatic approvals are also granted by the Reserve Bank of India for foreign equity upto 51% and subject to specified parameters.

ii) Interest Subsidy

Approved hotels upto 3 star category and heritage hotels outside the 4 metro-cities (Delhi, Mumbai, Calcutta & Chennai) are eligible for interest subsidy ranging from 3% to 5% in respect of loans taken from IFCI, TFCI and State Financial Corporations. This subsidy increases in the case of hotels constructed in the travel circuits-cum-destinations identified for intensive development under the National Action Plan for Tourism (NAPT).

iii) Capital subsidy for Heritage Hotels

Capital subsidy of 10% of the project cost or Rs 5 lakhs whichever is less is available for developing any structure (palace/fort/ haveli etc.) of 75 years or above as a heritage hotel, provided they are located outside the limits of corporations/municipalities and areas having more than 100 hotel rooms.

iv) Concessional Customs Duty

Customs duty on specified items has been reduced to the level as applicable to project imports i.e. 25% provided the goods imported are required for the initial setting up of the hotel or for any substantial expansion of the hotel. Equipment for adventure sports can also be imported at a concessional rate of duty. Customs duty on specialized food items have also been reduced to 25%.

v) Income Tax Exemptions

50% of the profits derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax under section 80 HHD of the Income Tax Act. The remaining profits in foreign exchange are also exempt if reinvested in tourism related project. Further, hotels located in the hilly areas,



rural areas, places of pilgrimage or a specified place of tourist importance will be eligible to 50% deduction from profit/gains if they start operating between 1.4.1997 and 31.3.2002. They will also be exempt from payment of Expenditure Tax for 10 assessment years. In respect of hotels that start operating between the aforesaid period in other places except Delhi, Calcutta, Mumbai and Chennai, the deduction allowed is 30% only (for 10 assessment years).

vi) Import of Essential Goods

Hotels and travel agents/tour operators and restaurants approved by the Deptt. of Tourism, Govt. of India are entitled to import essential goods relating to the hotel and tourism industry upto a value of 25% and 10% respectively of the foreign exchange earned by them during the preceding licensing year.

vii) Export Promotion Capital Goods (EPCG) Scheme

The import of capital equipment (including upto 10% under scheme at sl. no. (v) above) by hotels and restaurants, travel agents and tour operators is allowed at a concessional rate of customs duty of 10% subject to an export obligation four times of cost, insurance & freight (CIF) value of the imports to be fulfilled in a period of 5 years. In case of CIF value of the imports of Rs 20 crores or more, no duty is payable subject to export obligation to be 6 times the CIF value and the period to be 8 years.

viii) Liberalized Exchange Rate Management Scheme (LERMS)

Hotels, travel agents, tour operators and other organisations connected with the tourist trade are covered under LERMS. Authorized dealers can release foreign exchange for business visits, participation in conferences, seminars, training, etc. with prior approval of the Deptt. of tourism. Under the Exchange Earners Foreign Currency (EEFC) Accounts scheme (extended to hotels, travel agents, tour operators etc), 25% of inward remittances in foreign exchange can be credited to this account and utilized for specified purposes.

ix) Assistance for Development of International Tourism (ADIT)

Travel agents and tour operators in the country are being given assistance under the scheme for market research, promotional visits abroad etc to develop markets abroad.

x) Investment Facilitation Cell

This cell has been set up in the Deptt. of tourism for providing assistance to perspective entrepreneurs, including the following:



- Prepare investment profile for each state
- Establishing linkages with embassies and other institutions.
- Process investment proposals received from both local and foreign investors and obtain various approvals and clearances from various agencies like FIB, SIA, MOEF etc.
- Assist entrepreneurs in getting import licenses, finance, land etc.
- Provide technical assistance

16.7 STATE GOVERNMENT INCENTIVES TO THE PRIVATE SECTOR

To attract the Private sector participation in tourism related projects, the Consultants propose that the State Government may also provide State support by providing need based incentives including the following:

1. Land

- Acquisition of land : Government land may be provided, at concessional rates. Where it is not possible for private investors to obtain land required for the project on their own, the state government may acquire the land required for project charging concessional administrative charges.
- Interest – free loan for the site development relating to tourism development activities.

2. Accommodation

- Paying Guest Accommodation-The Government may give necessary publicity through its various offices and ensure that commercial tariffs are not charged from the owners of such units for electricity/water use etc.
- Units may not come under the purview of the local taxes such as sales tax, luxury tax etc; since the units are required to provide the facility of only bed and breakfast.
- Incentive may be provided by the government for the conversion of any heritage building into heritage hotel.

3. Infrastructure Services

- Upgradation of Air, rail, road access, improvement of power by setting up power generating systems and water supply by making available portable water.
- Tourist buses, conducting package tours etc ,can be handed over to the private sector by the state government. The government shall introduce some innovative packages for the private sector.



- Subsidy by the state government on captive power generation set including non conventional energy generator set.
 - Subsidy on telephone connection- 50% subsidy on one time investment on telephone connection.
 - Incentives may be provided to the private sector for activities connected with adventure tourism such as hang gliding, Para sailing, river rafting, boating, trekking.
4. Tourist while traveling through states , the inter-state travel taxes to tourist vehicle be abolished.
 5. **Luxury tax-** New projects may be exempted from Luxury Tax for five to ten years from the date of commencement of commercial operations.
 6. **Sales Tax** -New projects may be exempted from Sales Tax for five to ten years from the date of commencement of commercial operations.
 7. **Entertainment Tax**-Entertainment centres may be exempted from Entertainment Tax for five to ten years from the date of commencement of commercial operations.
 8. **Tax holidays-** A tax holiday of 5-10 years in respect of following taxes may be made available upto 100% of capital investment to various tourism projects located in Special Tourism Areas.
 9. **Stamp duty**-An exemption of 50%-75% of stamp duty may be provided to assist entrepreneurs in executing deeds for financial assistance from bank/Financial institutions.
 10. Exemption from payment of extra tax on machines, equipment, capital goods and construction material procured for implementation of infrastructure projects.
 11. Tourism development fund should be created for financial incentives such as loans and grants which would provided for private and public tourism investment projects .

16.8 PRIVATE SECTOR PARTICIPATION (PSP)

a) Background

It has been well known established fact that Govt. is retreating from owning and operating infrastructure and focusing, now, more on regulating and facilitating infrastructure services provided by private sectors. This offers the promise of more efficient investment in and operation of infrastructure services provided by private sectors. This offers the promise of more efficient investment in and operation of



infrastructure services, as well as the potential to shift the burden of new investment from public budgets to the private sectors. The PSPs in development of infrastructures increased along with the development of new operational concept including build-own-operate (BOT), build-own-operate-transfer (BOOT), and concessions.

b) Governing Parameters to Promote PSP

However, to promote private sector participation/investment in infrastructure, the Consultants have identified the following governing parameters to make PSP fully effective.

- Government should specialize in planning, structuring, and regulation while the private sector should specialize in management, investment, construction and financing.
- The transfer of responsibility to the private sector should be accomplished through deregulation and open competition of well established contractual arrangements including management contracts, capital leases, concessions, sale of assets and rights to operate.
- Economic regulation should be applied where there is insufficient competition but it should be transparent and predictable while still accommodating the concerns of the effected parties.
- Long term domestic financing sources must be developed
- Commercial risks should be assigned to the private sector but other risks should be assigned according to which party is able to mitigate the risks.

C) State Government's Objectives and Strategy for Privatisation of Tourists Properties

The Consultants propose that the State Government should have following objectives, while transferring the tourism infrastructure projects to private sector:

- Benefit the consumers,
- Reduce state/national debt,
- Stimulate domestic capital market,
- Reduce capital and operating subsidies,
- Invest in new infrastructure or rehabilitate existing infrastructure,
- Improve quality of services,
- Increase range of services,
- Reduce price for services,
- Client oriented operations and more effective marketing



All the above objectives could be achieved by the State government under the following guidelines:

- There are two ways of privatization of tourist properties. The state government can either give the whole property in lease/sale to the private sector or it can allow the private sector to provide tourists services /facilities in the place of tourist attractions.
- The private sector has always been playing a bigger role in the field of tourism. The Government should therefore aim to encourage the private sectors especially in building and managing the required tourist facilities in all places of tourist interest, ensuring preservation and protection of tourist attractions.
- State Government will have to co-ordinate the efforts of other concerned Departments and concentrate in infrastructural development in selected areas as well as provide special incentives to the private sector to set up tourism facilities of international standards.
- Department of Tourism, Assam should set up a Land Bank under the Assam Tourism Development Corporation to provide land belonging to the various departments of the government, municipalities, village panchayats to the private investors for setting up tourism units.
- Identified Assam Tourism Development Corporation properties should also being licensed to the private sector for management. The identified land and buildings will be provided to the entrepreneurs by a transparent process of two-stage bidding, either by way of lease/licensing agreement or by sale.
- Joint venture can also be formed with reputed companies in the field of tourism and trade for setting up of tourism units in old government properties. Detailed terms and conditions for this bidding process have been formulated.
- The Government should recognize that private participation in infrastructure projects requires the projects to be commercially viable. The Government should make efforts to ensure that the projects are conceived with the objective that they are commercially viable before offering them to private investors.

D) Project Selection Criteria for PSP



In order to make the PSP effective and successful to achieve the above objectives, the Consultants suggest some of the important factors about tourism infrastructure projects.

- i. Size and complexity of the infrastructure sector.
- ii. Rate of growth in demand and the competitiveness of the market
- iii. Legal regime regarding ownership of land and other critical assets
- iv. Capacity for economic regulation

With a view of above issues, objectives and selection guidelines, the Consultants have proposed tourism projects with the involvement of private sector in Assam as stated below:

- **Adventure Tourism** :This is also a territory with possibility of development as a sub-sector which will be examined and activities like trekking, horse riding, parachuting, boating etc. shall be promoted.

Such activities will create large scale employment opportunities for guides, coolies, traders for hire of tents and equipments etc. and will also encourage paying guest accommodation in such areas. Private entrepreneurs and institutions will be encouraged to develop such facilities.

- **Natural tourism:** Assam has got natural tourists sites such as lakes, valleys, peaks and waterfalls. These Sites can either be privatized(sold/lease) or the private participation can be in terms of providing facilities.
- **Wildlife-tourism:** The State Government should also propose to harness the tourism potential of forests and wild life sanctuaries in the State.Camping sites with adequate infrastructure facilities for trekking trails, bird watching towers, rain-shelters, public conveniences and parking shall be developed. A reasonable fee shall be determined by the government to the private sector for use of camping sites for the maintenance and conservation of these forests.
- **Highway Tourism** :There is a good network of State and National highways which criss-cross the State and a large number of travellers prefer road journey. Because of large geographical expanse of the State, these journeys tend to be quite long and boring. There is a need for creating necessary facilities like hotels,motels, restaurants, picnic spots, water parks etc. along the highways at suitable intervals for the highway travellers to relax.. Highway facilities and wayside amenities are so well developed in some states that this has become the mainstay of tourism. State shall encourage private investors to create such facilities on highways.



- **Village Tourism:** Village tourism also needs to be encouraged to broaden the base of tourism industry and provide employment opportunities in the rural areas. The procedure for registration of village tourism and farmhouses shall be simplified. Farm houses, Small village tourism units should be constructed, adequate facilities should be provided within the village. Private parties can either adopt the village or can provide infrastructural facilities within the village.
- **Pilgrimage Tourism:** Large number of tourists visits sacred shrines of Assam. The state Govt. Should propose to encourage development of cheap accommodation, parking, Sulabh Shauchalayas, STD/ISD facilities, air, rail and hotel bookings, drinking water, garbage disposal etc at these religious places by private participation.
- **Entertainment Industry:** To make visit to Assam is pleasant experience and to prolong the stay of visitors/ tourists, there is a need to provide facilities for entertainment in the State. Efforts should be made to develop the entertainment industry in the State in a big way so that amusement parks, ropeways, film cities, tourism cities etc. should be developed in a planned manner in different parts of the State. Private sector will be encouraged to invest in entertainment industry. The State Government will provide govt. land on reasonable terms or acquire private land for such projects.



CHAPTER – 17

MARKETING STRATEGY AND PROMOTION PROGRAMME

17.1 THRUST AREAS AND STRATEGY FOR TOURISM DEVELOPMENT

17.1.1 Assam Perspective Tourism Plan (AFTP) has identified the following thrust areas for the development of tourism.

- i) Thrust areas for domestic tourists
 - Religious Cultural and Historical Tourism
 - Wild Life Tourism
 - Adventure Tourism
 - Business Tourism – conferences, conventions, seminars etc.
 - Leisure Tourism
 - Tea Tourism
 - Golfing Tourism
- ii) Thrust Areas for Foreign Tourists
 - Eco-Tourism - Waterfalls, wild life observation, bird watching etc.
 - Heritage Tourism - guided tour to temples & forts
 - Adventure Tourism – Para sailing, yachting, river rafting, trekking etc.
 - Health Tourism - Ayurvedic Parlors/Health Resorts
 - Golfing Tourism
 - Fairs & Festivals
 - Crafts Villages

17.1.2 Keeping in view the above thrust areas, four fold strategy for tourism development has been envisaged so as to maximize the economic benefits from AFTP:

- i) Diversify the market mix
- ii) Increase tourist spending by developing and upgrading tourist facilities;
- iii) Increase the emphasis on cultural; natural and other tourist attractions; and
- iv) Create a positive image for Assam

It has been well recognized that it is the high end tourist which should be focused and all-out efforts are required to bring high end tourists in more numbers. Therefore, the **high end tourists, both domestic and foreign, should be targeted and marketing strategies should be adopted accordingly.**



17.2 **MARKETING STRATEGY**

To implement the strategy for tourism development mentioned above the following marketing strategy is set forth:

- i) Develop the perception of Assam in the major source market areas of India and abroad as a destination offering quality attraction, facilities and experiences.
- ii) Design and execute marketing activities which build on Assam - distinctive features and advantages
- iii) Attract additional high spending tourists, taking account of various ways in which spending can be enhanced.
- iv) Create destination awareness by the State Govt., which facilitates the private sector in its own marketing efforts.
- v) Conduct marketing and promotional activities targeted at market segments identified by ongoing market research.
- vi) Expand penetration in the Asian markets, particularly Japan, South Korea, Bangladesh and Sri Lanka and European markets, viz. U.K., Germany, U.S.A., Australia etc.

The marketing strategy should also include the need to portray a favorable but realistic image of the State. Image building is especially important because of the publicities that have taken place about the natural calamities as well as ethnic development. The recent initiative taken by the Government in releasing the Special Area Permit restrictions will go a long way in creating positive impact for tourists' attraction to the State.

17.3 **PROMOTION PROGRAMME**

17.3.1 The promotion programme for APTP may be based on four considerations:

The marketing strategy, knowledge of marketing distribution channels; the promotion techniques available and the amount of the budget. This programme has been drawn for a **period of twenty years covering three years of Immediate phase** and entire period of five years of short term phase and twelve years of long term phase as follows:

	Immediate Phase (Rs in lakhs)	Short Term Phase (Rs in lakhs)	Long Term Phase (Rs in lakhs)
i) Overseas Promotion	30	50	120
ii) Production of Literature	15	25	60
iii) Public Relations	10	20	50
iv) Special Campaigns	20	25	60
Total	75	120	290



17.3.2 The proposed strategy for promoting tourism is set forth as follows:

- i) Formulate and promote 'Discover Assam' campaigns.
- ii) Promote one week or weekend - inclusive package.
- iii) Promote holiday taking through seminars and exhibits at various places during 'Carnival' and other fairs and festivals.
- iv) Publicize tourism through newspaper holiday supplements and editorial coverage, audiovisual material - slide, film and video shows for use in travel seminars, world TVs, etc.
- v) Launching a Monthly Magazine on Assam Tourism by the State Tourism Deptt.
- vi) Enlist the cooperation of the industry, trade unions and service organisations to develop and promote domestic tourism.
- vii) Encourage the extensive use of Internet / World wide Web as a promotional tool for tourism development.
- viii) Prepare printed material such as brochures, posters, maps, postcards and travel agent manuals, and distributing these to travel agents, tour operators and the tourist consumers.
- ix) Participate in travel trade fairs, exhibitions etc.
- x) Undertake special promotional trips to the market countries in order to contact travel agents and tour operators.
- xi) Invite and host visits by tour operators and travel writers and photographers.

17.3.3 Tourist Information Services:

An important function of marketing and promotion is providing information to tourists before and after they arrive at their destinations. Various types of information should be made available - the general geographical, historical and cultural background of the area; the attractions, facilities and services (and their costs) those are available; transportation schedules; location of shopping, medical and postal facilities, consulates, embassies and religious institutions; and other specific information. It is also very important to inform tourists about local customs, dress and behavioural codes, tipping policy, and any security problems they should be aware of.

The absence of an up-to-date information system with quick retrieval facilities leads to poor tourist facilitation. The technological developments in the field of communication and computers, should therefore, be profitably utilised for establishing a tourist information network.



17.3.4 Coordination of Government and Private Sector:

The respective roles of the government and private sector should be clearly defined, with their promotional activities closely coordinated. It is proposed to establish a joint promotion board for coordinating and carrying out promotional activities. The role of Panchayats in developing rural tourism in the state has to be given a special importance.



CHAPTER 18

ECONOMIC BENEFIT

18.1 *ECONOMIC IMPACT*

Like any tourism development plan, Assam Perspective Tourism Plan will have its economic impact. The economic impact that would accrue as a result of implementation of the proposed plan can be categorized as Direct, Indirect and Incidental.

18.1.1 **Direct Impact/Benefits**

The direct benefits are taken to be the net value addition associated with increased tourist spending in the State due to increase in the number of tourist arrivals in the area. This is calculated by allocating the tourist expenditure to the various sectors that receive them and subsequently applying appropriate ratios of net-value added for each sector. Further, due to the additional facilities and infrastructure being created, the average spending of a tourist would increase as also his length of stay at a site. The spending patterns for tourists are assumed to remain unchanged for the duration of the Perspective Tourism Plan. The money spent by tourists will be received by different segments of the tourism industry, which provide the various services and facilities. These receipts form the direct output of the Plan. In addition to these, direct benefits, an entry fee of say Rs 10/- per head could be charged for entry to the tourist complexes at the sites. There is scope for imposing charges for the use of various facilities proposed at the sites. However, since the revenue generated can be used for maintenance purposes, this revenue has not been included in the direct benefits computed in Table 18.5. The assumptions made in computing direct benefits are given below:

1) Average Daily Expenditure and Period of Stay

The average daily expenditure incurred by a foreign tourist and a domestic tourist in Assam in 1996 as per information gathered by the Consultants are Rs 1,100/- and Rs 325/- and the average duration of stay of a foreign tourist and a domestic tourist is 12 days and 5 days respectively.

Average per capita expenditure of a foreign tourist and domestic tourist increased by the annual rise in price level on account of percentage change of wholesale prices of all commodities for the year 1996 to 2021 have been worked out in Table 18.1.

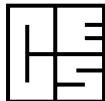


Table 18.1
Average per capita per day Tourist Expenditure

Year	Percentage change of whole sale prices of all commodities (assumed)	Average per capita Expenditure	
		Domestic Tourist (Rs)	Foreign Tourist (Rs)
1996		325	1100
1997	8%	350	1200
1998	7%	375	1280
1999	6.7%	400	1370
2000	6.5%	425	1460
2001	6.0%	450	1550
2002	6.0%	480	1640
2003	6.0%	500	1740
2004	6.0%	530	1850
2005	6.0%	560	1950
2006	6.0%	660	2070
2007	6.0%	640	2200
2008	6.0%	675	2300
2009	6.0%	715	2440
2010	6.0%	750	2600
2011	6.0%	800	2740
2012	6.0%	850	2900
2013	6.0%	900	3080
2014	6.0%	950	3260
2015	6.0%	1000	3460
2016	6.0%	1060	3670
2017	6.0%	1120	3890
2018	6.0%	1200	4120
2019	6.0%	1260	4370
2020	6.0%	1340	4630
2021	6.0%	1400	4910

ii) Tourist Arrival Projection

The Compound Annual growth of tourist traffic has been assumed at 4.73% for Domestic Tourist and 8.27% for Foreign Tourist on the basis of past trend. It is expected that the same growth will continue in future without the implementation of APTP. On the commencement of APTP in 2003, it is expected that tourist traffic will show the Compound Annual Growth by 8% for domestic tourists and 10% for foreign tourists, as mentioned in para 5.4.2 of Chapter 5.



iii) *Net Value Added*

According to 'Pilot Survey of Domestic Tourists' undertaken by the Department of Tourism in 1981-82 and Foreign Tourist Survey 1982-83, the pattern of expenditure by domestic and foreign tourist was observed as per Table 18.2.

Table 18.2
Tourist Expenditure Pattern

Tourism Segment	Foreign Tourist (%)	Domestic Tourist (%)
a) Accommodation & Food (i.e. Hotel, & Restaurant)	53.95	58.2
b) Shopping	24.84	26.7
c) Internal Travel	13.63	10.4
d) Entertainment	2.61	1.8
e) Other Misc. Items	4.97	2.9
	100.00	100.00

From the study report on Economic Benefits of Tourism, 1987 of Govt. of India, Ministry of Tourism, and the Net Value Added/Receipt Ratio in respect of different segments of tourism industry is worked out per Table 18.3.

Table 18.3
Net Value Added/Receipt Ratio

Tourism Segment	Net Value Added/Receipt Ratio
Accommodation & Food (Hotel & Restaurant)	0.2623
Shopping	0.2623
Transport	0.4075
Entertainment	0.9091
Others	0.9089

The average ratio for all sectors worked out at 0.3103.

However, as per study by Dr G Raveendran on Tourism, Planning and Measurement Methods, 1993, the net value added/receipt ratio worked out at 0.3854, which has been used in computing direct benefits in Table 18.4.

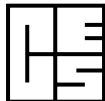


Table 18.4
Direct Benefits from Additional Tourist Arrivals from Implementation of
Assam Perspective Tourism Plan (AFTP)

Nos. in Hundreds: Rs in Lakhs

Year		Tourist Inflow after AFTP	Direct Receipts	Direct Value Added	Total of Col. Direct Benefit
1		2	3	4 (factor 0.3854)	3+4
2002	Domestic Foreign		-		
2003	Domestic Foreign	350 1	896	345	1241
2004	Domestic Foreign	737 1	1975	761	2736
2005	Domestic Foreign	1174 1	3311	1276	4587
2006	Domestic Foreign	1670 2	5561	2143	7704
2007	Domestic Foreign	2220 3	7183	2768	9952
2008	Domestic Foreign	2835 4	9678	3730	13408
2009	Domestic Foreign	3519 5	12727	4907	17634
2010	Domestic Foreign	4276 7	16253	6264	22517
2011	Domestic Foreign	5120 9	20776	8007	28783
2012	Domestic Foreign	5414 12	23427	9029	32456
2013	Domestic Foreign	5730 16	26376	10165	36541
2014	Domestic Foreign	6050 20	29519	11376	40895
2015	Domestic Foreign	6420 24	33036	12732	45768
2016	Domestic Foreign	6790 29	37264	14361	51625
2017	Domestic Foreign	7181 35	41847	16128	57975
2018	Domestic Foreign	7601 42	47682	18377	66059
2019	Domestic Foreign	8050 49	53284	20536	73820
2020	Domestic Foreign	8507 58	60219	23208	83427
2021	Domestic Foreign	8999 67	66940	25799	92739

Notes:

- 1) Tourist projections in Columns 2 and 3 are based on the assumptions given in para 5.4.2 of Chapter 5.
- 2) Additional Tourist Inflow is the difference between Tourist Inflow, from Existing Facilities (Col. 2) and Tourist Inflow after AFTP (col. 3) in the year 2003 when the AFTP is expected to be implemented.



- 3) Direct receipts in col. 5 represents direct tourist expenditure of Additional tourist Inflow by applying Average no. of days stay (Domestic tourist - 5 days and Foreign tourist 12 days) and average per capita per day tourist expenditure) vide Table 18.1 for instance, year 2003 (Domestic tourist $35000 \times 5 \times 500 = \text{Rs } 875 \text{ Lakhs}$) + (Foreign Tourist $100 \times 12 \times 1740 = \text{Rs } 20.88 \text{ Lakh}$, Total Rs 896 lakhs)
- 4) Direct Value Added in col. 6 represents Direct receipts in col 5 x factor 0.3854)

18.1.2 Indirect Impact/Benefits

The indirect benefits arise out of the multiplier effect of tourist spending in the region as the different segments of the tourist industry have to purchase various commodities and services from other sectors of the economy to meet tourist demands. The additional output produced in other sectors of the economy by the chain of inter-industry spending, initiated by the expenditure of the tourism industry for its inputs is the indirect output of tourism. The direct receipts are multiplied by appropriate output multipliers and the value added is multiplied by appropriate income multipliers to arrive at the indirect benefits of the proposed investment. The indirect benefits of APTP have been computed in Table 18.5 by adopting the output multiplier as 1.058 and income multiplier as 1.412 on the basis of the study of Dr. G Raveendran on Tourism, Planning and Measurement Methods, 1993.

Table 18.5
Indirect Benefits from Additional Tourist Arrivals from Implementation of Assam Perspective Tourism Plan

Rs in Crores

Year	Direct Receipts	Direct Value Added	Output Col 2 x (factor 1.058)	Value Added Col. 3 x (factor 1.412)	Total of Column (4) & (5)
1	2	3	4	5	6
	Rs	Rs	Rs	Rs	Rs
2002					
2003	896	345	948	487	1435
2004	1975	761	2090	1075	3165
2005	3311	1276	3503	1802	5305
2006	5561	2143	5884	3026	8910
2007	7183	2768	7600	3908	11508
2008	9678	3730	10239	5267	15506
2009	12727	4907	13465	6929	20394
2010	16253	6264	17196	8845	26041
2011	20776	8007	21981	11306	33287
2012	23427	9029	24786	12749	37535
2013	26376	10165	27906	14353	42259
2014	29519	11376	31231	16063	47294
2015	33036	12732	34952	17978	52930
2016	37264	14361	39425	20278	59703
2017	41847	16128	44274	22773	67047
2018	47682	18377	50448	25948	76396
2019	53284	20536	56374	28997	85371
2020	60219	23208	63712	32770	96482
2021	66940	25799	70823	36428	107251

18.1.3 Cost Benefit Analysis

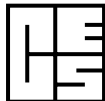


Table in 18.6 gives the cost benefit analysis for the APTP. This has been done by using the investments that have been estimated for the Investment Plan given in Chapter 16 for the implementation of APTP and the benefits, both direct and indirect, projected in Tables 18.6 & 15.7.

Table 18.6
Cost Benefit Analysis of Assam Perspective Tourism Plan (APTP)

Rs in lakhs

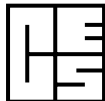
Year	Benefits (Direct and Indirect)			Costs (Investments)	Net Incremental Benefits
	Vide Table 18.4	Vide Table 18.5	Total		
2002				145	(-)145
2003	1241	1435	2676	2065	611
2004	2736	3165	5901	3782	2119
2005	4587	5305	9892	6364	3528
2006	7704	8910	16614	6111	10503
2007	9952	11508	21460	4744	16716
2008	13408	15506	28914	2576	26338
2009	17634	20394	38028	2380	35648
2010	22517	26041	48558	3111	45447
2011	28783	33287	62070	1917	60153
2012	32456	37535	69991	1021	68970
2013	36541	42259	78800	846	77954
2014	40895	47294	88189	751	87438
2015	45768	52930	98698	1163	97535
2016	51625	59703	111328	2165	109163
2017	57975	67047	125022	1215	123807
2018	66059	76396	142455	620	141835
2019	73820	85371	159191	155	159036
2020	83427	96482	179909	50	179859
2021	92739	107251	199990	55	199935
Net Present Value (@ 12% p.a.)			271037	17672	243231

Benefit-Cost Ratio = 15.4

The Benefit Cost Ratio of Net Present Value of Total Benefits and Total cost discounted at 12% p.a., at 15.4 indicates that the APTP will be highest economically and beneficial to the state of Assam.

18.1.4 Employment Generation

Tourism is highly labour intensive as compared to any other industry. The Economic & Social Commission for Asia and Pacific (ESCAP) study report on 'Economic Impact of Tourism in India' revealed that 1.2 international tourist visits provide employment to one person. Similarly, 17 domestic tourists generate employment for one person. By using these employment ratios and projections of additional tourist traffic and employment multiplier as 1.358 (Refer report by Dr G Raveendran on Tourism,



Planning and Measurement Methods, 1993), the projections of direct employment and indirect employment after implementation of APTP, have been computed in Table 18.7 In addition, about 25,000 man-years of jobs will be created due to construction activity.

Table 18.7
Generation of Direct & Indirect Employment on Implementation of Assam Perspective Tourism Plan

Year	Additional Tourist Inflow (in hundreds)		Direct Employment			Indirect Employment (factor 1.358)
	Domestic Tourists	Foreign Tourists	On a/c of Domestic Tourists	On a/c of Foreign Tourists	Total	
2002						
2003	350	1	2059	83	2142	2909
2004	737	1	4335	83	4418	6000
2005	1174	1	6906	83	6989	9491
2006	2220	3	13059	250	13309	18074
2007	2220	3	13059	250	13309	18074
2008	2835	4	16676	333	17009	23098
2009	3519	5	20700	417	21117	28677
2010	4276	7	25153	583	25736	34949
2011	5120	9	30118	750	30868	41919
2012	5414	12	31847	1000	32847	44606
2013	5730	16	33706	1333	35039	47583
2014	6059	20	35641	1667	37308	50664
2015	6420	24	37765	2000	39765	54001
2016	6790	29	39941	2417	42358	57522
2017	7181	35	42241	2917	45158	61325
2018	7601	42	44712	3500	48212	65472
2019	8050	49	47353	4083	51436	69850
2020	8507	58	50041	4833	54874	74519
2021	8999	67	52935	5583	58518	79467



CHAPTER – 19

IMPLEMENTATION PLAN AND INSTITUTIONAL MECHANISM

19.1 TOURIST REGIONS AND DESTINATIONS

In order to provide an extensive range of tourist attraction features across the State appealing to various tourist market segments, a strategic approach involving eight clusters of attractions or tourism regions and certain circuits based on priority tourist attractions are given below:

Tourist Destinations	Specialty
Kaziranga National Park	Wild Life Tourism, Adventure Tourism
Guwahati	Religious, Cultural and Historical Tourism, Leisure Tourism
Tezpur	Religious, Cultural and Historical Tourism, Wild Life Tourism
Sibsagar	Religious, Cultural and Historical Tourism
Jorhat-Majuli Island	Leisure Tourism
Dibrugarh	Religious, Cultural and Historical Tourism, Tea Areas tourism
Digboi	Golfing Tourism, Adventure Tourism
Umrangshu	Leisure Tourism

19.2 MAJOR ELEMENTS OF IMPLEMENTATION

The Consultants have defined the essential aspect of the planning process, how to carry out the plan's policy and recommendations. The major elements of implementation are as under:

19.2.1 Plan Adoption and Allocation of Responsibilities

After careful review and agreement, the Assam Perspective Tourism Plan (APTP) may be adopted by the State Govt. as its official guide for developing tourism. Through adoption of the Plan, the legal basis for its implementation is established. Also essential for its effective implementation is political commitment to develop tourism on a planned basis, and strong leadership exercised in both the public and private sectors of tourism. In the implementation approach, the respective roles of the State Govt., the private sectors and special bodies (such as Deptt. of Tourism, Town & Country Planning Deptt., Pollution Control Board, Assam; Assam Tourism Development Corporation (ATDC), Travel and Tourism Association of Assam, have to be decided at the first instance. With the respective roles decided, a close cooperation and coordination between the State Govt. bodies and private sector on implementation must be maintained.



19.2.2 Staging and Programming Development

To achieve the physical development proposals systematically, the first step is to determine the general phasing of development, which has been indicated as immediate phase, short term phase and long-term phase. Within the framework of the recommended phasing, specific projects may be taken up for implementation.

19.2.3 Implementing Programmes

The programmes recommended by the `AFTP` need to be implemented. These include the training programme for employees in tourism, public awareness programme on tourism, local community participation, marketing development and promotion programme etc. Environmental awareness and its protection programmes must also be pursued. National Park, historic conservation and cultural programmes must also be carried out.

19.3 MONITORING AND MANAGEMENT

Monitoring should be considered an integral part of plan implementation, so that, problems are detected in their early stages and remedial measures can be taken. The number and characteristics of tourist arrivals should be monitored to see if the market targets are being maintained. Determining tourist satisfaction levels through special surveys of them is especially important. Monitoring the economic, environmental and socio-cultural impacts of tourism, generally, and for specific projects, is essential. Even though time-based targets are to be established, they should be considered flexible based on changing circumstances. During the short term, it is more important to maintain a balance between the development of tourist facilities, services and infrastructure and actual market demand. Over the long run, efforts can be made to catch up and achieve the various market and development targets.

19.4 INSTITUTIONAL MECHANISM

The implementation of the proposed `AFTP` would require a decision making to be integrated at higher level. It would demand participation and interaction of experts and the leaders of tourism trade & industry from the private sectors. The approach is to be positive to ensure quality and to optimize the gains of the `AFTP`.

Thus, on the lines of California Tourism Commission, an Assam Tourism Commission/Board is suggested.



19.4.1 Reasons for proposing Assam Tourism Commission/Board

- i) Tourism is a major source of jobs, income and revenue in Assam and the expansion of this industry is vital, to the overall growth of Assam economy.
- ii) Tourism and recreational industries are important to the State not only because of the number of people they serve and the vast human, financial and physical sources they employ, but because of the benefits which tourism, recreation and related activities confer on individual and the society as a whole.
- iii) Existing State Government involvement in tourism and related activities need to be better coordinated at the state level as well as within local governments and private sectors to maximize the economic and the employment benefits of the industry.
- iv) The entire State could benefit from promotion of lesser known and underutilized destinations within the State and additional State resources maybe effectively utilised to assist such localities in order that they can participate and accrue benefits from tourism promotion.

19.4.2 Structure of the Tourism Commission/Board for Assam

- i) The Board to be chaired by an executive in the Government at a very high level say the Chief Minister or the Minister of Tourism
- ii) Five members of the Board to be appointed by the Government who are professionally active in the tourism industry representing its diverse segments.
- iii) Two members of the Assembly to be nominated as per rules.
- iv) Director tourism shall serve as Secretary to the Commission Board and provide staff and whatever supportive services necessary.

19.4.3 Functions of the proposed Assam Tourism Board

The Board shall, with the office of tourism adopt, annually update a tourism marketing plan for the State of Assam for international and domestic tourists and do the following:

- The annual tourism marketing plan to serve as a guide for effectuating the 'AFTP', within available resources.
- Include an assessment of the activities and accomplishments of the office of Tourism.
- Outline the intended programme of tourism promotion and visitor service activities for the oncoming year.



- Delineate the ways, means and programmes by which tourism shall be promoted, including any cost effective marketing methods and technique to be employed.
- Identify resources as are reasonably necessary, from all sources both public and private, to accomplish these promotion and marketing activities.
- Identify and articulate co-operative or shared cost programmes, or opportunities for these ventures, with private entities.
- Identify licensing opportunities, including licensing agents.
- Contain other information, data or recommendations that may be germane to the marketing efforts of `AFTP`.

19.4.4 Framework of Activities of the Board

- i) Take advantage of particular promotional opportunities as may be presented.
- ii) Facilitate travel and visitorship to, and within, Assam to the maximum extent feasible
- iii) Identify and assist in the development of a user-directed, computer based, public access information system serving the needs of the traveling and tourist public in urban and rural areas in Assam
- iv) Develop and publish research to determine sources and characteristics of present and future visitors to Assam and measure the effectiveness of marketing and service programmes.
- v) Represent the State at domestic and international travel trade shows that provide an opportunity to promote a significant amount of travel to and within Assam.
- vi) Co-operate with the Central Government in the development and the promotion of India as a destination for international tourism.
- vii) Implement the tourism marketing plan.

19.4.5 Consultancy Services

Implementation of `AFTP` would entail obtaining the skills of specialist Consultants, as the core team would need to be supported by experts. Under technical competence the following should be examined:

- i) The experience of the firm in a project of this nature.
- ii) The adequacy of the proposed work plan in terms of the demonstrated understanding of the concerned project, responsiveness to the terms of reference and effective management of work.
- iii) The qualifications of the person to be assigned, successful implementation in similar situations, experiences in developing countries, especially India (if the consulting firm is international).



If overseas firms are used, efforts should be made to package assignments so that the experts' time and cost can be shared by other projects in the region, so as to reduce costs on a particular project.

19.4.6 Department of Tourism

The Department of Tourism is the nodal agency in the State of Assam for the development of tourist facilities and services in Assam. For undertaking the implementation of `APTP', DOT would need to operate in the following areas:

- i) *Monitoring and Evaluation Cell*
For ensuring a balanced growth of tourism infrastructure on environmentally sustainable basis and coordinating and monitoring the marketing & promotional plans of overseas offices, a monitoring & evaluation cell should be established.
- ii) *Investment Facilitation Cell*
A single window mechanism to provide the private investors with the necessary advice and information and facilitate the clearance of various requirements should be created by establishing an Investment Facilitation Cell.
- iii) *Task Forces*
It would be necessary to constitute separate task forces, to manage integrated development of various tourist areas under `APTP'.
- iv) *Rural Tourism Cell*
A separate Rural Tourism Cell should be constituted so as to assist, Panchayats to identify location, prepare detailed plan for development of tourist facilities and appoint suitable staff to run and manage the rural tourism scheme envisaged under `APTP'.
- v) *Accommodation Reservation*
The right of reservation of accommodation including government departments guest houses/bungalows and circuit houses could be given to the DOT.
- vi) *Disaster management Cell*
A separate Disaster Management Cell should also be created consolidating various disaster relief agencies undertaking disaster management activities that prevent a disaster reduce the chance of a calamitous event or lessen their damaging effects. Training programmes on management of earthquakes, cyclones and other natural calamities to staff of DOT with continuity participation will be very useful for effective preparedness for mitigating such events.



CHAPTER 20 TOURISM POLICY

20.1 BACKGROUND

Tourism is emerging as the largest global industry of the 20th Century and is projected to grow even faster in 21st Century. Account should be taken of the fact that for the last four decades or so, a tourism revolution has been sweeping the world. Number of tourist leaving their homes, worldwide is estimated to be about 700 million in 2001 and likely to increase to 1.5 billion in 2020. If India has to partake in this revolution in a meaningful way, it has to change its strategies as well as the techniques and tools of its machinery of implementation, devise innovative tourism promotion and management techniques to make tourism as an important industry catering to our GDP India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions but a comparatively small role in the world tourism scene. A forecasting study undertaken by the world tourism and travel council estimated that in 2001, the consumption activity arising from domestic and international tourism will contribute 5.3 percent of India's Gross Domestic Product Tourism will also sustain 25 million equivalent full time jobs or 6 percent of India's workforce.

Assam being a state rich in natural beauty, tribal festivals and rare handicraft products, attract more than ten lakh tourists throughout the year (2000-2001), which is going to rise in the future.

Hence, integrated efforts of the Central and State governments along with the local residents are required in developing the State into an important tourist destination.

20.2 TENTH FIVE YEAR PLAN (2002-07)

The tenth five- Year plan(2002-07) has important tourism schemes like Tourist recreation and amusement, Accommodation facilities, Eating joints, Picnic spots, Recreational facilities etc.. The year of the commencement of these projects starts from 1991 onwards. The total anticipated achievements for the ninth plan is 393.85 lakhs. the total proposed outlay for the Tenth plan(2002-07) is 128.00 Lakhs. The total proposed outlay of annual plan (2002-03) is 33.36 Lakhs. There are also some critical ongoing schemes like tourism promotion, grants, manpower development, eco-tourism facilities, facilities for pilgrimage tourism etc. (*Refer Annexure vi*).

20.3 NEED OF TOURISM POLICY



Growth of tourism industry will require heavy demand on land, good quality infrastructure and services, therefore, urgent efforts from the State to upgrade and augment the present conditions and scenario needs to be devised with maintaining the ecological balance and environment of the State. All the above necessitate certain policy interventions to provide for incentives, tax and duty concessions for encouraging potential promoters, institutional arrangements and reforms to undertake implementation of projects and various regulatory and control measures. In view of the above, a policy framework needs to be formulated for the state of Assam.

20.4 A REVIEW OF NATIONAL TOURISM POLICY

The main objective of the National Tourism Policy is to promote sustainable tourism as a means of economic growth, social integration, and chance employment potential and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future. The broad aims of the national Policy can be highlighted as:

- i) Promotion tourism as a major engine of economic growth
- ii) Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism.
- iii) Focus on domestic tourism as a major driver of tourist growth.
- iv) Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.
- v) Acknowledge the critical role of private sector with government working as a pro-active facilitator and catalyst.
- vi) Create and develop integrated tourism circuits based on India's' unique civilization, heritage and culture in partnership with states, private sector and other agencies.
- vii) Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

The policy document takes into consideration seven key areas that will provide the thrust to tourism development. These are Swagat (welcome), Soochana (information), Suvidha (facilitation), Swaksha (safety), Sahyog (Co-operation), Samrachana (Infrastructure Development), and Safai (cleanliness). One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.



India possesses a rich and diverse range of unique tangible and un-tangible cultural, natural and man made tourism resources, many of which are world class in quality. The tourism resources of the country have the potential to attract significantly higher levels of market demand from the domestic and international markets provided that sustainable site management practices and principles are adopted and applied and other constraints like the security, safety, health, adverse socio-cultural impact environmental impacts and regional conflicts identified are effectively resolved. Thus to strengthen India's socio-cultural structure, the tourism industry in India needs to be properly planned, developed and managed at all levels of government in partnership with the private sector.

The overall strategy for the development of the tourism industry and Government of India's vision for development of tourism sector is: "Achieve a superior quality of life for India's peoples through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation."

To achieve the overall vision for the development of tourism, five key strategic objectives need to be achieved. They are:

1) Positioning and Maintaining Tourism Development as a National Priority Activity

- Inclusion of Tourism in the concurrent list of the constitution of India. This will provide a constitutional recognition to the tourism sector, help in channeling the development of tourism in a systematic manner and enable central government to legislate for tourism development.
- Provide effective linkages and close coordination between Departments.
- Constitution of Tourism Advisory Council with Key Stakeholders to act as a "think tank".
- Prepare the basis for the adoption of the Tourism Satellite Account system based on SN 3 protocol for the national accounts.
- Plan and implement a professionally managed integrated communications strategy to be called the "National Tourism Awareness Campaign."



2) Enhancing and maintaining the competitiveness – India as a tourism destination:

- Implement visa on arrival and consider strategies for the fast issuance of visas and permits
- Computerization of the system of issue of visas by Embassies/High Commission.
- Additional seat capacity provided by the national and international carrier would have a significant benefit for national economy. Opening India's sky for enhancing tourism through increased capacity.
- Improving the standard of facilities and services at the nations international and major domestic airports.
- Creation of special tourism force for deployment at major tourism destinations.

3) Improving and expanding product and expanding these to meet new market requirement

- In relation to the development of products that are related to the special interests of the target markets, the product development strategy should be to:
 - i) Growth and expansion of cultural tourism.
 - ii) Develop sustainable beach and coastal tourism resort products based on a more flexible approach to developments in the coastal zone.
 - iii) Develop & position the Cochin and Andaman & Nicobar Islands as international cruise destination.
 - iv) Capitalise by packaging India's unmatched variety of traditional cuisines that are today becoming increasingly popular in the world.
 - v) Actively promote the development of village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic areas
 - vi) The wild life sanctuaries and national parks need to be integrated as an integral part of the Indian tourism product, and priority needs to be given to the preparation of site and visitor management plans for key parks.
 - vii) Himalayas and mighty rivers in India offers the greatest asset for adventure tourism activities, which can be developed and promoted.



- viii) India needs to construct a world-class international convention centre to cater to the global meetings, incentives, convention & exhibition markets.
- ix) India with its greatest bio-diversity, with a variety of unique natural locals is a perfect candidate for eco-tourism, with the focal points located in the Himalayas, northeastern states, western ghats, Jharkhand, Andaman and Nicobar islands and the Lakshadweep Islands.
- x) Holistic healing and rejuvenation capture the essence of the best of Indian philosophy and culture. It is the most unique tourism product from every dimension – physical, mental, emotional and spiritual which elevates the individual to a higher plane of consciousness and awareness.
- xi) Shopping is an integral part of tourism experience and a most valuable contributor to revenues. The development of dedicated shopping centres for traditional crafts, designed along the lines of ethnic village hosts needs to be encouraged a directory of traditional crafts persons should be produced and the “Made in India” brand to be promoted.
- xii) India has unique events, fairs and festivals, some of which need to be promoted as a unique product like the “Festivals of India” program which can be reintroduced in the top 12 future markets for India.
- xiii) Business travel is also a form of tourism and typically occurs in urban environments therefore the urban quality, level of physical infrastructure, urban ambience and public services should be developed befitting such a status.
- xiv) A series of themed cultural attractions should be developed based on outstanding site planning and design.

4) Creation of World Class Infrastructure

India's physical infrastructure is the very foundation on which tourism is to be built and this ranges from ports of entry, to modes of transport to destinations i.e. airways, roads, railways or waterways, to urban infrastructure supporting tourism facilities such as access roads, power, electricity, water supply sewage and telecommunication.

Strategic actions in relation to road, railways, waterways and airport facilities are identified below:



- a) **Development of Integrated Circuits:**
The emphasis is on identifying up travel circuits and converging all resources and expertise for development of these circuits as International Standard destinations
- b) **Roads**
Road network is vital to tourism. Many tourist circuits are entirely dependent on roads. There is an urgent need to construct and improve highways linking the world heritage sites and places of tourism significance.
- c) **Railways**
The Indian Railway system can be an enormous asset in the development of the tourism and hospitality industry in the country. Railways have a special fascination for foreign and domestic tourists. The Railway services need to be equipped to meet the needs for foreign & domestic tourists. The following measures can be incorporated to improve the existing scenario:
- Special tourist trains with a present itinerary.
 - Railway Hotels can be constructed at railway stations serving specific tourist centers
 - Indian Railways owns a number of heritage structures. If effectively maintained and marketed they would serve as places of tourist attractions.
 - India has five hill railways, which are slated to be encrypted by UNWESCO as World heritage. Enormous tourist potential of these products can be tapped by developing these special tourist trains.
 - Special tourism trains like Royal Orient, Budh Parikrama, Palace on wheels and Fairy Queen are extremely popular with tourists, as they are steam helmed tourist trains, such type of steam traction is still operative in India and it can serve as a major attraction for special tourist segment.
 - More trains like Shatabdhi and Rajdhani with a special tourism and hospitality focus should be planned both for the foreign & domestic tourists.



d) Waterways

In India the vast coastline as well as several navigable rivers have extreme tourism significance. Its 7,000 Km coastline in East, South & West of India can be trapped for promotion of cruises in well as a means of transport. River cruises in India to be developed for the North Eastern states (Brahmaputra and Ganges) and Kerala. These mighty rivers can harness the potential of tourism as well as serve as a means of transport.

5) Developing sustained and effective Marketing Plans and Programmes

India has to adopt a more aggressive and competitive marketing approach to effectively compete in the markets in the current scenario. India will have to use an array of marketing tools and strategies like:

- i) Unique market position, image and brand that cannot be held by a competitor.
- ii) Undertake an extensive qualitative and quantitative market research program in target source markets.
- iii) Identify and assemble a highly attractive product offering tailored to the interests of each source market and develop and implement on-going cost effective promotion programmes in each source market formulation and implementation of village tourism programme.
- iv) Establish an effective and on-going market representation presence with the travel trade in each source market.
- v) Establish an Internet portal in various languages to service the information, product description and product sales requirements of the target market segments in each source market.

Conclusion:

India's tourism industry through the capacity of its tourism resources facilitates and services as yet is relatively untapped market potential has considerable scope for expansion and development.

The tourism policy stated above aims at setting up a framework that will allow the various stakeholders to fully develop the potential of tourism and to harness this to the national development priorities.



20.5 SUGGESTED POLICY FRAMEWORK FOR ASSAM

However, it has been found that tourism policy for the state is under preparation at present. And to strengthen the clauses of it, the Consultants have suggested a policy for Assam to develop a sustainable tourism.

i) Product Diversification/Improvement

Wild Life Sanctuary, Tea, Golfing and religious tourisms are the mainstream activities in Assam. The natural resources in the state of Assam like hills, waterfalls, springs, rivers seneric beauty and wild life reserves other than Kaziranga, has not received enough attention and did not grow to its fullest potential. Similarly, Assam's natural scenic beauty remains untapped. The recommendations are, thus, towards diversifying Assam Tourism product and are mentioned below:

- a) Assam has a unique cultural heritage. It has a vast array of protected monuments and heritage sites, which provides an opportunity for growth and expansion of cultural tourism in India.
- b) Eco-Tourism Development with focus on the mountain ranges, wild life, waterfalls, lakes, riverine system shall be promoted on priority basis.
- c) Adventure tourism activities have immense potential for development Activities like parasailing, boat racing, surfing, yatching, river rafting, trekking in the mountainous ridges, paragliding shall be given support through appropriate institutional mechanisms.
- d) Rural Tourism should be promoted to exploit spirit of rural Assam, which is vastly unknown to most of the tourists. Model Assam village could be developed on traditional style & form to be called Theme Village. Handicraft village can be developed initially.
- e) Business/convention tourism is another viable form of tourism in Assam. The State is fast emerging as a sought after place for political and business conference, meetings, seminars, workshops and convention. Efforts shall be made by the government to turn Assam into an international business convention centre eventually.
- f) Science Tourism can be based on research and experiment of the vast variety of flora and fauna available in Assam. It can be developed as an alternative subject of choice specially to attract students and people with a scientific bent of mind from within and outside the State. Similarly, the State can establish and develop a large Technological park.



- g) Holistic healing and rejuvenation tourism product for physical, mental, emotional and spiritual manifestations of the people to capture the essence of the best of Indian philosophy and culture for international and Indian visitors alike.
- h) Guwahati is the main gateway to north – eastern states and other main tourism destinations of Assam, can be included I inter-state itinerary.

ii) Tourism Infrastructure

There is an urgent need felt for requirement of overall improvement of infrastructural facilities and also providing better quality facilities in places of tourist attractions.

a) Air connection

In view of attracting more high-end foreign tourists the following policy measures are suggested:

- Existing Guwahati airport to be augmented to international standard equipped with all modern facilities.
- Direct flight connection to be facilitated between Assam and European countries.
- The airport should have facilitation service centre to provide visa issuance customs clearance and other necessary permits at one point.
- Establishing direct air connections with all metro cities and places of major tourists attractions in India and Assam

b) Rail connection

- Trains like Shatabdhi and Rajdhani with a special tourism and hospitality focus, should be planned between major tourist centres and state capitals
- Hill railway can be introduced as special tourist attraction system
- Launching Palace on wheel type super luxurious train service between Guwahati and Haflong to view the Nature's scenic beauty.
- Major Railway stations can be developed as heritage structures which of effectively maintained and marketed would serve as places of tourist attractions

c) Road Transport

To achieve efficient and fast inter-state tourist traffic movement, road connections and road transport infrastructure need to be improved.



- Introduction of specially built air-conditioned tourists coaches for transportation of tourists to different places in the State.
- Transport Department to control plying of taxi, auto rickshaw on either pre-determined fixed rate fixed route basis or meter basis.
- Connecting Assam by Express Road with main cities of neighbouring states.
- Existing conditions of roads to be improved for faster and safer means of travel

d) Water Transport

- Assam with the Brahmaputra and its tributaries can fruitfully exploit the potential of a suitably developed water transport system. River ferry services can connect various towns and villages along the river.

e) Basic Infrastructure

- Power supply needs to be augmented through setting up power generating stations. Private sector to be invited in such endeavor.
- Availability of potable water, good sanitation and drainage facilities through implementation of integrated infrastructure development scheme.
- Establishing 24-hour telephone booth at all tourist places in the State, which offers STD, ISD, fax and e-mail facilities.

f) Entertainment and Support Facilities:

A host of entertainment and support facilities need to be developed all over the State.

- Organizing night river cruise with on board restaurant and bar arrangements
- Organizing late evening city tours
- Establishing 'Light and Sound' shows at important heritage centres
- Setting up amusement park and water sports.
- Improvement and diversification of water sports facilities.
- Organizing safari tour/eco-tourism at Wild life sanctuaries. Specially designed glass fitted vehicle could also be used in monsoon period to attract tourists.



- Information & Booking facilities at Airports, Railway stations to facilitate tourists to know about accommodate reservation situation, names of hotels and facilities they offer, city tour, travel guide, police station and emergency medical facilities availability.

iii) Role of State Government

- a) The State Tourism Department should provide institutional backup support to appropriate endeavors for creation of desired tourism products. As such, the State Tourism Department should setup inter governmental linkages and co-ordination.
- b) The State Tourism Department should coordinate with Town Planning Department and local bodies to plan tourism development as a part of over all area development strategy.
- c) The State Tourism Department should arrange fund and ensure speedy clearance and implementation of all projects leading to creation of tourist facilities and enhancement of quality of tourism products.
- d) A special 'Task Force' should be created under State Tourism Department which would look after all problems & issues of pollution and environmental degradation.
- e) It should constitute guidelines under the Travel & Trade Act, 1982 to ensure local people participation in setting up, running and management of tourist facilities.
- f) The State Tourism Department should pursue State Education Department to introduce tourism as a subject in the school & college curricula for greater awareness among local people.
- f) It should ensure higher studies like Tourism Management, Hotel Management, Food Technology & Catering through setting up Institutes to ensure supply of locally trained skilled manpower.
- g) The State Tourism Department should create a special GIS based Information & Data Base Cell, which would undertake appropriate data collection, synthesis and research on suitable format. In this regard, the department can open up a new direction in management & use of



tourism related information by creating appropriate GIS Map and bringing out CD for sale in the domestic & international market.

- h) Appropriate marketing and promotional activities should be undertaken through private parties and NGOs.

iv) **Role of Private Sector**

Following areas have been identified for direct participation of private sector.

- i) Creation of accommodation facilities
- ii) Creation of entertainment facilities and develop tourism based infrastructures
- iii) Setting up world class shopping plaza
- iv) Power generation
- v) Setting up telephone booths
- vi) Running of tourist coaches
- vii) Conducting packaged tours
- viii) Marketing

v) **Incentives**

- i) To enhance the revenue generation from tourism related activities by way of
 - Giving tourism **Industry Status alongwith Export House Status**
 - Insurance of **Tourism Infrastructure Bond** preferably tax free with rating for private placement
 - Concession on private sector infrastructure investment by providing 100% tax incentives for first 5 years and 30% for the next five years.
 - Increasing municipal property tax and channelling part of it to create **Special Tourism Development Fund**
 - Diverting part of the Tourism related Excise Tax to the tourism development fund and increase budgetary provision for tourism development.
 - Tourism properties/facilities owned and run by government to be leased out to private sector including privatisation of selected forts and monuments.



- ii) Providing incentives to various tourism related activities
- **Environmental Clearance Committee** with single window clearance facility to be set up for speedy clearance of projects.
 - Quicker **Single-window Clearances** for setting up of tourism related recreational facilities like nature park, theme park, water park, amusement park etc.
 - **Moratorium/duties** on captive power generation
 - Providing special incentives to promote training facilities for trekking, paragliding, other adventure tourism activities and **Eco-tourism facilities**

vi) Institutional Measurements

Setting up 'Tourism Promotion Board' under the chairmanship under the Chief Minister or Minister of Tourism of the State.

vii) Marketing

A major marketing drive to be initiated using the modern technology.

- i) Setting up **Web site** on Assam Tourism
- ii) Strengthening of marketing activities through use of national & international broadcasting medium, newspaper & magazine advertisement & releasing colourful brochure to be supplied free of cost at domestic & international airlines, luxurious trains.
- iii) Setting up marketing office at important overseas countries.
- iv) Setting up marketing office at all metro cities and major tourist destination sites in India.
- v) Using innovative ad-campaign through involvement of private marketing giants.
- vi) Launching a Monthly Magazine on Assam Tourism by the State Tourism Department
- vii) To organise major national & international seminars, workshops in Assam



- viii) Co-ordinating with Movie-Producers for using Assam as a place for Movie-Shooting.

viii) Conservation and Sustainable Development

The policy suggests following measures for conservation and development of Assam heritage and culture.

- i) Declare zone within 1 km radius of important heritage structure as Restricted Zone and freeze any further development within this zone.
- ii) Preparation of detailed Conservation Plan for all such zones.
- iii) Introduce regulating and control measures in the Controlled Tourism Zone as described under Diversification of Tourism Product section.
- iv) Introduce adequate landuse control and identification of compatible landuses in the Coastal area, along both sides of river around important lakes and water bodies.

ix) Socio-Economic Development

- i) Involvement of local people to the maximum extent possible in the tourism related development activities.
- ii) Utilisation of fund derived from the revenue accrued from tourist expenditure for socio-economic upliftment of people.
- iii) Reservation of seats in the Hotel Management Institutes, Travel & Tourism Management Institutes and Catering Institutes for state/local people.
- iv) Organising awareness campaign involving locally eminent people.

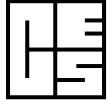
x) Information System

- i) Use of latest information technology in creating and providing relevant information.
- ii) Regular survey of tourists to update data on tourist traffic.



- iii) Opinion survey of local community to create database on impact of tourism on society.
- iv) Data base management, research and forecasting on future requirements through use of private agencies.
- v) Setting up a Information Centre equipped with **Touch-Screen Computerised** information facilities network system. Such facilities should be made available at airport, rail station and at all important tourist places.

Note: *The Consultants have reviewed the cases of tourism policy of different places including Orissa, Madhya Pradesh, New Zealand, California, and Switzerland Tourism Policy Act,. All these are Annexed No (iii) for the ready reference purpose.*



ANNEXURE (i)

Sl. No.	Name of Hotel	Address
1.	Hotel President	Panbazar, Guwahati
2.	Hotel Pragjyotish	Paltanbazar, Guwahati
3.	Hotel Trimurty	Paltanbazar, Guwahati
4.	Hotel Ambarish	Ganeshguri, Guwahati
5.	Hotel Star	Ganeshguri, Guwahati
6.	Hotel Suradevi	Panbazar, Guwahati
7.	Hotel Nova	Fancy bazar, Guwahati
8.	Hotel Brindavan	A T Rd., Guwahati
9.	Hotel Sidhartha	B G Rd., Sibsagar
10.	Hotel Priya	A T Rd., Sibsagar
11.	Hotel Trivenee	K P Chariali Sibsagar
12.	Hotel Amorawati	Hospital Rd., Sibsagar
13.	Hotel Atlanta	Babu Patty, Sibsagar
14.	Hotel X Rnag ghar	Babu Patty Sibsagar
15.	Hotel Neera	Near ASTC, Jorhat
16.	Hotel Dilip	Near ASTC, Jorhat
17.	Hotel President	Thana Rd., Jorhat
18.	Hotel Swagatam	M G Rd., Jorhat
19.	Hotel Broadway	Thana Rd., Jorhat
20.	Hotel Madhumita	Majuli, Kamalabari, Jorhat
21.	Hotel Natraj	Dibrugarh
22.	Hotel Monalisa	Chowkidinage, Dibrugarh
23.	Hotel Vishal	Marawaru Patty, Dibrugarh
24.	Hotel Samrat	Santipara Rly. Gate, Dibrugarh
25.	Hotel Mourya	Talkie House Rd., Dibrugarh
26.	Hotel Paradise	R K Bordoloi Rd.,
27.	Hotel East End	New Market Dibrugarh
28.	Hotel Doli	Barpeta Rd.
29.	Hotel Casino	Barpeta
30.	Hotel Chandra Prava	Barpeta
31.	Hotel Paradise	Goalpara
32.	Hotel Paramount	Goalpara
33.	Hotel Benison	Halflong
34.	Hotel Bora's Inn	Nagaon
35.	Hotel Devagiri	Nagaon, AT Rd.
36.	Hotel Bahagi	Nagaon
37.	Hotel Bharali	Nagaon
38.	Hotel Green view	North Lakhimpur
39.	Hotel Joya	North Lakhimpur
40.	Hotel Asha	North Lakhimpur



Sl. No.	Name of Hotel	Address
41.	Hotel Shyam	North Lakhimpur
42.	Hotel Dihingia	Dhemaji
43.	Hotel Kamakhya	Diphu
44.	Hotel Sukhoda	Bongaigaon
45.	Hotel Maharaja	Bongaigaon
46.	Hotel Kaniska	Bongaigaon
47.	Hotel Parijat	Tezpur
48.	Hotel Blue Star	Tezpur, Janaki Rd.
49.	Hotel Chalihas Inn	Tezpur, M G Rd.
50.	Hotel Madhuban	Tezpur, N C Rd.
51.	Hotel Assam	
52.	Hotel Ajanta	Silchar, Central Rd.
53.	Hotel Geetanjali	Silchar, Club Rd.
54.	Hotel Badarpur Tourist Lodge	Badarpur, Stn Rd.
55.	Hotel Swagat	Karimganja, Central Rs.
56.	Hotel Eco Camp	Bhalukpong.



List of Hotel (Star Category)

Sl. No.	Name of Hotel	Location
1.	Hotel Brahmputra	M G Road, Guwahati
2.	Hotel Konark	Paltan Bazar, Guwahati
3.	Hotel Vandana	Paltan Bazar, Guwahati
4.	Hotel Mayur	Paltan Bazar, Guwahati
5.	Hotel Alankar	Chandmari, Guwahati
6.	Hotel Prag Continental	Panbazar, Guwahati
7.	Hotel Princess	Jawaharnagar, Guwahati
8.	Hotel Dynasty	Panbazar, Guwahati
9.	Hotel Nandan	Paltan Bazar, Guwahati
10.	Hotel Rajpalace & Rajmahal	Paltan Bazar, Guwahati
11.	Hotel Kuber International	Fancy Bazar, Guwahati
12.	Hotel Urvashi	Borjhar Airport, Guwahati
13.	Hotel Maruty	Fancy Bazar, Guwahati
14.	Hotel Embassy	Paltan Bazar, Guwahati
15.	Hotel Ambassador	Paltan Bazar, Guwahati
16.	Hotel Chilarani	Paltan Bazar, Guwahati
17.	Hotel Rajdoot	Paltan Bazar, Guwahati
18.	Hotel Belle View	Kharghlyi, Guwahati
19.	Hotel Highway	Tinsukia
20.	Hotel Urmila Continental	Tinsukia
21.	Hotel International	Tezpur, Sonitpur
22.	Hotel Mahamaya	Dhubri
23.	Hotel Brahmputra	Sibsagar
24.	Hotel King	Bongaigaon
25.	Hotel Paradise	Jorhat
26.	Hotel Solace	Jorhat
27.	Hotel Eastern	Haflong
28.	Hotel Dilip	Dhemaji
29.	Hotel Madhuram	Golaghat
30.	Hotel Eden	Paltan Bazar, Guwahati
31.	Hotel Goswami Guest House	Dibrugarh
32.	Hotel Green View	North Lakhimpur
33.	Hotel Luit	Tezpur, Sonitpur
34.	Hotel Rituraj	Fancy Bazar, Guwahati
35.	Hotel Labina	Diphu
36.	Hotel Princess	Golapara
37.	Hotel VIP	



ANNEXURE (ii)

ASSAM

River : Brahmaputra

<i>Name of ferries</i>	<i>Route</i>	<i>Route length (in km)</i>	<i>Type of ferries</i>	<i>No of trips (per day)</i>	<i>Total capacity (in tonne)</i>
Sadia-Saikhowa	Sadia to Saikhowa	12	N. A.	N. A.	N. A.
Saikhowa-Paglum	Saikhowa to Paglum	25	N. A.	N. A.	N. A.
Dibru-Sonari-Burisuti	Dibru to Burisuti	30	N. A.	N. A.	N. A.
Dibru-Kachari- Oriumghat	Dibru to Oriumghat	100	N. A.	N. A.	N. A.
Dibru-Sissi- Machkhowa	Dibru to Machkhowa	60	N. A.	N. A.	N. A.
Bebajia-Mornoi	Bebajia to Mornoi	85	N. A.	N. A.	N. A.
Dehingmukh-Sissi- kalghar	Dehingmukh to kalghar	36	N. A.	N. A.	N. A.
Desangmukh-Matmora	Desangmukh to Matmora	25	N. A.	N. A.	N. A.
Dikhowmukh-Salmora	Dikhowmukh to Salmora	20	N. A.	N. A.	N. A.
Dhansiri-Gamiri	Dhansiri to Gamiri	20	N. A.	N. A.	N. A.
Sikharighat- Dikhowmukh	Sikarighat to Dikhowmukh	28	N. A.	N. A.	N. A.
Sikarighat- Jamugurihat	Sikarighat to Jamugurihat	52	N. A.	N. A.	N. A.
Nimati-Kamalabari	Nimati to Kamalabari	12	N. A.	N. A.	N. A.
Luit	Luit	1	N. A.	N. A.	N. A.
Khabalu	Khabalu	1	N. A.	N. A.	N. A.
Badati	Badati	8	N. A.	N. A.	N. A.
Dikhowmukh-Sibsagar	Dikhowmukh to Sibsagar	35	N. A.	N. A.	N. A.
Lowkhowa-Tezpur	Lowkhowa to Tezpur	20	S.B.	Suspended	20 (approx.)
Dhing-Singri	Dhing to Singri	22	Wooden S.B.	Suspended	14 (approx.)
Kachuah-Chapar	Kachuah to Chapar	1	S/D/B	13 round	8 (approx)
Kuraa-Sunsali	Kuraa to Sunsali	7	S/B	1 round	20 (approx)
Guwahati-Kirakara	Guwahati to Kirakara	25	NIL	1 round	NIL
Guwahati-Kuraa	Guwahati to Kurua	10	S/B	4 round	30 (approx)
Guwahati-Rajaduar	Guwahati to Rajaduar	4	M/V	4 round	54 (approx)
Guwahati- Madhyamkhanda	Guwahati to Madhyamkhanda	4	M/V	4 round	54 (approx)
Guwahati- North Guwahati	Guwahati to North Guwahati	4	M/V	8 round	90 (approx)
Auniati-Guwahati	Auniati to Guwahati	4	NIL	2 round	NIL
Umananda-Kachari	Umananda to Kachari		S/D/P	no schedul	4 (approx)

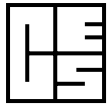


<i>Name of ferries</i>	<i>Route</i>	<i>Route length (in km)</i>	<i>Type of ferries</i>	<i>No of trips (per day)</i>	<i>Total capacity (in tonne)</i>
Guwahati-Sualkuchi	Guwahati to Sualkuchi	12	S/B	suspended	10
Amingaon-Fancybazar	Amingaon to Fancybazar		PONTOON	1 round	NIL
Pandu-Amingaon	Pandu to Amingaon	4	S/B	suspended	30
Palashbari-Sualkuchi	Palashbari to Sualkuchi	4	S/B	suspended	10
Hahuwa-Bhogdia- Sambaria	Hahuwa to Sambaria	10	S/D/B	suspended	4
Nagarbera-Majarchar	Nagarbera to Alupatty	5	N. A	N. A	N. A
Dokuchi-Pizupara	Dokuchi to Pizupara	1	N. A	N. A	N. A
Adabari-Kurihamari	Adabari to Kurihamari	15	S/B	suspended	10
Bamundi-Sialmari- Mahmari	Bamundi to Mahmari	8	S/B	suspended	20
Mukalmua-Bhaganmari	Mukalmua to Bhaganmari	10	NIL	2 round	NIL
Larkuchi-Kalachar	Larkuchi to Kalachar	10	NIL	2 round	NIL
Sontali-Bahari-Alikesh	Sontoli to Alikesh	22	S/D/B,S/B	suspended	14
Baghbar-Goalpara	Baghbar to Goalpara	25	S/D/B	1 round	4
Jogighopa- Pancharatna	Jogighopa to Pancharatna	4	M.V	4 round	90
Dhubri-Fakirganj	Dhubri to Fakirganj	10	M.V.	2 round	36
Jaleswar-Dhubri	Jaleswar to Dhubri	20	M.V.	1 round	18
Phulbari-Dhubri	Phulbari to Dhubri	29	M.V.	2 round	18
Ashaklanta-Guwahati	Ashaklanta to Guwahati	4	S/B	suspended	10
Guwahati-Kushamari	Guwahati to Kushamari	80	S/D/B	suspended	4



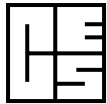
River : Barak

<i>Name of ferries</i>	<i>Route</i>	<i>Route length (in km)</i>	<i>Type of ferries</i>	<i>No of trips (per day)</i>	<i>Total capacity (in tonne)</i>
Chotto dudhpatil	Chotto dudhpatil	1	S/B	NIL	14
Boro dudhpatil	Borodudhpatil	1	S/D/B	NIL	6
Gandhighat	Gandhighat	1	S/B	NIL	10
Badrighat	Badrighat	1	S/D/B	NIL	6
Sonabari	Sonabari	1	M/B,S/D/B	NIL	24
Fulartal	Fulartal	1	M/B	NIL	20
Sonai	Sonai	1	Country Boat	NIL	2
Lalachera	Lalachera	1	S/B,S/D/B	NIL	14
Mahanpur	Mahanpur	1	M/B,S/D/B	NIL	24
Katlicherra	Katlicherra	1	S/D/B	NIL	6
Rani	Rani	1	M/B,S/D/B	NIL	24
Narayanpur	Narayanpur	1	S/D/B	NIL	6
Ratanpur	Ratanpur	1	S/D/B	NIL	6
Rajnagar	Rajnagar	1	M/B,S/D/B	NIL	24
Jatinga	Jatinga	1	M/B,S/D/B	NIL	24
Goglacherra	Goglacherra	1	M/B,S/D/B	NIL	24
Machimpur	Machimpur	1	Country Boat	NIL	4
Berenga	Berenga	1	S/D/B	NIL	6
Annapurna	Annapurna	1	S/B	NIL	10
Silghat	Silghat	1	S/D/B	NIL	6
Sidheswari	Sidheswari	1	S/D/B	NIL	6
Bagpur	Bagpur	1	Country Boat	NIL	2
Gangapur	Gangapur	1	S/D/B	NIL	6
Dholeswari	Dholeswari	1	S/D/B	NIL	6



PASSENGER AND GOODS HANDLED IN THE YEAR 1995-96

<i>Name of ferries</i>	<i>Passenger carried (in'000Nos)</i>	<i>Goods carried (inqtls.)</i>	<i>Vehicle carried (in nos)</i>
Sadia-Saikhowa	214081	160023	1540
Saikhowa-Paglum	17233	67416	325
Dibru-Sonari-Burisuti	21521	0	2167
Dibru-Oriumghat	23412	0	0
Dibru-Sissi-Machkhowa	8946	1664	0
Dehingmukh-Sissi-Kalghar	1848	432	0
Bebejia-Morno	11304	0	144
Desangmukh-Matmora	5559	15	0
Dhansiri-Gamiri	29689	409	2444
Sikarighat-Jamugurihat	15601	71032	172
Dikhowmukh-Sikarighat	10989	2519	68
Nemati-Kamalabari	15601	340	3667
Luit	39636	210	1492
Khabalu	39305	222	1570
Badati	21975	8016	0
Dekhowmukh-Phulani-Salmora	16311	149225	89
Sibsagar-Dekhowmukh	0	0	0
Lawkhowa-Tezpur	209796	2722.220	0
Dhing-Singri	4835	0	20
Kachuwa-Chaparmukh	0	0	0
Sunsali-Kuruwa	22500	219.63	0
Guwahati-Kirakara	36500	1440.00	13805
Guwahati-Kuruwa	60923	1863.67	30036
Guwahati-North Guwahati	258939	73670	6508
Guwahati-Rajaduar	261952	350	9958
Guwahati-Madhyamkhanda	126444	.54	0
Umananda-Kachari	0	0	573
Guwahati-Sualkuchi	27687	2598.98	0
Fancybazar-Amingaon	0	0	690
Pandu-Amingaon	120990	86.82	1842
Palasbari-Sualkuchi	27354	0	0
Adabari-Kurihamari	11494	932.40	187
Bamundi-Guimari-Sialmari	11821	1.36	149
Hahua-Sombaria-Directory	6179	36.34	1763
Ngarbera-Alopatti-Majorchar	151097	322.40	20
Mukalmuwa-Bhaganmari	8619	42.31	601
Larkuchi-Majorchar-Kalachar	45827	287.97	200
Sontali-Bahari-Alikash	5120	46.10	5
Baghbor-Goalpara	21418	7267	823
Dokuchi-Bhogaradia-Pizupara	505626	41.30	70466



<i>Name of ferries</i>	<i>Passenger carried (in'000Nos)</i>	<i>Goods carried (inqtls.)</i>	<i>Vehicle carried (in nos)</i>
Jogighopa-Pancharatna	575659	493.70	888
Dhubri-Fakiragnj	117203	423.18	0
Phulbari-Dhuburi	0	0	0
Jaleswar-Dhuburi	0	0	0
Guwahati-Kurihamari	0	0	0
Aswaklanta-Guwahati	0	0	0
Auniati-Guwahati	0	0	0
Chottodudhpatil	140880	126.80	2115
Borodudhpatil	6858000	824.00	630
Gandhighat	21566	109.12	3150
Badrighat	100656	0	0
Sonabari	96948	6.80	0
Fulertal	215704	11.45	0
Sonai	38863	913.00	21461
Lalcherra	74434	1167.38	7771
Mahanpur	53400	52.80	132
Katlicherra	47760	155.00	1505
Rani	37798	22.46	1860
Narayanpur	87199	702.71	1160
Ratanpur	52164	51.36	0
Rajnagar	147070	511.61	13145
Jatinga	197520	960.00	7948
Goglacherra	27704	816.00	1073
Massimpur	8040	112.80	840
Berenga	23266	462.00	1580
Annapurna	12929	22.46	2425
Silghat	34672	0	7480
Sidheswari	31572	0	0
Bagpur	18613	165.85	1140
Gangapar	49728	45.12	900
Dhaleswari	78100	92.40	2425

Data Source : Director of Inland Water Transport, Guwahati, Assam



ANNEXURE (iii)

ORISSA TOURISM POLICY - CASE STUDY-1

Orissa is a State, which is endowed with rich cultural heritage and bestowed with nature's bounties. The state has similar geo-physical and climatic attributes like lakes & springs, hills, wild life, and host of cultural & heritage products and other. In view of that the State's tourism policy & objective has been studied to have a backbone concept for formulation of policy framework for Assam.

i) Role of the State:

The State will primarily act as a promoter and catalyst to create an environment for planned and sustained development of tourism. Following areas have been identified for focus of state.

- Privatization of tourist circuits
- Planning broad strategies for tourism development
- Preparation of Tourism Master Plans and Landuse Plans
- Earmarking of land for creation of tourism related activities
- Operation of Tourist Information Services
- Development of Human Resources for Tourism Industry like guide services, hotel and tourism management etc.

ii) Role of Non-Government Sector

Participation of non-governmental agencies have been sought in the following areas.

- Provision of transport; accommodation, catering and other service requirements.
- Operation of package tours
- Establishment of special facilities like convention center, golf course, stadium, recreational Centres, restaurants, wayside facilities, health resorts, amusement parks etc.
- Development of monument, heritage site and craft village
- Organizing adventure tourism activities
- Organizing fairs & festivals
- Promotional campaigns

iii) It identifies **Thrust Areas** for intensive promotion and development of tourism.

iv) Policy resolves that government owned land will be allotted for tourism related development at the concessional rate.



- v) Directorate of Tourism and State Financing Agencies would assist tourism projects in getting adequate financial support. However, there is no concrete commitment/ statement for funding of projects.
- vi) Transport sectors (i.e. road, rail, air and water) will receive special attention and various facilities in term of private sector funding, project clearance and new development will be emphasized on the basis of its priority.
- vii) Creation of inter-state travel circuit.
- viii) Special incentives, as per Industrial Policy will be provided for facilities like accommodation, transport coaches, sports activities, heritage resorts, camping etc. and power facilities at industrial rate of tariff.
- ix) Development of Heritage hotels to take advantage of Central Government Heritage Hotel Scheme.
- x) Reservation of rooms of Inspection Bungalow, Rest House, Circuit House, Guest House of Govt. Deptt. for tourists.
- xi) Involvement of local bodies for providing amenities to develop archaeological and Pilgrim tourism.
- xii) Development of convention tourism.
- xiii) Development of Reservoir tourism at the irrigation reservoir sites.
- xiv) Strengthening marketing infrastructure outside state; involvement of local people skill, engaging commissioned agents outside state for marketing.
- xv) Enforcement of Special Tourist Police Force



MADHYA PRADESH TOURISM POLICY - CASE STUDY-2

New Tourism Policy

With the view to speed-up development of Tourism in Madhya Pradesh, the State Government announced a New Tourism Policy in January 1995. The new tourism policy envisages creation of an environment conducive to attracting increased private investment in the tourism sector, and a more meaningful role for the Government.

Strategy for Development

The focus shall be on the following areas

1. Improvement and creation of adequate basic infrastructure - land, roads, water, electricity etc.
2. Upgradation and augmentation of accommodation, catering and recreational facilities
3. Augmentation of transport facilities.
4. Marketing of destinations to ensure optimal use of infrastructure.
5. Evolving suitable policies for increasing foreign exchange earnings.
6. Promotion of the arts and crafts of Madhya Pradesh.

Destinations & Activities

These have been classified in the following categories for setting up various facilities:

Cultural Tourism	Gwalior, Orchha, Khajuraho, Sanchi, Mandu	Heritage Hotels, Museums, Craft Villages
Wildlife & Adventure Tourism	Pachmarhi, Kanha, Bandhavgarh, Panna, Satpura, Pench Valley National Parks, Tigr Lake (Gwalior), Upper Lake (Bhopal), Gandhi Sagar (Mandsaur)	Log Huts, Camping Grounds, Trekking, Water-Sports, Aero-Sports, Angling, Cruises, Caravans, Tents etc.
Leisure & Business Tourism	Pachmarhi, Khajuraho, Bhopal, Gwalior, Indore, Mainpat, Tamia, Raipur, Jabalpur etc.	Convention Centres, Exhibition Grounds, Shopping, Evening Entertainment, Golf Courses, Country Clubs, Weekend Getaways etc.
Pilgrim Tourism	Ujjain, Maheshwar, Omkareshwar, Chitrakoot, Amarkantak, Rajim, Sanchi, Bhopal, Orchha etc.	Budget Accommodation, Day Shelters, Cafeterias etc.



Role of State Government

The State Government will confine its efforts to infrastructural development ensuring uninterrupted electricity, water supply and provision of basic medical facilities. It will also be responsible for dissemination of information, organisation of festivals and inter-departmental co-ordination to create conditions for attracting private sector investment for the tourism sector. For this it will provide fiscal incentives, assist in providing suitable sites and remove bottlenecks, especially those connected with infrastructural development.

Incentives

A special package of incentives for the tourism industry has been prepared. These incentives will also be available for private entrepreneurs for any of the following activities:

1. Hotels, Motels and Restaurants.
2. Heritage Hotels, Health Farms, Recreation Centres, Ropeways, Golf Courses, Museums, Amusement Parks, Craft Villages, Convention Centres, and all other bonafide tourism related activities recognized by the government.
3. A/c Luxury Coaches, A/c Mini Buses, and imported Limousines purchased by registered tour operators for tourist transport.
4. Activities connected with adventure tourism, such as hang gliding, para sailing, river rafting, boating, trekking, rock climbing etc.

The specific incentives are:

(A) Land

- i. Government land will be offered with the approval of the Empowered Committee as equity participation on behalf of the Government at current market value for setting up Joint Ventures.
- ii. The companies thus formed who are given any kind of Government land will be expected to complete the project within a period of three years from the date of transfer of land, failing which the land will revert to the Government. The company will not be allowed to transfer the land to anybody else, or use it for any purpose other than that for which it is allotted.
- iii. For construction of approved category hotels, etc. in the urban areas, exemption under Section 20 of the Urban Land Ceiling Act will be made available on a case-to-case basis as decided by the Empowered Committee.



(B) Luxury Tax

New projects shall be exempt from Luxury Tax for ten years from the date of commencement of commercial operations.

(C) Sales Tax

New projects shall be exempt from Sales Tax for ten years from the date of commencement of commercial operations

(D) Entertainment Tax

Entertainment Centres will be exempt from Entertainment Tax for ten years from the date of commencement of commercial operations.



TOURISM POLICY OF NEW ZEALAND – CASE STUDY - 3

Overview:

Tourism policy is about issues like:

- use of the environment, fisheries and oceans as tourism resources today, whilst protecting them for future generations,
- developing culture and Maori heritage as tourist attractions, while respecting their values,
- providing appropriate tourist facilities and access to the country, and
- planning for the development of the tourism industry and the economy.

The Ministry of Tourism works to ensure there is an appropriate policy environment to allow tourism to generate maximum benefits at minimum costs. They analyse issues that have an impact on the New Zealand tourism industry, provide advice to Government, and work with government departments and agencies to make appropriate policies.

Air Access:

Policies that control international aviation into New Zealand are set and implemented by the Ministry of Transport (MoT).

For some time now the MoT has pursued a policy of "open skies". Open skies means that in agreement with its partners, New Zealand removes restrictions on international airlines flying to New Zealand and leaves the decisions on the number of services, routes flown and type of craft used to the airlines. This allows airlines to react to market demands quickly and efficiently.

In December 2001, a new Multilateral Agreement on the Liberalization of International Air Transportation came into force. The Agreement is between Brunei Darussalam, Chile, New Zealand, Singapore and the United States of America. It allows these countries to exchange the most liberal Freedoms of the Air - seventh freedom passenger and eighth freedom cabotage rights.

The Ministry of Tourism also sits on the External Aviation Policy Committee, an inter-departmental group, which sets priorities for international aviation agreements that New Zealand would like to pursue each year.

Border Control:

New Zealand controls the entry of people, aircraft, ships and goods to its borders through a range of government agencies.



These include:

- New Zealand Immigration Service,
- New Zealand Customs Service, and
- the Ministry of Agriculture and Forestry.

The Ministry of Tourism contributes to discussion and policy development on border control issues because they affect international visitors to their country. Their objective is to ensure that border control arrangements, while protecting New Zealand's borders, do not impose unnecessary or inappropriate delays or costs on travelers.

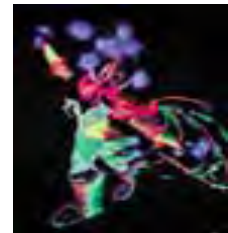
Culture and Heritage



Culture and heritage attractions, events and activities play an important role in their national identity and provide New Zealand with a strong point of difference from other destinations in the global market place.

Culture and heritage encompasses a range of attractions, events and activities, like:

- watching a Maori cultural performance,
- shopping for New Zealand art and crafts,
- sampling possum pate at the Hokitika Wild Foods Festival,
- museums, historic buildings and sites, and
- events such as the Oamaru Victorian Heritage Celebrations.



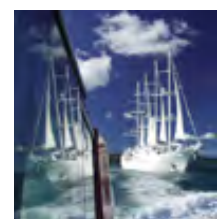
The New Zealand Tourism Strategy 2010 highlighted the important role that culture and heritage plays in the appeal of New Zealand as a tourist destination. The Ministry of Tourism is working with relevant agencies and groups to recognize this role and to implement the recommendations of the Strategy.

Cruise



New Zealand derives significant economic gains from cruise ship visits through direct expenditure by passengers, crew and vessel operators. The more obvious sources of economic impacts include land based excursions, retail and shopping. Less obvious sources include port fees, marine engineering, hotels and air travel.

Air New Zealand values the custom of cruise passengers and estimates their annual worth at \$28 million. More recently, New Zealand's maritime industry has benefited from the cruise sector by securing lucrative million dollar contracts for passenger cruise ships to dry-dock for a pre-season re-fit.





The New Zealand cruise industry is continuing to enjoy a sustained period of growth and the Ministry of Tourism works closely with Cruise New Zealand and Tourism New Zealand to ensure that New Zealand continues to be a cruise friendly destination.

The Ministry of Tourism provides a leadership role across government to champion the tourism benefits and economic impacts to be derived from this sector. Tax, Customs, Immigration, Bio-security and Education policies all have impact upon the cruise industry and it is important that due consideration is given to the cruise industry when government policy decisions are taken.

Environment

New Zealand's clean, green environment is a major attraction for international visitors. The New Zealand Tourism Strategy 2010 recognizes this. One of the key objectives of the Strategy is to actively protect, support and promote our natural environment to ensure that tourism growth is sustainable.



The Ministry co-operates with the Tourism Industry Association and the Ministry for the Environment on a programme to encourage tourism operators to develop environmental management systems and certify their operations.

International Policy

One of the Ministry's core functions is to contribute to international tourism policy development, monitor relevant developments in tourism policy in other countries and develop linkages of benefit to tourism policy development in New Zealand. They are involved in:

- APEC
- ASCOT
- International tourism organisations

APEC

The Ministry is actively involved in the APEC Tourism Working Group (TWG), which includes senior tourism officials from 21 countries in the Asia Pacific region.

- The Working Group (TWG) discusses, develops and implements policy on tourism research, sustainable development, tourism education practices, economic impacts and a wide range of other issues.
- The Seoul Declaration on an APEC Tourism Charter provides the basis for the APEC Working Group's current work.



- Twice-yearly meetings allow New Zealand to stay abreast of international best practice in tourism policy development and to provide other countries with the benefits of our own experience.
- Ministerial meetings are held every second year, at which the Minister of Tourism meets with his colleagues from the region.

ASCOT

The Ministry participates in the Australian Standing Committee on Tourism (ASCOT), a meeting of State and Federal tourism officials which allows us to develop relationships and share best practice with our closest neighbors. The Minister of Tourism attends an annual Australian Tourism Ministers Council meeting.

International tourism organisations

The Ministry keeps a watching brief on policy developments in other countries and by organisations such as:

- the World Travel and Tourism Council,
- the World Tourism Organisation,
- the European Union and
- the OECD

Maori in Tourism

Maori and Maori culture play an important role in the tourism industry in New Zealand.

The New Zealand Tourism Strategy 2010 and the study "He Matai Tapoi Maori: A Study of Opportunities and Impediments for Maori in Tourism" both contain important recommendations to encourage Maori to participate in tourism and to assist the industry in benefiting from the unique Maori culture.



The Tourism Strategy placed the Maori values of manaakitanga (hospitality) and kaitiakitanga (guardianship) at the core of its vision and made recommendations on building Maori capacity and capability, strengthening regional representation and bolstering Maori involvement in decision making.

Oceans and Fisheries

Visitors can enjoy a vast range of water-related activities in New Zealand, including:

- fishing for trout in our rivers and lakes,
- cruising on Milford Sound,
- whale watching,
- sea kayaking,
- windsurfing,
- relaxing on the beach.





Tourism's use of oceans and fisheries often generates income that is sustainable and doesn't deplete our natural resources

Regional Development



Tourism is an important driver of economic activity within New Zealand. Many regions and local communities have identified the role that tourism can play in the growth of their economies through job creation, export earnings and diversification to reduce dependence on traditional



industries.

The Ministry of Tourism is part of the Ministry of Economic Development. This relationship facilitates the contribution of tourism perspectives and issues to Government economic and regional development policies, and the programmes of the Ministry of Economic Development and Industry New Zealand.

The Ministry of Tourism consults with:

- regional tourism organisations,
- territorial local authorities,
- tourism operators,
- the Department of Conservation,
- local iwi and
- other groups on issues relevant to each region.



The Tourism Industry

A key characteristic of New Zealand's tourism industry is its importance to our economy. Tourism has a substantial role in job-creation and export earnings. It is a demand-driven, service-oriented industry experiencing rapid growth and innovation. The industry now faces the challenge of balancing economic, social and environmental dimensions to achieve sustainable growth.

Economic driver

Tourism plays a key role in the growth of their economy through employment, foreign exchange earnings, investment and regional development. Tourism directly and indirectly contributes almost 10% of New Zealand's GDP.

Tourism is a vehicle for regional and community development. Many tourists look for unique, unspoilt or 'off the beaten track' locations, so are drawn to small towns and provincial



regions that often most need economic development. Tourist interest in the Maori culture also fosters development of Maori communities and businesses.

Substantial role in job creation

The New Zealand tourism industry is made up of 10 major public-listed companies and between 13,500 and 18,000 small to medium enterprises.

Tourism supports more than one job in ten in New Zealand, with over 94,000 full-time equivalent jobs provided directly through tourism and an estimated 69,000 indirectly.

Contribution to other sectors

Tourism impacts directly upon a range of sectors including:

- transport,
- accommodation,
- retail,
- catering and
- financial services.



Many other sectors benefit through provision of goods and services that support tourism businesses, for example:

- construction,
- printing and publishing,
- manufacturing and
- insurance.

As a result, tourism policy issues involve a broad spectrum of areas and interests.

Tourism Strategy

The New Zealand Tourism Strategy 2010 is a landmark document which sets out a comprehensive range of principles, objectives and enablers to promote the sustainable development of the industry to 2010.

The Ministry of Tourism (formerly the Office of Tourism and Sport) was heavily involved in preparing the Strategy and will continue the implementation work, through:

- funding of implementation projects,
- development of policy to implement particular aspects and
- co-operation with other stakeholders in the tourism industry to ensure that the objectives of the Strategy are met.



CALIFORNIA TOURISM POLICY ACT - CASE STUDY 4

California, situated on the Westcoast of USA, has a long coastline and draws thousands of domestic & international tourists every year. The California tourism department has formulated a comprehensive tourism policy act which has been studied by the consultants. The highlights of the said Act is presented below:

- i) It recognizes tourism as vital for overall growth of California's economy.
- ii) Under developed and lesser known but potential tourist places need better attention and additional state resources for development and such development to be achieved through participation of local people.
- iii) It also recognizes the need of aggressive marketing of state tourism product through use of private sectors.
- iv) Preservation and use of California's historic and scenic environment has been given importance.
- v) It encourages investment in new tourism facilities and upgradation of old facilities.
- vi) Collection, analysis and management of data for measuring impacts of tourism has been given importance.
- vii) Finally, through this Act, a California Tourism Commission has been formed as part of the institutional capacity build up measures. The Commission has been given responsibility to prepare marketing plan and act as a facilitation for tourism development.



GOVERNMENT OF SWAZILAND – CASE STUDY 5

Background

In 1996, His Majesty's Government, created the Ministry of Tourism, Environment and Communications (MTEC) to better focus national attention on tourism development and management of the country's environment. The vision behind this development was to recognize the importance of the tourism industry as a leading contributor to the national economy and to support its potential to promote social and environmentally sustainable development in Swaziland. Swaziland's tourism strengths and opportunities also point to a focus on national attractiveness, rather than the attractiveness of a single feature, thereby necessitating a clear vision, stated objectives and a collaborative approach involving all stakeholders.

Swaziland is strategically placed to gain significant advantage from various regional tourism initiatives, which are expected to result in a major boost to the tourism industry in Southern Africa. An integrated planning approach and constructive collaboration between the private sector and the Government is required to maximize these potential benefits.

In order to provide leadership and a focus for coordination to promote tourism in Swaziland it has been decided to establish the Swaziland Tourism Authority (STA), in which the private sector will play a leading role.

The Vision

The Vision is to develop the tourism sector as a national priority in a sustainable and acceptable manner, taking full advantage of regional and international trends and developments so that it will significantly contribute to the continued improvement of quality of life in the Kingdom of Swaziland whilst promoting the country's cultural and natural heritage.

Guiding Principles

Realizing that tourism is a priority sector which has the potential to truly underpin the National Development Strategy (NDS) and sustainable long-term economic development in Swaziland, key principles are required to guide responsible development of the tourism sector for the benefit of all.

The six key principles are:

- Tourism development will be private sector driven with the role of Government being to create an attractive investment environment for the tourism industry to flourish. Support will be given to existing best practice investment. The Government will aim



to foster a climate of competitiveness and innovation in the tourism industry, whilst promoting collaboration in the overall management and marketing of the sector.

- Tourism development will be managed to ensure sustainability and the conservation of the country's environment and natural resources . The Government will support and promote the protection of natural attractions and biodiversity and the strengthening and expansion of conservation areas, through existing and proposed legislation and a variety of sectoral policies, such as the environment and forestry policies.
- Tourism development will promote active Swazi participation in the sector as entrepreneurs and suppliers of goods and services and as customers of tourism. Community-based tourism will be encouraged. Whilst promoting Swazi culture and participation, care will be taken to avoid or mitigate negative impacts.
- Tourism development will aim to maximise the opportunities afforded by strategic regional opportunities such as the Maputo Development Corridor [another link] and the Lubombo Spatial Development Initiative, Lubombo Trans-frontier Conservation Area and the Bio-diversity and Tourism Corridors that aim to link these initiatives.
- Swaziland will build on its existing strengths to develop tourism by promoting a clean, healthy and safe environment along with friendly and efficient services. To achieve this linkages will be developed with other sectors, which impact on tourism, in particular the services sectors.
- The Swaziland tourism industry will aim to develop a marketable identity focusing on selected niches and products in order to attract visitors to the country and to differentiate itself, where necessary, from its neighbors.

General Objectives

Given the above key principles, the broad long-term objectives of tourism development in Swaziland require identification and prominence in order to direct the resources and commitment necessary to stimulate the facilitation of short-term goals. The broad objectives for the development of the sector are as follows:

1. To establish tourism as a national priority sector for the future development of the country and to achieve cooperation within the public sector and with the various sector stakeholders (private sector, communities and civil society) to facilitate appropriate investment and promote tourism. This should lead to a significant and sustainable increase in the contribution of tourism to the national economy in terms of increased employment and income, de-centralized investment and foreign exchange income.
2. To develop an effective marketing strategy linked with regional initiatives through a collaborative process to project a positive identity for Swaziland to the international tourism markets as a unique and desirable country to visit.



3. To strengthen the quality and attractiveness of the tourism experience in Swaziland including improvements to health, safety, information, cleanliness, and the conservation the environment and scenic beauty of the country.
4. To identify and promote new opportunities for the future development of the tourism product in Swaziland through market research and an analysis of the country's competitive advantages.
5. To strengthen the cultural aspects of the tourism product in Swaziland and to actively promote Swazi participation, including community-based tourism, in the sector in order to spread the benefits more widely amongst the local population. In this process, care will be taken to avoid or mitigate negative impacts on the local culture and environment.
6. To deliver high quality service at all levels in the tourism industry through the establishment of minimum standards and participatory regulation, and by supporting training and human resource development.
7. To make the tourism industry in Swaziland a leader in responsible environmental practices, through adherence to environmental legislation and to encourage the conservation and sustainable usage of natural resources. In addition, to promote recognition of the inter-dependent relationship between environmental conservation (including the development of wildlife and biodiversity areas) and tourism and contribute to any strategies in this regard.
8. To participate actively and take full advantage of strategic regional initiatives, such as the Lubombo Spatial Development Initiative, the Bio-diversity and Tourism Corridors and the Maputo Development Corridor.
9. To identify and strengthen existing best practices in tourism development. These best practices will be used to formulate guidelines and standards for appropriate tourism development as well as criteria for investment incentives. Country experience in tourism will be analyzed and lessons learned will be incorporated into future policy.

Tourism Strategy

- To establish tourism as a national priority sector for the future development of the country and to achieve cooperation within the public sector and the various sector stakeholders (private sector, communities and civil society) to attract and facilitate investment and promote tourism.
- To develop an effective marketing strategy, linked with regional initiatives, so as to project a positive identity for Swaziland to the international and regional tourism markets as a unique and desirable country to visit.
- To strengthen the quality and attractiveness of the tourism experience in Swaziland including improvements to health, safety, cleanliness, information, and the conservation of the environment and scenic beauty of the country.



- To identify and promote new opportunities for the future development of the tourism product in Swaziland through regular market research and an analysis of the country's competitive advantages.
- To strengthen the cultural aspects of the tourism product in Swaziland and to promote Swazi involvement and community-based tourism with the aim of spreading benefits as widely as possible.
- To deliver high quality service at all levels in the tourism industry through the establishment of minimum standards and participatory regulation, and by supporting training and human resource development
- To make the tourism industry in Swaziland a leader in responsible environmental practices, through adherence to environmental legislation and to encourage the conservation and sustainable usage of natural resources.
- To participate actively and take full advantage of strategic regional initiatives, such as the Lubombo Spatial Development Initiative and the Maputo Corridor.
- Existing best practices in tourism development will be identified and strengthened

Annexure IV

Note: This table is based on data given in Table 10.1 in Chapter 10

INVESTMENT PLAN AND PHASING OF FUNDS REQUIRMENT

(Rs in lakhs)

Sl No.	Destination/ Attraction District	Development Scheme	Executing Agency	Est. Cost	Financing Pattern			Immediate Phase			Intermediate Phase			Long term Phase														
					Central Govt.	State Govt./ AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
	General	Marketing & Promotion	ATDC	550	500	50		25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	
		(Human Resource Development) Administration & Research	ATDC	475	400	75			25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
		Upgradation of LGB Airport	CPWD/AAI	1000	1000				400	400	200																	
		2 nos. River cruise in the Brahmaputra River	Pvt.	800			800			200	400	200																
1)	Kaziranga	i) National Park (Golaghat)	1 star Hotel (20 beds)	Pvt. Sector	1200			1200			100	400	400	300														
			2 nos. Motel (40 rooms)	Pvt. Sector	400			400	120	200	80																	
			4 nos. camping Facilities	PWD/ATDC	120	20	100		30	60	30																
			Health Resort	ATDC	40	20	20			12	20	8															
			Golf course	CG SG Pvt.	200	40	40	120			60	100	40															
			Swimming Pool	ATDC	50	25	25					15	25	10														
			Trekking, Hang Gliding, Climbing	ATDC	60	25	35			10	30	10																
			Tennis Court	Pvt. Sector	15	15			10	5																
			Urban Haat	ATDC	40	10	30			5	25	10															
			Cultural Auditorium	ATDC	100	50	50		30	30	20	20															
			Tea Tourism	Pvt. Sector	100	100			30	50	20															
			Orchard Centre	ATDC/Pvt.	100	40	60		20	20	30	30															
	ii)		Goromponi Wild life Sanctuary	ATDC/ Pvt. Sector	200		80	120			40	80	80															
		2 nos. motels (20 rooms)	ATDC	10		10				10																		
		Watch Tower	ATDC	20		20			5	10	5																	
		Wayside amenities	ATDC																									
2)	Guwahati (Kamrup)	i) Kamakhya & Bhubaneswari temples, Bashist Assam etc.	Upgradation of approach road to Bashist Ashram including 5 bridges	CPWD	1000	1000				400	400	200																
			Approach road to Madan Kamdev	CPWD	500	500					200	200	100															
			Construction of stairs on hill to Madan Kamdev	ATDC/ASI	100	80	20				20	40	40															
			Yatri Niwas at Guwahati	ATDC	100	50	50			20	40	40															
			Pilgram Tourist Cottage at Kamkhya	ATDC	27	20	7				10	10	7															
			5 Star Hotel (2 nos.)	Pvt.	5000		5000							500	1500	500					500	1500	500					
			Upgradation of tourist lodge	ATDC	200	150	50				60	100	40															
			3 star hotel	Pvt.	270		270				30	100	100	40														
			Public facilities for Pilgrims	ATDC	50	25	25				20	20	10															
			Deeper Beel	ATDC	80	40	40					20	40	20														
			Meditation and Yoga Centre	ATDC/Pvt	40	20	20				12	20	8															
			Borshala Beel	ATDC	60	30	30					20	30	10														
			Sound & Light show at Sankardev Kalakhetra	ATDC	80	40	40				20	40	20															
			3 luxury cruise vessels	Pvt.	90		90				30						30											
			Craft village at Guwahati	ATDC	185	100	85				40	80	40	25														

SI No.	Destination/ Attraction District	Development Scheme	Executing Agency	Est. Cost	Financing Pattern			Immediate Phase			Intermediate Phase					Long term Phase															
					Central Govt.	State Govt./ AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				
		Ethnic shopping complex with auditorium	CPWD	360	300	60				100	100	160																		
		Ropeway	Pvt.	500			500				100	200	200																		
		Amusement Park	Pvt.	1000			1000							200	400	200	200														
		Golf course	CG SG Pvt.	500	100	50	350				100	150	150	100																	
		Yatriniwas (500 bed) at Kamkha	CPWD	500	400	100						100	100	100	100	100															
		Development of Dighalipukhuri	ATDC	200	100	100									50	50	50	50												
		Development of Umananda Island	ATDC	200	100	100										50	50	50	50											
		Improvement of river Brahmaputra side from Planatorium to hilltop	ATDC/ CPWD	3000	2000	1000									200	200	200	400	400	400	400	400	400	400	400	400				
		Brindavan type garden	ATDC/ CPWD	500	300	200				100	200	100	100																	
		Tourist Resort near hillock	ATDC/ CPWD	330	200	130							100	200	30															
		Swimming Pool	ATDC	50	...	50				25	25																			
		Boating facilities at Lachit Park	ATDC	30	30			30																					
		Floating Restaurant	Pvt.	30			30			30																					
	ii) Chandubi Natural Lagoon	Development of external road to tourist spot (25 kms.)	CPWD	2500	2000	500			500	1000	1000																				
		Motel-50 rooms	Pvt.	270	270				100	100	70																		
		Wayside facilities	ATDC	25	15	10		15	10																					
		Amusement Park & Landscapping	ATDC/Pvt.	50	10	40				10	30	10																		
		Picnic Spot	ATDC	50	30	20							20	20	10															
		Orchard Centre	Pvt.	50	50				20	30																
		Water Sports	Pvt.	55			55				20	20	15																
	iii) Hajo Religion Meet	Development of Approach staircase	ATDC	20	10	10										10	10														
		Development of Parking	ATDC	25	15	10										15	10														
		Yatri Niwas (200 beds)	ATDC	150	100	50							50		50			50													
		Public facilities	ATDC	15	15					15																				
		Shopping Complex cum Restaurant	ATDC/Pvt.	50	...	20	30									20	30														
	iv) Deeparbed Bird Sanctuary	Watch Tower	ATDC	12	12								12																
	v) Saulkuchi	Maintenance of Road	CPWD	150	150						50	100																	
		Ethnic village	ATDC	75	50	25			25	25	25																			

SI No.	Destination/ Attraction District	Development Scheme	Executing Agency	Est. Cost	Financing Pattern			Immediate Phase			Intermediate Phase					Long term Phase													
					Central Govt.	State Govt./ AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021		
9)	Barpeta Manas National Park	External Road (15 km) leading to tourist spot	PWD	100	40	60	...			40	40	20																	
		Upgradation of Tourist lodge	ATDC	5	...	5			5																			
		Tourist huts	ATDC	22	18	4				...	4	8	10																
		1 no. 3 star hotel (150 beds)	Pvt.	350					350							80	100	100	70										
		1 no. lodge (100 beds)	Pvt.	270				270							70	100	100												
		Camping facilities	ATDC	60	40	20						20	40																
		2 nos. wooden cottage	ATDC	25	15	10					5	10	10																
		Wayside amenities	ATDC	7	...	7	...					7																	
		Water sports	Pvt.	60		60											20	20	20								
		Watch tower	ATDC	30	20	10						10	10	10															
		Ropeway	Pvt.	100				100									40	40	20										
		Cultural Auditorium	ATDC	75	50	25													25	25	25								
		Shopping Complex	ATDC/Pvt.	40	20		20															20	20					
		Orchard Centre	Pvt.	50		50																			50		
10)	North Cachar Hills	Tourist Lodge (15 beds)	ATDC	105	70	35												25	50	30									
		Tourist Lodge (10 beds)	ATDC	70	40	30																30	20	20					
11)	Darrang	i) Hoflong Hill Station	3 star hotel (100 beds)	Pvt.	350	350																					
			10 wooden cottages	ATDC	40	20	20						20	20															
			Development & beautification of Hoflong lake	CPWD	250	200	50									100	100	50										
			Ropeway & Hand-gliding	Pvt.	250	250									100	150											
			Nature Care Centre	ATDC/Pvt	40	20	20					12	20	8															
			Water sports & floating restaurant	Pvt.	150			150						50	100														
			Facilities for fishing & angling at Kapili lake	ATDC	50	30	20	...											30	20									
		ii) Jatinga	Non Star Hotel (25 beds)	Pvt.	38			38																					
			10 wooden cottages	ATDC	40	30	10												20	20									
			Picnic spot near Panimar																										
			Waterfall	ATDC	50	30	20														30	20							
			Trekking camp	ATDC	35	20	15					20	15																
			Watch Tower	ATDC	10	5	5							5	5														
12)	Cachar	i) Bhuban Hills	Wayside facilities	ATDC	10	5	5			5	5																		
			Mela shopping complex with theatre	ATDC	40	20	20					15	25																
		ii) Bornadi Wildlife sanctuary Orang (Rajiv Gandhi) Wildlife Sanctuary	Water tower	ATDC	35	20	15						20	15															
			Tourist lodge (20 beds)	ATDC	100	80	20								50	50													
12)	Cachar	i) Bhuban Hills	Golf Course at Thakurbani	Pvt.,	200			200								100	100												
			Yatraniwas (20 beds)	ATDC	60	40	20													20	40								
			Ayurvedi cum Nature care centre	ATDC/Pvt	40	20	20					12	20	8															
			Amusement Park	Pvt.	300			300											100	100	100								
			Tourist Resort	CPWD	350	250	100																	100	150	100			



(Annexure –V)

Blue Hill Package Tour

Network Itinerary 1:

Guwahati-Shillong-Manas (5 nights 6 days)

Day 01

Early morning Kamakhya Temple, Bhubaneswari Darshan. River Cruise on Brahmaputra by Speed Boat. To visit Vishnu Temple (Built by Panchapandava during their Agyatabasa), Aswaklanta Vishnupada, Brahmakunda, Dol Govenda and Umananda Siva Temple. Local Sight seeing after lunch. To visit Basistha Ashram, Assam State Zoo, Museum, Planetarium & Boating at Dighalipukhuri, Night halt at Tourist Lodge.

Day 02

Early morning proceed to Shillong. Local sight seeing. Night halt at Hotel.

Day 03

Early morning visit to Cherrapunji and then proceed to Barapani. Lunch at Barapani and Return to Guwahati, Night halt at Tourist Lodge.

Day 04:

Early morning proceed to Manas Wild Life Sanctuary. Transfer to our **Golden Langur Jungle Resort** Visit to Tea Estates after lunch.

Day 05:

Early morning Jungle Safari by elephant/Jeep. River Cruise on Manas River. To visit the Summer Palace of His Royal Highness King of Bhutan return to Golden Langur, Night halt at Golden Langur, Night halt at Golden Langur-Camp fire after dinner.

Day 06:

Early morning proceed to Guwahati.

Package Cost:

1 to 4 PAX @ Rs 3500/- (Per head)

5 to 8 PAX @ Rs 2400/- (Per head)

9 to 16 PAX @ Rs 2200/- (Per head)

17 to 25 PAX @ Rs 2000/- (Per head)

Charges excluding fooding.



Network Itinerary 2:

Guwahati – Tezpur-Bhalukpong-Tipi-Namer Wildlife Sanctuary-Bomdila Tawang-Guwahati (5 Nights 6 Days)

Day 01

Early morning proceed to Tezpur. Tezpur local sight seeing (Cole Park, Da-Parbatiya, Agnigarh, Mahabhairab Temple) proceed to Bhalukpong, Night stay at Tourist Lodge.

Day 02

Early morning visit to Jia Bhorali River for Angling & Rafting and visit to Nameri Wildlife Sanctuary Proceed after Tea to Tipi orchid Research centre and Return to Bhalukpong Tourist Lodge.

Day 03

Proceed early morning to Tawang. Night halt at Hotel.

Day 04:

Visit to Shela Pass, and local sight seeing. Return in the evening to Tawang and Night halt at Hotel.

Day 05:

Early morning proceed to Bomdila. Night halt at Bomdila

Day 06:

Early morning return to Guwahati.

Package Cost:

1 to 4 PAX @ Rs 4700/- (Per head)

5 to 8 PAX @ Rs 3000/- (Per head)

9 to 16 PAX @ Rs 2500/- (Per head)

Charges excluding fooding.



Network Itinerary 3:
Guwahati-Shillong-Kaziranga-Guwahati
(4 Nights 5 days)

Day 01

Arrival at Guwahati/Pick up from Airport/Railway Station/proceed to Shillong/night halt at Shillong.

Day 02

After breakfast trip to Cherrapunjee and back. Afternoon local sight seeing at Shillong. Night halt at Shillong.

Day 03

Morning Local Sight Seeing/shopping etc. After lunch proceed towards Kaziranga Wildlife Sanctuary. Night halt at Kaziranga Tourist Lodge.

Day 04

Early morning elephant safari at Kaziranga Wildlife Sanctuary. Afternoon visit to a tribal village/tea gardens. Night halt at Kaziranga.

Day 05

After breakfast departure to Guwahati. Local sight seeing at Guwahati.

Package Cost:

1 to 4 PAX @ Rs 3300/- (Per head)

5 to 8 PAX @ Rs 2800/- (Per head)

9 to 16 PAX @ Rs 2500/- (Per head)

17 to 35 PAX @ Rs 2300/- (Per head)

Charges excluding fooding.



Network Itinerary 4:
Guwahati-Shillong-Guwahati
(2 Nights 3 days)

Day 01

Early morning Kamakhya Temple, Bhubaneswari Darshan. River Cruise on Brahmaputra by Speed Boat. To visit Vishnu Temple (Built by Panchapandava during their Agyatabasa), Aswaklanta Vishnupada, Brahamakunda, Dol Govinda and Umananda Siva Temple. After lunch proceed to Shillong. Night halt at Shillong.

Day 02

Early morning Local Sight seeing at Shillong including Cherrapunjee. Night halt at Hotel.

Day 03

Early morning Local sight seeing and marketing at Shilong, then proceed to Barapani. Lunch at Barapani and return to Guwahati.

Package Cost:

1 to 4 PAX @ Rs 1800/- (Per head)

5 to 8 PAX @ Rs 1500/- (Per head)

9 to 16 PAX @ Rs 1200/- (Per head)

Charges excluding fooding.



Network Itinerary 5:
Guwahati – Manas-Guwahati
(2 Nights 3 Days)

Day 01

Early morning Kamakhya Temple, Bhubaneswari Darshan. River Cruise on Brahmaputra by Speed Boat. To visit Vishnu Temple (Built by Panchapandava during their Agyatabasa), Aswaklanta Vishnupada, Brahmakunda, Dol Govinda and Umananda Siva Temple. After lunch proceed to Manas Wildlife Sanctuary. Night halt at Golden Langur Jungle Resort.

Day 02

Early morning Jeep Safari/Elephant safari at Manas Wild Life Sanctuary. Jungle lunch at Forest I.B. inside the Sanctuary. River cruise on Manas River. Evening return to Golden Langur Jungle Resort. Night halt at Golden Langur-Camp fire after dinner.

Day 03

After breakfast return to Guwahati.

Package Cost:

1 to 4 PAX @ Rs 2000/- (Per head)

5 to 8 PAX @ Rs 1800/- (Per head)

9 to 16 PAX @ Rs 1500/- (Per head)

17 to 35 PAX @ Rs 1300/- (Per head)

Charges excluding fooding.

Note: 20% discount for children below 12 years of age.



Project Package Network Itinerary

Network Itinerary 001:

Rhino Trail (7 days)

Guwahati – Kaziranga-Guwahati

Day 01

Arrive at Guwahati

Day 02

Drive (6 hrs.) to Kaziranga

Day 03

Early morning elephant safari in the central range of Kaziranga. Jeep Safari in the central range. Afternoon visit to a tea estate. Folk dance around a bonfire in the evening.

Day 04:

Early morning elephant safari in the western range of Kaziranga. Jeep safari after breakfast in the western range. Visit to an Assamese Village and a rubber plantation.

Day 05:

A visit to a tribal village after breakfast followed by a jeep safari in the eastern range with picnic lunch.

Day 06:

Leisure/Safari/Park visit as per your choice.

Day 07:

Drive (6 hrs.) to Guwahati after breakfast. Lunch at Guwahati. Transfer to airport for onward journey.



Network Itinerary 002:

Undiscovered Assam (10 days)

Guwahati – Shillong-Kaziranga-Sibsagar-Guwahati

Day 01

Arrive at Guwahati

Day 02

Drive to Sualkuchi (2 hrs.) in the morning. Sualkuchi is famous for its Assamese silk weaving. Return to Guwahati and proceed to Kamakhya temple in the afternoon.

Day 03

Drive to Shillong (3 hrs.). Lunch enroute at Umiam Lake Resort, Meghalaya, Leisure in Shillong.

Day 04:

Full day sightseeing in Shillong.

Day 05:

Drive (7 hrs.) to Kaziranga

Day 06:

Early morning elephant safari in the central range of Kaziranga. Jeep safari after breakfast in the central range. Afternoon visit to a tea estate, an Assamese village and a rubber plantation. Folk dance around a bonfire in the evening.

Day 07:

Early morning elephant safari in the western range of Kaziranga. A visit to a tribal village after breakfast followed by a jeep safari in the eastern range with picnic lunch. Folk dance around a bonfire in the evening.

Day 08:

Drive (3 hrs.) to Sibsaagar to visit monuments of the Ahom kings. Return to Kaziranga in the evening.

Day 09:

Leisure/Safari/park Visit as per your choice.

Day 10:

Drive (6 hrs.) to Guwahati after breakfast. Lunch at Guwahati. Transfer to airport for onward journey.



Network Itinerary 003:

OFFBEAT INDIA (16 days)

Bagdogra-Kurseong-Darjeeling-Gangtok-Kalimpong-Guwahati-Kaziranga-Sibsagar-Guwahati

Day 01

Arrive Bagdogra and drive to Darjeeling (3 hrs. drive) via Kurseong.

Day 02

Full day sightseeing of Darjeeling which includes a view of the sunrise from Tiger Hill and visits to Ghoom Yiga Choling Monastery, Himalayan Mountaineering Institute, Tibetan Refugee Self-Help Centre, etc.

Day 03

Leisure. Explore on your own.

Day 04

Scenic drive from Darjeeling to Gangtok (5 hrs.) via Teesta Valley Tea Estate.

Day 05

Full day sightseeing in Gangtok which includes visits to Enchay monastery, Institute of Cottage Industries. Research Institute of Tibertology, Dadrul Chorten and the Rumtek monastery.

Day 06

Leisure. Explore on your own.

Day 07

Early morning drive (3 hrs.) from Gangtok to Kalimpong. A visit to Zangdogpalri Phodang monastery at Durpin.

Day 08

Drive to Deolo Hill view point which offers a magnificent view of Kanchendzonga and a bird's-eye view of Kalimpong. Visit a Bhutanese monastery and a flower nursery famous for its orchids.

Day 09

Drive to Bagdogra airport and fly to Guwahati.

Day 10

Drive to Sualkuchi (2 hrs.) in the morning. Sualkuchi is famous for its Assamese silk weaving. Return to Guwahati and proceed to Kamakhya temple in the afternoon.

Day 11

Drive (6 hrs.) to Kaziranga National Park.



Day 12

Early morning elephant safari in the central range of Kaziranga. Jeep safari after breakfast in the central range. Afternoon visit to a tea estate, an Assamese village and a rubber plantation. Folk dance around a bonfire in the evening.

Day 13

Early morning elephant safari in the western range of Kaziranga. A visit to a tribal village after breakfast followed by a jeep safari in the eastern range with picnic lunch. Folk dance around a bonfire in the evening.

Day 14

Drive (3 hrs.) to Sibsagar to visit monuments of the Ahom kings. Return to Kaziranga in the evening.

Day 15

Leisure/Safari/Park visit as per your choice.

Day 16

Drive (6 hrs.) to Guwahati after breakfast. Lunch at Guwahati. Transfer to airport for onward journey.



Network Itinerary 004:

Konark to Kaziranga (14 days)

Bhubaneswar-Puri-Konark-Chilka Lake-Bhubaneswar-Guwahati – Kaziranga - Sibsagar-Guwahati

Day 01

Arrive at Bhubaneshwar

Day 02

Visit to Sun temple, Konark, Chandrabhanga beaches. Followed by a tour of Chaitana Artisan Village.

Day 03

Leisure/Balighai beach. Afternoon visit to Puri city and Jagannath temple.

Day 04

Full day visit to Chilka Lake.

Day 05

Full day sightseeing of Bhubaneshwar includes visits to all the famous temples.

Day 06

Leisure. Explore on your own

Day 07

Transfer to Bhubaneshwar airport. Onward flight to Guwahati.

Day 08

Drive to Sualkuchi (2 hrs) in the morning. Sualkuchi is famous for its Assamese silk weaving. Return to Guwahati and proceed to Kamakhya temple in the afternoon.

Day 09

Drive (6 hrs.) to Kaziranga National Park.

Day 10

Early morning elephant safari in the central range of Kaziranga. Jeep safari after breakfast in the central range. Afternoon visit to a tea estate, an Assamese village and a rubber plantation. Folk dance around a bonfire in the evening.

Day 11

Early morning elephant safari in the western range of Kaziranga. A visit to a tribal village after breakfast followed by a jeep safari in the eastern range with picnic lunch. Folk dance around a bonfire in the evening.



Day 12

Drive (3 hrs.) to Sibsagar to visit monuments of the Ahom kings. Return to Kaziranga in the evening.

Day 13

Leisure/Safari/Park visit as per your choice.

Day 14

Drive (6 hrs.) to Guwahati after breakfast. Lunch at Guwahati. Transfer to airport for onward journey.



Rhino Itinerary

Rhino Itinerary 001:

Guwahati – Kaziranga-Majuli-Sivasagar-Guwahati

(6 nights and 7 days)

Day 01

Arrival at Guwahati, Sightseeing and halt

Day 02

Drive to Kaziranga, rest for 1 hr. At 1400 hrs. Jeep Safari in the eastern range for hrs. and halt.

Day 03

Early morning elephant ride for 1 hr. breakfast followed by Jeep Safari in the western range for 2 hrs. back for launch and rest for 1 hr. After rest Tea garden visit for 2 hrs. and halt for the night.

Day 04:

Early morning visit to Majuli, the world's largest river island, has a number of Assamese traditional monasteries (Satras), with packet launch. In the second half drive to Sivasagar and night halt.

Day 05:

Morning at Sivasagar visit all ancient monuments of the Great Ahom Kingdoms, Sivadol-the tallest temple of Lord Siva in India and other landscape around this historical city. Night halt at Sivasagar.

Day 06:

Drive to Guwahati after breakfast. 1 hr. rest at Guwahati after launch. In the second half of the day-sight seeing, river cruise at Brahmaputra. Night halt at Guwahati.

Day 07:

In the morning transfer to Airport and time for bidding adieu.



Rhino Itinerary 002:
Guwahati – Shillong-Kaziranga-Sibsagar-Guwahati
(9 nights and 10 days)

Day 01

Arrival at Guwahati. Second half of the day sightseeing.

Day 02

Drive to Shillong at 0830 hrs., rest for 2 hrs. after lunch. Half day sightseeing, places like elephanta falls, Shillong peak, Lady Hydaripark, Ward's Lake, Saint Paul's Chathedral and 18 hole Golf Course. Night halt at Shillong.

Day 03

Drive to Cherrapunjee (56 kms. from Shillong) at 0830 hrs. amid deep gorge and roaring waterfalls and famous for highest rainfall in the world. We will also visit limestone caves, Cave of Lord Diva, Bangladesh Boarder. Tiger falls and localmarket. Back toShillong in the evening and halt at night.

Day 04:

Drive to Kaziranga (312 kms) at 0830 hrs. Launch on the way in a good restaurant. Night halt at Kaziranga.

Day 05:

Early morning 0500 hrs. elephant ride for 1 hr. in the Sanctuary. Half an hour rest after breakfast followed by Jeep Safari in the eastern range for 2 hrs. In the Second half of the day tea garden visit for 2 hrs. Halt at Kaziranga.

Day 06:

Whole day at Kaziranga for enjoyment with beauty of nature and flora & fauna, visit to famous ancient *Than* (temple) of *Maa Durga* popularly known as *Kako Gosanir Than*. In the evening traditional cultural programme.

Day 07:

Early morning visit to Majuli, the world's largest river island, has a number of Assamese traditional monasteries (Satras), with packet lunch. In the second half of the drive to Sivasagar and night halt.

Day 08:

Morning at Sivasagar visit all ancient monuments of the Great Ahom Kingdoms, Sivadol – the tallest temple of Lord siva in India and other landscape around this historical city. After lunch drive back to Guwahati.



Day 09:

In the morning local sightseeing including visit to Kamkhya Temple, Nabagrah Temple, Museum Zoo and many more. In the evening time for river cruise at Bramaputra and marketing. Night halt at Guwahati.

Day 10:

In the morning Airport transfer and time for bidding adieu.



Network Itinerary 003:
Guwahati-Pabitora-Guwahati
(3 nights and 4 days)

Day 01

Arrival at Guwahati and halt for local sightseeing like Kamakhya Temple and Bhubaneswari Temple. These temples are 10 kms away from the heart of the city situated in a hill top called as Narakasur Pahar from where the beautiful scenic beauty of the city along with mighty Brahmaputra river can be enjoyed.

Day 02

Early morning after breakfast we shall take you to Sualkuchee which is a small town situated 36 km away from the Guwahati and is an unique town with many artisans of Assam. Almost all families here have looms and weaves world famous *Paat* and *Muga*, *Mekhela Chaddars* of famous Assamese Silk, which has a monopoly market in India. Back to Guwahati and it will be a time for lunch served with world famous delicious Assamese dish. After lunch we shall take you to Madan Kamdev, which is 37 kms away from Guwahati, is an enigma, a mystery, a marvel and in the work of Khayam, "avail past which I could not see." Back to Guwahati and halt at night.

Day 03

Early morning with packet breakfast and bag & baggage proceed to Pabitora, a small wide sanctuary 60 kms. away from Guwahati, rich with one horn Rhino, bald headed Greese, Leopard, Monkey, Hog Deer, Pelicans and lot of migratory birds. Night Halt at Tourist Lodge (subject to availability) or back to Hotel at Guwahati.

Day 04

Early morning after breakfast marketing and afterwards proceeds to Airport.



Rhino Itinerary 004:
Guwahati – Tezpur-Bomdila-Tawang-Bomdila-Guwahati
(8 nights & 9 days)

Day 01

Arrival at Guwahati and local sight seeing. Night halt at Guwahati.

Day 02

Morning after breakfast proceed to beautiful ancient town Tezpur and halt at Hotel. After lunch local sightseeing like Mahabhairab Temple etc.

Day 03

Morning after breakfast proceed to Arunachal Pradesh. Our first night halt will be in a hotel/tourist lodge at Bomdila which is situated at 8,500 ft. altitude from the sea level. Camp fire in the evening with local tribes.

Day 04

Morning after breakfast visit to Monasteries, Craft Emporium and other sightseeing. After lunch drive/Trek to Chandu camp (8,500 ft.) 10 km via Thungri plateau (10,000 ft) from where breath taking panoramic views of Mighty Himalaya can be enjoyed. Back to hotel and night halt.

Day 05

Morning after breakfast proceed to Tawang (10,300 ft). Enroute Dirang (5,500 ft) cross Sela Pass (14,000 ft) covered with snow. Overnight stay at hotel/tourist lodge.

Day 06

Full day excursion visit to the famous Tawang Monastery, market, local craft emporiums and halt.

Day 07

Early breakfast drive back to Bomdila. Enroute visit 1962 Indo-China war memorial at Jaswantgarh, Kangto (7090 ft.), Nyegi Kangang (750 mt), Govichen (6488 mt) etc. Lunch enroute. Halt at Hotel.

Day 08

In the morning after breakfast drive back to Guwahati. Enroute Bhalukpong the sylvan paradise in Assam/Arunacha Pradesh. Lunch enroute. Night halt at hotel at Guwahati.

Day 09

In the morning local shopping and airport transfer.



Rhino Itinerary 005:

***Guwahati – Itanagar-Zero – Daporizo – Along – Passighat - Dibrugarh- Kazirnaga
- Guwahati***

(12 nights & 13 days)

Day 01

Arrival at Guwahati. Sight seeing and halt at Guwahati.

Day 02

Early breakfast and 10 hrs. drive to Itanagar through the lush green countryside of Assam. Our inner line permits for the entry at Arunachal Pradesh will be checked at Bandardua then again half an hour drive to Itanagar, the Capital of Arunachal Pradesh. Stay for the night at hotel.

Day 03

After morning breakfast visit old Ita Fort dating back to 24th century. Buddhist Monastery, Tribal Museum, Ganga Lake. Lunch enroute. Cultural programme and halt at Itanagar.

Day 04

After morning breakfast drive to Zero for 8 hrs. through lush green mountain scape. On the way we will visit Nishi Village to know the lifestyle of native Nishi Tribe of Arunachal Pradesh. Zero is a small town of Arunachal Pradesh at the height of 5,754 ft.) and famous for Apatani Tribe, which is found only in this region. Lunch enroute. Overnight halt at Circuit House/Tourist Lodge.

Day 05

Morning after breakfast drive to old Zero village to study the lifestyle of the local people. Lunch enroute. After lunch we shall take you to Fulu village of colourful Nishi Tribes. Evening back to Hotel and Halt.

Day 06

Early morning after breakfast proceed to Daporizo which will take 9 hrs drive from Zero. On the way we shall visit beautiful villages like Raga and Godak of the hill Miri Tribes, who are famous for their hunting skills. Lunch enroute. Overnight halt at tourist lodge. Your evening will be enlightened by the cultural performance of the local hill Miri Tribes.

Day 07

Morning after breakfast visit the Shiva cave and hike to the village Nayam away by 2 kms. Lunch enroute. On the way to lodge we will visit most spectacular and thrilling hanging rope bridge. Overnight halt.

Day 08

Early morning after breakfast proceed to Along which is 8-9 hrs drive. On the way we will visit the village Kambig, Bogne and Kareng of the Gallong and Minyong tribes of Adis. Lunch enroute. If time permits we shall visit museum and emporium. Overnight stay at Circuit House/Tourist Lodge.



Day 09

Morning after breakfast we shall proceed to Passighat which is 3 hrs. drive. Visit Museum and Cultural Centre. Afternoon cross the Brahmaputra by Ferry to arrive the village Rani and Adi Tribes who will present a cultural programme in the evening. Night halt will be in Circuit House/Tourist Lodge.

Day 10

Morning after breakfast ready to say Goodbye to Arunachal Pradesh with fond memories and proceed towards Dibrugarh, which is a beautiful town of the State Assam, crossing the river Brahmaputra by ferry. Overnight stay at Dibrugarh in a good Hotel.

Day 11

In the morning proceed to Kaziranga, which is 5 hrs. drive from Dibrugarh. Enroute Sivasagar, the ancient Capital town of the Ahom Kingdom, who ruled Assam at a Stretch of 600 years before the reign of British. The ancient temples and monuments like Rangghar, Karengghar, Talatalghar, Siva Dol, Jay Dol Jay Sagar etc. can be seen. Lunch enroute. After reaching Kaziranga, the famous wild life sanctuary, overnight stay at Hotel Wild Grass/Tourist Lodge.

Day 12

Early morning bed tea will be served at 0400 hrs and drive to elephant ride area at 0445 hrs. Elephant ride through the Sanctuary for 1 hr. to enjoy the beauty of famous one horn Rhino, wild elephants, Indian bison, swampdeer, samba, Hogdeer, Sloth bear, tiger, leopard, leopard cat, jungle cat, hog barge, capped languor, hoolock gibbon, goose, hourbill, ibis, cormorant, egret, hevon fishing eagle etc. After breakfast drive to eastern range forest side by safari jeep for 2 hrs. and back to lodge for lunch. Rest for 2 hrs. At 1530 hrs. visit to tea gardens. Evening will be enlightened with cultural programme. Night halt.

Day 13

Morning after breakfast proceed to Guwahati Airport for departure.

ANNEXURE (vi)

Particulars	Nature and Location of the Schemes	Year of Commencement	Ninth Plan anticipated achievement at 1996-97 prices	Tenth Plan 2002-07 Proposed Outlay	Annual Plan 2002-03 Proposed Outlay	Anticipated Benefits (in Units)	
						2002-03	Tenth Plan (2002-07)
A1. Completed Scheme as on 31-3-2000							
A2. Schemes completed during 2000-01 likely to be completed during 2001-02 (spillover liability if any for 2002-03 and beyond)							
1. Development of Lachit Park	Tourist Recreational & Amusement	1998-99				Cafeteria,boating facilities & children amusement facilities	
2. Beautification of Dighalipukhuri with additional facilities	Tourist Recreational & Amusement	1998-99				-Do-	
3. Tourist cottage Hajo	Accommodation Facilities	1993-94	12.60			Four double bedded rooms,Restaurant facility for tourist visiting Hajo	
4. Construction of Yatriniwas at Guwahati	Accommodation Facilities	1991-92	--	14.00		Accommodation facilities	
5. Wayside Amenity, Kalain	Accommodation Facilities	1992-93	13.27			Two double bedded rooms,one dormitory,restaurant hall	
6. Tourist Resort, Biswanath Ghat	Accommodation Facilities	1993-94	10.00			4 nos.dormi hall,rest hall, restaurant hall	
7. Yatriniwas at Barpeta	Accommodation Facilities	1997-98	16.00			4 nos. of rooms-7 beds	2 double bedded rooms with restaurant and dining
8. Development of Rhinoland park, Jakhlabandha	Restaurant, Dhaba etc	1997-98	12.85			Wayside facilities for tourists	
9. Yatriniwas, Bardowa	Accommodation	1997-98	20.20			2 cottages-4 double bedded rooms	1 cottages-2 double bedded rooms, 2 dormi
10. Development of picnic spot, Chapanala	Picnic facilities	1998-99	10.48			4 resting shed for picnics	5 resting shed, 6 sitting bench, pedestrian bridge
11. Tourist Complex at Rajiv Gandhi Wild Life Park	Accommodation Facilities	1998-99	10.00			8 double bedded rooms with restaurant & reception	
12. Wayside Amenity, Jakhlabandha	Accommodation Facilities	1991-92	8.00			Wayside facilities for tourists	
13. Sound & Light Show, Sibsagar	Amusement & Educational Facilities	1996-97	7.50				Amusement facilities for 300 persons/day
14. Integrated Development of Infrastructure, Pilgrim Centre, Kamakhya	Tourist Facilities	1998-99	10.50			Information, resting area, toilet etc.	Resting, sitting and toilet facilities
15. Beautification of River Front along Brahmaputra (1 st phase)	Beautification and tourist recreational facilities	1999-2000	10.00			Tourist attraction point	
16. Sound and Light Show at Srimanta Sankardeva Kalakshetra, Guwahati	Amusement & Educational Facilities	1999-2000	25.30			Amusement facilities for 300 persons/day	
17. Yatriniwas, Khaspur	Picnic facilities	1999-2000	12.00			Resting shed, cooking washing and sitting arrangement	
18. Wayside Amenities, Panitola	Restaurant, toilet facilities	1999-2000	5.00			Facilities for highway tourist	
19. Wayside Amenities, Sibsagar	Restaurant, toilet facilities	1999-2000	5.00			-do-	
20. Yatriniwas, Kakopathar	Accommodation	1999-2000	12.80			5 double bedded rooms, 2 dormi,1 reception 7 restaurant	
21. Beautification of River Front along Brahmaputra (2 nd Phase)	Beautification and tourist recreational facilities	2000-01	50.00			Tourist attraction point	
22. Development of internal road to Kaziranga national Park	Communication Facilities	2000-01	25.00			Communication facilities for tourist visiting Kaziranga N.P	
23. Development of Dighalipukhuri with provision of craft market	Recreational facilities	2000-01	32.39	54.00	10.00	Expansion of tourist recreational facilities	
24. Tourist Lodge, Tinsukia	Accommodation	2000-01	29.86			15 nos. of double bedded rooms, reception, conference hall	
25. Development of Site for IHM Building	Man Power Development	1999-2000	30.00	60.00		Man power development	
26. Renovation of Dak Banglow, Tezpur	Preservation of heritage properties	2001-02				Preservation of heritage properties	
27. Tourist Complex at Pabitora	Accommodation	1992-93				Accommodation facilities, restaurant	Completed
28. Wayside Amenities, Digboi	Wayside tourist facilities	1992-93				Wayside facilities for tourist	Dropped
29. Boating facilities, Majuli	Wayside tourist facilities	1992-93					Dropped
30. Golf coarse, Guwahati	Wayside tourist facilities	1992-93					Dropped
31. Repairing/renovation of Tourist Lodges	Accommodation	1992-93				Existing facilities	Dropped
32. Cruise Vessel	Recreational Facilities	1992-93				Recreational facilities for 100 persons/day	Dropped
33. Tourist Lodges, Orang	Accommodation Facilities	1992-93				Completed upto plinth level & dropped	Dropped
34. Swimming Pool, Kaziranga	Tourist Amusement facilities	1992-93				Not yet started	
35. Boating facilities at Kolong	Recreational Facilities	1992-93				Boating facilities, platform etc.	
36. tourist Lodge, Jonai	Accommodation facilities	1992-93				Boundary wall completed & dropped	

Particulars	Nature and Location of the Schemes	Year of Commencement	Ninth Plan anticipated achievement at 1996-97 prices	Tenth Plan 2002-07 Proposed Outlay	Annual Plan 2002-03 Proposed Outlay	Anticipated Benefits (in Units)	
						2002-03	Tenth Plan (2002-07)
37. Staff Quarter	Accommodation facilities	1992-93			3.00	-	
38. Development of Madan Kamdev	Resting facilities for pilgrims	1994-95				Restaurant and resting facilities	
39. Integrated Development of Sibsagar	Tourist facilities	1991-92				Tourist facilities	
40. Share Capital to ATDC	Equity share	1991-92				Equity share	
41. Joint Venture Project	---						
42. Extension of directorate office building	---	2001-02	--	---	20.36	-	-
43. Tourist facilities at North Guwahati	Facilities for pilgrim tourists	2001-02	5.00	---	----	Resting shed, sitting and toilet facilities	-
Total			393.85	128.00	33.36		
A3. Critical ongoing scheme							
101 – Tourist centre at Bhalukpong/Chandubi	Salary and maintenance			95.00	18.80		
102 – Tourist Accommodation at Sibsagar/Jorhat/Forest Lodge, Kaziranga/Nagaon/ Barpeta Road/ Silchar / Manas	Salary and maintenance			440.00	96.99		
103. Tourist Transport Services	Salary and maintenance			60.00	12.00		
001 – Direction and Administration	Salary and maintenance						
a) Head Quarter Establishment	Salary and maintenance			300.00	52.00		
b) Survey & Statistics	Salary and maintenance						
104. Promotion and Publicity	Maintenance, Publicity			450.00	90.00		
800 – Other expenditure	Maintenance, Publicity						
1. IHM (House Rent)	Man Power Development			36.00	6.21		
2. Training facilities	Man Power Development			5.00	1.00		
3. Incentives to private entrepreneurs	Man Power Development			10.00	2.00		
4. Grant in aid to A/Cs	Grants			255.00	51.00		
1. Eco Tourism Resort with provision for tented accommodation, cafeteria, river rafting, etc. at Bhalukpong, Majuli & Manas	Eco tourism facilities for tourist	2001-02		9.00	16.00	Tented accommodation and adventure sports facilities	
2. Development of Deepar Beel with provision of Bird watching tower	Tourist recreational facilities	2001-02		15.00		Development of Tourist facilities	
3. development of Barshala Beel, Guwahati (1 st Phase)	Tourist recreational facilities	2001-02		15.00		-do-	
4. Development of ethnic village with construction of Huts, village etc. at Majuli	Tourist facilities	2001-02		30.00		Development of village tourism	
5. Construction of Craft Village, Guwahati	Tourist facilities	2001-02		40.00	26.00	Tourist facilities	
6. Construction of tourist facilities in the bank of river Brahmaputra	Tourist facilities	2001-02		5.00		Beautification and tourist facilities	
7. Upgradation of pilgrim facilities at Kamakhya	Tourist facilities	2001-02		30.00	10.00	Beautification and tourist facilities	
8. Development of Surjya Pahar etc.	Tourist facilities	2001-02		10.00		-do-	
9. Development of tourist facilities at Sibsagar Dargah	Facilities for pilgrim tourist	2001-02		5.00		Facilities for pilgrim tourist	
10. Sound & Light Show at Citra Lekha Udyan, Tezpur	Amusement & educational facilities	2001-02		15.00		Entertainment facilities for 300 persons/day	
11. Printing of Guide book, map etc.	Publicity facilities	2001-02		50.00		Publicity facilities	
12. Luxury Cruise Vessel	Tourist facilities	2001-02		14.00	14.00	Recreational facilities for 100 persons/day	
13. Road Signage	Tourist facilities	2001-02		6.00	6.00		
Total				1824.00	396.00		