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Chapter

Assam: Nature's Canvas and Cultural Mosaic – A Tourism Perspective

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Abstract

Tourism has emerged as a dynamic sector with significant potential to drive economic growth, generate employment, and promote cultural exchange. This study explores the multifaceted role of tourism in Assam, a state rich in natural beauty, cultural heritage, and biodiversity. It examines the global and national context of tourism, highlighting its contribution to GDP and employment, and narrows the focus to Assam's unique offerings—ranging from wildlife sanctuaries and tea gardens to spiritual and adventure tourism. The research identifies key tourist destinations, evaluates the sector's economic impact, and analyzes government initiatives aimed at sustainable development. Despite its promise, Assam's tourism industry faces persistent challenges, including inadequate infrastructure, policy gaps, and security concerns. Using secondary data and descriptive analysis, the study underscores the need for coordinated efforts, policy reforms, and strategic investments to unlock Assam's tourism potential and position it as a premier destination in India and beyond.

Keywords: Tourism, Assam, Employment, Infrastructure, Sustainability.

Introduction

The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development are irrefutable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large scale employment of diverse kind. It supports environmental protection, champions diverse cultural heritage and strengthens peace in the world.

The word tourism has originated from the French word "tourner", which means "to turn" and the Latin word "tornare" meaning "to fashion" this term, began to be used in English in the 17th century to describe a journey particularly indicating towards the Grand tour which was a traditional trip across Europe, undertaken by wealthy young man for leisure.

In modern language, the word tourism can be described as the temporary movement of people. From the very beginning, the thirst of fascination, exploration of new places and unheard adventures has led the people to move across the globe. It can be described as an outcome of man's craze about adventures and exploration. "Tourism is the sum of the phenomenon and relationship arising from the travel and stay of non residents, in so far as they don't lead to permanent residence and are not connected with any earning activity" (Hunkizen & Krapt, 1942)

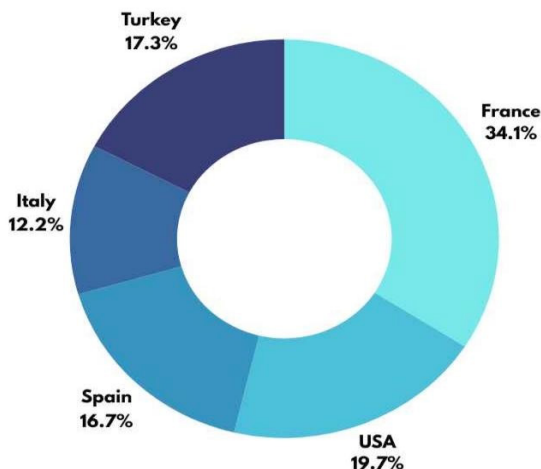
Tourism is not merely a social activity. It has high economic significance, especially in the current world scenario. It is one of the fastest growing sectors of the world economy. This is mainly due to rapid development of tourism infrastructure, high count of tourist inflow and outflows across the globe. World wide "It is a harbinger of economic progress and inclusive development". (Assam gazette. 2022).

Global Scenario of Tourism

Being a labour intensive sector. It is one of the largest job creating industries in the world. In terms of GDP contribution tourism accounts for almost 10% of the Global GDP which is almost equal to 9 Trillion USD in 2019. (Annual Economic Impact Report, WTTC). This data shows the potential of the tourism sector. It is crucial not only for developed nations but also for developing Nations. Tourism has been a driving force in protecting natural and cultural heritage. People specifically visit those historical places for different purposes, including

research, exploration, adventures. Thereby, we can safely say that tourism is an ever expanding industry, having tremendous growth potential and future prospects. The steady rise in the count of domestic and foreign tourist support this statement, In the recent year specifically after the COVID-19 pandemic countries across the globe have been experiencing rapid rise in the average number of foot falls annually, because of all such reasons , countries are currently focusing on strengthening this sector in an integrated manner, so as to maintain the sustainable development and contribute to the economic growth of the nation at the same time.

The following figure shows the top 5 visited countries by tourists in 2023—



The tourism sector employs over 300 million people worldwide, making it a critical driver of employment, among the major destinations including Europe ,China , Thailand, the US remains the top destination by generating over 1.3 trillion USD revenue in 2023. Specifically nations like Maldives , and other Caribbean Nations derive over 30 to 40% of their total GDP out of tourism , making the sector crucial for their economic development. The COVID-19 pandemic led to the 70% dip in international arrival in the year 2020, causing an estimated loss of 4.5 trillion dollars in tourism revenue according to United Nation World Tourism Organisation.(UNWTO) .Although recovery is going on with 2024 projections indicating the return to pre-pandemic level.

Tourism in India

Population wise it's the largest country in the world as a result naturally it has a large market for travel and tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists as well.

Tourism sector is one of the fastest growing economic sectors with a significant impact on employment and accelerates regional development with a multiplying effect on the activity of related sectors. Among economically advanced states, domestic tourism has become a springboard to the development of tourism. It can generate resources for conservation of cultural and natural heritage and has huge potential to make positive contribution to sustainable development goals. As per the 3rd Tourism Satellite Account (TSA), the study conducted by Ministry of Tourism, estimated share of tourism jobs in India during 2022-23 is 12.57%. The tourism sector contributes 5% to India's GDP, further highlighting its crucial role in the country's economic growth.

In pursuance to the appeal made by the Honourable Prime Minister during Independence Day speech asking every citizen to visit at least 15 destinations by the year 2022, to promote domestic tourism in India, the Ministry had launched the Dekho Apna Desh initiative in January 2020. Dekho Apna Desh is promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions to keep connected with the stake-holders and to encourage citizens to travel within the country.

Domestic tourism together with Inbound tourism has emerged as a key driver of economic growth. In year 2024, India recorded Foreign Tourist Arrivals (FTAs) of 9.66 million (Provisional) which account for Foreign Exchange Earnings (FEEs) of `2,77,842 crores (Provisional estimates) with a growth of 19.8%. Besides as per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 2509.13 million Domestic Tourist Visits (DTV) all over the country during the year 2023.

Tourism significantly contributes to India's economy, with its share in the Gross Domestic Product (GDP) varying over recent years. According to the most recent reports published

by (Ministry of Tourism and Press Information Bureau) in December 2024 itself , India recorded 10.29 lakh foreign tourists arrival, generating a huge revenue of 32,788 crore INR. It shows the growing potential of this sector

Tourism in Assam

North-East India is a paradise for tourists. Its enchanting hills, dancing rivers, roaring waterfalls, thick and dark forests, heavy rains during monsoon, innumerable varieties of flora and fauna, countless species of wild animals and plants, mysterious clouds, melodious folk music, thrilling dances and festivals, variety of many delicious dishes, handlooms and handicrafts, and above all its green landscape used to attract people from different parts of the world since time immemorial. Assam, one of the constituent states of the region, an embodiment of the natural beauty and grace, a true representative of the region, has been at the centrestage of tourist attraction.

The recorded history tells that since the days of Hieu-en Tsang, the great Chinese traveller, who came to Assam during the reign of Kumar Bhaskar Burman (594-650 AD), Assam has been fascinating millions of people by its aura of myths, mystery, music, mountains, nay, all the gifts of nature. The ungrudging blessings of nature have made tourism in Assam essentially nature-centric, despite the fact there are historical and religious places of tourist attraction.

Tourism has generated employment in different parts of the country. Besides creating opportunities for tourist guides, conducted tours, establishment of hotels, and so many other avenues in the tertiary sector, tourism can be a major source of employment in Assam. It is argued that every domestic tourist can generate direct and indirect employment of three persons, and this can be higher (seven) in the case of inflow of every foreign tourist. It is also projected that every one million rupees invested in tourism, 47.9 direct jobs can be created, besides, of course, creating more avenues for indirect employment.

Tourism Potential in Assam

Existing places of tourist attraction

Tourism in Assam is essentially nature based, therefore, natural parks and sanctuaries, rivers, lakes, warm water springs, forests, wild life, are the principal components of tourist attraction.

These places can be grouped together under four categories: (a) nature related, (b) historical, (c) religious and (d) others.

It is noteworthy that the tourists visit Assam throughout the year. But the peak period starts from October when the rainy season comes to an end, the climate becomes more pleasant and the national parks like Kaziranga are opened for the visitors. The peak period continues till April when the national parks are closed due to rain and other accompanying problems. The rising number of tourists footfalls within the period from 2018-2023 is shown with the help of line diagram.



Source: Assam Tourism Development Corporation, 2023-24

Tourism continues to be a significant driver of employment and economic growth in Assam. Recent data from the Assam Tourism Development Corporation indicates that in the fiscal year 2023-24, the state welcomed 7,041,206 domestic tourists and 26,129 international tourists. This influx of visitors has directly boosted up employment in sectors such as hospitality, transportation, and tour services. The establishment and expansion of hotels, resorts, have created numerous jobs for administrative staff, culinary professionals etc.

Additionally, the increased tourist movement has raised the demand for local transport operators, including taxi services, bus operators, and rental agencies, thereby generating employment for drivers and support staff.

Development Initiatives

Apart from famous locations like Kaziranga National Park , Manas National Park etc , there are other places where the tourism Industry in spite of having huge potential, is still under developed. For the development of such areas huge emphasis has been given on the advancement of circuits, destination wayside amenities etc. Moreover, various other tourism policies have also been adopted by the government of Assam over the years. It includes National Tourism policy of 2002, 2008 and 2017. All these policies mainly focused on making Assam a global tourist destination by achieving sustainable development, promoting public private partnership, and developing infrastructure. And finally by preserving the rich cultural heritage of Assam, although both the tourism policies promised a lot but, in reality. These promises are far away from being implemented properly, this policy basically included objectives like enhancing the contribution of tourism in Assam's economy, maximizing the number of footfalls of tourists and enhancing the infrastructure at par with international standards with potential sectors like river tourism, tea tourism etc. And most importantly to ensure sustainable, responsible and inclusive development of tourism in the state.

The state's commitment to Eco tourism is exemplified by different initiatives. Like the Gethsemane Man-Made Forest in Bhairav Kunda, this massive community led project transformed 5500 bighas of barren land into a lush forest such endeavours , attracting nature enthusiasts and establishing a fundamental relationship between tourism and environmental conservation.

Objectives of the Study

The main objectives of the study are as following:

1. To focus on the prospect of Tourism industry in Assam.
2. To analyze the challenges faced by tourism sector in Assam.
3. To find out the contribution in income and employment generation.

Methodology

This study is based On descriptive research method and undertakes secondary data into account. Here data are presented using tabulation method and the comparisons are

done using various statistical diagrams. To get an overview of the Indian tourism industry, various research papers, reports, government websites, articles are explored in detail. Following are the source of information of the study-

1. Reports of various government departments.
2. Special supplements published by news papers / magazines etc.
3. Other relevant online publications etc.

Analysis

Tourism Potential

Existing places of tourist attraction

Tourism in Assam is essentially nature based, therefore, natural parks and sanctuaries, rivers, lakes, warm water springs, forests, wild life, are the principal components of tourist attraction. These places can be grouped together under four categories:

- a. Nature related,
- b. Historical,
- c. Religious and
- d. Others.

a. Nature related

Sl. No.	Places in alphabetic order	Distance from Guwahati in km	Speciality
1	Bhairabkunda	137	A beautiful place at the border of Arunachal Pradesh
2	Bhalukpong	205	A beautiful place by the side of river Jia Bhoroli, famous for angling and water sports
3	Chandubi	64	A natural lagoon, beautiful picnic spot
4	Dibru-Chaikhowa	490	70 km from Dibrugarh, national park, the habitat of elephants, buffaloes, famous for wild horses
5	Haflong	355	One of the hill stations in Assam with unsurpassed sylvan beauty

6	Jatinga	364	Near Haflong, North Cachar district, a beautiful hilly place, where birds behave in a mysterious way, the local people call that the birds commit suicide here on certain specific days
7	Kaziranga	217	Internationally famous national park, the home of great Indian one-horn rhinoceros, tigers, elephants, buffaloes, deer, wild ducks and geese, breeding place of pelicans, habitat of reptiles and monkeys more particularly golden langurs and host of other species
8	Manas	176	Situated in the foothills of the Himalayas, one of the magnificent national parks in the country, the Manas river flows through it, famous for the tiger project, a habitat for various wild animals
9	Orang	150	A wild life sanctuary, known as a miniature Kaziranga
10	Pabitara	65	A wild life sanctuary
11	Potasoli	173	38 km from historic town of Tezpur, near the picturesque river Jia Bhoroli, famous for eco-camp set up jointly by the Department of Forest and Assam Anglers Association.
12	Son Beel	331	Famous for its fishery and it is one of the main producers of fish for the entire district in southern Assam. Son Beel is best visited during rainy season that is March onwards till the beginning of winters. Till then the lake is full of water and offers a view that is hard to find elsewhere.

Source: Directorate of Tourism, Guwahati

b. Religious Related

Sl. No.	Places in alphabetic order	Distance from Guwahati in km	Speciality
1	Barpeta	137	Famous for a Vaishnava monastery
2	Batadrawa	134	Birth place of Shri Sankardeva, the Vaishnava reformer, saint and a great literary figure
3	Hajo	35	Sacred place for Hindus, Muslims and Buddhists
4	Kamakhya		An important religious place of the Hindus within the city of Guwahati, on the top of Nilachal hill, attracts thousands of devotees and other tourists every day by its natural grandeur
5	Madan Kamdev	35	Vast archeological ruins of fine erotic sculpture
6	Majuli	326	The largest river island in the world, centre of Vaishnava culture, seat of many satras which are known as the centres of Assamese art, dance, drama, music, a safe heaven for various migratory birds
7.	.Surya Pahar	162	Situated on a hill surrounded by innumerable statues of Durga Devi, Ganesha, Surya, Chandra, Buddha

Source: Directorate of Tourism, Guwahati

c. Historical

Sl. No.	Places in alphabetic order	Distance from Guwahati in km	Speciality
1	Digboi	523	Famous for the first oil refinery in Asia, war cemetery of World War II
2	Sibsagar	369	Seat of the Ahom rule, famous for royal palaces, monuments, temples and massive ponds
3	Tezpur	137	Ruins of an ancient capital of the Mahabharata time, famous for the love story of Usha-Anirudha

Source: Directorate of Tourism, Guwahati

d. Others

- i. Guwahati : The places of worth visiting are: the famous Shakti 205 temple of mother Goddess Kamakhya on the Nilachal hills, the ancient Siva temple Umananda situated on the Peacock island in the middle of the river Brahmaputra, the Navagraha temple, Srimanta Sankardeva Kalakshetra, Balaji temple, Science Museum, Vaisisthashram (founded by famous sage Vaisistha amidst grand natural beauty), the State Museum, the State Zoo-cum-Botanical garden, the Saraighat Bridge, the Lachit Barphukan Park etc.
- ii. Sualkushi : 32 km from Guwahati, known as the silk town of Assam, it is famous for Assamese silk, muga (golden thread) and other varieties of silk.

Potential to Attract Tourists of Diverse Interests

There is an ample scope for tourism to grow as an industry in with it diverse endowments of tourist interests. The following are the existing and potential variety of tourism:

a. Nature Tourism

Assam and its seven neighbouring states of the North-East are known for their bio-geographic richness (Coopers and Lybrand Report, 1996, p. 49). With its dense forests, uneven topography,

flora and fauna, the majestic Brahmaputra and its tributaries, wild life sanctuaries like Kaziranga, Manas, Pabitora, Dibru-Saikhowa, Bhalukpong, Pabitora and similar others, and many rare species of animals, Assam offers basically nature-centric tourism. From one end to the other, the state offers to the tourists so many places of natural beauty with wide variety of wildlife that very few places in the world can compete with it. Nature tourism understood in terms of wildlife sanctuaries constitutes the core of tourism in Assam. The tourists, both domestic and foreign, are likely to find these places attracting, nay alluring, provided a well-definite programme of action is evolved.

b. Tea Tourism

Tea was first discovered in Assam in 1823 by two intrepid British adventurers, Robert and Charles Bruce and since then tea has become an integral part of Assam's economy. Each of these lush green tea gardens in Assam (about 1000 in number) is a treasure house of exotic beauty of nature with colourful people and their enchanting songs and dances, sprawling bungalows, and residential facilities. Many of these tea gardens have polo fields and golf courses. There are as many as 30 air strips and helipads maintained by the tea garden management. These facilities can form into an attractive package for tourism. The road communication to most of the tea gardens is fairly well maintained, and the rest houses and bungalows with modern facilities located there are generally kept ready for visitors and guests. Therefore, coordination with the management of the tea gardens can effectively do a lot in promoting tea tourism in the state. It may be noted that tea tourism is a recent concept, its potentiality, remains unexplored.

c. Eco-tourism

Eco-tourism is also a new concept, developed around the idea of travelling to places of natural beauty, moving around and staying with the places of nature for a couple of days. It has the twin objectives of conserving environment and improving the welfare of the local people. Countries like Kenya, Costa Rica, South Africa have already successfully promoted eco-tourism. Kerala presents a unique success story of eco-tourism in our country. On this similar line, Assam has immense scope for eco-tourism, as its natural scenario and climatic condition resemble those in Kerala. The state is virtually free from industrial pollution. Its green forests, blue hills, enchanting rivers are the

basis on which an eco-friendly tourism can be developed. For that a host of matters to be properly addressed, including:

- i. development of good approach road to the spots of tourist attraction,
- ii. creation of infra-structural facilities like good quality tents with provisions for food and other logistics,
- iii. river cruising and water sports, bird watching towers etc. These facilities are likely to attract eco-tourists. It may be noted that eco-tourism is yet to come to the take-off stage.

d. Cultural Tourism

Assam is a conglomeration of various ethnic tribes and groups each having a distinct language, culture, way-of-life, festivals, songs and dances. Most of these people have their spring festivals. Songs and dances, display of colourful dresses, tasting of innumerable varieties of both vegetarian and non-vegetarian dishes mark these festivals. Sankardev Kalakhetra, Guwahati, has been organising, in recent years, spring festivals, on the line of the desert festival of Rajasthan, the Rangali Utsav in the month of April in which the various colourful shades of Assam are presented. This could be as big an attraction as the Pushkar Mela in Rajasthan.

e. Pilgrim Tourism

Assam has many ancient temples and shrines, some of which like Kamakhya date back to pre-historic time. As stated already Kamakhya is one of the most revered religious places in the country. An average of 1000 visitors visit the Kamakhya temple every day throughout the year. It becomes a centre of attraction in the month of June when it celebrates the Ambubachi mela. At that time more than hundred thousand pilgrims come for pilgrimage from different places of India. Situated on a hill top Kamakhya is also a very beautiful place that attracts many tourists. There are other religious places where visitors often come from different parts of the country. But most of the places do not provide adequate facilities to the tourists and pilgrims, for which these places of religious importance fail to attract a large number of tourists.

f. Adventure Tourism

The enchanting blue hills and speedy rivers of Assam provide an enormous scope for the development of adventure tourism.

Recently, some of the adventure sports activities like rock-climbing, trekking, para-sailing, water sports, river rafting and angling are promoted by the Department of Tourism. There is an annual angling competition held at Bhalukpung Potasali side every year in November in which Indian and foreign tourists participate. But other areas of adventure tourism like hang gliding are yet to grow. Assam has a number of ideal places like Nilachal hills (where the Kamakhya temple situated) in the city of Guwahati and the hills around Kaziranga. Since most of the tourists come to the state through Guwahati and visit Kaziranga, there is an enormous scope for hang gliding.

g. Golf Tourism

There are about 10 golf courses located mostly within the compact areas of tea gardens. The Oil India maintains a very good golf course in the industrial town of Duliajan. These offer a unique opportunity to develop golf tourism in the state. Most of the courses are located near to air-strips and helipads maintained by the tea garden management. In recent years, domestic and foreign tourists are coming to play golf in different golf courses, and a good number of them use these air-strips and helipads. Golf tourism can be integrated with eco and tea tourism. One has to recognize that some tourists may more than one interest and may like to combine various aspects of tourism described above.

Challenges of Tourism sector in Assam

However Assam has a significant prospective for producing income and employment opportunities, but even then, no appreciable change has been seen due to some complications in this sector.

- a. Deficiency of well-developed Tourism Policy:** A policy on tourism has prepared in Assam in November 1987. Unfortunately, this policy is not available in any of the offices related to tourism. But these steps did not bring ahead any definite result. The State still has no any satisfactory tourism policy.
- b. Restricted Area Permit:** The RA to the North-Eastern region was enforced in 1955, under which, a foreigner intending to visit North-East including Assam had to undergo a long arduous procedure of obtaining permission from the Home Ministry. RAP was in force till May 18, 1999, and the presence

of RAP still continues to loom large and create false anxiety in the mind of the foreign tourists.

- c. **Insurgency:** The problem of insurgency hampered all the development work and has become the drawback in every development strategy of the state. Bandh, strikes, curfews, kidnapping, killing and extortion converted as the structure of a day. The foreign and domestic tourists consider it risky to visit this part of the country, in view of prevailing law and order situation.
- d. **Lack of Basic Infrastructure:** To attract tourists and promote tourism infrastructural facilities, well-founded communications, circulation of information, availability of equipment for different sports activities etc. are needed. Most of the places of tourist attraction are not by the side of the nationals' highways, and approach roads are in bad condition. This is a strong discouraging factor, which works against a good inflow of the tourists.
- e. **Lack of coordinated Efforts:** For development of tourism industry properly, there should be proper coordination among all the agencies related to the industry. Special focus should be given on partnership of public and private to tap the undeveloped potential opportunities. But the coordination among the agencies that are associated with tourism is not effective and appreciable enough in Assam.
- f. **Need of Trained tourist Guides:** Practically Assam does not have trained guides in important places of tourist attraction. As a result, there is barely someone to satisfy the curiosity of the tourist, as the tourists arrive at such a place. The Department of Tourism initiated a program to train tour, but the effort does not yield good result.
- g. **Problem related to finance:** The local entrepreneurs are not getting proper financial assistance from government, bank and other financial institutions. The financial institutions are interested to provide financial assistance mainly to industrial undertaking. These institutions have common notion that state tourism sector is not in a viable position to earn profit.
- h. **Lack of basic facilities at tourist destination:** Facilities which are basic to attract tourist are still very much lacking almost all tourist spots of this study. These include basic

services such as pure drinking water, cafeteria, 24 x 7 hours electricity supply, well maintained and clean waiting rooms and toilets, first aid and wayside facilities such as lounge, and parking facilities etc.

- i. **Cluster proposal towards tourism:** The perception of tourist places in Assam is not set up even among the people of the state. There are hardly any proper organizations working towards the goal of commercializing and bringing pride to Assam's tourism.
- j. **Catering to the needs of local masses:** Problems like traffic, crowd, poor infrastructure, pollution, littering, underdevelopment, crime etc. are not just the problems of the tourists but also affect the local population residing in and around of the destination.

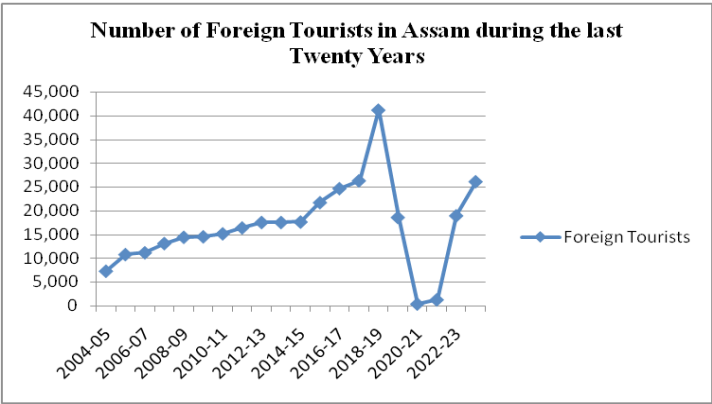
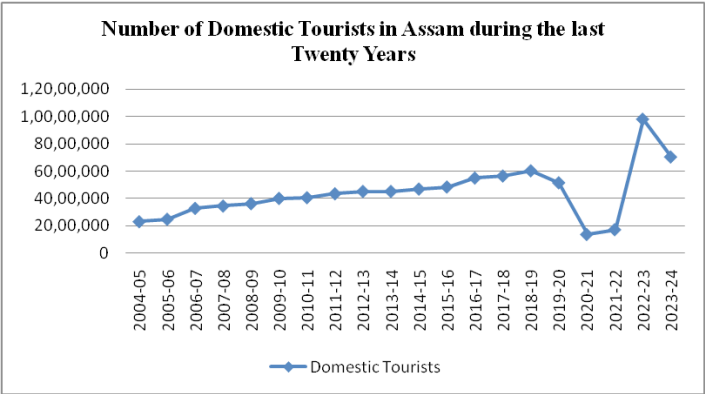
Tourism and Its Contribution to Economic Development

The importance of tourism industry in economic field grows rapidly each and every passing year. Assam is well blessed by nature, and it lays at the center of one of the world's richest biography areas. Sources revealed that revenue collected from tourism increase year by year, and it directly helps in economic development of Assam. Assam is well known for its cordial behavior for all visitors, whether they come from any place across the world. The development of the tourism sector can increase economic growth directly and also increases domestic incomes and effective demand by stimulates the growth of other related sectors through backward and forward linkages. This sector can contribute to economic development of the State positively. The following table shows the inflow of both domestic and foreign tourists to the state. The table reveals an increasing trend of both Indian and foreign tourist inflow

Table 5.1: Number of Domestic and Foreign Tourists to Assam.

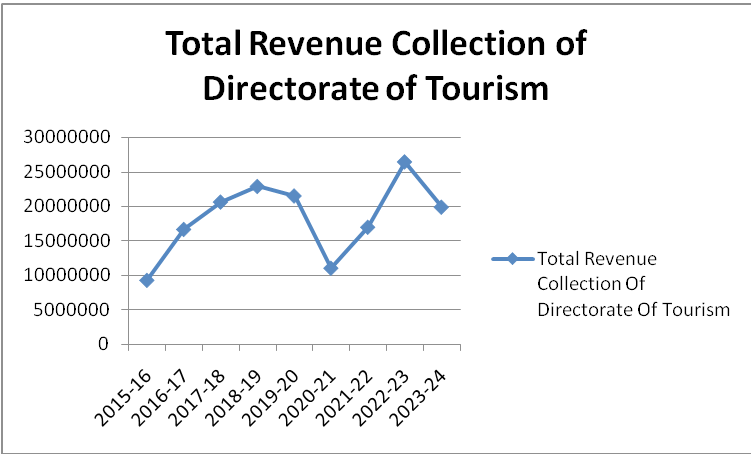
Year	Domestic Tourists	Foreign Tourists
2004-05	22,86,630	7,285
2005-06	24,67,656	10,782
2006-07	32,68,657	11,151
2007-08	34,36,484	13,105
2008-09	36,17,306	14,426
2009-10	39,98,706	14,533
2010-11	40,50,924	15,157

2011-12	43,39,485	16,400
2012-13	45,11,407	17,542
2013-14	45,11,407	17,542
2014-15	46,84,527	17,638
2015-16	48,35,492	21,725
2016-17	54,91,507	24,673
2017-18	56,42,950	26,320
2018-19	60,27,002	41,209
2019-20	51,46,307	18,594
2020-21	13,51,690	347
2021-22	17,01,701	1,231
2022-23	98,12,195	18,946
2023-24	70,41,206	26,129
2024-25		



Revenue Collection of Directorate of Tourism in Assam

Year	Total Revenue Collection of Directorate of Tourism
2015-16	9213492.00
2016-17	16606650.00
2017-18	20576627.00
2018-19	22843279.00
2019-20	21461173.00
2020-21	10971743.00
2021-22	16918063.00
2022-23	26409895.00
2023-24	19838168.00



From table 2 and figure we can see the growing trend of tourist inflow in the state as well as the revenue collection also in an increasing trend. It also depicts a picture of huge inflow of tourist in future and great earning source of the state. This sector has a great potentiality of employment in the state.

Share of tourism in GDP and Employment Generation

The tourism industry is a wind farm, generating several employment opportunities that positively smash global economies and societies. In India employment generation through tourism is a determining factor of economic growth. The industry creates multiple job opportunities across distinct skill levels, availing both urban and rural areas. These functions range from hotel staff and tour guide to crafts person and

entrepreneurs. In the financial year 2020 Travel and tourism sector in India come up with employment to nearly 80 million people and Making up of five percent of the country's GDP. In 2021, around 5.8% contributed to the total GDP of the country which amounted to over 13 billion Indian rupees. As per the report of WTTC (World Travel and Tourism Council) in 2022 travel and tourism industry contributes worth Rs 15.7 trillion to India's economy and 37.2 million people was employed in this sector. As per the 3rd Tourism Satellite Account (TSA), 2015-16, the percentage contribution of tourism sector to the country's Gross Domestic Product (GDP) for 2015-16 to 2022-23 is given below:

Tourism GDP	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Total Share in GDP (in %)	5.09	5.04	5.02	5.01	5.18	1.50	1.75	5.00
Direct (in %)	2.65	2.62	2.61	2.61	2.69	0.78	0.91	2.60
Indirect (in %)	2.44	2.42	2.41	2.40	2.49	0.72	0.84	2.40

Assam is the most vibrant of eight states comprising the Northeast; the state is a treasure trove of natural beauty and diverse history. Assam in particular has vast tourism potentials, which are to be explored yet. It is necessary to get adequate investment and attached and correlated efforts from the entire concern department to explore tourism potentials. With the great potentialities of tourism sector in Assam it contributes various economic benefits to the economy of the State. Assam's tourism sector contributes to state GDP around 5.5%, and it also has been providing approximately 10.5% of the total employment of the state. For the development of the tourism sector in Assam, the challenges should be removed. Tourism infrastructure is inadequate in the state, so by providing good transport and communication and making sufficient provision for accommodation of the tourists at and near the tourist spots with all types of civic facilities the states can earn massive amount of income from tourist sector.

Conclusion

Today, the tourism business is one that is both leading and emerging globally, and some people even rank it as the top industry. Traveller demands have always changed as a result of demographic, sociostructural, and sociocultural trends, and service providers in the tourism industry must make significant adjustments. The latent vulnerability of tourism as a boom sector has been well illustrated by war and tourism, bad weather, the ongoing globalisation of tourism, and the ageing of society (which is becoming more and more visible in the public consciousness). The current report offers a thorough examination of the advantages, disadvantages, possibilities, and risks facing Assam's tourist industry. This provides a comprehensive picture of the current situation regarding performance and its many stages. Right now, a well-thought-out design and plan for every traveller is important. Therefore, a successful and efficient marketing plan would have a profoundly revolutionary effect on Assamese tourism.