

PROBLEMS AND PROSPETS OF TOURISM INDUSTRY IN KARBI ANGLONG DISTRICT OF ASSAM

Dissertation Submitted in Partial Fulfilment of the Requirements for the Award
of the Degree of Master of Commerce (M.Com).



Submitted by

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DECLARATION

I, Anamika Banik, hereby declare that the work carried out in this M. Com Dissertation is my original work under the supervision of Dr. Bhaskar Saikia, Head(i/c) and Assistant Professor, Department of Commerce, Mahapurusha Srimanta Sankaradeva Viswavidyalaya, Assam. The present research work has not been submitted previously at any other university or institution of higher education for the award of any other degree.

I have appropriately acknowledged the authors of the research publications by citing or quoting their works in the dissertation. I want to clarify that I have not intentionally included the research work of others reported in various sources of journals, reports, dissertations, theses or websites and claimed it as my own. Instead, I have properly cited these sources and credited them as references in my research work.



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মহাপুরুষ শ্রীমন্ত শঙ্করদেব বিশ্ববিদ্যালয়
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CERTIFICATE

This is to certify that the dissertation titled '**PROBLEMS AND PROSPETS OF TOURISM INDUSTRY INKARBI ANGLONG DISTRICT OF ASSAM**' submitted by **Ms. Anamika Banik**, Roll No: COMM-01/23 in partial fulfillment of the requirements for the degree of **Master of Commerce (M.COM)** is a bonafide record of original research work carried out under my supervision. The contents of this dissertation have not been submitted for any other degree or diploma elsewhere.

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ACKNOWLEDGEMENT

Firstly, I extend my gratitude to the divine for their blessings, which have been pivotal in the successful culmination of my research endeavours.

I wish to convey my heartfelt appreciation to my research mentor, Dr. Bhaskar Saikia, Head(i/c) and Assistant Professor, Department of Commerce, Mahapurusha Srimanta Sankaradeva Viswavidyalaya. His invaluable guidance and supervision have been indispensable in completing this work. He has served as an exceptional mentor, and I am deeply grateful for his unwavering support and encouragement.

I am also thankful to Mr. Ripunjoy Goswami, Assistant Professor, Department of Commerce, Dr. Sanjib Hazarika, Assistant Professor at MSSV, Nagaon, for their dedication, support, and affable demeanour throughout my academic journey. Without their guidance and encouragement, I would not have reached this milestone.

Lastly, I express my sincere appreciation to my family, college instructors, friends, classmates, and all well-wishers. Additionally, I extend my gratitude to the entire teaching and non-teaching staff of MSSV, Nagaon, for fostering a safe and supportive environment that enabled me to focus on my studies amidst various challenges.

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ABSTRACT

The tourism industry plays a vital role in the economic, cultural, and infrastructural development of any region. This dissertation explores the existing problems and potential growth avenues for the tourism sector in Karbi Anglong, a picturesque hill district in Assam, known for its biodiversity, natural beauty, and rich cultural heritage. Despite being endowed with eco-tourism potential, scenic landscapes, and ethnic diversity, the region's tourism industry remains underdeveloped due to inadequate infrastructure, poor transportation, limited promotional activities, lack of trained manpower, and insufficient government support.

The study adopts a descriptive research methodology and utilizes both primary and secondary data. Primary data were gathered through a structured questionnaire filled out by 82 respondents, comprising tourists and local residents. The findings highlight the popularity of eco- and cultural tourism in the region, with Velu Ghat and Gorom Pani as prominent tourist attractions. While the natural beauty is rated highly by most respondents, the major challenges identified include poor infrastructure, lack of accommodation, safety concerns, and limited publicity.

The study suggests that with coordinated efforts from government, private sectors, and local communities—along with improved infrastructure, training programs, and strategic marketing—Karbi Anglong can emerge as a leading tourism destination in Northeast India. The research underscores the need for sustainable, community-driven tourism development and recommends policies to leverage the district's untapped tourism potential for inclusive growth.

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CHAPTER - I

INTRODUCTION

1.1 Introduction

Tourism has grown as one of the world's most rapidly growing industries, being an important agent for regional development, cultural interchange, and economic advancement. India, with its rich cultural diversity and wide geographic variability, holds great potential for expansion in the field of tourism. Among its numerous uncharted attractions, Karbi Anglong — a scenic district in the middle of Assam — is a region of breathtaking natural beauty, rich tribal heritage, and extraordinary biodiversity. Surrounded by hills, forests, waterfalls, and wildlife reserves, Karbi Anglong possesses all the qualities of a potential tourist hub. Yet, for all its vast possibilities, Karbi Anglong tourism is still in an underdeveloped stage owing to several challenges that require immediate attention.

Karbi Anglong is dominated by the Karbi tribe and other native groups, who have retained their age-old traditions, festivals, and ways of life for centuries. The region is endowed with stunning scenery, including the Diphu Hills, the verdant green Kopili River valley, and various cascading waterfalls like Amreng and Langvoku. It also boasts significant wildlife sanctuaries like the Kaziranga-Karbi Anglong Elephant Reserve and the Garampani Wildlife Sanctuary, which provide refuge to varied species of flora and fauna, including threatened ones. These natural and cultural resources pose enormous opportunities to promote eco-tourism, adventure tourism, cultural tourism, and rural tourism in the district.

The strengths notwithstanding, tourism in Karbi Anglong encounters a number of issues that go against its progress. The greatest among them is poor infrastructure. The absence of good roads, inadequate public transportation, poor accommodation facilities, and underdeveloped communication systems hinder access to destinations by tourists, making it troublesome and inconvenient. The lack of quality hotels, resorts, and restaurants deters travelers from staying longer and discovering the region. Also, lack of sufficient promotional activities has kept Karbi Anglong away from domestic and international travelers. In contrast to other favored tourist spots, there is a shortage of effective marketing, tourist information centers, and web presence that could draw people.

Lack of proper planning and policy implementation is another major issue. Karbi Anglong's tourism development is still in a state of disorganization, with no proper coordination between the government, local people, and private entities. Moreover, factors such as political instability, ethnic clashes, and sporadic activities of insurgents provide a sense of insecurity among prospective tourists. Environmental degradation, frequently resulting from uncontrolled human activities, also jeopardizes the natural beauty of the area, rendering sustainable tourism an essential imperative. The limited training and awareness among the local population about tourism also limit the advantages they can derive from this industry.

Yet, the future of tourism in Karbi Anglong is very bright if the challenges are resolved effectively. With adequate investment and planning, the district can become a desirable tourist spot. Establishing eco-friendly facilities such as improved roads, environmentally friendly lodging facilities, and tourist facilities is of prime importance. Marketing using social media, travel shows, tourism fair attendance, and associations with travel operators would

raise the profile of Karbi Anglong. Cultural events, adventure sporting events, and ecotourism activities organized there would target niche tourists in search of the real thing.

In addition, tourism involvement of local populations may help make the economic benefits equitably shared. Training programs in hospitality, guiding, handicrafts, and local food can empower residents and improve the quality of tourist facilities. Conservation schemes for the environment, including management of tourism in sensitive ecosystems and encouragement of responsible travel, will assist in keeping the district's ecological balance intact.

Government patronage, both policy-level support and funds, is necessary to develop a sustainable tourism pattern in Karbi Anglong. The government-private sector-NGO-community body partnership will prove to be critical in realizing the tourism potential of the district. With proper strategies, Karbi Anglong has the potential not only to be a top-ranked eco-tourism destination of Northeast India but also a template for community-oriented, sustainable tourism development.

1.2 Objective of the study:

1. To examine the current tourism scenario in the Karbi Anglong district of Assam.
2. To highlight the problems and prospects of cultural tourism in the region
3. To identify the problems faced by the tourist

1.3 Research Questions

1. What is the state of tourism infrastructure and facilities in Karbi Anglong currently?
2. What are tourists' perceptions about safety, accessibility, and facilities in Karbi Anglong?
3. What is the contribution of government policies and local governance towards developing tourism in the district?
4. What are some likely tourist spots (natural, cultural, historical) to develop further in Karbi Anglong?
5. What are the challenges and opportunities for private sector involvement in the tourism sector of Karbi Anglong?

1.4 Scope Of The Study

This project gives the researcher great exposure to the tourism industry of Karbi Anglong district of Assam.

The study identifies the types of prospects and problem the tourist is facing. The study also focusses on the satisfaction and facilities they get from the tourism industry this research is done to improve the tourism industry of Karbi Anglong. Karbi Anglong or the land of karbis may well be called the heart beat of Assam. This beautiful large sprawling district lies in the Centre of Assam. This research helps the researcher in knowing the different spots of tourism in Karbi Anglong.

The study also focuses on the eco-tourism

1.5 Significance Of The Study

Tourism is vital for the success of many economics around the world. There are several benefits of tourism on host destination tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructure of a country.

Some significance of the study:

- Government that rely on tourism for a big percentage of their revenue are getting a great significance from.
- The study gives an improvement in infrastructure to the place as the researcher has stated all the problem regarding infrastructure in his/her research. This lead to new

roads and highways, development of parks improved public space, new airports and possible better schools and hospital safe and innovative infrastructure.

- It gives a great opportunity for foreigners to learn a new culture and visit new places of that particular area.
- Tourism gives a local citizen's young entrepreneur so that they can establish new products and services that would not be sustainable on the local population.
- It also provides numbers of jobs not only a part of the tourism sector but may also include agricultural sector, communication sector, health sector, and the educational sector.
- It provides a great profit to the local restaurants, shopping centers and stores etc. as through this study they will know about the tourist preference.
- It will also provide a great advantage to the tourism industry of Karbi Anglong as they can know all the limitation and problems of tourist and according to that they can improve their facilities.
- Travel agency can use this research as they can know more about the tourist of Karbi Anglong according to this research they can improve their facilities.
- It will provide the government towards the development of the state.
- Other researcher may use this study for their reference further researches.

1.6 Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of study in how research is done systematically. The effectiveness of research work mainly depends upon the kind of method and procedures followed in stepwise execution of the study. Adequate knowledge of

research methodology is very much necessary for investigator. The methodology of the study comprises population, samples, sample tools used etc.

The main aim of the present study is to collect primary data from the respondents and analyse these data in order to know the prospects and problems of tourism industry in Karbi Anglong. The research method is descriptive in nature. In addition to collect data, some other data such as reports and journals published on the internet have also been to assist in the completion of the project.

1.6.1 Participants

The survey was conducted in Karbi Anglong with a total of 80 respondents. The data for each participant was reviewed for completeness and correctness.

1.6.2 Nature of the Study

The survey was conducted is descriptive in nature because it is based on description of prospects and problems of tourism in Karbi Anglong by means of surveys and fact findings enquiries. Descriptive research includes surveys and fact-finding enquiries of different kinds. It is data-based research, coming up with conclusions which are capable of being verified by observing or experiment.

1.6.3 Data Collection Method

There are two ways to collect data. Data collected from any sources that have been published already in any forms is known as secondary data. On the other hand, primary data is generally collected through interviews, observations, experiments and questionnaires. In the present study, both primary data and secondary data have been used.

Primary data is collected in the form of questionnaire distributed among respondents, personal interviews and telephone interviews.

Secondary data are collected from published reports, journals and articles mainly from the internet.

1.6.4 Research Instruments

The research instruments used for collecting and analyzing the data is a well-structured n questionnaire. After that simple percentage method and basic arithmetical tools like pie diagrams, bar diagrams and charts were used for analysis.

1.6.5 Method of Sampling

Sampling method is the procedure of selecting units in the sample. There are two basic methods of sampling: probability sampling and non-probability sampling. In probability sampling, each sampling unit has an equal chance of beings selected in the sample. In non-probability sampling, no particular method is adopted for selecting the units of the sample. Convenience sampling is a type of non-probability where samples are drawn because of the ease of their volunteering or selecting units because of their availability or easy access.

For conducting this study, convenience sampling method is used.

1.6.6 Research Design

Extreme care has been taken while preparing the research design keeping in mind the objectives of the study. The study was conducted with the help of a structured questionnaire to collect data about the prospects and problems of tourism industry in

Karbi Anglong. The questionnaire was design to collect information about the demographic profile of the respondent such as age, gender, occupation etc. in addition to this, various questions in addition to this, various questions related to the tourist visits to Karbi Anglong, purposes to visit in Karbi Anglong, factors influence them in choosing destination in Karbi Anglong, their best tourism spots in Karbi Anglong etc. were asked from respondents. Questionnaire are mostly filled up by personal interview, online survey and telephone interviews.

A total of 82 respondent were taken and all of the 82 respondent were entertained for final analysis and interpretation.

CHAPTER – II

LITERATURE REVIEW AND RESEARCH GAP

2.1 Literature Review

Gajbhiye (2016), "A Study of Contribution of Tourism towards Economic Development with reference to Ratnagiri District of Maharashtra" examines how tourism has impacted the region's economy and local communities. The literature emphasizes Ratnagiri's coastal beauty, historical sites **Gajbhiye (2016), "A Study of Contribution of**, and cultural heritage as key attractions driving tourism. Scholars identify the beneficial economic effects, including employment creation, income generation, and development of infrastructure, especially in the hospitality, transportation, and local crafts sectors. The literature, however, also identifies issues of seasonality, over-reliance on tourism, and environmental degradation that must be managed to ensure sustainable growth. Gajbhiye's research indicates that although tourism has made a substantial contribution to the economic growth of the district, strategic planning, diversification of tourism products, and community participation are required to ensure maximum benefits with environmental sustainability.

Alnajjar (2016), "A STUDY ON PROBLEMS AND PROSPECTS OF TOURISM INDUSTRY IN YEMEN" excavates the rich cultural heritage, historical landmarks, and natural attractions of the country as possible drivers for tourism development. The literature identifies Yemen's old cities, UNESCO World Heritage Sites, and varied landscapes as major resources for tourism development. Scholars, however, identify various challenges such as political instability, security issues, poor infrastructure, and lack of marketing efforts that have hampered the growth of the sector. The literature indicates that in spite of these challenges, there are hope for Yemen tourism, especially in the event that there is sustainable tourism practice emphasis, enhanced security measures, as well as concerted marketing efforts targeting specific niches. The paper highlights the role of policy liberalization, investments in infrastructure development, and mutual cooperation with domestic communities in refurbishing and market Yemen's tourist industry in a sustainable.

Das (2013) , "Prospects and Problems of Tourism Industry in Assam" have emphasized Assam's multifaceted attractions like Kaziranga and Manas National Parks, the Brahmaputra River, and colorful indigenous festivals like Bihu. Nevertheless, the industry is beset with a number of challenges like poor infrastructure, political upheavals, and environmental issues. Inadequate connectivity, low promotional activities, and concerns about sustainable tourism development are some of the key issues that inhibit its growth. Even with these challenges, strategic policy interventions, better infrastructure, and eco-tourism efforts can boost Assam's role as a premier tourist destination. The literature is in favor of an inter-

governmental, community, and private stakeholder cooperation to tap the potential of Assam's tourism sector.

Saikia (2020), "A Study on Problems and Prospects of Tourism in Assam," discusses the possibility of tourism as a driver of economic growth in Assam, given its underdeveloped state today. Both primary and secondary data are used to analyze five of the major tourist spots: Kaziranga, Manas, Majuli, Kamakhya, and Sivasagar. The research points out various hindrances to tourism development, such as poor infrastructure, inadequate marketing, and political instability. However, the research also points out various opportunities for development by tapping Assam's cultural wealth, wildlife diversity, and natural splendor. The research calls for strategic development and investment to tap these opportunities suitably.

Gaonkhowa (2023), "Growth of Tourism Industry in Assam: It's Prospects and Challenges" have discussed the state's rich cultural heritage, natural beauty, and biodiversity as key assets for tourism development. However, the literature also points out several challenges, including inadequate infrastructure, lack of awareness, and the need for sustainable tourism practices. Despite these hurdles, Assam's tourism sector is considered to have strong prospects particularly in ecotourism, adventure tourism, and cultural tourism, provided there is effective policy implementation, investment in infrastructure, and promotion of the state's unique offerings.

Buhalis & Zoge (2007), "The Strategic Impact of the Internet on the Tourism Industry" demonstrates how the Internet is changing conventional tourism practices and structures. The travel industry was linearly structured before the Internet, with suppliers like hotels and airlines mainly depending on middlemen like tour operators (TOs) and travel agencies (TAs) for distribution via GDSs and CRSs. By allowing suppliers to communicate directly with customers and avoid middlemen, the Internet upended this system, reducing distribution costs and boosting market transparency. Through the facilitation of global reach, real-time service offerings, and customized marketing strategies, it enabled small and medium-sized enterprises (SMEs) to compete with larger players. Additionally, the literature points out that although forecasts indicated a decrease in intermediaries (disintermediation), the Internet caused new kinds of intermediaries (reintermediation) to appear, including online.

Bhutia (2020), "Sustainable Tourism for Regional Development in North-East States of India: Trends, Problems and Prospects" examines the possibilities and difficulties of tourism in northeastern India. According to the study, this eight-state region has a great deal of physical and cultural diversity, but its potential for tourism development is still largely unrealized. It highlights how tourism can spur regional growth and names sustainable tourism as a crucial tactic for utilizing the area's natural and cultural assets. The review recognizes the value of local entrepreneurship and community involvement in promoting sustainable growth. Additionally, it talks about how tourism, especially

eco-tourism and cultural tourism initiatives, can promote economic growth, reduce poverty, and create jobs. Notwithstanding these advantages, the literature highlights a number of barriers, such as inadequate infrastructure, problems with accessibility, security worries, and the requirement for legislative changes.

Gupta (2024), "Challenges in Promoting Rural Tourism in India" emphasizes the huge potential of rural tourism in promoting sustainable development, cultural conservation, and economic growth in India. Yet, despite its benefits, the industry is confronted with several barriers such as poor infrastructure, poor marketing, cultural and language barriers, and low community involvement. The review examines international and Indian case studies like Raghurajpur, Hodka, and Tuscany, which provide successful models of rural tourism based on community involvement, sustainability, and good marketing. It highlights the importance of combining digital technology, state assistance, and environmentally friendly measures to tackle challenges. The literature emphasizes the need for synchronized policy frameworks and capacity-building schemes to empower rural communities, making rural tourism a sustainable and inclusive economic force.

Kumar (2022), "Growth of Tourism Industry in India – Opportunities and Challenges" explores the rapid expansion of India's tourism sector and its economic impact. It highlights tourism's role in job creation, GDP growth, and foreign exchange earnings. The review discusses major challenges, including inadequate infrastructure, safety concerns, lack of skilled workforce, and weak marketing strategies. It also emphasizes policy interventions such as the National Tourism Policy 2021, which aims to enhance tourism competitiveness, sustainability, and investment. Various studies cited in the review point to the potential of ecotourism, medical tourism, and cultural tourism in India. However, issues like environmental degradation, accessibility, and public perception hinder further growth. The literature suggests targeted strategies to strengthen tourism infrastructure and governance.

Gurunathan & Lakshmi (2024), "Indian Tourism – Emerging Opportunities, Challenges and Future Trends" discusses the diverse character of India's tourism industry, highlighting its economic growth, employment generation, and cultural exchange contribution. It cites a number of prominent works, including Theobald (1998), noting tourism's contribution to world connectivity, and Tanrisever et al. (2024), who stress rural and health tourism development. The review identifies India's strengths in terms of its varied heritage, landscapes, and medical tourism opportunities and identifies weaknesses such as infrastructure gaps, safety issues, and poor marketing. It uses the reports of UNWTO and WTTC to illustrate tourism's global and domestic economic importance. The review determines that a cooperative strategy through policy reforms, infrastructure development, and strategic marketing is necessary for capitalizing on India's tourism potential.

Gautam (2021), "The Effects and Challenges of COVID-19 in the Hospitality and Tourism Sector in India" emphasizes the severe global and domestic effects of pandemics on tourism by comparing them to previous crises such as 9/11 and the

tsunami in 2004. It underscores that the COVID-19 pandemic has created such unprecedented disruptions to hospitality and tourism in India that it has resulted in extremely sharp declines in demand, enormous job losses, and economic contraction. The review cites research by Hall et al. (2020) and organisational reports from the ILO and WTTC, describing the socio-economic impact of the pandemic and its burden on service sectors. It further mentions the reorientation of tourism demand, airline and hotel sector collapse, and the imperative necessity for adaptive marketing efforts and government support to enable recovery and guarantee long-term viability.

Nayak & Mishra (2013) , “Problems and Prospects of Promoting Tourism in Meghalaya” The study underscores the global and regional importance of tourism as a vehicle for economic development, employment generation, and cultural exchange. It discusses how tourism has come to serve as an important source of foreign exchange and local income for several developing countries, including India. The review provides statistics on growth among global tourism destinations and analyzes the development potential of Northeast India, specifically Meghalaya, based on its rich biodiversity, wide ethnic diversity, and natural attractions. However, the literature indicates serious constraints to tourism development such as the lack of adequate infrastructure and connectivity, security concerns, insufficient professional hospitality, and limited involvement of the private sector. The literature identifies other issues such as insurgency, environmental degradation, and socio-political disorder of this region as serious impediments to tourism development in this region.

Das & Acharjee (2013), “Problems and Prospects of Cultural Tourism: A Case Study of Assam, India” emphasizes cultural tourism as an upcoming area with enormous possibilities for Assam because of its vibrant cultural heritage, societies, festivals, arts, and crafts. The review stresses that the captivating aspects of indigenous culture, customary practices, fairs and festivals, folk dances, and music, handicrafts, and archaeological monuments are significant draws for tourism. There are currently challenges pertaining to infrastructure capacities, inadequate publicity, and few opportunities to restore heritage locations, little community involvement, and socio-political instability that can prevent growth of cultural tourism. The review indicates there is need for the strategic interventions that involve promotion, infrastructure, historical site renewal, and eventual community involvement, to improve and realise the full potential for cultural tourism.

Sudha et.al., (2023), “Tourism & Hospitality Industry: Problems and Prospects of India” highlights how important the tourism and hospitality industries are to India's economic expansion, job creation, and foreign exchange profits. The review emphasizes how India's natural beauty, historical sites, and rich cultural diversity make it a popular travel destination worldwide. Nonetheless, it highlights significant obstacles such as insufficient digital marketing, regulatory barriers, security issues, a shortage of skilled labor, and inadequate infrastructure. Other negative effects of uncontrolled tourism are

cultural insensitivity and environmental degradation. The review discusses emerging opportunities in niche areas like medical tourism, adventure tourism, and eco-tourism. Additionally, it makes reference to government programs like "Incredible India" and highlights how technology can improve the traveler experience while advancing sustainable development.

Chutia (2015), "Prospects and Problems of Tourism Industry in Assam" identifies tourism as a quickly expanding worldwide sector with substantial employment and income-generating potential in Assam. The review highlights the state's distinctive cultural legacy, biodiversity, and natural beauty, all of which present numerous chances for adventure, wildlife, tea, eco, and pilgrimage tourism. Notwithstanding these opportunities, the literature lists a number of difficulties, such as poor policy execution, insurgency, restricted area permits, a lack of qualified tour guides, inadequate infrastructure, and little stakeholder coordination. It cites research and reports that indicate Assam's tourism sector could compete with well-known travel destinations like Bangkok and Singapore with the right development. In order to fully realize Assam's tourism potential, the review emphasizes the necessity of strategic planning, policy reform, infrastructure development, and community involvement.

Ronghang & Sen (2022), "Tourism Potentials in the Karbi Anglong Autonomous Council Districts (KAAC) of Assam" examines Karbi Anglong's substantial tourism development potential. It makes reference to past research by Chutia (2015), Saikia (2018), and Tokbi (2017) that emphasizes Assam's thriving tourism industry, natural beauty, and rich cultural legacy. Noting Karbi Anglong's distinctive flora, fauna, and ethnic culture, the literature highlights the region's appeal in terms of wildlife, ecotourism, tea tourism, and adventure tourism. Notwithstanding its potential, issues like poor marketing, poor infrastructure, political instability, and communication barriers still exist. The review also emphasizes how festivals, like the Karbi Youth Festival, help to advance cultural tourism. To fully utilize the district's tourism potential, prior research recommends better infrastructure, tourism policies, and public-private partnerships.

Rana & Kumar (2016), "The Prospects and Challenges of The Tourism Industry in Uttarakhanda" major Himalayan location. It emphasizes how tourism contributes to local economic growth by creating jobs and boosting infrastructure. Nonetheless, the literature highlights important problems like biodiversity loss, aesthetic pollution, environmental degradation, and climate change, which are mostly caused by unplanned tourism and infrastructure expansion. The authors contextualize Uttarakhand's negative tourist growth following the 2013 Himalayan tsunami by citing national and international reports, including data from the World Travel and Tourism Council. To restore the region's tourism potential, the study incorporates strategic management ideas such as the "S" curve and destination discontinuity models, and it suggests organized frameworks for disaster management and sustainable tourism development.

Kaushal & Srivastava (2021), “Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India” examine how the COVID-19 pandemic has negatively affected India's travel and hospitality industries. The study identifies important challenges and lessons learned based on qualitative interviews with 15 senior academicians and industry professionals. It draws attention to important problems like workforce management, the need for improved crisis preparedness, and higher health and hygiene standards. In reaction to the crisis, the writers examine new developments such as digitization, multiskilling, and sustainable practices. The long-term effects of the pandemic on consumer behavior, operational continuity, and human resource management are highlighted in the study. It adds to the developing theory of crisis management in the travel and hospitality sector by making useful suggestions for the recovery and resilience of the sector. The study emphasizes the need for flexible approaches to deal with unforeseen circumstances in the future.

Dr. Sarkar et.al., (2024), “The Growth, Prospects, and Challenges of Sustainable Tourism in Tamil Nadu”. The report emphasizes the socioeconomic benefits of tourism, especially in terms of employment and state GDP growth, while highlighting its varied attractions, which include beaches, temples, hill stations, and historical sites. Tamil Nadu's domestic tourism industry is resilient in spite of the pandemic's setbacks, with growing prospects in eco-tourism, rural tourism, and medical tourism. The study examines tourism trends and how they relate to economic indicators using descriptive analysis combined with qualitative and quantitative methods. Inadequate infrastructure, ineffective policies, and environmental issues are among the difficulties. The goal of government initiatives such as eco-tourism policies and skill-development programs is to increase the sustainability of tourism. The study comes to the conclusion that there is a lot of room for balanced, sustainable tourism growth in Tamil Nadu.

Yadav (2024), “A Study of Tourist Problem in Agra” this study explores the difficulties that visitors encounter in Agra, one of India's most important historical and cultural sites. The writers look at things like poor sanitation, inadequate infrastructure, poor transportation, and a lack of tourist amenities. The study, which used a descriptive-analytical approach and primary data from 120 respondents, demonstrates the high level of discontent among visitors, especially with regard to safety precautions, waste management, and maintenance. Government programs like PRASAD and Swadesh Darshan are discussed as ways to enhance religious tourism experiences and tourism infrastructure. In order to address these problems in a sustainable manner, the paper places a strong emphasis on community involvement, stakeholder collaboration, and policy changes. The results emphasize the necessity of thorough planning to maintain Agra's cultural legacy and improve visitor satisfaction, guaranteeing the area's long-term economic gains.

Hoque (2024), “Tourism in Latehar district of Jharkhand, India: Potential, Challenges and Opportunities” emphasizes how important tourism is to economic growth, especially in rural areas like Jharkhand's Latehar district. Scholars like Subhash T. (2015) and

Mahalakshmi Venkatesh and Joseph Michej Raj (2016) highlight the potential of tourism in creating jobs, generating foreign exchange, and developing infrastructure. However, obstacles like poor infrastructure, health and safety issues, and insufficient facilities restrict its expansion. The contribution of tourism to foreign direct investment and cultural promotion is further highlighted by Naveen Kumar and Binoy (2017). The diversity and dynamic potential of India's tourism industry are highlighted by Rajender et al. (2020). All of the research points to the necessity of legislative actions to improve infrastructure and optimize socioeconomic gains, especially for developing areas like Latehar.

Nargis & Hossain (2021) , “An Analysis of the Challenges and Prospects of Tourism Sector of CHT: A Study on Khagrachari” highlights the potential for economic growth while examining the difficulties and opportunities presented by tourism in Khagrachari, Bangladesh. Important studies emphasize how important lodging (Sharpley, 2000), security (CHT Commission), and transportation (Lamb & Davidson, 1996; Prideaux, 2000) are to the expansion of tourism. Reliable energy, internet connectivity, and accessibility continue to be major obstacles (USAID, 2005). According to Hall et al. (2003) and Hjalager & Richards (2002), food tourism offers chances through regional culinary experiences. According to the review, tourism has the potential to reduce poverty, create jobs, and improve infrastructure (Liu, 2007; Khondker & Ahsan, 2015). Nonetheless, there are still limitations due to political unpredictability and inadequate infrastructure. According to the literature, resolving these issues can turn Khagrachari into a thriving tourist destination that greatly boosts the local economy.

Khound (2013), “Constraints and Prospects of Rural Tourism Development: An Overview of Tourism in Shyamgaon of Titabor of Jorhat, District (Assam)” emphasizes the Buddhist heritage, cultural festivals, and agricultural tourism of Shyamgaon in Titabor, Assam, as its main draws. In this region, there are opportunities for rural tourism to revive traditional arts, crafts, and practices, creating jobs and revenue. However, obstacles like poor transportation, poor infrastructure, a lack of funding, a lack of lodging, and a lack of local knowledge prevent it from developing. According to the study, Shyamgaon has the potential to develop into a thriving rural tourism destination with the help of targeted investments, awareness campaigns, and upgraded facilities. This is consistent with more general notions of rural tourism that emphasize community engagement and the conservation of natural and cultural heritage for sustainable growth.

Mishra & Nayak (2021), “An Inquest into Prospects of Tourism in Balasore District” focuses on the Balasore district and emphasizes the enormous potential of tourism in Odisha. Drs. Kabita Kumari Sahu and Suratha Kumar Das highlight the contribution of tourism to job creation, rural development, and economic growth. Notwithstanding Odisha's abundant coastal resources, historical monuments, and rich cultural legacy, issues like inadequate transportation, bad infrastructure, and a lack of marketing initiatives impede the state's tourism industry's expansion. Researchers like D. Amutha Joseph and

Anupama Sharma emphasize the importance of incorporating local communities in sustainable tourism practices. Global trends and opportunities for Odisha's coastal regions are highlighted by studies on coastal tourism (M. Honey, A.K. Sanyal). But tourists in Balasore continue to worry about things like safety, lodging, and information availability. By strategically addressing these barriers, tourism's contribution to the socioeconomic development of the district could be increased.

Jakati et.al.,(2022), “Development of Tourism Industry in Goa- Problems and Prospects” examines the growth, difficulties, and opportunities of Goa's tourism sector. Buckley (1999) and Lindberg and Hawkins (1993) highlight the importance of tourism worldwide and its dependence on the environment. Research by Sudheer (1992) and Bijender Punia (1999) emphasizes the potential of tourism as well as the importance of accessibility, infrastructure, and local perceptions. Goa is a popular tourist destination because of its natural beauty, rich cultural legacy, and welcoming populace. Environmental deterioration, cultural deterioration, and economic inequality brought on by foreign ownership and profit leakage are obstacles, though. Despite the fact that the sector creates a large number of jobs and accounts for more than sixteen percent of Goa's GDP, problems like pollution, overdevelopment, and social issues still exist. To balance the expansion of tourism with the preservation of the environment and society, these issues must be addressed through sustainable practices and legal frameworks.

Das (2017), “Prospects and problems of tourism in Assam” Assam's tourism industry demonstrates its enormous potential because of its historical significance, cultural diversity, and natural beauty. The rich biodiversity of Assam, which includes wildlife sanctuaries like Kaziranga and Manas, is highlighted by Runumi Das (2017) along with its importance for ecotourism, adventure, and culture. However, obstacles like inadequate lodging, poor infrastructure, communication breakdowns, frequent natural disasters, and insurgency problems impede progress. Research suggests using Assam's advantageous location in line with India's "Look East" policy to increase tourism. Improved public transportation and services, along with diversification into river and medical tourism, are also recommended. For Assam to become a popular national and international travel destination, authors like Basu (1998), Bhatia (1989), and Bezborouh (2006) emphasize the necessity of sustainable tourism policies and regional cooperation.

Islam & Akter (2021), “Problems and Prospects of Tourism Industry in Bangladesh: A Study on Cumilla District” on Bangladesh's tourism sector, with an emphasis on the Cumilla district, outlines both its opportunities and difficulties. Research highlights that Bangladesh's archaeological sites, rich cultural legacy, and natural beauty are important resources for the growth of the tourism industry (Sultana, 2016; Haque & Islam, 2015). But according to academics like Parveen (2013) and Islam (2009), the main obstacles are inadequate infrastructure, a dearth of marketing initiatives, and bad governance. The importance of tourism in creating jobs, lowering poverty, and promoting regional development is

highlighted by Roy et al. (2016) and Mondal & Haque (2018). Despite these advantages, worries about Cumilla's poor security, lack of tour operators, and small selection of lodging options still exist. To fully realize the sector's potential and support Bangladesh's economic growth, researchers advise boosting marketing strategies, guaranteeing security, and improving infrastructure.

Oshkordina A.A. & Chikurova T.Yu. (2020), “Problems and Prospects of Tourism Development in the Conditions of a Pandemic” highlights the COVID-19 pandemic's substantial effects on the travel and tourism sectors in Russia and around the world. The tourism industry is vulnerable to significant disruptions and financial losses, as noted by Oshkordina and Chikurova (2020). Tourism plays a vital role in economic development, according to studies by the World Travel and Tourism Council (WTTC) and the World Tourism Organization (UNWTO), but they also highlight how vulnerable it is to crises. According to Russian scholars like Shatko (2019) and Alexandrova (2019), the sector faces difficulties because of a lack of funding, policy support, and infrastructure, despite Russia's abundant natural and cultural resources. In order to revive the industry, academics emphasize the necessity of digital innovation, domestic tourism development, and anti-crisis management. In order to guarantee resilience and sustained growth in tourism after the pandemic, a focus is placed on client-focused and sustainable practices.

Gawali (2017), “problems and prospects of tourism industry in india” explores the various ways that tourism contributes to the economic growth of the country. The literature emphasizes how important tourism is to the creation of jobs, GDP, and cross-cultural interactions. Nevertheless, it highlights enduring issues that impede the sector's expansion, including poor infrastructure, a shortage of skilled labor, environmental deterioration, and safety concerns. Potential remedies to these issues are investigated through government policies, such as programs like "Incredible India" and eco-friendly travel methods. The review also addresses the prospects for heritage, eco-, and medical tourism, pointing to a bright future with the right investments and planning. The literature, taken as a whole, emphasizes the necessity of a well-rounded strategy to address the limitations of tourism while maximizing its potential.]

Sarkar (2024), “A Study on Economic Prospects and Challenges of Tourism Industry in Lakshadweep Islands” examines the problems and possibilities of tourism in this environmentally delicate area. The article highlights marine, adventure, and ecotourism opportunities while highlighting the islands' distinctive coral atolls. Water sports, dolphin dive sites, and immaculate lagoons are some of the main draws. However, the study points out issues like poor infrastructure, a lack of lodging and transportation options, and environmental risks brought on by the rise in tourism. Additionally examined is the effect of the COVID-19 pandemic on visitor arrivals. A SWOT analysis highlights the region's tourism industry's advantages and disadvantages. The study ends with suggestions for well-balanced

legislative actions to boost tourism and maintain Lakshadweep's environmental sustainability.

2.2 Research Gap

After reading through these reviews, I discovered that some researchers had already studied the tourism industry's prospects and problems. These studies were carried out by reputable research institutes, but our study focuses on the tourism industry's prospects and problems in the Karbi Anglong district of Assam. This study, however, focuses on the reasons why tourists travel to Karbi Anglong. Therefore, in order to close the gap in the body of existing literature, the current study attempts to investigate the various opportunities and problems of the Karbi Anglong tourism industry.

CHAPTER 3

CONCEPTUAL FRAMEWORK

3.1 Profile of Karbi Anglong

Karbi Anglong is a beautiful hill district in Assam, in northeastern India. It is the home of the Karbi people and many other tribal communities. It is endowed with natural beauty, green hills, forests, rivers, and waterfalls as well. The headquarters of Karbi Anglong is Diphu. The people mainly depend on agriculture, growing rice, vegetables, and fruit. Karbi Anglong has vast wildlife and famous wildlife sanctuaries like Kaziranga and Nambor. The culture is colorful with different festivals, dances, and traditional dresses. It is a peaceful place with gentle people and great tourism potential. Karbi Anglong is popularly called the "Heart of Assam" because of its central place in the state and natural beauty.

3.2 Tourism

Tourism is the activity of traveling away from where you live for leisure, recreation, business or other purposes for a limited time. It includes people traveling away from their usual experiences and staying in different destinations to experience new environments, cultures, attractions or services. Tourism can be both an experience of relaxation and enjoyment, but it is also an important component of economic and cultural exchange.

The United Nations World Tourism Organization (UNWTO) has defined tourism simply as "activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year d purposes of leisure, business and other purposes". This definition indicates that tourism is a term that includes domestic and international and any type of tourism whether it is cultural, eco, adventure, medical or religious.

Tourism has always been a vital part of a region/countries decision to develop. It creates jobs, supports many different segments of the economy, supports cultural heritage, aids in the development of needed infrastructure, fosters global understanding, contributes to and improves the protection of natural and historical resources and many more. Still, if tourism is poorly managed, it can negatively affect the environment and local culture. Responsible tourism practices should be employed in managing tourism development, to ensure tourism development is balanced with the need to maintain environmental and cultural integrity.

3.3 Types of Tourism

Tourism has two types and many forms on the bases of the purpose of visit and alternative forms of tourism. Tourism can be categorized as international and domestic tourism.

- 1. Domestic tourism:** Domestic tourism is defined as travel within your country for leisure, business, or other purposes. Domestic tourism is essential for local culture, economy, and attractions. Domestic tourists keep tourism-related business flowing all year long and contribute to a region's development without needing to travel internationally or use foreign exchange.
- 2. International tourism:** It involves going to another country for leisure, business, or cultural exchange. International tourism promotes cross-cultural understanding, cultural exchange, and economic growth. Tourists contribute to the host country's export earnings, create jobs, and help sustain mass hospitality industries on a global scale. International tourism requires the traveler to have valid travel documents (i.e., passport, visa, etc.) and mostly has intercultural interactions.

3.4 Prospects of Tourism

The Karbi Anglong district has significant potential as a tourism development area on account of its natural beauty, biodiversity, culture, and adventure tourism. The area is rich in tourism products: wildlife sanctuaries, rivers, lakes, hot springs, and cultural festivals. Tourism is more focused on nature tourism, wildlife tourism, eco tourism, cultural tourism, and adventure tourism. Although there is potential for development, the tourism economy has not occurred. Supporting tourism can increase employment for locals; particularly those engaged in seasonal jhum cultivation. More visitors will generate year round opportunities. It can also support sustainable development through marketing Karbi Anglong's distinctive environmental and cultural asset

The tourism potential of the district can be classified into the categories like:

- 1. Wildlife Tourism:** Karbi Anglong district is wildlife-rich and is therefore increasingly popular with wildlife lovers and eco-tourists. There are several exotic/rare and endangered species, including hoolock gibbon, stump-tailed macaque, golden langur, clouded leopard, pygmy hog, golden cat, and white-winged wood duck. These exotic/rare species further enhance the tourism potential of the district. There are 4 primary wildlife sanctuaries— Nambor, Garampani, East Karbi Anglong, and Morat Longri— and the proposed North Karbi Anglong Wildlife Sanctuary. These wildlife protected areas are ideal for various purposes such as wildlife watching, research, and sustainable tourism. Therefore,

Karbi Anglong can be a promising place for eco-tourism development.

- 2. Nature tourism:** Nature tourism, especially through wildlife sanctuaries, constitutes the main tourism zone of Karbi Anglong. The district is part of an Indo-Burma biodiversity hotspot, and has good flora, fauna, waterfalls, hills, streams and dense forests, which provide a perfect recipe for nature tourism. There are rare animals and birds as well. A report by consultancy giant Cooper & Lybrand 1996 identified Karbi Anglong as the most developed region of the Indian subcontinent. With proper development, the report indicated the region would surpass tourist arrivals of Singapore and Bangkok. Karbi Anglong also has immense potential for eco-tourism owing to its pollution-free environment, scenic beauty and pleasant weather. The development of roads and the provision of quality tents, food facilities, river cruising, bird watching towers and water sports infrastructure would attract both domestic and international eco-tourists to the region.
- 3. Cultural Tourism:** Karbi Anglong district has many ethnic tribes and communities, each with a distinct cultural identity. The 2001 Census for the district shows 14 unique socio-cultural features: customs, religious beliefs, languages, lifestyles, festivals, food habits, songs, and dances. These socio-cultural qualities make Karbi Anglong vibrant and diverse and provide visitors with cultural experiences that they cannot find anywhere else.

4. Adventure Tourism: Karbi Anglong district has a varied landscape of valleys, hills, forests, and rivers, making it an ideal destination for adventure tourism. The area is perfect for activities such as trekking, rock climbing, rafting, parasailing, and angling. The blue hills and the rivers are quite ideal for adventure tourism. The department of tourism has recently started behaviours that encourage a variety of adventure sports with the goal of attracting domestic and international tourists to experience and relish the wild beauty of the region.

3.5 Problems Of Tourism Industry

There are various problems for the development of Tourism Industry in Karbi Anglong district. The problems are-

- **Lack of Infrastructure:** Karbi Anglong's poor infrastructure includes a lack of good roads, few transit options, and a dearth of decent lodging options. Bad connectivity keeps many tourist destinations inaccessible. The absence of basic facilities like electricity, clean water, and sanitary facilities further impedes the growth of the tourism industry and deters prospective tourists from visiting the area.
- **Limited Promotion:** One of the main problems facing Karbi Anglong's tourism industry is the lack of promotion. The area's adventure potential, cultural legacy, and scenic beauty are not well promoted. Low tourist awareness and low visibility at the national and international levels are the results of the sparse use of digital platforms, travel media, and tourism campaigns.
- **Lack of Trained Manpower:** There is a lack of trained manpower in the tourism industry in Karbi Anglong. Visitors receive subpar services as a result of a shortage of qualified tour guides, hospitality employees, and tourism specialists. The area finds it difficult to satisfy the demands of both domestic and foreign visitors in the absence of adequate training and education in tourism management.
- **Lack of Government Support:** One major obstacle to Karbi Anglong's tourism development is the lack of government support. Inadequate infrastructure investment, poor site maintenance, and few legislative efforts to boost tourism are

all present. The region's tourism industry cannot grow sustainably if government agencies do not coordinate and plan for the long term.

3.6 Tourism Spots in Karbi Anglong

Here are some top tourism highlights in Karbi Anglong that blend natural beauty, cultural richness, and adventure:

- **Akashi Ganga**

Diphu is 65 km from Akashi Ganga. From the high hill, a divine stream of water flows into the Akashi Ganga. A magnificent Siva temple stands in front of it.

- **Khanduli Tourist Centre**

Khanduli is located on the Jowai-Shillong road, 26 km from the Hamren headquarters of west Karbi Anglong, and 70 km from Jowai-Meghalaya. The vast grassland that envelops it is covered in clear moonlight and has undulating, desert-like mounds. All year long, this place is ideal for family vacations and contemplative study trips.

Silveta

This picnic area is 37 kilometers away from Diphu. The area is encircled by a rain forest. It is simply connected to the highway. A stone bridge that was created by nature is also present.

- **Koka**

Koka, also known as Panimur, is shared by the districts of Karbi Anglong and Dima Hasao. Khironi West Karbi Anglong is the closest town. The water is blue. The Koka River is also a place for picnics and boat rides.

- **Toklangso**

In the East Karbi Anglong district's Balipathar, close to Singhasan Hill, is a waterfall called Toklangso. It is a recently discovered tourist destination that gained popularity during the COVID-19 lockdown. There are many different animals and birds, including tigers, bears, hogs, deer, fish, ant eaters, porcupines, and kingfishers, parrots, mainos, and pigeons. November through June is the ideal time to visit.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1 Representing the Age of the Respondent

AGE	FREQUENCY	PERCENTAGE
Below 20	18	22
21-30	29	35.4
31-40	18	22
41-50	10	12.2
51 and above	7	8.5
Total	82	100.1

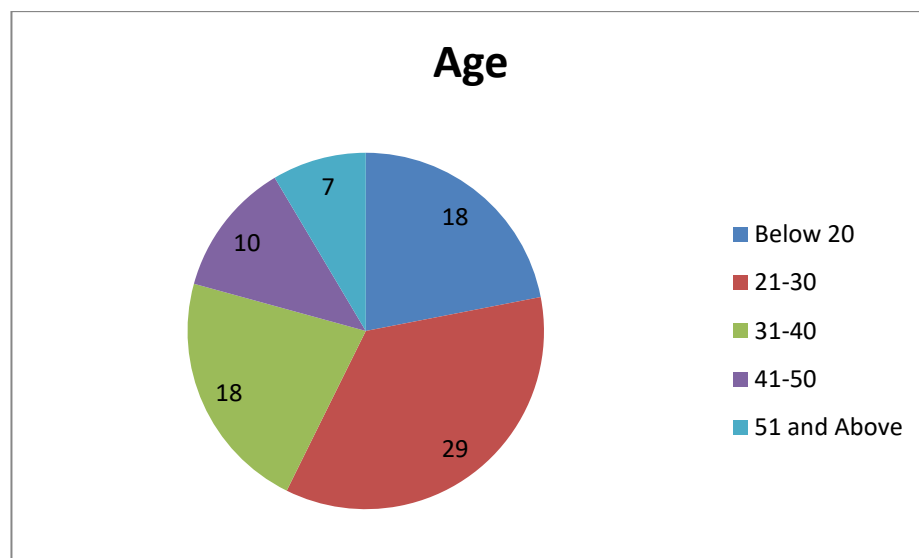


Figure 4.1 Representing the Age of the Respondent

INTERPRETATION: From the above table 4.1 and figure 4.1 it was observed that the age of the tourist out of 82 respondents, 22% of the tourist are below 20, 35.4% of the tourist are from 21 to 30 age, 22% of the tourist are from 31 to 40 age, 12.2% of the tourist are from 41 to 50 age, 8.5% of the tourist are from 51 and above.

Table 4.2 Representing the Gender of the Respondent

Gender	Frequency	Percentage
Male	41	50
Female	41	50
Other	82	100

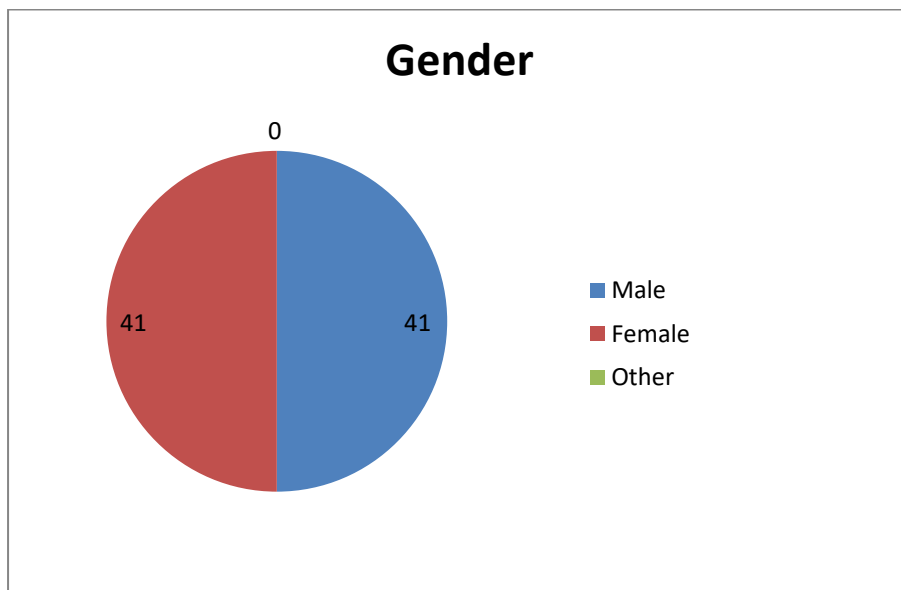


Figure 4.2 Representing the Gender of the Respondent

INTERPRETATION: From the above table 4.2 and figure 4.2 it was observed that out of 82 respondents 41 of the respondents are male and 41 are female.

Table 4.3 Representing the Occupation of the Respondent

Occupation	Frequency	Percentage
Student	44	53.7
Government Employee	12	14.6
Private Sector	11	13.4
Self Employed	11	13.4
Other	4	4.9
Total	82	100

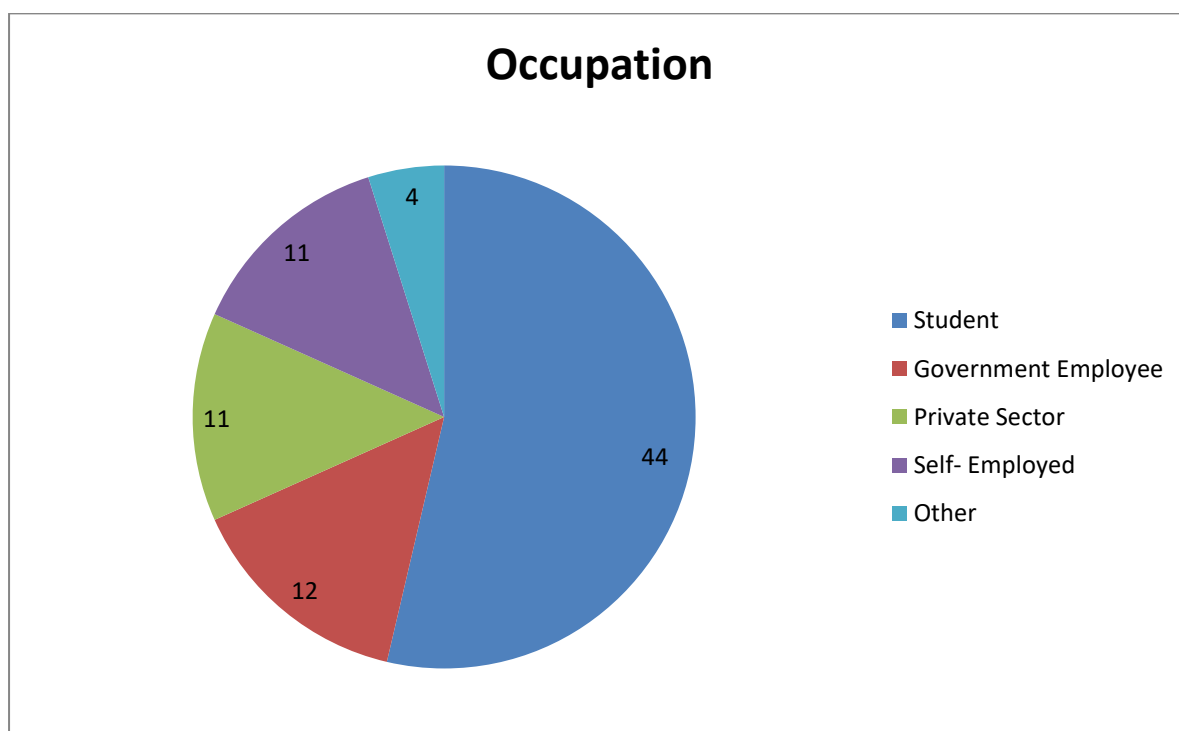


Figure 4.3 Representing the Occupation of the Respondent

INTERPRETATION: From the above table 4.3 and figure 4.3 it has been found that the occupation of the respondent, out of 82 respondents most of the tourist are students 44 , Government Employees 12, Private Sector 11 , Self Employed 11 and Other 4 tourists.

Table 4.4 Representing the Visitor of the Respondent

Visitor	Frequency	Percentage
Tourist	43	52.4
Local Resident	39	47.6

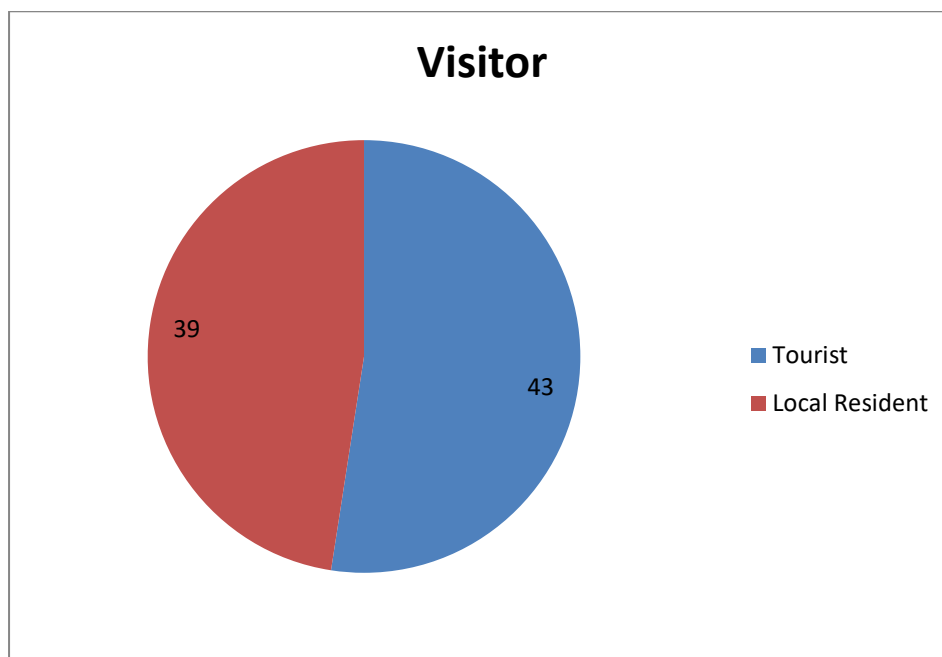


Figure 4.4 Representing the Visitor of the Respondent

INTERPRETATION: From the above table 4.4 and figure 4.4 it has been found that the visitor out of 82 responders, 43 were tourists and 39 were local residents.

Table 4.5 Representing the Visited of the Respondent

Visited	Frequency	Percentage
Yes	63	76.8
No	19	23.2
Total	82	100

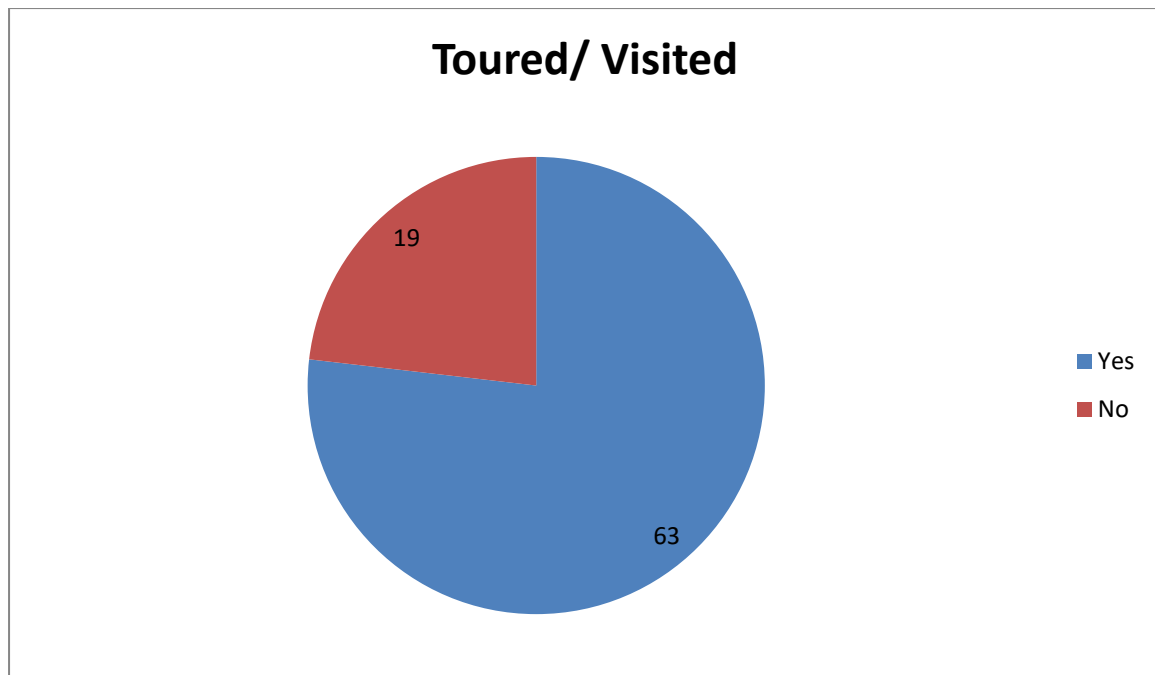


Figure 4.5 Representing the Visited of the Respondent

INTERPRETATION: From the above table 4.5 and figure 4.5 it has been found that the visited out of 82 respondent, 63 went, while 19 did not.

Table 4.6 Representing the Visit Tourist Places of the Respondent

Visit Tourist Places	Frequency	Percentage
Frequently	25	30.5
Occasionally	19	23.2
Rarely	21	25.6
Never	17	20.7
Total	82	100

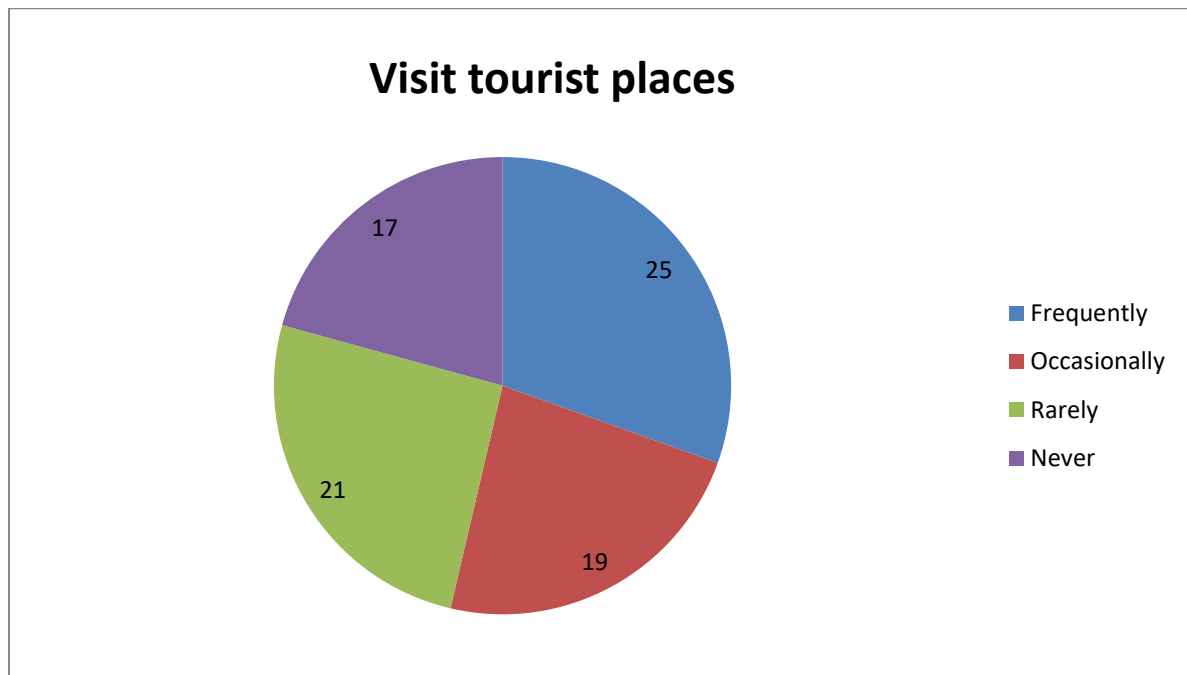


Figure 4.6 Representing the Visit tourist places of the Respondent

INTERPRETATION: According to table 5.6 and figure 5.6 above, of the 82 respondents, 25 visited tourist destinations frequently, 19 occasionally, 21 rarely, and 17 never.

Table 4.7 Representing the Attractions of the Respondent

Attractions	Frequency	Percentage
Yes	61	74.4
No	21	25.6
Total	82	100

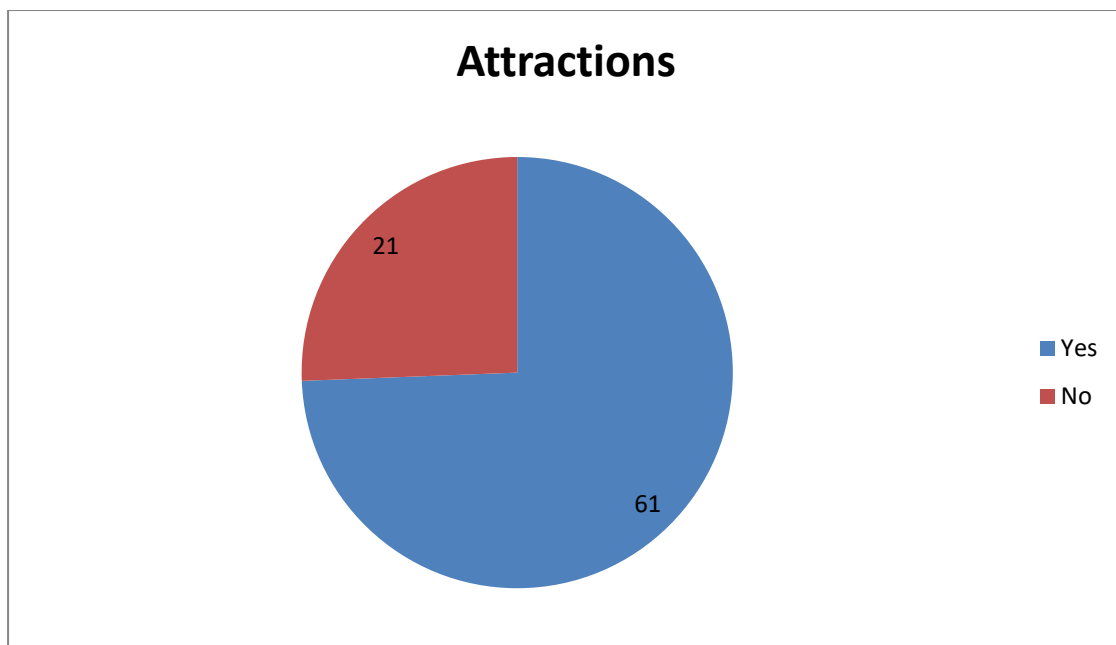


Figure 4.7 Representing the Attractions of the Respondent

INTERPRETATION: From the above table 4.7 and figure 4.7 it has been found that Out of the 82 respondents, 61 are attracted to and 21 are not.

Table 4.8 Representing the Tourism Attract of the Respondent

Tourism Attract	Frequency	Percentage
Nature/ Eco - tourism	54	65.9
Adventure	23	28
Culture	28	34.1
Wildlife	15	18.3
Others	4	4.9
Total	124	151.2

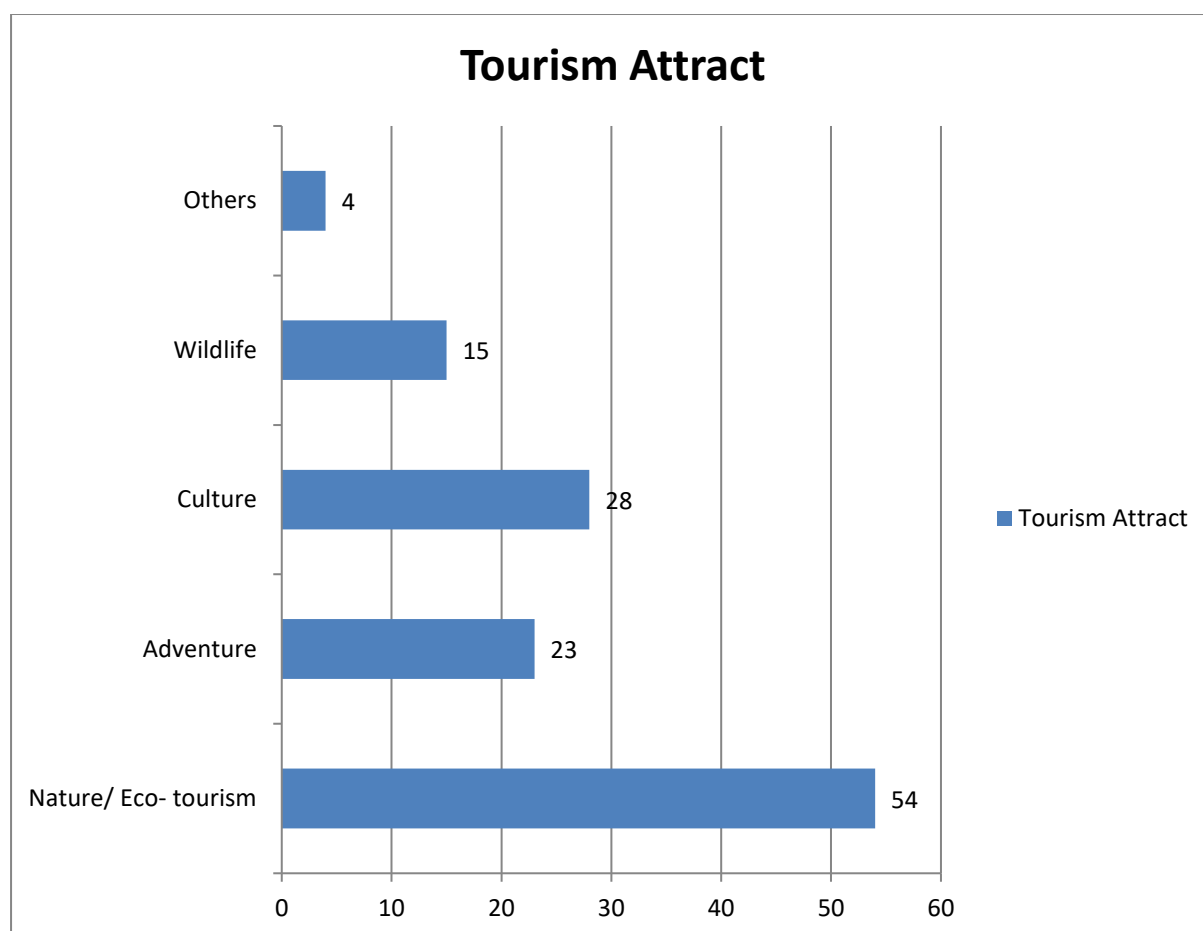


Figure 4.8 Representing the tourism attract of the Respondent

INTERPRETATION: From the above table 5.8 and figure 5.8 it was observed that the tourism attract, out of 82 respondent, 54 are nature/eco-tourism, 23 are adventure, 28 are culture, 15 are wildlife and 4 are attract by others.

Table 4.9 Representing the Tourist spots of the Respondent

Tourism Spots	Frequency	Percentage
Velu Ghat	48	58.5
Gorom Pani	29	35.4
Khanduli	14	17.1
East Karbi Anglong Wildlife Sanctuary	17	20.7
Singason Peak	14	17.1
Other	4	4.8
Total	126	153.6

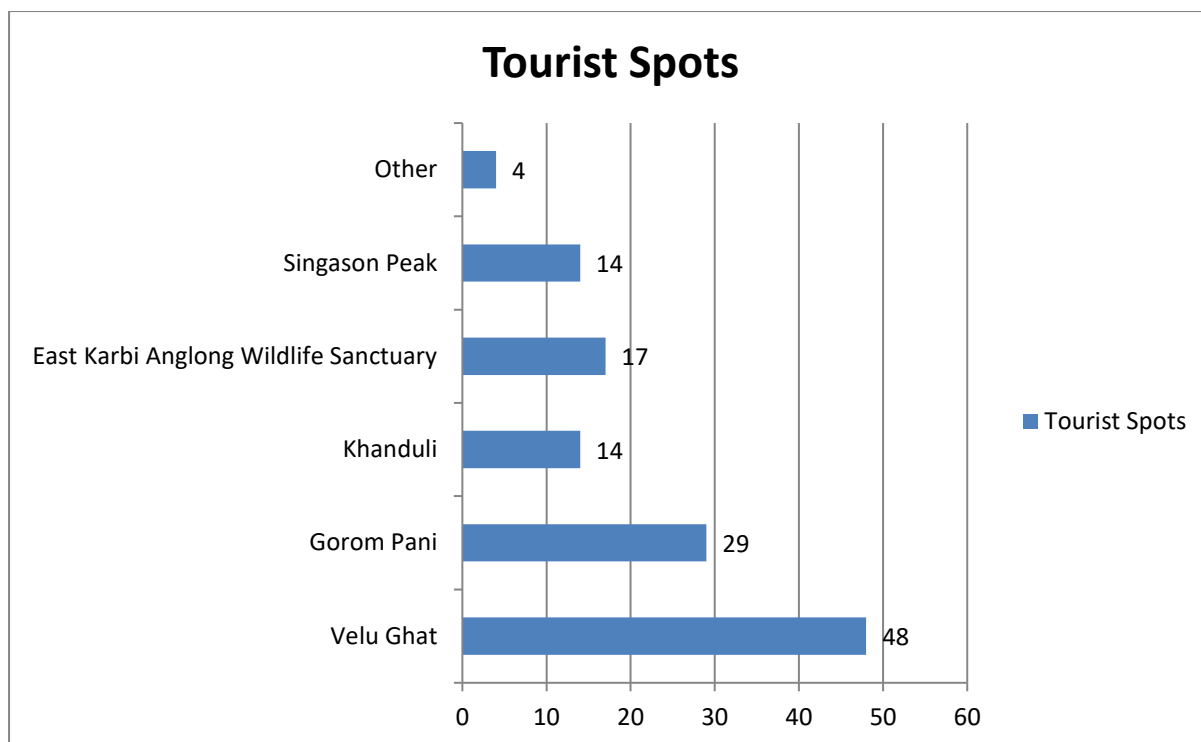


Figure 4.9 Representing the tourist Spots of the Respondent

INTERPRETATION: From the above table 4.9 and figure 4.9 it was observed that the visited spots of tourist, out of 82 respondent, 48 visit Velu Ghat, 29 visit Gorom Pani, 14 visit Khanduli, 17 visit East Karbi Anglong Wildlife Sanctuary, 14 visit Singason peak and 4 visit Other tourist spots.

Table 4.10 Representing the respondent's natural beauty rating

Rating	Frequency	Percentage
Excellent	35	42.7
Good	30	36.6
Average	9	11
Poor	8	9.8
Total	82	100

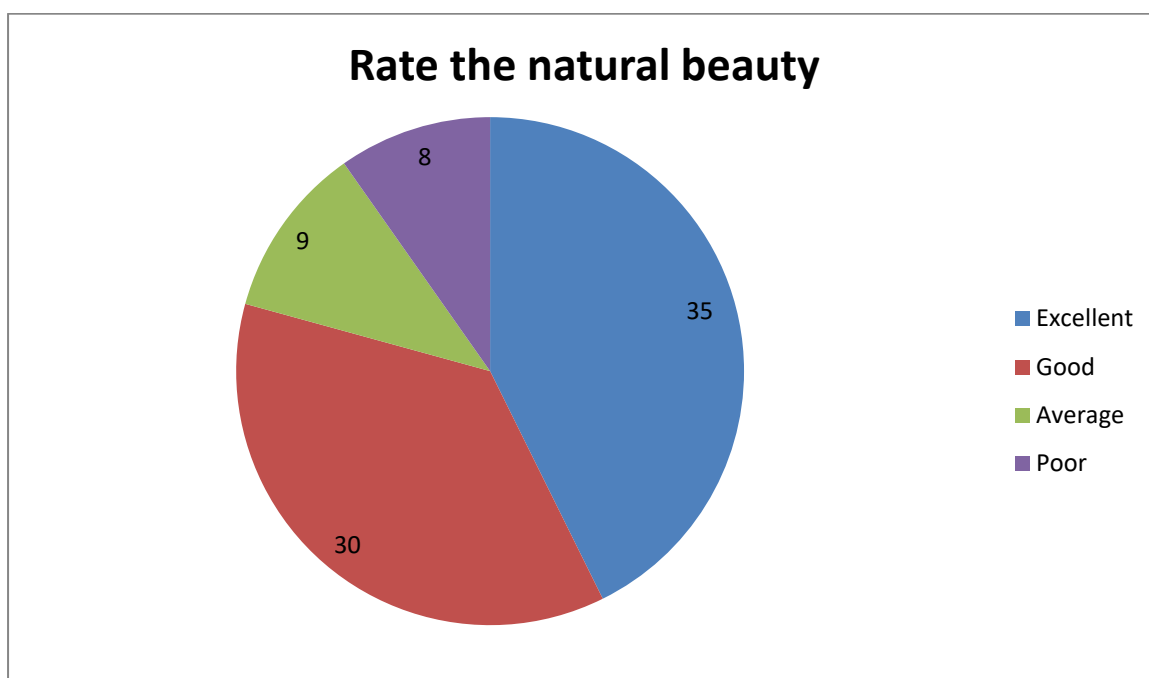


Figure 4.10 Representing the respondent's natural beauty rating

INTERPRETATION: From the above table 5.10 and figure 5.10 it was observed that rate the natural beauty , out of 82 respondent, 35 rated the natural beauty as excellent, 30 as good, 9 as average, and 8 as poor.

Table 4.11 Representing the Karbi Anglong major tourist destination of the Respondent

Major tourist destination	Frequency	Percentage
Yes	61	74.4
No	10	12.2
Not Sure	11	13.4
Total	82	100

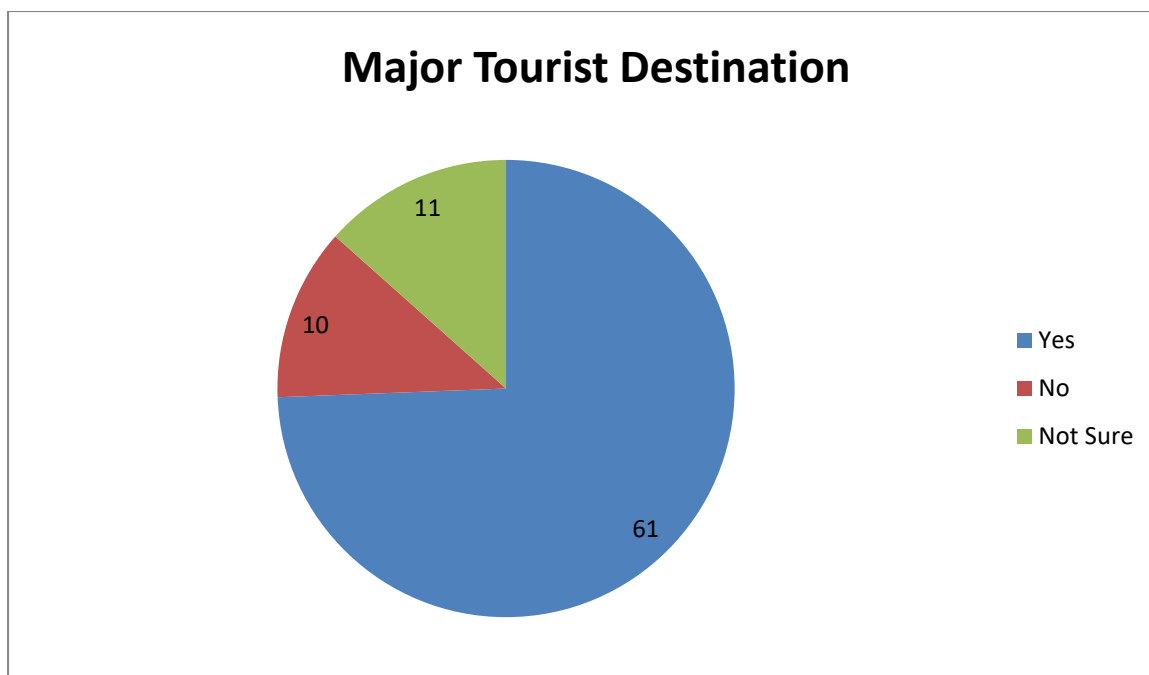


Figure 4.11 Representing the Karbi Anglong major tourist destination of the Respondent

INTERPRETATION: From the above table 5.11 and figure 5.11 it was observed that the Karbi Anglong major tourist destination , out of 82 respondent, 41 said "yes," 10 said "no," and 11 said "not sure."

Table 4.12 Representing the Karbi Anglong major Challenges for tourists of the Respondent

Major Challenges	Frequency	Percentage
Poor Infrastructure	23	25.6
Lack of Accomodation	17	18.9
Safety/ Security Concerns	15	16.7
Poor Connectivity/ Transport	10	11.1
Lack of Publicity	12	13.3
Language/ Communication Barriers	9	10
Other	4	4.4
Total	90	100

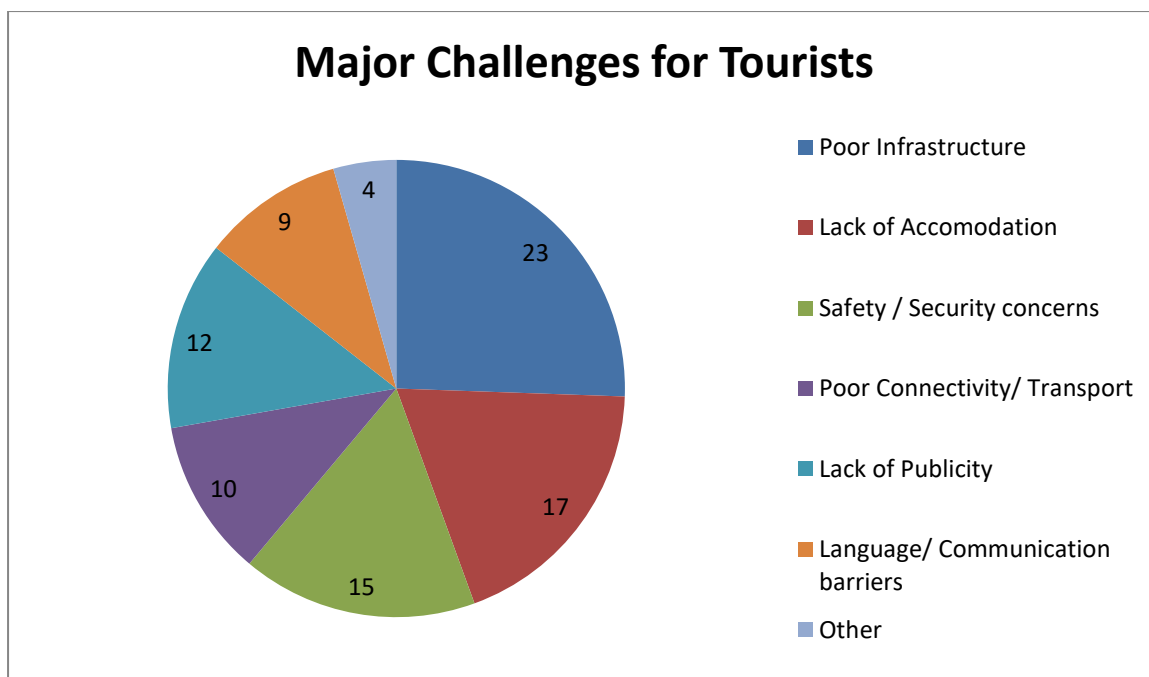


Figure 4.12 Representing the Karbi Anglong major Challenges for tourists of the Respondent

INTERPRETATION: From the above table 4.12 and figure 4.12 it was observed that the major challenges for tourists, out of 82 respondent, 23 cited poor infrastructure, 17 cited a lack of accommodation, 15 cited safety or security concerns, 10 cited poor connectivity/ Transport, 12 of them lack publicity, 9 cited Language/ communication barriers and 4 cited other.

Table 4.13 Representing the Respondent's Rating for the Transportation Options to the Tourist Destinations

Rate the transportation facilities	Frequency	Percentage
Excellent	38	46.3
Good	25	30.5
Average	14	17.1
Poor	5	6.1
Total	82	100

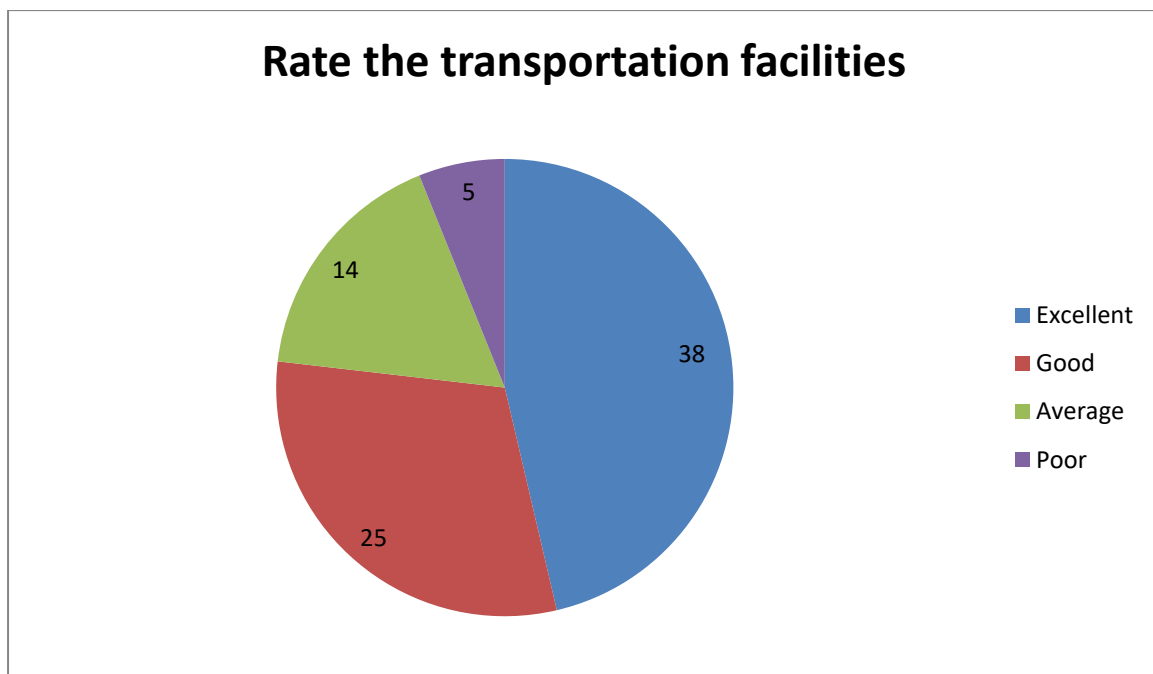


Figure 4.13 Representing the Respondent's Rating for the Transportation Options to the Tourist Destinations

INTERPRETATION: From the above table 4.13 and figure 4.13 it was observed that the rate the transportation facilities to tourist spots, out of 82 respondent, 38 gave it an excellent rating, 25 gave it a good rating, 14 gave it an average rating, and 5 gave it a poor rating

Table 4.14 Representing the condition of roads to tourist destinations of the Respondent

Condition of roads to tourist destinations	Frequency	Percentage
Very Good	33	40.2
Good	42	51.2
Bad	4	4.9
Very Bade	3	3.7
Total	100	100

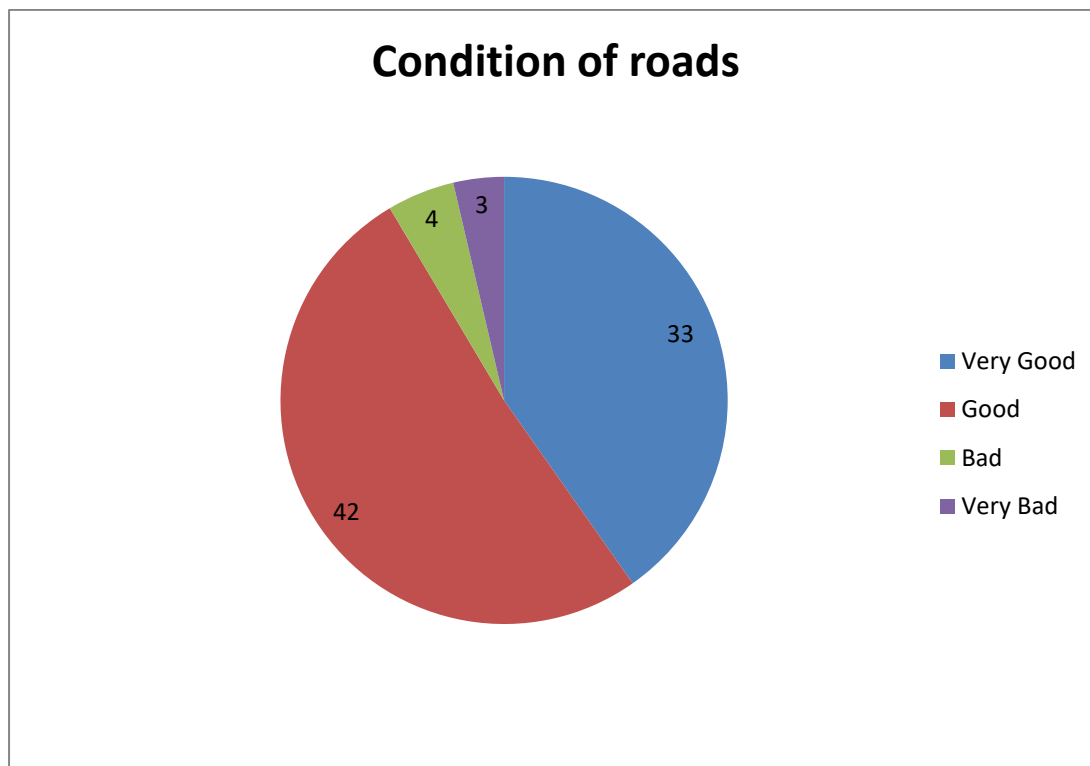


Figure 4.14 Representing the condition of roads to tourist destinations of the Respondent

INTERPRETATION: From the above table 4.14 and figure 4.14 it was observed that, of the 82 respondents, 33 said the roads to tourist destinations were in very good condition, 42 said they were good, 4 said they were bad, and 3 said they were very bad.

Table 4.15 Representing the sufficient hotels and lodges for tourists of the Respondent

Sufficient hotels and lodges	Frequency	Percentage
Yes	39	47.6
no	18	22
Not Sure	25	30.5
Total	82	100

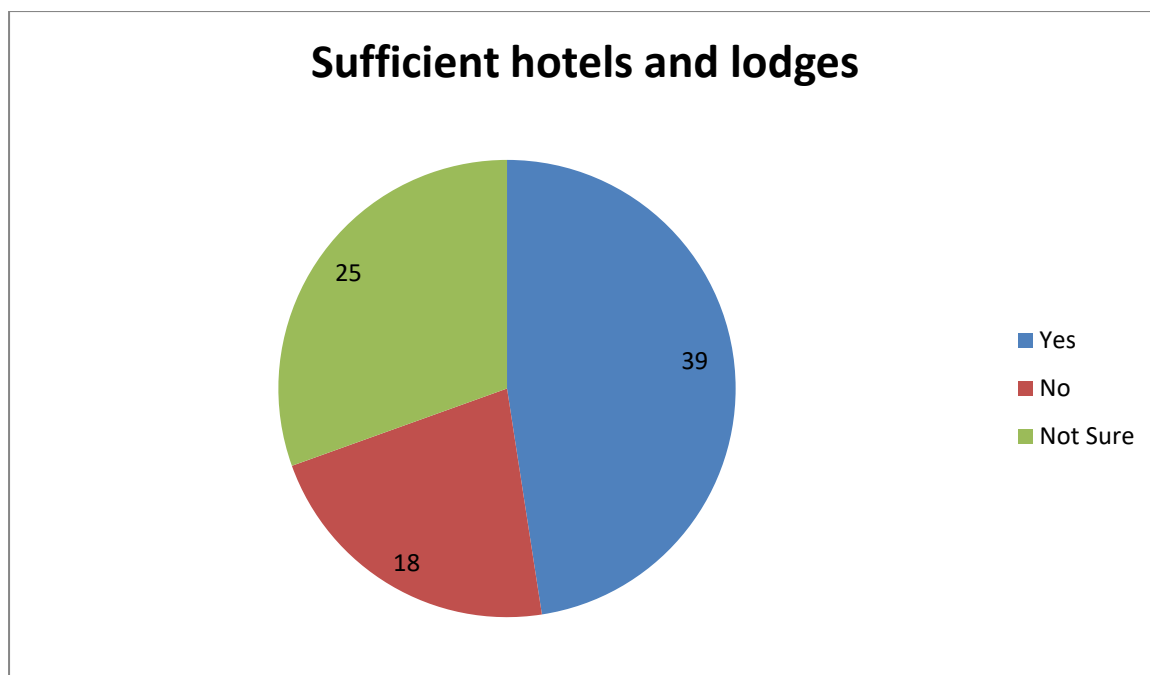


Figure 4.15 Representing the sufficient hotels and lodges for tourists of the Respondent

INTERPRETATION: From the above table 4.15 and figure 4.15 it was observed that there are enough hotels and lodges for tourists, Of the 82 respondents, 39 said "yes," 18 said "no," and 25 said "not sure."

Table 4.16 Representing the safety issues at tourist places

Safety issues	Frequency	Percentage
Yes	46	56
No	36	44
Total	82	100

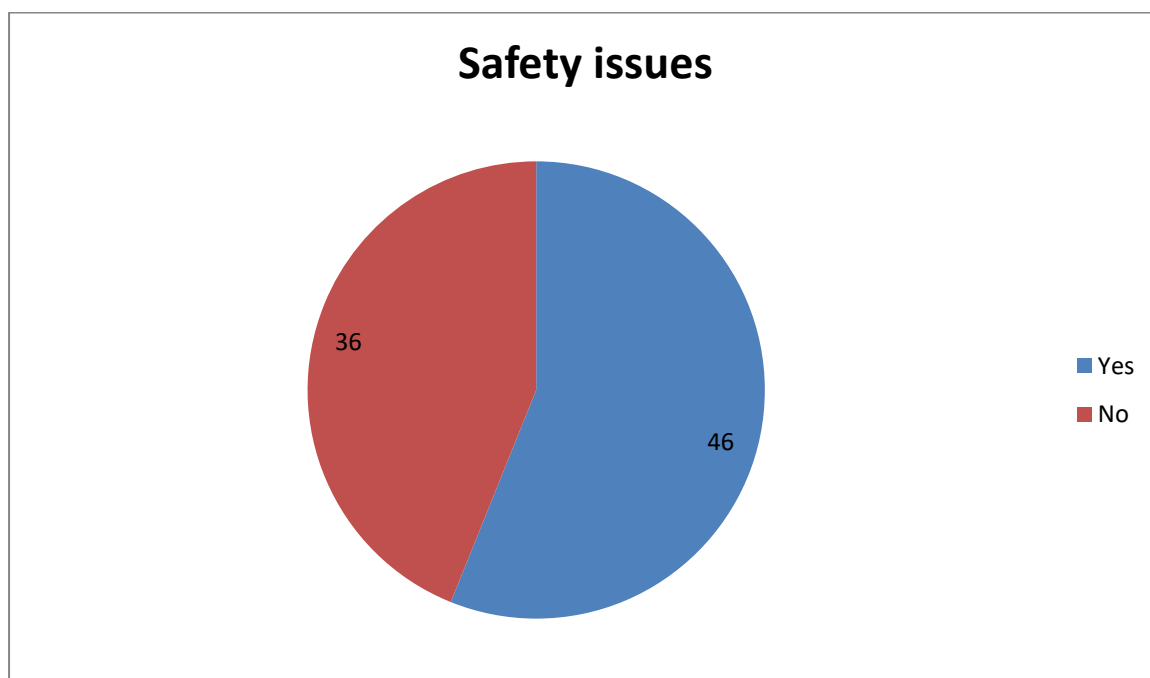


Figure 4.16 Representing the safety issues at tourist places

INTERPRETATION: From the above table 4.16 and figure 4.16 it was observed that, of the 82 respondents, 46 said "yes," and 36 said "no," regarding safety concerns at tourist destinations.

Table 4.17 Representing the local community supports tourism.

Local community support	Frequency	Percentage
Yes	52	63.4
No	10	12.2
Not Sure	20	24.4
Total	82	100

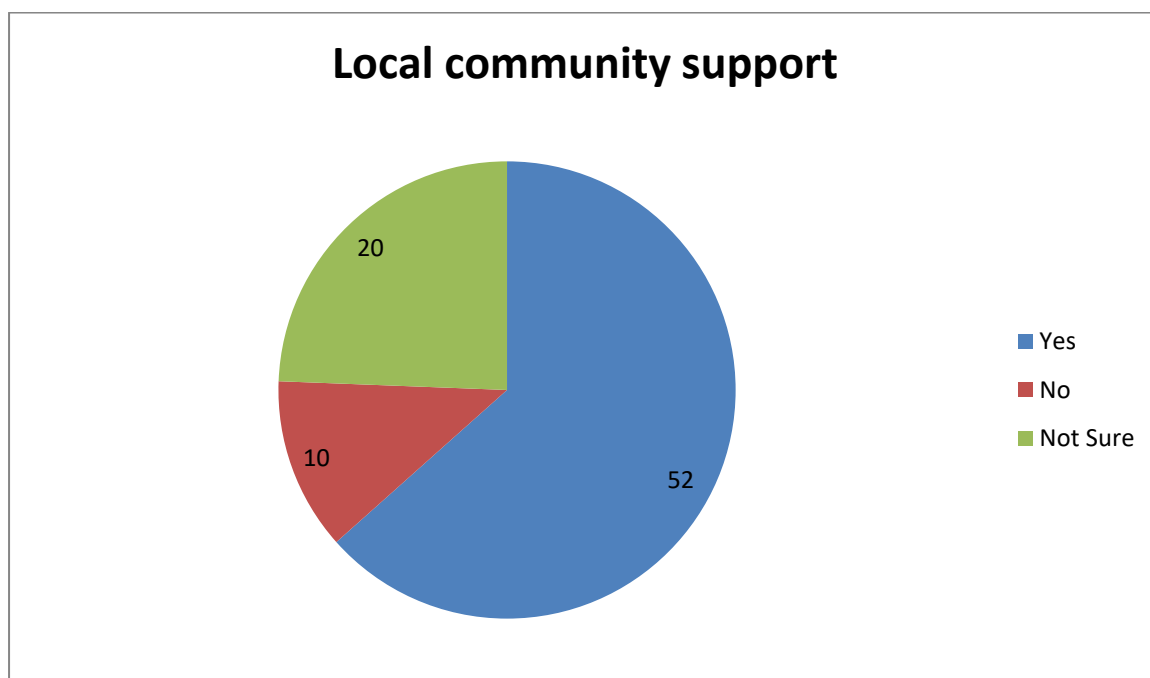


Figure 4.17 Representing the local community supports tourism

OINTERPRETATION: From the above table 5.17 and figure 5.17 it was observed that the local community supports tourism, of the 82 respondents, 52 said "yes," 10 said "no," and 20 said "not sure" .

Table 4.18 Representing the government policies support tourism development

Govt. policies support	Frequency	Percentage
Yes	41	50
No	9	11
Not Fully	19	23.2
Don't Know	13	15.9
Total	82	100

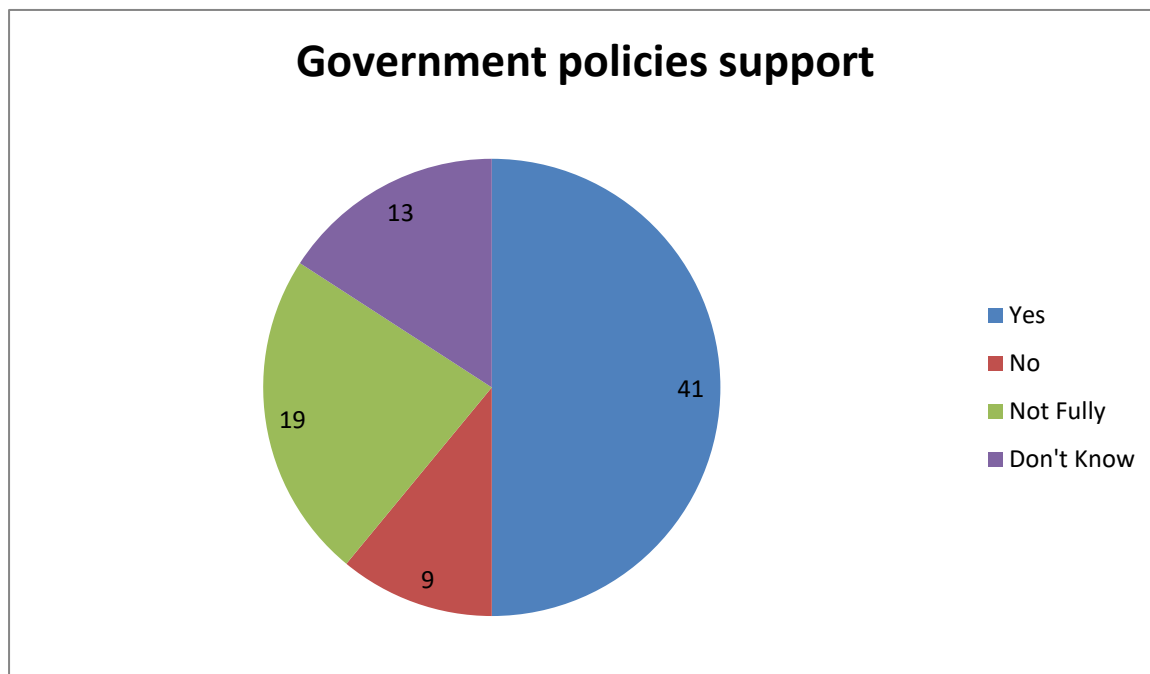


Figure 4.18 Representing the government policies support tourism development

INTERPRETATION: From the above table 4.18 and figure 4.18 it was observed that the government policies support tourism, of the 82 respondents, 41 answered "yes," 9 said "no," 19 said "not fully," and 13 said "don't know."

Table 4.19 Representing the training programs for local youth in tourism related activities (guiding, hospitality)

The training programs for local youth	Frequency	Percentage
Yes	42	51.2
No	12	14.6
Not aware	28	34.1
Total	82	100

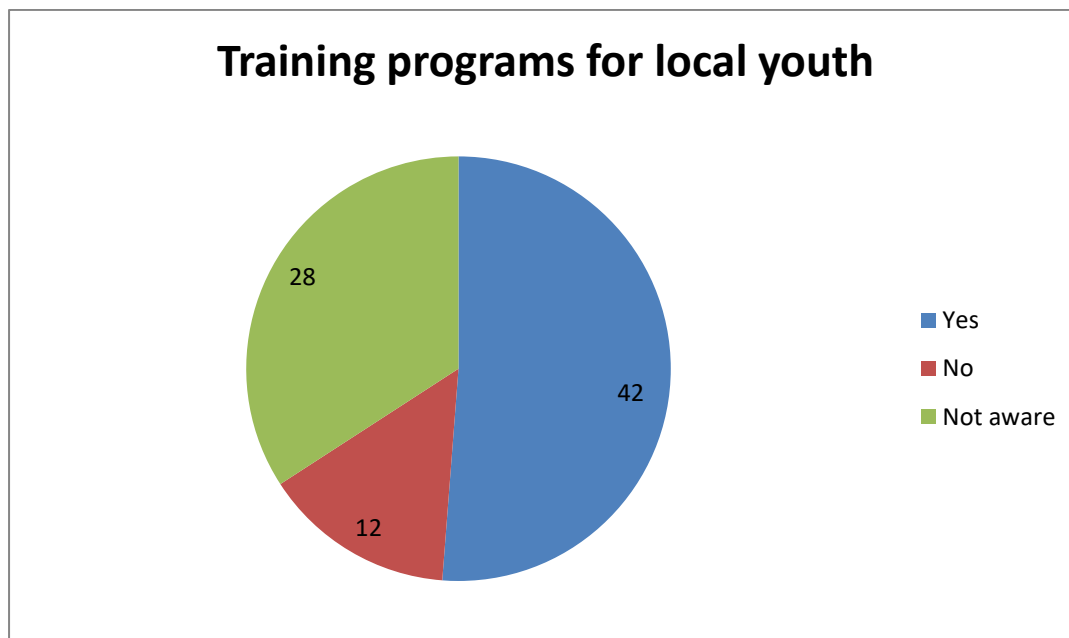


Figure 4.19 Representing the training programs for local youth in tourism related activities (guiding, hospitality)

INTERPRETATION: From the above table 4.19 and figure 4.19 it was observed that, of the 82 respondents, 42 said "yes," 12 said "no," and 28 said "not aware" regarding the training programs for local youth in tourism-related activities (guiding, hospitality).

Table4.20 Representing the eco tourism without harming the environment of the respondent

Eco tourism without harming the environment	Frequency	Percentage
Yes	51	62.2
No	11	13.4
Maybe	20	24.4
Total	82	100

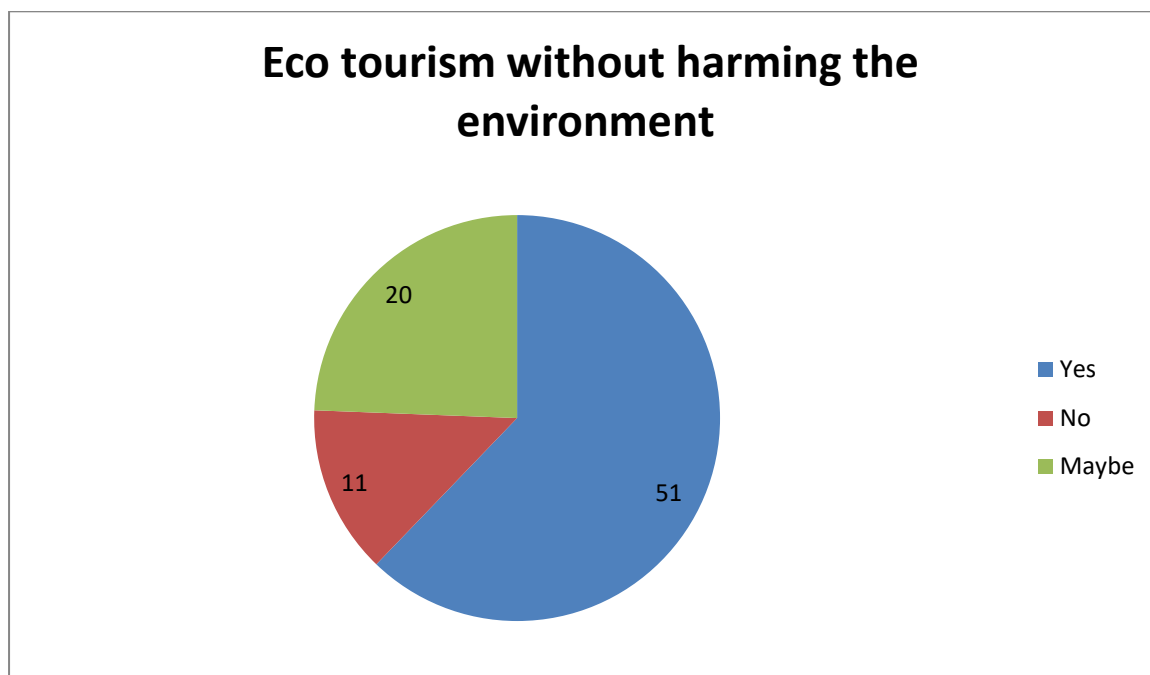


Figure 4.20 Representing the eco tourism without harming the environment of the respondent

INTERPRETATION: From the above table 4.20 and figure 4.20 it was observed that the eco tourism without harming the environment, of the 82 respondents 51 of them said “Yes”, 11 of them said “No”, and 20 of them said” Maybe”.

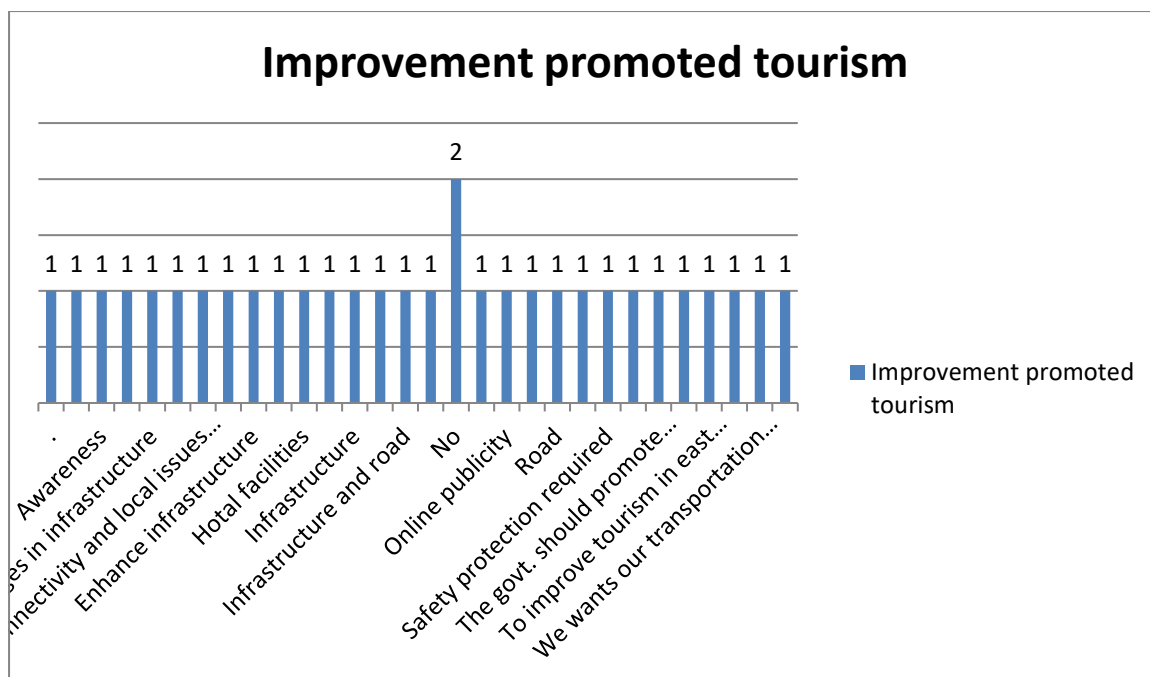


Figure 4.21 Representing the improvement promoted tourism in Karbi Anglong of the respondent

INTERPRETATION: From the above figure 4.21 it was observed that respondents suggested a variety of improvements to promote tourism, with most suggestions mentioned only once. Key areas include infrastructure, road development, hotel facilities, safety, and government support. This indicates the need for a multi-faceted approach to boost tourism in Karbi Anglong.

Table 4.22 Representing the government invest more in tourism infrastructure

Government invest more in tourism	Frequency	Percentage
Strongly agree	36	43.9
Agree	16	19.5
Neutral	21	25.6
Disagree	6	7.3
Strongly disagree	3	3.7
Total	82	100

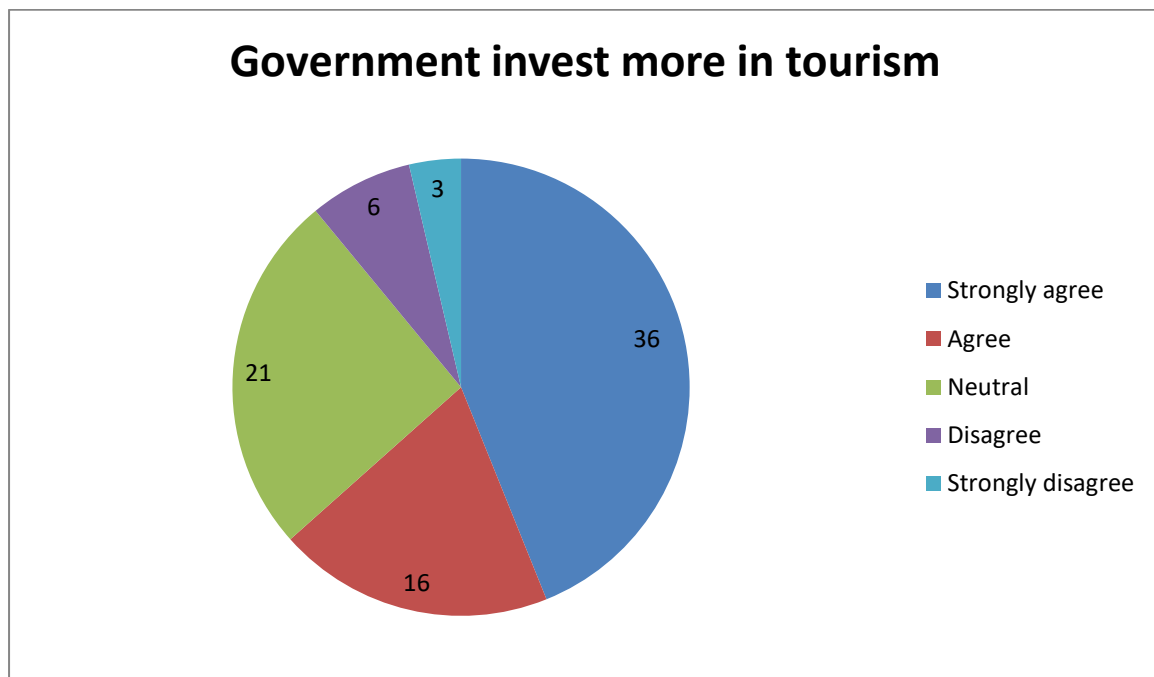


Figure 4.22 Representing the government invest more in tourism infrastructure

INTERPRETATION: From the above table 4.22 and figure 4.22 it was observed that the government invest more in tourism infrastructure, of the 82 respondents, 36 of them strongly agree to invest, 16 of them agree to invest, 21 of them neutral ,6 of them disagree and 3 of them strongly disagree.

Table 4.23 Representing the recommend East Karbi Anglong as a tourist destination of respondent

Recommend	Frequency	Percentage
Yes	51	62.2
No	14	17.1
Maybe	17	20.7
Total	82	100



Figure 4.23 Representing the recommend East Karbi Anglong as a tourist destination of respondent

INTERPRETATION: From the above table 4.23 and figure 4.23 it was observed that the recommend East Karbi Anglong as a tourist destination, out of 82 respondents, 51 of them recommend, 14 of them do not recommend, and 17 of them may recommend as a tourist destination.

Table 4.24 Representing the sector's leader in promoting tourism in respondent

Sectors	Frequency	Percentage
Government	36	43.9
Private Sector	25	30.5
Local Community	19	23.2
NGO's	13	15.8
Joint effort	16	19.5
Total		

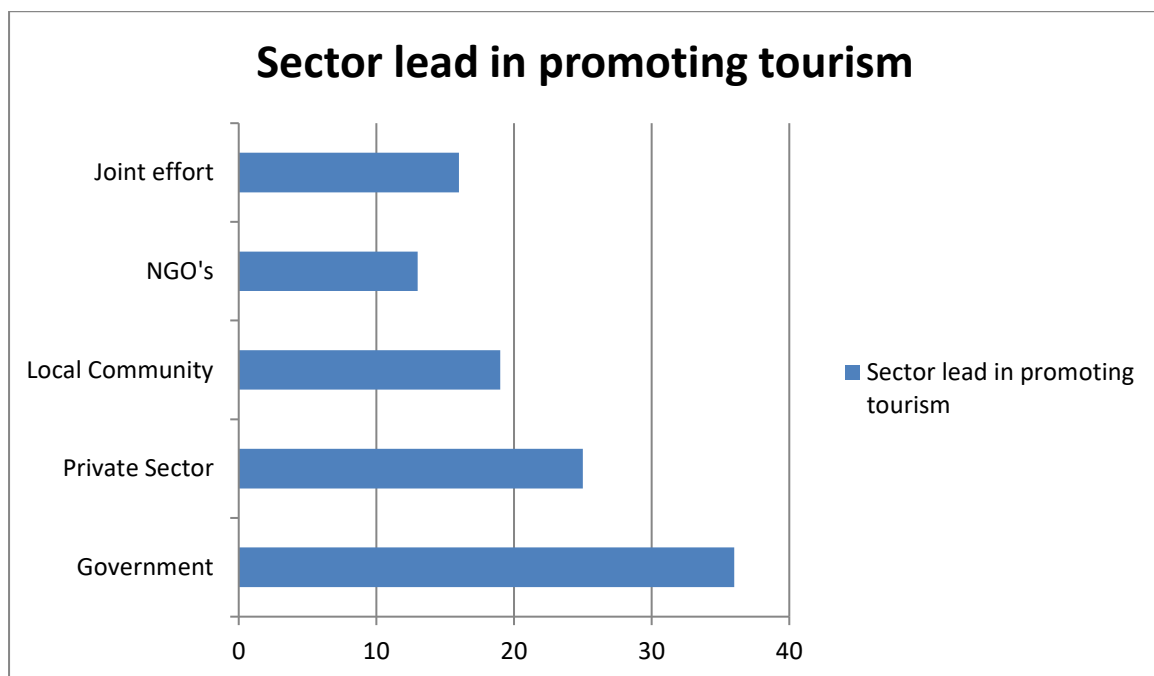


Figure 4.24 Representing the sector's leader in promoting tourism in respondent

INTERPRETATION: From the above table 4.24 and figure 4.24 it was observed that the which sector lead in promoting tourism, out of 82 respondent ,43.9% government lead, 30.5% private sector lead, 23.2% local community lead,15.8% NGO's lead and 19.5% joint effort lead.

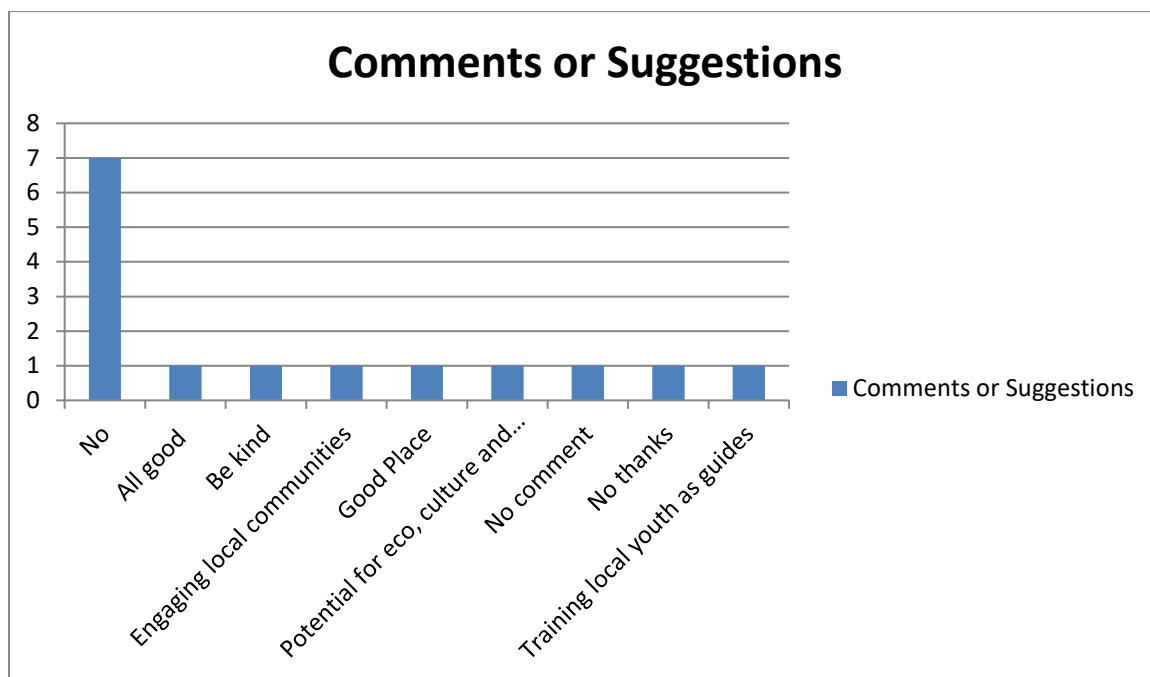


Figure4.25 Representing the comments or suggestions in respondent

INTERPRETATION: From the above table 4.25 and figure 4.25 it was observed that most respondents (7 out of 16) had no comments or suggestions. A few positive remarks such as "All good" and useful suggestions like training local youth as guides, engaging local communities, and promoting eco-cultural tourism were given by individual respondents. This indicates general satisfaction with minor but meaningful recommendations.

CHAPTER V

FINDING AND SUGGETIONS

5.1 FINDINGS

The following key findings have been derived from the analysis of the primary data collected from 82 respondents regarding tourism in East Karbi Anglong:

5.1.1 Demographic Profile of Respondents:

- The majority of respondents (35.4%) belonged to the 21–30 age group, followed by 22% each in the "below 20" and "31–40" age groups.
- Gender distribution was equally split with 50% male and 50% female respondents.

5.1.2 Occupational Background:

- More than half (53.7%) of the respondents were students, indicating a high interest in tourism among the youth.
- Government employees (14.6%), private sector employees (13.4%), and self-employed individuals (13.4%) also represented a significant portion.

5.1.3 Type of Visitor:

- Out of the 82 respondents, 52.4% were tourists while 47.6% were local residents, suggesting a balanced view of both visitors and hosts.

5.3.4 Tourism Participation:

- A majority (76.8%) had previously visited tourist places in Karbi Anglong, while 23.2% had not.
- Regarding frequency, 30.5% visited tourist destinations frequently, 25.6% rarely, 23.2% occasionally, and 20.7% never.

5.1.4 Attractions & Interests:

- 74.4% of respondents reported being attracted to tourism in Karbi Anglong.
- Nature/eco-tourism was the most popular attraction (65.9%), followed by culture (34.1%), adventure (28%), and wildlife (18.3%).

5.1.5 Popular Tourist Spots:

- Velu Ghat was the most visited (58.5%), followed by Gorom Pani (35.4%), East Karbi Anglong Wildlife Sanctuary (20.7%), Khanduli (17.1%), and Singason Peak (17.1%).

5.1.6 Perception of Natural Beauty:

- A large majority (79.3%) rated the natural beauty of the area as either excellent or good, showcasing the scenic appeal of the district.

5.1.7 Karbi Anglong as a Major Tourist Destination:

- 74.4% believed Karbi Anglong is a major tourist destination; however, 13.4% were unsure.

5.1.8 Challenges Identified by Respondents:

- The most pressing issues were poor infrastructure (25.6%), lack of accommodation (18.9%), safety/security concerns (16.7%), and poor transport connectivity (11.1%).
- Other concerns included lack of publicity (13.3%) and communication/language barriers (10%).

5.1.9 Transport and Road Conditions:

- 76.8% rated transportation facilities as excellent or good.
- Transportation facilities as excellent or good.
- 91.4% rated road conditions as either good or very good, indicating improvements in accessibility.

5.1.10. Accommodation Availability:

- 47.6% believed there were sufficient hotels/lodges, while 30.5% were unsure, indicating mixed perceptions about tourism infrastructure.

5.1.11 Safety at Tourist Spots:

- A slight majority (56%) felt there were safety issues at tourist locations, reflecting a need for better security measures.

5.1.12. Community and Policy Support:

- 63.4% believed the local community supports tourism.
- Only 50% agreed that government policies support tourism; 23.2% felt they do not fully support it.

5.1.13 Youth Engagement in Tourism:

- 51.2% acknowledged training programs exist for local youth in guiding and hospitality, while 34.1% were unaware of such initiatives.

5.1.14 Environmental Sustainability Awareness:

- 62.2% believed eco-tourism can be promoted without harming the environment, while 24.4% were uncertain.

5.1.15 Government Investment and Development:

- 63.4% of respondents either agreed or strongly agreed that the government should invest more in tourism infrastructure.

5.1.16. Promotion of East Karbi Anglong:

- 62.2% would recommend East Karbi Anglong as a tourist destination, indicating general satisfaction and potential for word-of-mouth promotion.

5.1.17 Role of Stakeholders in Tourism Promotion:

- Respondents felt the **government (43.9%)** should lead tourism promotion, followed by **private sector (30.5%)**, **local communities (23.2%)**, and **NGOs (15.8%)**.
- 19.5% supported a **joint effort** approach, suggesting the need for collaborative development.

5.2 Suggestion

5.2.1 Demographics:

- **Age:** Majority (35.4%) were aged 21–30. 22% were below 20, and another 22% were aged 31–40.
- **Gender:** Equal representation — 50% male and 50% female.
- **Occupation:** Most respondents were students (53.7%), followed by government employees and private sector workers (each ~13%).

5.2.2. Visitor Profile:

- 52.4% were tourists, while 47.6% were local residents.
- 76.8% had previously visited tourist spots in the region.

5.2.3. Tourist Behavior:

- 30.5% visited frequently, 25.6% rarely, 23.2% occasionally, and 20.7% had never visited tourist spots.
- 74.4% felt attracted to the tourism offerings in the area.

5.2.4. Tourism Preferences:

- **Attractions:** Nature/ecotourism (65.9%) was the top preference, followed by culture (34.1%) and adventure (28%).

- **Popular Spots:** Velu Ghat (58.5%) was the most visited, followed by Gorom Pani (35.4%).

5.2.5. Perceptions of the Destination:

- 74.4% viewed Karbi Anglong as a major tourist destination.
- 42.7% rated the natural beauty as excellent, and 36.6% as good.

5.2.6. Challenges Identified:

- Major issues included poor infrastructure (25.6%), lack of accommodation (18.9%), and safety/security concerns (16.7%).

5.2.7. Facilities and Services:

- **Transport:** 46.3% rated transport facilities as excellent.
- **Roads:** 51.2% said roads were good; only 4.9% rated them bad.
- **Accommodation:** 47.6% felt there were enough hotels and lodges, while 30.5% were unsure.
- **Safety:** 56% felt there were safety concerns at tourist sites.

5.2.8. Community and Governance:

- 63.4% believed the local community supported tourism.
- 50% felt government policies supported tourism; 23.2% said "not fully."
- 51.2% acknowledged tourism-related training for local youth.

5.2.9 Sustainable Tourism:

- 62.2% believed eco-tourism can be promoted without harming the environment.

5.2.10. Recommendations and Promotion:

- 62.2% would recommend East Karbi Anglong as a tourist destination.
- 43.9% believed the government should lead tourism promotion, followed by private sector (30.5%) and joint efforts (19.5%).

CONCLUSION

The present study on the *Problems and Prospects of Tourism in Karbi Anglong District of Assam* reveals that the region holds immense potential to become a vibrant tourist destination, owing to its scenic beauty, rich biodiversity, cultural diversity, and adventure opportunities. From the analysis of responses collected from 82 participants—comprising both tourists and local residents—it is evident that nature and eco-tourism are the most attractive features of the area, with locations like Velu Ghat, Gorom Pani, and Singhasan Peak being popular among visitors.

However, despite these prospects, several persistent challenges hinder tourism development in Karbi Anglong. The most notable issues include poor infrastructure, lack of quality accommodations, safety concerns, inadequate promotional activities, and limited government support. Many respondents also highlighted the need for better road connectivity and tourism-friendly facilities. While the natural beauty of the area was widely appreciated, these logistical gaps have kept tourism underdeveloped compared to its potential.

Encouragingly, the findings also reflect a generally positive perception of tourism by the local community, with more than half supporting tourism development and recognizing its economic benefits. The involvement of youth through training programs in hospitality and guiding has been noted but needs further strengthening and awareness. Moreover, there is a growing consensus among respondents that eco-tourism can be promoted without harming the environment, indicating readiness for sustainable tourism models.

For Karbi Anglong to emerge as a competitive tourist hub, a collaborative approach involving the government, private sector, local community, and NGOs is vital. Investment in infrastructure, safety, digital marketing, and policy-level initiatives must be prioritized. With proper planning, inclusive development, and sustainable practices, Karbi Anglong can become not only a major tourist destination in Assam but also a model for balanced tourism that benefits both visitors and the local population.

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Problems and Prospects of Tourism Industry in Karbi Anglong District of Assam

I am Anamika Banik pursuing M.Com 4th Semester from the Department of Commerce, Mahapurush Srimanta Sankaradev Vishwavidyalaya, Nagaon, Assam. As a part of my PG course, I am conducting a research on, "Problem and prospects of Tourism industry in karbi anglong district of Assam ." under the guidance of Dr. Bhaskar Saikia, Department of Commerce, Mahapurush Srimanta Sankaradev Vishwavidyalaya, Nagaon, Assam.

For this research, I kindly request you to respond to the statements of the scale, which is prepared for data collection. Your responses will provide valuable insights for my study and will be kept strictly confidential.

This scale contains 15 statements. Mark a '✓' on the option that best represents your perception and opinion.

Thank you for your time and cooperation.

* Indicates required question

1. Section A

Name:

2. Age *

Mark only one oval.

- ☐ Below 20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51 and above

3. Gender *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Other

4. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Government Employee
- ☐ Private Sector
- ☐ Self- Employed
- ☐ Other

5. Are you a *

Mark only one oval.

- ☐ Tourist
- ☐ Local Resident

6. Section B *

Have you visited/toured Karbi Anglong ?

Mark only one oval.

- ☐ Yes
- ☐ No

7. How often do you visit tourist places in East Karbi Anglong ? *

Mark only one oval.

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

8. Are you aware of the tourist attractions in East Karbi Anglong ? *

Mark only one oval.

- ☐ Yes
- ☐ No

9. What types of tourism attract you to East Karbi Anglong? *

Check all that apply.

- ☐ Nature/ Eco-tourism
- ☐ Adventure
- ☐ Cultural
- ☐ Wildlife
- ☐ Others

10. Which tourist spots have you visited in East Karbi Anglong? *

Check all that apply.

- ☐ Velu Ghat
- ☐ Gorom Pani
- ☐ Khanduli
- ☐ East karbi Anglong Wildlife Sanctuary
- ☐ Singason Peak
- ☐ Other: _____

11. How would you rate the natural beauty of East Karbi Anglong? *

Mark only one oval.

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

12. Do you think East Karbi Anglong has potential to be a major tourist destination ? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not Sure

13. Section C *

What are the major challenges for tourists in East Karbi Anglong ?

Mark only one oval.

- ☐ Poor infrastructure
- ☐ Lack of accomodation
- ☐ Safety/ Security concerns
- ☐ Poor connectivity/ Transport
- ☐ Lack of publicity
- ☐ Language/ Communication barriers
- ☐ Other(please specify)

14. How would you rate the transportation facilities to tourist spots? *

Mark only one oval.

☐ Excellent

☐ Good

☐ Average

☐ Poor

15. How do you find the condition of roads to tourist destinations in the area? *

Mark only one oval.

☐ Very good

☐ Good

☐ Bad

☐ Very bad

16. Are there sufficient hotels and lodges for tourists ? *

Mark only one oval.

☐ Yes

☐ No

☐ Not sure

17. Have you experienced of any safety issues at tourist places in the region ? *

Mark only one oval.

☐ Yes

☐ No

18. Do you think the local community is supportive of tourism? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Not sure

19. Do you think government policies support tourism development in East Karbi Anglong ? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Not fully
☐ Don't know

20. Are there training programs for local youth in tourism related activities(guiding, hospitality)? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Not aware

21. Do you believe eco tourism could be promoted in this area without harming the environment ? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

22. What improvements would you suggest to promoted tourism in East Karbi Anglong ?

23. Should the government invest more in tourism infrastructure in the region ? *

Mark only one oval.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

24. Would you recommend East Karbi Anglong as a tourist destination to others ? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

25. In your opinion, which sector should take the lead in promoting tourism ? *

Check all that apply.

- ☐ Government
- ☐ Private Sector
- ☐ Local Community
- ☐ NGO's
- ☐ Joint effort

26. Any other comments or suggestions regarding tourism in East Karbi Anglong?

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