

**A Study on Design intervention towards experiencing unexplored destinations: A case study of North Guwahati**

*A thesis submitted in partial fulfilment of the requirement for the degree of Doctor of  
Philosophy*

By

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**Department of Design**



**Indian Institute of Technology Guwahati**

**November 2019**

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**Indian Institute of Technology Guwahati**

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## Dedication

I would like to dedicate this thesis to my beloved parents and husband and without their support, love and sacrifice, this thesis would never have been possible.



# DECLARATION

I hereby declare that the work contained in this thesis entitled “A Study on Design intervention towards experiencing unexplored destinations: A case study of North Guwahati” is solely my own work done under the supervision of Professor Debkumar Chakrabarti, at the Department of Design, Indian Institute of Technology Guwahati, Assam, India. I hereby declare that to the best of my knowledge; it contains no materials previously published or written by any other person, or a substantial proportion of material that have been accepted for the award of any degree or diploma at IIT Guwahati or any other educational institute, except where the due acknowledgement is made in the thesis. Any contribution made to the research by others, with whom I have worked at IIT Guwahati or elsewhere is explicitly acknowledged in this thesis. I also hereby declare that the intellectual content of this thesis is the product of my work and as per general norms of reporting research findings, due acknowledgements have been made wherever the research findings of other researchers have been cited in this thesis.

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# CERTIFICATE

October 2019

This thesis material presented here in by Ms Sukanya Bor Saikia was undertaken under my guidance and supervision. The volume of work here in for the degree of Doctor of Philosophy of Indian Institute of Technology, Guwahati was submitted by her earlier for any other degree or diploma.

She has undergone six specified courses and obtained 8.82 C.P.I. (out of 10), and fulfilled all the requirements as mentioned in the rules and regulations for submitting the thesis for the PhD degree of the Indian Institute of Technology, Guwahati

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## ABSTRACT

*“The world is a book, and those who do not travel read only one page.”*

- Saint Augustine

With modernisation in transport and communication in the Globalised society travel is changing the motives of man, who used to do so initially for acquisition of food, water, shelter or trade in the past to a perception centric travel which consists of more leisure, pleasure, acquiring knowledge, recreational and explorative. The traveller builds his own perception in order to visit a place according to various push motive and following the push he/she is pulled towards the destination place. Scholars, travellers and traders from far west saw India as a place of immense potential in terms of trade, wealth, pilgrimages and natural beauty. The growth of society and development of urban forms started shaping the economy of a place and gave meaning to the place through the intrinsic characteristics it owned which is what turned into images that was projected to people.

India is regarded as a land of mysticism and deities since time immemorial. But what the traveller misses out that there is lot other than just the few known parts of the country being branded as the image of India. To India, it expands beyond, such images to a more exotic yet historical and bestowed by natural charms, i.e. the North East region of India. Although Incredible India brands the region as a place to visit for tranquillity and exposure to cultural vividness, the region is yet to face such immense changes in the tourism sectors compared to other places of the country.

Assam the pioneering state of North East consists many such unexplored places waiting for it to be discovered by the modern day travellers. The population and the people of Assamese scattered around rural and semi urban settings. The economy is slowly rising but needs more support through projection of their practices various arts, crafts, musical instruments and Handloom in the form of tourism and find further potential. The unknown destinations and peripheral areas in major towns and cities are merely tapped despite its full potential of being converted into a major tourist spot, especially for nature lovers. Assam despite having potential to motivate people. Christaller, 1995 stated “tourism is a brand of economy which avoids central place and the agglomeration of economy”, which means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas.

The present study reviews the status on the studies so far carried out on history of Cultural and sustainable tourism and tries to link them with Guwahati’s peripheral identities across Brahmaputra River on the north bank, for pragmatic theme based circuit tourism. The Thesis embarks with literature study to understand tourism and its aspects and a designer’s role in the context. Literature study is carried out in order to support the need of study associated to Identities which relates to countless places. Through the literature it is revealed that how various elements of place, their image and identities created through landscapes, branding of these place through identities and motivating people to visit them based on their intrinsic characteristics. Case studies were looked upon and studied in order to understand and get exposure of the subject matter based on tourism, tourist behaviour and along with beautification around riversides.

Three studies and surveys were conducted related to the Location in two phases. Literature study, the possibility of socio-cultural ethnicity of cultural and heritage based landscapes were studied using methodology multi-staged sampling technique in two phases. In the first phase Study and Analysis of tourists and locals’ visits were studied on purposive basis. Their push and pull motives and components

of places based studies were conducted through questionnaire and sample selection of 35 participants. Through the analysis of Phase 1 study, phase 2 was being formulated where design solutions and analysis of the solutions were carried via another 15 samples across various backgrounds and job profile.

The thesis is divided into four parts Chapter 1 being the Introduction to the background, Need of the Study and the methodology thus followed to conduct the Study to fulfil the aim; chapter 2 is Possibility Exploration Study: socio-cultural ethnicity and Heritage Landscape Identities and it explores the possibility through conducting study in 4 phases; Chapter 3 is Possibilities explained in North Guwahati-Design Proposal where the possibilities to propose design solutions will be explained through the study and Chapter 4 includes the Design Decision and conclusion where a Micro-tourism concept is designed along with the proposed solutions and framework.

In a very conceptual approach, this study scrutinize identity in place making as vital matters in achieving good public realm design for tourist seeking for leisure, variety and newness in their journey interacting with local people.

The thesis work stands on the visitors of North East. Their use of Guwahati city as a gateway to other parts of North-eastern region and places are covered under the study. Through the study of tourism in north east, including Guwahati, it appears that it's development and the facilities are created by corporates and government. Hence, the proposals and schemes are developed so that newer places may be inducted to facilitate Visitors and local's interaction that would explore nearby areas of Guwahati where North Guwahati is taken as a case study. In the Design proposal, the original historical and mythological places and landscape identities are also considered viewing Micro-tourism aspects. The thesis looks into feasibility facets of showcasing North Guwahati distinctiveness of Guwahati on the north bank of Brahmaputra. The literature and work in support of the design proposal may be referred in the succeeding work.

### **Keywords**

Tourism, Travel, Environment, Landscape, Leisure, Place, Identity, Brand Image, Motivation (Local Interaction), Assam, Push and Pull motives, Peripheral, Guwahati, Brahmaputra, Perception

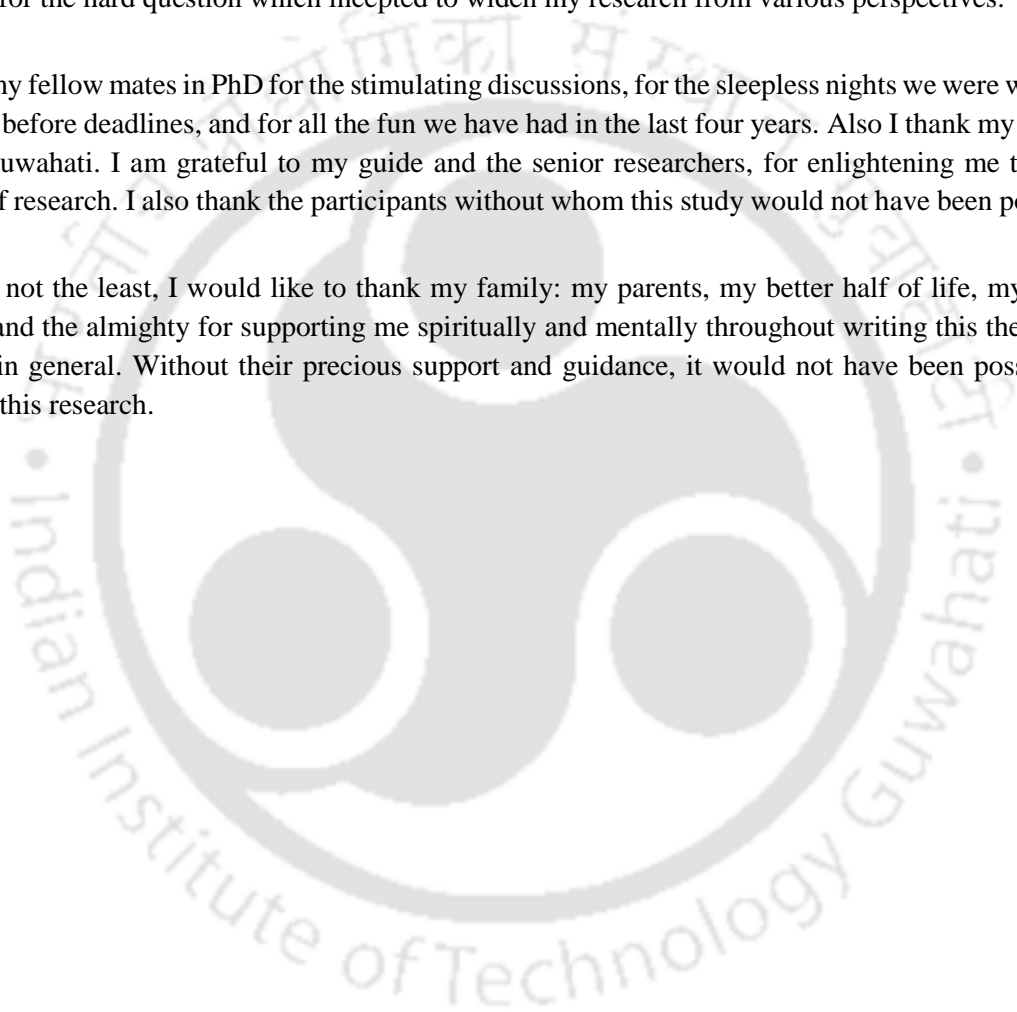
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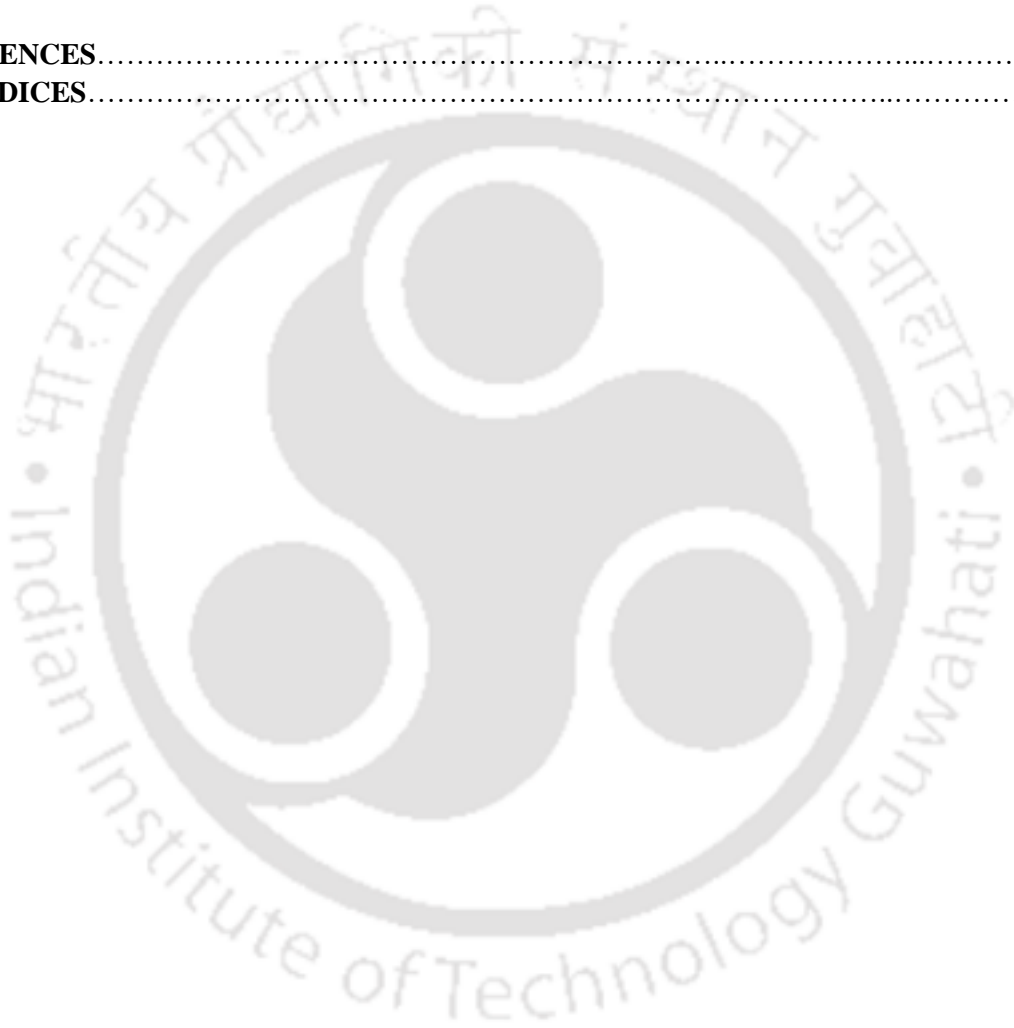
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## LIST OF ABBREVIATIONS

TCL	Tourist Career Ladder
UNWTO	United Nations World Tourism Organisation
TCL	Tourist career ladder
TCL	TRAVEL CAREER LADDER
PRASAD	Pilgrimage Rejuvenation and Spirituality Augmentation Drive
UNCED	United Nations Conference on Environment and Development
WCED	World Commission on Economic Development
WACOSS	Western Australian Council of Social Services
FTAs	Foreign Tourist arrivals
TVoA	Tourist Visa on Arrivals
ETA	Electronic Tourist Authorisation
STCI	Sustainable Tourism Criteria for India
ESOI	Eco Tourism Society of India
NER	NORTH EAST REGION
RAP	Restricted Area Permit
PAP	Protected Area Permit
ILP	Inner Line Permit
GSCDAL	Guwahati Smart City Development Agency Limited
SRFD	Sabarmati Riverfront Development
EVT	Expectancy value theory
WTTC	World Travel and Tourism Council
UNESCO	United Nations Educational, Scientific and Cultural Organization
ATHRs	Assam Type Heritage Residencies
GNP	Gross National Product
WTTC	World Travel and Tourism Council
MSME	Micro Small Medium Enterprises
GOI	Government of India
NEHDC	North east handicraft development corporation
NEDFi	North Eastern Development Finance Corporation Ltd.
UPTECH	Integrated Technology Upgradation and Management Programme
NEHDC	North east handicraft development corporation
AIIDC	Assam Industrial Internal Development Corporation
CFSC	Co-operative farming Service Centre
SISI	Small Industries and Service Institutes
CFC	Common Facility Centre
DDU-GK	Deen Dayal Upadhyay- Grameen Kaushalya
PPP	Public-Private Partnership
ATDC	Apparel Training & Design Centre

# **CHAPTER 1**

## **INTRODUCTION**

The present chapter delivers a gist of the entire thesis followed by initiating the Need for studying/exploring newer places with the application of methodology thus followed to conduct the Study to fulfil the aim. Through a brief study of the background of the issues associated with North Guwahati as a place for design development of tourism products, it has been suggested that through literature study and conducting survey through selection of certain methods, the design development through tourism products can be implemented in order to motivate tourist visit and a sustainable growth for the locals.





# CHAPTER 1

## INTRODUCTION

**A gist of the complete thesis followed by the Need of the Study and the methodology thus followed to conduct the Study to fulfil the aim.**

### 1.1 INTRODUCTION - SUMMARY OF RESEARCH

*“Travelling – it leaves you speechless, then turns you into a storyteller.”*

-Ibn Battuta, Journey of Ibn Battuta (Ibn Battuta’s quote always sparks adventure and yearns to get away)

Design make things tangible to use and envisage its implications with benefit and expansion possibility to explore. To bring together people’s needs a special effort and identification of elements that can bring people closer, by visiting each other exploring location at local ambience people and culture. Thus design applications/thoughts in tourism is a potential area to study. Specifically, to explore micro tourism aspects in the places where possibility of local explorations are there. Such an area may be North East India, specifically to study the possibility of looking into Guwahati in and around along with Brahmaputra riverfront.

Tourism in 21<sup>st</sup> century is increasing the possibility of making a place popular through connecting tourists to its cultural and physical identities, local communities so as to create meaning and branding its uniqueness and thus motivating the visitors to get a greater idea and knowledge regarding these unconventional areas. The prospects of Engaging locals and tourist’s interaction for local upliftment and creating exploration possibilities for tourists for experience around the peripheral surrounding of a city/town. The getaway to the these surrounding areas where there are immense possibilities of tourism development also provide easy access. Short Duration, less expensive and sustainable experience can play as the catalyst on these trips to these unexplored peripheral areas.

The early motivation of people to move from one place to another was in search for food, water, safety or in search of more favourable places of habitation and cultivations. Trade and commerce, journeys to distant lands, seeking new knowledge and exploring the unexplored lands continued to be the strong force for many travellers to undertake travelling urge in ancient times. Now the idea of travel has converted into methods of taking tour of places for pleasure or exploration (Ballabh, 2005). Australian economist Hermann Von Schullard (1910) has defined tourism as the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.

Tourism has received much attention from among the economists and geographers in Europe, where the geographers laid the foundation of tourism studies. Landscapes are treasures of the past, frame contemporary everyday life and affect future environmental, economic and cultural processes. As material custodians of both historical memory and sense of place, landscapes

encapsulate our attachments, emotions, perceptions and knowledge as well as our interest's decisions and actions (Roca, Z. et.al.,2011). Place is the setting for social rootedness and landscape continuity. Place in geography refers to a location - an abstract place in abstract space (Cresswell, 2002); yet, geographical locations are actually experienced.

Awareness of the place history intensifies place attachment, however, even if one may feel attached to a place but it takes more than liking or attachment to incorporate the place as part of one's self and evoke different feelings through culture and memories. The Cultural tourist wants to observe people and their way of life in geographical areas different from their own. The history, art, craft, architecture, religion, dress, festivals, agriculture, everyday practices as the identities of the place and which shapes their culture, are all subject to tourist gaze. Cultural tourism assumed sustainability (Mbaiwa and Sakuza,2008), relies on local products, artefacts and hosts.

People perceive places through various cognitive, emotional and physical determinism of the place that leaves effect on the behaviour of the tourist. Baloglu and Mcleary,1999 stated that perceptions about the destination are a function of internal motivation (push motives) and external motivations (pull motives). While, emotional motives of a person are directly influenced through the affective observatory and information through knowledge perceptions of the destination (Beerli and Martin,2004). Perspectives on place have gone from "physical determinism", where the environment, dimensions, colors, and shapes were seen as having direct effects on behaviour, to a view of the people-environment relationship as dynamic and interactive (Franck, 1984). The tourists and the visitors in North East India develops a perspective of the region as a Landscape locked with natural beauty and unknown explorative spots. Although the notion is true in the sense as an outsider, what they miss out is gaining a perspective of it true ethnic and culturally driven practices and destinations.

People always strive to get exposure to newness to get a break and be away from the monotony of life where they choose North East India as a travel destination for its unique blend of craft, culture and physical landscape. Tourism in this part of India, bestow such newness by providing experiences to tourists. Usually tourists visit the time tested spots, which are mostly in reference to Pilgrimage and Nature tourism and for that there are certain specific identified spots. Such tour consumes time and does not expose the traveller to a varied amount of cultural landscape.

Areas with physical uniqueness in terms of water bodies, mountains along with cultural richness is plenty in Assam. Brahmaputra and its many tributaries, wetlands and waterbodies around it (lakes ponds) add to this store of individuality. Yet quiet less tourist related developmental models have been suggested or come up given the immense potential of the riverfront zone. Guwahati which is growing as a major metropolitan hub of North East India, meagre provide memorable experiences, acting only as a thoroughfare and connection point including short stays. Such short stays can be utilised judiciously to visit the unexplored peripheral areas of Guwahati. One of such areas lie across unexplored North Bank of Guwahati that showcases a bundle of ethnic, cultural and physical identities. The entire concept of the study is to design an inclusive system for those who want to gain knowledge and experiences through the identified less explored places near big cities on a short notice. A concept is designed to motivate, connect and pull tourists to such spots. As a case study pertaining to landscape identities spread across North Guwahati is chosen.

The present study reviews the status on the studies so far carried out on Cultural and sustainable tourism and how they motivate people and thereby trying to link them with Place

identity for experiential theme based circuit tourism. The Study is carried in two 2 phases: One, in which the issues and mind-set of tourists in terms of the core fundamentals of motivations are identified in order to develop a system based circuit involving all the local identities present in the selected zone; and Second, how to render local identities into the notice of visitors through involvement of the local community to design and build products to initiate and motivate the use of local products. The study is carried out through data collection of participants from specified groups. The proposal and hypothesis is to prove that how the design development through development of local products and implementation of an inclusive system can socio economically uplift the locals for a sustained developmental goal.

Study contributes to the overall understanding of why tourists adopt specific behaviours while visiting places of interest. How it becomes an interesting place, given its identities and images. Perceptions of a place helping to motivate the push and pull motions helps understand people's travel behaviour to exotic destinations. A contextual approach on the beautification of both banks of Brahmaputra river front development with respect to North and North West Guwahati is rare, therefore the place needs to be identified as an important pilgrimage place and craft centre respectively and connect the identity bound images with the natural environment.

In a very conceptual approach, this study will scrutinize identity in place making as vital matters in achieving good public realm design for tourist seeking for leisure and variety and newness in their journey. Gnoth (1997) highlights the difference between social trip and a variety seeking trip. It is more related to savage and unexplored environments and relates to adventure and intellectual rewards. Development of tourism in Assam is restricted to a couple of pilgrimage and wildlife destinations only. The colourful cultural mosaic identities and rare topographic expressions silently waiting for their proper use for the development through tourism sector (Bhattacharya, 2011).

## **1.2 BACKGROUND**

Being in and from NE India I had the opportunity to travel across NE India and various destinations. Throughout the travel journey I found countless Unexplored Cultural and Physical Landscape Identities. In today's world context a place can be made popular through tourism so as to invite tourists to these lesser known places. Thus popularising them through approach of Micro Tourism. Within tourism, micro tourism is gaining great popularity in other parts of the world, accounts to connecting unexplored cultural and physical identities and landscapes along with local communities residing in these areas with tourists so as to increase interpersonal and socio cultural interaction. Learning of new places can be more explorative through knowledge gain and pleasurable tour in the Unexplored places.

Guwahati being Gateway to Assam and North East India has many cultural, social and landscape identities. Blessed with natural beauty, North Guwahati consists of the ethos and ethnic culture of Assamese people. It is also agglomeration of religious varieties. Hajo an ancient craft village still practices and make handmade Brass Metal Utensils. Although it has many identities, it is hardly known to the outside world and visitors to North east and Guwahati in Specific. The long Brahmaputra Riverfront in the north bank of Guwahati provides immense opportunities and scope to be developed into a world class micro-tourist spot. The studies conducted under this philosophy would generate the core push and pull elements of motivation that would generate the final plan

and strategy. The study contributes to the overall understanding of why tourists adopt specific behaviours while visiting places of interest. How it becomes an interesting place, given its identities and images. Perceptions of a place help to motivate the push and pull motions and helps understand people's travel behaviour to exotic destinations.

Literature study is carried out in order to support the need of study associated to Identities which relates to countless places. Through literature it revealed that how various elements of place like their image, their identities created through landscapes, branding of these place through identities and motivating people to visit these same places based on their intrinsic characteristics, created through various forms of brand advertisement. In order to understand Assam in specific context with peripheral areas of North Guwahati situated on the North Bank of Brahmaputra, it was important to first study on the works that have been done by authors in the area of defining place and related fundamentals to get insights in support of further work. Then relating these ideas in context with the mentioned case study, i.e. North Guwahati and carrying out further study through survey. It was important to find the effect that these elements acting as place brands, have on tourists in order to invite and improve and develop the places. In this context tourism related literature was studied and a connection was being established as how identities of a place invites tourists. Thus the study such as designed and framed looks into identifying specific elements that explicitly attracts outsiders to experience.

This was followed by direct observations and information collection from various people relevant to the search. Figure. 1 in the next page express the flow of work followed during the study.

## Flow of Thesis Work

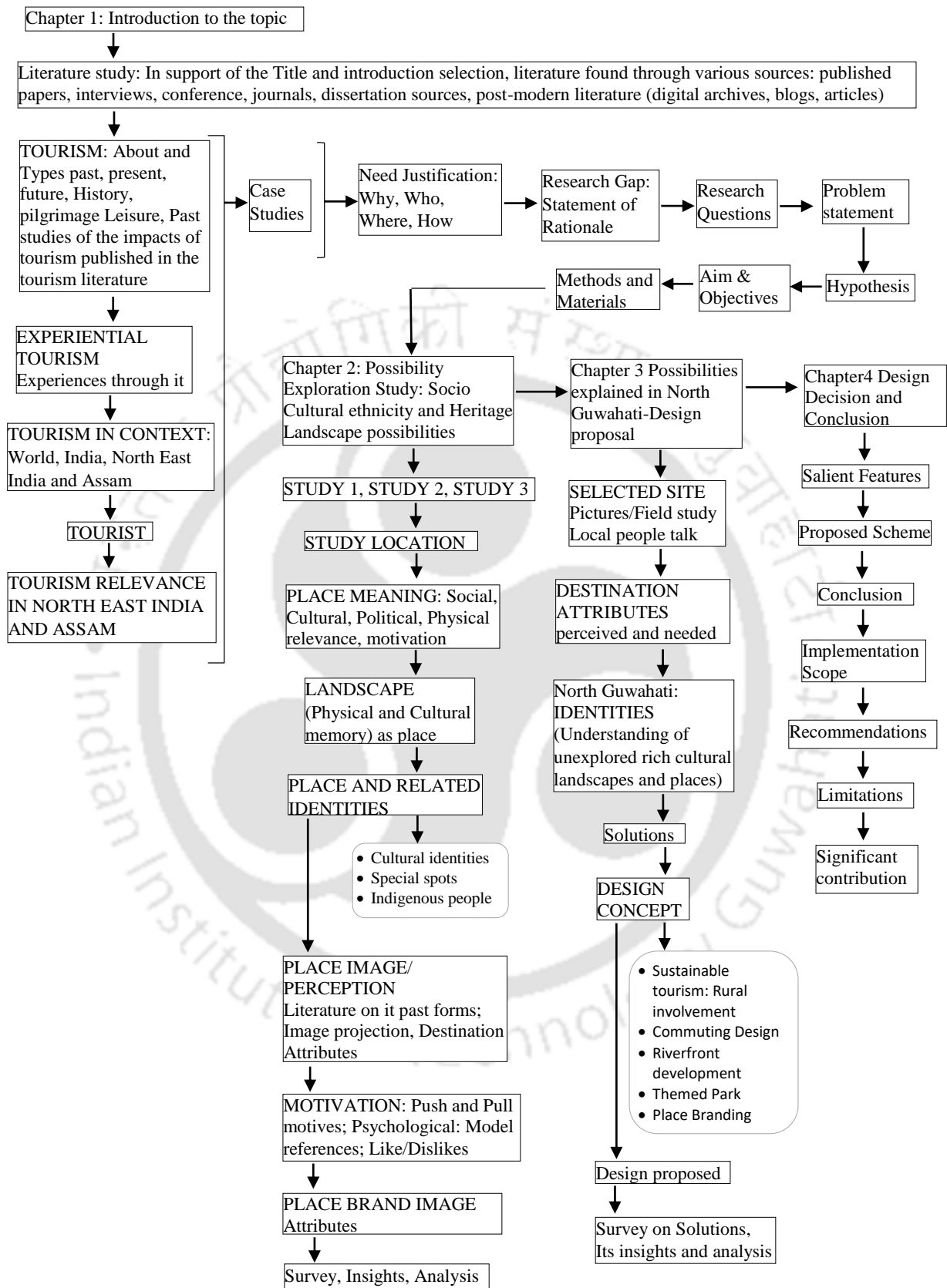


Figure 1. A schematic diagram of flow work of the Research work conducted.

### **1.2.1 Design in tourism**

#### **(i) Design Evolution in Tourism – Past and Present**

Bill gates identified tourism as one of the three major industries of the future with the projected arrival of 1.6 billion tourists by 2020 generating tourist receipts of US \$ 2000 Billion, creating one job every 2.5 seconds (Bezbaruah, M.P, 1999). Tourism has vast potentials as a vehicle to drive socio economic development in a country. From search of food, habitation and cultivation as nomadic to travels for trade and barter, civilisation has progressed and the need as such that not only motivates people to find new possibilities to explore but also to establish channels of understanding between cultures. To make travel and experiences easier and worthy with the growth of civilisation; organised, progressive and diverse tourism products are being developed focussing upon comfort, sustainability and economic development of regions and masses. Through Technological (digital and manufacturing) improvements and developments, communities are emerging and connecting through cultural and social exchanges.

Growth in tourism related infrastructure like, stay or lodging and modern inventions have exposed the tourists to better opportunities of travel and also increased awareness in terms of environment and eco-friendly way of travelling, encouraging sustainable consumption, and up-cycling existing items and places either natural or man mad. Due to these changes and improvements in service delivery through design, innovation, application and advertisement, tourism has direct and indirect beneficiaries that benefits the socio economic conditions of a country or region. Although most of the tourism activities are driven by market forces and are influenced by the demands of the market; yet, the Government of country have an overriding role in ensuring qualitative purity of the services and in ensuring that the market conditions function fairly (Bezbaruah M.P., 1999:22).

The literature shows the importance of tourism evolved through ages and how it is playing one of the vital roles in people's lives along with products to places.

#### **(ii) Experiential tourism**

Experiences can be characterised by countless elements of attraction by people, be it in tangible forms, or intangible associations and feelings in terms of cultural sense, visual characteristics and features. Experiential tourism shows rather than describes; it allows the tourist to be an active participant in the experience (Smith W. L.). Experiences occur across to sets of dimensions: customer participation (passive to active) and connection or environmental relationship (absorption to immersion). These four realms have been described as: Entertainment (passive, absorption), Educational (active, absorption), Escapist (active, immersion), and Aesthetic (passive, immersion).

Dr. Sasithara Pichaichannarong, 2004, director general, officer of tourism development, ministry of tourism and sports, Thailand offers 6 P's: (i) Place infrastructure and landscapes; (ii) Products and services; (iii). People human resources to be developed; (iv) Planning and management, integrated implementation among governmental, nongovernment and local authorities; (v) Presentation legends of villages and products; (vi) Promotion marketing such as public relations on tourism sites. The experiences that people get within various dimensions, is well described and studied in terms of infrastructures, products and other managerial tasks.

### 1.2.2 Tourism

Tourism has received much attention from among the economists and geographers in Europe, where the geographers laid the foundation of tourism studies. Landscapes are treasures of the past, frame contemporary everyday life and affect future environmental, economic and cultural processes. Awareness of the place history intensifies place attachment, however, even if one may feel attached to a place but it takes more than liking or attachment to incorporate the place as part of one's self and evoke different feelings through culture and memories. Homer in *Odyssey* records the wanderlust of the ancient Greeks and Romans (Ballabh, 2005). These great explorers can be credited with the distinction of being the pioneers who subsequently paved the way for modern-day travel. Now the idea of travel has converted into methods of taking tour of places for pleasure or exploration (Ballabh, 2005).

According to Manila Declaration on World tourism, 1980 tourism has the scope of having the ultimate aim to improve the quality of life and creation of better living conditions for all people, worthy of human dignity. UNWTO report 2014 says, International tourist arrivals have increased from 250 Lakhs (\*) globally in 1950, to 2780 Lakhs in 1980, 5,270 Lakhs in 1995, and 11,330 Lakhs in 2014. UNWTO prospects for 2015 tourist inflow are strongest for Asia. International tourist arrivals (overnight visitors) worldwide increased 6% in 2018 to 1.4 Billion, based on data reported by destinations around the world (UNWTO World tourism organisation Barometer, 2019). The Travel and Tourism Competitiveness Report of 2012 by the World Economic Forum ranks India 12th in the Asia-Pacific Region and 68<sup>th</sup> globally which is quiet convincing according to India's tourism growth outlook. (\*Lakh = 10<sup>5</sup>)

#### (i) Sustainable tourism

Tourism is important to communities around the world and is needed to develop tourism sustainably. Human communities represent both a primary resource upon which tourism depends and their existence in a particular place at a particular time used to justify the development of tourism. Communities are the basic reason for tourists to travel, to experience the way of life and material products of different communities. They shape the natural and cultural landscapes which many tourists consume.

Communities are the source of tourists and the tourists are drawn from particular places and social contexts which in themselves help shape the context of the tourist's experience in the host community. Sustaining these communities has become essential elements of sustainable tourism which rests on the assurance of renewable economic, social and cultural benefits to the community and its environment (Hall D. and Richards G., 2003).

#### (ii) Place in tourism

In geography refers to a location - an abstract place in abstract space; yet, geographical locations are actually experienced. Places are attributed with meaning that result from the use and the meaning that local populations attributed to places and elements (Meeting, rest, feast, religious practices). Lockwood (1999) defines place (distinct from *environment*) as "a setting or landscape of profound meaning and connection to an individual by virtue of personal, direct experiences". Williams and Stewart (1998) summarized the sense of place literature by describing five dimensions to individual's sense of place: emotional bonds; felt and often intangible meanings, values, and symbols; values about a place; iteratively and socially constructed meanings; and cultural, historical and physical context.

### **(iii) Place Meaning**

Roca, Z. et.al (2011) defined places as attributed with meaning that result from the use and the meaning that local populations attributed to places and elements (Meeting, rest, feast, religious practices). Some are the projection of expectations, wishes, meaning that collectivises or socio-cultural contemporary groups attribute to them (naturalness, new arcadia, etc.). Places are systems of spatial, functional, visual and symbolic relationships between its constitutive elements. They are the result of a project that has been desired, more or less consciously, by a collectivity that has been building, using and modifying the place over the centuries and sometimes the result has been voluntarily carried out by a single person.

### **(iv) Landscape (Physical and Cultural) as place**

The landscape tells or rather is a story. It enfolds the lives and time of predecessors who, over the generations, have moved around in it and played their part in its formation. To perceive the landscape is therefore to carry out an act of remembrance, and remembering is not so much a matter of calling up an internal image, stored in the mind, as of engaging perceptually with an environment that is itself pregnant with the past (Ingold, T. and Bradley, R., 1993: 2).

One comes to understand a landscape through movement within it, and one comes to understand and know a landscape through the journey 'there and back again' that one takes from one landscape to another (Ingold and Bradley, 1993: 18). Movement through landscape and place reveals the complexity of meaning that our dwelling places and landscapes provoke in the human imagination. They express the diverse ways that human environments shape how we think and feel (Kay Lawrence K., Darlaston K.,2015).

### **(v) Place Identity**

The term "Place Identity" first coined by environmental and social psychologists Harold M. Proshansky, Abbe K. Fabian, and Robert Kaminoff, argues that place identity is a sub-structure of a person's self-identity, and consists of knowledge and feelings developed through everyday experiences of physical spaces. Identity manifests itself on many levels, one of which is attachment to place through the memories and related history and the human capacity rooted in language, to know who is who (Borsaikia,S and Chakrabarti,D. 2016). Breakwell (1986) people suggests that the first principle of identity is the establishment of a sense of personal uniqueness.

Place and identity are inextricably bound to one another. The two are co-produced as people come to identify with where they live, shape it, however modestly, and are in turn shaped by their environments, creating distinctive *environmental autobiographies*, the narratives we hold from the memories of those spaces and places that shaped us (Jen Jack Giesecking et. al., 2014). Place has a dynamic quality with changing meaning and theories from various researchers and philosophers, which means place-identity has temporal aspects and evolves over time. Therefore, there is no single and static identity for a place, rather identity can be described as a process.

### **(vi) Place Image/ Perception**

In tourism research, a perception is the image of a tourist destination that makes effective behaviour (Gnoth, 1997). Morrison,1989; Gnoth, 1997 argues that perceptions are of several types: they can have a cognitive component (which results from the evaluation of the destination attributes) and a personal component (that depends on how the individual intends

to perceive that destination) (Gnoth, 1997). The cognitive structure comprises the shaping of a perception representing of internal and external stimuli into the awareness set which is in fact a cognitive structure. (Woodside and Lysonski, 1989) (Perception and cognition). Russell and Pratt, 1980 suggest that the attributes of the destination are perceived by their ability to achieve affective motives. Each tourist has his/her own internal and external motivations to travel which lead to different perceptions about a tourist destination, which may be analysed from a cognitive or behavioural perspective.

#### **(vii) Components of Place**

The well-known theoretical model of "David Canter", a pioneer of the conceptual studies in architecture and urban design, can be one of the theoretical frameworks capable of explaining the components of the urban design quality. Based on the known as place type, the urban environment is a "place" consisting of three tangled dimensions "form", "Activities" and the "imagination". According to the theory, the quality of urban design (Hanieh Azizi Ghoomi et al., 2015), is the result of three components. Each component must meet one of the three conditions, "form", "activity" and the "imagination" of the city environment (Canter, 1977).

The attractiveness and efficiency of model "Canter" have led other scholars of the urban design to present various versions of the model. For example, the model "sense of place" of "John Punter" referring to the components involved in creating a sense of place can be a subversion of the model "Canter". Based on the model "John Punter" says there are three components of "form", "activity" and "meaning" that are involved in creating a sense of place. The components of "Punter" are similar to those suggested by "Canter" namely "form," "activities" and "imagination" (Punter, 1991).

#### **(viii) Place, Craft and design**

Craft and design are often thought to be primarily involved in producing 'things', they can also be understood as processes - 'an approach, an attitude or an action, a way of doing things', as art and design researcher Glen Adamson once said of craft (Adamson, G. 2007: 4). through the design, materials and making processes as well as craft objects and human habitats address the entwined relationships between landscape, place and identity. landscape, place and identity engage with the disciplines of textiles, architecture and landscape architecture within the larger fields of craft and design. Each of these systems of knowledge engage with the materiality of the physical world to produce practices and products that are intimately connected with the experience of dwelling.

The materials that create cloth, buildings and the built forms of the environment originate in the earth. Whether derived from clay, minerals or plant life, these are the materials, shaped by human ingenuity and skill, that ultimately shape our habitats, protect the body and provide the context for human life and thought. It is through dwelling that we give places and landscapes their identity as meaningful entities, as they in turn shape us (Kay Lawrence, Dr Kirsty Darlaston (2015).

#### **(ix) Motivation**

Correia, A. et.al. (2007) stated that Perceptions of tourism about the destination are destinations are formed based on internal motivation (push motives) and external motivations (pull motives). Each tourist has his/her own internal and external motivations to travel which lead to different perceptions about a tourist destination (Bologlu and Mcleary, 1999).

Emotional motives directly influence the affective perceptions of the destination (Beerli and Martin,2004). It was found through studies that more than the infrastructures of a tourist destination emotional states affect the perceptions regarding that destination (Choy, 1992 ; Murphy et.al.1997).

- a. Decision to travel to exotic places arises from the desire of knowledge, having social states and intellectual leisure and that these factors determine the perceived pull motives: Facilities, core attractions and landscape features (Correia, A. et. al., (2007). Hill (1965) concludes the motive of many vacation makers is in a response to psychological depletion and an opportunity to allow the tourist to replenish and restore, if the traveller finds what they want they will come back enriched, regenerated and recharged. Crompton,1979 states that vacation was the individual having a break from their typical routine and within most theories of motivation the concept of a stable equilibrium is either stated or implied (Crompton,1979).
- b. Tourist career ladder (TCL – Figure 2) was identified by Pearce,1988 who explained that the more experience a tourist gained their motives were more likely to change as compared to a tourist with little experience. The TCL model is based upon the well-known Maslow's (1970) Hierarchy of Needs Model of psychological growth. Maslow's Hierarchy of Needs is a popular and widely accepted motivation theory in social science (Wahba & Bridwell, 1973), albeit criticised as unstable with insufficient empirical evidence (Dye, Mills, & Weatherbee, 2005).
- c. Pearce's model specifies five different hierarchical steps affecting tourist behaviour. The needs ascend from the basic physiological, to safety, social, self- esteem, and the highest level, which is self-actualization. Pearce (1988, 1991, 1993) adopted Maslow's needs hierarchy in his studies, and developed the Travel Career Ladder (TCL). This multi-motive model helps understand travellers' motivations through five needs levels. Travel motivations change based on the accumulated travel experiences (Ryan, 1998) throughout the tourist's life span.
- d. Pearce (1988, 1991, 1993) as shown in Figure 2, proposed and empirically tested his model that emphasizes the tourist's patterns and motives rather than a single motive for traveling. The levels described in his model are (1) concerned with biological needs (specifically relaxation), (2) safety and security needs (or levels of stimulation), (3) relationship development and extension needs, (4) special interest and self-development needs, and (5) Fulfilment or deep involvement needs akin to self-actualization. In addition, he advocates that these travel goals may be self-directed or other-directed given that travel may be a solo or group experience.

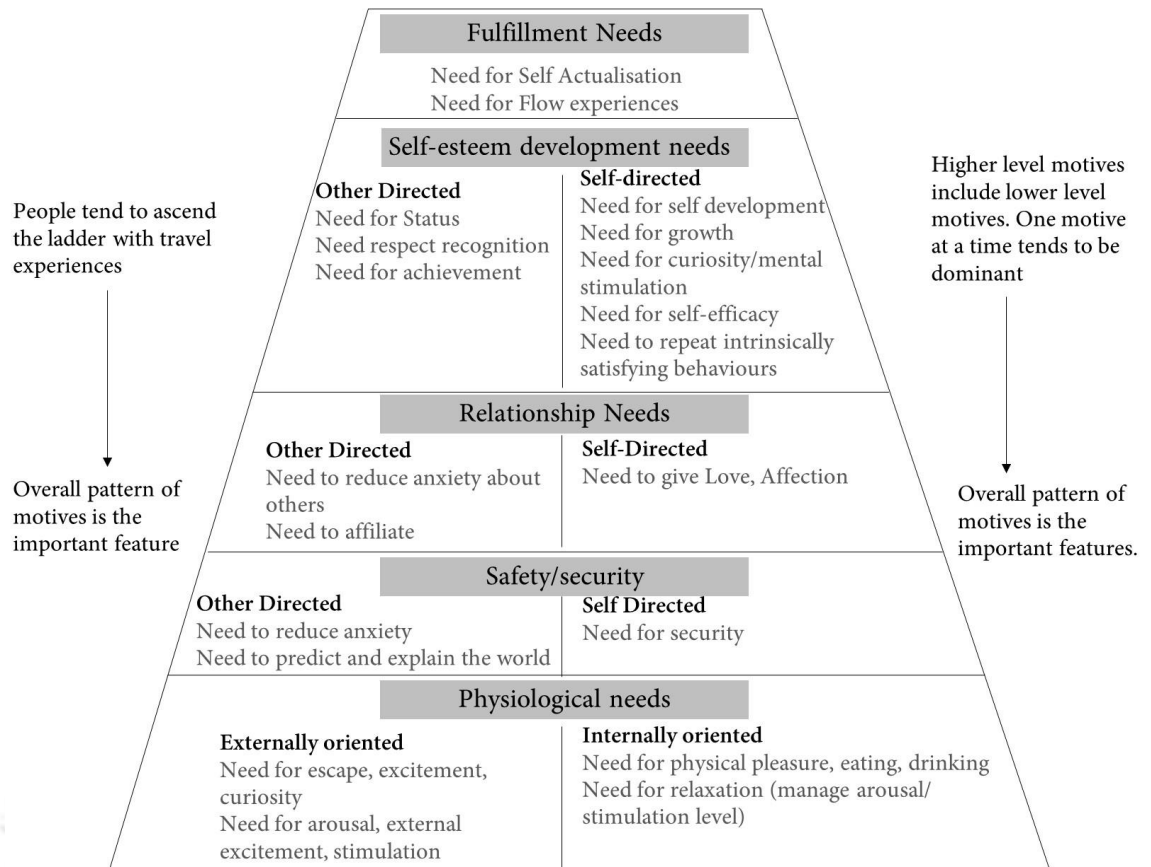


Figure 2. Tourist Career Ladder (TCL) model, source: Pearce (1991).

**(x) Place Branding**

Brands represent a set of tangible and intangible values of the product for its users, but in terms of cities, regions and states they act as a certain label, which summarizes all of our expectations, thoughts, beliefs, knowledge, feelings and associations that we already have in our minds about a specific state, a city or a region (Paliaga, 2008). The images of a place are interwoven with creation of a brands with respect to the creation of products to be provided to the tourists. Brands represent a set of tangible and intangible values of the product for its users, but in terms of cities, regions and states they act as a certain label, which summarizes all of our expectations, thoughts, beliefs, knowledge, feelings and associations that we already have in our minds about a specific state, a city or a region (Paliaga, 2008). Today, brands are measured through the experience they deliver, from the emotional connection they make to how far they create sustainable business value (FutureBrand, 2016).

- a. Kavaratzi (2004) summarizes the forms of communication that drives image of the city. Kavaratzi identifies three sources of communication-primary, secondary and tertiary communication. The model (Figure 3) shows that urban design and development are decisive factor in city imaging (Kavaratzi, 2004). Primary communication concerns the communicative effects of actions taken by city, which boils down to taking landscape, infrastructure, organisation (administrative) and behavioural sources. The secondary communication concerns official concerns issued by city authorities, and tertiary

communication form relates to the word of mouth advertising. The model shows that urban design and development are decisive factors in a city's image creation.

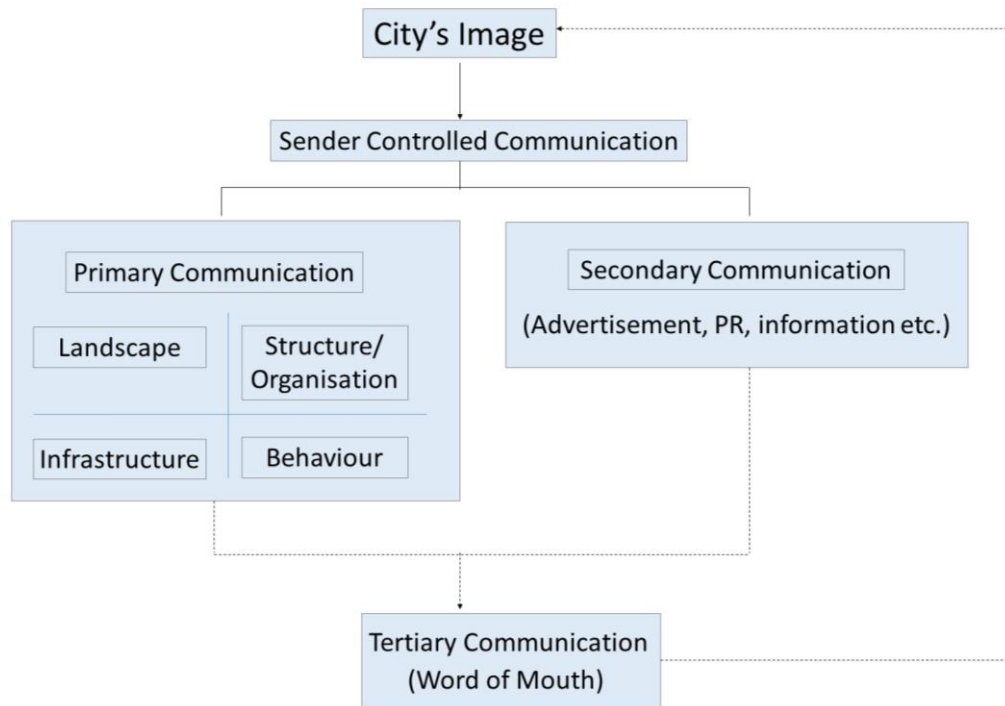


Figure 3. City Branding model, source: Kavaratzi (2004).

- b. According to Simon Anholt (2003), cities have always been brands and believes that in addition to its economic strength, wealth and development, the city brand should also be developed in directions such as creativity, music, philosophy, confidence, wisdom, challenge and safety. brand creates a psychological image in the minds of its target groups (potential investors, tourists, citizens, businessmen), helping them to assess the city's products and services, facilitating the tourists to make their decisions on the visit, affecting business decisions, influencing the resident's decision on relocating (Parsa Shirazi, 2014).
- c. While prior research documents the branding of goods and services, application of classical branding theories to places, in particular to tourism destinations, is a relatively new area of academic investigation (Gnoth, 1997). On the above context further brand representations with respect to various entities and its importance is being noted as follows:
- Brand as communicators
  - Brands as perceptual entities
  - Brands as value enhancers
  - Brand as relationships

Should tourism through experiences and motivation to know the various components of places and the approach towards it be context specific. With diverse local resource and needs

for various tourist's groups and may be analysed while conceiving a tourism project to add value and identity to existing location and facilitate as well as to make a new one.

### **1.3 TOURISM STUDY IN CONTEXT: WORLD, INDIA, NORTH EAST INDIA AND ASSAM**

#### **1.3.1 Tourism Background**

The early motivation of people to move from one place to another was in search for food, water, safety or in search of more favourable places of habitation and cultivations. Such movements of groups of human beings were therefore, largely nomadic in nature but slowly such motivations gave way to travels for trade and barter (Bezbaruah,1999). As the civilisation progressed and empire grew, wars of dominance became frequent; need for keeping control over subjugated areas encouraged conquerors to take up scheme for improvements in communication. In the first form of Renaissance, travels for leisure, or for acquiring more knowledge about the different nations and culture or for adventure became a more prominent activity (Bezbaruah,1999).

Although trade and commerce continued to be the strong force for many travellers to undertake journeys to distant lands, seeking new knowledge and exploring the unexplored lands was becoming a strong urge in ancient times. In the past, the powerful influence of religion slowly penetrated foreign lands, such as Christianity in Europe and later in America and Buddhism, Islam and Hinduism in Asia took place to permit and assimilations and perpetuation of very distinctive languages, literature, art, architecture, philosophy and forms of Government. Religion thus played and continues to play a crucial part in travel (Ballabh, 2005). Homer in Odyssey records the wanderlust of the ancient Greeks and Romans (Ballabh, 2005). These great explorers can be credited with the distinction of being the pioneers who subsequently paved the way for modern-day travel. Now the idea of travel has converted into methods of taking tour of places for pleasure or exploration (Ballabh, 2005). Australian economist Hermann Von Schullard (1910) has defined tourism as the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.

In this context, one can turn his attention to the work of McMurry, 1930, where he discussed the significance of recreational land use in Northern Michigan. He stressed on the contributions that geographers may make to this field (Dodd, J., Sharma,V.,2012). Tourism has received much attention from among the economists and geographers in Europe, where the geographers indeed laid the foundation of tourism studies. Ecology and natural history have a long tradition of interest in the spatial patterning and geographic distribution of organisms. Landscapes can be observed from many points of view, and ecological processes in landscapes can be studied at different spatial and temporal scales (Forman, R. T. T., Godron, M. 1986). A landscape can be considered a spatially heterogeneous area. Three landscape characteristics useful to consider are structure, function, and change (Risser, P. G. 1987). Landscapes are long lasting witnesses to the production and consumptions of territorial identities. As constitutive identities of and factors in the making of territorial identities, landscapes are the medium through which the existing and emerging identities of places and regions are generated, recorded, assumed and claimed (Roca,Z. et.al., 2011).

Lockwood (1999) defines *place* (distinct from *environment*) as “a setting or landscape of profound meaning and connection to an individual by virtue of personal, direct experiences”.

Landscapes are treasures of the past, frame contemporary everyday life and affect future environmental, economic and cultural processes. As material custodians of both historical memory and sense of place, landscapes encapsulate our attachments, emotions, perceptions and knowledge as well as our interest's decisions and actions (Roca, Z. et.al.,2011). Landscapes are long lasting witnesses to the production and consumptions of territorial identities. As constitutive identities of and factors in the making of territorial identities, landscapes are the medium through which the existing and emerging identities of places and regions are generated, recorded, assumed and claimed (Roca, Z. et.al.,2011).

Place is the setting for social rootedness and landscape continuity. Location/space represents the transcending of the past by overcoming the rootedness of social relations and landscape in place through mobility and the increased similarity of everyday life from place to place. Place in geography refers to a location - an abstract place in abstract space (Cresswell, 2002); yet, geographical locations are actually experienced. Place identity can be seen as one of many identity manifestations, and represents identity manifested through physical environments and objects (Åshild Lappegard Hauge, 2009). Places are attributed with meaning that result from the use and the meaning that local populations attributed to places and elements (Meeting, rest, feast, religious practices). Some are the projection of expectations, wishes, meaning that collectivities or socio-cultural contemporary groups attribute to them, naturalness, new arcadia, etc.(Roca, Z. et.al.,2011).

Perspectives on place have gone from "physical determinism", where the environment, dimensions, colors, and shapes were seen as having direct effects on behaviour, to a view of the people-environment relationship as dynamic and interactive (Franck, 1984). Baloglu and Mcleary,1999 stated that perceptions about the destination are a function of internal motivation (push motives) and external motivations (pull motives). Each tourist has his/her own internal and external motivations to travel which lead to different perceptions about a tourist destination (Baloglu and Mcleary,1999). Emotional motives directly influence the affective perceptions of the destination (Beerli and Martin,2004). Most tourism literature on the factors behind the tourist decision has focused on a single motivational construct, whether it be cognitive or emotional (Gnoth, 1997; McCabe, 2000).

Awareness of the place history intensifies place attachment, however, even if one may feel attached to a place but it takes more than liking or attachment to incorporate the place as part of one's self and evoke different feelings through culture and memories. The Cultural tourist wants to observe people and their way of life in geographical areas different from their own. The history, art, craft, architecture, religion, dress, festivals, agriculture, everyday practices that shape their culture are all subject to tourist gaze. Cultural tourism relies on local products, artefacts and hosts. Cultural tourism is favoured for its assumed sustainability (Mbaiwa and Sakuza,2008). Butler and Hinch (2007) have given the definitions of the term "indigenous" in United Nations Development Programme as Traditional habitats, linguistic identity and "self-identification and identification by others as being part of distinct cultural group, and displaying the desire to preserve that cultural identity."

The place identities are interwoven with creation of a brand. Brands represent a set of tangible and intangible values of the product for its users, but in terms of cities, regions and states they act as a certain label, which summarizes all of our expectations, thoughts, beliefs, knowledge, feelings and associations that we already have in our minds about a specific state, a

city or a region (Paliaga, 2008). Today, brands are measured through the experience they deliver, from the emotional connection they make to how far they create sustainable business value (Future Brand, 2016). The best city brands are actually successful because they manage to achieve synergy in building an emotional connection between them and their target groups (Williams et al, 2004, page 6 from Paliaga, 2008). As a result, the brand creates a psychological image in the minds of its target groups (potential investors, tourists, citizens, businessmen), helping them to assess the city's products and services, facilitating the tourists to make their decisions on the visit, affecting business decisions, influencing the resident's decision on relocating (Parsa Shirazi, 2014).

Brand image is an important concept in consumer behaviour (Dobni and Zinkhan, 1990). The most common and widely accepted definition of brand image is “the perceptions about a brand reflected as associations existing in the memory of the consumer” (Keller, 1993). Similar to the strong interests at studying brand image, for the past three decades, destination image has been a dominating area of tourism research.

People crave for offbeat images of place through their inputs, so as to fabricate their familiar surrounding; seek and create iconic environments and ingredients that support and strengthen their perception of themselves in the view of other people (Sukanya et.al.,2016). Decision to travel to exotic places arises from the desire of knowledge, having social states and intellectual leisure and also that these factors determine the perceived pull motives: Facilities, core attractions and landscape features (Correia, A. et. al., 2007). Oppermann (1996) says that travelling to unknown places gives rise to variety seeking behaviour, looking for social and intellectual rewards.

### 1.3.2 Tourism and Its Variants

‘Tourism’ term in present day context, it includes the totality of relationships and phenomena arising from travel and temporary stay of strangers (Bhatia,1991) is still relevant while exploring possibility in North east India. The tourism and the related terms have been defined by various authors and the World tourism Organisation (2015) as below; can these be taken a background to frame the proposed enquiry of newness in NE tourism.

- (i) **Tour** is derived from the **Latin**, '*tornare*' and the **Greek**, '*tornos*', meaning 'a lathe or circle; movement around a central point or axis.' (Theobald,1994)
- (ii) **Tourism**: “The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.” (Mathieson and Wall, 1982)
- (iii) **Tourism Stakeholders**: Visitors, Business, Host Community, Govt.(Local, National, International)
- (iv) **Elements of Tourism**: (a) The tourists or travellers who are leaving and returning home, (b) The travel and tourism Industry, (c) The geographic regions which are composed of : Travel generating region, Transit route, Tourist destination (Leiper,1995)
- (v) **Etymology**: The word *tourist* was used by 1772 (Griffiths et.al.,1772) and *tourism* by 1811 (Harper, 1811)
- (vi) **Visitor**: Any person visiting a country other than that in which he/she has his/her usual place of residence, for any reason other than following an occupation remunerated from within the country visited. (United Nations Conference on International Travel and Tourism, 1963)

- (vii) **Travel:** The act of moving outside one's home community for business or pleasure but not for commuting or travelling to or fro. (Macintosh and Goeldner, 1986)
- (viii) **Foreign Tourist:** Any person visiting a country, other than that in which he/she usually resides, for a period of at least 24 hrs. (Macintosh and Goeldner, 1986)
- (ix) The human need and desire to travel has not changed over time however evolution through the ages has provided the tourism industry to grow and develop to meet the demands of tourists (McIntosh, Goeldner, & Ritche, 1995).
- (x) According to **UN World Tourism Organisation (UNWTO)**, Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.
- (xi) **Tourism Types:** Inbound (non-residents traveling in the given country), Outbound (residents traveling to other country), Domestic, National, International

The above study shows Tourism exploration of unknown or critical insight of a place and people and thus it bridges outsiders and residents and with the exchange of elements from both the cultures encircles with newness and scope for developing places.

The travel and tourism industry is emerging as one of the fastest growing sectors contributing significantly to global economic growth and development. It is now considered as an activity, essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of societies and on their national or international relations. For many countries, it has become a vital source of income. According to Manila Declaration on World tourism, 1980, it is said that tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress, in particular of the developing countries. It can be said that tourism has the scope of having the ultimate aim to improve the quality of life and creation of better living conditions for all people, worthy of human dignity.

### 1.3.3 Economic Impacts of tourism

Christaller, 1995 stated "tourism is a brand of economy which avoids central place and the agglomeration of economy", which means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas. Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. Now Tourism plays an important role in employment generation and economic growth of the country. UNWTO report 2014 says, International tourist arrivals have increased from 250 Lakhs globally in 1950, to 2780 Lakhs in 1980, 5,270 Lakhs in 1995, and 11,330 Lakhs in 2014. UNWTO prospects for 2015 tourist inflow are strongest for Asia. According to UNWTO's 2019 report International tourist arrivals (overnight visitor's) worldwide increased 6% in 2018 to 1.4 Billion in 2019, based on data reported by destinations around the world (UNWTO Barometer, 2019). The Travel and Tourism Competitiveness Report of 2012 by the World Economic Forum ranks India 12th in the Asia-Pacific Region and 68<sup>th</sup> globally which is quiet convincing according to India's tourism growth outlook.

Considering the importance of tourism in economic development, India have made planned efforts to promote it in different parts of its territory (Bhattacharya,2011). Tourism in

India for the first time, was mentioned in 2<sup>nd</sup> five year plan in early 60s and the Government of India took up a scheme for development of facilities at places frequently visited by tourists. In the recent years, the Indian Tourism Ministry initiated numerous advertising campaigns such as '*Incredible India*', '*Atithi Devo Bhavah*' to promote India's Image for tourist attractions in a fresh and memorable way and project India as an attractive tourist destination by showcasing different aspects of Indian culture, history and sensitizing tourists and locals. The GOI has launched two new schemes; Swadesh Darshan and PRASAD in a Mission Mode to promote cultural and heritage value of the country, enhance the tourist attractiveness by developing world class infrastructure in the circuit destination (Ministry of Tourism, Government of India, 2015-2016).

The Indian Tourism sector is growing, but still the major focus on projecting India at a global as well as native platform is limited to development and advertising of the already known and famous Indian tourist destinations. The massive number of tourists visiting only a few popular Indian places has gone beyond their carrying capacity. There is a greater focus now on delivering unique experiences for tourists or to fashion tourism attractions tailored to the customer's tastes and demands (Bezbaruah,1999). As a remarkable step in this direction, the Government of India set up tourism Development council since 1958 in states and Union territories.

#### **1.3.4 Types of Tourism**

Although Tourism holistically can be categorised into Inbound outbound, domestic, national and International, the Major types of tourism and their variants as shown in Figure 4 (France 2006) and Figure 5, provides a beneficial guidance to understand the Types of Tourism and their variants that has been established and practised by man since time immemorial. There has been a renewed concern with environmental ethics, which has focused on the deleterious effect of mass tourism as it impinges on important and fragile environment, exploitation associated mass tourism especially in developing countries (Fennel and Smale,1992). It aims to minimize the environmental, social, cultural and economic costs and maximize benefits, a sensitive form of tourism emerged (France, 2006). It has been given a number of different labels-appropriate, responsible, soft, green-but perhaps the most useful is 'alternative tourism', since it is pursued as an alternative to Mass tourism (Wheeller, 1991; Cater 1993)

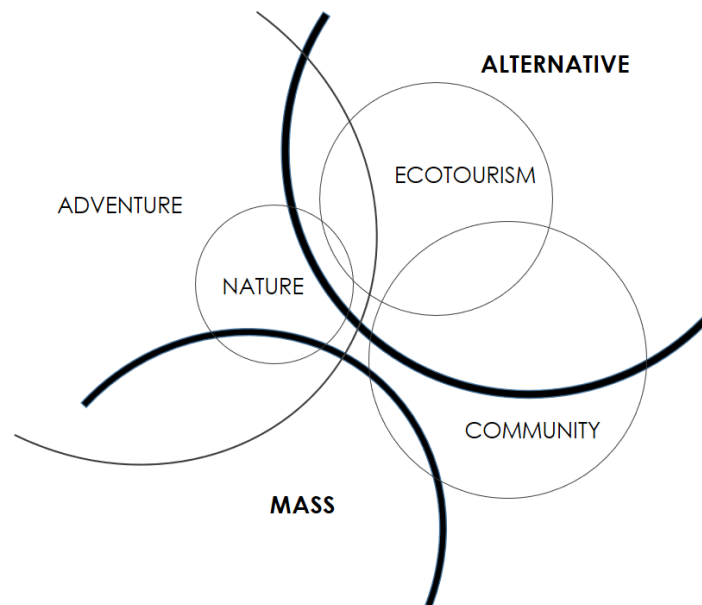


Figure 4. Major Types of Tourism and their Variants that makes or creates specific attractions, France: 2006.

(i) **Mass Tourism** (Lane,1990; Wheeler,1990; Heritage Coast,1992)

In Mass tourism, tourists are in large groups, Large Firms/Large Scale. It is mostly like packaged Vacation with Inclusive Multinational hotel chains where one can see rapid Development often without planning. There are multinational Decision making while loud Social Effects/ Impacts are often ignored. But few positive aspects would be regarding fuel Effective Transport and one does not have to prepare for language. People mostly focus on “sight”.

(ii) **Alternative Tourism** (Lane,1990; Wheeler,1990; Heritage Coast,1992)

Few areas that may describe alternative tourism are recent Trend, Traveller (Single, Family), Independent, specific operators and Self Planned. Here the tourism industry mostly includes Small Scale Accommodation, Slow & controlled development and Local Decision making. It minimizes negative effects; it often has ineffective transport but green which minimizes negative effects. The local cultures, environments, language and Secluded area are included in such sort of tourism.

(iii) **Adventure Tourism:** Here, the Mid Centric Tourist are mostly active. The tourist has to bear Physical Challenges who seeks education and contact with nature along with knowing the Small/Medium/Large Scale. The tourism prescribes tourists to explore eco-tourism characteristics.

(iv) **Nature Tourism:** It is an aspect of Adventure tourism to study, observe any product, flora, fauna, landscape, Synonymous with eco-tourism, Protect

- (v) **Community Tourism:** Run by Local Community, Aspects of Mass tourism (heritage museums), Organised packages, Coach
- (vi) **Eco tourism:** Ecological and socio-cultural integrity, Sustainability, Recreation and Responsibility, Remote traveller, Host Communities/Govt., Local Involvement, National planning, conservation, Landscape, Native culture. (Karen,1990; Mowforth,1993)



Figure 5. The different types of Tourism.

### 1.3.5 Sustainable Tourism

Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations. The below points contribute to the scope of research.

- (i) **Brundtland Report (1987):** The Brundtland Commission emphasises in protecting the future generation. to unite countries to pursue sustainable development together. Although the Brundtland Commission officially dissolved in December 1987 after releasing Our Common Future, also known as the Brundtland Report, in October 1987.
- (ii) “United Nations Conference on Environment and Development (UNCED)”, 1991 in Rio de Janeiro had binding guideline for general ecological, social and economic development for 179 countries within the Agenda 21. Principle seized by organisations related to the tourism sector and adapted for specific application in global tourism.

- (iii) The German Forum on Environment and Development 1999, UN Conference in New York said that “Sustainable tourism has to meet social, cultural, ecological and economic requirements. Sustainable tourism holds a long-term view, for present and future generations, ethically and socially just and culturally adapted, ecologically viable and economically sensible and productive.”
- (iv) Local Community for Sustainable development: The recent discovery of ‘Local’ and the growing importance of Identity have placed ‘community at the forefront of discussions about tourism development. In particular, ‘the Local community’ has become for many the appropriate context level for the development of sustainable tourism (Hall D. and Richards G., 2003).

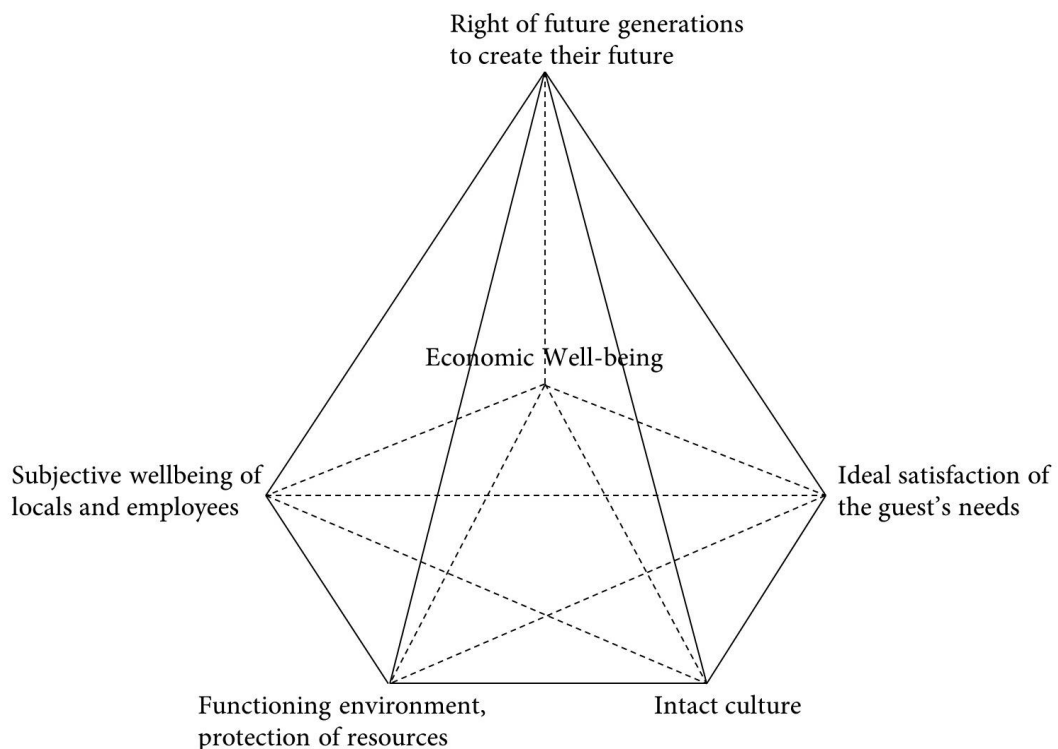


Figure 6. According to Müller [1997, p 31], sustainability in tourism can be depicted as pentagon pyramid; Source: Müller [1997], p. 31.

- (v) According to Baumgartner [2005]: Seven premises can be included in the Institutional dimension to enhance sustainable tourism: (i) Ecological dimension, (ii) Economic Dimension, (iv) Cultural Dimension, (v) Social Dimension, (vi) Special Guest groups, (vii) Intergenerational Dimension and (viii) Institutional Dimension. The core issues that surround sustainable development, with respect to tourism is a ‘balanced’ form of development that allows us to conserve the natural environment while also allowing it to be exploited so as to ensure economic growth, (Hall, 1998). It is not cheap, it needs a responsible approach, careful management and controlled planning, creative and selective marketing, education and training (Lickorish. et al, 1991, p. 33).

- (vi) Sustainable tourism (Figure 6) is envisaged as "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (World Tourism Organisation). Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic growth policies so as to mitigate some of the negative economic and social impacts of "mass tourism".

This type of tourism is expected to be developed in every part of the world. It is not expected that tourism industry grow at the cost of environmental pollution, degradation, loss of human habitat, instability in local communities survival, disintegrity in cultural values of the region (Mahanta,J., Kalita, B.C., 2015)

- (vii) **Sustainability:** Sustainable development requires maintenance of the environmental and human resource base that is essential for long-term economic growth”, World Bank (Lee 1985). “Sustainable development that meets the needs and aspirations of the present without compromising the ability of future generations to meet their own needs.” , Brundtland Report of the United Nations on March 20, 1987 and The World Commission on Economic Development (WCED).

“The Concept of Environmental Sustainability,” Robert Goodland substantiates the need for sustainability, presenting work from Mill and Malthus to Meadows and Brundtland et al., and defines -“Environmental sustainability as the maintenance of natural capital” and as a concept apart from, but connected to, both social sustainability and economic sustainability. “Economic Sustainability and the Preservation of Environmental Assets,” G Foy et. al, 2004 explains that. “From an economic standpoint, sustainability requires that current economic activity not disproportionately burden future generations.”

In a shift from ‘industrial’ to ‘risk’ society (Beck 1992), the need for development to be sustainable becomes paramount. Local communities become not only important in terms of actions taken to preserve their own environment, but also form part of wider alliances to preserve globally which is called Act local, think Global (Hall D. and Richards G., 2003). Sustainability plays a crucial role on the loves of communities as they need to support themselves on the basis of available resources.

The meanings for this concept of sustainability have been evolving as individual professions have attempted to develop definitions that make sense in the context of their respective areas of expertise and contribution. Understanding and use of the word “sustainable” or “sustainability” endured a period of accelerated evolution commencing in 1987 with the publication of Our Common Future, which was then followed by a more recent decline in coherency to become an often-abused term simply meaning “good” and sometimes used even without a connection to the natural environment or ecological health (Kiss).

- (viii) **Pillars of Sustainability:** In 2005, the World Summit on Social Development identified three core areas that contribute to the philosophy and social science of sustainable development. These “pillars” in many national standards and certification schemes, form

the backbone of tackling the core areas that the world now faces. The Brundtland Commission described it as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Adams W.N. 2006). We must consider the future then, in making our decisions about the present. The Three Pillars includes Social, Environmental and Economic aspects.

- (ix) Model of social sustainability (Fig. 7 and Fig. 8), Western Australian Council of Social Services (WACOSS): The Western Australian Council of Social Service (WACOSS) is a peak non-government organisation for the social service sector. WACOSS represents more than 350 individuals and agencies providing social and community services to disadvantaged people and low income earners across Western Australia.

The Western Australian Council of Social Services developed a Model of Social Sustainability (WACOSS 2000), which attempts to establish a set of criteria for identifying socially sustainable communities (Figure 7 and Figure 8). The work by WACOSS itself forms one part of a larger sustainability framework developed by the Western Australian Government’s Sustainability Policy Unit.

Their definition of social sustainability is as follows: Social sustainability occurs when the formal and informal processes, systems, structures and relationships actively support the capacity of current and future generations to create healthy and liveable communities. Socially sustainable communities are equitable, diverse, connected and democratic and provide a good quality of life. (Marti D, et. al., 2004).

The two models most commonly used are the interlocking circles model and the concentric circles model, both of which provide different ways of conceptualising sustainability and the relationships between the social, environmental and economic spheres in the context of communities. In this model, sustainability is understood in terms of an appreciation of the connections between the three elements and also through achieving a balance between them (Barron L., et. al., 2002).

The 2 models are represented below:

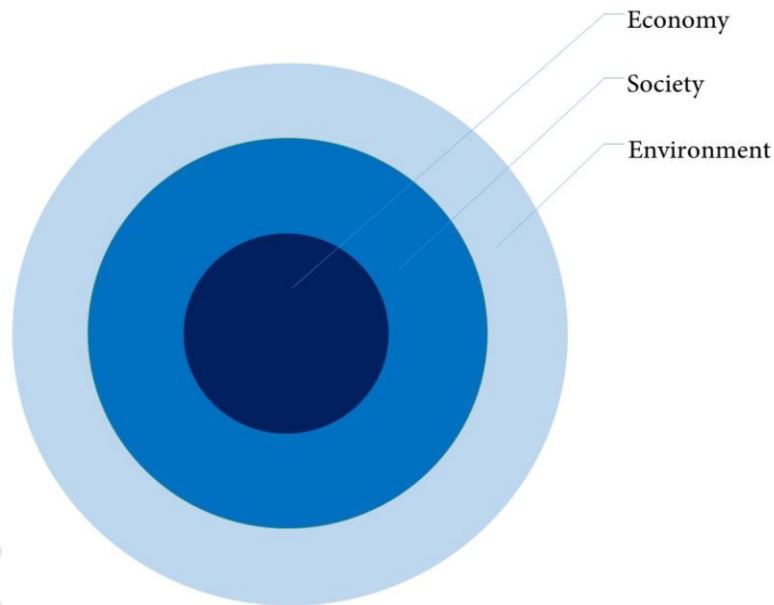


Figure 7. Interrelationship between the environmental, social and economic aspects of sustainability. 'Economic' and 'social' spheres dependent on environmental sphere.

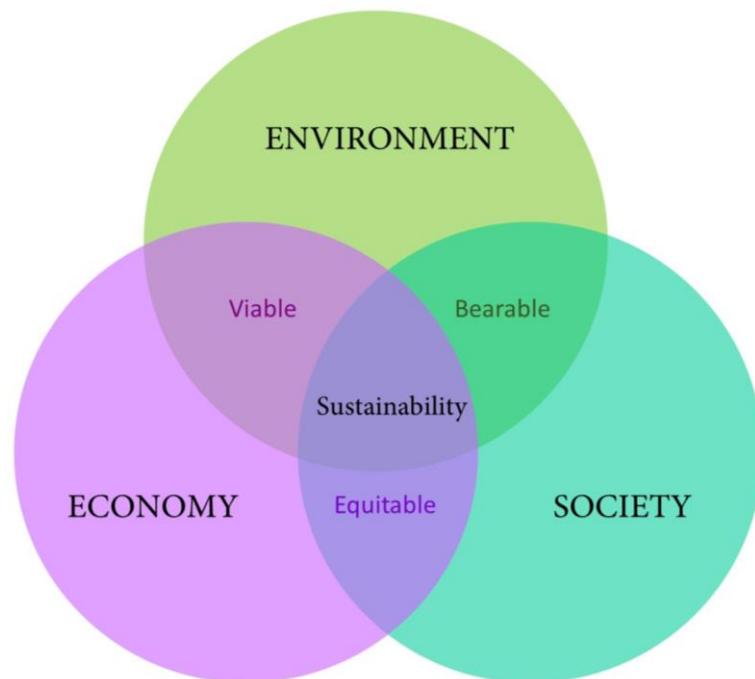


Figure 8. 'Overlapping circles' model: the three spheres of influence. Any community or organisation that adopts the 'overlapping circles' model should immediately include social sustainability with environmental & economic sustainability.

The concentric circles model in Figure 8 is an embedded model, i.e. the economy is embedded within the social, and the economic and the social are embedded in the environmental, it doesn't lend itself to this separating out of the spheres.

Erward Barbier defines sustainable development as the one which is directly concerned with increasing the material standard of living of the poor at the grass root level. Sustainable development aims at decreasing the absolute poverty of the poor by providing lasting and secure livelihoods that minimise resource depletion, environmental degradation, cultural disruption and social instability. Should sustainable development be a part of tourism? Tourism includes both the tourists and locals. The local along with the natural environment, is changes and the changes occur by the visitors either in a positive or negative manner.

### **1.3.6 Sustainable tourism in Ecotourism**

The concept of Sustainable tourism and Ecotourism almost go hand in hand. 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, and South Africa have already successfully promoted eco-tourism (Chutia, S, 2015). Ecotourism meaning ecological tourism by which we can understand its meaning as a service connected and to be defined as something that offers “environment” related tourism. a concept of interdependence of elements within a system.

As sustainability involves all the stakeholders belonging to an area, hence “Ecological Sustainability is a Conservation Concept,” in accord with biological conservation. Ecological sustainability is “meeting human needs without compromising the health of ecosystems, environmental as a subset of the broader concept of “ecological,” i.e., the intersection of human activities and ecological systems. environmental sustainability could be defined as a condition of balance, resilience, and interconnectedness that allows human society to satisfy its needs while neither exceeding the capacity of its supporting ecosystems to continue to regenerate the services necessary to meet those needs nor by our actions diminishing biological diversity (Morelli, J,2011).

### **1.3.7 Experiential tourism**

Experiences can be characterised by countless elements of attraction by people, be it in tangible forms, or intangible associations and feelings in terms of cultural sense, visual characteristics and features. Experiential tourism shows rather than describes; it allows the tourist to be an active participant in the experience (Smith W. L.). Experiences occur across to sets of dimensions: customer participation (passive to active) and connection or environmental relationship (absorption to immersion). These four realms have been described as: Entertainment (passive, absorption), Educational (active, absorption), Escapist (active, immersion), and Aesthetic (passive, immersion).

Dr. Sasithara Pichaichannarong, 2004, director general, officer of tourism development, ministry of tourism and sports, Thailand offers 6 P's: (i) Place infrastructure and landscapes; (ii) Products and services; (iii). People human resources to be developed; (iv) Planning and management, integrated implementation among governmental, nongovernment and local authorities; (v) Presentation legends of villages and products; (vi) Promotion marketing such as public relations on tourism sites.

### 1.3.8 Tourists

Tourists have been characterised as into “old” and “new” (Krippendorf, 1986; Poon 1993), depending on the motivation and the mode of transport, the activity they pursue in the destination and the impact they make on the environment and society. The “new tourists” seek personally adjusted travel experiences, a sense of inner fulfilment and satisfaction. In fact, many features of trips in the past are back in the ascendant – initiative, curiosity, challenge of the new, getting off the beaten track, exploration, discovery, risk, excitement, physical effort, slow mobility, mingling with the locals, etc. (Rabotić, 2014). The key characteristics of the new tourism is flexibility -flexible consumers, flexible services and the flexibility of producers to move with the market. The cornerstone of the industry’s flexibility is Information technology (IT), which creates the flexibility to satisfy changing consumer needs at prices that are cost-competitive with mass produced holidays. This practice is fundamentally different from the old paradigm where low cost holidays were only possible within the confines of mass product, standardization and rigid packaging. Now the consumers look at the environment and culture of the destinations they visit as a key holiday experience. Tourists travel to consume difference to see how other societies lives. They can also be repulsed from districts regarded as dangerous or hostile because of the nature of the community within (Hall D. and Richards G., 2003).

## 1.4 INDIAN TOURISM: TYPES, DRAFTS AND RECORDS

Tourism in India for the first time, was mentioned in 2<sup>nd</sup> five year plan in early 60s and the GOI took up a scheme for development of facilities at places frequently visited by tourists. In early 1980s, the future needs of tourist accommodation were estimated and also to protect the environment in view of the increase in the number of visitors. In the recent years, the Indian Tourism Ministry initiated numerous advertising campaigns such as ‘*Incredible India*’, ‘*Atithi Devo Bhavah*’ which promoted India's culture and tourist attractions in a fresh and memorable way through projecting India as an attractive tourist destination by showcasing different aspects of Indian culture, history and sensitizing tourists and locals about keeping the tourist destinations clean through ‘*Swachh Bharat Abhiyaan*’ (Clean Indian Movement).

India's share in international tourist flows has been steadily rising since 2002, and was not significantly affected by the 2008 financial crisis. India witnessed a growth in FTAs (Foreign Tourist arrivals) from 76.79 Lakhs in 2014 to 80.27 Lakhs in 2015 (UNWTO Barometer, January, 2016). Launching of schemes like TVoA (Tourist Visa on Arrivals) with ETA (Electronic Tourist Authorisation) that commenced on 27.11.2014 for 43 countries worldwide, boosted the registered tourist’s different destination sites of India. Of the different Indian states, Maharashtra (24.7%), Tamil Nadu (17.3%), Delhi (11.1%), Uttar Pradesh (9.7%) and Rajasthan (6.9%) were the top five states to receive inbound foreign tourists in 2011, accounting for nearly 70% of FTAs; West Bengal followed closely with 6.2 percent FTA traffic in 2011 excluding the domestic ones.

Various schemes are giving a hope to the Indian tourism Industry, like Swadesh Darshan Scheme, the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme, Hamari Dharohar Scheme aims to achieve the objective of Integrated development of pilgrimage Ministry of Tourism destinations in a planned, prioritized and sustainable manner to provide complete religious tourism experience and harness pilgrimage tourism for its direct and multiplier effects on employment generation and economic development along with projection of culture, local arts/crafts, tradition cuisines and heritage. During 2015-16

the Ministry has sanctioned an amount of Rs 150.77 Crore and Rs.1330.82 crore under the schemes of PRASAD and SWADESH DARSHAN respectively. India is projecting itself as an attractive tourist destination by showcasing different aspects of Indian culture, history and sensitizing tourists and locals about keeping the tourist destinations clean through 'Swachh Bharat Abhiyaan' (Clean Indian Movement).

#### 1.4.1 Circuit Tourism

Circuits in terms of tourism connects a traveller to numerous local and tourist spots at one go. A tourist Circuit is defined as a route on which at least three major tourist destinations are located having well defined entry and exit points (Chowdhary, S., 2014). A tourist entering at the entry point should get motivated to visit all the places identified on the circuit through the major focus and attraction points. Thus Circuit tourism would help the tourist to gather knowledge and explore the unexplored. The objective of having a tourist circuit is to increase the total number of visits to all the destinations on the circuit on the one hand and to provide to the tourist the attractions of all the destinations located on the circuit (Chowdhary, S., 2014). Under Swadesh Darshan Scheme – the following 13 circuits have been identified and developed based on various themes. There are total of 13 circuits that have been mentioned on Ministry of Tourism Report, 2015-2016 plan (pp. 20) and Ministry of Tourism Statistics, 2017, GOI (pp. 150) as follows:

- (i) North-East India Circuit-
  - a. Integrated Development of New Adventure Tourism in Arunachal Pradesh under North East Circuit of Swadesh Darshan.
  - b. Development of Tourist Circuit linking - Rangpo (entry) - Rorathang - Aritar - Phadamchen - Nathang - Sherathang - Tsongmo - Gangtok - Phodong - Mangan - Lachung - Yumthang - Lachen - Thangu - Gurudongmer - Mangan - Gangtok - Tumin Lingee - Singtam (exit) in Sikkim.
  - c. Development of Tourist Circuit in Manipur: Imphal-MoirangKhongjom-Moreh.
  - d. Integrated Development of New Adventure Tourism in Arunachal Pradesh under North East Circuit of Swadesh Darshan.
  - e. Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarapur - Tirthamukh - Mandirghat – Dumboor- NarikelKunja - Gandachara – Ambassa in Tripura.
  - f. Integrated Development of New Eco Tourism at Thenzawl and South Zote, District Serchhip and Reiek, Mizoram.
  - g. Development of Umium (Lake View), U Lum Sohpetbneng Mawdiangdiang-Orchid Lake resort, Meghalaya.
  - h. Development of Tourist Circuit Linking Singtam-Maka-Temi-Bermoik Tokel-Phongia-Namchi-Jorthang-Okhrey-Sombaria-Daramdin-Jorethang-Melli (Exit).
- (ii) Buddhist Circuit
  - a. Development of Buddhist Circuit - Construction of Cultural Centre adjacent to Maya Sarovar on the western side at Bodhgaya, Bihar.
  - b. Development of Buddhist Circuit – Srawasti, Kushinagar, Kapilvastu, Uttar Pradesh.
  - c. Development of Buddhist Circuit in Sanchi-Satna-Rewa-Mandsaur-Dhar, Madhya Pradesh.
  - d. Junagarh-Gir-Somnath-Bharuch-Kutch-Bhavnagar-Rajkot-Mehsana, Gujarat.
  - e. Shalihundam-Thotlakonda-Bavikonda-Bojjanakonda-Amravati-Anupu, Andhra Pradesh.

- (iii) Himalayan Circuit
  - a. Integrated Development of Tourism Infrastructure Projects, Jammu and Kashmir.
  - b. Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama, Jammu and Kashmir.
  - c. Integrated Development of Tourist Facilities under the construction of Assets in lieu of those destroyed in Floods in 2014 under PM Development Package for Jammu and Kashmir.
  - d. Integrated Development of tourist facilities at Mantalai-Sudhmahadev-Patnitop, Jammu and Kashmir.
  - e. Integrated Development of tourist facilities at Anantnag-Kishtwar-Pahalgam-Daksum-Ranjit sagar Dam, jammu and Kashmir.
  - f. Integrated development of tourist facilities at Gulmarg-Baramulla-Kupwara-Leh Circuit, Jammu and Kashmir.
  - g. Integrated Development of Himalayan Circuit, Himachal Pradesh.
- (iv) Coastal Circuit-
  - a. Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore in Andhra Pradesh.
  - b. Andhra Pradesh: Development of Kakinada Hope Island Konaseema as World Class Coastal and EcoTourism Circuit.
  - c. Puducherry: Development of Union Territory of Puducherry as Tourist Circuit.
  - d. West Bengal: Development of Beach Circuit-Udaipur-Digha-Shankarpur-Tajpur-Mandarmani-Fraserganj-Bakkhlai-Henry Island.
  - e. Development of Sindhudurg Coastal Circuit, Maharashtra.
  - f. Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Mojim-Keri, Aguada Fort, Aguada Jail), Goa.
  - g. Development of Coastal Circuit in Dakshin Kannada Dist., Uttar Kannada Dist and Udupi Dist), Karnataka.
  - h. Development of Coastal Circuit (Long Island-Ross Smith Island-Neil Island-Havelock Island-Baratang Island-Port Blair), Andaman & Nicobar Islands.
  - i. Development of Coastal Circuit through Chennai-Mamamallapuram-Rameshwaram-Manpadu—Kanyakumari, Tamil Nadu.
  - j. Development of Gopalpur-Barkul-Satapada-Tampara, Odisha.
  - k. Coastal Circuit II: Rua De Orum Creek-Don Paula-Colva-Benaulim, Goa.
- (v) Krishna Circuit
  - a. Development of Tourism infrastructures at places related to Mahabharata in Kurukshetra, Haryana.
  - b. Integrated development of Govind Dev ji Temple (Jaipur), KhatuShyam Ji(Sikar and Nathdwara(Rajsamand), Rajasthan.
- (vi) Desert Circuit - Development of Sambhar Lake Town and Other Destinations in Jaipur District, Rajasthan under Desert Circuit in Swadesh Darshan scheme.
- (vii) Tribal Circuit –
  - a. Development of Tribal Circuit Peren –Kohima-Wokha, Nagaland.

- b. Development of Tribal Tourism Circuit in Jashpur-Kunkuri-Mainpat-Ambikapur-Maheshpur-Ratanpur-Kurdar-Sarodadadar Gangrel-Kongagaon-Nathyanawagaon-Jagdapur Chikrakoot-Tirthgarh, Chattisgarh.
- c. Mulugu-Laknavaram-Medavaram-Tadvai-Damaravi-Mallur-Bogatha Waterfalls, Telangana.
- d. Mokokchang-Tuensang-Mon, Nagaland.

(viii) Eco Circuit –

- a. Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake & Surroundings as New Destination- District Tehri, Uttarakhand.
- b. Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana under Swadesh Darshan scheme.
- c. Development of Pathanamtitta-Gavi-Vagamom-Thekkady as Eco Tourism Circuit in Idduki and Parhanamthittu Districts.
- d. Development of Eco-Adventure Circuit Aizawl-Rawpuichhip-Khawahphawp-Lengpui-Durtlang-Chatlang-Sakawrhmutuaitng-Muthee-Beratlawng-Tuirial-Airfield-Hmuifang, Mizoram.
- e. Gandhisagar Dam-Mandleshwar Dam-Omkareshwar Dam-Indira Sagar Dam-Tawa Dam-Bargi Dam-BhedaGhat-Bansagar Dam-Ken River, Madhya Pradesh.

(ix) Wildlife Circuit –

- a. Development of Wildlife Circuit at Panna.
- b. Mukundpur-SanjayDubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh under Swadesh Darshan scheme.
- c. Manas– Pobitora- Nameri- Kaziranga- Dibru Saikhowa as Wild Life Circuit in Assam.

(x) Rural Circuit – Development of Gandhi Circuit: Bhitiharwa-Chandrahia-Turkaulia, Bihar.

(xi) Spiritual Circuit

- a. Sabarimala-Erumei-Pampa-Sannidhanam as a Spiritual Circuit in District Pathanamthitta, Kerala.
- b. Shri Govindajee Temple, Shri Bijoy Govindajee Temple-Shri Gopinath Temple-Shri Bungshibodon Temple-Shri Kaina Temple, Manipur.
- c. Sree Padmanabha Arnamura-Sabrimala, Kerala.
- d. Shahjahanpur-Basti-Ahar-Aligarh-KasgunjSarosi-Pratapgarh-Unnao-Kaushambi-Mirzapur-Gorakpur—Kairana-Doamriyagunj-Bagpat-Barabanki-Azamgarh, Uttar Pradesh.
- e. Bijnor-Meerut-Kanpur-Kanpur Dehat-Banda-Ghazipur-Salempur-Ghosi-Balia-Ambedkar Nagar-Aligarh-Fatehpur-Deoria-Mahoba-Sonbhadra-Chandauli-Mishrikh-Bhadohi, Uttar Pradesh.
- f. Spiritual Circuit-Churu (Salasar Balaji)-Jaipur (Shri Samode Balaji, Ghatke Balaji, Bandheke Balaji)-Alwar (Pandupole Hanumanji, Bhathari)-Viratnagar (Bijak, Jainnasiya, Ambika Temple)-Bharatpur (Kaman Region)- Dholpur (Muchkund) – Mehandipur Balaji 0 Chittorgarh (Sanwalyaji), Rajasthan.
- g. Jain Circuit: Vaishali-Arrah-Masad-Patna-Rajgir-Pawapuri-Champapuri, Bihar
- h. Kanwaria Route: Sultanganj-Dharmshala-Deoghar, Bihar.
- i. Development of Spiritual Circuit in Puducherry, Puducherry.

j. Development of Mandar Development Hill and Ang Pradesh, Bihar.

(xii) Ramayana Circuit

- a. Development of Chitrakoot and Shrinverpur as Ramayana Circuit, Uttar Pradesh.
- b. Development of Ayodhya, Uttar Pradesh.

(xiii) Heritage Circuit

- a. Ahmedabad-Rajkot-Porbandar-Bardoli-Bardoli-Dandi, Gujarat.
- b. Gwalior-Orchha-Khajuraho-Chanderi-Bhimbetka-Mandu.
- c. Integrated development of Heritage Circuit in Kumaon Region-Katarmal-Jogeshwar Baijnath-Devidhura, Uttarakhand.
- d. Kalinjar Fort (Banda)-MarharDham (SantKabir Nagar)-ChauriChaura, Shaheed Sthal(Fatehpur)- MavaharShtal (Ghosi)-Shaheed Smarak (Meerut), Uttar Pradesh.
- e. Development of Tezpur-Majuli-Sibsagar as Heritage Circuit, Assam.
- f. Vadnagar-Modhera and Patan, Gujarat.
- g. Development of Heritage Circuit, Puducherry.
- h. Development of Rajsamand (Kumbhalgarh Fort)-Jaipur(Nahargarh Fort)-Alwar (BalaQuila)-SawaiMadhopur (Ranthambore Fort and Khandar Fort)-Jhalawar (Gagron Fort)-Chittorgarh (Chittorgarh Fort)-Jaisalmer (Jaisalmer Fort)-Hanumangarh(Kalibangan, Bhtner Fort and Gogamedi)-Jalore (Jalore Fort)-Udaipur (Pratap Gaurav Kendra-Dholpur (Bagh-i-Nilofar and Purani Chawni)-Nagaur (Meera Bai Temple), Rajasthan.
- i. QutubShahi Heritage Park-Paigah Tombs-Hayat Bakshi Mosque-Raymond's Tomb, Telangana.

(xiv) Eco-tourism Circuit - Development of Pathanamthitta- Gavi-Vagamon-Thekkady as Eco Tourism Circuit in Idduki and Pahanamthitta Districts in Kerala under Swadesh Darshan scheme.

Although the Ministry of Tourism has come up with multiple schemes and even the circuit tourism proposal, how much is it worked upon, raises a question when it comes to developing circuits in a region of multi-ethnicity and varied landscape like North East India, that specifically comprises of numerous traditional, cultural and natural beauty. How much leisure can we provide to tourist, in terms of marketing a proper Branding related to the Area; how much scope of interaction with local residents become a memorable takeaway?

According to India Tourism Statistics 2017, under PRASHAD Scheme, Assam has a circuit tourist which includes the development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati. Although there are many tourist and unexplored places in Assam; yet considering an area which is already well-known and is visited by almost all the people visiting North East India, indicates lack of interest towards other areas which has potential of being developed into possible tourist circuits, especially on the banks of River Brahmaputra.

Niche Tourism Products Identifies niche products which is a dynamic process. The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche products of the country. This is done in order to overcome the aspect of 'seasonality' and to promote India as a 365 days destination (Ministry of Tourism, Government

of India, 2016-17). Following Niche Products have been identified by the Ministry of Tourism for development and promotion:

- i. Cruise; ii. Adventure; iii. Medical; iv. Wellness; v. Golf; vi. Polo; vii. Meetings Incentives Conferences & Exhibitions (MICE); viii. Eco-tourism ix. Film Tourism; and x. Sustainable Tourism

The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour operators, Beaches, Backwaters, Lakes and River sectors applicable for the entire country. The Criteria have been evolved after consultations with the various stakeholders. The Ministry has entered into a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) on 15th March 2016 to inform and educate tourism stakeholders about the importance of Sustainable and Responsible Tourism practices and ensuring and promoting Sustainable and Responsible practices in the tourism industry. Following table gives insight on the number of Inbound tourists including the FTAs, NRIs and ITAs till 2017 June. The report in Table 1. shows that there has been a tremendous growth rate in all the sectors specially in the arrivals of NRIs and ITAs. The study of Table 1 shows the growth in foreign tourist arrivals and Table 3 shows the growth in Foreign Tourist Arrivals during 2015-2017 FY. This study shows the development in the tourism sector in terms of service, minimizing negative social, cultural and environmental impacts.

Table 1. Provisional Growth Rate over Jan-June 2016; Source: (i) Bureau of Immigration, Govt. of India for 2006-2016; (ii) Ministry of Tourism, Govt. of India for Jan-June, 2017.

Inbound Tourism: Foreign Tourist Arrivals(FTAs), Arrivals of Non-Resident Indians(NRIs) and International Tourist Arrivals (ITAs) 2000-2017 (Till June).

Year	FTAs in India (in million)	Percentage (%) change over previous year	NRIs arrivals in India (in million)	Percentage (%) change over the previous year	International Tourist Arrivals in India (in million)	Percentage (%) change over the previous year
2000	2.65	6.7	-	-	-	-
2001	2.54	-4.2	-	-	-	-
2002	2.38	-6	-	-	-	-
2003	2.73	14.3	-	-	-	-
2004	3.46	26.8	-	-	-	-
2005	3.92	13.3	-	-	-	-
2006	4.45	13.5	-	-	-	-
2007	5.08	14.3	-	-	-	-
2008	5.28	4	-	-	-	-
2009	5.17	-2.2	-	-	-	-
2010	5.78	11.8	-	-	-	-
2011	6.31	9.2	-	-	-	-
2012	6.58	4.3	-	-	-	-
2013	6.97	5.9	-	-	-	-
2014	7.68	10.2	5.43	-	13.11	-
2015	8.03	4.5	5.26	-3.15	13.29	1.4
2016	8.80	9.7	5.77	9.67	14.57	9.6
2017(P) (Jan-Jun)	4.89	17.2@	-	-	-	-

Table 2. Source: UNWTO Barometers of June 2010, January 2011, April 2014, August 2015, May 2016 and July 2017 and Tourism Highlights 2011 and 2012; Note: Figures of ITAs in India, and accordingly the percentage share and rank has increased for the years 2014, 2015 and 2016 due to inclusion of NRIs arrival data.

Share of India in International Tourist Arrivals (ITAs) in World and Asia & the Pacific Region, 2000-2016

Year	ITAs (in million)			Percentage (%) share and rank of India in World		Percentage (%) share and rank of India in Asia and the Pacific	
	World	Asia and the Pacific	India	% Share	Rank	% Share	Rank
2000	683.3	109.3	2.65	0.39	50th	2.42	11th
2001	683.4	114.5	2.54	0.37	51st	2.22	12th
2002	703.2	123.4	2.38	0.34	54th	1.93	12th
2003	691.0	111.9	2.73	0.39	51st	2.44	11th
2004	762.0	143.4	3.46	0.45	44th	2.41	11th
2005	803.4	154.6	3.92	0.49	43rd	2.53	11th
2006	846.0	166.0	4.45	0.53	44th	2.68	11th
2007	894.0	182.0	5.08	0.57	41st	2.79	11th
2008	917.0	184.1	5.28	0.58	41st	2.87	11th
2009	883.0	181.1	5.17	0.59	41st	2.85	11th
2010	948.0	204.9	5.78	0.61	42nd	2.82	11th
2011	994.0	218.5	6.31	0.63	38th	2.89	9th
2012	1039.0	233.6	6.58	0.63	41st	2.82	11th
2013	1087.0	249.7	6.97	0.64	41st	2.79	11th
2014	1134.0	264.3	13.11	1.15	24th	4.86	8th
2015	1184.0	278.6	13.28	1.12	24th	4.67	7th
2016	1235.0	308.7	14.57	1.18	25th	4.72	8th

Above Table 2. shows the details, comparison, and growth calculated by UNTWO in the International tourist arrivals in World, Asia & India.

The following Figure 9. showcases the Top 10 countries for FTAs in India in 2016 with Bangladesh at 1<sup>st</sup> position and USA followed by UK and Canada and So on and so forth.

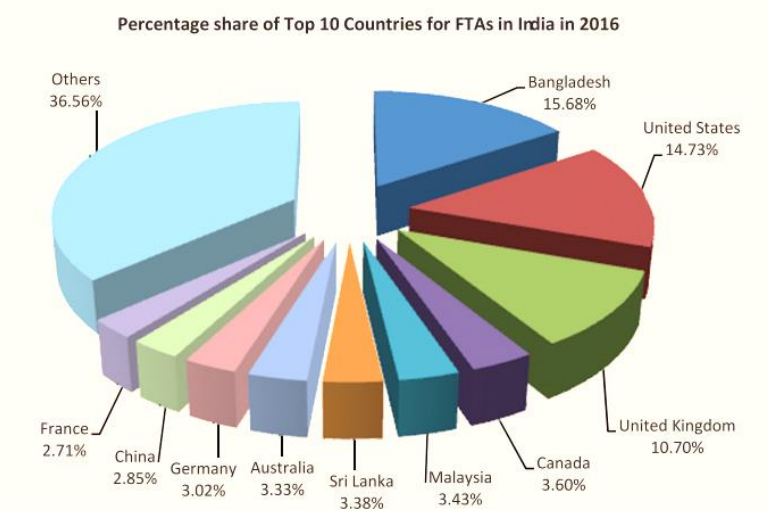


Figure 9. Top ten countries for FTAs in India in 2016; Source: Bureau of Immigration, Govt. of India.

Table 3. Source: Bureau of Immigration, India; P: Provisional estimates of Ministry of tourism: Growth over same period of previous year.

DURING 2015-2017							
Month	Foreign Tourist Arrivals			Growth Rate in FTAs		Percentage Share	
	2015	2016	2017 (P)	2016/15	2017/16	2016	2017
January	790854	844533	983413	6.8	16.4	9.6	9.7
February	761007	848782	956337	11.5	12.7	9.6	9.4
March	729154	809107	904888	11.0	11.8	9.2	8.9
April	541551	592004	740275	9.3	25.0	6.7	7.3
May	509869	527466	630438	3.5	19.5	6.0	6.2
June	512341	546972	669989	6.8	22.5	6.2	6.6
July	628323	733834	788377	16.8	7.4	8.3	7.7
August	599478	652111	724067	8.8	11.0	7.4	7.1
September	542600	608177	722567	12.1	18.8	6.9	7.1
October	683286	741770	875838	8.6	18.1	8.4	8.6
November	815947	878280	1004826	7.6	14.4	10.0	9.9
December	912723	1021375	1176233	11.9		11.7	11.6
Total	8027133	8804411	10177248	9.7	15.6%	100.0	100.0

The following graph in Figure 10. shows seasonality in the arrival patterns of FTAs in India which remains considerably high in 1<sup>st</sup> and 4<sup>th</sup> quarter and considered as peak season

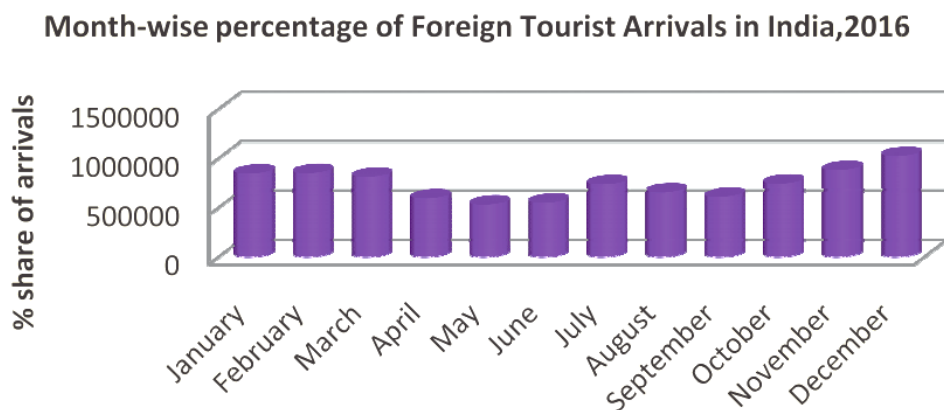


Figure 10. Seasonality in the arrival patterns of FTAs in India in 2017; Source: India tourism Statistics 2017.

Table 4. Provides the percentage shares and ranks of various states/UTs in domestic and foreign tourist visits during 2016. Source: India Tourism Statistics 2017.

PPERCENTAGE SHARES AND RANK OF DIFFERENT STATES/UTs IN DOMESTIC AND FOREIGN TOURIST VISITS, DURING 2016							
Sl. No.	State/UT	2016		Percentage Share		Rank 2016	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Andaman & Nicobar Island	384552	15466	0.02	0.06	31	26
2	Andhra Pradesh	153163354	341764	9.49	1.38	3	15
3	Arunachal Pradesh	385875	6598	0.02	0.03	30	30
4	Assam	5160599	12685	0.32	0.05	23	27
5	Bihar	28516127	12685	1.77	4.09	14	8
6	Chandigarh	1182504	1010531	0.07	0.13	25	25
7	Chhattisgarh	16534471	31549	1.02	0.04	17	28
8	Dadra & Nagar Haveli	589074	99220	0.04	0.01	29	34
9	Daman & Diu	826201	1891	0.05	0.02	27	31
10	Delhi	28460832	5669	1.76	10.20	15	4
11	Goa	5650061	2520083	0.35	2.75	22	9
12	Gujarat	42252909	343752	2.62	1.39	9	14
13	Haryana	7382995	331291	0.46	1.34	21	16
14	Himachal Pradesh	17997750	452770	1.12	1.83	16	12
15	Jharkhand	3389286	169442	2.07	0.69	12	17
16	J& K	9414579	63207	0.58	0.26	20	23
17	Karnataka	129762600	461752	8.04	1.87	5	11
18	Kerala	13172536	1038419	0.82	4.20	18	7
19	Lakshadweep	8716	753	0.00	0.00	36	36
20	Madhya Pradesh	150490339	363195	9.33	1.47	4	13
21	Maharashtra	116515800	4670048	7.22	18.90	6	2
22	Manipur	15638	3064	0.01	0.01	33	33
23	Meghalaya	830887	8476	0.05	0.03	26	29
24	Mizoram	67238	942	0.00	0.00	34	35
25	Nagaland	58178	3260	0.00	0.01	35	32
26	Odisha	12842766	76361	0.80	0.31	19	21
27	Puducherry	1398289	117437	0.09	0.48	24	19
28	Punjab	38703326	659736	2.40	2.67	11	10
29	Rajasthan	41495115	1513729	2.57	6.13	10	6
30	Sikkim	747343	66012	0.05	0.27	28	22
31	Tamil Nadu	343812413	4721978	21.31	19.11	1	1
32	Telangana	95160830	166570	5.90	0.67	7	18
33	Tripura	370618	36780	0.02	0.15	32	24
34	Uttar Pradesh	211707090	3156812	13.12	12.78	2	3
35	Uttarakhand	30505363	117106	1.89	0.47	13	20
36	West Bengal	74460250	1528700	4.61	6.19	8	5
	Total	1613551505	24707732	100.00	100.00		

Through above tables it is seen that the study of percentage changes of growth of FTAs in table 1 is very slow. Amongst world rank, India has come ahead although in Asia pacific hardly there are any difference since the past 7 years visible through the data available. Tourists

from Bangladesh followed by USA, UK, Canada and Malaysia were amongst the top five countries to invite FTAs in India. The peak season of FTAs December followed by November, January and February whereas it dips in the summers given the harsh summers of India. The study in Table 4 describes the ranking of Assam amongst all the others states in India, where it is ranked 23<sup>rd</sup> (.32% shares) amongst Domestic visitors and 27<sup>th</sup> (.05% shares) amongst International visitors. A total of approximately 41,000 overseas and 60,27,002 domestic visitors visited Assam in FY19 according to ATDC Chairman – Mr. Jayanta Malla Baruah. But when compared to Tamil Nadu's (Rank no. 1), even the latest data of the no. of visitors to Assam is far lower than the 2017 data of Domestic Visitors of Tamil Nadu i.e. 34,38,12413- Domestic and 47,21978- International Visitors. The rank and percentage share of Assam being the gateway to North East Indian States is quiet low.

The main benefit of tourism, is to establish tourism organisation/establishment, large local population spread over the land with livelihood, ethnicity, culture and traditional faith and belief that can also be elements of tourism potential, may need to be looked into. Can tourism be related between excitement of visiting a place with comfort vs. being within the locals experiencing a newness in interaction. The tourists or visitors would be interested if an exploration is framed with second option. It would be an inviting opportunity for both tourists and locals to experience the unknown ethnicity, food and cultural vastness of the land. NE guides and data is looked into for such references. The diversity of the land is explored through studying and collecting of information from various sources that could be beneficial for understanding the work done so far.

### **1.5 TOURISM RELEVANCE WITH NORTH EAST (NE/NER) INDIA: UNEXPLORED HAVEN FOR PEOPLE FROM CROWDED PLACES**

The North Eastern part of India is regarded as one of the 25 biodiversity hotspots in the world (Myers, 2001), but is one of the less developed/untapped regions of the country. The region houses a large number of tribes rich in their unique culture, heritage and rituals and with huge number of dialects (RCILTS, 2002). This region is commonly known as 'Seven Sisters and one brother' that consists of the states; Assam, Arunachal Pradesh, Tripura, Meghalaya, Nagaland, Mizoram, Manipur and Sikkim (brother). Apart from the need to extend facilities on the policies, investments and safety sectors, this region needs to be recognised as an integral part of the mainland country and bring more awareness amongst domestic and international travellers regarding its rich diversity. The problems of unplanned tourism shall look into the possible regional as well as national policies for adopting measures to tackle them. Although the whole north eastern region has tremendous tourism potential, the particular industry in the area is still miles to go to exploit the proper potentialities. North-East India is plagued by multiple problems, from poverty to insurgency, which have rendered it poorer and less connected than the rest of the country.

The entire region shares its international borders with Nepal, Bhutan and China in the north; Myanmar and Bangladesh in the South. It is extremely rich in culture and covers a vast area with exquisite flora and fauna. At the same time the region is besieged by multiple problems, from poverty to insurgency, which have condensed it poorer and less connected to the rest of the country, hence, so far these realities have prevented it from realizing its full tourism potential.

Apart from the need to extend facilities on the policies, investments and safety sectors, this region needs to be recognised as an integral part of the mainland country and bring more awareness amongst domestic and international travellers regarding its rich diversity. The problems of unplanned tourism shall look into the possible regional as well as national policies for adopting measures to tackle them. Although in recent years many steps have been taken and a collection of initiatives have been upgraded in the book of Ministry of tourism Industry. Although the whole north eastern region has tremendous tourism potential, the particular industry in the area is still miles to go to exploit the proper potentialities. North-East India is plagued by multiple problems, from poverty to insurgency, which have rendered it poorer and less connected than the rest of the country.

The Study of Domestic and Foreign tourist as shown in Table 5 and Table 6 in North East region gives a holistic idea of people visiting the place for its attractiveness or tourist spots. This study result in understanding the tourist pattern and how the highest growth amongst the states of North East Region has resulted in tourist flow to states like Nagaland, Arunachal Pradesh. This shows the need by travellers to know unexplored places. Although Assam out of the other NE states has a growth of 3.96 for domestic yet compared to its popularity as a major state, the number is quiet unimpressive. The study is quiet beneficial to understand the amount of work done in terms of attracting tourists.

Table 5. Domestic and Foreign Tourist Visits in NER in 2011-2012. Source India Tourism Statistics 2012, Ministry of Tourism, Govt. of India.

States	2011		2012		Growth Rate	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	2	3	4	5	6	7
Arunachal Pradesh	233,227	4,753	317,243	5,135	36.02	8.04
Assam	4,339,485	16,400	4,511,407	17,543	3.96	6.97
Manipur	134,505	578	134,541	749	0.03	29.58
Meghalaya	667,504	4,803	680,254	5,313	1.91	10.62
Mizoram	62,174	658	64,249	744	3.34	13.07
Nagaland	25,391	2,080	35,915	2,489	41.45	19.66
Sikkim	552,453	23,602	558,538	26,489	1.10	12.23
Tripura	359,515	6,046	361,786	7,840	0.63	29.67
<b>NER Total</b>	<b>6,374,254</b>	<b>58,920</b>	<b>6,663,933</b>	<b>66,302</b>	<b>4.54</b>	<b>12.53</b>
India Total	864,532,718	19,497,126	1,036,346,657	20,731,495	19.87	6.33

Table 6. Percentage Share and Rank of NER in Domestic and foreign tourist Visits during 2012 through Distribution of Hotels and Hotel rooms. Source: India Tourism Statistics, 2012, Ministry of Tourism, Govt. of India.

States	Tourist Visits (Nos)		Percentage Share		All India Rank	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	2	3	4	5	6	7
Arunachal Pradesh	317,243	5,135	0.03	0.02	30	28
Assam	4,511,407	17,543	0.44	0.08	21	24
Manipur	134,541	749	0.01	0.00	32	33
Meghalaya	680,254	5,313	0.07	0.03	26	27
Mizoram	64,249	744	0.01	0	33	34
Nagaland	35,915	2,489	0	0.01	34	31
Sikkim	558,538	26,489	0.05	0.13	27	23
Tripura	361,786	7,840	0.03	0.04	29	26
All India	1,036,346,657	20,731,495	100	100		

In 2014 the region received 70,08,467 tourists out of which 6,88,9915 were domestic tourists and 1,18,552 were foreign tourists. share in total tourist inflow in the region was 2.66 per cent (Table 7). ATDC's Chairman- Jayanta Malla Baruah gave an increase in the numbers as 41,000 overseas and 60,27,002 domestic visitors in FY19.

According to the 2014 Indian tourism statistics Assam occupies first rank in terms of its share in domestic tourist as well as total tourist inflow in the region followed by Meghalaya and Sikkim. But in case of foreign tourist inflow in the region Sikkim accounts for the highest share (41.48 per cent) followed by Tripura (22.51 %). The high shares of Assam, Meghalaya and Sikkim can be attributed to better accessibility as well as better facilities provided to facilitate tourists.

Table 7. The percentage of tourists (national and International in North Eastern States in 2014. Source: Indian Tourism Statistics, 2014.

PERCENTAGE SHARES OF NORTH EASTERN STATES IN TOURIST INFLOW THE REGION IN 2014			
States	Domestic	Foreign	Total
Assam	70.05	18.17	69.18
Meghalaya	10.4	7.31	10.35
Sikkim	8.16	41.48	8.73
Tripura	5.24	22.51	5.54
Arunachal Pradesh	2.63	4.39	2.66
Manipur	1.68	2.34	1.69
Mizoram	0.99	0.71	0.99
Nagaland	0.85	3.1	0.89
NER Total	100	100	100

### 1.5.1 Assam-a specific location in Context with North East

Tourism in Assam although a favourable place compared to other North Eastern states, but has remained behind other states of India in terms of Infrastructure and service. Yet it enjoys a favourable position in context with north eastern states, specially while receiving domestic and foreign tourists. Following table showcases the travel demand of tourists in the North Eastern states in context with Assam. The tourists have been taken as both domestic as well as Foreign. The below Table 8 shows that except Assam and Meghalaya, rest of the North Eastern States receive comparatively small number of tourists, both the domestic and foreign. There is wide gap between expected and actual numbers of tourists visiting the rest of the five states of North East. Such lack of development if due to lack of publicity, distant location from mainland India, absence of improved services and transportation, lack of recreational activities, travel restrictions for domestic tourists:

#### Permits and Travel Restrictions: -

- (i) Restricted Area Permit (RAP) for the foreign nationals: Restricted Area Permit (RAP) for staying in Arunachal Pradesh can be obtain at a cost of USD 50 per persons, which will be valid for 30 days. We can obtain it on your behalf at a prior notice. In order to get RAP, we need the scanned or photocopy of the Passport and the valid India visa along with a passport sized photograph of each visitor, to be sent to us at least one week prior to the departure.
- (ii) Protected Area Permit (PAP) for the foreign nationals: Protected Area Permit (PAP) is no more required for staying in Nagaland, Manipur and Mizoram.
- (iii) Inner Line Permit (ILP) for the Indian nationals: Inner Line Permit (ILP) is required for visiting the North East Indian states of Arunachal Pradesh, Nagaland and Mizoram. In order to get ILP, we need the scanned or photocopy of Photo ID with address (Voter ID / Passport / Aadhar / Bank Passbook of Nationalised Bank etc.) along with a passport sized photograph of each visitor, to be sent to us at least one week prior to the departure.

Table 8. Travel demand of tourists in North Eastern states in context with Assam.;  
source Bhattacharya P. (2011).

States	Domestic tourists				
	(A) No. of tourists expected	%	(B) No. of Actual tourists	%	Tourist Untapped (A- B/AxB100)
Assam	325	100.00	325	100.00	0.00
Arunachal Pradesh	55	16.92	36	11.08	34.55
Manipur	30	9.23	19	5.85	36.66
Meghalaya	242	74.64	241	74.15	0.41
Mizoram	20	6.15	12	3.69	40.00
Nagaland	25	7.69	18	3.35	28.0
Tripura	27	8.31	21	6.48	22.22
	Foreign Tourists				
Assam	100	100.00	100	100.00	0.00
Arunachal Pradesh	24	24	7	7.00	70.83

Manipur	13	13	3	3.00	76.92
Meghalaya	43	43	37	37.00	13.95
Mizoram	11	11	0	0.00	100.00
Nagaland	18	18	2	2.00	88.88
Tripura	14	14	4	4.00	71.42

The study of travel demands in Assam according to Bhattacharya, P. (2011) gives an insight to the tourist inflow and compares it with other states of North East. Although the study in Table 8 gives a numerical data on the tourist numbers, yet according to India Tourism Statistics report, 2017 under PRASHAD Scheme, Assam has only two tourist circuits including development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati. This need further insight and study which I covered in the next section of Status of Tourism in Assam. A detailed study which would be enfolded upon finding the details.

### 1.5.2 Status of tourism in Assam

Assam with its vivid cultural and pilgrimage identities is the pioneer state of North Eastern region. Fig. 10 gives a panoramic view of the land. Assam did attract travellers and scholars both from the east and the west in the historical past (Bhattacharya,2011). Many people visited the state for various purposes in the past, especially business and religious activities. It is important to note that nowhere was the pilgrimage a part of people's culture so sacred and essential as it was in India (Sharma, 1991). Kamakhya has always been an important centre to attract pilgrims (Bhattacharya,2011). Pilgrimage, which initially would have been regarded as a site and an activity for the spiritualist now straddles the public and private spheres blurring the lines between leisure and tourism, as seen in Karen Wall's essay (as cited in Dodd, J., Sharma,2012). Ballabh (2005) says that whereas in medieval period pilgrimage, exploring new lands, commerce and trade etc. were the prime motive; now travel and tourism is a multi-dimensional activity-pleasure and holidaying adventure, leisure, sports, recreation, health, education, research, ecology, space, business and trade etc.

Similarly, when the Kaziranga was declared a Wildlife sanctuary in 1950, Assam was projected as an attractive destination for tourists, particularly those who were interested in nature and wildlife observation(Bhattacharya,2011). After the establishment of ATDC in 1988, both land and water based adventure activities came to be frequently organised in the state. Singh (1996) described potentiality in adventure and nature based tourism in terms of Jungle exploration, country canoeing, wind surfing, rock climbing, para-sailing and hang Gliding. ATDC is associated with 22 adventure clubs and association, and 17 are at Guwahati and other five are at Diphu, Jorhat, Golaghat and Tezpur. The potentiality of land based adventure activities are yet to be tapped.

Assam is endowed with immense potentiality for tourism development, but only a small portion of it has been identified and developed. The dearth of required facilities and the prevailing socio-political situation of the state restrict the tourist flow mainly to the traditional pockets like Guwahati and Kaziranga. Assam has been divided into six circuits, for the convenience of tourists. Although the circuits cover many unique terrains, but has not yet covered many lesser known destinations in and around Guwahati such as North Guwahati's historical land, the tea gardens or even the Ancient ruins of Madan Kamdev. There is no as such identities or rareness or uniqueness in the circuits been provided by Assam Tourism Dept. Most of the tourists who prefers to visit the State, necessary care should be taken to indicate the most

convenient period of visiting a site or an asset. This requires a detailed geographical study and clear documentation of the spatial and landscape aspects concerning tourism. Robinsan (1976) made an attempt to justify tourism as an appropriate subject of study for the geographers, which dealt with the historical background of tourism (Bhattacharya,2011).

Assam (Figure 11) being the pioneering state of the entire NE region is the doorway and connects NE India to the rest of India. Historical records show Assam acted as a zone of fusion of people and cultures rather than a zone out migration (Bhattacharya, 2011), which might have led to the cultural and religious vividness through the state, which is less known to non-locals. Intersected by numerous streams and river, the topography of the state was practically difficulty to operate upon in the past (Bhattacharya, 2011), which might have resulted in the development of people moving about the state in country bots as a mean of transport and trade in the past.

It has a total geographical area of 78,438 sq. km. Assam shares its border with Arunachal Pradesh in East, West Bengal, Meghalaya and Bangladesh in West, Arunachal Pradesh, Bhutan in North, and Nagaland, Manipur, Mizoram, Meghalaya & Tripura in South. The entire area of Assam can be broadly divided into four divisions, namely: Lower Assam, North Assam, Central Assam and Barak Valley or Southern Assam (Surjya, 2015). The state of Assam is best known for its principal components comprising of unique natural beauty with flora, the world famous one horned Rhinoceros, historical monuments, pilgrimages, tea gardens, colourful cultural festivals, Ethnic tribes, national parks and sanctuaries, rivers, lakes, warm water springs, forests, handloom and handicraft. The region has many ornamental fishes, rare plants, medicinal herbs and exotic orchids also.

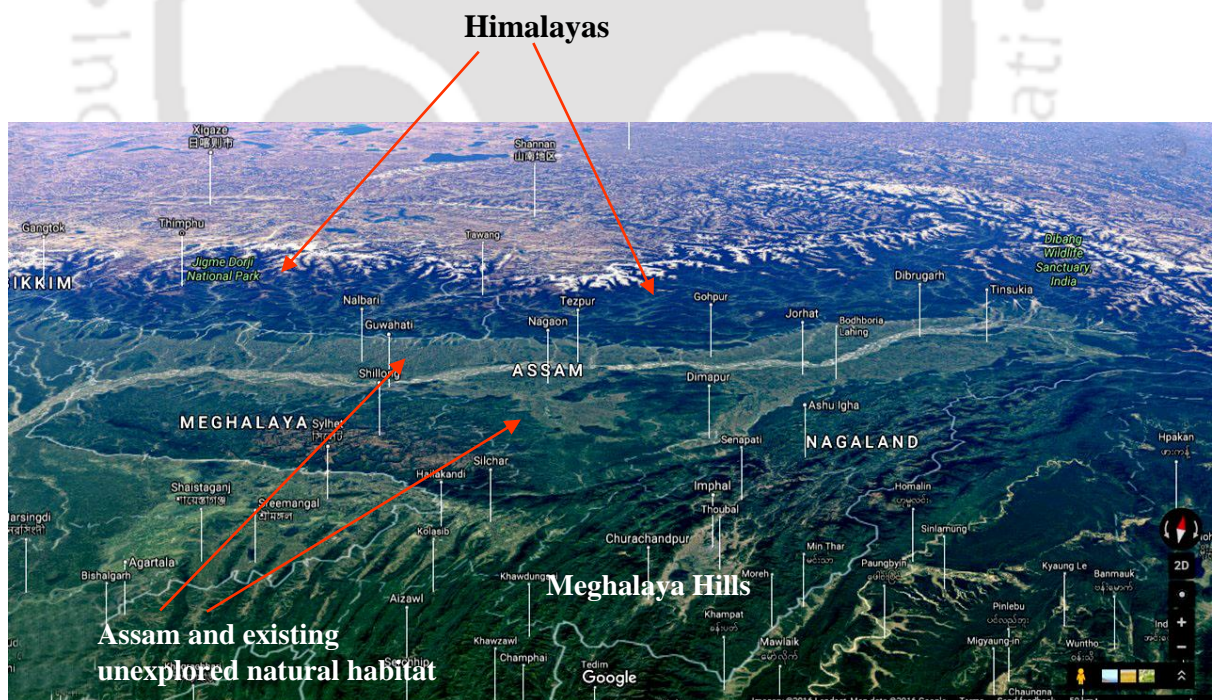


Figure 11. Panoramic Map of Assam, a unique location on the foothills of Himalayas and Meghalaya Hills, source: [google.co.in/maps](http://google.co.in/maps).

Modernization started with the introduction of British rule in Assam. Buttler (1854) captured such changes in words as, “when I first came to Assam in 1837, there were but few brick bungalows with glass door in the province, and every station was lost in jungles and swamps; but vast

improvements were effected. By effected the author refers to the earthquake that Hit North East region very critically.

In recent times the Centre and the state Governments collectively introduced numerous policies and events through branding of Assam as “Awesome Assam” in order to promote tourism to a next level, be it being a part of India-Thailand route via Assam and other NE Indian states and ultimately to Bangkok or celebrating festival like Rongali to showcase the essence of Assam in International platform. To showcase the various tourism products of the state as well as for its aggressive marketing, Assam Tourism had participated in various national and international tourism fairs and festivals like World Travel Mart, London, Arabian Travel Mart, Dubai, Geneva Festival, Bangladesh travel & Tourism Fair, Dhaka pacific Asia Travel Association Fair at Malaysia and Kolkata, etc.

Although, various occasions provided job opportunities to the locals of Assam but, it was short termed. The potentiality of resources, which is very high, is yet to be discovered. The state is still lagging behind in respect of economic development in compared to other developed areas and corners of the country. This is mainly due to curse of nature and lack of proper attention and implementation of schemes and products in the ground level. The promising area since past 69 years of country’s independence lack of advantageous investment opportunities compared to other regions in the country which offers better tourism deals and conditions. Assam as a whole is comprised of non-industrialised or partly industrialised areas. It is largely populated by peasants practising survival type of agriculture. But there is a scarcity for farmers of alternate resources to rely on while on the non-cultivation days.

Besides craftsmanship, it has a rich land burdened vast amount of mysteries and lands ready to be explored but needs considerate amount of exposure and planning in terms of innovative interventions. Yet there lies a huge scope of development in sectors like the tourism related to rural, ecology, wildlife, tea and lesser known places of Assam that can be utilised to boost the economy through including the locals and chalking out plans for sustainable tourism in the region and also provide employment to the locals throughout all the seasons of the year. Though the state is rich in culture and diversity, yet the projections so far is limited again to only some of the previously known features.

### **1.5.3 Major Tourist hotspots in Assam**

Distribution of Major known tourist destinations in Assam as shown in Figure 12. in view of outside world, Assam Tourism dept. statistics has been studied in order to frame the need. In Figure 12 the tourist centres including 5, 6 and 7, the places situated in North Guwahati, does not have accommodation (government or others). This lack in accommodation gives a scope in developing solutions related to tourist stay which can make their journey comfortable. Most of the tourist spots in North Guwahati does not include other Riverside point of attractions.

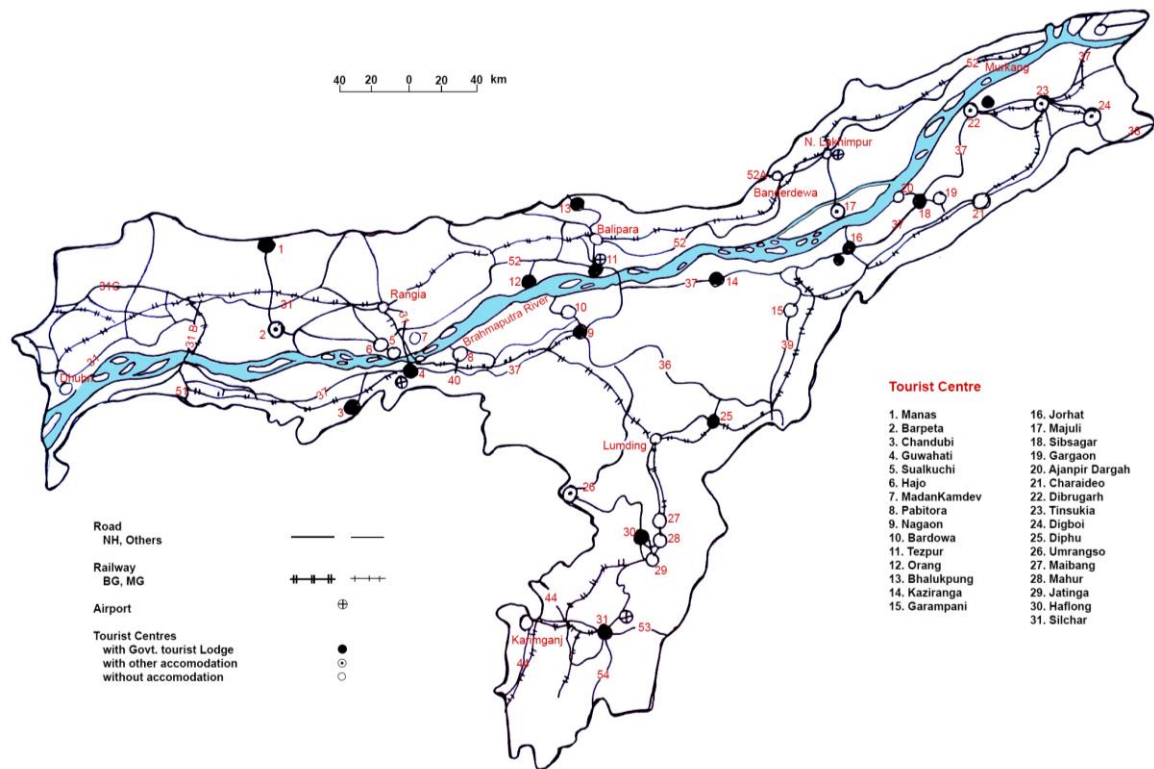


Figure 12. Assam: The Spots Developed/Identified as tourist Centres source: Bhattacharya, 2011.

#### 1.5.4 Behavioural Aspect of Tourists in Assam

The following information is collected from Bhattacharya P. (2011) where the author has taken a sample size of 355 Foreign and 1294 domestic visitors. Although the number of subjects appear good but the vastness in data collection through components related to place is very less. Hence further study is conducted in context, through exploring and literature review done from available relevant documents and finding out the major components while visiting a place. Following are few references from Bhattacharya's observations that are very significant to follow:

**(i) Motivation:** The will and motivation as shown in Table 9 to visit a place are many, following are some data retrieved from study conducted by Bhattacharya P. (2011). Although the study of a breakthrough in its own, but there are many attributes as described earlier related to Push and Pull motives to visit a place. While referring to the Following study it was finalised upon the factors and attributes that needed to be considered while conducting further study on next chapters on Assam and Guwahati and North Guwahati. Although such study is not conducted anywhere in context with India and Assam, the study conducted in this thesis gives a wider palette of choices related to travel motivation to the tourists while visiting places.

Table 9. Tourists and their sources of motivation to visit Assam whereas the Motivating factors previously studied; Source: Bhattacharya, 2011.

Motivating Factors	Domestic tourist		Foreign tourist	
	No. of tourists	%	No. of tourists	%
Tourist information Bureau	118	36.31	26	26
Travel Agencies	3	0.92	27	27
Friend and relatives	152	46.77	41	41
Own Experience	85	26.15	37	37
Any Other	14	4.31	21	21

Through the observations in Bhattacharya's source of motivation (Table 9), it is observed that only 5 factors related to motivation are considered. Meanwhile there can be numerous other factors which motivates tourists to visit places. The study regarding motivations are conducted in the later chapters. Such a study with multiple other factors that motivate tourist visits, can be considered to understand tourist's perspective and their ideologies regarding a new and unexplored place like Assam.

**(ii) Purpose of Visit:** Purpose as shown in Table 10 can be completely different when we compare them both while visiting a place. Purpose to visit can be forceful and motivation for the same can be a choice. People visit places for different purposes. Following are the study conducted by Bhattacharya P.(2011). Although few basic attributes are considered for the study, yet the study remains incomplete. Through taking this study as the base along with the literature study, many other attributes were derived that were related to purpose of visiting places which are described and conducted in the next chapters.

Table 10. Purpose of tourist visit to Assam; source Bhattacharya P. (2011).

Group	Domestic tourist		Foreign tourist	
	No. of tourists	%	No. of tourists	%
Pleasure excursion	293	90.2	84	84
Business	9	2.8	11	11
Official Work	37	11.4	1	1
Academic Interest	17	5.2	19	19
Any other	9	2.8	13	13

In Bhattacharya's study it is observed that purpose of tourist visit in terms of their visit to Assam are only 5, while there can be many other factors. Such limited options give a scope to explore in terms of understanding motivations and purpose of visit to Assam. Such understanding can result knowing thus involving the travellers in unexplored places to discover newness.

**(iii) Group composition:** Following study in Table 11 by Bhattacharya P. (2011) take few aspects where in it is trying to find that how people visit a place, is it with respect to a large group or single traveller. The data does not provide range of compositions. A survey related to

visiting unexplored landscape of North Guwahati as a case study of unexplored landscapes considering it as an aspiring circuit tourism spot will be conducted in order to have in depth study on the aspects of composition of tourist and travellers. In the group or single they would travel to the desired destination or to a new and unexplored destination. These questions are covered in the studies further conducted under the thesis work considering North Guwahati as Unexplored destination.

Table 11. Group Composition of tourist in Assam, Source: Bhattacharya, 2011.

Group	Domestic tourist		Foreign tourist	
	No. of tourists	%	No. of tourists	%
Alone	24	7.38	16	16
With Family	211	64.92	41	41
With Friend	42	12.92	20	20
With Family and friend	40	12.92	5	5
Organized Party	8	2.46	18	18
Total	325	100	100	100

### 1.5.5 Tourism Related Development in Assam

- (i) The USA opened an American corner the city's Darwin School of Business, Guwahati, was inaugurated by Ambassador to India, Peter Burleigh and will fulfil the needs of people seeking information about the United States (Assam Tribune, Feb 25, 2016). The first of its kind facility in India's North East will be administered by the American Centre, Kolkata. The facility will enable the growth of more ties between the people of the region and the US. USA is dedicated to open up dialogue as much as possible, and also described the corner as 'a tool for expanding knowledge on the United States'. The corner would serve as a platform to expose visitors to a range of cultural, educational, literary and other events and personalities. It will have books, DVDs, and a variety of publications on the US, and will be accessible to all.
- (ii) **CIRCUIT TOURISM IN ASSAM:** Assam has been divided into six interesting circuits for the convenience of tourists (source: [assamtourism.gov.in](http://assamtourism.gov.in)). Each circuit is unique passing through different terrains giving one a unique experience. (i) guwahati - kaziranga - nameri – dirang - tawang - bomdila - tezpur – guwahati; (ii) guwahati–cherrapunjee–shillong–mawlynong – guwahati; (iii) jorhat–kaziranga national park–majuli–sivasagar–jorhat; (iv) dibru–saikhowa national park– dehing patkai – dibrugarh; (v) guwahati–hajo–sualkuchi–borduwa–sivasagar–majuli–jorhat; (vi) guwahati–hajo–sualkuchi–manas–dhubri–Guwahati. These were framed as per the conveniences from the viewpoint of connectivity and easiness of covering them in a specified time duration along with facilities provided.
- (iii) A new Brand name: Assam recently in 2016 renewed its brand name as “Awesome Assam”; newness that may draw attention.
- (iv) Theme Based promotion of Tourism: “Tourism for all-promoting universal Accessibility” is the 2016 theme (The telegraph, Sept. 28, 2016), to invite inclusiveness in approach.
- (v) Tea tourism in Dibrugarh (The telegraph, Sept. 28, 2016); to explore unique existence that people knew about as products. But with such tourism, they may experience with the support

of a physical landscape of tea gardens that is man-made and gives hint of vast greenery also showcasing it of commercial importance to the viewers.

- (vi) A day long programme at ITA Machkhowa comprising, among other, as photography exhibition, art, essay and caption writing contests and quiz was held (The telegraph, Sept. 28, 2016); to give mostly domestic tourists a glimpse of its varied activities to witness.
- (vii) Run for Rhino, flagged off from Nehru stadium to Bhangaghar (The telegraph, Sept. 28, 2016); a trial for going to masses.

All the above incorporates the opportunity to local interaction, the way locals live in their respective locations and what locals feel about. The study of developments gives access to understand the idea of motivating others so they go for similar establishments in a different place. What needs to be specifically identified and thus make a palate of communication and increasing the cognitive sensorial experiences and inviting people to these places. Following information regarding the tourist spots and tourism related data extracted are from the Ministry of tourism, Govt. of Assam. Table 12 refers as a whole tourists staying and revenue earned; Table 13 mentions visitor's numbers where it says not only to draw foreigners towards the location. Support to domestic visitors may be explored in a big way and facilities for foreigners may be added.

Table 12. Indian and Foreign Tourists to Assam – Revenue Earned from the Tourists; source: <http://online.assam.gov.in/web/guest/statistics>.

Year	Tourist Staying in Lodge		Tourist In Other Accommodation Like Hotel		Total Revenue Earned From Tourist Lodge In Lakhs(Rs.)
	Indian	Foreign	Indian	Foreign	
2004-05	20820	804	2165430	8563	60.44
2005-06	24280	755	2562148	7554	87.11
2006-07	20279	649	3459591	8130	82.13
2007-08	7983	235	211696	6358	95.00

Table 13. No. of Domestic & Foreign tourist visited Assam; source: <http://online.assam.gov.in/web/guest/statistics>.

Sl. No	Tourist Visit		
	Year	Domestic	Foreign
	1997	842656	4,194
	1998	939721	3843
	1999	964,939	5218
	2000	1001577	5,959
	2001	1010651	6171
	2002	1953915	6409
	2003	2156675	6610
	2004	2288093	7285
	2005	2467652	10782
	2006	2768824	10374
	2007	3436833	12899

Table 14 Combines the scope for development with gradual increment of annual earnings by Tourism Department of Assam. With existing facilities on various spots table 15, 16 and 17 provides references. Further new prospects may be explored in new areas.

Table 14. Annual Earnings of Directorate of Tourism; source: [online.assam.gov.in/web/guest/statistics](http://online.assam.gov.in/web/guest/statistics).

Year	Amount in Rs.
2001	35,87,224
2002	38,88,841
2003	41,03,051
2004	60,44,642
2005	62,14,766

Table 15. Tentative Tourist Spots for which Assam is famous; source: <http://online.assam.gov.in/web/guest/statistics>.

Sl. No.	Wild life of Assam	Religious Places of Assam	Historical Monuments	Other tourist places of Assam
1	National parks	Historic Temples	Architectural wonders of Ahom Kingdom	Riverfront Across the State
2	Wild life Sanctuaries	Satras		Majuli
3	Bird Sanctuaries	Thans		
4		Dargah		
5		Masjids		
6		Gurudwara		

Table 16. National Parks in Assam; source: <http://online.assam.gov.in/web/guest/statistics>.

1	Kaziranga National Park
2	Manas National Park
3	Nameri National Park
4	Dibru-Saikhowa National Park
5	Orang National Park

Table 17. Area of national parks in Assam; source: <http://online.assam.gov.in/web/guest/statistics>.

AREA OF NATIONAL PARKS IN ASSAM			
Sl.No	Name	Location	Area in Sq.Km.
1	Kaziranga National Park	Golaghat, Nagoan & Sonitpur	858.98
2	Manas National Park	Chirang & Baksa	391.00
3	Orang National Park	Udalguri & Sonitpur	78.81
4	Nameri National Park	Sonitpur	200.00
5	Dibru-Saikhowa National Park	Dibrugarh & Tinsukia	340.00

From the above it is noticed that although there are few work related to tourism industry in Assam, but when compared to mainland affluent states, the lack of in depth study of various attributes related to behavioural aspects of tourism in Assam, makes it challenging to suggest or even Develop unexplored areas as micro tourism spots. North Guwahati that is chosen as the case study has almost negligible study related to Guwahati and North Guwahati as place and its landscape identities related to it. A detailed literature study of the topics and attributes of place meaning is understood along with linking each and every identity chosen for each meaning is described in the next chapter.

### 1.5.6 Sustainable Tourism with reference to North East India

Sustainable tourism development is one of the most significant topics discussed by tourist planners and researchers during the last decade of the 20<sup>th</sup> century. Tourism, especially nature tourism, cannot be a sustainable economic driver unless it is matched with the carrying capacity of the tourist sites. A careful policy for sustainable tourism is needed for each tourist location. Sustainability can be ensured by estimating, and following carrying capacity in terms of the region's natural resources, consumption patterns, pollution and social systems. Planning and management of Sustainable/responsible tourism is imperative for tourism to survive. Carefully designed policy and directives are needed. The tourism in North is mostly related to eco-tourism like nature and wildlife tourism. Because of the fragility of habitat and society in the north-eastern states, the tourism had to be "sustainable and not the five-star tourism or mass tourism because that can permanently damage the habitat and the society of these innocent people living in this beautiful part of the country. North east is a it is a land of myths and mysteries, folklore and legends and of many tender dreams. The region is unique with more than 150 tribes speaking as many languages. This is the only place in the world where primitive culture of Neolithic age co-exists with the modern life style.

### 1.5.7 Guwahati- Issues with specific to Tourism

Guwahati, the capital city of the north-eastern state of Assam, was formerly known as Pragjyotishpur (the City of Eastern Light). Its etymological root is derived from two Assamese words, "Guwa," meaning areca nut and "Haat," meaning market. Couched between the picturesque hills of the eastern flanks of the Himalayan mountain range, Guwahati houses the political capital of the state, Dispur. The gateway to the seven other north-eastern states. Guwahati is particularly famous for its Kamakhya temple situated atop the Nilachal hill. The entire city is surrounded by small and big hills.

The Brahmaputra river divides the city into North and South Guwahati. Most of the tourist attractions in Guwahati are identified on the South Guwahati side like Kamakhya Temple, Pobitora Wildlife Sanctuary, Ugratara Temple, Bhuvaneshwari Temple. Most of the tourism related development and work happens in the south part of the city. This part hosts the major offices and museums of Assam along with attracting more tourists. Guwahati also acts like a thoroughfare for travellers travelling or visiting other places of NE Region.

#### **1.5.8 Brahmaputra-Mighty River in Assam**

A well-known Identity that makes tourist attractions using its mythological connections and utility aspects.

Brahmaputra means Brahma's Son. The legends contain scientific truths wrapped in easy-to-remember parables. Protected by the aura of sanctity, they are passed unchanged down the generations. Here, the mythic references could be descriptions of five sources (headwaters), 10 tributaries and 15 glistening peaks in the highlands of Tibet through which the Brahmaputra is sourced and flows down the hills of Arunachal Pradesh and Assam all throughout Assam, Bangladesh and finally consumed into Bay of Bengal. It could also explain the fact that the *Putra* (son) of Brahma, the Creator, is dark and turgid with silt, and as destructive as Siva, when it is in spate (Hugh and colleen Gantzer, 2014).

There are various Ghats throughout the lengths of the river like Nimati ghat where tourists through the ferry or river cruise and are put across river then would sail down-river. The river have stops like in Kaziranga, Majuli where travellers experience the legacy of Sankardeva, the spiritual social reformer through experiencing naamghars without any idols, to have glimpses of tribes like Mishing and Assamese culture of embracing Hinduism through Worshipping god in the form of in dancing, music, songs, poetry, creating masks for religious theatre, and tapestry; to explore the lush banks and the hinterland and for sightseeing, the Temples and the monuments built by Ahoms near the riverfront. The river continues to play its finely balanced role of destruction for re-creation.

#### **1.5.9 North Guwahati and Brahmaputra Riverfront**

North Guwahati is blessed with picturesque landscape and a wide range of cultural and ethnic identities as well. But Due to less references and it was difficult to understand the origin or the local flavours of the town which is on the verge of getting transformed into an industrial hub. There is a large scope of it getting developed as it is completely unexplored and unworked upon area which further need to be studied about its tradition, history. Natural abundance must be studied and further work plan needs to be developed on the view of beautification of both side of Brahmaputra river in Guwahati city, in order to Justify and understand the need for a riverfront development in the North Guwahati River.

#### **1.5.10 Riverfront Development under Guwahati Smart City**

Officials of the Guwahati Smart City Development Agency Limited (GSCDAL) made a presentation on the proposed beautification project before Assam Chief Minister Sarbananda Sonowal. This initiative is to develop a 5.2 km (1 km = 0.621371) stretch of the Brahmaputra, covering 72.45 *bighas* (1 Bigha = 1338.8038) of land in South Guwahati from Raj Bhavan to Kamakhya in a comprehensive and sustainable manner. The proposed project is designed by

Tata Consultancy Services in partnership with the Netherlands-based firm after a thorough hydrological study of the river. Assam Chief Minister said, "The Brahmaputra riverfront in Guwahati holds tremendous potential to boost tourism in the state. The beautification project should be aesthetically appealing and reflect the cultural heritage of Assam in its work." He added that the project should be implemented so that the tourists feel the smartness of the city while having a peek at the rich tradition and culture of the state (telegraphindia.com). It was decided to incorporate provisions for a prayer and festival plaza, perennial water channel along the bank and jetties for sea planes to take off in the project. He stressed that the beautification should not disturb the normal course of the river.

The riverfront project will have an esplanade for people to walk for recreational purposes with seats, night illumination, facility for cycling, leisurely sightseeing and high-thrill rides by speedboats and jetties for sea planes. Kamrup (metro) deputy commissioner M. Angamuthu, who is also the managing director of GSCDAL, said a masterplan for the project has been prepared and the survey and feasibility study completed. Angamuthu said implementation of the project would also not harm the interests of the vendors of Kacharighat and Uzan Bazar fish market as both the markets would be retained to reflect traditional lifestyle. No such plan has been identified on the North Riverfront which caters to vast rural, historical cultural and physical landscapes. Possibilities of motivating, connecting and pulling tourists and locals towards them may be explored.

## **1.6 CASE STUDIES-RIVERFRONT DEVELOPMENT IN INDIA**

While looking into the riverfront of Brahmaputra development for utility that falls on the North part of Guwahati, the following selected case studies were done and specific issues observed. These are, as presented below, sets stage for considerations for exploring further.

### **1.6.1 Riverfront Beautification in India**

India is a land of rivers, streams and waterbodies. Many cities and towns have meandering rivers crisscrossing the territory which make for a beautiful landscape and picturesque riverfront views. Besides the cityscape beautification, riverfronts also make for an ideal spot for water adventure activities like Rafting, paragliding, boating, etc. Lined with docks, parks, trees or marine drive and sometimes even religious temples and shrines, these spots experience a lot of tourist influx.

- (i) **Case Study 1- Marine Drive, Mumbai:** The Marine Drive (Figure 13) is also known as the 'Queen's necklace' on account of its shape and yellow streetlights. Marine Drive is a km long, arc shaped boulevard along the South Mumbai coast, starting from the southern end of Nariman Point and ending at the Chowpatty beach. The coast lines and the Arabian sea is the best place to watch the sunset in Mumbai, or to just take a leisurely stroll by the sea any time of the day or night.



(a)

(b)



(c)

Figure 13. (a),(b),(c): Marine Drive, Mumbai; Views from different location/positions.

Source: <https://www.holidify.com/places/mumbai/marine-drive-sightseeing-2879.html>.

**Uniqueness of the Riverfront:** In the fast-paced life of Mumbai, Marine Drive instils a sense of calm and serenity, a hangout spot or inspiration for the artists, writers, poets, musicians and photographers. Marine Drive is one of the most prestigious area for any kind of real-estate, either commercial or residential. It is considered as the largest viewing gallery in the world and several events have been hosted along its walkway. Bombay Marathon is held every year in February since 2004. Development scope of the proposed designs may be a specific event based on the study done and the observations collected.

**Findings and observation (Weaknesses) in the Riverfront:** Although the riverfront gives a splendid view of the Arabian sea with sunset, yet the riverfront has remained just as a space for leisurely strolls as it is built in a city. It also gives very less scope to visitors to be close to nature and know regarding the identities of Mumbai/Maharashtra in terms of food, culture and physical Landscape. Nor Sustainable Goals, recreational activities, environmental impacts and neither local connect are covered in the riverfront beautification project in Marin Drive.

A Multi-Utility facility with scope to organise big events frequently in different timings as well as fixed events may give a full potential usage in terms of tourism.

- (ii) **Case Study 2- Sabarmati Riverfront Development, Ahmedabad:** The Sabarmati river is a monsoon-fed river which has a total catchment area of 10,370 sq. km, out of the total basin area of 27,820 sq. km at Ahmedabad. The river had been the important source of water, economic and recreational activities in past. Over the years, the city expanded and the river was neglected. The river became polluted due to flow of untreated sewage through storm water lines and dumping of industrial waste. The slum encroachment along the banks were prone to floods and had no infrastructure. The river became inaccessible for general public and cause of health hazards. So it was proposed to develop the bank of river to turn it into major urban asset. French architect Bernard Kohn proposed an ecological valley in Sabarmati basin stretched from Dharoi Dam to Gulf of Cambay in 1960s (Paul John, 2014).

It was finally in 1998 that this multi-dimensional project was envisioned and undertaken by the city. The construction began in 2005 with the 11.5 km long lower promenades on both banks are completed and some of its section were opened to public on 15 August 2012. the waterfront is gradually opened to public as and when facilities are finished. Various facilities are actively under construction since then. More than 85% of the reclaimed land will be used for public infrastructure, recreational parks, sports facilities and gardens while nearly 14% will be used for commercial and residential purpose (Paul John, 2014; timesofindia-economictimes. 2015). The riverfront development has taken place in Both side of the River Sabarmati.



Figure 14. The Sabarmati Riverfront that includes beautified spots of attraction, Ahmedabad.

The Sabarmati Project (Figure 14) on the banks of Sabarmati River in Ahmedabad provides with a meaningful waterfront environment which redefined an identity of Ahmedabad. The project reconnects the city with the river and positively transform the neglected aspects of the riverfront ([sabarmatiriverfront.com](http://sabarmatiriverfront.com)).

Figure 14 is a Panoramic view of the developed and beautified Sabarmati Riverfront in Ahmedabad, Gujarat. The beautified spaces within the area includes many spots to attract locals and tourists, like small ponds, walkways, auditoriums, multi-utility parks, boating. The site has Exhibition Centres, Event Grounds, Sunday Riverfront Market, Parks and plazas and SRFD streets run parallel to the river on both banks and provide

continuous access to the riverfront development. The observations were noted through study of its objectives that is categorised under three topics-

- (a) **Environmental Improvement:** reduction in erosion and flood to safeguard the city; sewage diversion to clean the river; water retention and recharge. (sabarmatiriverfront.com).
- (b) **Social Infrastructure:** rehabilitation and resettlement of riverbed dwellers and activities; creation of parks and public spaces; provision of socio-cultural amenities for the city. (sabarmatiriverfront.com).
- (c) **Sustainable Development:** generation of resources, revitalisation of neighbourhoods. (sabarmatiriverfront.com).



Figure 15. Ravivari (A Sunday Sabarmati riverfront Market for Local vendors).

Figure 15 shows a marketplace called ‘Ravivari’ which is available for the public every Sunday on the Sabarmati Riverfront. Such spaces to involve the locals on the Riverfront to utilise the space for economic benefit, may be considered for further study and consideration in terms of Brahmaputra Riverfront development and involvement of the local abodes for socio-economic development.

**Findings and Observations(weaknesses) in Sabarmati Riverfront:** Although the Sabarmati Riverfront is one of the kind of riverfront that is first time ever been built keeping the recreational activities and public space management along with environmental safeguard. Yet there are many aspects which are absent on the project as following:

- (a) Connect with Locals
- (b) Upliftment of Locals through their involvement.
- (c) Non including of Local identities
- (d) No natural/physical landscape included in the riverfront.
- (e) There are no measures taken in terms of connecting the tourists or visitors with interiors of the city through a green way of wayfaring around. Cars are not always an available option.

**(iii) Case Study 3- Hooghly Riverfront, Kolkata:** Hooghly Riverfront is situated along two banks of River Hooghly in West Bengal- Kolkata in the East and Howrah on the West. The

mighty river offers mesmerising sunrise and sunset views. After the beautification of the East promenade in 2011, the spot has become a major tourist attraction. with World Bank sanctioning funds under the National Ganga Rejuvenation Scheme, the riverfront was beautified. A 12 km stretch of Hooghly river Bank both on the city side and on the side of the Howrah district is proposed to be beautified; Figure 16 and Figure 17 dhows certain areas for people to use the riverfront as a public space for gathering and to relax.



Figure 16. Hooghly riverfront; Source: commons.wikimedia.org/wiki/File: Hooghly\_riverfront, Kolkata\_25-15-31-31.png.



Figure 17. Millennium Park in Hooghly riverfront; Source: www.indiamike.com/india-images/pictures/millennium-park.

**Findings and Observations (weaknesses) in the Riverfront: A visit to the of Hooghly riverfront was properly maintained, yet following were lacking:**

- (a) Connect with Locals
- (b) Was used for only leisure and promenades were used for walking.
- (c) No cycling paths.

**(iv) Other Issues and Observation regarding Riverfronts in India:**

- (a) Although the riverfront projects are commendable, yet they are cosmetic makeup on deep wounds trying to hide the deep rooted issues around riverfronts mostly revolving around recreational and commercial activities. It is more about real estate than river. Activities that are promoted on the riverfronts typically include promenades, boat trips, shopping, petty shops, restaurants, theme parks, walk ways and even parking lots in the encroached river bed. riverfront development essentially changes the ecological and social scape of the river transforming it into an urban commercial space rather than a natural, social, cultural, ecological landscape. Is it wise to go for this kind of development on riverfronts? What does it do to the river ecosystem, its hydrological cycle? What does it do to the downstream of river? These questions need to be explored before accepting the current model of riverfront development as replicable or laudable.
- (b) Riverfronts are treated as extension of urban spaces and are often conceived as ‘vibrant’ or ‘breathing’ spaces by the designers. Concrete wall embankments, reclamation of the riverine floodplains and commercialization of the reclaimed land are the innate components of these projects. A quick glimpse at various riverfront development projects confirms this. Sabarmati channel has been uniformly narrowed to 275 metres from 382 metres during the riverfront development project.

**1.6.2 Public Spaces- Its significance pertaining to Riverfronts**

Public spaces form a vital place where people can come together, exchange ideas, romanticise with one another, protest for a cause, form a new friendship, learn skills, and share knowledge, emotions and music. People from different climate and culture come together and form public sphere and thus create places that reflects their collective needs (Patel, S, 2016). Public spaces are sites of open communication and deliberation, where marginalized and underrepresented groups can voice their opinions, make themselves visible, or simply disappear anonymously into the crowd (Kohn, 2004; Marcuse, 2002; Mitchell, 1995; 2003; Young, 1990). Public space can be defined as possessing four mutually supportive qualities of ‘access’; (1) physical access; (2) social access; (3) access to activities and discussions, or intercommunications; and (4) access to information (Benn and Gaus, 1983). The presence and survival of public space since time of Harappa civilization gives us a proof of togetherness and collectiveness embodied in the communities. In 21st century we have largely abandoned the sense of togetherness and collectiveness, which can be highlighted in today’s public spaces (Patel, S, 2016).

In today's contemporary cities, public space is the element of the city where most of the convivial as well as reclusive activities takes place (Shaftoe 2008). Since then public spaces have long been on the platter of planners, sociologist, urbanist, architects and designer. All of them have been curiously discussing and debating about public spaces; the life in a public space; the right to public spaces; the use of public spaces; the dead spaces; equality & equity in public space; the accessible spaces and so forth (Patel, S., 2016). In a robust legal definition, public spaces have "immemorially been held in trust for the use of the public ... for purposes of assembly, communicating thoughts between public citizens, and discussing public questions" (Hague v. Committee for Industrial Organization 1939, 307 US 496). But many claim the very publicness of the city has been limited by security concerns that refashion public spaces into militarized zones that reduce opportunities for free expression (Jeremy Ne'meth, 2010). If we take the xample of Usmanpura Park and Subhash Bridge Park, many of the elements of Public spaces, are missing such as adapting urban poor, both the parks are restricting the access of urban poor one by directly not allowing them to come in and second having a paid access thus urban poor are totally discarded. Social Cohesion is missing in both (Patel, S., 2016). Cultural exchange is limited to only one park.

In the study of Sabarmati Riverfront's Usmanpura Park's timing and access is itself is restricting users, as Monday it is close. And rest other days the park gets close at night 10:00 pm. limiting the time frame can discard many users from using the park to full extent. In policy context, vendors and animals (dogs, cats, etc.) are not allowed to enter the whole stretch of riverfront this gives us an idea why these kinds of parks are comparatively less in number of people and have less activity and liveliness. Look at Law Garden or Parimal Garden there are street vendors from morning till evening making the place livelier by bringing in food and culture of Ahmedabad i.e. Street food. Looking at the land use plan of riverfront, and being a 11 km long public stretch, one way or another it is being commercialized and this will change the very nature of publicness in a space. London is one such fine example where privatization and commercialization have changed the course of publicness and accessibility of public space. In order to become a true public space, ontology of each human being needs to be satisfied irrespective of any discrimination. Public space will always be re-established once people take over it. It is in itself an organism by its own. Like water it is adaptable to any shape and form, in same way public spaces is dynamic, and it needs to keep reshaping itself like water (Patel, S., 2016; p.78).

A number of critics address the diminution of the public realm, but very few assess the actual extent of the security landscape in our everyday public spaces (Jeremy Ne'meth, 2010). If different security measures generate different visual, emotional, and representational impacts - if "the transmission and reception of such impressions are projected through the insertion of overt and covert security features" (Coaffee et al, 2009, p. 493) - it is vital to take a more detailed and nuanced empirical look at security zones, security landscapes, and the policies that provoke their implementation and operation. A security zone itself is a bounded area located around a public or private

building that presents a combination of access restrictions, behavioral controls, or security guards. These individual zones constituting a security landscape can be located on either public or private property and are implemented and managed by either governmental operatives or private developers and property managers. However, If the boundary is rigidly guarded by walls, gates and guards, it is no longer a public space. In contrast, the more accessible and permeable a place becomes, the more public it will become (Madanipour 2010). Keeping these aspects in mind, a more inclusive space can be thought of and be designed, in order to control the footfalls as well as to keep a check on security and control over it. However, in order to follow the International organizations like United Nations Habitat and UNESCO who explicitly recognize dependence of basic rights on public space, hence it is essential to “create safe public spaces.”

In 21st century, planners, architects, designers, sociologist and others are trying to comprehend the right to public space or in other words assessing the ‘publicness’ of a public space understanding the accessibility of public spaces for all (Patel, S., 2016; p.43). As North Guwahati and Hajo Village falls under the jurisdiction of Guwahati Metropolitan and Guwahati Rural district jurisdiction, yet exhibits very different configurations of public spaces in North and South Guwahati, hence developing the space in context of policy, design, as well as human intervention.

## **1.7 NEED JUSTIFICATION FOR THE STUDY: DESIGN INTERVENTION IN GUWAHATI TOURISM**

With the above understanding of developing a location into a tourist attraction, uniqueness of the place, environmental context and people’s life that are the memories and elements to identify and present in an attractive manner, not only to tourists, but to have sustainable longing where it should encourage local residents to participate. In case of exploring a place that is well known to people for certain speciality, further exploration of tourism can be undertaken.

Guwahati is a major city of North East and as a growing city of tourism hub of NE India, major decisions are taken regarding the region’s tourism development in Guwahati, the capital of Assam being divided by Brahmaputra River into South and North Zones. Most of the establishment and growth is being carried out in the south side of Brahmaputra river that is South Guwahati. The North part of the city with beautiful scenic and pilgrimage and cultural identities around the riverfront area is hardly being thought for being developed as a tourist spot. The city is developing into a thoroughfare wherein people don’t categorically stay in the city but only for short business trips/family vacations but for more pleasurable tours, they recognise other parts of the North East. Tourists and locals hardly recognise its peripheral areas as a tourist destination, given the Large riverfront which also remains unexplored.

As Guwahati is getting converted into a major Metropolitan city of North East, the city is growing into a major hub of NE India. Although the South part of the city is developing into a thoroughfare, but people hardly recognise its peripheral areas as a tourist destination, given the Large riverfront which also remains unexplored. Hence, its peripheral areas need to be focused

upon in order to develop as well as provide tourism potentials. Locals/tourists experience these places as a getaway spot from the crowded city of Guwahati. The tourism sector in Assam is facing challenges such as lack of good quality tourism infrastructure, global concerns regarding health and safety of tourists, disparate passenger/road tax structures across various states and shortfall of adequately trained and skilled manpower. While several plans and programmes have already been devised for tackling these challenges, successful implementation would be critical to accelerate growth.

Hence, its peripheral areas need to be focused upon in order to develop as well as provide tourism potentials and Locals/tourists experience these places as a getaway spot from the crowded city of Guwahati. A contextual approach development on the beautification of North bank of Brahmaputra river of Guwahati is rare, therefore the place needs to be identified as an important pilgrimage, craft based centre respectively and connect the cultural identity bound images with the natural environment in order to pull the tourists. Restoration of the Rural, historical, cultural and Physical unexplored and undeveloped landscapes and tap the possibilities of connecting tourists and locals towards North Guwahati's identities.

There is a possibility to showcase and uncover the rural, historical, unexplored and undeveloped landscapes present around North Guwahati's Bank and peripheral areas. The abodes who are mostly on farming or some part time jobs provides at least seasonal employment to the young unemployed yet on non-seasonal time, they face issues to earn. This gap needs to be solved through permanent solution of involving them into jobs that can be provided to the visiting tourists to the peripheral Brahmaputra riverfront areas. There is a need to pull people from their demanding work schedule and crowded cities towards less crowded and unexplored spaces for leisure or other perceived notion of the place. The unexplored areas around Guwahati needs to be made such that people can come for pleasurable tours even on weekends.

Protection and preservation of historical buildings as it not only belongs to the current or past generations, but a property that will belong to our descendants which would further influence the build-up of the social environment (Barry et. al. 2009) and can be used as tourist attraction. The lack of respect for the historical buildings attributed to the rapid technological change in the society is creating lot of confusion at the same time developing a sense of 'throw-away society' in today's generation. There is a need to recognise that what may seem to be of less value now of these heritage buildings, will form the history of succeeding generations. The need is to create influence of iconic architecture on tourism through creating identifiable images on tourist psyche through cognitive solutions. Through the theoretical outcomes from the studies carried out in this paper, the initial task will be to first debate and then support need of conserving the relations between socio-perceptual matters and heritage architecture as a built environment of a place. The following 6 Ws are considered as part of the Need analysis:

1. Why: Connect tourists (who are mostly opting for other areas of North east as tourist destination) to Unknown spots and provide socio-economic perks to local abodes of North Guwahati through their incorporation in various tasks involving them. Brahmaputra river being an ever flowing river which feeds a large of people and areas in the entire region of North East India and being an identity of the region needs immediate attention to attract people
2. What: Lesser discovered areas around peripheral areas of North and North West bank of Guwahati needs an immediate attention so as to disperse the traffic of highly congested South

bank. what it provides to the people travelling to Assam in context with Guwahati. What are the Tourists preferences?

3. Where: The people who are Looking for adventure, newness and uniqueness can be attracted towards North Guwahati through identity showcasing.
4. How: How is it important for the place and the people to grow in order to sustain the livelihood of their future generations? Incorporate design solutions to solve tourist obstacles in offbeat places.
5. When: To identify when the tourist can visit the destinations through understanding the plans and motivations that would pull them towards the spots.
6. Whom: Possibility of showcasing the identities of tourism to tourists and locals. The target will be the visitors who would be requiring to gain knowledge regarding the place.

The study expects to present North Guwahati's cultural and Physical Landscape and the Brahmaputra riverfront as the identities and as a regional case study but it is reasonable to assume that the research results are transferable to similar regions with a similar range of nature-based tourism in small communities. Tourism as a whole topic requires to be studied. Attractions and things to be considered for tourism development of a country or place.

## **1.8 RESEARCH GAP**

Since the literature study is conducted in two aspects: Tourism and Tourism in Assam, and Place and its various fundamentals, hence there were numerous findings and gaps found on two levels that are as follows:

### **1.8.1 Place and Tourism: Its various fundamentals related research Gap**

Below are various fundamentals appear to be relevant to be looked into the promotion of tourism in North bank of Guwahati:

- (i) Through the extensive study conducted on place, it is found that places through its meaning, landscapes, identity, image/perception and components stimulate humans to visit place. These stimulations motivate tourists to go to different places. Such literature in context with India and Assam specifically Guwahati are scant due to which the branding to give uniqueness is extremely difficult. Although there are extensive materials available from various writers and historians in terms of the mythological or historical background of tourist destinations in Assam; write-ups and literature that consists motivation elements in context with Assam and Guwahati is scant. No elaborative Data has ever been worked upon in terms of defining Assam's meaning, landscapes, identities, Image and components.
- (ii) Documentation regarding Beautification of riverfronts in terms of connecting tourists to the local abodes through circuit tourism and motivation elements has not been found.
- (iii) Pearce's TCL model (1991) presents that with experience as a traveller the tourist motive to visit a place is more based on the safety and security provided in their travel. Assam being a state with tremendous potential yet believed to be as a place of vulnerability by tourist, how much secure, safe or physiological needs do they prefer while travelling to Assam has to be studied in a comprehensive manner.
- (iv) Kavaratzi's City Branding model considers and studies branding and promotion of places based on cities. The model explores and give insights on communicating the image of city

through different elements present in it. Such a study in context with Village and cultural ethnicity based unexplored areas lack literature as well as in-depth study specifically in context with Assam and ethnic identities around Guwahati.

- (v) The tourism Literature and data based on Assam suggests the lack of research in terms of culture, psychological and physical aspects elements. Although recent studies are conducted on tourism in terms of motivation to visit Assam through perceptions of local and foreign tourists. The Assam tourism Data collected from Table 9 and 10 indicates that study criteria with respect to Motivation and purpose are inadequate and are restricted to few variables (five each on motivation and purpose of visit). Where else through literature of various writers it is found that there are numerous aspect of motivations and purpose that can be studied in context with Assam and Guwahati.
- (vi) Due to lack of such in depth study on tourist's behaviour while visiting a places in context with India, Assam and Guwahati, the branding done does not involve the unexplored identities of places. North Guwahati being an unexplored place is not supported with any such data through any literature or extensive study related to the fundamentals of defining a place.
- (vii) In leisure and exploration people seek for adventure. The present practices of unsystematic ways of wandering, wayfaring or commuting around the destination spot has to been less worked on the context of unexplored destination spots. Travel to far remote destinations has now become a reality which needs to be addressed in context with unexplored North Guwahati physical landscape.
- (viii) Through the case studies it is seen that there are many areas that needs to be studied and are untouched upon that need deeper understanding and research that can be carried out in this research work.

Tourism development has been seen as projects to attract people from outside and is being seen from a business point of view; to engage local people are not much explored in order to improve interaction. While approach to develop and upgrade a place into a tourist destination, possibility of letting tourist meet locals. Issues relevant to that may be studied with specific reference to North East → Assam → Guwahati to finally explore North Guwahati and its feasibility concerns.

## **1.9 RESEARCH QUESTION**

How the peripheral areas of Guwahati (North to be specific) will be beneficial for tourists not opting for long overhauls and provide safe and secure patch for spending time and gaining knowledge about Assamese Landscapes and gain essence and sense of place through imbibing Assamese ethos? What are the attraction elements that specifically be identified and be presented?

## 1.10 PROBLEM STATEMENT

People from Big/Small cities limit themselves with lack of essence and sense of place and sensational memoirs. Thus constraining themselves visiting mostly the known destination places in context with Guwahati/Assam. The traditional and unexplored ones in the context area seem to be the residences with an inadequate sense of place and experiences and giving it feelings of demotivating characteristics. Negligible Number of leisure tourist and 0.15% of foreign tourist illustrates the Poor inflow of tourist. This can be improved.

## 1.11 HYPOTHESIS

H1. The tourist needs, usability and necessity based development and design intervened Scheme/plan on the North Bank of Guwahati Landscape would motivate visitors to experience the landscape and socio-cultural interactions with locals.

## 1.12 AIM AND OBJECTIVES

### Aim

The study aims at looking into feasibility of a travel circuit to experience intrinsic landscape identities and socio-cultural heritage as tourism potential of North Bank of Brahmaputra River at Guwahati, Assam, and motivate tourist to visit identified unexplored places around it.

### Objectives

1. To understand visitor's preferences based on their needs in context of new exploration.
2. To identify and analyse the specific motivation issues and exploring the possibilities.
3. To identify interaction points as cultural and physical landscape identities to promote the meaning and uniqueness of the place and motivate the tourists.
4. To review the status of heritage tourism through branding.
5. To chalk out possible plan in North Guwahati under Micro tourism concept.

## 1.13 METHODOLOGY AND MATERIALS

**Research Survey. The following aspects contributed the study key steps:**

- Guwahati Landscape map was studied in order to draw out the area to be studied.
- Studying the location of Guwahati along with its riverside villages for beautification and tourist experiential motivation.
- Study of tourism circuits in other places and effects of such tourism plan on rural scenario.

- Explore what stimulates travel behaviour of National and International tourists through questionnaires and surveys conducted.
- Findings open paths for further investigation, namely extending to other destinations and to tourists with different incentives and nationality.
- Talk to Local Gazetteers in order to know the cultural heritage and history of the selected place of study which are not to be found in tangible form but only them.
- Draw feasible plan and trials on alternate development components therein.

### 1.13.1 Methodology

The methodology followed in the study is as the following Table 18. which describes the reference taken through various means and mediums, sample selection, data collection stages and phases and its analysis. Through the collected data, various tests were conducted in order to qualitatively analyse the data collected through surveys.

Table 18. This table describes the methods that are followed throughout the research work and the materials used to complete the methods.

Sl. No.	Method	Materials
1.	Reference	Books, Journals and Conference papers and various literature. Descriptive and library method, the research examines the components affecting the sense of place in People from different ethnicity and places across India and World.
2.	Sample Selection- Age group:	18-45 years, 35 participants both male and female respondents  In the final stage of design solutions 15 more participants were questioned which made the total participants 50.
3.	Data Collection	Data collection was based on specific studies in 4 parts. Through Interviews, Participant observation, Study findings and insights
4.	Analysis	Comparison and analysis between Components of place in North Guwahati and other places was prioritized based on 5 point Likert scale.
5.	Tests	Specific Tests like correlation tests are used for analysis purpose through statistical tools like spss, excel.
6.		Finally providing plan or strategy containing guidelines for strengthening essence of North Guwahati as a tourist place.
7.	Analysis Type	Qualitative Analysis
8.	Approach	Bottom Up Approach

1. The research is on Qualitative study based approach in nature and is mainly based on primary source of data. However, the secondary data used in the study were collected from the Directorate of Tourism, Government of Assam; Ministry of Tourism, Government of India; and other sources. The primary data were collected through survey of tourists and locals in Assam.
2. The survey was conducted with the help of well framed pre-tested questionnaire. The questionnaire was designed to obtain information relating socio-economic characteristics of the tourists, travel related information and willingness to visit the selected spot.
3. Face-to face interview technique was used to collect information from the tourists who had completed their tour and stationed at hotels and lodges.

4. The survey was based on multi-staged sampling technique. In the first stage 35 participants from various expertise from India and foreign origin were selected.
5. In the second stage tourists and locals were selected by expertise sampling. The sample of tourist was selected by random sampling technique. However, a stratified random sampling technique was used to determine the proportion of Indian and foreign tourists. The data were analysed using various statistical tools.

### 1.13.2 Survey Participants Distribution

The survey was carried out through sample selection of 35 Participants belonging to the following categories mentions in Table 19. Students were selected on purposive basis or on the basis of their visit with parents. The Age group is 18-45 yrs. Out of the Total 35 Participants, specialised group consists of 4 Central Govt. and 1 Assam Govt. Officers. The experts consist of 4 professors of which 3 are Design Professors and 1 is a Zoology Professor. 5 other experts are associated with restaurant, hotel, tourism sector and design sector. All the 3 Foreign Participants are related to travel and creation of blog site. 12 Students consists of 6 PhD, 1 MDes, 1 MTech, 1 BDes, and 3 Btech. 1 local youth is from Assam who is unemployed and 5 are from various Private and Banking Sectors with Engineering and Management Background. All the participants are from Assam, Meghalaya, Jharkhand, west Bengal, Orissa, Gujarat, Maharashtra, M.P, U.P, Bihar, Delhi, Italy, France and Germany, U.S.A.

Table 19. Participant Details.

Sl. No.	Group	Category
1	Specialised group	5 nos. Ministry: 3 from MEA and 2 from Assam state tourism dept.
2	Experts	4 nos. Professors: 3 Indian Origin (one Zoology Professor, three from Design Background), 1 Foreign faculty from Design background 5 nos. Experts on Hotel Business tourism sector and design sector
3	Origin	3 nos. from tourism related service sector
4	Student	6 nos. PhD from Design background 6 nos.: 3 Btech, 1 Mtech, 1 Bdes, 1 Mdes
5	Local Youth	1 Unemployed Local Youth from Hajo
6	Service Sector	5 nos. from various private company services
7.	Nationality	For total of 50 participants: 15 people from North East India, 28 from other parts of India, 7 Foreigners

The study is conducted in Two phases where in Phase 1 the Literature study along with 4 other studies as shown in Figure 18 are conducted and data is collected accordingly. The studies and data are then analysed and compiled together and in the 2<sup>nd</sup> phase the design solutions are generated and framed and a further study with 50 participants is done. The final colution is then tested and analysed.

The survey was done on the following 2 phases according to the Figure 18 schematic diagram.

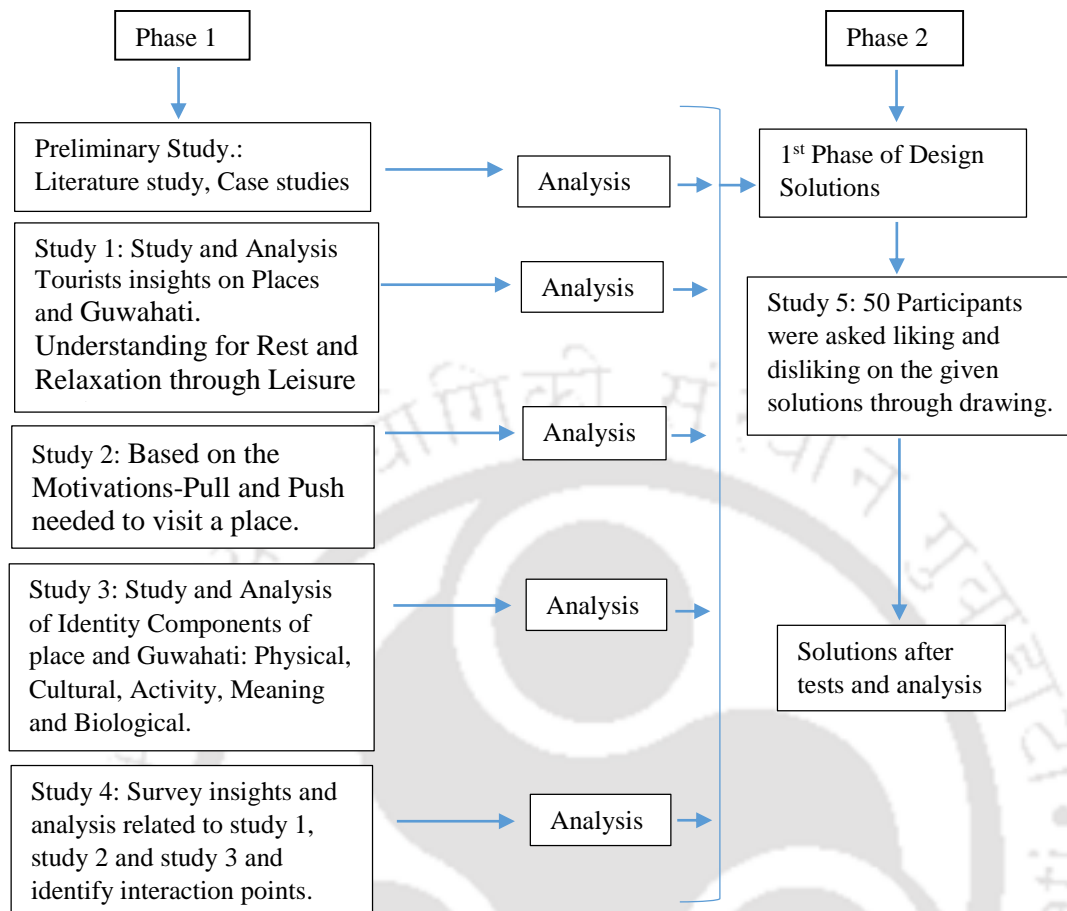


Figure 18. Schematic diagram on the phases of conducting research through collecting responses from participants.

#### 1.14 FOLLOWING IS THE BRIEF SUMMARY OF THE SUBJECT MATTER DIVIDED INTO CHAPTERS IN THIS THESIS PRESENTATION

##### 1.14.1 Chapter 1 Introduction (Present Chapter)

The present chapter delivers a Gist of the entire thesis followed by initiating the Need for studying/exploring newer places with the application of methodology thus followed to conduct the Study to fulfil the aim. Through a brief study of the background of the issues associated with North Guwahati as a place for design development of tourism products, it has been suggested that through literature study and conducting survey through selection of certain methods, the design development through tourism products can be implemented in order to motivate tourist visit and a sustainable growth for the locals.

##### 1.14.2 Chapter 2 Possibility Exploration Study: socio-cultural ethnicity and Heritage Landscape Identities

This chapter explores the possibility through conducting study in 3 phases: (i) Understanding for Rest and Relaxation through Leisure, (ii) Motivations-Pull and Push needed to visit a place, (iii) Identity Components of place: Physical, Cultural, Activity, Meaning and Biological with components of identities around Guwahati.

### **1.14.3 Chapter 3 Possibilities explained in North Guwahati-Design Proposal**

In this chapter possibilities to propose design solutions will be explained through the study on the sites selected in North Guwahati. This chapter is to chalk out the plan for a tourist spot including all the elements of and identities of North Guwahati

### **1.14.4 Chapter 4 Design Decision and conclusion**

In this chapter of a Micro-tourism concept is designed on the north Guwahati Riverfront and landscapes, where all the elements of proposed solutions and framework would be combined together in the Proposed Design Scheme.





## **Chapter 2**

### **Possibility Exploration Study: socio-cultural ethnicity and Heritage Landscape Identities**

This chapter explores the possibility through conducting study in 3 phases: (i) Understanding for Rest and Relaxation through Leisure, (ii) Motivations-Pull and Push needed to visit a place, (iii) Identity Components of place: Physical, Cultural, Activity, Meaning and Biological with components of identities around Guwahati.





## Chapter 2

### Possibility Exploration Study: socio-cultural ethnicity and Heritage Landscape Identities

A detailed literature study and review related to components of place meaning, motivational factors along with cultural and physical landscape is understood and each of the study and the meaning that is derived is linked to the chosen place identity (tangible or intangible) of North Guwahati. This pilot studies have been carried out and represented in detail as below.

#### 2.1 STUDY 1: UNDERSTANDING LEISURE WHILE VISITING PLACES

In this study literature related to tourist Understanding for Rest and Relaxation through Leisure tourism is understood through collected works followed by a survey on participants selected through purposive sampling. Leisure is mainly correlated with Rest and relaxation and perceived as visiting places during free time. This study was carried out to find tourists' understanding for rest and relaxation from their comfort point of view in context with places in general and in particular Assam.

##### 2.1.1 Place and place meaning

*“One’s destination is never a place, but a new way of seeing things.”*  
- Henry Miller

“Place or space” is the core concept of understanding in environmental psychology. The concept of place is physical as well as psychological. The physical form, activity and meaning are mixed together (Figure 19) to form the sense of place (Montgomery, 1998).

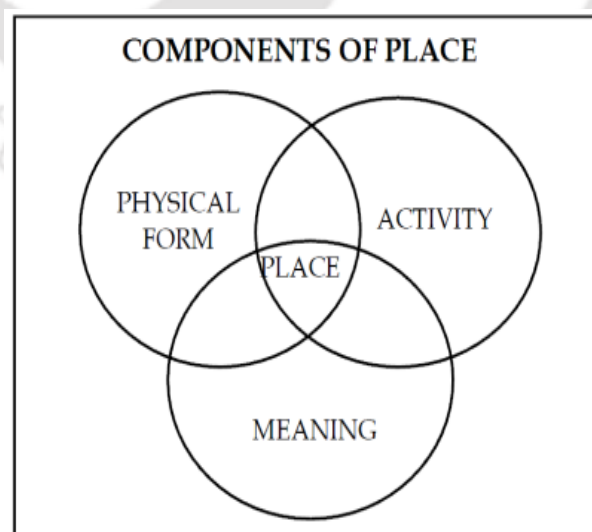


Figure 19. The components of place (Source: Montgomery, 1998).

Environmental psychology has been through a series of developments regarding different perspectives of place. The rediscovery of place, as a centre of felt value, embodied with experiences and aspirations of people took place in the work of humanistic geographers in the 1970's (Jana Raadik-Cottrell, 2010). Perspectives on place have gone from "physical determinism", where the environment, dimensions, colors, and shapes were seen as having direct effects on behaviour, to a view of the people-environment relationship as dynamic and interactive (Franck, 1984). Lockwood (1999) defines *place* (distinct from *environment*) as "a setting or landscape of profound meaning and connection to an individual by virtue of personal, direct experiences". Williams and Stewart (1998) summarized the sense of place literature by describing five dimensions to individual's sense of place: emotional bonds; felt and often intangible meanings, values, and symbols; values about a place; iteratively and socially constructed meanings; and cultural, historical and physical context.

But there are very less agreement concerning the meaning of place, on how one should define and measure people's bonds with places (place attachment, place identity, sense of place, place dependence, etc.). Theories since then have been questioned that led to further research and development of new ones. But majority of authors agree that development of emotional bonds with places helps to overcome identity crises and gives people the sense of stability they need in the ever changing world (Hay, 1998), that it may facilitate involvement in local activities (B. Brown et. al., 2003; J. Guardia et. al., 2002; Vorkin & Riese, 2001), and that no matter how mobile a person may be, some form of attachment to places is always present in our life (Cuba et. al., 1993; Gustafson, 2001a; Williams et. al., 2001).

Roca, Z. et.al (2011) defined places as attributed with meaning that result from the use and the meaning that local populations attributed to places and elements (Meeting, rest, feast, religious practices). Some are the projection of expectations, wishes, meaning that collectivities or socio-cultural contemporary groups attribute to them (naturalness, new arcadia, etc.). Places are systems of spatial, functional, visual and symbolic relationships between its constitutive elements. They are the result of a project that has been desired, more or less consciously, by a collectivity that has been building, using and modifying the place over the centuries and sometimes the result has been voluntarily carried out by a single person (Bloch, Braudel, Sereni, Gambi).

### **2.1.2 Leisure in places-an Overview**

Historical origin of tourism Page & Connell (2009) noticed in the ancient cultures of the Greek and Roman social elite stating that "these early 'tourists' pursued pleasure and relaxation in regions away from the main towns and cities, they epitomized modern day tourism: the pursuit of pleasure in a location away from everyday life and the use of one's leisure time for non-work purposes." Every nation has specific leisure behaviour and experiences ever since it came into being. Meanings of leisure in various cultures could be grouped into three categories: "free time," "an activity taking place in leisure time", and "an experience or state of mind" (Liu et.al.,2012). Brightbill (1960) defined it from the perspective of free time, "Leisure is a block of unoccupied time, spare time, or free time when we are free to rest or do what we choose. Leisure is the time beyond that which is required for existence." According to Pieper (1988), leisure is "non-activity"-an inner absence of preoccupation, a calm, an ability to let things go, be quiet.

Leisure has typically been approached from one or more of three perspective (1) as a measure of time (discretionary time left over after the completion or work and other obligations);

(2) as a container of activity (what people choose to do in their discretionary time); and (3) in term of meaning (how people define and value tourism leisure, the roles it plays in their lives, and its centrality or otherwise as an expression of quality of life)”(Jackson,2006:11). The declaration shows that leisure is a cultural phenomenon, depending on how people make sense of their life. That is important to promote cultural diversity in the understanding of leisure.

### 2.1.3 Survey, Insights and Analysis

Based on early literature leisure is mainly correlated with rest and relaxation, and perceived as visiting places during free time. This study is to find tourists’ understanding for rest and relaxation from their point of view in context with places in general and in Assam in the present day context; a balanced analysis path was chosen to look into the possibility as presented below, Figure 20.

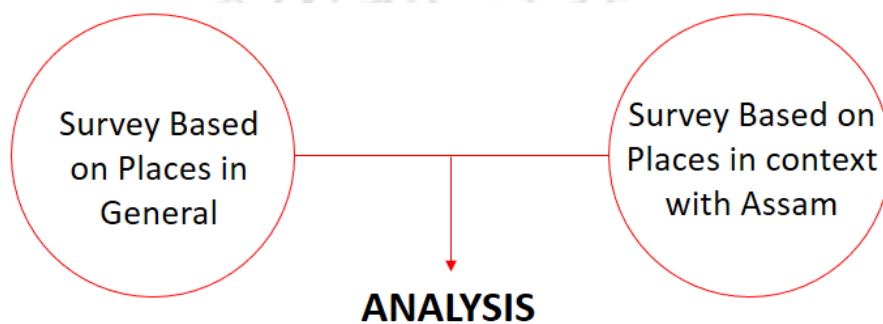


Figure 20. Attributes analysis between general and specific context to study.

The survey was carried out on the basis of tour for leisure and relaxation aiming at was to know the participants’ views regarding their needs to other places and to Assam. The study was based on certain questions, carried to know their preferences and gathered insights and how they either differentiated or were similar to each other. The survey was conducted through questionnaires of two types: first one was based on various places that people have already visited elsewhere or in general and the second one was based on Assam and different places in it.

This particular study was conducted on the view to fulfil Objective 1 i.e. to understand visitors’ preferences based on their needs in context. Following graphs showcases the responses against questions asked. There were relevant questions on both the columns based on 2 themes (Table 20) i.e. in context with different places as whole and in context with Assam. Wherever felt necessary tests are conducted on SPSS software.

The Study looked into approaching the research gap through finding the insights of the needs related to Pearce’s TCL and Maslow’s hierarchy where it was unclear through contrasting literature. This study results gave a clear idea of safety security and physical needs of a tourist while travelling or need of the attributes on the destination spot. This survey also suggested the marketing factors that needs to be considered while visiting different places and also Guwahati and they differ or similar.

Following study (Q1 to Q4) questionnaires and responses (5 point Likert scale key, Figure 20) are presented in a group manner in figures 21-24; and discussions are presented in table 20. Total tourists were consulted were 35 and were chosen purposively who were visiting Guwahati considering some insight to the study could be gained from them. Likert scale key followed in Figure 21-24.



**Q1. Preferences for my travel plan given the time limit.**

Brief findings based on the study of travel preferences by visitors where detailed responses are presented in Figure 21. The chronological order of the importance of preferences, from most to least was opted as Food, stay, recreation, transportation, distance and standard of living.

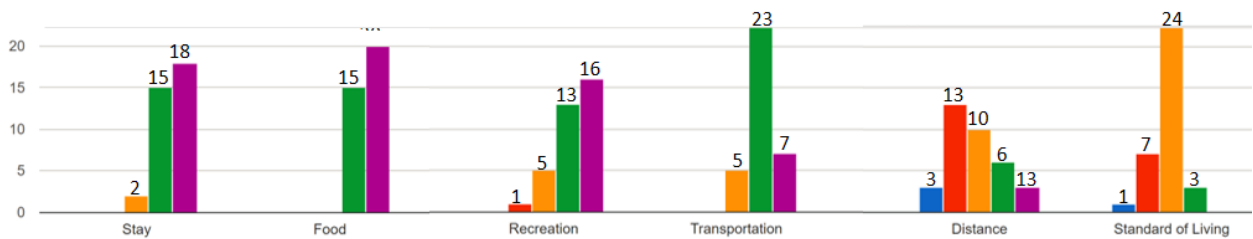


Figure 21. The participants are asked to choose their preferences while travelling given the time limit on 6 variables: Stay, Food, Recreation, Transportation, Distance and Standard of Living. The most important variable chosen was Food followed by stay and recreation.

**Q.2 Necessity on tours while visiting a place.**

Brief findings based on the study of necessity on tours while visiting a place where detailed responses are presented in Figure 22. The chronological order of the importance of necessities, from most to least was opted as Safety, Medical Facility, Govt. Support, guide and publicity effect.

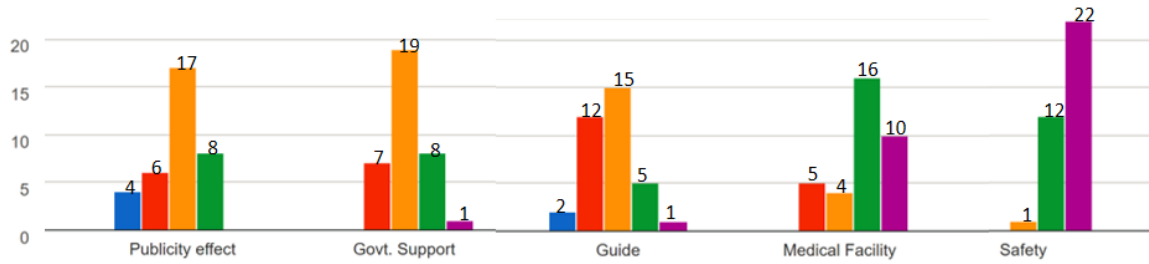


Figure 22. The participants are asked to choose their preferences on the necessity on tours while visiting a place on 5 variables: Publicity Effect, Govt. Support, Guide, Medical Facility, Safety. While visiting the place safety was extremely important for the participants followed by medical facility and Govt. support.

**Q 3. The most liked travel among the previous travelogues.**

Brief findings based on the study of most liked travel experience, where detailed responses are presented in Figure 23 (a) and (b). The chronological order of the importance of travelogues from most to least was opted as Eco tourism, Adventure, experiential tourism, knowledge based tourism, sports, pilgrimage, medical travel.

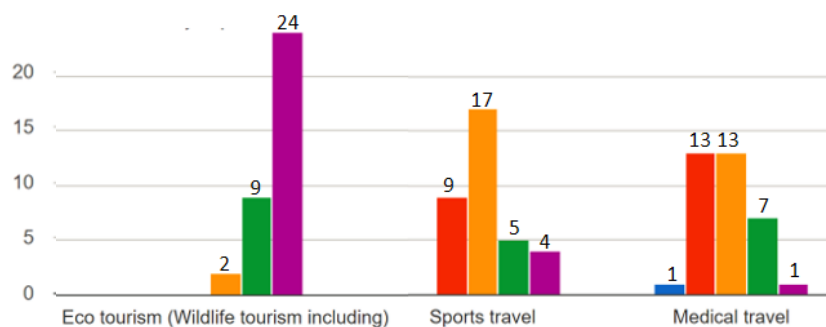
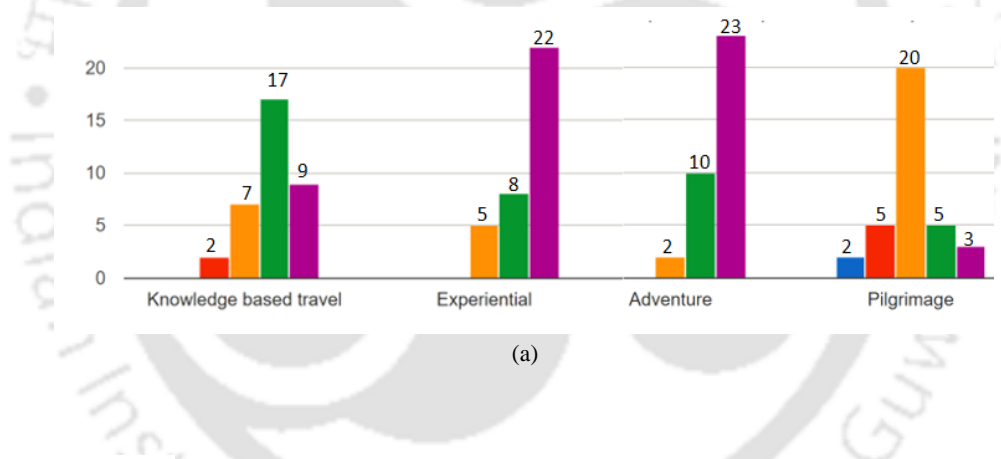


Figure 23. (a), (b). Based on the previous travelogues the participants had to choose the extremely important one based on 7 variables: Knowledge based travel, experiential, adventure, pilgrimage, eco-tourism, sports travel and medical travel. Participants chose eco-tourism as the extremely important followed by adventure and experiential tourism.

#### Q 4. Marketing factors to finalise upon your Pleasurable trip.

Brief findings based on the study of marketing factors for the trips in context with places in Figure 24 (a) and in context with Assam in Figure 24 (b) where detailed responses are presented. The chronological order of the marketing factors from most to least was opted as in Figure 24 (a) Place Brand Value, Visa Facility, pricing, advertisement, Word of Mouth, Promotional Offer-E Marketing, Discounts. The chronological order of the marketing factors from most to least was opted as in Figure 24 (b) Advertisement, Place Brand Value, Word of Mouth, Promotional offer-E-Marketing, Visa Facility, Pricing, Discounts.

In context with Place.

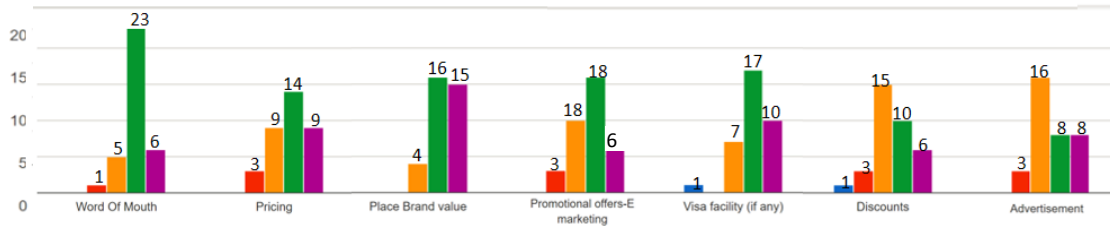


Figure 24. (a) Participants were given options on what marketing factors attracts them towards their visit a Place, which are on 7 variables: Word of Mouth, Pricing, Place Brand Value, Promotional Offer-E Marketing, Visa Facility, Discounts, Advertisement.

In context with Assam.

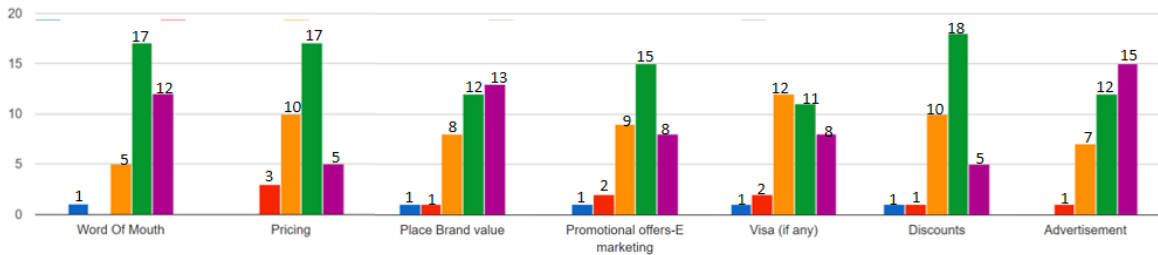
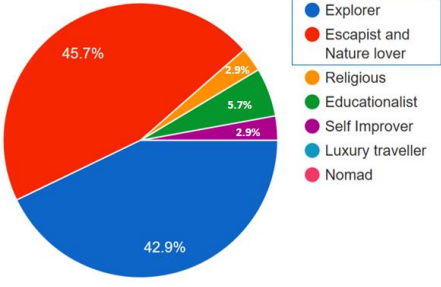
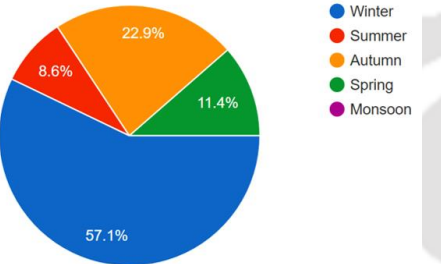
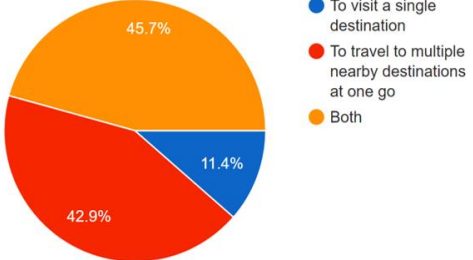


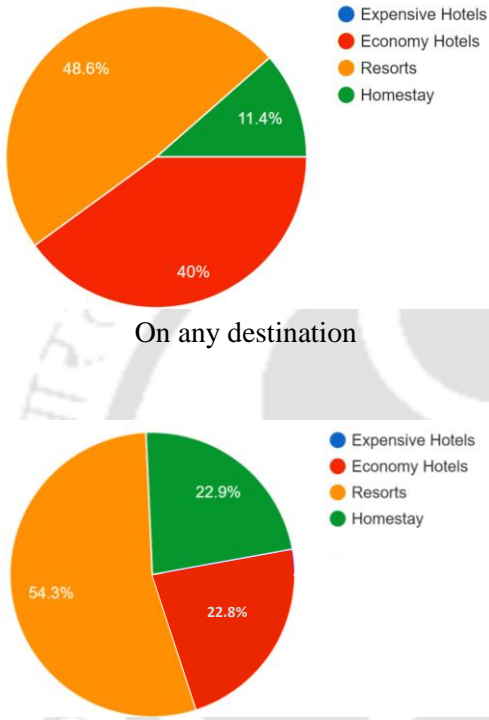
Figure 24 (b) Participants were given options on what marketing factors attracts them towards their visit Assam, which are based on the similar 7 variables as in Figure 10 (a): word of mouth, pricing, place Brand Value Promotional Offers-E marketing, Visa, discounts, advertisement.

Table 20. The following table showcases the questions asked during the data collection based on 5 point Likert scale and the details of answers, followed by analysis.

Questionnaire based on other place (as support)	Questionnaire based in context with Assam	Insights and analysis
Q.5 What kind of traveller you are for a pleasurable or leisure tour.	-	88.6% of the participants like to travel as explorer, escapist and Nature lover for leisure tour.

		<p>Religious, Educational and Self-improving elements can be incorporated with the above mentioned in the proposed plan.</p>
<p>Q. 6 Given the weather conditions, what season you like travelling the most? (1- Winter, 2-Summer, 3-Autumn, 4-Spring, 5-Monsoon)</p> 	<p>-</p>	<p>Participants chose to travel mostly in winter and autumn. Guwahati's Climatic conditions make it favourable for the tourists preferring winter season for travel purpose</p>
<p>Q. 2 continued. Necessity on tours while visiting a place. (1-Extremely Unimportant,2-Unimportant, 3-Neither Unimportant no important, 4- Important, 5-Extremely Important)</p>	<p>-</p>	<p>Participants opted for their safety, food, recreation, transportation and medical facilities as top priorities on tours they would carry. Brahmaputra riverfront can be beneficial for recreational, stay while provision of cuisine from local community and with easy and safe transportation along with secure patch of tourism can be further developed.</p>
<p>Q.8 Preferences for my travel plan given the time limit. (1-To Visit Single Destination, 2-To travel to multiple Destination, 3-Both)</p>	<p>-</p>	<p>Participants preferred to 'Both' at one go, indicating they are open to explore other or nearby destinations</p>

 <p> <span style="color: blue;">●</span> To visit a single destination  <span style="color: red;">●</span> To travel to multiple nearby destinations at one go  <span style="color: orange;">●</span> Both </p>		
<p>Q3 continued. Rate the most liked travel among the following based on your previous travelogues. (1-Least Travelled,2-Less Travelled,3-Neutral, 4-Sometimes Travelled, 5- Most Travelled)</p>	-	<p>Maximum participants preferred experiential, ecotourism and adventure and knowledge based travels Pilgrimage, sports which was less travelled and preferred in the past previously can be boosted through incorporating them with eco/adventure tourism.</p>
<p>Q. 4 continued Valuableness of marketing factors to finalise upon your Pleasurable trip: In context with Place. (1-Least helpful,2-less helpful, 3-neither unhelpful nor helpful, 4-Helpful, 5- Extremely Helpful)</p>	<p>Valuableness of marketing factors to finalise upon your Pleasurable trip: In context with Assam. (1- Least helpful,2-less helpful, 3-neither unhelpful nor helpful, 4- Helpful, 5- Extremely Helpful)</p>	<p>Word of Mouth (WOM), Place Brand, visa and pricing were considered extremely valuable for people opting for travel to places they would visit. While Advertisement, Place Brand, Word of Mouth was being opted as extremely helpful in case of people visiting Assam or the locals. The inference can be drawn that the variables WOM, and advertisement of North</p>

		Guwahati's identities as brands will be helpful for advertising North Guwahati as a place to visit.
<p>Q. 11 Where Do you like to stay on a pleasurable or leisure tour?(1-Expensive Hotels, 2- Economy Hotels, 3-Resorts, 4-Homestay)</p>  <p>On any destination</p>	<p>Where Do you like to stay on a pleasurable or leisure tour in Assam? (1-Expensive Hotels, 2- Economy Hotels, 3- Resorts, 4-Homestay)</p>	<p>People preferred to stay in resorts and homestays more in context with Assam than economy Hotels giving insights regarding stay preferences in Assam to be exotic. While chalking out plan on North Guwahati, specific homestays and resorts could be built or adjusted in order to suffice the tourist's needs to experience the natural beauty around Brahmaputra riverfront.</p>
<p>Q. 12 How do you plan your trip? (1-Self, 2-Through agency, 3-Pre arranged by intermediaries, 4-Destination marketing (active, passive))</p>	<p>How do you plan your trip to Assam? (1-Self, 2-Through agency, 3-Pre arranged by intermediaries, 4-Destination marketing (active, passive))</p>	<p>People mostly in case of trip to other places opted to plan trips through self or agencies, while in terms of Assam, people preferred to plan trips through agency or self. In this case a correlation test was carried out where the outcome was:</p> <ul style="list-style-type: none"> <li>• Normally distributed</li> </ul>

		<ul style="list-style-type: none"> <li>• P values is .002 Significant</li> <li>• Positive Correlation between the variables</li> <li>• Correlation is significant at 0.01/100 level, i.e. 'α' at 1% level.</li> </ul>
Q. 13 In your spare time you will explore any unknown natural landscape. (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree)	In your spare time you will explore any unknown natural landscape. around Assam. (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree)	<ul style="list-style-type: none"> <li>• Here the correlation test was nonparametric giving the results as</li> <li>• Normally distributed</li> <li>• Moderately Positive Correlation</li> <li>• Not much influence on each other.</li> </ul>

#### 2.1.4 Discussion

The study and insights infers that although through study and literature it was mentioned by famous authors that safety, security and physiological needs are either at the bottom of the pyramid of needs(Maslow's) or increases with experience, but the study shows that people visiting places, specifically Guwahati, in today's context, these attributes are expected to be on top of priority list while travelling or visiting destination.

## 2.2 STUDY 2: PUSH AND PULL MOTIVATIONS IN A PLACE

Based on the Motivations-Pull and Push needed to visit a place this study was carried out to find what tourists opt for in context with place around the world and in Assam (Study 2).

### 2.2.1 Travel Motivation: Push and Pull Motives-an Overview

Motivations are forces that influence and predispose to a specific behaviour (Dann,1981; Pearce,1982). Motivation to visit a place or destination rises from numerous conducts, and defines motivation as the need that drives an individual to act in a certain way (Beerli and Martin, 2004). Although the decision to satisfy needs may rely on other psychological variables, in reality, all human behaviour is motivated (Crompton, 1979). Crompton, J. (1979), "Motivations of pleasure vacations", Annals of Tourism Research, Vol. 6 No. 4, pp. 408-424). Kotler states

that motivation can be the results of internal and external stimuli. Internal stimuli arise from personal needs that can be physiological, social, egocentric, safety and self-actualisation. External stimuli result from publicity and promotion (Kotler, 1982). Gartner, 1993; Dann, 1996; Bologlu & Mcleary, 1999 stated that perceptions about the destination are a function of internal motivation (push motives) and external motivations (pull motives). These motives interact in a dynamic and evolving context. Dann simply explains push factors as the motive that drives a tourist away from home and pull factors as the motives in which drive a tourist destination (Dann, 1997).

### **2.2.2 Travel motivation based on image**

*Travelling – it offers you a hundred roads to adventure, and gives your heart wings!*

- Ibn Battuta

Motivations are forces that influence and predispose to a specific behaviour (Dann, 1981; Pearce, 1982). Motivation to visit a place or destination rises from numerous conducts, and defines motivation as the need that drives an individual to act in a certain way (Beerli and Martin, 2004). The state of tension then gives way to the necessity that encourages an action or attitude (Fodness, 1994). Crompton explains that motivation is only one of many contributing factors in which assist with explaining behaviour although it is considered a critical factor as it is “impelling and compelling force behind all behaviour” (Berkman & Gilson, 1978 as cited in Crompton 1979, pg.409). Motivation also play as a central role to determine human’s reason on something that they like and preferred to (Noralizawati et al., 2012).

Hill (1965) concludes the motive of many vacation makers is in a response to psychological depletion and an opportunity to allow the tourist to replenish and restore, if the traveller finds what they want they will come back enriched, regenerated and recharged. Hill, 1965. Crompton, 1979 states that vacation was the individual having a break from their typical routine and within most theories of motivation the concept of a stable equilibrium is either stated or implied (Crompton, 1979; McNeal, 1973). Equilibrium would be resorted at the conclusion of the vacation after the needs of tourist had been met in order to relieve the tension in the motivational system (Howard and Sheth, 1968). Gnoth, 1997 states that the necessity for holidays depends on desires such as self-actualisation, sense of self-esteem and social status. In the last case, the tourist produces hi/her perceptions in accordance to his/her social group. Cohen, 1972 introduces sociological motives which direct the tourist to a socially accepted behaviour. From another point of view, the tourist motivation should be seen as a multidimensional concept which explains the tourist decision (McCabe, 2000). Although the decision to satisfy needs may rely on other psychological variables, in reality, all human behaviour is motivated (Crompton, 1979). Crompton, J. (1979), “Motivations of pleasure vacations”, *Annals of Tourism Research*, Vol. 6 No. 4, pp. 408-424).

Most tourism literature on the factors behind the tourist decision has focused on a single motivational construct, whether it be cognitive or emotional. Gnoth, 1977; McCabe, 2000. Kotler states that motivation can be the results of internal and external stimuli. Internal stimuli arise from personal needs that can be physiological, social, egocentric, safety and self-actualisation. External stimuli result from publicity and promotion (Kotler, 1982). Motivations around travelling can be personal (personal training, compensation, rest and knowledge) and interpersonal (resulting from the social relations). According to this study, interpersonal motives

arise from the need to seek some form of social recognition that is obtained through travel (Crompton,1979'Dann,1977; Yoon and Uysal,2005).

### **2.2.3 Motivation for Leisure activities in Peripheral areas**

Every Nation has leisure behaviour and experiences ever since it came into being. Meanings of leisure in various cultures could be grouped into three categories: “free time, “an activity taking place in leisure time”, and “an experience or state of mind (Liu et.al.,2012). Brightbill (1960) defined it from the perspective of free time, “Leisure is a block of unoccupied time, spare time, or free time when we are free to rest or do what we choose. Leisure is the time beyond that which is required for existence.” According to Pieper (1988), leisure is “non-activity”-an inner absence of preoccupation, a calm, an ability to let things go, be quiet.

In 2006 Worldwide Scholars declared Hangzhou Communique, claiming that “Within North America and to some Extent in Western Europe and the Antipodes, and in particular in leisure studies, as the field has developed in these parts of the world, leisure has typically been approached from one or more of three perspective (1)as a measure of time (discretionary time left over after the completion or work and other obligations); (2)as a container of activity (what people choose to do in their discretionary time); and (3) in term of meaning (how people define and value tourism leisure, the roles it plays in their lives, and its centrality or otherwise as an expression of quality of life)”(Jackson,2006:11). The declaration shows that leisure is a cultural phenomenon, depending on how people make sense of their life. That is important to promote cultural diversity in the understanding of leisure. The authors and researchers through the declaration of leisure as a more meaningful process gives us a whole new sense of leisure, where it connects leisure to cultural exposure. The exposure would be significant in creating more meaning, hence useful with cultural significance, the cultural practices can be promoted. A tourist can relish the cultural interpretations rather than undesirable activities in unrestricted time of life. Inclusion of cultural dimension in leisure tourism would give more meaning in tourist time and travel, but yet it has to be considered that how the policy planners and Govt. agency who has bigger roles in developing tourism in areas, must view the whole idea of culture and leisure together. Inclusion of cultural identities and memories projected, may give an upper hand to communities which might later be useful for their socio-economic development.

Walton (2009a, p. 24) states that the relevance of tourism history “will often go back long before the immediate past, as phenomena regarded as new or recent have much deeper, and more revealing, roots than appear at first sight”. In the Ancient history, travel outside a person's local area for leisure was largely confined to wealthy classes, who at times travelled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines (Introduction to Tourism). Historical origin of tourism Page & Connell (2009) notice in the ancient cultures of the Greek and Roman social elite stating that “these early 'tourists' pursued pleasure and relaxation in regions away from the main towns and cities, they epitomized modern day tourism: the pursuit of pleasure in a location away from everyday life and the use of one's leisure time for non-work purposes.” The Romans travelled during holiday occasions, particularly the famous Olympic games. Spas and seaside resorts during this period is associated with pleasure travel. Prior to 18<sup>th</sup> Century, nature and its beautiful but rugged objects had little appeal and mountains in particular were disliked and avoided. After 1763 daring innovators tried to explore the high mountains of Alps and gradually Chamonix became the target of adventures. The concept changed and people began to feel an irresistible urge to travel to the mountains (Ballabh, 2005).

The authors findings states that Pleasure and leisure has been integral part of tourism industry since the early Ages. The romans and Greeks with their creations for pleasurable living also provided the same to the travellers and instilled similar type of pleasurable tours also to other countries for their countrymen. Many innovators worked hard to change the face of pleasurable travel to even adventure in pleasure travels. But the study does not show however the involvement of other cultures and places in leisure tourism in the History. Although In India, back in the era of Kings and even earlier than that, the purpose of trade was prominent, yet the studies hardly shows the leisure tourism in Indian context.

Early modern times (1550-1950), particularly in the early 18th century has been revolutionary to the tourism industry. Henry Ford's introduction of the first automobile in 1908 not only saw the demand for better roads but ultimately changed the way and accessibility of travel (McIntosh et. al, 1995). The notion of war also motivated many technological advances that have assisted in the development and growth of the tourism industry (Hall, 2007). The autobahns in Germany developed during war times and technological advances in aircrafts (M. Hall, personal communication, October, 2013) are a few major systems contributing towards the efficiency and quality of an experience by tourists in transit. Introduction of Transport devices as tourism and leisure devices since the late 19<sup>th</sup> century through the development of proper roads, vehicles, railways and cars. It was Easy for people now to travel to different places for various purpose. But there is research question as to how these transport careers could be defined as the mean and mode of travel for leisure and recreational purpose. For example, boats and ships were long being present since centuries, but when it became a mode for recreational and developed the sense of using these devices as a way of pleasure purpose. For example, the toy trains or the boating in lakes. How development of vehicles for reaching to destination places met with the idea of desirable tourism in the form of pleasure. There is a need for studying this particular domain.

Although modern-day tourism could not have existed in the previous centuries, on no account can one claim that “tourists” did not exist back in the ancient past (Branislav Rabotić, 2014). Thus, Gyr (2012) argues that recreational and educational travel already existed in the classical world and, even earlier, in Egypt under the pharaohs. In the latter, there is evidence of journeys emanating from a luxury lifestyle and the search for experience, amusement and relaxation. Also, according to Casson (1994) evident signs of tourism, that is, trips for leisure and curiosity reasons can be traced back to the New Empire times, circa 1500 BCE. It was however the, in the first period of the reformation and the Renaissance that travels for leisure, or for food acquiring more knowledge about different nations and cultures or for just adventure became a more prominent activity.

The exploits of adventures of Marco Polo, Columbus, Vasco-da Gama, Huen Tsang, Fa-Hien, Ibn Battuta and many travellers and explorers added colour to the folklores and contributed to the growth of human understanding in International context (WTO: Ibid, p.9). These great explorers can be credited with the distinction of being the pioneers who subsequently paved the way for modern-day travel. From Vukonić's point of view (2012) one cannot argue about the existence of tourism in earlier historical periods. He relates this reason to the concept of free time as one of the basic requirements for the development of tourism and points out that “the middle of the nineteenth century is the most appropriate time to consider the emergence of tourism as a modern-day phenomenon.” The authors and historians, addresses the concept and existence of exploration, and leisure tourism since ancient times.

Exploring new places, new theories and cultures has been long established throughout the entire globe with people looking out for a wanderlust journey. People during their work periods also used to use their leisure time for productive visits for personal satisfactions related to emotions, acquiring knowledge as leisure travels. Although there are critics of the leisure travels phenomena as cultural exchange in terms of food, language, folklores which gave birth to the new age tours and travels to other places. Hence there is still a huge gap in the study provides a scope to explore more in the sector. If people went on trade or work purpose tourism or goes to places in modern day context, does they also prefer for leisure or recreational travels at the same time?

Some authors divide tourists into “old” and “new” (Krippendorf, 1986; Poon 1993), depending on the motivation and the mode of transport, the activity they pursue in the destination and the impact they make on the environment and society. The “new tourists” seek personally adjusted travel experiences, a sense of inner fulfilment and satisfaction. In fact, many features of trips in the past are back in the ascendant – initiative, curiosity, challenge of the new, getting off the beaten track, exploration, discovery, risk, excitement, physical effort, slow mobility, mingling with the locals, etc. (Rabotić, 2014). The key characteristics of the new tourism is flexibility -flexible consumers, flexible services and the flexibility of producers to move with the market.

The cornerstone of the industry’s flexibility is Information technology (IT), which creates the flexibility to satisfy changing consumer needs at prices that are cost-competitive with mass produced holidays. This practice is fundamentally different from the old paradigm where low cost holidays were only possible within the confines of mass product, standardization and rigid packaging. The consumers look at the environment and culture of the destinations they visit as a key holiday experience. It appears from the authors point that new tourist, is a special interest tourism type of today that brings sense, purpose and individuality back to the tourist travel. Although the new tourist from the new flexible tourism are offered more destinations and independent oriented holiday or travel experiences, will it be able to meet the similar experiences of the previous version? The verification and more work on flexible tourism which would include experts from various background to check the feasibility need to be studied and argued upon.

The Information Technology which is the latest trend to advertise and showcase brand images, sometimes meet with flawed services, which results in atrocious experiences. It will important understand the benefits for the working agencies providing the services and perks to the tourists.

#### **2.2.4 Expectancy value theory (EVT)**

Most studies looking to explain the tourist decision are based on the expectancy value theory (Fishbein, 1967). This theory defines expectation as the probability that a certain attitude will lead to positive or negative benefits, thus allowing the isolation of determining factors of behaviours and, furthermore specifying how expectations and values can be combined in order for choices to be made (Fishbein, 1967). In general, the main advantages of the “expectancy value theory” include the following points (Cohen et al., 1972). This theory enables the use of some of the concepts present in the same model; allows the integration of the emotional component in tourist motivation. the expectancy value theory also enables the resolution of the

problem of “push” and “pull” factors, as well as the evaluation of personality; the theory allows a more realistic and sophisticated view of tourist motivation.

The motivation for adopting a certain form of behaviour is determined by the value and by the expectation for each benefit. The greater or lesser tendency to adopt certain behaviour depends on expectations and the consequent value of these attitudes for the individual (Correia, A et.al. (2007). The possibilities for combining expectation with value are numerous. Although expectancy Value theory is one of them, there are other work that needs to be studied upon on psychological expectation and value of products as per the tourist. Further study needs to be carried out, in EVT which will be carried in the next stage.

### 2.2.5 Push and Pull Motives

Gartner, 1993; Dann,1996; Baloglu & Mcleary,1999 stated that perceptions about the destination are a function of internal motivation (push motives) and external motivations (pull motives). These motives interact in a dynamic and evolving context. Dann simply explains push factors as the motive that drives a tourist away from home and pull factors as the motives in which drive a tourist destination (Dann,1997). Each tourist has his/her own internal and external motivations to travel which lead to different perceptions about a tourist destination.

Push & Pull factors have been widely accepted to explain tourist behaviour and tourist motivations (Crompton 1979; Uysal & Hagen, 1993, as cited in Chan & Baum,2007, p. 359). Gray (1970) defines the same push and pull motives as ‘sun lust’ and ‘wanderlust’. Sun lust describes those “vacations which are motivated by the desire to experience different or better amenities for a specific purpose that are available in the environment in which one normally lives” (Crompton, 1977, p.410). And alternative wanderlust is described as the “basic trait in human nature that causes some individuals to want to leave things with which they are familiar and to go and see at first hand different existing cultures and places” (Crompton 1977, p.410). Personal motives (push motives), as well as the view of the characteristics of the tourism destination (pull motives), determine perceptions. These motives interact in a dynamic and evolving context (Correia, A, 2000). With more complexity, the push factors encouraging a person to travel are the socio-psychological needs of a person (Yoon & Uysal,2005). The pull factors are the motivations arousing a person to visit a particular destination (Buhali,2003; Flucker and Turner as cited in Chan and Baum, 2007). Pull motives affect the travel decision and are associated to the destination’s characteristics (Lundber,1990). Crompton distinguishes seven socio-psychological motives as shown in Table 21.

Table 21. Crompton, 1979 distinguishing motives based on seven socio-psychological motives, source: Crompton, 1979.

Seven socio-psychological motives							Cultural motives	
escape from a perceived mundane environment	exploration and evaluation of self	relaxation	resting	regression	enhancement of kinship relationships	facilitation of social interaction	Novelty	Education

The set of push and pull motives considered in this work is the most quoted on literature (Uysal et al., 1996; Iso-Ahola and Mannel, 1987; Lundberg, 1990; Fodness, 1994; Holden, 2003; Mohsin and Ryan, 2003; Shoemaker, 1989; Cossens, 1989).

**Push motives:** ‘Relieving Stress’, ‘Escaping from the Routine’, ‘Physical relaxing’, ‘Doing different things’, ‘Stimulating emotions and sensations’, ‘Being an adventurer’, ‘Having fun’, ‘Increasing Knowledge’, ‘Knowing different cultures and lifestyles’, ‘Enriching myself intellectually’, ‘knowing new places’, ‘meeting interesting people’, ‘developing close friendships’, ‘going to places my friends have not been’, ‘talking with my friends about the trip’.

**Pull Motives:** ‘Landscape’, ‘Natural Environment’, ‘Cultural attractions’, ‘Night life’, ‘Sports equipment’, ‘Transport’, ‘Lodging’, ‘Weather’, ‘Accessibility’, ‘Beaches’, ‘Gastronomy’, ‘Security’, ‘Distance’, ‘Shopping facilities’, ‘relaxing atmosphere’, ‘Social environment’, ‘Hospitality’, ‘Distance’, ‘Different ethnics’, ‘Standard of Living’.

### 2.2.6 Experiences as products of Motivation

“Experience, travel – these are education in themselves.”  
- Euripides

Experiences can be characterised by countless elements of attraction by people, be it in tangible forms, or intangible associations and feelings in terms of cultural sense, visual characteristics and features. Experiential tourism shows rather than describes; it allows the tourist to be an active participant in the experience (Smith W. L.). Experiences occur across to sets of dimensions: customer participation (passive to active) and connection or environmental relationship (absorption to immersion). These four realms have been described as: Entertainment (passive, absorption), Educational (active, absorption), Escapist (active, immersion), and Aesthetic (passive, immersion). Dr. Sasithara Pichaichannarong, director general, officer of tourism development, ministry of tourism and sports, Thailand offers 6 P’s: (i) Place infrastructure and landscapes; (ii) Products and services; (iii). People human resources to be developed; (iv) Planning and management, integrated implementation among governmental, nongovernment and local authorities; (v) Presentation legends of villages and products; (vi) Promotion marketing such as public relations on tourism sites.

### 2.2.7 Sense for place experience

It was found through studies that more than the infrastructures of a tourist destination emotional states affect the perceptions regarding that destination (Choy, 1992; Murphy et.al.1997). Emotional motives directly influence the affective perceptions of the destination (Beerli and Martin,2004). Decision to travel to exotic places arises from the desire of knowledge, having social states and intellectual leisure and that these factors determine the perceived pull motives: Facilities, core attractions and landscape features (Correia, A. et. al., (2007).

Socialisation and knowledge stimulate the mind of the tourist for the need: for attribute related to the facilities of the destination. However, the studies contrarily reveal that tourists are conscious that they are travelling to destinations where human social development is low and therefore, main concerns turn to where they will sleep, eat as well as to how they will travel throughout the destination (Correia, A. et. Al., 2007). According to Cole & Scott (2004) the

tourist experience consists of two fundamental qualities, performance quality and experience quality in which highly influence the tourist's overall perception of a satisfactory experience. The author argues that not only experience and look out for solace, knowledge or recreational purpose, but also have the need that would provide him/her facilities. But in this case, an argument can be put forward that, the claim counters for the travellers practicing adventure or other excursion kind of tourism. In this case the tourist can fall under the category of Mass tourism, where all the infrastructure is easily available. However, Cole and Scott, 2004 statement combines both performance and experience. In this matter, further study relating it to circuit tourism can be conducted and further studied upon. In the view of the study a general methodology needs to be put forward describing what tourism provides what kind of experiences and provisions in terms of tourism product.

### **2.2.8 Place image: perception of destination attributes**

In tourism research, a perception is the image of a tourist destination that makes effective behaviour (Gnoth, 1997). Each tourist has his/her own internal and external motivations to travel which lead to different perceptions about a tourist destination, which may be analysed from a cognitive or behavioural perspective. Morrison, 1989; Gnoth, 1997 argues that perceptions are of several types: they can have a cognitive component (which results from the evaluation of the destination attributes) and a personal component (that depends on how the individual intends to perceive that destination) (Gnoth, 1997). The cognitive structure comprises the shaping of a perception representing of internal and external stimuli into the awareness set which is in fact a cognitive structure. (Woodside and Lysonski, 1989) (Perception and cognition).

### **2.2.9 Attributes**

Perceptions can be different from the true attributes of the product/services depending on how the individual receives and processes information. According to Murphy, positive perceptions about a destination are related to a positive summary evaluation of tourist destination attributes (Murphy et.al., 2000) (Dann, 1981; Pearce, 1982). This value represents the opportunity cost of the product (value for money), that is, that perceptions are formed based on a cost benefit assessment (Morrison, 1989). Russell and Pratt suggest that the attributes of the destination are perceived by their ability to achieve affective motives (Russell and Pratt, 1980).

### **2.2.10 Push and pull factors for Perception**

Perceptions of tourism destinations are formed based on push and pull factors (Correia, A. et.al. 2007). Destination attributes contribute to the perceived image of the destination (Correia, A. et.al. 2007). According to the author, the formation of perceptions in Figure 25 seems to happen in the following sequence: Push factors are the determinants of pull factors which in turn, explain perception. But the study has to be conducted on Indian Scenario, especially for the tourists travelling to North East Indian part of the country.

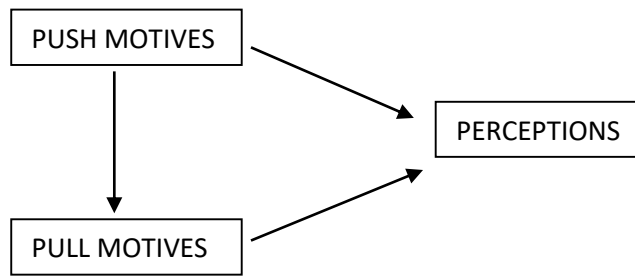


Figure 25. According to Correia Perceptions of tourism destinations are formed based on push and pull factors sources: Correia, A. et.al.2007.

### 2.2.11 Survey, insights and analysis

This data collection has been conducted based on survey with questionnaires of two types: First one is based on collecting data through questionnaires based on what elements of push and pull motives stimulates tourists needs to decide upon their visit to different places and second survey is based on questionnaire covering motivating elements with specific context to Assam.

This study is conducted to fulfil Objective 2, i.e. To identify and analyse the specific motivations issues. Following Table 22 showcases the questions asked during the data collection based on Likert scale. This survey conducted will fill the research gap found during literature study and establish insights based on the analysis of the survey conducted on Motivations of Push and Pull in Indian context. The components of motivating elements in context with various places and Assam were studied and the results were analysed (Figure 26). The survey will also find insights of participants based on elements that motivates them to visit Assam.

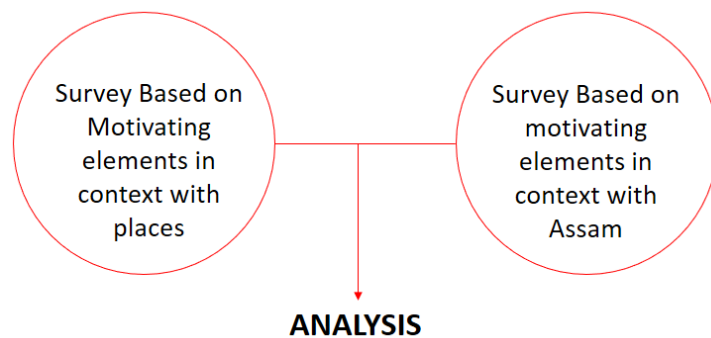


Figure 26. Attributes analysis between places in general and Assam context to study.

Following questions asked to the participants according to 5 point Likert scale where each colour bar depicts the following:

- Extremely Unimportant
- Unimportant
- Neutral
- Important
- Extremely Important

**Q.1 PUSH Motivations** (Drive away from home)

Brief findings based on the study of PUSH Motivations while visiting a place where detailed responses are presented in Figure 27. The chronological order of the importance of Push motivations, from most to least was opted as Knowing new place, Being and adventurer, Peace, having Fun, Physical Relaxing, knowing different cultures and lifestyles, increasing knowledge, opportunities, connectedness, going to place my friends never have been, reduce anxiety, prestige and accomplishment, respect and recognition.

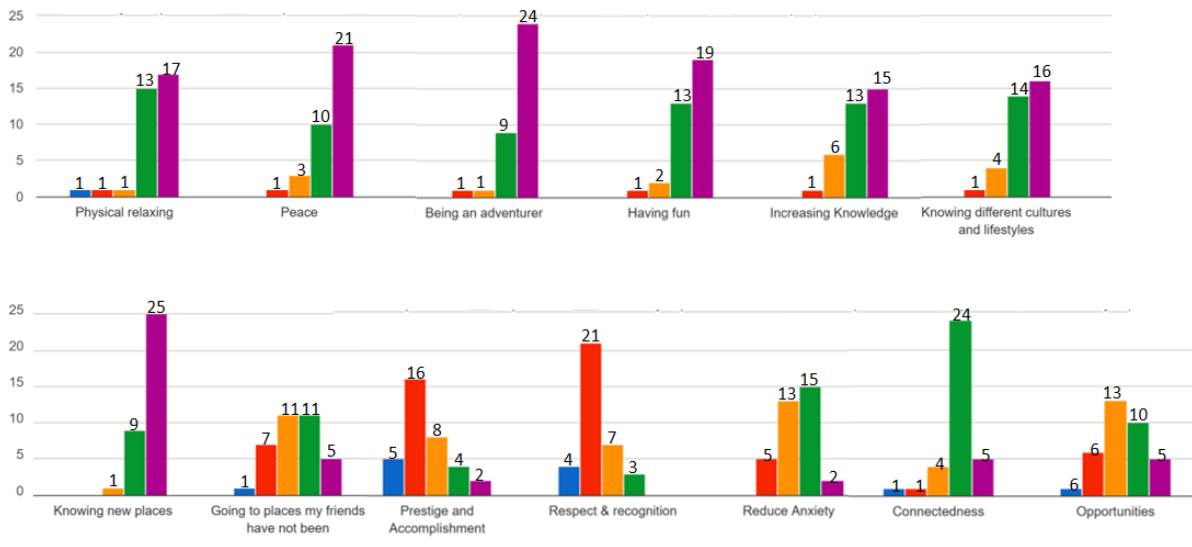


Figure 27. The variables are taken considering Correia’s and (Uysal et al., 1996; Iso-Ahola and Mannel, 1987; Lundberg, 1990; Fodness, 1994; Holden, 2003; Mohsin and Ryan, 2003; Shoemaker, 1989; Cossens, 1989) Push motives that drives away participant from home where 13 variables are given: Physical Relaxing, Peace, Being and adventurer, having Fun, Increasing knowledge, knowing different cultures and lifestyles, knowing new place, Going to place my friends never have been, prestige and accomplishment, respect and recognition, reduce anxiety, connectedness and opportunities.

**Q. 2 PULL Motivation** (Drive to destination)

Brief findings based on the study of PULL Motivations while visiting a place where detailed responses are presented in Figure 28. The chronological order of the importance of Pull motivations, from most to least was opted as Natural environment, Life Security, Cultural Attractions, Amenity Security, Relaxing atmosphere, Lodging, social environment, Hospitality, Weather, Transport, Distance, standard of Living. The natural environment along with life security gives a hints that although tourists are pulled in terms of natural attractions yet they have a feeling of security which can be a possibility to be looked into in the final design solution to make it more safe for the travellers.

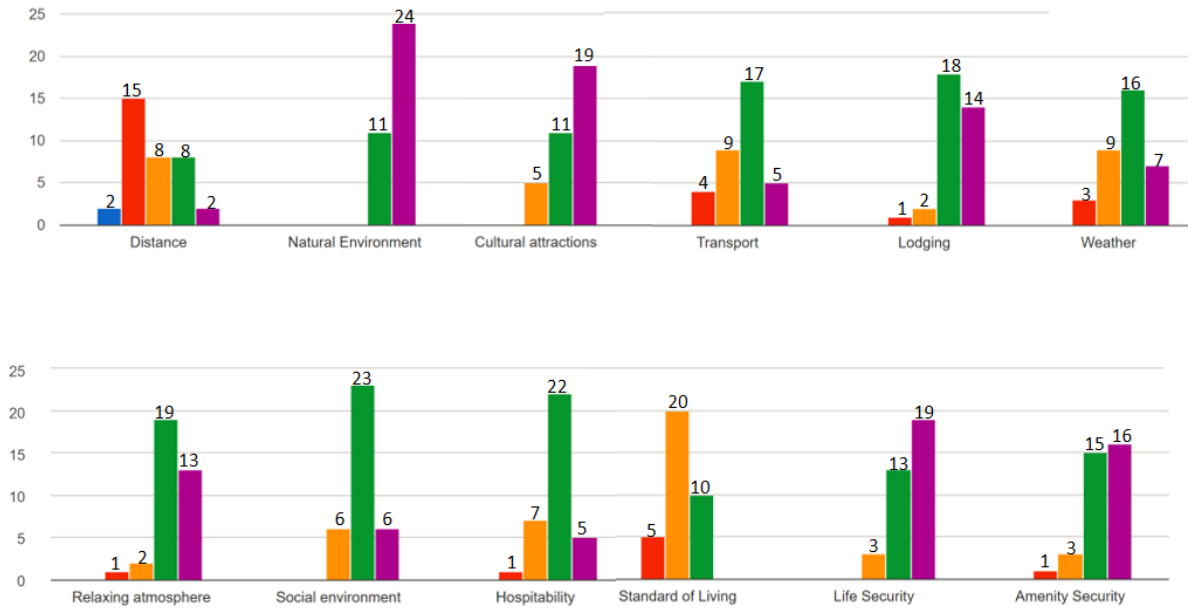
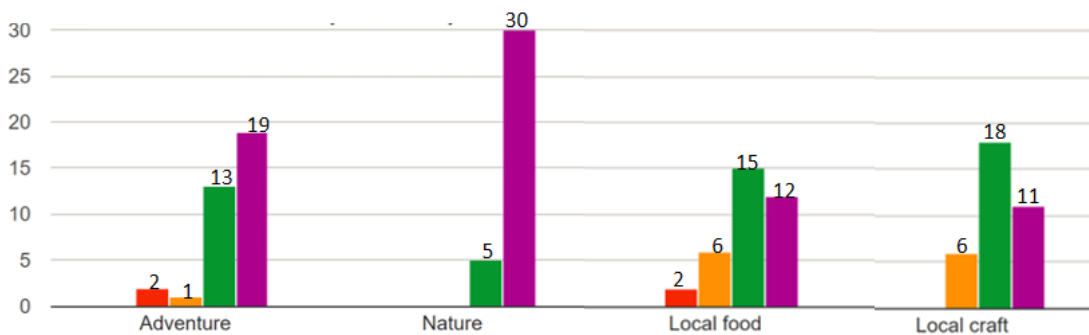


Figure 28. The variables are taken considering Correia's and (Uysal et al., 1996; Iso-Ahola and Mannel, 1987; Lundberg, 1990; Fodness, 1994; Holden, 2003; Mohsin and Ryan, 2003; Shoemaker, 1989; Cossens, 1989) Pull motives that drives away participant from home where 13 variables are given: Distance, Natural environment, Cultural Attractions, Transport, Lodging, Weather, Relaxing atmosphere, social environment, Hospitality, standard of Living, Life Security, Amenity Security. Natural environment, cultural attractions, security, amenities followed by lodging and social environment are extremely important aspects for any development.

### Q. 3 Motivation to visit places in Assam

Brief findings based on the study of Motivations while visiting various places in Assam where detailed responses are presented in Figure 29. The chronological order of the importance of these motivations, from most to least was opted as Nature, Escape to wilderness, Adventure, Local Craft, Local Food, Climatic conditions, Knowledge seeking according to my area of interest, social interaction with the locals. It is seen that nature is seen as the highest opted motivation factor to visit places around Assam rather than socially interacting with the locals which needs a solution based on the study done.



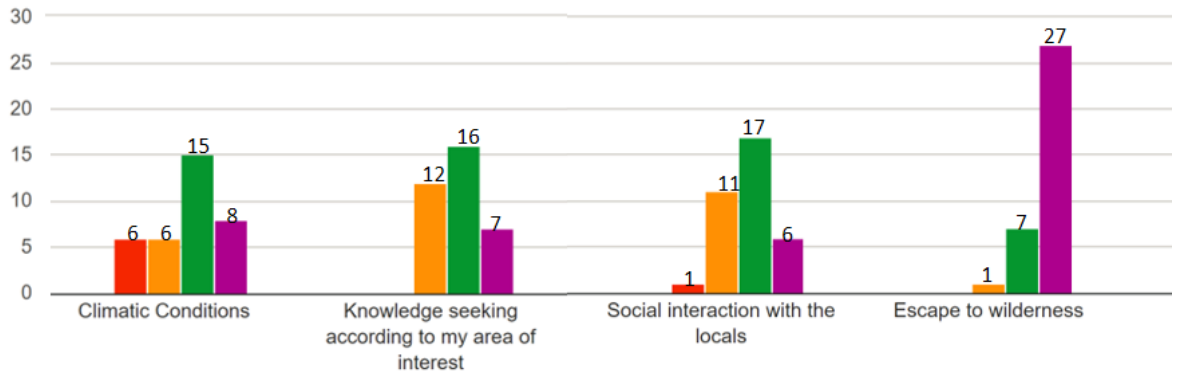


Figure 29. In the motivation to visit places in Assam, 8 variables were given: Adventure, nature, local food, local craft, climatic condition, knowledge seeking, social interaction, escape to wilderness given the place in Assam we will be fulfilling the need and importance through provision of nature, excess to wilderness, local food followed by adventure.

**Q. 4 Valuableness of the following as an identity of Assam on the basis of my preference and knowledge.**

Brief findings based on the study of Valuableness of identities of Assam base on places in and around Guwahati while visiting a place where detailed responses are presented in figure 30. The chronological order of valuableness, from most to least was opted as Kaziranga, Rhino, Nature and physical Landscape, Brahmaputra, Majuli Island, Art and Culture, Silk, Ethnic Food, Pilgrimage and Handicraft. Handicraft being least opted, makes a base for the study conducted further in order to make it more desirable to be known in the publics domain.

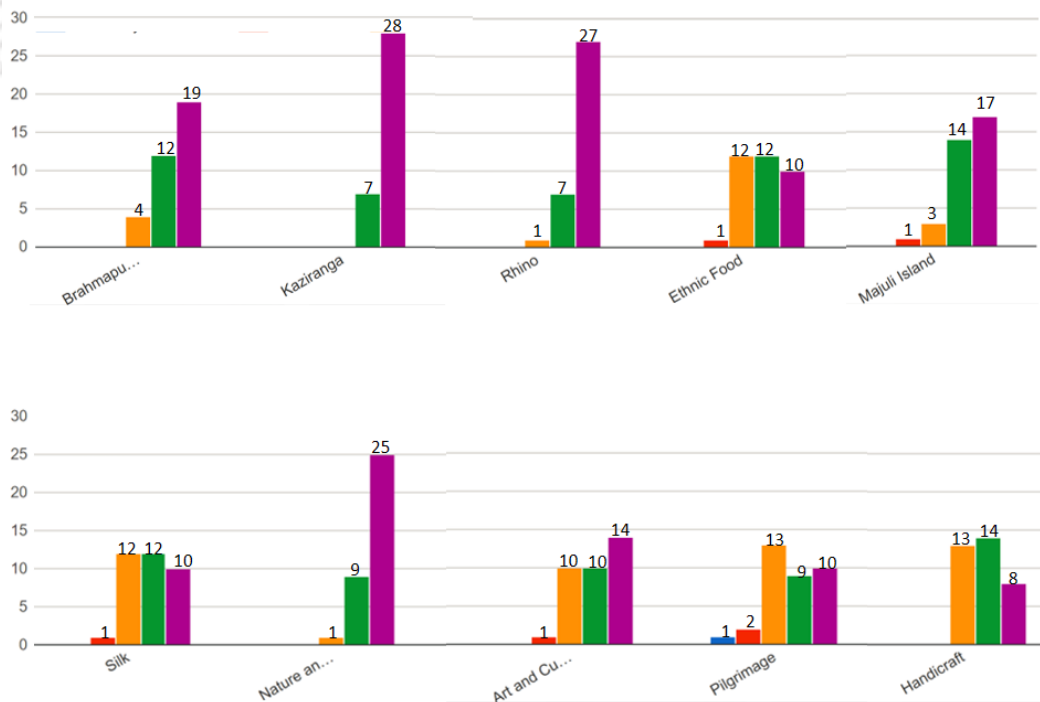
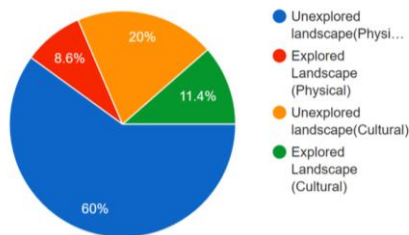


Figure 30. The valuableness of Identities of Assam were asked to site the importance level: Brahmaputra, Kaziranga, Rhinoceros, Ethnic food, Majuli , Silk, Nature, Art and Culture, Pilgrimage, Handicraft.

Table 22. The following table showcases the questions asked during the data collection based on 5 point Likert scale and the details of answers, followed by analysis.

Questionnaire based on other place (as support)	Questionnaire based in context with Assam	Insights and analysis
<p><b>Q. 1 continued</b>  <b>PUSH Motivations</b>            (Drive away from home) (1-Extremely Unimportant, 2- Unimportant, 3- Neither Unimportant no important, 4- Important, 5- Extremely Important)</p>	-	<p>There were 13 variables altogether that were given to the participants for evaluation. The findings suggest that knowing new places, being an adventurer, to be in peace, knowledge gain and physical relaxation were extremely important. People mostly did not care about respect or recognition while selecting a place for travel. The findings of Extremely important push elements and those of less importance could be incorporated in the final proposal. It will be important to find out possibilities of how places can earn respect.</p>
<p><b>Q. 2 continued</b>  <b>PULL Motivation</b>            (Drive to destination) (1- Extremely Unimportant, 2- Unimportant, 3- Neither Unimportant no important, 4- Important, 5- Extremely Important)</p>	-	<p>While destination pushes away a due to factors as mentioned above, it attracts tourists or participants because of natural environment, cultural attractions, relaxing atmosphere, lodging facilities, security of life and amenities in the destination spot, availing which they can experience the place. The pull elements that was found less important compared to extremely important elements that can be provided in the idea of socio-cultural and experiential development of Brahmaputra riverfront.</p>

		A positive outcome.
-	Q. 3 continued. Motivation to visit places in Assam. (1-Never, 2-Least likely,3-Maybe not sure, 4-Likely, 5-Most Likely)	As per results People are motivated towards Assam visit mostly due to nature, adventure, wilderness. Hajo and the North Guwahati with ethnic Assamese ethos has many ethnic local food, craft, art Local Music related elements helping the tourist find interest .
-	Q 4 continued. Valuableness of the following as an identity of Assam on the basis of my preference and knowledge. (1-Extremely Invaluable, 2-Invaluable, 3-Neither Invaluable nor Valuable, 4-Valuable, 5-Extremely Valuable)	To know the motivations to visit Assam while their previous visits, it was important for me to understand participant's mind-set as to how much they value certain identities of Assam. The valuableness of Silk, Pilgrimage, Art and Culture and craft were found to be less valuable to participants due to lack of knowledge to such elements. North Guwahati which consists all these elements can provide better exposure and knowledge concerning Assamese identities
	Q. 5 Landscape you prefer in Assam as a tourist (1-Unexplored Landscape(physical), 2-Explored Landscape(Physical), 3-Unexplored Landscape (Cultural), 4- Explored Landscape (Cultural))	As already found through survey in study 1, people are more of explorer or escapists or nature lovers while visiting places. In this case 60% of participants preferred unexplored Physical landscape in Assam giving a positive sense towards making unexplored North Guwahati as a possible destination.



### 2.2.12 DISCUSSION

The study insights find the gap in research of motivation factors of Push and Pull related to landscape identities that people look for while visiting places. When conducted the Push and Pull motives in context with Assam, the findings suggested that in order to promote tourism in a place, it is not only necessary to launch and idea on national or international platform but to have a support on whose basis the idea can be executed for tourist. In case of planning for a travel patch around North Guwahati riverfront area, these findings will support the plan.

## 2.3 STUDY 3 - IDENTITY COMPONENTS OF PLACES

Study and Analysis of Identity Components of place: Physical, Cultural, Activity, Meaning and Biological with components of identities around Guwahati. Study 3 is conducted on the view to fulfil Objective 3 and fill the research Gap based on Components of Place in context with places mostly India as the participants are mostly Indians, and in context with Guwahati and to identify and analyse the specific motivation elements.

Through knowing regarding the place components through extensive literature study, the site and location was finalised and a survey conducted. The entire purpose of this particular study is to identify the core interaction points (Temples, Nature, Hajo and ATHRs) as cultural and physical landscape identities to promote the meaning and uniqueness of the place and motivate the tourists to visit the location identified.

### 2.3.1 Components of Place- An Overview

“Place or space” is the core concept in environmental psychology. The concept of place is physical as well as psychological. The physical form, activity and meaning are mixed together Figure 29 to form the sense of place (Montgomery, 1998).

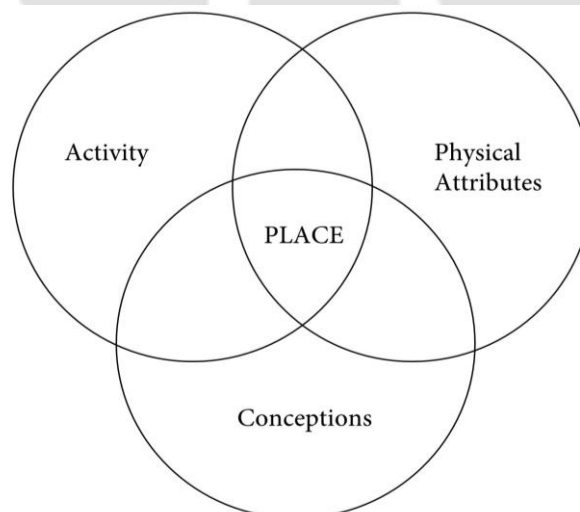


Figure 31. Canter's Proposal on Components of Place defining it in terms of the activities, physical attributes and conceptions about it, (Canter, 1977).

Canter (1977) proposes a definition of place on the basis of the idea of questioning the main constituents that amalgamate to form places Figure 31. Summarising Canter's Proposal, the main components constituting the construct of place can be expressed as:

- (i) Activities which are understood to occur at a location and reasons for them and the actors of these activities (Bonnes et. al., 1995).
- (ii) What physical parameters of the setting are? That is the physical properties of the place, on the basis of their evaluation in relation to the activities in the given
- (iii) The description are conceptions that people holds through behavioural parameters in the physical environment.

Thus, Canter specifies these three components or properties that gives a place its distinctiveness.

### **2.3.2 Identity deriving components**

Identity manifests itself on many levels, one of which is attachment to place through the memories and related history and the human capacity rooted in language, to know who is who (Borsaikia,S and Chakrabarti,D. 2016). Breakwell (1986) people suggests that the first principle of identity is the establishment of a sense of personal uniqueness. Place and identity are inextricably bound to one another. The two are co-produced as people come to identify with where they live, shape it, however modestly, and are in turn shaped by their environments, creating distinctive *environmental autobiographies*, the narratives we hold from the memories of those spaces and places that shaped us (Jen Jack Giesecking et. al., 2014).

### **2.3.3 Place identity**

The term "Place Identity" first coined by environmental and social psychologists Harold M. Proshansky, Abbe K. Fabian, and Robert Kaminoff, argues that place identity is a sub-structure of a person's self-identity, and consists of knowledge and feelings developed through everyday experiences of physical spaces. The notion of place Identification is a basic cognitive mechanism that humans use to sort out themselves and their fellows through their dwellings and its elements. Identification is a matter of assigning meaning which always involves social interaction. The place identity from a person's perspective would create information and their experiences and attitudes about other places. "Place identity" is a core concept in the field of environmental psychology which proposes that identities form in relation to environments having a complex network of associations comprising of elements of the place, which is impossible to represent as a whole. Place has a dynamic quality with changing meaning and theories from various researchers and philosophers, which means place-identity has temporal aspects and evolves over time. Therefore, there is no single and static identity for a place, rather identity can be described as a process.

### **2.3.4 Place attachment through Identities**

Why people feel that they belong and are attached to some places more and not to others? Apart from the demographic and social (social ties in residence place) factors, place exerts its influence on place attachment through physical features and symbolic meanings, with the former often being a cue to the latter (Stedman, 2003). Lewicka (2005) showed that people attached to a place expressed more interest in the place's past and in their own roots than people with fewer

emotional bonds. Awareness of the place intensifies place attachment, and evoke different feelings through cultural memories (Borsaikia and Chakrabarti, 2016). People crave for offbeat images of place through their inputs, so as to fabricate their familiar surrounding; seek and create iconic environments and ingredients that support and strengthen their perception of themselves in the view of other people (Borsaikia and Chakrabarti, 2016). In a related vein, social psychologist Irwin Altman and anthropologist Setha Low's (1992) concept of *place attachment* defines the ways in which people connect to various places, and the effects of such bonds leads to identity development, place-making, perception, and practice. We attempt to identify ourselves and other people through culture, habits, embodiment, clothing, language, knowledge, disclosure of information from second or third parties

### **2.3.5 Landscape as Place exposure for tourism**

The importance of understanding the interplay between lived landscapes including built environment in it and their representations and consumption with tourism studies is manifold. Landscapes in their role as a locus of tourism carry multiple “insider” and “outsider” meanings (de Haan & van der Duim, 2008; Knudsen et. al., 2008).

Several authors have paid attention to the relationship between memory and landscape in the context of tourism (Crouch, 1999; Lasansky & McLaren, 2004; T. Winter, 2007). Tourism is not only encounter between people and places, but also between material and imagined spaces (Crouch, 1999; T. Winter, 2007). A historical city can advertise its tourism capabilities through communicating its various characteristics pertaining to memories, important site, culture, ethnicity. According to World Travel and Tourism Council (WTTC) estimates that tourism-world's largest industries, generates approximately 12% of the world total GNP. It is a tool eradicating the challenge to overcome losses specially in developing countries and protected areas like Heritage sites, are one of tourism's main attractions, and are subject to growing visitation.

Heritage tourism includes travel to a visit to sites and monuments, travel to study nature, folklore or art or pilgrimages (Zeppel and Hall, 1992). The word “heritage” is generally associated with the word “inheritance,” that is, something transferred from one generation to another. The concept of “tourism,” on the other hand, is really a form of modern consciousness (Nuryanti, 1996). Hence, association with heritage sites has to be carefully measure upon and taken forward by authorities. According to manual of UNESCO, 2002, maintaining, exploring, preserving and showcasing such sites requires adequate practices to guarantee environmentally sound management and at the same time to ensure that local communities benefit from its existence. Theoretical synthesis of landscape, place and identity (Figure 32) from Huff (2008) was used to frame the theoretical discussions related to the research questions of this study.

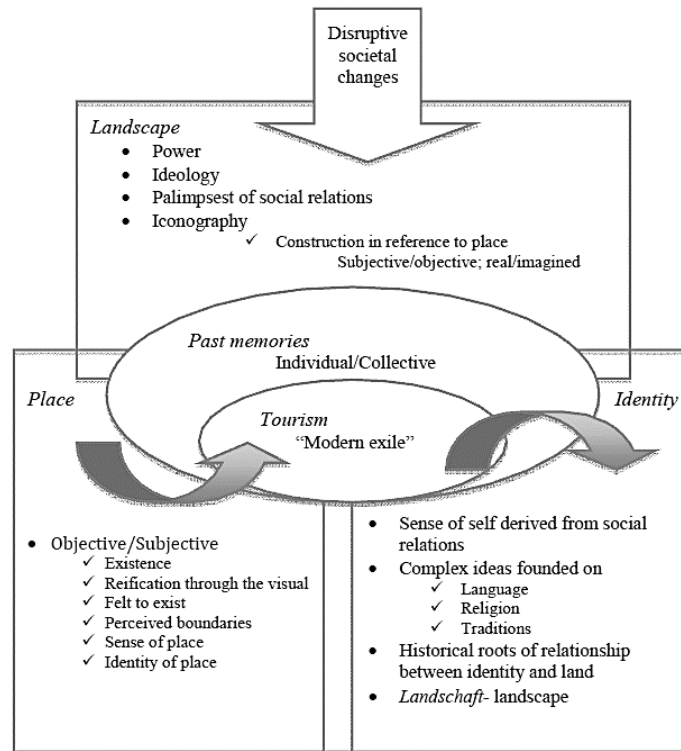


Figure 32. Theoretical synthesis of landscape, place and identity in nexus with tourism and memory (adapted from Huff, 2008) that provides an insight for a tourist facility development.

The theory of human motivation in natural area has been explored by Noralizawati et al., (2011) and according to them, this theory is very important to measure the successful of landscape design in recreation areas that gives a platform to explore the historical importance related identities. Travelling to unknown places gives rise to a variety seeking behaviours, looking for social, historical and intellectual rewards. It represents the choice of a fashionable exotic resort as well. The social trip is more associated to social status, self-esteem and sense of belonging (Oppermann (1996). In this context, Gnoth highlights the difference between social trip and a variety seeking trip. It is more related to savage and unexplored environments. The authors link that why during leisure our touring a place, people mostly prefer for unknown or natural landscapes rather than choosing a busy area for leisure. More study needs to be carried out on this sector so as to further question the tourism effects and on these places.

### 2.3.6 Landscape (Physical and Cultural memory) as Identity

The definition of landscape given by the European Landscape Convention (Florence 2000) synthesizes this long cultural evolution where 'Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and human factors(article 1). And this convention applies to the entire territory of the parties and covers natural, rural, urban and peri-urban areas. It includes land, inland water and marine areas. It concerns landscapes that might be considered outstanding as well as every day or degraded landscapes. what I call a 'dwelling perspective' according to which the landscape is constituted as an enduring record of—and testimony to—the lives and work of past generations who have dwelt within it and in so doing have left something of themselves.

In 'Place and the problem of landscape', philosopher Jeff Malpas points out that a landscape, whether a visual representation or a physical terrain, is *necessarily* perceived from a particular place and so 'the experience of landscape seems not to be restricted to the visual alone. The experience of landscape is as much the smell and feel of a place as anything purely visual' (Malpas, J., 2011: 10).

While apprehension of our physical environment is shaped by the senses, the meanings that we give, as individuals and communities, to landscapes and places are socially and culturally inflected, and so bound up with complex questions about human identity. If we accept that 'identity' is not a given, but constructed in response to an intricate array of social, cultural, economic and physical forces, then how we think of ourselves as individuals, communities and even nations will be shaped by the places and landscapes where we live, for, as art historian W.T.J. Mitchell reminds us, 'landscape is not an object to be seen or a text to be read but a process by which social and subjective identities are formed' (Mitchell W.T.J., 1994: 1).

Within this process, it is through our location in and attachment to places that we come to know, understand and give meaning to the world. As geographer Tim Cresswell points out, 'When we look at the world as a world of places we see different things. We see attachments and connections between people. We see worlds of meaning and experience' (Cresswell, T., 2004: 11). The complex meanings that we attach to landscape and place, and how they in turn shape personal, community and national identity. The writers, practitioners and scholars from across the world examine the varying cultural inflections that attach to landscapes and places and how they interconnect or differ across locations as physically and culturally diverse (Kay Lawrence K., Darlaston K., 2015).

Alice Lewis in her essay 'Body scape: A wearable inquiry into body-landscape relations'. She interrogates the conception of landscape as outside the body, to propose instead that bodies, as tangible material presences in the world, exist *within* the landscape, which she considers as a kind of infinite space rather than bounded by geography. The inexorable accumulation of the residues and traces of human action, like those described by Lewis, make their contribution to the slow evolution of the forms of landscape for, as Ingold and Bradley have noted, 'it is in the very processes of dwelling that the landscape is constituted' (Ingold, T. and Bradley, R., 1993: 11). memory that enables us to construct those narratives that shape our individual human identity, it is through remembering that we give meaning to the landscape. For Ingold and Bradley: the landscape tells—or rather is—a story. It enfolds the lives and time of predecessors who, over the generations, have moved around in it and played their part in its formation. To perceive the landscape is therefore to carry out an act of remembrance, and remembering is not so much a matter of calling up an internal image, stored in the mind, as of engaging perceptually with an environment that is itself pregnant with the past (Ingold, T. and Bradley, R., 1993: 2).

Panita Karamanea's essay, 'Landscape, memory and contemporary design', describes landscapes constituting different history, ecology and cultural identity, as each being rich with associations from the distant and recent past. It is through small gestures, slight modifications to the terrain, planting schemes to these landscapes that encourage indigenous plants, and paths that enable a kind of physical narration of the terrain, that landscape architecture becomes the means to activate the *genius loci* of each place. These subtle interventions that activate the latent characteristics of each site and encourage an embodied relationship with landscape, become a

way of activating acts of remembrance. It is not just the history of events associated with these particular places that this reshaping of landscape is designed to evoke, but that other kind of remembrance as described by Ingold and Bradley that emerges through our perceptual engagement with place.

Landscapes are treasures of the past, frame contemporary everyday life and affect future environmental, economic and cultural processes. As material custodians of both historical memory and sense of place, landscapes encapsulate our attachments, emotions, perceptions and knowledge as well as our interest's decisions and actions (Roca, Z. et.al., 2011). Landscapes are long lasting witnesses to the production and consumptions of territorial identities (Roca, Z. et.al., 2011). Landscapes are no longer just the 'scenery' of either local or globalised economies and cultures. They increasingly gain economic and cultural value in their own right (Roca, Z. et.al., 2011). A quality of landscape means as the achievement of an appropriate relationship between innovation and conservation of the specific characters that places have inherited from the past. Landscapes work as a text, as a build-up consequence of place-identity process, resulting in a palimpsest of continually overlaid landscapes, which are deciphered and recoded through the practice of tourism (Knudsen et al., 2008).

The World Heritage Committee has identified and adopted three categories of cultural landscape as (UNESCO): (i) "a landscape designed and created intentionally by man"; (ii) An "organically evolved landscape" which may be a "relict (or fossil) landscape" or a "continuing landscape"; (iii) An "associative cultural landscape" which may be valued because of the religious, artistic or cultural associations of the natural element." Travelling to unknown places gives rise to a variety seeking behaviours, looking for social and intellectual rewards (Oppermann, 1996).

*"The world is a book, and those who do not travel read only one page."*  
- Saint Augustine

In a landscape approach, places may be considered in their physical characters as a large and complex artefact and a large architecture. They result from the action man and nature have carried out over the centuries; they may be either directly and voluntarily built or be the outputs of indirect changes made by man on nature, even in less anthropized areas (Roca, Z. et.al., 2011). The recent concept of landscape includes both a physical – material understanding and a perspective one, its broader and more complex sense (cultural and sensorial). Its involves the whole territory – i.e. all spaces (rural, urban, peri-urban or natural) regardless of their quality (outstanding, ordinary, degraded)-as a physical object but also as the object of the 'cultural look' people cast on places, even places with no human presence

Landscapes are dynamic and subject to continuous changes, either diffused or exceptional, by the action of man and nature over the centuries Modern societies are marked by identity crisis which all too often, involve major landscape disruptions. In this context landscapes are no longer just the 'scenery' of either local or globalised economies and cultures. They increasingly gain economic and cultural value in their own right (Roca, Z. et.al., 2011). The transformation recalls the concept of 'limit. The concept of 'Limit' contributes to develop the idea of self-regulation, self-limitation, self-organisation of the world by man i.e. the world that surrounds us (cognitive sciences, epistemology, emiology). With two consequences, first

knowledge for any transformation and second, the issue of limits that contributes to define management policies.

A quality of landscape means as the achievement of an appropriate relationship between innovation and conservation of the specific characters that places have inherited from the past (Scazzosi 1993, 2002c, 2004, 2008, 2009). The European Landscape Convention focuses on people's perception as an indispensable and founding step in each single choice (article 1). It focusses on the need/opportunity to share any transformation choice with people, as landscape quality means conservation of the specificities of places as they determine the identity of people who built them and live in them.

The affirmation of the natural, economic, cultural or other features of territorial identities has gained strategic importance in this era of globalised economy and culture. This applies equally to those places and regions that already benefit from favourable, attractive, 'globally competitive' identities based on sustainable growth and development, and to lagging, mostly peripheral, rural areas that suffer from environment degradation due to overexposure to or indiscriminate adoption of globalised good, services and ideas. Landscape preservation and requalification have increasingly become synonymously, implicitly and explicitly, with the removal of undesirable identity features, and the strengthening of existing and/or the creation of new favourable ones, aimed at promoting economic and cultural emancipation and sustainable development. If we want to respect, preserve and transmit the specific characters of places and the identity of people, there are some limits to these transformations. Such an awareness of inevitable changes means taking a position, consciously or not, in the face of specific characters' place inherited from the past, including the recent one.

Landscapes work as a text, as a build-up consequence of place-identity process, resulting in a palimpsest of continually overlaid landscapes, which are deciphered and recoded through the practice of tourism (Knudsen et al., 2008). Thus studying landscapes anchored in human life, with natural and cultural components interwoven into one fabric, embracing the political and ideological aspects, helps to understand the role of our everyday landscapes in tourism and vice versa (Raadik-Cottrell, J., 2010). The World Heritage Committee has identified and adopted three categories of cultural landscape as (UNESCO [1]): (i) "a landscape designed and created intentionally by man"; (ii) An "organically evolved landscape" which may be a "relict (or fossil) landscape" or a "continuing landscape"; (iii) An "associative cultural landscape" which may be valued because of the religious, artistic or cultural associations of the natural element."

Travelling to unknown places gives rise to a variety seeking behaviours, looking for social and intellectual rewards (Oppermann, 1996). And this convention applies to the entire territory of the parties and covers natural, rural, urban and peri-urban areas. Landscapes work as a text, as a build-up consequence of place-identity process, resulting in a palimpsest of continually overlaid landscapes, which are deciphered and recoded through the practice of tourism (Knudsen et al., 2008).

## 2.4 STUDY LOCATION: STUDY OF LANDSCAPE IDENTITIES OF NORTH GUWAHATI

Based on Study 3 the location for study is chosen as North Guwahati, given the position and background. Guwahati being divided into two parts due to Brahmaputra river, where major work and development is carried in the South Guwahati, hence North Guwahati is being taken as a case study. North Guwahati is chosen as a case study given its rich cultural and physical landscape all included in an area which is unexplored in order to find newness by the visitors. It's Identity components are being studied and further survey is conducted accordingly.

Possibilities around North Guwahati's peripheral areas on the Brahmaputra Riverfront. The location was selected on the view of the Hypothesis laid down. On basis of Aim to prove the hypothesis and 5 objectives. The 5<sup>th</sup> being able to come up with (Figure 33) (a) the finalisation of the locations and spots in the Riverfront, (b) Possible solution: The plan to be chalked out in order to achieve the desired results, (c) Context specific design was selected based on the likes and selection of the participants and Secure Blueprint of the plan for further development, testing and execution of data. The area that is covered under the study location on North Guwahati is from Point A to Pont B shown in Figure 40. The important identities in this area will be studied and survey will be conducted to know that how much aware and informed people are vis-à-vis North Guwahati. The Location will be studied through local and tourist information collection and insights based on the collection. The final design solution blueprint was made with respect to location and context.

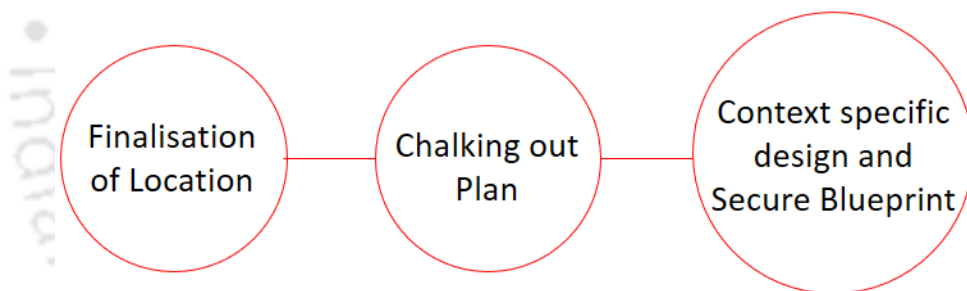


Figure 33. Finalising context specific based plan and blueprint with respect to the location.

In view of the location and study a background study of Guwahati and it's historical significance and understanding the area is carried out. The map of Guwahati (Figure 34, Figure 35, Figure 36, Figure 37) are studied with respect to the India. To understand its historical importance for the region, it was important to understand it's geographical terrain and significance and what role it played.

## 2.4.1 Guwahati: An Overview



Figure 34. Guwahati Geographical physical map, photo source: [www.google.co.in/maps/Guwahati](http://www.google.co.in/maps/Guwahati).

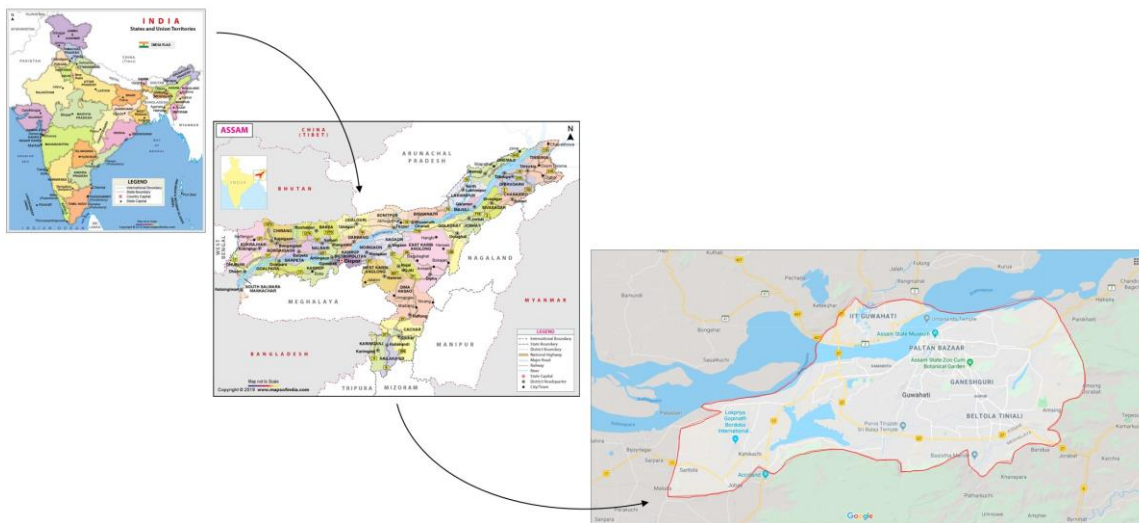


Figure 35. Guwahati map area with respect to India and Assam.

Guwahati is the important agglomeration of the state. Situated in the bank of river Brahmaputra, the fast growing city plays the role of Gateway to Assam an entire North Eastern region and indeed the South East Asia through Act East Policy. It experienced substantial growth after independence, and especially after shifting the state's capital from Shillong to Dispur in 1972. It provides various administrative, educational, cultural, industrial and commercial establishments. The city is divided into two Parts: North and South along with peripheral areas having many cultural and physical landscapes. The city is located at the very place where the

ancient city Pragjyotishpur flourished, it reflects its past glory through a number of ancient temples and archaeological sites belonging to the 7<sup>th</sup> to 17<sup>th</sup> Centuries A.D. (Bhattacharya, 2011). The recent South Asian games in Guwahati city provided the state tourism department to showcase the state in International platform. Guwahati is the major metropolitan city of North East, and major decisions are being taken regarding north east tourism development in Guwahati, capital of Assam.

Guwahati, with an area of 206.53 sq.km and divided into North and South through Brahmaputra. Although the South Guwahati area provides room for various administrative, educational, cultural, industrial and commercial establishments, the North Guwahati area, a historical extravagant site, lacks of development in sectors like tourism which could help uplift the locals through their projection of indigenous, natural and monumental identities. Tourism in less developed and unexplored areas in and around Guwahati city has been selected per se, focusing not only on the theories but also on the importance and implications of the associated identities as a brand image creation in Assam's contemporary public realm design for tourism purpose. Table 23 shows the monument lists and visitor's to such places along with data which show that the domestic visitors are manifold than foreign tourists.

Table 23. Number of Visitors to centrally protected ticketed monuments, 2015-2016;  
Source: Archaeological survey of India (ASI).

Name of the Monument	2015		2016		% Growth 2016/15	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Guwahati Circle						
Karenghar of Ahom Kings, Sibsagar	172798	778	187794	720	8.68	-7.46
Ranghar Pavilion, Jaisagar	100040	714	109163	586	9.12	-17.93
Ahom Raja's Palace, Garhgaon Distt., Sibsagar	68541	154	71112	185	3.75	20.13
Group of four Maidams, Cheraideo Distt., Sibsagar	42395	25	45119	60	6.43	140.00
Bishnudol, Joysagar	17572	36	19271	47	9.67	30.56
Total	401346	1707	432459	1598	7.75	-6.39

#### 2.4.2 Guwahati as a Place: North and South

Guwahati which is divided into North and south falls under the Kamrup Metropolitan and Kamrup Rural District. It stretches from Nagarbera in the West to Sonapur in the East and Rangia in the North to Chhaygaon in the South (Figure 36). The Figure 36 shows the recent Geographical Area Kamrup and Kamrup Metropolitan (Guwahati) Districts as of April 2018. Figure 37 shows a more zoomed in View of North Guwahati showing the areas like Niz-Hajo, which falls under the Control of Kamrup Rural District but in the town area committee and the district headquarter of Kamrup Rural district.

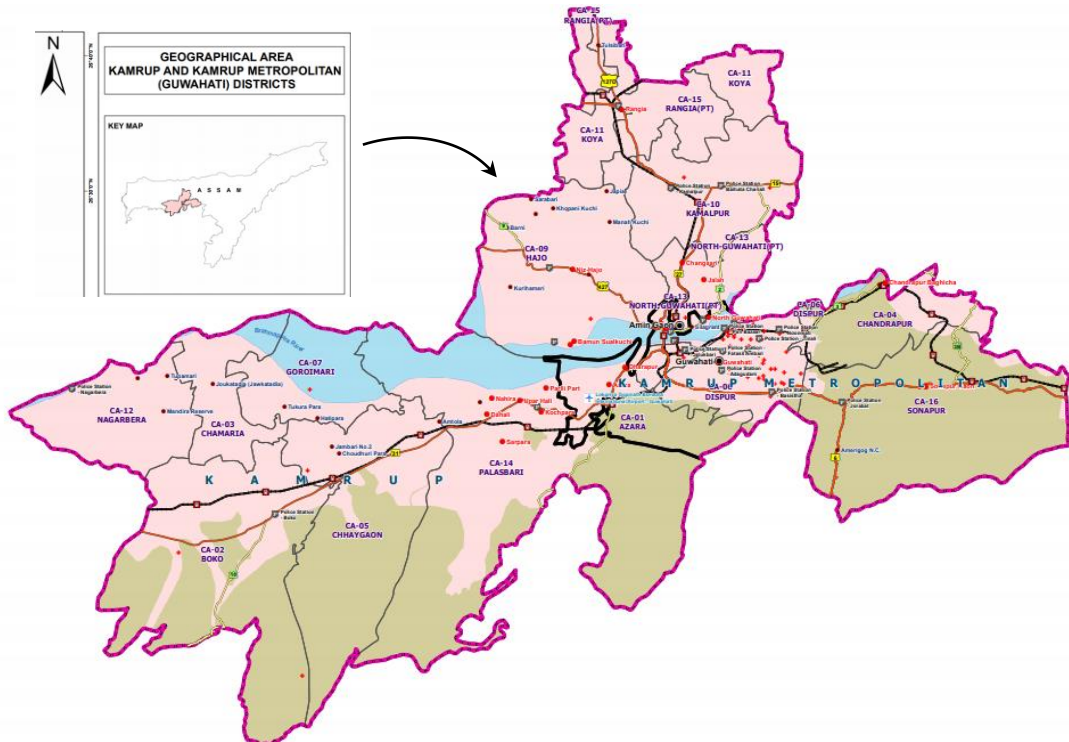


Figure 36. Geographical Area Map of Guwahati Kamrup (metropolitan and Rural) District and the name of area under it's jurisdiction; source: [www.pngrb.gov.in/pdf/cgd/bid9/Maps/KAMRUP%20&%20KAMRUP%20METROPOLITAN%20\(GUWAHATI\)%20DISTRICTS%20GA%202003.pdf](http://www.pngrb.gov.in/pdf/cgd/bid9/Maps/KAMRUP%20&%20KAMRUP%20METROPOLITAN%20(GUWAHATI)%20DISTRICTS%20GA%202003.pdf)



Figure 37. A zoomed in View of North Guwahati showing the areas like Niz-Hajo, which falls under the Control of Kamrup District. source: [www.pngrb.gov.in/pdf/](http://www.pngrb.gov.in/pdf/)

Table 24. The Details of Guwahati (Metropolitan and Rural) District where it is shown the areas within its charge (Divisions in terms of Charge Area and Jurisdiction in terms of name).

<b>Total Geographical Area (Sq Km)</b>		<b>4,060</b>	
<b>Total Population</b>		<b>27,69,631</b>	
<b>Total Household</b>		<b>6,03,828</b>	
<b>No. of Charge Area</b>		<b>16</b>	
<b>CHARGE AREA ID</b>	<b>NAME</b>	<b>CHARGE AREA ID</b>	<b>NAME</b>
CA - 01	Azara	CA - 09	Hajo
CA - 02	Boko	CA - 10	Kamalpur
CA - 03	Chamaria	CA - 11	Koya
CA - 04	Chandrapur	CA - 12	Nagarbera
CA - 05	Chhaygaon	CA - 13	North Guwahati (PT)
CA - 06	Dispur	CA - 14	Palasbari
CA - 07	Goroimari	CA - 15	Rangia (PT)
CA - 08	Guwahati	CA - 16	Sonapur

Assam is known for its ethnic communities and unique cultural and physical landscape based tourism destinations. Assam as well as NE tour starts with Guwahati as a gateway where meagre tourism related developmental attempts involving locals have been carried out, given the immense potential of the vast riverfront available. The differences of Guwahati's South and North areas can be seen in Figure 38.



(a)



(b)

Fig. 38. (a) South Guwahati-More developed with buildings; (b) North Guwahati-less developed and untouched retaining physical and cultural attributes.

### 2.3.10 North Guwahati

Guwahati is due to intersection by Brahmaputra is divided into North and south. North Guwahati is a town area committee in Kamrup district. Guwahati is the gateway to North East, while the North Guwahati across the river Brahmaputra is the classical gateway to Guwahati. History itself is replete with events where visitors from mainland India-traders, spiritual leaders, invaders-first docked along the northern bank, waiting for permission or opportunities to enter the more advanced southern part of Guwahati.

Although North Guwahati was the outskirts of Guwahati, a civilization flourished there through ages, these civilisations have deposited signs in the form of temples, stone inscriptions or holy relics. rock engravings and sculptures observed in the archaeological sites, namely Dirgheswari, Aswakranta, Manikarneswar, Rudreswar and Kanai Boroshi bowa of North Guwahati in Kamrup district, Assam, which are protected and preserved by the Directorate of Archaeology, Assam and to understand the archaeological context of the sites and their remains (Assam Tourism, 2012). The North part of Guwahati seen from different views (Figure 37).



(a)



(b)



(c)



(d)

Figure 39. (a) View of North Guwahati(NG) from south bank; (b) Panoramic View of East of North Guwahati from South East,(c) Bird's eyes view of East and West of North

Guwahati from South West Guwahati, (d) View of North East Guwahati Bank from South East; photo source: google.co.in/maps.

North Guwahati also known as Durjaya, was capital of ancient state of Kamarupa under Pala dynasty (North East India History Association). North Guwahati continued to be the capital from the time of Dharma Pala till about 1260 A.D. when the seat of government was transferred to further west. The stone-slab inscription found on the hill in Rajaduar, abutting on the Brahmaputra, it can be found that this small hill was the abode of Sri Chandra Bharati, a well-known Kamrupi poet of the sixteenth century (Barua, K. L. Barua, 1933). Major industries and IIT Guwahati along with Hospitals are set up in North Guwahati. The Rudreswar Devalaya Temple in North Guwahati, which was completed in the memory of king Rudra Singha, was sought to be built in imitation of the Mughal mausoleum, but its spacious stenobath was not only useless for the Hindu visitors to the Temple, it also proved too costly to inspire any monument of this type in the subsequent period (Barpujari, 1994).

The findings show the History and present situation of North Guwahati. Due to less references and it was difficult to understand the origin or the local flavours of the town which is on the verge of getting transformed into an industrial hub. There is a large scope of it getting developed as it is completely unexplored and unworked upon area which further need to be studied about its tradition, history. Natural abundance must be studied and further work plan needs to be developed on the view of beautification of both side of Brahmaputra river in Guwahati city.

### **2.3.11 Brahmaputra Riverfront – Peripheral Areas around North Guwahati**

Brahmaputra means: Brahma's Son. The legends contain scientific truths wrapped in easy-to-remember parables. Protected by the aura of sanctity, they are passed unchanged down the generations. Here, the mythic references could be descriptions of five sources (headwaters), 10 tributaries and 15 glistening peaks in the highlands of Tibet through which the Brahmaputra is sourced and flows down the hills of Arunachal Pradesh and Assam all throughout Assam, Bangladesh and finally consumed into Bay of Bengal. It could also explain the fact that the son, the putra, of Brahma, the Creator, is dark and turgid with silt, and as destructive as Siva, when it is in spate (Hugh and Colleen Gantzer, 2014).

There are various Ghats throughout the lengths of the river like Nimati ghat where tourists through the ferry or river cruise and are put across river then would sail down-river. The river have stops like in Kaziranga, Majuli (experience the legacy of Sankardeva through experiencing naamghars without any idols, to have glimpses of tribes like Mishing and Assamese culture of embracing Hinduism through Worshipping god in the form of in dancing, music, songs, poetry, creating masks for religious theatre, and tapestry), to explore the lush banks and the hinterland, to sightsee The Temples and the monuments built by Ahoms. . One belief, we learnt, spoke of a drop of Brahma's blood falling into a sacred fire. "From which, by the will of Siva, sprang Rudra, of dark hue, with five heads, 10 hands and 15 eyes. Having seen such a son, Brahma was delighted (but he) said, 'Why dost thou not also adore me?' Rudra replied 'I worship none other than that effulgence from which I sprang!' Having thus spoken, he departed to Siva's abode" (Hugh and Colleen Gantzer, 2014, The Hindu).

### 2.3.12 Selected Landscape: The peripheral areas of Guwahati

North Guwahati also known as Durjaya, was capital of ancient state of Kamarupa under Pala dynasty (North East India History Association). North Guwahati continued to be the capital from the time of Dharma Pala till about 1260 A.D. when the seat of government was transferred to further west. The stone-slab inscription found on the hill in Raja-duar, abutting on the Brahmaputra, it can be found that this small hill was the abode of Sri Chandra Bharati, a well-known Kamrupi poet of the sixteenth century (Barua, K. L. Barua,1933). Major industries and IIT Guwahati along with Hospitals are set up in North Guwahati. The Rudreswar Devalaya Temple in North Guwahati, which was completed in the memory of king Rudra Singha, was sought to be built in imitation of the Mughal mausoleum, but its spacious stenobath was not only useless for the Hindu visitors to the Temple, it also proved too costly to inspire any monument of this type in the subsequent period (Barpujari, 1994). The area covered under the study location on North Guwahati is from Point A to Point B (Figure 38).

A total area of 143.98 km<sup>2</sup> and Total distance of 80.47 km is selected within the entire area of selected Patch as shown in Figure 40 from Point A to Point B.



Figure 40. The patch from Point A to Point B in North Guwahati panoramic physical map is included in the study. Various points and identities within this area are proposed to be considered under the North Guwahati Riverfront., photo source: [www.google.co.in/maps/assam](http://www.google.co.in/maps/assam).

The literature shows the History and present situation of North Guwahati. Due to scantily available references, it was difficult to understand the origin or the local flavours of the town which is on the verge of getting transformed into an industrial hub. There is a large scope of North Guwahati (Figure 41) and its riverfront getting developed as it is completely unexplored and unworked upon area which further need to be studied about its tradition, history. Natural abundance must be studied and further work plan needs to be developed on the view of beautification of Brahmaputra riverfront.

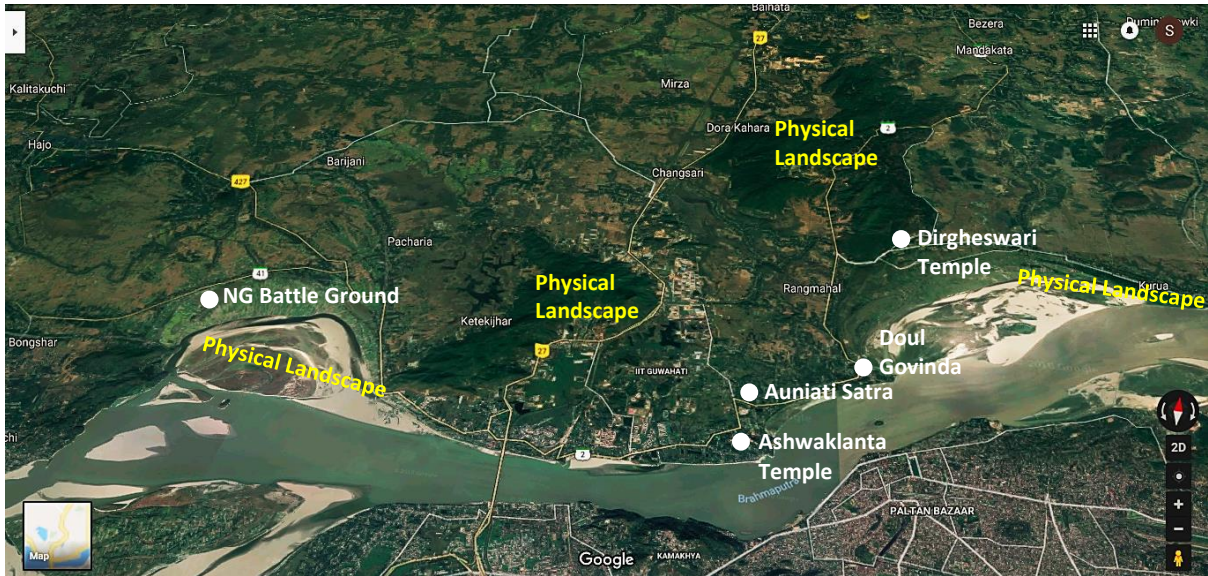


Figure 41. Outline of the North Guwahati Pilgrimage and Physical Identities are being in existence as regular tourist interest who may go to visit Guwahati.

## 2.5 CULTURAL MEMORY AS IDENTITY

Cultural memory is a concept introduced by German Egyptologist Jan Assmann (1998a,1988b, 1992), who defines it as “outer dimension of human memory”. Holtorf (1996) defined cultural memory as the collective understandings of the distant past created in a society as certain sites and occasions. It is about making meaningful statements about the past in a given cultural context of the present. Walter Benjamin’s (1935) word “aura” connects cultural memories to construction of heritage value and refers to the sense of awe and reverence one presumably experienced in the presence of unique works of art and its place in tradition. The author’s definition gives a perspective of leisure through cultural eyes to gain aura or sensorial experiences of the place visit to know about the ethnographic important of the abodes, especially in North East Indian Context, a culturally rich yet unexplored place soliciting for nature and experiences at large. But, how far we can go in modern tourism not to alienate the traditional and natural experience not being disturbed by modern and advanced equipment without disturbing the traditional and authenticity of natural and cultural societies through construction of artificial leisure sites. On this view, the modern methods of leisure tourism and cultural heritage down the memory lane must be studied upon to retain the value of the past.

The recovery of cultural memory could help attach the aura of authenticity to leisure and its site by which memory, heritage and place are woven into the fabric of leisure life. Cultural memory solicits the understanding of the significance of preserving cultural heritage in rural areas (Liu et.al.,2012). By understanding the authentic values of different cultures would result in ethnographic studies to know their personal customs, religion to keep the data collected through the leisure visits and bring back an experience back home. Similar concept could be worked more upon to meet the objectives of the study.

### 2.4.1 Ethnography Shaping the Cultural Identity

A portrait of a people, “A written description of a particular culture – the customs, beliefs and behaviour -based on information collected through fieldwork” (Harris and Johnson,2000), It also

relies heavily on up-close personal experience and possible participation and not just observation. Wu, Jiang, 2009 brought together different types of cultural fragments as follows: (1)Site description;(2)stone inscription; (3)stories told by the villagers; (4)occasional genealogy; and local gazetteers (records the history and description of the state of affairs in a certain locality like province, city or county and offer glimpses of regional information, natural conditions, infrastructure, cultural affairs, local customs, local geography and artefacts which are impossible to find elsewhere).

Embodiment of cultural memory about family inheritance and the relationship of being inherited and stealing to each other morally. Fact of putting both together in the past is no longer important, because both of them are seen as the language of cultural fragments of the local residents (Hiumei et.al.,2012). Local narratives tell us less about history and more about how people construct their sense of place and cultural identity (Bird, 2002). The value of the narration for leisure and tourism is to give the uniqueness and a sense of curiosity and the narrative legends give the place the charm of curiosity. The author points out two contradictory of culture one which is a legacy and second of being inherited from others i.e. replication, which is quiet common in today's modern era and surely it destroys the ethnicity and identity of the place. But being stolen or copied form the similar environment would not matter until it has got a narration that could be projected to the tourists. As the place an important and exceptional personality might be held due to his/her stories related to the village, the same way how it came into inheritance to that person those local scan creates a sense of curiosity of the place and its important attributes defining the place.

Cultural heritage, in its different manifestations, represents the basis for the design of tourist circuits likely to become focal point of Landscape developments. The tourist visiting these cultural places is inside the domestic tourism or internal tourism category (Juan Tresserras and Yáñez, 2005) and the "proximity tourism" category, since they come from urban and metropolitan areas, taking short trips (a one-day visit, weekends). On the other hand, according to Bonet's (2005 aa) classification on cultural tourism, it could be stated that we are facing a "curious" and "enthusiastic" tourist typology. Not only tries to provide a technical vision, but it also has the ultimate objective of being a contribution to the development process of these communities (Toselli, 2006). Tourism is not restricted to travel between pair of origins of markets, hence travel may be pooled with visit to other destination in what is recognised as circuit tourism or multi-destination tourism (Chowdhury, A.I).

Cultural circuits can attract a more specific tourist segment -the "passionate" tourist - characterized by coming from the great city seeking tranquillity, authenticity, kind treatment, and with a great need to "return to one's origins" (Toselli, 2006). The authors draw out the meaning of circuit tourism which is related to possibility to open cultural these destinations to a type of consumer coming from rigid and industrialized markets so as to develop tools of new cultural tourist circuits and more widely informed, more demanding, aware of environmental and cultural sustainability that could be studied on the context. SWOT Analysis of the concept must be studied through possible extrinsic and intrinsic matters influencing the cultural and ethnic settings. Seeing the smaller amount of research work in circuit tourism, more study and analysis needs to be carried out by studying the effect of linking places or destinations of relevant stories or memories, in order to develop better ways of linking leisure to circuits or why would people would want to carry leisure tourism. A SWOT analysis can be very well described the base and meaning of circuit development.

### 2.4.2 Assam type house as Cultural identity

This study is done on the view of Objective 4: Review the status on the studies so far carried out on Assam Type Heritage Residencies (ATHRs) and link them with Place identity for heritage tourism through branding.

The traditional Assam type house is quiet well known or its unique architecture style, which was first inspired and constructed by the British in the 19<sup>th</sup> century, is well known for its structural strength against earthquakes. The Assam type houses were built keeping in mind about the local environment and local building materials and accordingly designed comfortable to adopted during the 19<sup>th</sup> century by the locals and other well established people of the region. But Guwahati's heritage structures are struggling to survive and find breathing space in what is rapidly being replaced by concrete structures. Under the threat of fast declination of its heritage buildings, Guwahati is losing its identity and all the memories attached to the old structural form of abode. Guwahati now remains in the posterior of showcasing historical sites and is merely regarded as a growing city of NE India, without having its own architectural identity which could project out memories, traditions and stories to the visitors. Compared to other historical places, Guwahati generates lesser tourist attractions in the field of architectural wonders.

Tourists visiting Assam, specifically Guwahati city needs to experience the heritage housing system showcasing harmony (Figure 42) between the aspects of sustainability, comfort, socio economic status, utilisation of local resources, local building materials, environment friendly and are constructed according to the climate pattern. of Assamese culture which will be done via the interventions that would be projected through the research carried out to achieve desired results. The purpose of the study is to put forward the Assam Type historical residencies of Guwahati city as its one of the most notable iconic identity and showcasing it as a brand to create emotional impact of the place's culture in promoting heritage tourism in Assam.

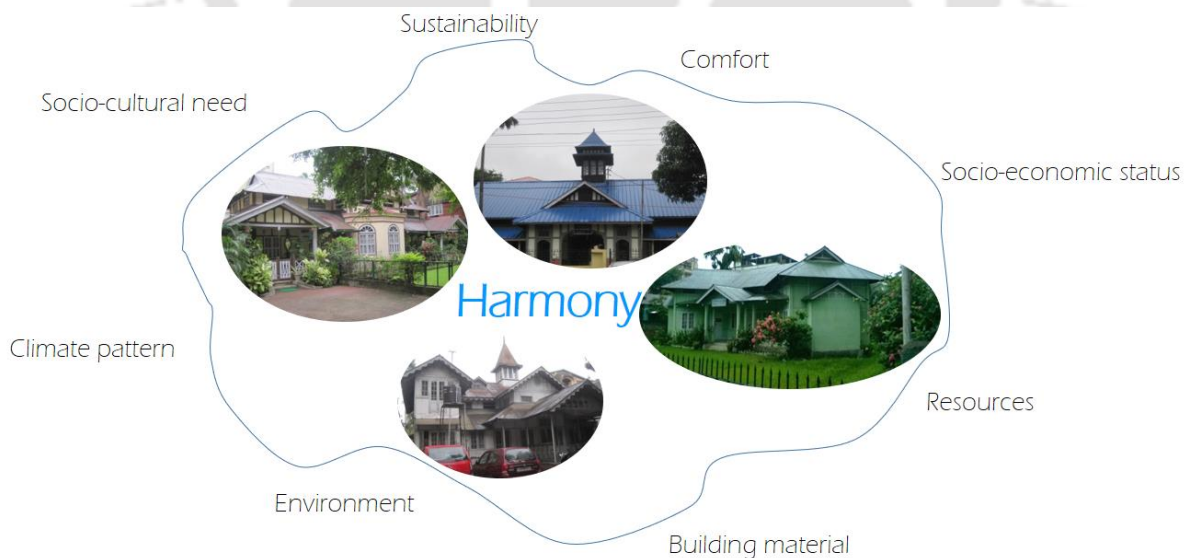


Figure 42. The sense of Harmony created by Assam Type Heritage Residencies whose elements can be used to create the stay at North Guwahati Riverfront.

(i) **Need of the Study with respect to cultural Identity**

There is a strong need to protect the historical buildings as it not only belongs to the current or past generations, but a property that will belong to our descendants which would further influence the build-up of the social environment (Barry et. al. 2009). The lack of respect for the historical buildings attributed to the rapid technological change in the society is creating lot of confusion at the same time developing a sense of ‘throw-away society’ in today’s generation. There is a need to recognise that what may seem to be of less value now of these heritage buildings, will form the history of succeeding generations. The need is to create influence of iconic architecture on tourism through creating identifiable images on tourist psyche through cognitive solutions. Through the theoretical outcomes from the studies carried out in this study, the initial task will be to first debate and then support need of conserving the relations between socio-perceptual matters and heritage architecture as a built environment of a place.

There is a strong need to conserve or preserve these architectural wonders that is an important cultural identity of Assam. The Structural identities and elements of the vernacular houses can be used in order to create houses for tourist stay.

(ii) **ATHR as Vernacular structure: an identity branding for tourism**

One of the first elements that must be considered in the built of a place is the reference its natural/man-made built history through study of structures and environment that led predominantly to its character. The traditional architecture is always considered as a part of the natural environment, interwoven with its lights, its materials and construction, customs that have developed over the centuries; it has allowed the development of special edificatory procedures that have generated the local character of buildings (Claudia Manenti, 2011). For example, the Rajasthan’s Pink City (Jaipur) or Blue City (Jodhpur), known and defined by its colour and architecture; is inspired, built and planned according to the natural environment and local cultural beliefs (Vaastu).

The independence of today compared to the local materials due to new construction techniques, no longer tied to a specific place allowed independence of the forms and the characters of the buildings compared to traditional architectures (Claudia Manenti, 2011). Historical Residences imbibe the traditional character of the old towns as well as the design principles and culture of traditional Indian architecture of its region to create a sustainable contextual design solution. The traditional and vernacular houses in Assam are unique, short but spacious, with thatched roofs that are perfect for the climatic condition and can only be found here. The stems of bamboo trees, widely found in Assam, are commonly used in the making of these houses. The Vernacular buildings of Assam (Figure 43) are naturally ventilated and constructed using locally available building materials. Shape and form of these buildings are evolved over time to meet the socio-cultural and day to day requirements (Singh et al., 2010a; 2011b). These buildings are still favoured by people of the region and are still being widely constructed (Singh et al., 2010a; 2011b). The land required for these types of stand-alone structures is large and do not share common walls with adjacent buildings compared to others concrete ones.



(a)



(b)

Figure 43. (a) A new ATHR in the city built with new age materials like bricks, cement, (b) An old ATHR with old and locally available materials.

Table 25. Basic Building materials of Assam type residencies.

Building materials	
ATHR	New Assam type house
Bamboo	Plaster
Reed mesh (Ikara)	Tin Sheet
Wooden frame	Asbestos Sheet
Mud Plaster	Wood (Window, doors and ventilators)
Thatched roof supported on wood purlins	Foam Insulation
	Cement
	Bricks

Vernacular buildings are the structures that use the bioclimatic concepts and locally available building material to a large extent (Singh et al., 2011b). Curl (1999) defines them as: “Unpretentious, simple, indigenous, traditional structures made of local materials and following well tried forms and types, normally considered in three categories: agriculture, domestic and industrial (Table 25). However, vernacular buildings are mainly constructed on design based approach and evolve over the period of time through trial and error method (Ruiz and Romero, 2011; Singh et al., 2010a; Singh et al., 2010b). These buildings attract attention of researchers because these structures represent an excellent harmony between environment, available building material and resources, socio-economic status and socio-cultural need of occupants, climate pattern and comfort, thus putting forth a unique example of sustainability (Kulkarni et al., 2011; Orehounig and Mahdavi, 2011; Singh et al., 2011b).

However, the gradual evolution of homes inherited with comfort, cultural beliefs, weather conditions, new material availability, indoor plumbing and heating systems is generating a loss of identity and a sense of loss in the urban environmental uniformity. City chronicler Kumudeshwar Hazarika said Guwahati witnessed a change in the construction of new buildings after it replaced Shillong as the capital. "The city had many heritage houses once. Now, most of them have been razed to make space for new buildings. Some owners have no option as these structures taking care of these structures is expensive and

time consuming. The Barua residence, home to an illustrious family, is thankfully still standing," said Hazarika (Gaurav Das, 2014). The importance of understanding the interplay between lived landscapes including built environment in it and their representations and consumption with tourism studies is manifold. Landscapes in their role as a locus of tourism carry multiple "insider" and "outsider" meanings (de Haan & van der Duim, 2008; Knudsen et. al., 2008).

Several authors have paid attention to the relationship between memory and landscape in the context of tourism (Crouch, 1999; Lasansky & McLaren, 2004; T. Winter, 2007). Tourism is not only encounter between people and places, but also between material and imagined spaces (Crouch, 1999; T. Winter, 2007). A historical city can advertise its tourism capabilities through communicating its various characteristics pertaining to memories, important site, culture, ethnicity. According to World Travel and Tourism Council (WTTC) estimates that tourism- world's largest industries, generates approximately 12% of the world total GNP. It is a tool eradicating the challenge to overcome losses specially in developing countries and protected areas like Heritage sites, are one of tourism's main attractions, and are subject to growing visitation.

Heritage tourism includes travel to a visit to sites and monuments, travel to study nature, folklore or art or pilgrimages (Zeppel and Hall, 1992). The word "heritage" is generally associated with the word "inheritance," that is, something transferred from one generation to another. The concept of "tourism," on the other hand, is really a form of modern consciousness (Nuryanti, 1996). Hence, association with heritage sites has to be carefully measure upon and taken forward by authorities. According to manual of UNESCO, 2002, maintaining, exploring, preserving and showcasing such sites requires adequate practices to guarantee environmentally sound management and at the same time to ensure that local communities benefit from its existence. Theoretical synthesis of landscape, place and identity from Huff (2008) was used to frame the theoretical discussions related to the research questions of this study. The study on Heritage tourism and vernacular buildings of Assam, the feasibility of retaining or creating these identities as an inclusive cultural uniqueness in tourist's feasibility centres can be looked into.

### **(iii) Study of Assam type heritage residencies (ATHRs)**

The Design development of home stay on the proposed site giving a hint of Assam type heritage residencies would have been possible through thorough research on the existing one's which mostly are to be found on the Old city of Guwahati. Following is the research henceforth conducted in order to design and incorporate elements of ATHRs

**Site selection for study of ATHRs:** The site (Figure 44) is selected according to the availability and concentration of maximum number of heritage residencies/buildings in Guwahati city built before or during 1960s. Site survey of finding Examples of the historical residencies of Old Guwahati city: Uzaan Bazaar, Latasil and Panbazar area.

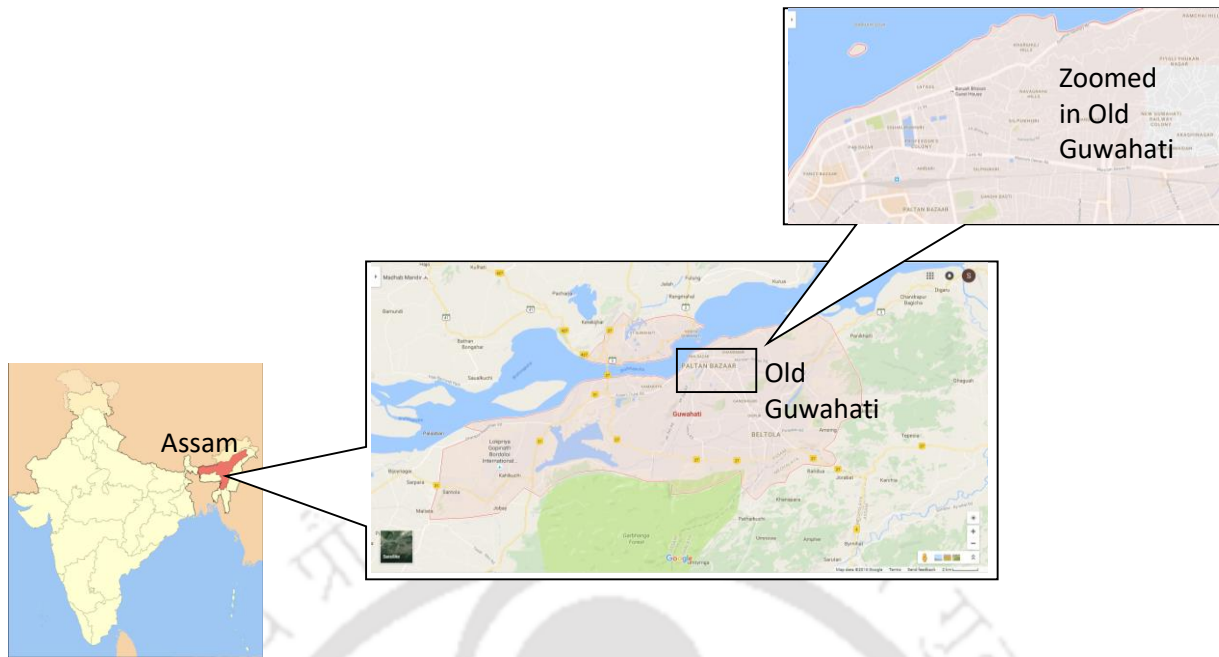


Figure 44. To study the ATHRs, Old Guwahati city's areas Uzaan Bazaar, Latasil and Panbazar were selected as maximum amount of Old heritage structures can still be found on the Old Guwahati Areas.

**(iv) Assam Type heritage residencies of Guwahati for tourists**

Data collection; Investigative questions asked through Observation approach & communication approach: Interviews, survey, reviews, identify, record, classify, analysis is being carried out on a selected region of Guwahati city which predominantly can be defined as the old city of Guwahati.

**Primary sources:** The Selected iconic buildings (Figure 45 and Figure 46), which are well-known and have a strong image have been selected as case studies. Most of the heritage houses that were surveyed across Guwahati city belonged to the elite group of people belonging to different backgrounds of music, arts, Govt. officials and other business oriented class people. The caretakers and owners were contacted and interviews were taken one to one. The Locals were interviewed regarding the importance of Assam type houses in Assamese heritage and culture. Experts like architects and historians were contacted regarding the materials and the structure. Specific documents were also referred to while studying ATHRs.

The houses were mostly created before independence but even after high magnitude earthquakes they are standing still, some of them crossing even 100 year mark of its construction. A talk with the noted Assamese Film and music Director Romen Baruah about his ancestral home and about the future of the house was discussed, wherein its future is in unstable. Some old residencies and buildings are being studied and with the help of their owners, historical importance were found during the interviews.



(a)



(b)



(c)



(d)



(e)



(f)



(g)



(h)

Figure 45. The Assam type heritage houses were studied and the owners or caretakers were interview as well.

(a) Jironi: built by Prasad Duara owned by Nitindra Baruah & Rupa Baruah's, Uzaan Bazaar (b) Annapurna Residence, Uzaan Bazaar; (c) Dhanchandra Das Residence, (Built:1954 A.D.); (d) Ramen Baruah (Assamese Director) & Digen Baruah(Assamese Music Director Residence (Built:1923 A.D.); (e) Guwahati City NCP Dist. Office, (Built: After independence,1950s); (f) Dr. Hameed Ud-deen Ahmed ; (g) Bisnu Nirmala Children's Library, (Built:1965); (h) Directorate of Archaeology Assam (Built:1961 A.D.).

**Cotton College structures (Figure 46):**



(a)



(b)



(c)



(d)



(e)



(f)



(g)



(h)



(i)

Figure 46. Cotton College which is among one of the oldest ATHRs has survived the numerous earthquakes and harsh weather conditions of Assam. Study of these structures with the caretakers were carried out. (a) Cotton College Principal's Bungalow (Built 1883-84); (b) A neglected part of Cotton college (Built: 1901 A.D.); (c) Principal's Bungalow (Built: 1883-1884 A.D.); (d) Department of Chemistry (Built: 1901 A.D.); (e) New Arts building (renovated) (Built: 1901 A.D.); (f) Department of Chemistry

renovated (Built:1901 A.D.); (g) Neglected part of Chemistry department; (h) Renovated Boy's Hostel (Built:1901 A.D.); (i) Superintendent's Residence (Built:1901 A.D.).

### **(v) Concluding remarks**

Thus the earlier landscape of Guwahati is in fast replacing and looking at the Heritage structures, it can be seen as the authentic Assam style representation that is gradually vanishing with aggressive spread of modern buildings. Through the survey conducted on these historical residencies, the owners or the caretakers mostly described them with a sense of great dignity, but when it came to conservation and taking it forward for the future generation their greatest issue was the maintenance of the buildings, which was extremely high. Through study, methods and interventions Ergonomics should intervene there to facilitate both the service providers (local / native dwellers) and thus the tourists, so as to get the development appreciated and adopted by the recognizing authorities as useful and sustainable.

#### **2.5.3 Craft as cultural identity**

The notion of 'place' is interpreted and expressed across the contemporary craft sector and in the role of making. They are the notions of 'place' and local identity showcasing location's history, environment and 'sense of place'. The changing concept of 'local' with reference to globalisation and economic trends is impacting on the business models and practices of. There is an urgent need to resurrect and safeguard this sector for sustainable design development with environmental concerns while sustaining portfolio craft careers on the other hand as more and more next generation of previous crafts persons are opting for alternate jobs for a better livelihood. The need to touch feel the product quality before purchasing can be carried out through exposing the buyers to the craft itself. The craft is a dying craft and since it is very near to sites that can be well utilised to attract tourists and locals to develop stronger relationships between craft-makers and craft-consumers while promoting the quality and reliability of local craft objects and their provenance. Craft Tourism is a growing opportunity for local rural economic development, opening up new markets as well as acting as a stimulus for other locally-based trades. Similarly, a number of Craft Town initiatives are championing local craft-making traditions and work strongly rooted in place and that builds on local distinctiveness (Brown, J.). Such networking based model would bring together and increase the market visibility of otherwise fragmented, small-scale local makers.

Craft-making is often viewed as culturally embedded (vernacular) material Production (Sennett (2008: 8-9). involving close engagement of the maker with the physical world, working with its sensory, material, spatial and environmental qualities to create objects highly related to 'place'. craft is a "system of thinking"(Follett and Valentine (2010:5).). They are Particular ways of thinking, knowing and making are shaped, in part, by the places in which craft-makers live: "The affective relationship – making, identity building, social capital, political intent, emotional context – all play a role in why people are drawn to: make; what they make, and the context in which they make."(Lichti-Harriman (no date: no pagination). Craft often represents an intensely personal or symbolic relationship with a particular locality (Racz, 2009; Williams et al. (1992:31).

Despite claims that 'place' no longer matters, it remains central to most forms of cultural production, including craft (Scott (2000:3) "culture is a phenomenon that tends to have intensely

local characteristics thereby helping to differentiate places from one another.” But the relationship between craft and ‘place’ is becoming more complex with the advance of internet and digital technologies; economic challenges and globalisation trends; and broader environmental sustainability and social equity concerns. These shifts represent both challenges and opportunities. Craft-makers strongly root their practices in particular places, emphasising authenticity, and building on local (historical) craft traditions.<sup>14</sup> Others respond to site-specific inspiration, creating one-off pieces where the (physical, social, cultural, political) environment strongly influences their work (Brown, J.).

Craft making culture, varies within and between urban, suburban and rural environment and at different socio-spatial scales. Due to globalisation and technology inputs, they are however disseminating into cultures and regions previously having self-authenticity and identity. Through internet, Craft-makers today are increasingly neither spatially nor culturally confined. While we can distinguish between the styles of individual makers, national jewellery identities have dissolved, so “variety increases within each country while diversity diminishes globally.” den Besten, quoted in Cummins, Holmes and Skinner (2011:6). Also craft practice is no longer exclusively focused on the making of objects. Now specialist knowledge, skills and working methods in other ways through the exposure to different audiences, tools, markets and areas of work BOP Consulting (2012:14); Hunt et al. (2010).

In ‘Consuming Craft’ (Morris Hargreaves McIntyre (2010).) the word ‘craft’ was also found to be most closely associated with terms suggesting ‘authenticity’ and ‘quality’, particularly ‘handmade’, ‘workmanship’ and ‘genuine’. The main reasons for buying or considering buying craft were: ‘Craft makes a unique gift’ (58%), ‘I admire the human skill involved / want to keep craft skills alive’ (55%); ‘Beautiful objects appeal to me’ (49%); ‘It means I own something that nobody else does’ (41%). Morris Hargreaves McIntyre (2010:5). Research also suggests that the narratives behind craft objects have become increasingly appealing to buyers. Consumers are ever more interested in the stories and personal connections behind objects, the origin of an object, who made it, how it was made and what materials were used (Morris Hargreaves McIntyre (2010: 6).) This resonates with the current turn towards sustainability and ethical consumerism to which craft values can speak. With the desire for a more socially equitable and environmentally sustainable mode of living, craft is “a modern way of thinking otherwise” Adamson (2009:5). Also the growth in interest in purchasing locally produced products or products associated with a particular region has also increased interest in craft.

Although there are numerous developmental innovations which are vital for maintaining craft as a professional occupation for securing competitiveness in the marketplace in other parts of country in context with crafts of India. The crafts of Assam are far behind in terms of innovation and new product design and development. Due to which there are numerous concerns for the future scope of the crafts or rather the present situation. Less innovation and high material and production cost as the craft practiced is more labour intensive is reducing the competitiveness. The Brass metal of Hajo (a 300+ year old craft) is losing out on opportunities due to lack of commercialisation of their work along with their personal creative integrity, identity and distinctiveness. Lack of creative direction and business strategies: new products and services is making the craft into a low income generation sector.

**(i) Need of the Study: Sharing Hajo Experience**

Although, the handicraft provides jobs to these local craftsmen of Assam but, it is short termed. Items Crafted Via Traditional Indigenous Technology reflects the socio economic pattern of society through its quality, creativity and craftsmanship. Threatening existence of one of oldest handicraft of Assam and its decay needs focus to be put upon. There is a strong need to let visitors experience the heritage craft system of Assamese culture along with fabricated experiences, which will be solved through investigating upon finding the true meaning of what people look out for when they visit a landscape with cultural meaning of the place. There is a need to be focused upon for growth as well as offer tourism potentials in those areas. Locals as well as visitors of the city can come and enjoy such places along with experiencing the notion of the place, Study on challenges related to the Brass handicraft of Hajo and showcasing it to less aware people. Hajo is situated on the North West side of Guwahati across the Brahmaputra River. The place is located around few kilometres distance from the North Guwahati riverfront areas of Brahmaputra.

The study was felt appropriate to justify if Hajo can be extended as Brass Craft Town within the North Guwahati tourism circuit. This literature available gave an insight on the issues and challenges that the craftsmen are facing in order to incorporate them and their skills in the proposed design. In this study the below issues were included to look into: Cultural mapping through survey and interviews and identify, record, classify and analyse the local community's cultural resources, Brass craft of Hajo and the current plans by Govt. of Assam.

The Cottage industrial sector of Hajo Craft is more important for employment potentiality, as these are more labour intensive than medium and large industries along with generate more direct jobs against per unit of investment than other sectors of industries. Located in the rural area can further serve to counter act seasonal unemployment in agriculture by making use of labour, which might otherwise be remain unutilized and underutilized. The need is to include this dying craft which is also labour intrinsic sector to continue on their own sectors so as to prevent labour migration from rural areas to large and overcrowded cities. This sector also seeks to counter act the concentration of large income and wealth in a few hands resulting from other sectors of industries (Hazarika, 1995).

**(ii) Hajo: The location**

Hajo can be showcased to tourists as an experience of local handicraft excellence and socio-cultural heritage of long existence in history.

The period of settlement of Muslim Moria's in Assam after the war at Kaliabor between General Turbak and Ahom soldiers in 1532 A.D. is supposed to be the beginning of the brass metal industry in Assam (Das, 1999). The products of bell and brass metal industries are considered as part and parcel of Assamese culture. Only some amount of products have been exported to countries like Nepal, Bhutan, China and Myanmar (Deka and Saikia, 2009).

Hajo or Niz Hajo is situated in Hajo Revenue Circle of Kamrup district, Assam (Figure 47). According to census report 2001, the centre has total population 13,473 accounting for 5.38 persons per household. Literacy rate of the centre is 71.04 percent (9571

persons). The percentage of working population is 24.78 per cent (3,339 persons). Out of the total workforce, 14.62 and 11.29 per cents are engaged in marginal works and household industries respectively. Figure 47: Indian map (source.wikipedia.org) with respect to Assam Map (source: pnrassam.nic.in) and in context with Hajo Map; Figure 48 gives a glimpse of Hayagriva Madhava Temple, Powa Mecca and brass products respectively. Hajo is home to ‘Hayagriva Madhava Mandir’; ‘Poa Mecca’ and the ‘Kedareswara Temple’ among several other temples which draw thousands of pilgrims and tourists.

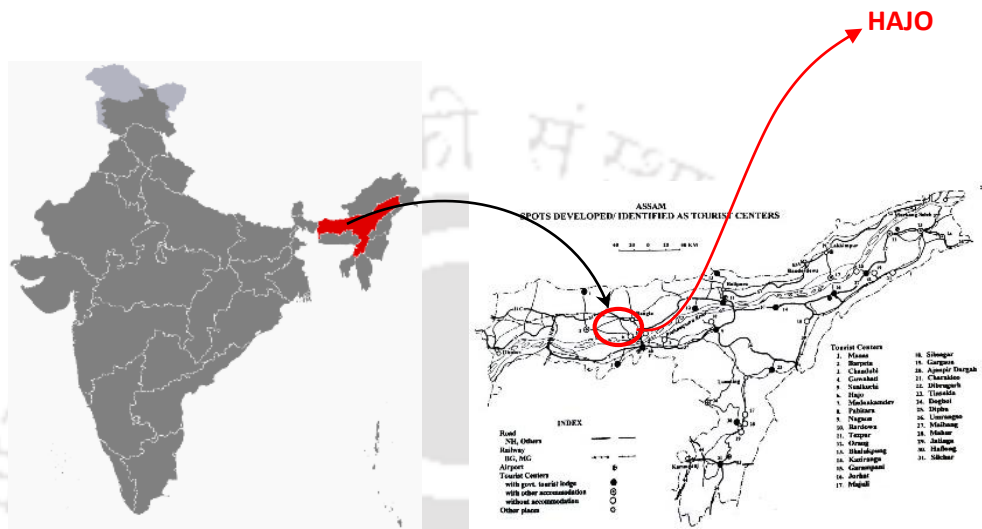
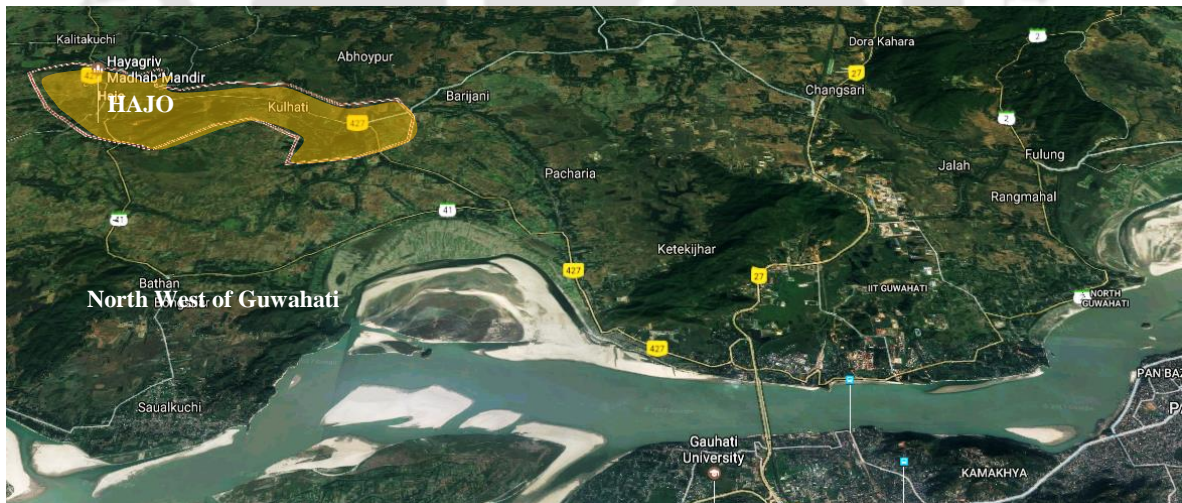


Figure 47. The location of Hajo Town in Assam. A zoomed in view.



(a)



(b)



(c)



(d)



(e)

Figure 48. The important identities of Hajo are (a) Hajo Area; (b) Hayagriva Madhava Temple and (c) Powa Mecca; (d) The view of Hajo Town from Hayagriva Madhava Temple; (e) The Brass craft Town of Hajo.

### (iii) Brass Craft of Hajo: Cultural Identity of North Guwahati

The Brass craft of Hajo (Figure 49) can be described as locally sourced, eco-friendly, salvaged and re-used material based locally developing handicraft. Hajo in Assam is a centre for various religions, located about 28 km across the river Brahmaputra, from the city of Guwahati. Hajo in Assam is a sacred place, where three religions - Hindus, Muslims and Buddhists meets. Hajo is also renowned for its bell metal work. Hajo has a large number of temples, the chief among them being Hayagriva- Madhab Temple. Hajo Assam is also considered to be a Muslim pilgrimage centre, since the mosque known as the Pao Mecca built by Pir Ghiasuddin Aulia is situated here.



Figure 49. In the figures it can be seen the process of Brass Metal work; (a) Hajo Brass craftsmen working manually using few tools; (b) Finished products.

**Historical Significance:** When “Kalapahar” attacked Hajo’s Madhav Mandir & destroyed it, brother of Naranarayan (the Kooch king) & the Minister of-Vishwa mahavir Naranarayan’s son Raghu Dev renovated it in 1583 through an artisan named Shridhar. From this time onwards, temple authorities was formed & work was divided among the helpers. For the making of temple & utensils the “Moria” community was given responsibilities. The responsibility of the craft of Hindu community was taken from them & was given to the “Maurya” community. In the days of Ahom king ‘Suhungmung Dihinga’ or ‘Swarganarayan’, The son of Ahom king Supimpha , the Bengal Senapati(Army chief) “Turbak”, attacked Assam in 1532 AD. The war took place in the banks of Boroli river in 1533 & Ahom Senapati Kancheng Borpatra Gohain chopped Turbak’s head & held it in his hands. This made the Muslim army fled. As a result, many Muslims were held captive. These prisoners were assigned the job of growing fodder for the elephants. But the prisoners failed in this job. Then they were given the work of cultivation. In this job also when they were inefficient. They were given the work of “Brass Handicraft”. Hence with this they established themselves & got the name “Moria” community.

The period of settlement of Muslim Moria’s in Assam after the war at Kaliabor between General Turbak and Ahom soldiers in 1532 A.D. is supposed to be the beginning of the brass metal industry in Assam (Das, 1999). The products of bell and brass metal industries are considered as part and parcel of Assamese culture. Only some amount of products have been exported to countries like Nepal, Bhutan, China and Myanmar (Deka and Saikia, 2009). "Items",crafted via traditional indiginous technology reflects the socio economic pattern of society through its quality, creativity & Craftsmanship. There is a threatening existence of a skilled job of one of the oldest handicraft that led me to study the subject. It is known as to when did the Brass Handicraft started? This is an ancient & hereditary craft which has come along since generations. According to Edward Bernet Taylor, this “handicraft” had started from the New stone age. Hence it is also obvious that Brass handicraft had also started nearly that time.

Brass Craftsmanship is a very precious handicraft. It shouldn’t be regarded as an industry but as a homemade hereditary craft. According to the Small Scale Industry department of Assam nearly 500 craftsperson are involved in this craft in different parts of this state. This craft making can be found in many places of which some of them are in

Ujaan Bazaar (Guwahati), Muslim Patti (Hajo), Baniya Kusi (Borpetta). In some places like Namdang (Titabor), Kacharighat & Kakzanmoza in Sivasagar District, this craft is taken as a subsidiary occupation by the people. Despite being the fact that the craftspeople face financial & economical problems, this craft is still in existence. And only not been supplied is the Capital & Raw material by the government. Silchar's Radhamadhav road & Gauripur's Subhashpatti towns also have this craft in small quantity.

Hajo, a centre of this traditional handicraft of rare artistic design have 300+ artisans families with 2,000+ people completely dependent on the handicraft for their livelihood. It is a Hereditary Cottage industry. Exploitation of the artisans by the merchants and traders yet good demand for their products throughout the State. But the artisans are not in a position to buy improved tools and Raw materials in a cheaper cost to produce improved goods to meet the demand. The Minerals and Metal Trading Corporation (MMTC), Government of India, set up a raw materials depot at Guwahati. Artisans are being sent places like Moradabad and Patna for training and honing of skills. Manufacturers brass sheets, brass circles: (i) Biswanath Brass Rolling Works, Guwahati, 1954 with Govt. of Assam. 10,000+ artisans in Assam dependent upon the manufacturing products of this industry; (ii) Siotia Metal Industries, Guwahati, 1962. Fixed capital of Rs.1,50,000/-, working capital of Rs.5,00,000/-. 20,000+ local artisans engaged in manufacturing products. Edward Burnett Taylor (Anthropologist, founder of cultural anthropology), "handicraft" had started from the New stone age. Brass Handicraft Tasks assigned to captured prisoners of Bengal Senapati (Army chief) "Turbak", 1532 AD. INDUSTRIAL & INVESTMENT POLICY OF ASSAM, 2014 : Financial assistance, CFC, Artisan Identity Card (AIC), Geographical Indication (GI) registration, Trade Marks registration, Forward linkages including Brand development, skill up-gradation programme: (i) FISCAL INCENTIVES TO MICRO UNITS : State Capital Investment Subsidy for Micro units, at 30%, workshop shed etc.; (ii) GENERAL FISCAL INCENTIVES : Tax Exemptions, VAT exemption, Entry Tax, Subsidy on Quality Certification/Technical Knowhow, State Capital Subsidy. It is famous for beauty and strength of form and utility.

#### **(iv) Challenges of Hajo Brass Craft**

- (a) Poverty – In a survey I come to know that the brass artisans are workless at the rainy season. Majority of the artisans make the brass products in the verandah. They this craft in which ever small place they get. Hence, when it rains it becomes difficult for them to work. Due to poverty these artisans are unable to construct a fine place for the craft-making. We have not heard till now that the artisan of Assam has ever made a new design of the products. Even they have not tried to make 'Ghungroos'(bells making sound on ankle) or anything out of the scrap.
- (b) Market-
- Stiff competition from outside substitutes (cheaper, machine made & attractive),
  - Changing consumer preference,
  - Finished products collection: per kg basis,
  - Low level of technology: bulky: carry,
  - Transportation

- (c) Artisans-
- Diseases: Inhalation of CO<sub>2</sub> and CO
  - Compelled for door to door in search of jobs,
  - Training: NEDFi, Moradabad and Patna, No alternative job,
  - Work for the traders/Mahajans on wage basis, Raw Material : Traders,
  - Income groups (max. no.) = 20,000-30,000 p.a.
- (d) Craft/Cottage as an Industry –
- 60% brass metal production units have no direct relation with raw material procurement,
  - Old designs and indigenous methods,
  - Primitive and cumbersome process,
  - GOI Industrial Policy: DIC, IDBI,
  - Priority areas: skills and entrepreneurial,
  - production units: 224, Insufficient supply of raw materials and energy,
  - Ample amount of GOI and State Govt. Schemes.
- (e) Site and Workspace-
- Risky / safety concerns.
  - Lack of personal protection.
  - Industrial concern: Lack of proper tools.
  - No awareness towards health issues.
  - Organisational and physical Ergonomics
    - : Poor Environment (Figure 50)
    - : No Signage to the Popular Craft Village of Assam
    - : Socio Economic Conditions, Poverty driven
    - : No segregation of workplace layout and equipment
    - : Electricity problem.
  - Less upgradation: Though organisations like NEHDC (North East Handicraft Development Co.), Hajo's new CFSC (Co-operative farming Service Centre), Government or Non-government orgs. are working towards the upgradation, yet very less outcome has been seen in terms of economic growth, workplace design, health concerns, exposure to the outside world about the craft and village.
  - Dying craft.
  - Next generation is opting for education.
  - No/less marketing.
  - No proper training since a family tradition.
  - Outside finished products from places like Moradabad are entering the market with a storm.
  - A number of global and local trends affecting craftspeople and their businesses.



(a)

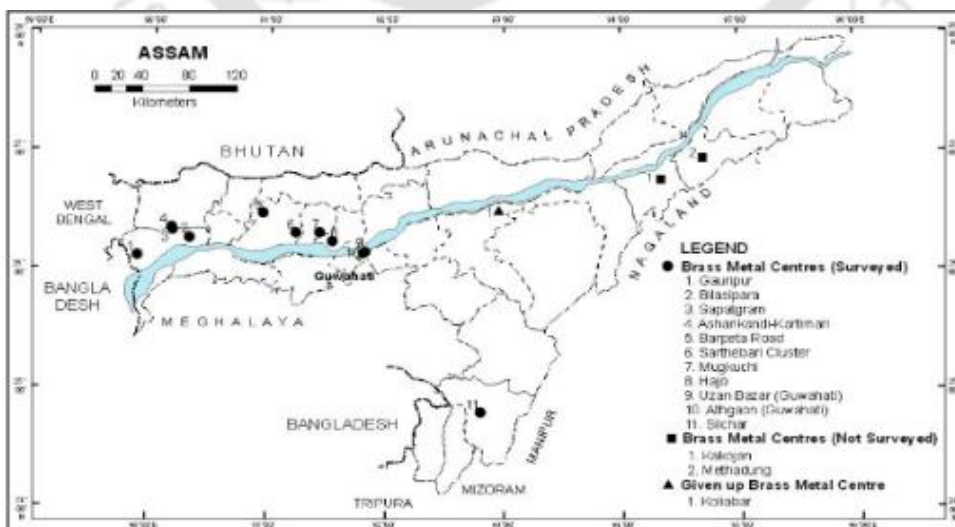


(b)

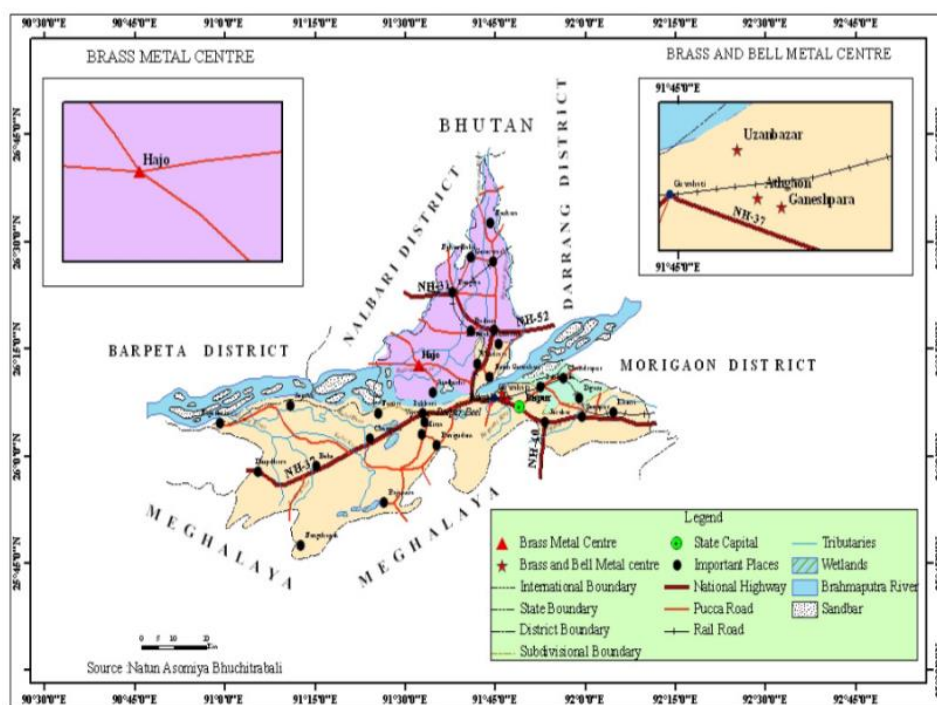
Figure 50. (a) Poor work Environment of the craftsmen in Hajo Brass Craft Village; (b) There is no segregation of workplace layout and equipment in the shed that the artisans use to work for long hours.

(v) **Statistical Data of distribution of brass metal industries of Assam**

The basic methodology in the study includes a retrospective study of works by Govt. and agencies on the scattering and commercialization of traditional Brass craft of Hajo and study the distribution of craft in terms of economic aspects. Refer to Figure 51 (a): Places of Brass metal craft that is practised in Assam (source: shodhganga.inflibnet.ac.in) and Figure 51 (b): Purple region referring to Hajo with respect to Kamrup district (source: shodhganga.inflibnet.ac.in). During that period Ahom and Koch kings, bell metal production centres were existed at Titabar, Raha and Dhekiajuli in eastern and central Assam. However, these centres were disintegrated during the colonial period and confined mainly to Hajo and Sarthebari (a nearby village producing both bell and brass metal products) region of western Assam (shodhganga.inflibnet.ac.in). Through statistical literature and field studies it is found that the centre has 224 brass metal production units, where 367 artisans are involved. The selected places of Study are Niz Hajo's baniyakusi, Haladhibari, Belbari, Amarikhuwa Muslimpatty.



(a)



(b)

Figure 51. The maps show: (a) The Data of the Brass Metal Craft practiced in Assam; (b) Brass Metal Craft of Kamrup District including Hajo. Source: Natun Asomiya Bhuchitrabali.

**(vi) Statistical Data of Govt. of India/Assam Initiative in brass metal industries of Assam and Hajo in particular**

According to GOI report by Ministry of MSME sector of Hajo in Kamrup district, there is only single Commercial Estate in Dihina, Hajo a Total Area of 535.12 (In sq.m.), 0 number of Total, allotted and available of Open Space (Sq. M). In terms of shed provided Total no. of available and allotted Sheds are 8 and area available is 71.35(area in Sq. M) (Source: - The Land Bank published by Government of Assam). This date shows that although the space allotments are done yet the people are not working under the open space but the sheds that are being provided (Ministry of MSME report, GOI, pp 1-36). There are also work carried out by The North east handicraft development corporation (NEHDC), the Assam govt. marketing corporation and can export the products. Training will be given in two steps: 1<sup>st</sup> outside Assam (Muradabad, Aligarh, Trichur) & then inside Assam (different parts). For this purpose, help is taken from NSIC & SISI. For this the expenditure will be Rs. 6 lakhs. For the training help will be taken from SBI, SSI & SIC & IIT Guwahati. The Assam govt. is nothing with the idea of developing the handicraft design centre in Bamuni Moidam(place). NEDFi Industrial engineer Mr. Alexander Ziekerdraht has travelled & seen places like Hajo & Sarthebari. give training classes for brass handicraft development.

IIT(Guwahati) has produced some “tools run with pedals and Mechanical blower” under Project UPTECH in 1998 with SBI, now renamed as 'Small Industry Cluster Development Program', Local Head office at Hajo. The scheme applies to any cluster of industries where there is a commonality in the method of production, quality control and testing, energy conservation, pollution control etc. among the units of the cluster. The

scheme aims to take care of the modernisation and the technological needs of the cluster. It covers a comprehensive range of issues related to technology upgradation, improvement of productivity, energy conservation, pollution control, product diversification and their marketing, training needs etc. (dcmsme.gov.in). Although such cluster oriented schemes and methods are being introduced yet they fail to produce results on real time scenario in terms of Hajo Village Craft Cluster. Hence, a more integrated yet experience oriented study based scheme is required for exposure of the Craft.

It was found through data, that the Arrangements of Raw materials is done through help from different sources. The responsibility of arrangements of Raw materials depot is given to AIIDC (Assam Industrial Internal Development Corporation). A special committee was formed to help AIIDC. This committee is formed by the delegation of Small Industries and Service Institutes (SISI), artisans & banks. The artisans can purchase raw materials in proper price from the depots. To purchase these raw materials, the artisans gets help from banks at an interest of Rs. 10,000. At present Hajo's new CFSC (Co-operative farming Service Centre) is being made and have been available. FSC will be renovated to form CFSC. This CFSC will have a room or store for the raw materials depot.

A plan is made under SISI's cluster development program to form CFSC. The present FCS will be renovated to CFSC to place an awareness among the people about craft. The designing, casting, electroplating, polishing, & colourful (*Meena*) work will be getting help by paying a minimum amount of money. For the development of CFSC store Rs. 10 lakhs of fund are decided. Extra fund will be applied as required to other channels. 1st 15 lump sum will be supplied to the better quality tools. But the total loss will be around Rs. 8.05 lakhs. The responsibility of construction & repair work is given to AIIDC. The materials, machineries and processes as mentioned in Table 26., suggests the cost during the entire process of making Brass metal products in Hajo. The relevance of the study suggests the cost and analysis which is further provided to AIIDC for supply of materials by the craftsmen.

The study of Brass Craft Village, its materials, costing, relevance to the future generation, is relevant in knowing the Brass handicraft situated in North Guwahati in and out which may have a possibility of getting showcased in the proposed solution where visitors will uncover and discover newness regarding the cultural heritage which is unique and historically relevant to Assamese culture as well. The issues and problems in the craft may be incorporated in the scheme of things regarding the solutions thus suggested and proposed design may invite visitors to the village who may gather knowledge. Henceforth growth in the craft awareness and sensitization in people's mind may also increase, given the fact that Hajo brass craft awareness is very less within travellers to the state of Assam.

Table 26. Survey conducted in Hajo, 2008-2011

Sl. No.	Material/Product/Process	Cost (Rs)
1	Blower	400
2	Anvil	400
3	Aakey	400
4	Smoothing objects	3500
5	LPG Gas melding	2500

**(vii) Data and Analysis of artistic resources:**

In this study, Residents as Participants of Hajo (Assam), were selected from mentioned site and records of residences and informed consent was obtained. They were selected using quota sampling taking into account age, gender and social class. The brass artisans are workless at the rainy season. Majority of the artisans make the brass products in the verandah. The wooden factory & brass factory has no electricity. In a survey I got to know that Hajo has got a polishing machine run with electricity, which is better than working by hands. But it becomes very expensive for the poor artisans. Social worker Mr. Dwigen Bhorali that only 15.1% of the families are able to feed properly on the money they earn. now they get less than 50% of a teacher's salary i.e. Rs. 2000-3000/month. Due to which a lot of artisans are leaving this livelihood and shifting jobs to wage labourer, electrician, garage worker, livestock trader, tailoring, other small business and Govt. employees.

The craft is mainly practised by the male members of a family. It is made by the mixture of Cu & Zn (Alloy) with the proportion of 70% & 30% respectively. This mixture is heated & melted & drawn into sheets and are made in 2 non-ferrous rolling mills in Guwahati. The Artisans buy these sheets in the locally available mills at around Rs. 315- Rs. 415 per kg. The other Raw Materials used are Borax, tin, acid, copper and zinc. The raw materials used to make a shiny finish on the product is called kundu which is made by Huwaga (mixing of white powder of zinc and Payan which is gold powder and copper). The craft involves low levels of technology in the production process and the artisans work hard to run the tradition as well as to sustain their livelihood in the changing socio-economic context of the society.

The total artisans of 224 present in Baniyakusi, Haladhibari, Belbari & Amarikhuwa buy 140 kg total of different mixtures required as raw materials which is approximately 5 kg/day of alloy that is required for 20 days. Raw materials required is 36 metric tons. Impure Raw materials (Figure 52) 65%: 34% = copper: zinc and monetary requirements is equal to 1 lakh 31 thousand/ metric ton that is around Rs. 47.16 lakh. As the raw materials are impure, purchase of copper & zinc is not easy or if purchased the making of the sheets through them is also not easy, hence to purchase Cu(copper) sheets is profitable. 44.16 metric tonne Cu sheets per kg is Rs. 155. If purchased the loss is Rs. 68.45 lakhs, 5 metric tonne impure materials per kg is Rs. 131. If purchased the profit is Rs. 95 lakhs. Therefore,

total loss in Raw materials is Rs. 95 lakhs. Yet other raw materials like Coal, charcoal, borax, sulphuric acid, lac etc. are collected and purchased by the artisans themselves.



Figure 52. Raw materials: (a) Coal; (b) Sheets for the product; (c) Goat skin as blower; (d) Kundu for shining finishing.

The Artisans use simple tools (Figure 53) to make the brass objects, mainly which are Alvil, Satuli, Aakul, Hathuri (Hammer), Batoli, Filus etc. The most important part of the process of making brass objects is the furnace. This furnace is made in a very simple way by the help of coal as a fuel & goat's skin as a blower.



Figure 53. Tools Used: (a)Batuli (support for hammering); (b)Khora (Tongs); (c)Marker used in marking on material; (d)Komari (Plyer); (e)Belmur(Support for Hammering); (f)Bokul Kaath (Wood for Hammering); (g)Akua(used as a support for hammering material); (h)Pital Kata Girmis (Brass cutting rounder/marking device); (i) Hathuri (Hammer).

Even though the craft dates back to hundreds of years, yet there is very less diversification of the products. Most of them are 100% handmade, a speciality that can be found even if Brass craft of other regions of the world and India is switching to machine made finished products. The brass products of Hajo are sturdy and has a very long life, even

for thousands of years. Following in Figure 54 are some of the products developed at Hajo. Children in groups may visit and even can be extended to in house (local artisan) workshop and hands on experience sharing.



Figure 54. Products developed: (a)Dama/Doba used to make food for a large gathering; (b)Tou (Big container);(c)Garo Baati (a bowl to hold things for or during prayer);(d) Kalah (Jar to hold Water); (e) Thal (Plate); (f) Small hand size Xorai; (g) Xorai (for offering prayers or respect; (h) Baan-Baati (Bowl with Stand);(i) Japi(Assamese Headgear) made of Brass; (j) Trophy made by the Artisans.

#### **2.5.4 Historical pilgrimage as place Identity**

Since time immemorial man had a thrust for wandering. The primary motive in distant past have the primary motive related to trade, commerce and the activities like looking for merchandise and engaging for merchandise related to it. But trade relations gradually matured into cultural relations and better understanding of each other's way of life. Another form of traveller was a pilgrim, a scholar in search of ancient texts and curious wayfarer looking forward to new and exciting experiences. The 3500 kms long majestic Himalaya offers challenges, inspiration, sublimity, relaxation and satisfaction and walking on snow and the glaciers was not unknown to Indians.

According to Hindu mythology, Ganga descended from heaven to earth in Himalaya and hence became the place of pilgrimage for the devout Hindus, Sikhs and Buddhists since centuries. Phoenicians, people credited for the invention of money were probably the Real travellers in modern sense (Ballabh, 2005). The author goes back to the Historical motivation of travelling in the past which existed not only for trade and commerce but to innovation of travel as a vaster area that covered the means of travel that led to pilgrimage and knowledge and knowing the unknown. Ballabh, 2005 also draws the concept of invention of money through evolution of trade and commerce travelogues which paved the way for development and organisation of travel. But did trade and come travel ample idea of the place. For example, the pilgrimage visits. How did Pilgrim tours start? There are hardly any mentions of its initial Stages of development or how it came into existence. But the link between ancient pilgrims, mountains, mythology and Phoenicians invites direct analogies from the researchers belonging from the background of historians, classical philologists, archaeologist, as well as geographers. Does Architect or Designer have to play a role on relating the historical evidences from a different angle in order to cultivate more innovation of its projection to the new world.

In India, pilgrimage assumed a great importance. To spread the doctrines of Buddha, Emperor Asoka through his travels, had special memorials and rest houses set up where travellers could rest. Harsha, another emperor, built institutions and Dharamshalas for travellers (Ballabh,1999). Pilgrimage can be considered as a set of specialized leisure tourism practices and setting, the term "leisure" may be taken to incorporate its non-instrumental, spiritual and traditional aspects and "tourism" to represent the orientation toward a common public realm of production and commodification based in a range of pragmatic economic and political considerations (Wall, 2012). The powerful influences of Christianity in Europe, later in America and Buddhism, Islam and Hinduism in Asia took place to permit an assimilation and perpetuation of very distinctive language, literature, art architecture, philosophy and forms of Government. Although the Pilgrimage has historically been contained within itself rather than framed or interpreted for audience, new dialogues and articulated identities are developing in modern times and becoming accessible through this and other communication events. The mentioned literature demonstrates the early inventions and provisions provided to pilgrims and travellers through infrastructure construction. Following their needs and desires that is pursued when a traveller look out for pilgrimage travels, they collectively practice and behaves towards memory of natural features to experience place, objects and native settings. In the modern settings, the process of pilgrimage travel is not merely a ritual communication, but adequate and effective social change empowerment of locals envisioning concrete planning for infrastructure, education, health and economic initiatives.

Voices of Pilgrimage participants and organisers echo broader social concerns with cultural continuity and change, healing and reconciliation with the past and the importance of community in individual empowerment (Wall, 2012). For example, as a public gathering in the “Aboriginal public sphere” (Buddle, 2004:34) at Lac Ste Anne (Alberta, Canada), Aboriginal people recognize their own cultural traditions in the site and landscape. The Lac Ste Anne site sustains its historical status as a mediator of cultural exchange. The Pilgrimage, is within its status as leisure zone, an instance of what Doxtader (2003) calls a ritual of reconciliation, a cultural resource to ameliorate certain passages. Leisure phenomena within non-mainstream communities have attracted more attention, in part for their roles in ameliorating cultural and identity formation. As an example of pilgrimage and leisure tourism, Lac Ste Anne, where aboriginal traditionally gathered for rituals, ceremonies, social bonding and fulfilling vows and other economic activities such as uniting and trading is central to indigenous life and the expansion of Euro-Canadian settlement and the suppression of traditional practices such as the Sun Dance (Morinis, 1992b; Anderson-McLean, 2005; Drouin, 1973).

A similar example in another context of natural ecosystem, Deepor Beel (Assam, India), a permanent freshwater lake channel of the Brahmaputra River, is also called a wetland under the Ramsar Convention which has listed the lake in November 2002. Till 2009, the beel (lake in Assamese language) was maintained by the State Fisheries Department, which then the state government declared as a bird sanctuary due to the number of migratory birds and banned fishing (Ramsar Convention on Wetlands, 2007). The Lake is the best indicator of the city’s environmental status, and lesser number of birds visiting the wetland would testify to the growing transformation of the city into a quagmire of pollution (Assam Tribune, 2016). With the dense Garbhanga hills proving a stunning backdrop, Deepor is being developed as an ideal tourist destination. But the problem lies in the effect on the delicate ecosystem and indigenous people of Deepor Beel. The tribal community, living in harmony with nature have been driven into poverty as lack of education have driven the population to exploit the wetland and the adjoining Rani and Garbhanga Reserved Forests in an unsustainable manner (Bezbaruah, 2007). There are threats due to unplanned and uncontrolled development in tourism sector in which the lake become extremely dirty during the tourist season of the year and is filled with garbage and dumps by the tourists (Bezbaruah, 2007).

Through the example of Lac Ste Anne, and Deepor Beel the authors not only site the importance of a pilgrimage centre’s cultural resources, but also demonstrates that how their aboriginal leisure and pleasure activities, which has been made a tourist site face challenges by putting forward about the negative effects of leisure and travel to an unexplored domain of aboriginal site demonstrating creative cultural articulation. Not only the pilgrimage or the natural site must be developed in a controlled manner but also protections of cultural resources must be taken into account. Along with leisure, the centres must be properly provided with adequate facilities and improved practices to decrease environmental impacts.

Pilgrimage Tourism is growing rapidly worldwide, but that many of those concerned about its negative impacts at the destination assume that mass forms of tourism are largely responsible for these problems (Cooper and Odzil, 1992). In that case controlling volume of tourists might alleviate the situation. Kamakhya as a famous destination for pilgrims, has faced such similar issues, wherein disbursing of masses is Roca,Z. et.al, 2011 states that a quality assessment consists in attaching value to highly symbolic sites even though no particular

artefacts are present therein (battlefields, sites which are described in literature and represented in paintings, sites linked with religious meaning and ceremonies, use habit/behaviours). These sites belong to the collective memory of regional, national and international communities or to the collective memory of local populations are important for their identity. As Pilgrimage plays a major role in defining the cultural identity of India, People tend to visit pilgrimage places that they drive them away from home and pulls towards the places of faith.

(i) **Ashwakranta/Ashwaktanta Temple** (Archaeological Site Figure 55) and its backside through which Krishnapada can be reached. Krishnapada, a prolific historical importance of the place, is a stone submerged during rainy seasons and visible in winters. The view is breath-taking from the temple with its ancient ruins at other side.



Figure 55. (a) An Archaeological monument in the Askwakranta Temple premises; (b) An carving in the Archaeological monumental in Askwakranta Temple premises; (d) Anantsaye Temple. (e) The unexplored backside of the Temple.

- (ii) **Auniati Satra** (Figure 56) built in 1915 is one of the most important Satra (Vaishnavite Monastery) of Assam. It is situated beside Brahmaputra and has many unique and rare identities to showcase. The view from the backside of the Monastery will reach to the backs of Brahmaputra and is breath-taking. But there is no maintenance and tourist visits in the Satra since many years.



(a)



(b)



(c)



(d)

Figure 56. (a) Auniati Satra Entrance; (b) The interior of The Satra; (c) The backside panoramic view of Brahmaputra from Auniati Satra; (d) A panoramic View Inside Auniati Satra.

- (iii) **Dirgheswari Temple** (Archaeological Site, Figure 57) is a breath-taking sanctum located on a hillock and is dedicated to Goddess Durga. A copper plate inscription of Siva Singha (1739 A.D.) records that, 48 puras (192 Bighas) of pulpit land or land for wet rice cultivation assigned for the supply of 11.5 seers of rice daily was offered to the temple of Dirgheswari at North Guwahati (PS, plates, 184-185 as cited in Barpujari, 1994). It has got flowing pond and historically is flows to Kamakhya Temple and hold a large number of

prawns as well. It has got a mesmerising history to be added to the tourism circuit of North Guwahati



(a)



(b)



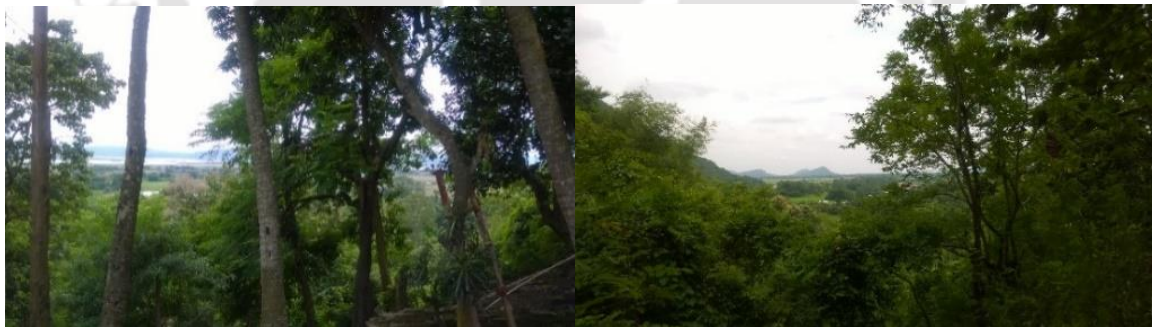
(c)



(d)



(e)



(f)



(g)



(h)

Figure 57. (a)The stairs leading to the Temple; (b) Saraswati Pada Chihn (Goddess of Knowledge's Footprint); (c)The Temple premises; (d)A legendary Pond believed to be thousands of years old; (e)An ever flowing pond believed to be flowing from across the river Brahmaputra from Kamakhya Temple on South; (f) Some view of the physical Landscape from The Temple; (g) A village road while on the way to Dirgheswari Temple.

(iv) **Doul Govinda** (Figure 58) is a 150 years old Temple, highly regarded for Shri Krishna's Darshan. Located in North Guwahati, on the foothills of Chandrabati Hills. It is on the way to Dirgheswari and holds an extremely important place in the history of Assam's pilgrims. People all over India come to visit Doul Govinda on the eve of Holi celebrations in the month of February–March and during Janmashtami. Numerous mythological stories are bound to this particular sanctum sanctorium, and is also considered as a place which give results to the worshipers.



Figure 58. Entrance of Doul Govinda Temple situated in north Guwahati (Camera is restricted inside).

## 2.6 STUDY 4: SURVEY INSIGHTS AND ANALYSIS RELATED TO STUDY 1, STUDY 2 AND STUDY 3

This survey is to fulfil the Objective 3: To identify interaction points (Temples, Nature, Hajo) as cultural and physical landscape identities to promote the meaning and uniqueness of the place and motivate the tourists.

This survey conducted with questionnaires (Q 1 to Q 6) of two types: First was based on collecting data through questionnaires based on elements of pursuits based on components of place that people seek while visiting a place and the second was the similar kind of study but the context is based on Guwahati and the elements that the participants feel was necessary for their stay and visit to Guwahati. The study has additional questions related to Guwahati, like what was the possible motivation to visit. The study from Figure 60 to Figure 69 may be referred to understand the most and least opted components of different places in comparison to the same components when placed in context with Assam and to find their differences and similarities (Figure 59). This may be seen as a collective study for final design proposal.

For study and analysis, the components of place have been placed into constituent part but the essence of the argument here is that they are altogether components of an integrated system. Following showcases, the questions asked during the data collection based on Likert scale.

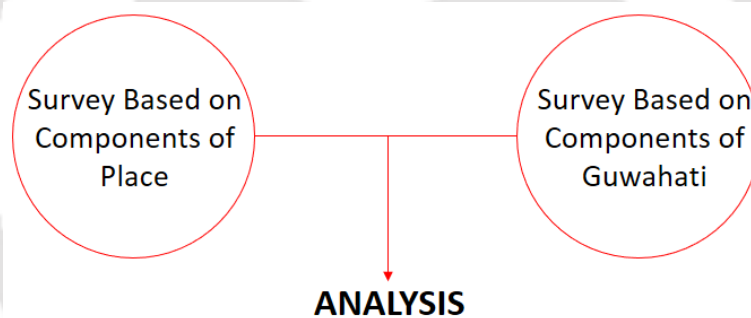


Figure 59. Components analysis between places in general and Guwahati context to study.

- Extremely Unimportant
- Unimportant
- Neutral
- Important
- Extremely Important

Based on 5 point Likert scale the following questions were asked to the participants along with showcasing detailed analysis

**Q. 1(a) Physical Components of Importance in a Destination place**

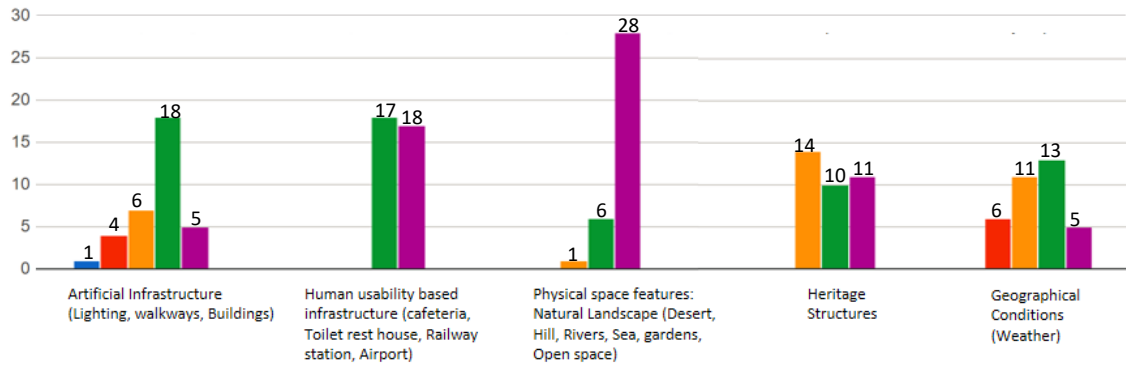


Figure 60. Participants were asked questions on the importance of physical components in a destination place they would be visiting among 5 components: Artificial Infrastructure (lighting, walkways, buildings, Human Usability based infrastructure (cafeteria, toilet, rest house, railway stations, airports), Physical Space features (Natural Landscape like Desert, Hills, rivers, sea, Gardens, Open Space), Heritage Structures, Geographical Conditions (weather).

**Q. 1(b) Physical Components of Importance around Guwahati.**

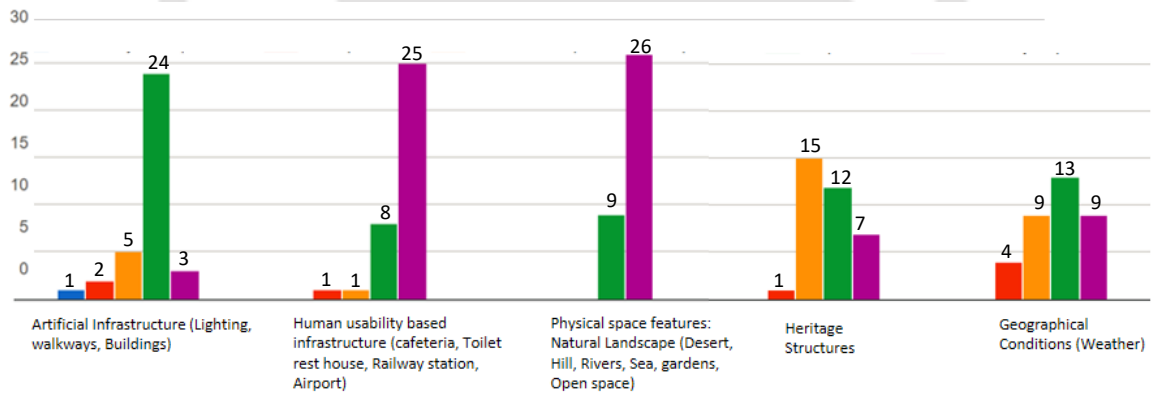


Figure 61. Participants were asked questions on the importance of physical components in Guwahati they would be visiting among 5 components: Artificial Infrastructure (lighting, walkways, buildings, Human Usability based infrastructure (cafeteria, toilet, rest house, railway stations, airports), Physical Space features (Natural Landscape like Desert, Hills, rivers, sea, Gardens, Open Space), Heritage Structures, Geographical Conditions (weather).

**Analysis of responses of Responses to Q. 1(a) and 1(b) (Figure 60 and 61):** Preference of Importance are given to Physical space and Human Usability infrastructures. Physical Human Usability as well as artificial infrastructure are most rated. Hence in order to develop and invite tourists to a place, Natural Physical space along with infrastructure is essential

**Q. 2(a) Activity based components of importance in a Destination place.**

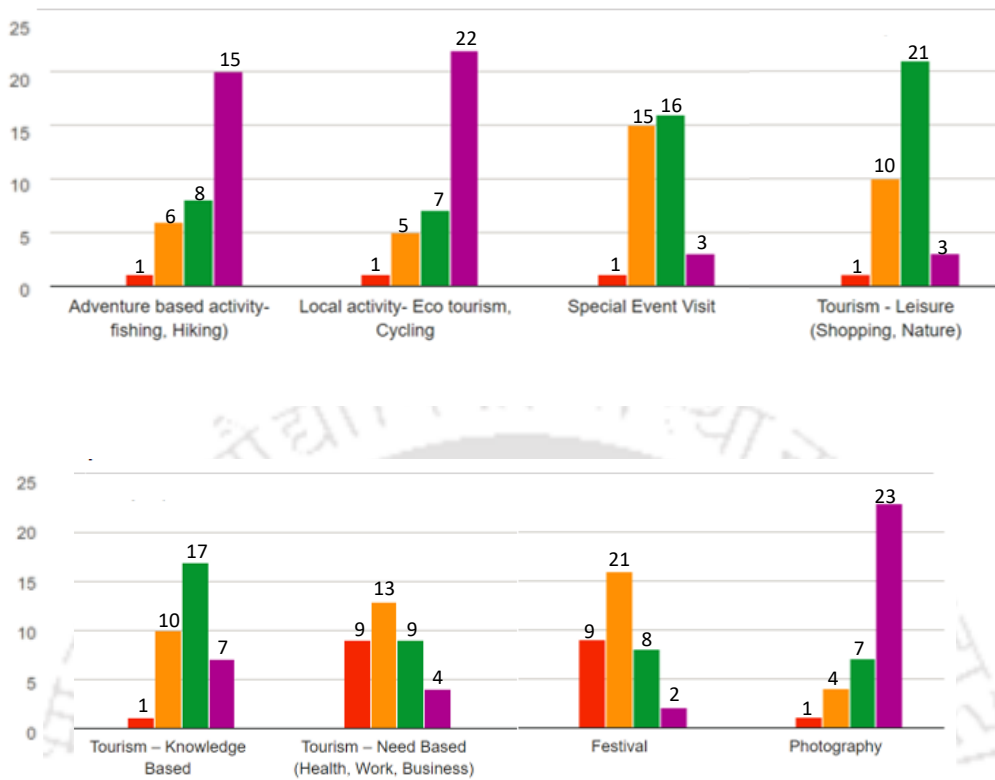
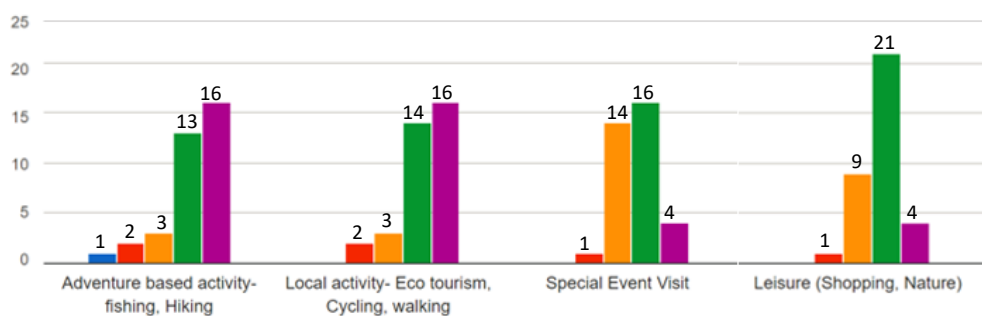


Figure 62. Participants were asked questions on their visit to places based on activities they would carry that was based on 5 point Likert scale to know their views of most and least important activity based components. These were according to 8 components: Adventure Based activity (fishing, hiking), Local Activity (Eco tourism, cycling), Special event visit, Leisure tourism (shopping and strolling), Knowledge based tourism, Need based tourism (health, work, business), Festival, Photography. The most liked was photography followed by eco-tourism, adventure based and leisure tourism.

**Q. 2(b) Activity based components of importance around Guwahati.**



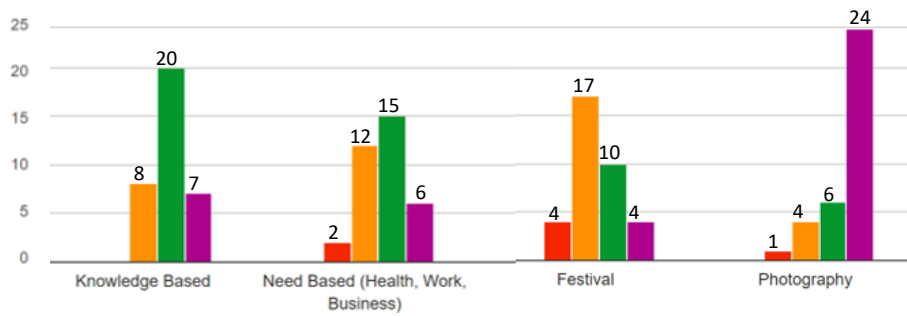


Figure 63. Participants were asked questions on their visit to Guwahati based on activities they would carry that was based on 5 point Likert scale to know their views of most and least important activity based components. These were according to 8 components: Adventure Based activity (fishing, hiking), Local Activity (Eco tourism, cycling), Special event visit, Leisure tourism (shopping and strolling), Knowledge based tourism, Need based tourism (health, work, business), Festival, Photography. The most liked was photography followed by eco-tourism, adventure based and knowledge and need based travel to Guwahati.

**Analysis of responses of Q 2(a) and (b) (Figure 62 and Figure 63):** Photography, Adventure, Local and special event based Activities are of extreme importance. Photography, Adventure, Local and special event based Activities are of extreme importance in Guwahati. Hence, Need, Festivals and special event based travel in Guwahati are less importance.

**Q. 3 (a) Meaning based components of importance in a Destination Place.**

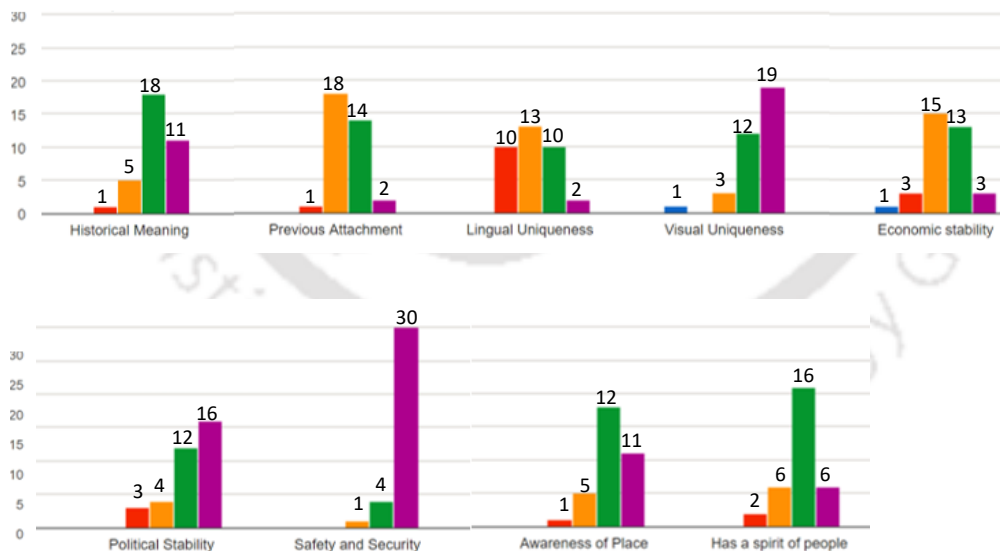


Figure 64. Participants were asked questions on their visit to places about the meanings they would derive based on 5 point Likert scale and to know their views of most and least important meaning based components. These were according to 9 components: Historical Meaning, Previous attachment, lingual-uniqueness, visual uniqueness, economic stability, political stability, safety and security, awareness of place, spirit of people. The most important was safety and security followed by visual uniqueness, political stability, historical meaning and awareness of the place.

**Q. 3 (b) Meaning based components of importance around Guwahati.**

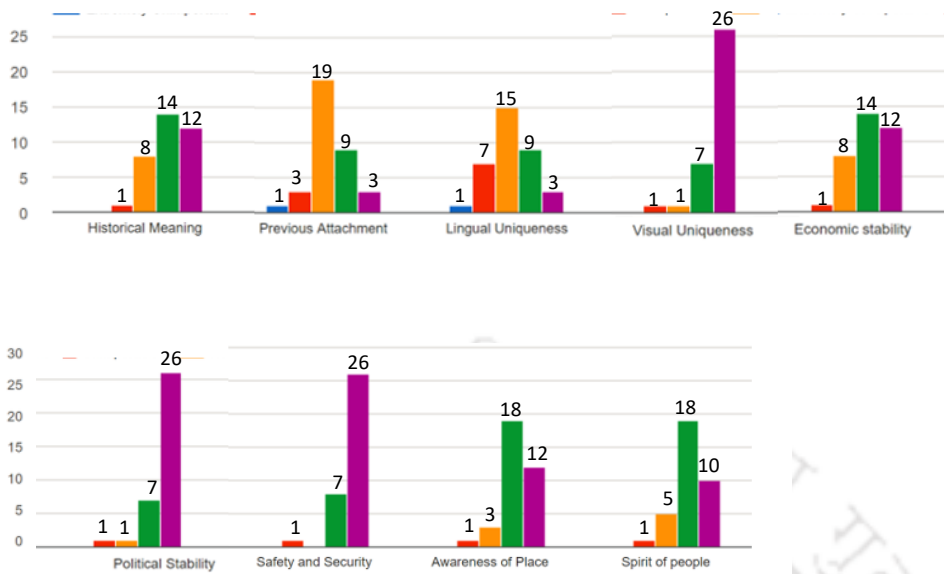


Figure 65. Participants were asked questions on their visit to Guwahati and the meanings they would derive based on 5 point Likert scale and to know their views of most and least important meaning based components. These were according to 9 components: Historical Meaning, Previous attachment, lingual-uniqueness, visual uniqueness, economic stability, political stability, safety and security, awareness of place, spirit of people. There was an equal amount on the most important component, i.e. safety and security, visual uniqueness, political stability followed by historical meaning and awareness of the place, while the least important was lingual uniqueness.

**Analysis of responses of Q 3(a) and (b) (Figure 64 and 65):** Both studies show that more assurance to people in context with political stability and in Guwahati is needed through various awareness programmes, scheme, policies, apps and marketing ventures, people can be assured of such stability and security.

**Q. 4(a) Biological Components of Importance in a Destination place**

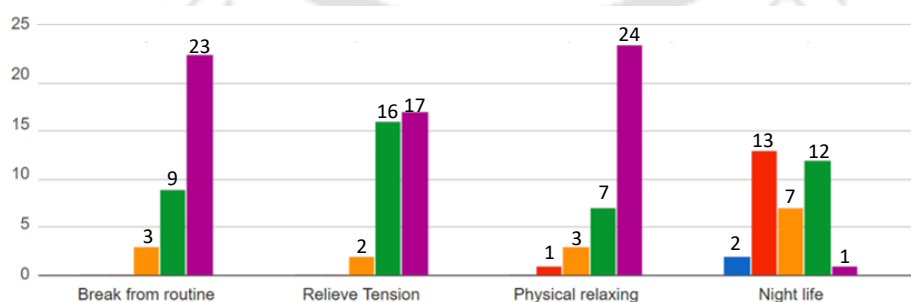


Figure 66. Participants were asked questions on their visit to places and the biological components that would psychologically or physically be valuable for the visitors. They derived the answers based on 5 point Likert scale and to know their views of most and least important biological based components. These were according to 4 components: break from routine, relieve tension, physical relaxing, night life. The most important

point of visiting any place for a participant was physical relaxation and break from the routine followed by relieving tension.

**Q. 4(b) Biological Components of Importance around Guwahati.**

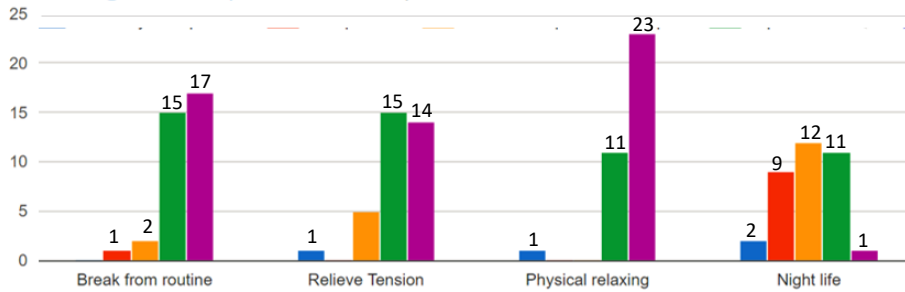


Figure 67. Participants were asked questions on their visit to Guwahati and the biological components that would psychologically or physically be valuable for the visitors. They derived the answers based on 5 point Likert scale and to know their views of most and least important biological based components. These were according to 4 components: break from routine, relieve tension, physical relaxing, night life. The most important point of visiting any place for a participant was physical relaxation and break from the routine followed by relieving tension.

**Analysis of responses of Q 4(a) and (b) (Figure 66 and 67):** Similar results from both surveys establishing the importance level of physical relaxation, relieve tension and break from routine. Travel to destinations and Guwahati is carried as per results. How can we incorporate experience in it? People did not prefer much of night life importance in their travel.

**Q. 5 Your Physical Landscape necessity of Destination**

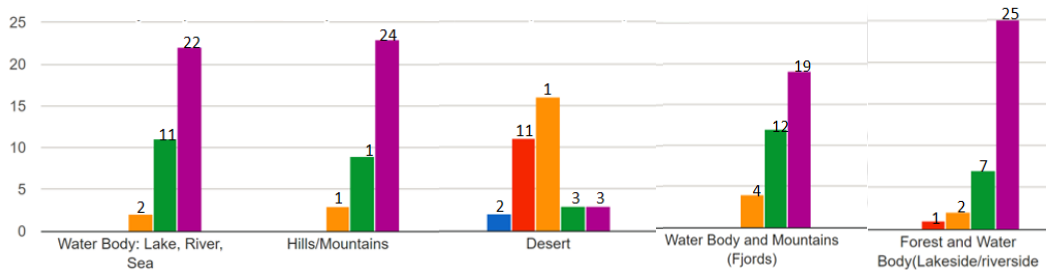


Figure 68. Participants were asked question on the physical landscape that they considered necessary on the destination. They derived the answers based on 5 point Likert scale and to know their views of most and least important physical landscape based components. These were according to 5 components: Water body, Hill's/mountains, Desert, water bodies and Mountains and forest and water bodies. The most important physical landscape the participants preferred was forest and water body followed by Hills/mountains and lakes/rivers. Desert was most disliked.

**Analysis of responses of Q 5 (Figure 68):** Context specific Water based experiences and activities is mostly opted out of the other options along with mountains. Availability of water bodies and providing experience in context with North Guwahati can be incorporated in the plan.

**Q 6. Are you interested to visit historical, cultural and natural places situated in the North Guwahati?** (1-Least Interested, 2-Uninterested, 3-Neither uninterested nor interested, 4-Interested, 5-Extremely Interested)

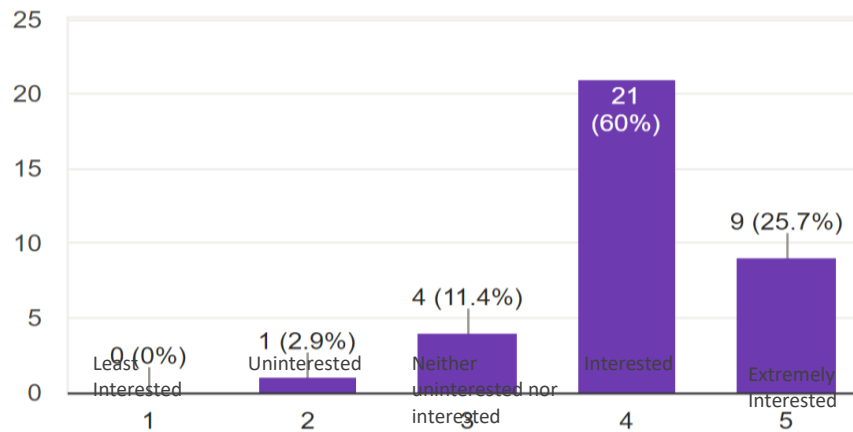


Figure 69. Participants were asked question on the given pictures and were asked whether they are interested in visiting historical, cultural and natural places situated in the North Guwahati.

**Analysis of responses of Q 6 (Figure 69):** Participants are interested to visit North Guwahati after shown the images. North Guwahati a place of agglomeration of Water body, Ethnic culture, Pilgrimage and physical landscape, would provide the elements for experiential & pleasurable tourism.

### 2.5.1 Discussion

This particular study fills the gap in the research regarding, Components of Place in context with places mostly India as the participants are mostly Indians, and in context with Guwahati. Such an extensive study regarding components of place based on Guwahati is not found in any literature book as far as my knowledge is concerned and through the literature review. Hence this study will be extremely useful in future tourism developmental studies in India and Guwahati. The people from outside Assam opted for places for relaxation and preferred for mostly physical identities in their trips to Assam. Although the foreign participants looked forward towards night life, Indian participants looked mostly places for break from routine, visual uniqueness, safety and security and political stability in context with Guwahati. Participants who belong to western part of India, preferred mostly a destination place that had water body nearby. This would positively give advantage to develop the riverfront in order to suffice the participants with natural flowing resource of Water.



## **Chapter 3**

### **Possibilities explained in North Guwahati-Design Proposal**

In this chapter possibilities to propose design solutions will be explained through the study on the sites selected in North Guwahati. This chapter is to chalk out the plan for a tourist spot including all the elements of and identities of North Guwahati





## Chapter 3

### Possibilities explained in North Guwahati-Design Proposal

#### 3.1 Area selected for Craft Park

This chapter covers topics and study to know tourists' views in tune with Objectives no.1, no.2 and no.3 to chalk out the plan for a tourist spot in North Guwahati (Figure 71). The output is the creation of ideas to flourish & uplift grass root level economy via connecting locals with tourists. Ergonomics criteria contributing to both the tourists and service providers so that the development becomes appreciated, useful and sustainable. On a conceptual approach, an area – 89 km<sup>2</sup> , distance 45 km, for craft park of Hajo Brass metal craft is selected for, as a case study area (Figure 70).

##### 3.1.1 Physical Landscape of Craft Park



Figure 70. Area selected for Craft Park (Orange Patch) is included in the patch.



(a)

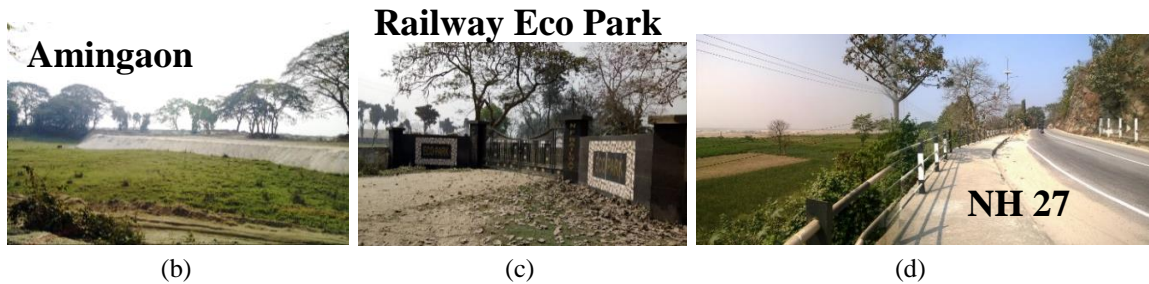


Figure 71. Various Spots (a), (b), (c), (d) on the North West Riverside before reaching Hajo on the Extreme Western side of North Guwahati.

### 3.1.2 North Guwahati Battle Ground

Saraighat War Memorial Park is situated in the North West Bank of Brahmaputra River (Figure 72 (c)). The memorial park gives a picturesque view of the North West bank riverside lying beside the famous Saraighat Bridge of Guwahati. Not only the natural landscape, but it has got a deep historical significance attached to it, that shaped the future of the Assamese heroism in the textbooks of Indian History. Swargadhvaj Singha (1663-1669 AD) launched extensive preparations to expel the Mughals from Guwahati during their (Mughal's) onslaught on the land of rivers. The Assamese General Lahit Borphukan recovered Guwahati after a brief campaign. Raja Ram Singha of Amber, deputed against Assam by Emperor Aurangzeb also failed in his diplomatic overtures and in his armed operations, his hopes finally crushed in the naval Battle of Saraighat (Assamese Chaitra, 1592-03; Middle of March, 1671). The Ahoms defeated Mighty Mughals in 1671 AD. Dr. S. K. Bhuyan, historian remarked the victory of Assamese at Saraighat as "Saraighat was Assam's Trafalgar". The "Saraighat Judhdha (War)" left an Undying legacy of unflinching bravery and an unalloyed patriotism of Assamese (District Administration, Kamrup & Project implementation).



(a)



(b)



(c)



(d)

Figure 72. (a) Battle Ground and view of riverfront of North Guwahati Near War Memorial Park; (b) The Areas considered within the Battleground considered in the Design proposal; (c) War Memorial Park; (d) Riverfront from North West from Guwahati, Unused land area.

### 3.1.3 Craft themed park

'Place' and the local are of increasing importance for craft consumers, with authenticity and provenance forging new significance for craft products (Morris Hargreaves McIntyre (2010:7). When globalised distribution systems mean mass-produced products are available anywhere, personalised, exclusive and original objects with a genuine local connection are increasingly being valued (Morris Hargreaves McIntyre (2010: 49). It thus can be achieved through inviting consumers and investors to the local and place of origin of the craft. i.e. in Hajo. In order to uplift the Craft of Brass metal in Hajo by studying their challenges, a Craft based themed park (Figure 73) was conceptualised and envisioned in order to increase customer and artisan interaction through direct communication along with networking the craftsmen with proper stakeholders. This would also give a boost to the marketing of the craft through one to one dialogue. The Physical components of nature, wilderness which are deciding factors for travel for tourists (found through the study), can be given meaning through incorporation of cultural Landscape Identities: Craft Village and Assamese untouched Localities, cuisine) abundantly found in North Guwahati.

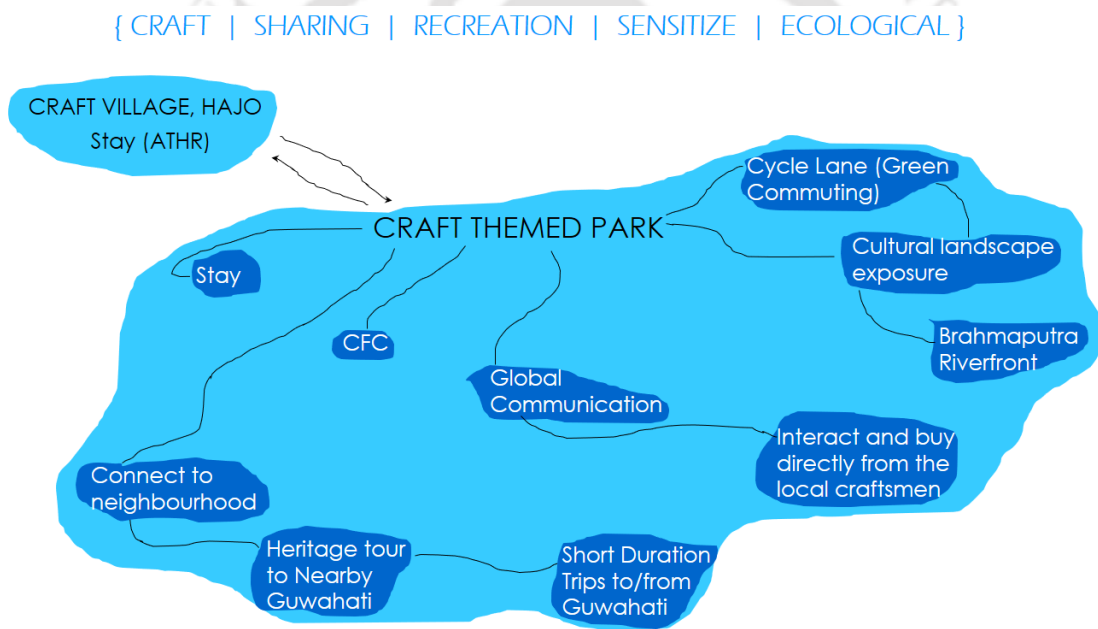


Figure 73. Craft themed park in North Guwahati and the features/elements included in it. The key words in the Park are craft, share, recreation, sensitize and ecological and would provide the visitors and experience of staying, connecting to the neighbourhood, interact and buy directly from the local craftsmen, Experiencing Brahmaputra riverfront, cultural exposure and other components corresponding to how this park may connect the artisans to globally communicate, provision of CFC from where the tourists can interact and directly buy from the local craftsmen.

Through interviews with natives and long-term residents it was found that similar levels of attachment and identity regarding Hajo as pilgrimage centre and they regarded their brass metal craft as their own cultural identity. Although many policies are being made by the Govt. in order to uplift the particular craft sector, yet it lacks appropriate management. Non-native persons or persons with less length of residence i.e. tourist, travellers from nearby cities and towns showed different levels of attachment for this place. In addition to attachment,

furthermore, based on the comparative viewpoints of author, an attempt has been made to provide a holistic picture of the process of commercialization of the craft through showcasing them in an open space in a “*CRAFT VILLAGE THEMED PARK*” (Figure 73) which would be

1. Spontaneous: a) Complementary and b) Substitutive commercialization of the products and
2. Sponsored: a) Encroaching and b) Rehabilitative commercialization developed by Cohen (1989a).

This park will increase the place value and its relationship with the overall milieu design through exhibiting the cultural richness of the handicraft. “*BRAHMAPUTRA RIVERFRONT BRASS HANDICRAFT FAIR*” could be the foremost agenda of the Themed Park, for inviting national and global tourists so they can interact and buy directly from the local craftsmen and experience the scenic beauty through cycling along the river and around the hills. A separate cycle lane is proposed to be built throughout the proposed route and within the central business district and connecting neighbourhoods.

**PROPOSED DESIGN CONCEPT FOR CRAFT THEMED PARK:** Specialised craft fairs, selling directly to the public which is also is typical of the sector, and provision of key channels for makers include selling from their own studio, shop inside the park. The park will have a Craft Centre to disseminate information through display of products and the manufacturing processes to the public. On spot buying and experience based craft tourism will be covered in the park. The CFC is to have all the equipments and one to one conversation of artisans with designers or business associates. Visitors can have on spot training and craft making experience by working with the artisans. Along with the Craft related special outlets, people will have an advantage to interact with the physical environment as well as shown in Figure 74 (a) and 74 (b).



Figure 74 (a). Design concept of Craft Park and areas around it on the north Bank of Guwahati that can provides an exciting experience with multi-utility facilities for tourists and locals entrepreneur.

In Figure 74 (a) and 74 (b) showcases the Concept of Craft Park as described in Proposed Design Concept. The park will include boating facilities, viewpoints for visitors, cycling and walking paths and artisan visitor interaction huts. The viewpoints would be connected with the park through bridges. The experiential park is connected with the nearby hills and Hajo Village and provides and a travel circuit to know about the physical and cultural landscape of the place.

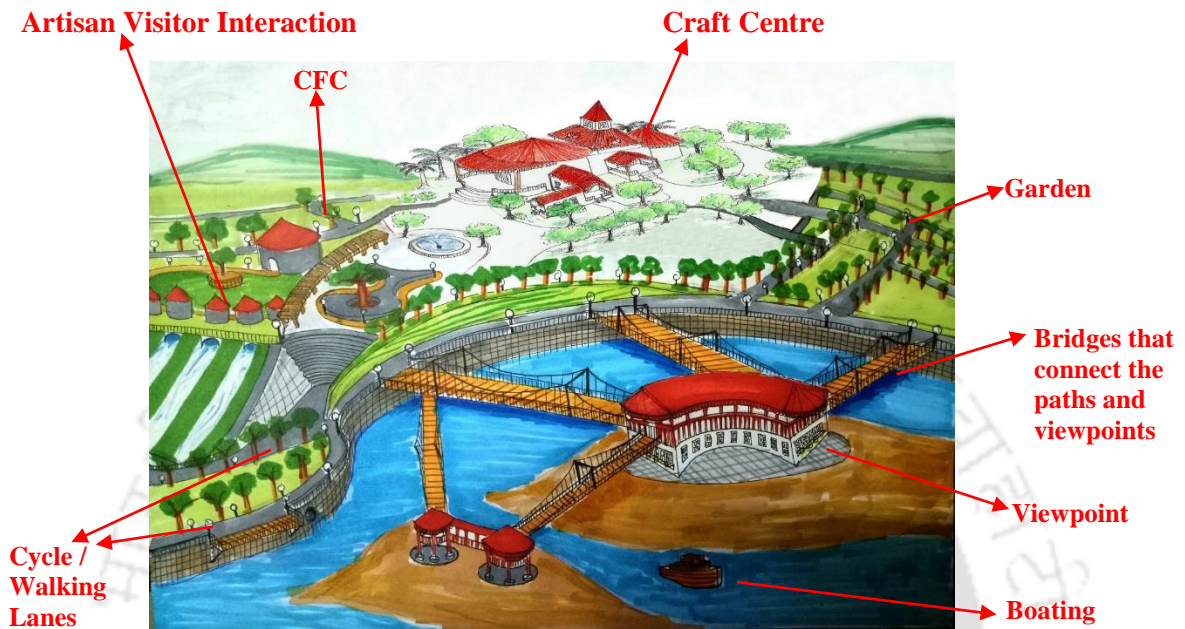


Figure 74 (b). The Craft Park and the various areas included within.

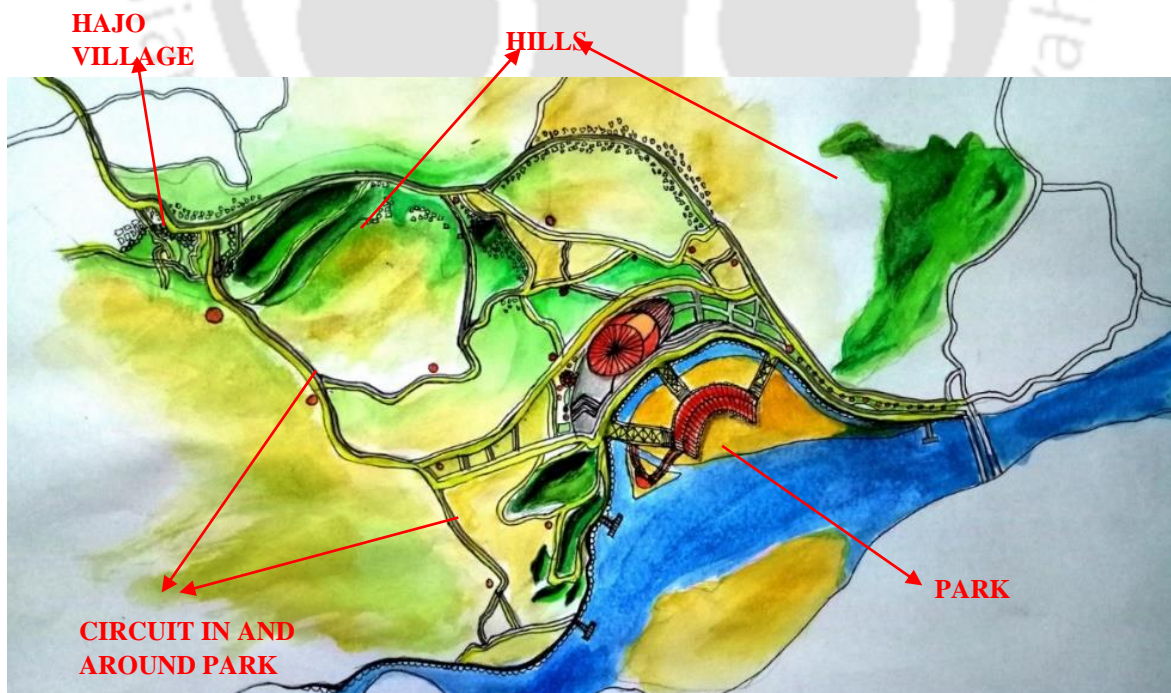


Figure 75. A Patch of North Guwahati Plan Near Saraighat War Memorial, Rakshashi Char NC and Hajo – Proposal.

Figure 75 is in context with Figure 74. It shows the routes and design development on the Park and Riverfront from a panoramic view. Apart from including the riverfront and Craft Village, the beautification also includes the hills that surrounds the selected patch for Craft park. The Red Dots are Home stay or ATHRs for the stay of tourists. The Park and the circuit around it have

Successful integration of the iconic handicraft into an experiential tourism will promote a cultural pedagogy and would further create a positive contribution towards the eminence of place image, which in turn would positively affect the tourists to recognize Hajo's distinctiveness. Three keys to be included in the design are: (i) a good map; (ii) Interactive icons to represent the key activities: farms, crafts, museums, parks, photographic spots; (iii) Proper management of stay and other amenities like toilets, rest house etc., through the entire route and journey to be provided. Their patrons experience first-hand the rich cultural diversity of the Local Hajo Craftsmen communities. A nearby Village called "Sarthebari" which produces products majorly of Bell metal material and also the Silk Village "Sualkuchi" can be included in the circuit. Shared pathways of on-road painted cycle lanes to added in selected area of development.

Hajo is an ancient village with immense amount of potentiality that can be developed as a tourist hub in case the design solution is further carried out to be implemented in a National and global level and standardizing the craft under Geographical Indication. The cottage industry is facing a huge loss due to the fact that more modernized and machine made products are coming up in the market, hence in present day context it is unable to provide the craftsman, a sustainable livelihood. An occupational shift can be observed among the inhabitants of Kamrup district for an alternative livelihood strategy.

The Cottage industries needs to spruce up all aspects of operations to benefit from the advantages of liberalized market environment that can be showcased to the outer world through easing up the interaction between craftsmen and tourists/buyers from different places of the world. The core motive is to create treasured experiential voyage through commuting to unexplored attraction spots through interacting with people and place is to promote the place strategically. Further study and analysis must be carried out between trip origins (the houses where people live) and cycling or walking infrastructure, modes of trips, trips recorded by distance from the new infrastructure for the period before and after the intervention. The tourist that visit Guwahati or other parts of North east for work, education, shopping etc. should be able to access and experience the proposed solution of the park. Brass craft is an important identity of Assam, has been researched separately and have seen considerable amount of Govt. Plans. But unless it is mixed with tourism perspective, it will be difficult for the craft to survive without creating negative socio-cultural impact. The craft center (Figure 76) will host the Brass artisans from Hajo and other parts of Assam. There will be commercial points for purchasing handicraft items and interaction within as shown in Figure 77 and Figure 78.



Figure 76. The craft center will host the Brass artisans from Hajo and other parts of Assam. Along the craft center the sidewalks are built and viewpoints are built which will be connected through a bridge.



Figure 77. Commercialization of the craft through showcasing them in exchange stalls and providing facilities to the artisans in terms of tools and machines in the form of Common Facility Centre (CFC).

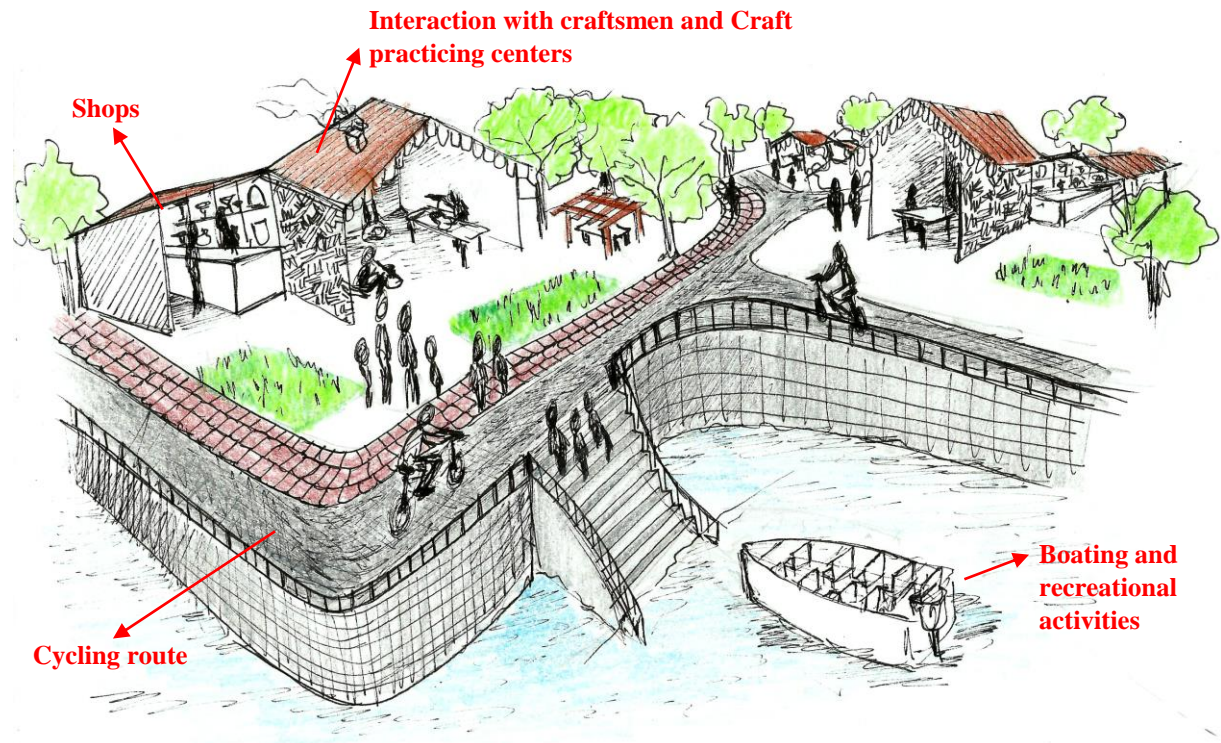


Figure 78. Scenario showing Traditional outlets (where people can buy products and customised them as well and craft producing centres at the craft themed Park along with riverfront development which will include cycling and walking lanes.

### 3.1.4 Other Inputs

- (i) **Selling Craft Online:** Along with on spot and local display of craftsmanship and selling of products the same can be done through online sales generating revenues through craft business. Craft retail sites can reach out to larger audience other than tourists and locals visiting the park. Although it might have challenges like that of the buyer's need to see and touch a craft object before purchase. But such sites will increase the potential for small scale and often home based business models, particularly for women.
- (ii) **Social Media:** The global technology of sharing data and information will be essential tool in a positive light to make the Park and the themed destination known to people.
- (iii) **Consumers can learn craft skills.** This can already be seen with the popularity of craft activities at festivals and the demand for craft workshops as well as 'make-your-own' kits developed by makers. We can Link craft to the experience economy.
- (iv) Distinguish craft products from mass produced goods.
- (v) **Sustainable Design:** Encouraging local and ethical trading and reduced consumption and are also increasing awareness of environmental issues through their work, and by engaging with new audiences.

- (vi) **Rural regeneration.** Opportunity for rural economic development is through experiential craft-based tourism, which opens up craft to new markets and provides a stimulus to local trade.

### 3.2 COMMUTING DEVICE – WAYFARING WAYS AND METHODS

Travelling to North Guwahati with empty and less crowded roads and landscape provides a platform to tourists who leave behind Chaotic Spots to spend leisure time in search of newness (Figure 79). The commuting challenges is looked into this untouched place and possible solutions are being found addressing the issue while commuting. The outcome of the study is to find the Importance of lightweight, healthy and eco-friendly mobility device in human life where the micro mobility device would be helpful for the tourist to wander around the Proposed Park and route via the designed device. The manufacturing of the mobility vehicle is done keeping in mind regarding the socio economic development of the locals of North Guwahati, specifically the artisans of Hajo Brass Handicraft.

When a space is charged for access it becomes inaccessible for many users. Even the physical accessibility (transportation) to a public space is determined by economic affordability. One must have an affordable mode of transport to connect to a public space. Connectivity and accessibility to a public space is highly dependent on transportation system and that too on whether those system are affordable for all the citizens of the city (Patel, S., 2016; p. 70). Transportation system plays a huge role for physical accessibility of people to a public space. So does parking space, parking space provides people with opportunity to be welcomed to a space (Patel, S., 2016; p- 70-73). With advancement in technology and automobile the car and other modes of transport are playing a crucial role in mobilizing people from one place to another, but it is important to understand the nodes of these mobility. Parking spaces acts as nodes for such mobility. And nodes near public spaces improves the accessibility for all (Patel, S., 2016; p. 73). Hence, it is justified through this study that people who are not ready to pay justify the idea of parking fee by using public transportation and Non-Motorized Transportation. This will save people's time of finding parking outside a public space.

**Need:** People come to North East India in order to find peace and solace leaving behind the chaotic spots and they opt to spend leisure time in search of Newness. Travelling to unexplored places and especially to remote areas become difficult as some of these areas seem too far away to be covered by feet. Solving commuting challenges to these untouched places can be done through finding out possible solutions through innovative design keys which will be very much needed for either alone or group travellers.



(a)



(b)

**Chaotic tour options**

**Personal wayfaring option**

Figure 79. People going for (a) Crowded travelling vs. (b) Solo or green travel – escape to freshness. People are preferring more of a escape to wilderness and green travel (solo or group) nowadays.

### 3.2.1 Means and modes of Travelling in Assam

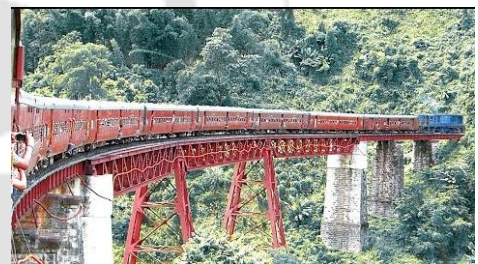
There are various means and modes to travel (Figure 80) in and around Assam and to reach various places in Assam.



(a)



(b)



(c)



(d)



(e)



(f)

Figure 80. Modes of Travelling in Assam: (a) Sumo or Public sharing vehicle; (b) Bike; (c) Train; (d) Cycle; (e) Boat to reach various river islands in Assam; (f) Walking to travel to remote places.

### 3.2.2 Selection of Mode-Focus Area

After studying on the ways of commuting to places the focus area was decided upon travelling through bicycle. The reason behind choosing this particular mode is that out of the above mentioned means of travel in Assam, Cycling is considered as the viable option to travel in

North Guwahati, given the physical and cultural landscape of it. Also looking at the positive aspect of cycling; this mode of commuting is any day will be extremely easy for the traveller to reach out to unreachable spots, it is environment Friendly and while cycling the travellers will also feel the benefits of healthy way of travelling.

Looking at the recent publication of UN Habitat on Public spaces (2014), UN Habitat have identified theoretical approach for making an inclusive public space which is made for all (Andersson, C., 2016). Public space can be seen as a multi-purpose functionality of various elements such as economy, social exchange, and cultural exchange. Public space which are made for all are the ones who reprogram themselves with the changes Public space which adapts urban poor, builds social cohesion, establish gender equality, enhance safety, support economic development, improves public health, improves environment, and are easily accessible can be considered as public space made for all. Cycling as a mode with regard to the use of the space, the feeling of publicness and the green mode of accessibility and other direct and indirect elements associated with public space, makes it a conducive way to access areas throughout the riverfront.

### **3.2.3 Benefits of bicycle travel**

Cycling, as an activity, has been defined in several different ways. Velo Mondial (2010), the European network for cycling expertise, classified cycling into two main categories: utility and leisure, where the former finds purpose upon completion of journey (e.g. commuting), while the latter is instead “a trip that is undertaken for the purpose of the journey itself and in this sense is not a form of transport”. Leisure cycling can be even further compartmentalised based on the level of competitiveness: (i) time trials and competitions, and (ii) leisure/family rides. In addition, the cycling industry identifies a small sub-set of leisure/family rides named ‘sportives’ which add elements of competition designed for more advanced leisure cyclists. Although sportives currently account for only a 20% share of cycle tourism, the potential for an increase is high, as recognised by the Cycle Tourism Forum1 (2012a).

Another classification of leisure cycling is based on the type of surface upon which the activity takes place: (i) roads, (ii) traffic-free paths (generally smooth bound or unbound surfaces and few steep gradients), (iii) rougher off-road trails and mountain-based activities. The focus of this report is on non-competitive, non-utilitarian, leisure cycling, i.e. cycle tourism based on quiet roads and traffic-free paths. Leisure cycle activities can be further classified by the duration of holiday activity: (i) day trips, which are the most frequent type of leisure cycling, followed by (ii) holiday cycling, where cycling comprises only a part of overall holiday activities, and (iii) cycling holidays, using pedal powered vehicles as the main transport mode/activity during the trip (Zovko I., 2013:12).

Cycle tourism brings significant environmental benefits, compared to many other types of tourism, for several reasons. Cycle tourists tend to have a higher propensity to use public transport when reaching the start point for their tour, or for making onwards connections (Weston et al., 2012). Furthermore, it has been recognised by Gomez et al (2005) that holiday cyclists have a higher propensity towards active type commuting (such as cycling, walking, using public transport) than non-cycle holiday-makers. Cycle holidays thus also serve as a platform to engage people in other modes of cycling, in particular to commuting, where environmental impacts of substituting motorised transport are high (Zovko I., 2013:15).

As already identified, expenditure related to accommodation (for overnight trips), food, refreshment, and miscellaneous items (i.e. souvenirs, transport to/from cycling start/end point) contribute most significantly to leisure cyclists' expenditure. Forty per cent of spending accrues to the cost of accommodation, with 30% to food and refreshment, and the remainder to miscellaneous goods and services (Institute of Transport and Tourism, 2009). Although purchases like souvenirs and similarly items will be limited by the capacity to carry them on a bike and the need to travel light, this limitation to greater expenditure is compensated by the need to source provisions locally. This means that businesses along the route and local communities are likely to benefit more from leisure cyclists than general tourists who might purchase food and other provisions at the location of departure. As previously mentioned, the increased consumption of energy for active holiday-makers is expected to generate even more revenue to local businesses. Furthermore, this expenditure has an extended effect on the economy through its impact on the supply and income of the stakeholders involved (Zovko I., 2013:22,23).

Investment in cycle infrastructure unquestionably benefits not only cyclists, but also the wider economy, as according to Grous (2011) the benefit to cost ratio of investment in cycling infrastructure is 19 to 1. If the infrastructure is not primarily developed for or used by leisure cyclists, and also accommodates utility cyclists, it is difficult to segregate users and precisely define the contribution from leisure cycling alone.

Expenditure related to accommodation (for overnight trips), food, refreshment, and miscellaneous items (i.e. souvenirs, transport to/from cycling start/end point) contribute most significantly to leisure cyclists' expenditure. Forty per cent of spending accrues to the cost of accommodation, with 30% to food and refreshment, and the remainder to miscellaneous goods and services (Institute of Transport and Tourism, 2009). Purchases like souvenirs and similarly items will be limited by the capacity to carry them on a bike and the need to travel light, this limitation to greater expenditure is compensated by the need to source provisions locally. This means that businesses along the route and local communities are likely to benefit more from leisure cyclists than general tourists who might purchase food and other provisions at the location of departure. As previously mentioned, the increased consumption of energy for active holiday-makers is expected to generate even more revenue to local businesses. Furthermore, this expenditure has an extended effect on the economy through its impact on the supply and income of the stakeholders involved.

#### **3.2.4 Cycle and the route with specific location**

The focus is to develop bicycle through utilisation of local materials for local upliftment of people of North Guwahati as well as a way to wayfare and travel with is more economic, beneficial to health, environment friendly, and there is scope to explore smaller pockets of roads and explore the possibilities of learning and sharing. The cycle route is studied and through upon, through understanding the habits of cyclists while travelling.



Figure 81. Habits and desires of Bikers.

Through the framework of understanding environment, cyclist's habits and desires (Figure 81) and the need, the commuting challenges to the untouched places would be looked after to find out possible solutions. Here the tourists can take the driving aid and go through the route to reach the Craft village and buy locals handmade products or explore the place.

Modes of travel commuting to the lesser known places from the destination spot and issues in commuting in Lesser developed areas in and around Guwahati is being addressed. Also to find the possible scope on future developments like Bicycling for tourists that would commute them through destination spot and its nearby unexplored areas. Also Exhibiting the cultural and ethnic diversities through providing newness in the explorative journey through cycling. The effects of this interventions in the tourism sector one is that the tourism product would be affordable and accessible for travellers and will be socially responsible too by using local materials in its built.

Methods and device to reach out to lesser known spots through the concept of Eco tourism and cultural Identity, experiences can be dispersed to tourists through wayfaring devices. Developing Sustainable solutions to meet tourist commuting challenges in unexplored areas of chosen patch in North Guwahati.

**Approach:** Since the target approach was decided as both Indian and international tourist, the focus was to consider their habits and desires, few important problem areas were found and were measured during designing of the product

**The Commuting system:** The commuting system as shown in Figure 82 would be intended to introduce cycling as wayfaring and commuting device to reach unexplored spots from the core/majore destination spot. It would also act as a catalyst in Promoting wellness, Healthy

Travelling, Spread Awareness amongst locals and tourists, Portability device, Globalize, Sharing, Secure and Indigenous.

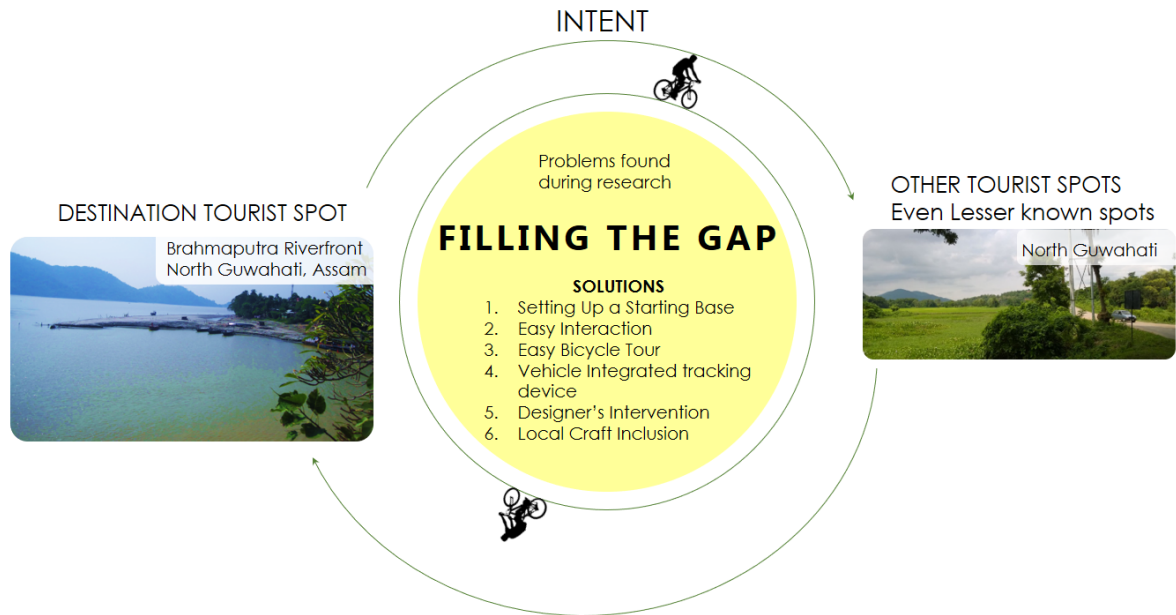


Figure 82. Intent of introducing cycling as a wayfaring device during Scheme Formulation: Filling the Gap of travelling from a Major destination spot to nearby unexplored via a cycling system.

In the concept phase the focus was revised and was focused down to a placed Near IIT Guwahati and that is near Hajo Craft Village as well. Regarding the driving aid, it is designed considering the anthropometric human body dimensions, that would be included in the Design proposed.

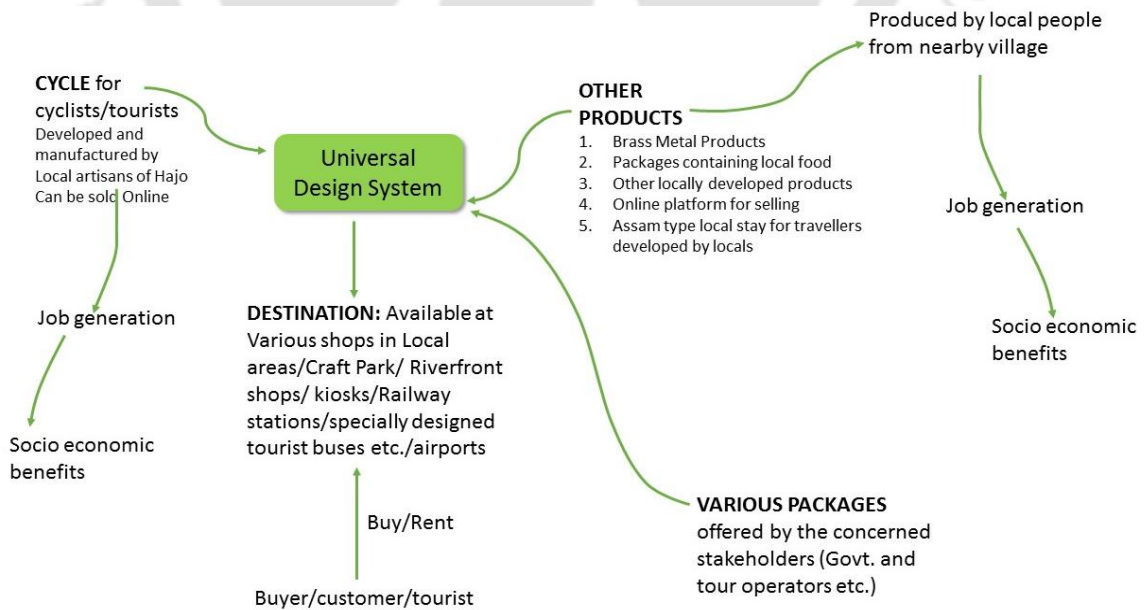


Figure 83. Universal Design System for Commuting via cycle, their availability and developing products on similar lines.

The solution would be in the form of a Universal Design system (Figure 83) which may solve wayfaring issues in a green way, to remote spots, without hiring a taxi of a tourist. The scheme also proposes to generate job for the craftsmen. This intent of job creative is backed with the idea in which the artisans would develop the product (cycle) and as such they would showcase these products and their other handmade products (pots and other traditional objects) in the Craft Park. The scheme or the system will possibly include design solution in terms of product diversification i.e., cycles (driving aid that would be developed by the villagers. The final solution would be Sustainable to meet tourist commuting challenges in unexplored areas of North East to reach out to the travelling challenges of a tourist travelling to the North east part of India. Further work may be required on this subject for a final proof of the work and how good it can fit the skills of the local craftsmen.

**(i) Inspiration:**

To design the products and the lanes it is very important to take inspiration (Figure 84) if they are already existing in the market or in the environment around us. Hence the following inspirations were taken care of while going ahead for the design solutions.

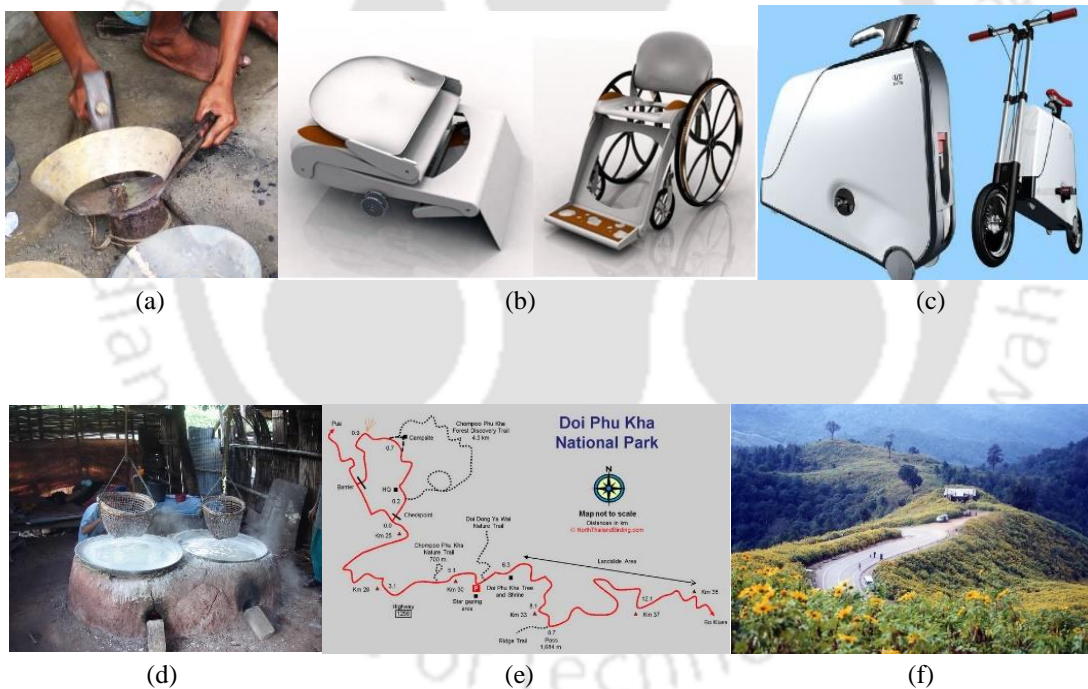


Figure 84. The key elements of inspiration to develop the solution for commuting in the North Guwahati landscape. (a) Manufactured by Local Artisans; (b) Collapsible; (c) Compact; (d) Indigenous Lifestyle; (e) Local wayfaring; (f) Existing Ideas.

**(ii) Desired Attributes of proposed driving aid:**

Out of the Inspiration the following attributes (Figure 85) in the proposed design solutions of the driving aid and the proposed design tourism spot. Foldability aspects will be taken care of while designing the driving aid in order to make it more portable.

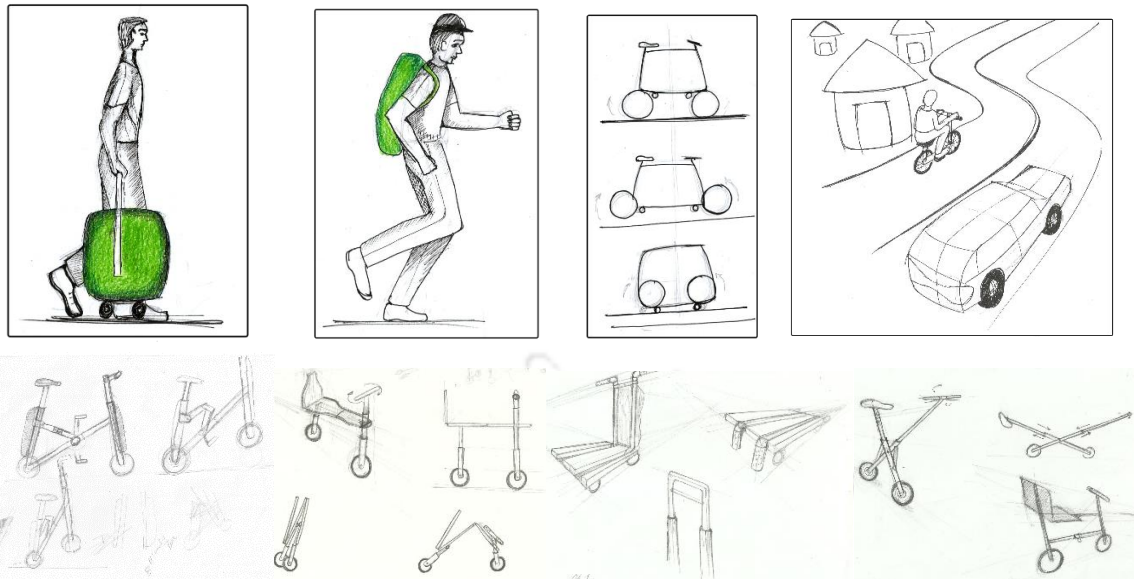


Figure 85. Few concept sketches and attributes of foldability of the cycle and using it while wayfaring.

**Keywords: compact | light | portable sensitized | innocuous | ecological | tentative tangible design**

### (iii) Components and CMF Board

The desired attributes led me to find out the components (Figure 86) and color, material and finish board of the route and product designed after finding the problems and the done research.

- (a) Colour: Single colour denoting for every major spot where the cycles will be available on PBS (Public Bicycle Sharing) Basis
- (b) Materials: Available with the Artisans, Brass Metal
- (c) Finish: The product will be finished by artisans.
- (d) Form: Ergonomic frame to fold and carry easily, Organic (Figure 87, Figure 88, Figure 89 and Figure 90).

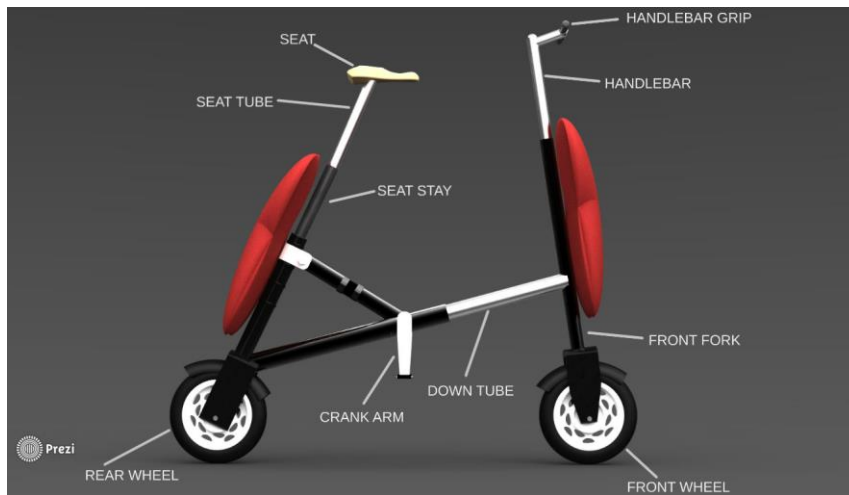


Figure 86. A Tangible design solution: driving aid featuring the components and parts.



Figure 87. Compressed bicycle frame (a) Left hand side view (b) Isometric view of Full bicycle frame.



Figure 88. Foldable handle.

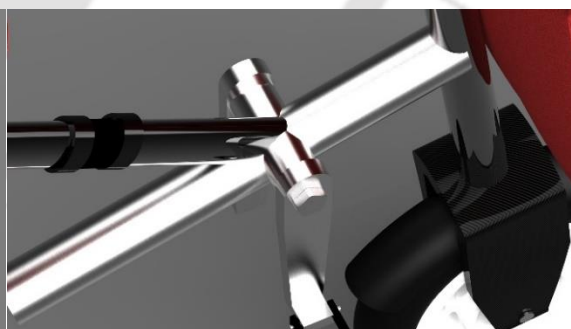


Figure 89. Material finishing as per the artisan's Skills.

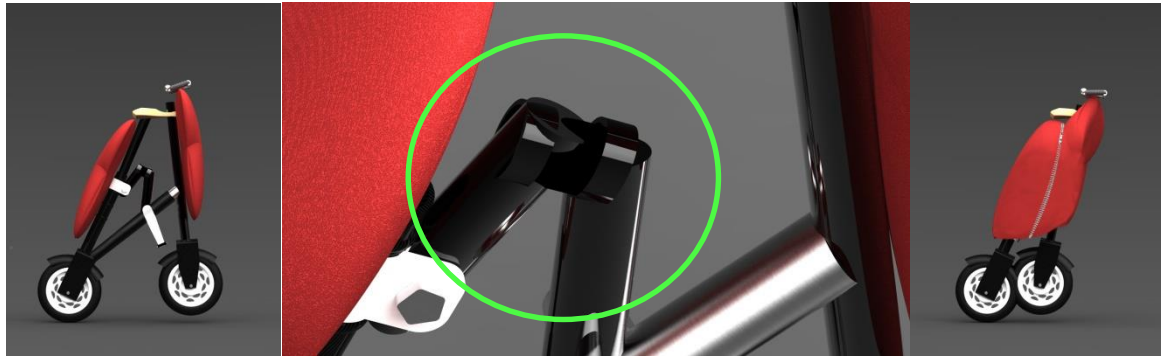


Figure 90. The mechanism that folds to give a small desired shape of the Bicycle.



Figure 91. The Form and Functions of the product as per the human body dimension.

**Dimensions:** The Dimensions are given as per both 95<sup>th</sup> and 5<sup>th</sup> percentile of Indian Anthropometric Dimensions (Figure 91 and Figure 92). As the seat tube and handlebar tubes are adjustable hence both type of human body height type people can adjust the seat and handlebar heights and use the product accordingly.



Figure 92. The dimensions of the product.

**(iv)Final outcome:**

The Scheme that was proposed in the preliminary stage and a proposal (Figure 93) is being developed by taking an unexplored Spot to meet the deliverable of Product designing intervened scheme for travellers and transforming Small and lesser known pockets in North East India into Micro tourist destinations, keeping the Aim intact along with the fulfilment of the requirements. A foldable bike system to be available at local kiosks/shops that can be bought/ rented for tourist purpose as well as personal buying. USP (Figure 94): “First-ever product of its kind” to be “made by local artisans”. For example, let us take the nearest patch near IIT Guwahati: Kalipahar & Digholi Bill, Near Hajo Craft Village. The cycle route connects places situated in North Guwahati. A Bridge built on the Hill would provide paths for cycling and stay.

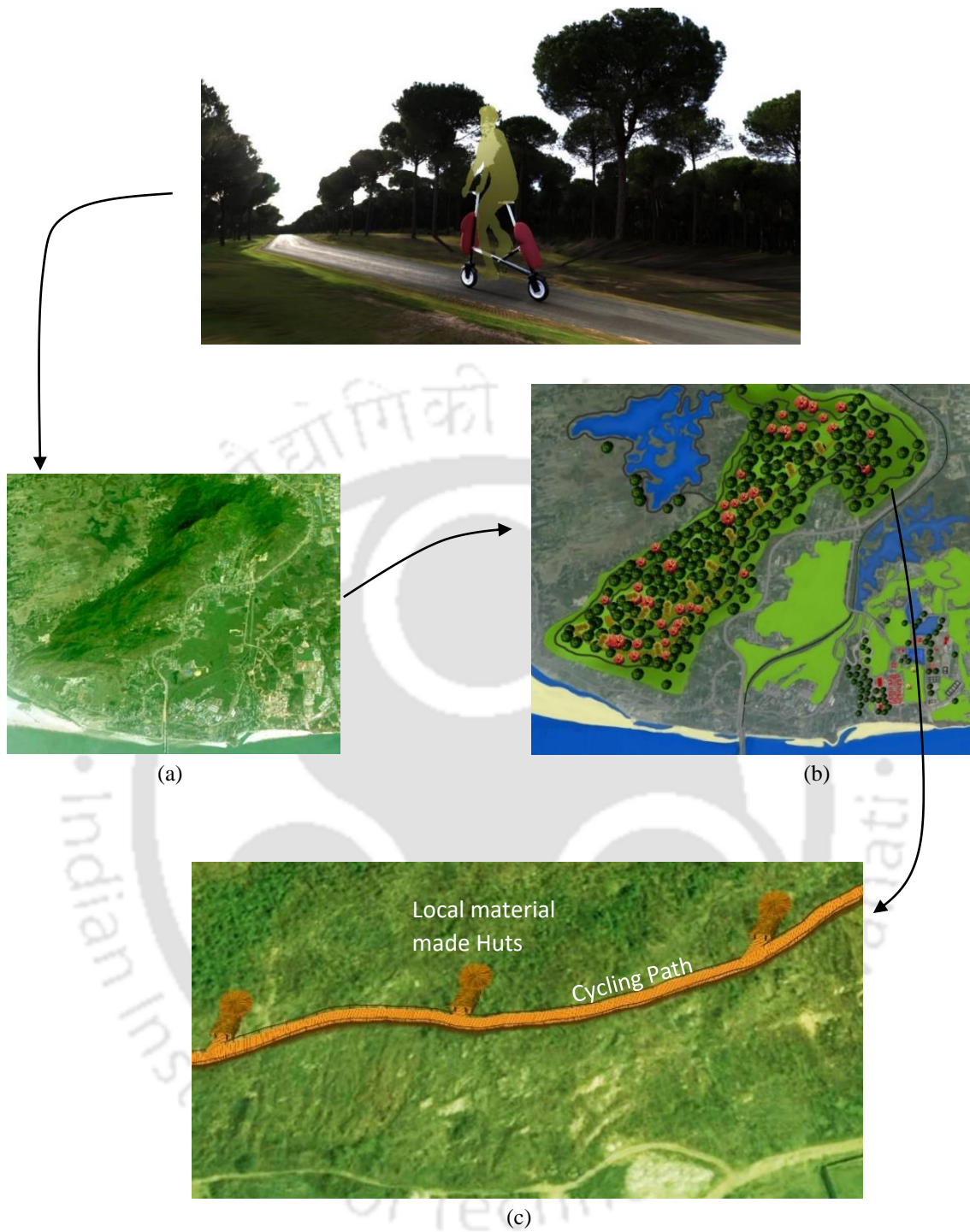


Figure 93. (a) Aerial view of Kalipahar Hill and Digholi Bill next to it; (b) Graphical representation of Kalipahar; (c) Bamboo bridge with Huts on the hill for stay purpose of cyclists and visitors.

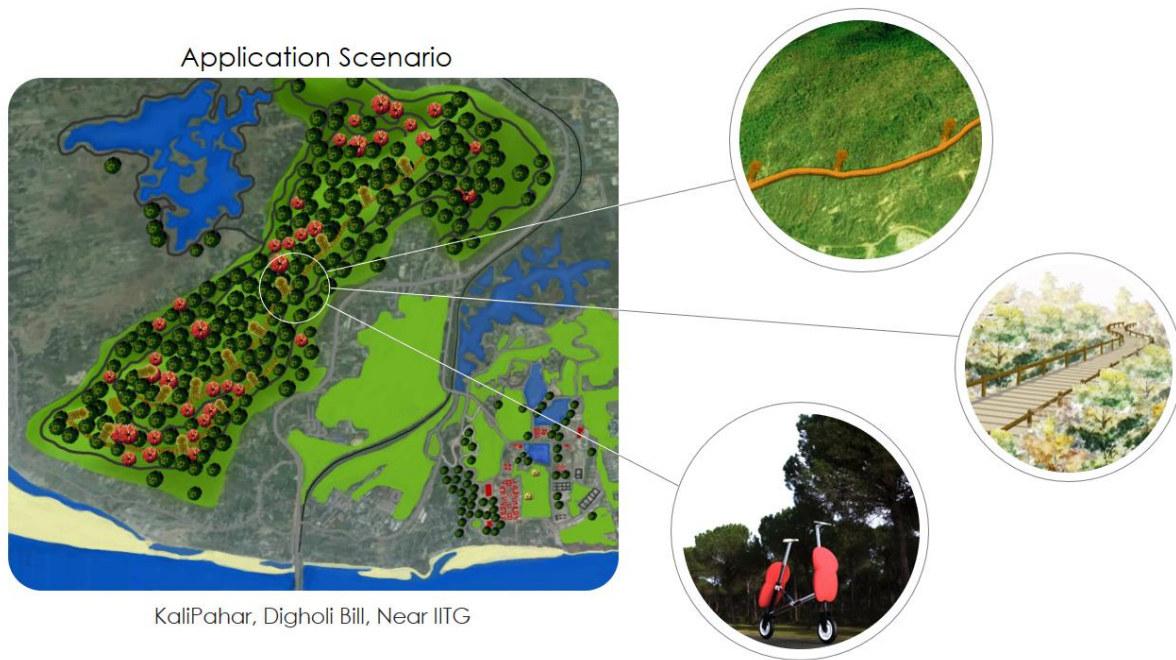


Figure 94. Application Scenario with respect to the product and the cycling routes.

**(v) Colour coding for the Scheme**

Suggestion to create an image of the selected spot and relate to the cycle instantaneously with the scheme. Since the product will be produced locally the scope of technological implementation in the design is less though it can always have GPS integration in the bike so that when the traveller gets lost he/she can locate via GPS navigation system. Also a tracking technology system can be integrated in the bicycle, wherein if the cycle is lost it can be tracked down. The cycles would be colour coded as seen in Figure 95 and would be placed in specific locations so as to make the process of tracking the cycles easier for the user and locals managing the site. Further study in terms of viability of the design solutions need to be carried out, which may be well-thought-out in the formulised plan/scheme designed for the possible tourist Patch.



Figure 95. Colour Coding of the cycles to be designed by Local Brass metal handicraft.

### 3.2.5 Concluding remarks

Stronger engagement is required from local authorities/tourism agencies in communicating and promoting leisure cycle destinations and routes. Similar engagement is wanted in establishing partnerships to promote cycle destinations and routes. There is a need to provide more services that cyclists are willing to spend money on. Better transport integration in rural areas to decrease (or eliminate) dependency on private transport to bring cyclists to the start/end point of their cycle trip. By developing the foldable cycle to explore unexplored areas as micro tourism spots including "green corridors" (soft mobility routes), "intermodal mobility routes". This bicycle can be work in combination with boat, public transport and along with Public Bicycle sharing system that will include parking as well as smart mobility services for tourists. Mobility solutions will solve home door to destination door tourist obstacles.

To create a challenges like hill-climb, similar to those walkers and hikers have. Identifying a handful of hills with good road or path surfaces that every enthusiast cyclist should climb could be a response to an already recognised increase in the number of road cyclists. The foldable cycle will enable cyclists to 'hop on/off' buses/public transport vehicles with their bikes, similar to the opportunity often offered to recreational walkers.

Laying cycle paths and building infrastructure is only one aspect of stakeholder involvement; the integration of various cycle-related operations is also required if we are to see leisure cycling developed. The continuous involvement in the promotion and maintenance of routes is an essential part of developing leisure cycle activity.

Technology development, mainly in terms of mapping, navigation and mobile technology that can be integrated through collaborative work of engineers, designers and artisans. Smartphones and similar portable devices with built-in navigation and internet connectivity functions are suitable platforms for better technology integration allowing cyclists easier access to planning and information on leisure cycle activities.

The cycle will Connect to nearby Village (Figure 96 - craft, culture and attraction points and its pilgrimage sites) for tourist stay with the local community. This wayfaring tool will travel to far remote destinations which for tourists will now become a reality.

Commuting device to the lesser known places from the destination spot and issues in commuting in Lesser developed areas in and around Guwahati will be addressed through the solution. Bicycling will provide tourists to commute through destination spots and its nearby unexplored areas. The Exhibiting of the cultural and ethnic diversities will be provided through newness in the explorative journey through cycling. The effects of this interventions in the tourism sector is that the tourism products in the destination spot would be affordable and accessible for travellers and will create a sense of social responsibility too.



(a)



(b)

Figure 96. Tentative locations for wayfaring in the designed product (a) Kalipahar; (b) An almost empty village road.

### 3.3 THE UNTAPPED RIVERFRONT TERRITORY UTILISATION VIA MIXED USAGE ECO-SPOTS

As environmental concerns become more important in all sectors, the appeal of resorts that are carbon neutral or built from recycled materials will only increase. As a result, a new type of resting place for tourists may come about that fits that mood and even provides housing to locals by being mixed usage. The motivations and the selective components that people found essential in places and are not available in North Guwahati, this finding will be helpful in developing the landscape as a leisure tourism spot. Activity based concepts (cycling, water sports based activities) which tourists look for even while choosing North Guwahati as a Transit tourist place, needs much consideration, to make the place more interesting.

**3.3.1 Physical landscape of Untapped Riverfront** (Figure 97) consists of The Brahmaputra riverside, empty roads, tributaries, moats and large empty lands with scenic view, parks which is yet to discovered.



(a)



(b)



(c)



(d)



(e)



(f)



(g)



(h)

Figure 97. (a) Not maintained riverside lakes;(b) Unutilised riverside open green spaces;(c) North Guwahati Brahmaputra Riverfront;(d)The empty Roads are perfect for wayfaring and cycling;(e)Traditional Masks ‘Mukha’ derived from Assamese Traditional Dramas, religious performances and dance form called ‘Bhaona’;(f) The empty parks on Riverfront;(g) Small hills around the route proposed;(h)Narrow village routes for cycling and walking along the riverside.

The Figure 97, shows North Guwahati’s important physical landscapes to be covered in the trip while drifting around the selected patch. In (a) there are many uncleaned and unmaintained lakes are present on the banks of riverfront. Proper maintenance and cleaning with boating and other recreational facility can attract tourists. This particular one is one the way to Dirgheswari Temple. Cyclists and tourists and stop by and rest while enjoying the beauty of Physical Landscape. The unutilised riverfront and empty green spaces can act like green corridors for travel to remote places provided the managements takes up drive to clean a walking or cycling path for travellers.

As shown in Figure 97, (e) the park showcases Traditional Masks called ‘Mukha’ derived from Assamese Traditional Dramas, religious performances and dance form called ‘Bhaona’. In the theme park and throughout the route, it will be possible to tap the north-eastern juncture of Indian Culture and civilization through display and ‘Bhaonas’(Dramas). The practice of these Bhaonas where use of Masks is one of the integral part of these plays along, dates back to 15<sup>th</sup> Century. Masks, also known as mukhas, are said to be the base of the Assamese culture and tradition. A good number of communities have the tradition of mask making which has been used for various purposes. Masks are used for religious performances and traditional dramas. Mask making is one of the most famous traditional crafts still practiced in throughout places such as Majuli, Sibsagar and is mainly practiced by the Satras. They were conceptualized as a tool by Shri Shankaradeva to make and depict the characters of Srimad Bhagwat to the devotees. Masks helped to provide a physical form to the puranic characters. Mainly materials like bamboo and cane, cloth, clay and rock color etc. are used for making masks (<http://www.indiaheritagedesk.com/majuli-masks-the-traditional-craft-from-assam/>). In some cases, wood may also be used. Traditionally three types of masks are prepared:

- Mukha: These are face masks made locally and are of significant value to the culture of Assam.

- Lotokai mukha: These type of mask is used to move lips, eyes hands etc.
- Bor mukha: These is nearly life-size or even larger in special cases.

Through these masks and the Brass metal craft that was earlier described will exemplify Assamese traditional craft through reaching out to the exquisiteness the indigenous culture the is held by ethnic culture. These are all included in the proposal.

Theses cultural cues and natural landscape will provide ample amount of recreational, cultural and historical mileage to the Riverfront along with the already situated identities. These all can be incorporated in the journey of the traveller. The other areas as shown in Figure 97 hints that there are small hills which can provide cycling and walking on hill tops (Figure 97 (g)) and Narrow Village roads (Figure 97 (h)) provided proper infrastructure and facilities are delivered.

**3.3.2 Biodiversity Hotspot** in the form of a Small Island called Aar Parvat (Figure 98). The historic 'Aar Parvat' on Brahmaputra river near North Guwahati, Assam. According to mythology Goddess Kamakhya used to take bath here in this solitary place. The hill served as a cover so it got its name "Aar" means cover. This may be taken as an unexplored place and may be considered a possible tourist spot in North Guwahati.



(a)



(b)

Figure 98. (a) Panoramic View of Aar Parvat and Backside of Auniati Satra; (b) Close up view of Aar Parvat.

### 3.4 DESIGN CONCEPTS

Following are some design solutions after site survey and finding the needs of travellers as per the study conducted on the previous chapters.

#### 3.4.1 Riverfront Related Solutions

- (i) Redesigning on the unutilised areas of North Guwahati Brahmaputra bank for Walking and cycling Path on the Brahmaputra riverside (Figure 99).

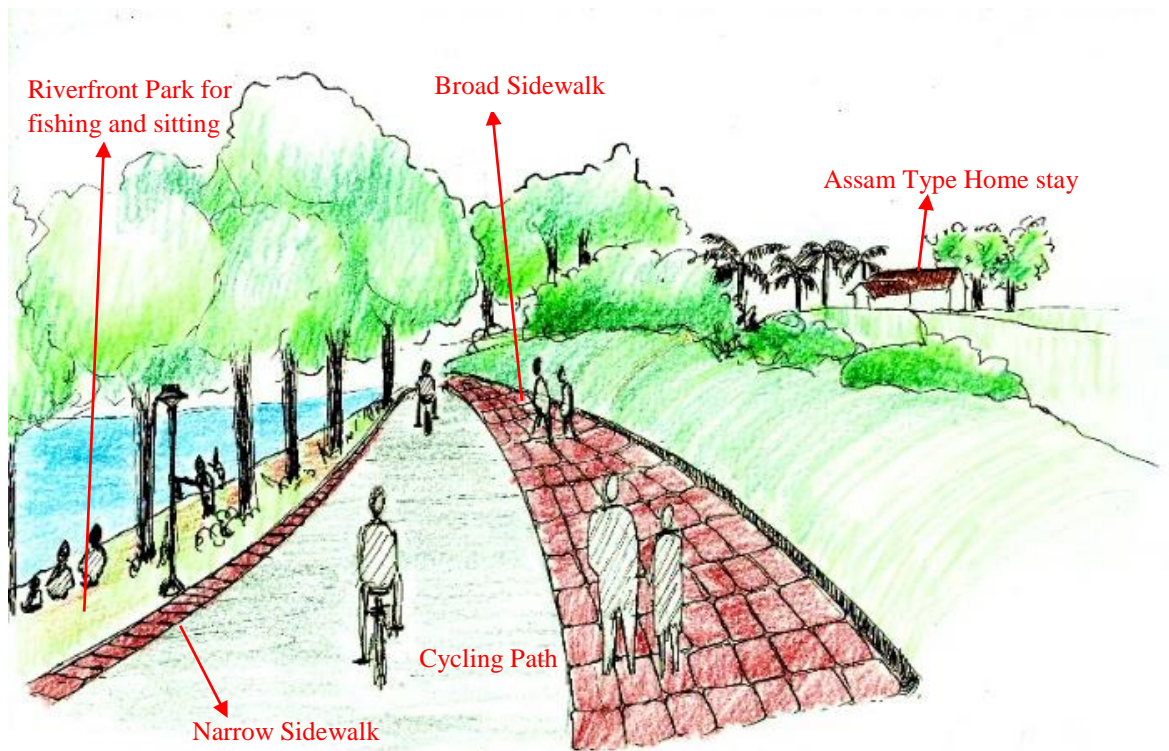


Figure 99. Walking and cycling Path on the Brahmaputra riverside.

- (ii) Walking and fishing Deck

The Walking and fishing deck (Figure 100) along with other design concepts as shown in Figure 99 and Figure 101. The design considerations were to include freshness, newness, openness, experience to the locals as well as the visitors and to promote local interaction. The facilities provided in the area would be incorporated with the previous design interventions on the North West Bank of Brahmaputra (Figure 73-Figure 78) i.e. Hajo and the adjoining riverfront. The tourist may visit North West Bank as an educational and experiential tour and North East Bank as a relaxation and leisure tour. Both the areas will include cycling and walking tracks and treks simultaneously with the understanding the historical and cultural aspect of the landscape.

Before Beautification



After Beautification

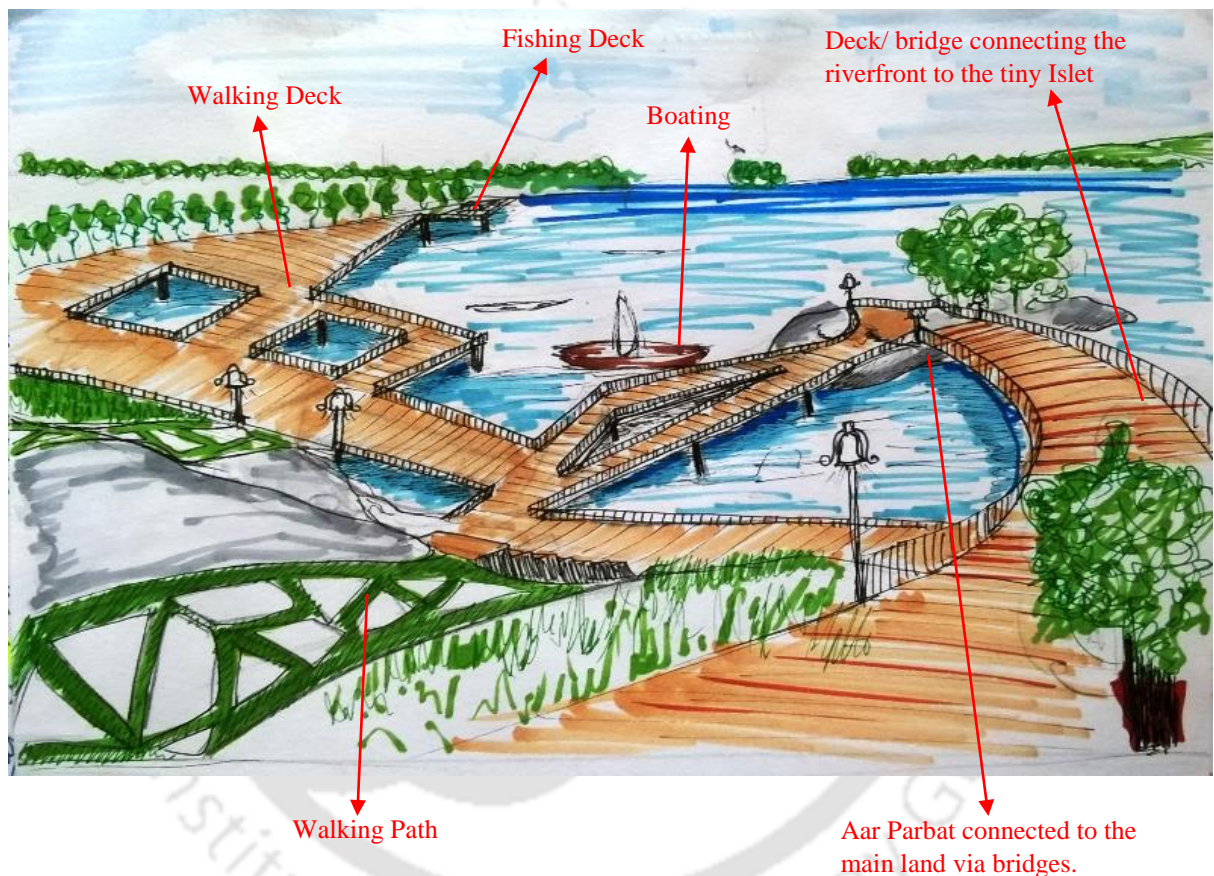


Figure 100. Walking deck: The Design development converting the Riverfront and connecting Aar Parbat to the riverfront. Showing before and after beautification.

### (iii) Recreational Activities

The recreational activities as shown in Figure 101 where the area is divided and according to the landscape included cycling path, resting places, sidewalks and fishing areas. The activities on the beautified areas can be developed throughout or selected patches along the North Guwahati Brahmaputra riverfront according to the Patch selected in Figure 123. A study and its analysis is conducted taking the development considerations and questions were subjected to visitors and locals.

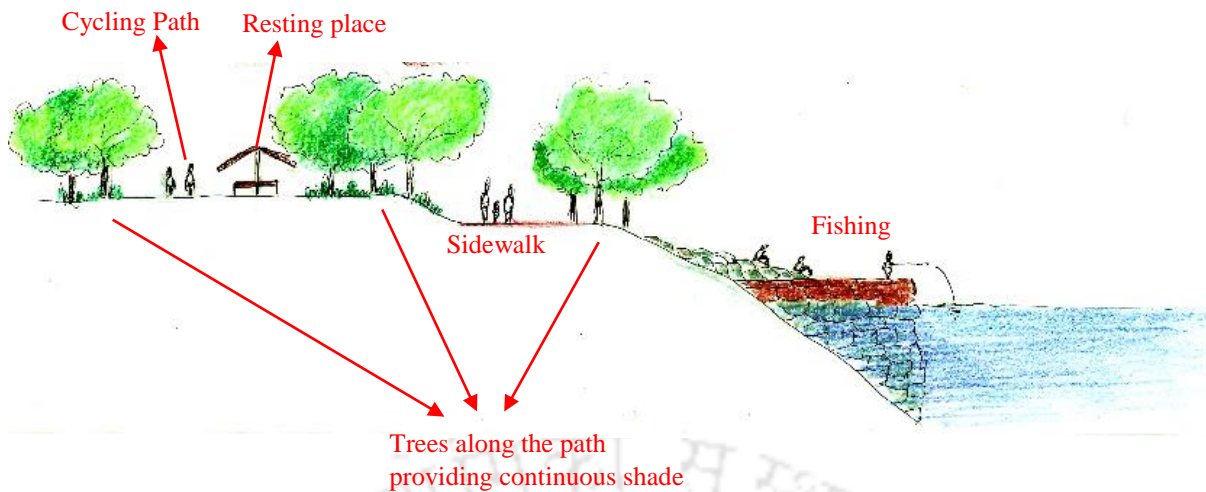


Figure 101. The division of the area as per the concept development.

(iv) Viewpoint (Figure 102)

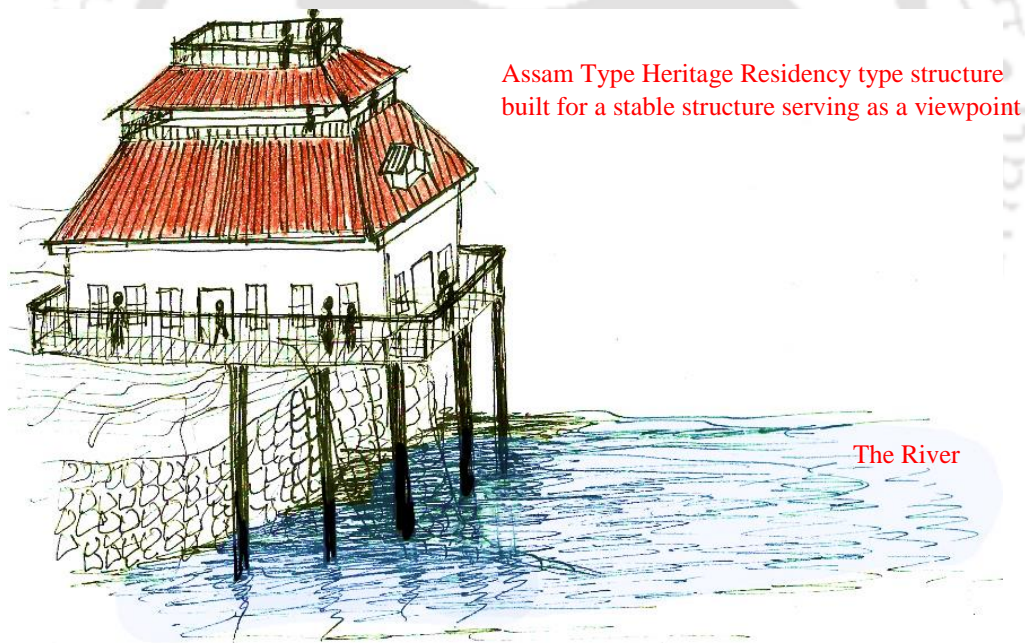


Figure 102. (a) Walking and cycling Path; (b) Walking and fishing Deck; (c) Recreational Activities; (d) Viewpoint can be made into a full system.

### 3.4.2 Home stay/ Eco tourism stay Design Intervention: Scope

Through the design intervention, the role of Heritage residencies in projecting the traditional and cultural Identity in tourism is Identified, where the ATHR and the iconic residencies of Guwahati were taken as case studies to aid heritage experiential tourism (Figure 103). The intervention will be applied keeping in mind regarding the conservation and development of

historic settlements in Guwahati. Ergonomic interventions and aesthetic design principle has been incorporated.

- (i) **Historical residency experiences:** Post survey, on historical residencies, the owners or the caretakers mostly described them with a sense of great dignity, but when it came to conservation and taking it forward for the future generation their greatest issue was the maintenance of the buildings, which was extremely high. Through study, methods and interventions Ergonomics intervention to facilitate both the service providers (local / native dwellers) and thus the tourists, so as to get the development appreciated and adopted by the authorities by recognizing the ATHRs (Figure 103) as identity of Assam and developing the idea of showcasing the unique structures through application of its designs on the tourist home stays (Figure 104). Visitors feel the necessity of proper and secure infrastructure while exploring unexplored places in Assam, hence proper channels of infrastructure needs to be addressed.

- a) Assam Type Heritage residency inspired structure serving as resort.



Figure 103. Assam type Heritage residency style structure can be built in the North Guwahati.

b) A simple Assam types house as home stay

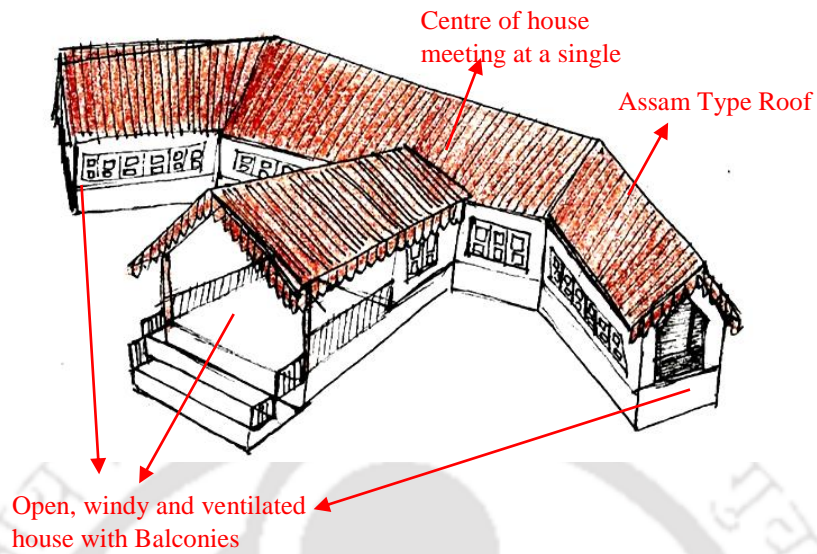


Figure 104. Assam type houses provide ample amount of sunlight and also is well ventilated through the openings on the sides.

c) Few Design elements extracted from Assam Type Historical Residencies

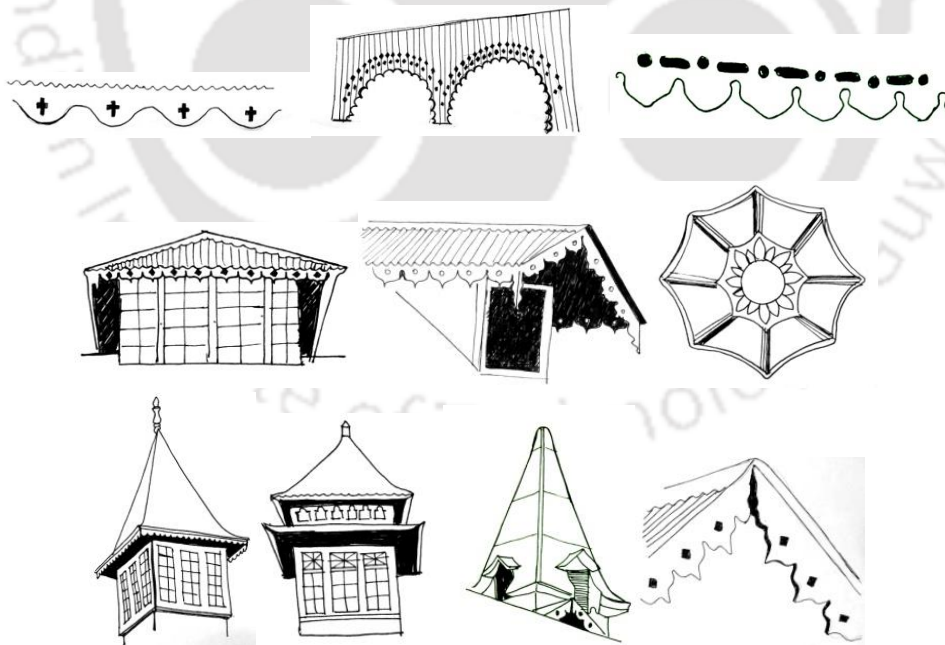


Figure 105. Assam Type Heritage residency inspired few Design elements extracted that may be used in the homestays.

- (ii) **Hotel & Resorts:** Retaining the structural uniqueness and beauty and incorporating the elements from heritage residencies like stories, carvings, memories, which can take back the tourists to the heritage place and revisit the sites; modification on staying places through new technological liveable interiors.
- (iii) **Global Communication through information dissemination:** Increasing the availability of such residencies through projecting histories and stories attached to such them in North Guwahati tourism brochures via State and Central Govt. websites, will invite more tourist and exhibit the rich cultural traditional housing of Assam.
- (iv) **Heritage treasure of Guwahati:** On Occasion like “World tourism day” initiatives are suggested to discover the unseen treasures of Heritage residencies and buildings of Old Guwahati through Heritage walk or cycling or tour. It will let the tourist experience the traditional breeze at Heritage residency look alike Hotels that preserves and showcases the image of ATHRs of Guwahati. Assamese cuisine served at restaurants - Riverside restaurants, cafe. A complete circuit having in the Old Guwahati locality: Guwahati antiques Museums and Book Store, Local Arts & crafts shops with handmade products emphasizing their importance as the real skilled workers of NE India, Walk on the side of River Brahmaputra through Uzaan bazaar and Latasil Areas.
- (v) **Historic preservation programs encouraging the enhancement of historic places:** Historical Properties as the state’s most significant architecture, historical event and persons related. Historic buildings like Cotton College Guwahati are now in September 2016 was declared as under ‘special heritage status by UGC’, GOI implemented by INTACH. While this provides only a cross section of Guwahati’s history and architecture, surveys indicate that there are more opportunities for historic preservation and promotion throughout the city and the state. Using the proposed model (Figure 107 and Figure 108) rich ATHR historic context will be available to a heritage traveller. Historic districts like Kamrup district can provide the backdrop for special events and other offerings through the glorification of these forgotten places. Publicly owned old buildings, such as courthouses, can also draw tourists, and businesses housed in historic places can provide attractive places to stay or shop.
- (vi) **Heritage tourism** connecting North Guwahati to South Guwahati city will complement other types of visitation as well and create architectural perception of the city that would in turn can be cognitive measurements of the tourism destination value, including:
- Cultural tourism including art museums and theatres.
  - Ecotourism featuring in and around Guwahati’s varied ecology and natural attractions.
  - Other tourism attractions and experiences, such as visiting working Silk farms near Guwahati.
  - Recreation and Eco-tourism, such as camping and boating. Surveys of outdoor recreational travellers need to be conducted by researchers, Govt. bodies, so as to link it to visitation of tourists to historical attractions. When combined with these markets, the impact of heritage tourism is multiplied greatly.
- (vii) **Amenities:** Proper Modern toilet system provided inside the housing system.

### 3.5 PLACE BRANDING FOR AWARENESS

This study is related in view to fulfil the Objective 4: To review the status of heritage tourism through branding. This study reviews the status on the studies so far carried out on Assam Type Heritage Residencies (ATHRs) and link them with Place identity for heritage tourism through branding.

The images of a place are interwoven with creation of a brands with respect to the creation of products to be provided to the tourists. Brands represent a set of tangible and intangible values of the product for its users, but in terms of cities, regions and states they act as a certain label, which summarizes all of our expectations, thoughts, beliefs, knowledge, feelings and associations that we already have in our minds about a specific state, a city or a region (Paliaga, 2008). Today, brands are measured through the experience they deliver, from the emotional connection they make to how far they create sustainable business value (FutureBrand, 2016). According to Vicente (2004), branding cities is a part of strategic marketing that aims to promote the image of the city, its products, tourism and attract investment. The best city brands are actually successful because they manage to achieve synergy in building an emotional connection between them and their target groups (Williams et al, 2004, cited from p. 6 from Paliaga, 2008).

In the City branding model as described in Figure 106, Kavaratzi summarizes the forms of communication that drives image of the city. Kavaratzi identifies three sources of communication- primary, secondary and tertiary communication. The model shows that urban design and development are decisive factor in city imaging (Kavaratzi, 2004). Primary communication concerns the communicative effects of actions taken by city, which boils down to taking landscape, infrastructure, organisation (administrative) and behavioural sources. The secondary communication concerns official concerns issued by city authorities, and tertiary communication form relates to the word of mouth advertising. The model shows that urban design and development are decisive factors in a city's image creation. Although there are numerous ways of city branding and communicative system models, yet the image has to be actively built up by the dwellers and the people that are in charge of city element preservation, which in turn would create an image through dispositioning of styles to give city image individuality.

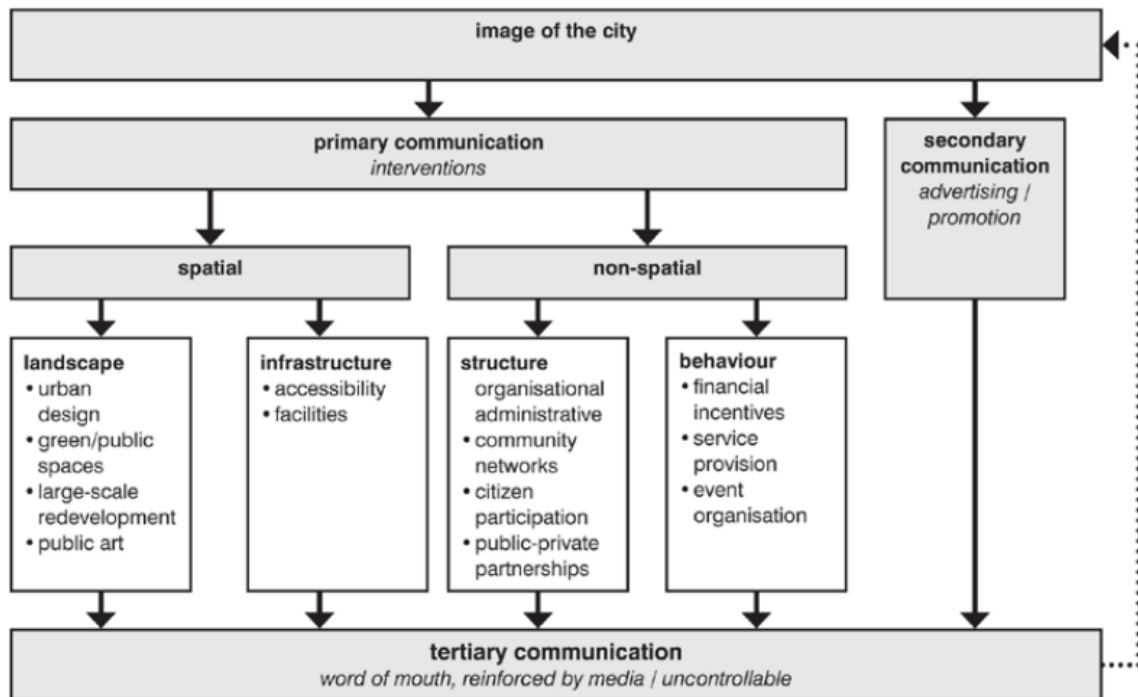


Figure 106. Kavaratzi's City Branding model (Source: Kavaritzis, 2004); that is relevant to consider while conceiving a place for tourism with specific requirement/proposition.

According to Simon Anholt (2003, 213), cities and places have always been brands and believes that in addition to its economic strength, wealth and development, the city brand should also be developed in directions such as creativity, music, philosophy, confidence, wisdom, challenge and safety. The starting point for applying the concept of branding the cities is that the name of a city that becomes a brand. As a result, the brand creates a psychological image in the minds of its target groups (potential investors, tourists, citizens, businessmen), helping them to assess the city's products and services, facilitating the tourists to make their decisions on the visit, affecting business decisions, influencing the resident's decision on relocating (Parsa Shirazi, 2014). The authors describe about the city branding past and how name plays a big role on branding a city, but in a different context, how can we create a rural branding is a question that needs to be studied upon, what makes it so interesting to be included into tourism sector for leisure, recreational, pleasurable purpose to be included in circuits.

While prior research documents the branding of goods and services, application of classical branding theories to places, in particular to tourism destinations, is a relatively new area of academic investigation. (Gnoth, 1998;Cai, 2002). The author's (Gnoth,1998;Cai 2002) justification is although true, but through using the city branding model, an unexplored place branding can also be carried out by finding its identities, related to history, authenticity, culture, beliefs, customs, memories, stories along with the natural environment which is prevalent in North Eastern states of India. The branding model of Kavaratzi is bound to cities, is it possible to build such a model in terms of the identities identified in North Guwahati and linking the Assam type housing concept with the North Guwahati link.

### 3.5.1 Brand Representation

On the above context further brand representations with respect to various entities and its importance is being noted as follows:

- (i) **Brand as Communicators:** A Brand represents a mark of ownership and a means of product differentiation manifested in legally protected names, logos and trademarks. (Hankinson, G.A. et. al. ,1993). The brand as a communication device is taken ahead through the conceptualisation of the brand as an identity, that develops the products differentiation further by communicating the firm's vision of the brand (Kapferes, J.N. (1997). A brand's identity is used by an organisation to communicate its positioning relative to the competitive set. (De Chernatony et. al. ,1998)
- (ii) **Brands as Perceptual Entities:** Brands are conceptualised as perceptual identities. (Hankinsin, G.,2004). As long as ago as the 1950s, brands were regarded saving a 'public image' Gardner,B.et.al.,1955, defined in terms of a collection of associations perceived by the consumers (Boulding,K.,1956;De Chernatony et.al.,1998). To the consumers, the brand image is characterised by a set of associations or attributes to which consumers attach personal value (Keller,K.,1993). Overall the concept of brand as a perceptual entity can be classified as an output orientation to branding. (De Chernatony et. al.,1998; Louro et.al., 2001; Louro,M.Cunha,P. (2001). As a result of semantic nuances, writers turn the concept of brand into an input and refer to the need to manage the brand's long term image (Park et.al.,1986; Park, C. et.al., 1986).
- (iii) **Brands as Value Enhancers:** As a result of a series of mergers in the mid-1980s, brands came to be regarded as corporate assets to be nurtured and invested in.(Aaker,D.,1991). The concept of the brand as a value enhances has led to the development of the concept of brand equity. (Wood,L.,2000). To the accountant, brand equity is about the brand's financial value, as reflected in its future income potential. To the marketer brand equity is about indicators of future income, such as relative price, brand loyalty, distribution and awareness levels. (Ambler, T.,1993 ). The role of brand management from the brand equity conceptualisation perspective is to define and manage a brand identity as a mean of achieving competitive advantage (Kapferer,J.N.,1997; De Chernatony et.al.,1998). Brands represent enhanced value to consumers, where there is perceived risk associated with the product purchase, brands operate as risk reducers and reduce cost. (Keller,K.,1993; Jacoby,J. et.al.,1997). Enhanced value is also reflected in consumer's perceptions of quality. (Aaker,D.,1996)
- (iv) **Brand as Relationships:** Brand is construed as having a personality which enable it to form a relationship with the consumer. Hankinson (G.A. ,2004). This relationship can be the result of congruity with the consumer's self-image or the development of a brand-consumer fit between the consumer's physical and psychological needs and the functional attributes and symbolic values of the brand. (Sirgy,M. et.al.,2000; Hankinson,G.A.,1993). The authors work shows the classical branding literature, further linking of brand with destination branding and how it effects tourism needs to be carried out which would give a better idea on how brands would affect the tourism sector.

### 3.5.2 Design Model Suggestion and development

Ergonomic interventions and aesthetic design principle incorporations has been implemented in the proposed objective taking Kavaratzi's City Branding model and Huff's model at the backdrop, a new system has been proposed to fill the Lacunae. This Framework proposes dynamic relationships between some of the functional elements of sense of place derived from the literature. A Framework of Place identity impact on tourism (Figure 107) has been developed and proposed taking few inputs after review from Huff's, 2008 model and Kavaritzis, 2004 (2002) worked as a basis for the conceptual framework with added components of memory, communication and tourism contributing to it. It also emphasises on the developments and the needs to be supported for executing the plan with humane considerations along with socio-economic viability. With the overarching definition of place-identity, we already know that an effective communication system is essential for a place brand. The system should organize different communication channels and flows of information that eventually facilitates civic participation. Following is my very own definition of a place branding communication system. The scope of the study is to Promote identity through Ergonomic intervened showcasing Assam Type heritage residencies and identities of Guwahati for tourists. Hence, taking Figure 99 as a base methodology for promotion and to fulfil the aim.

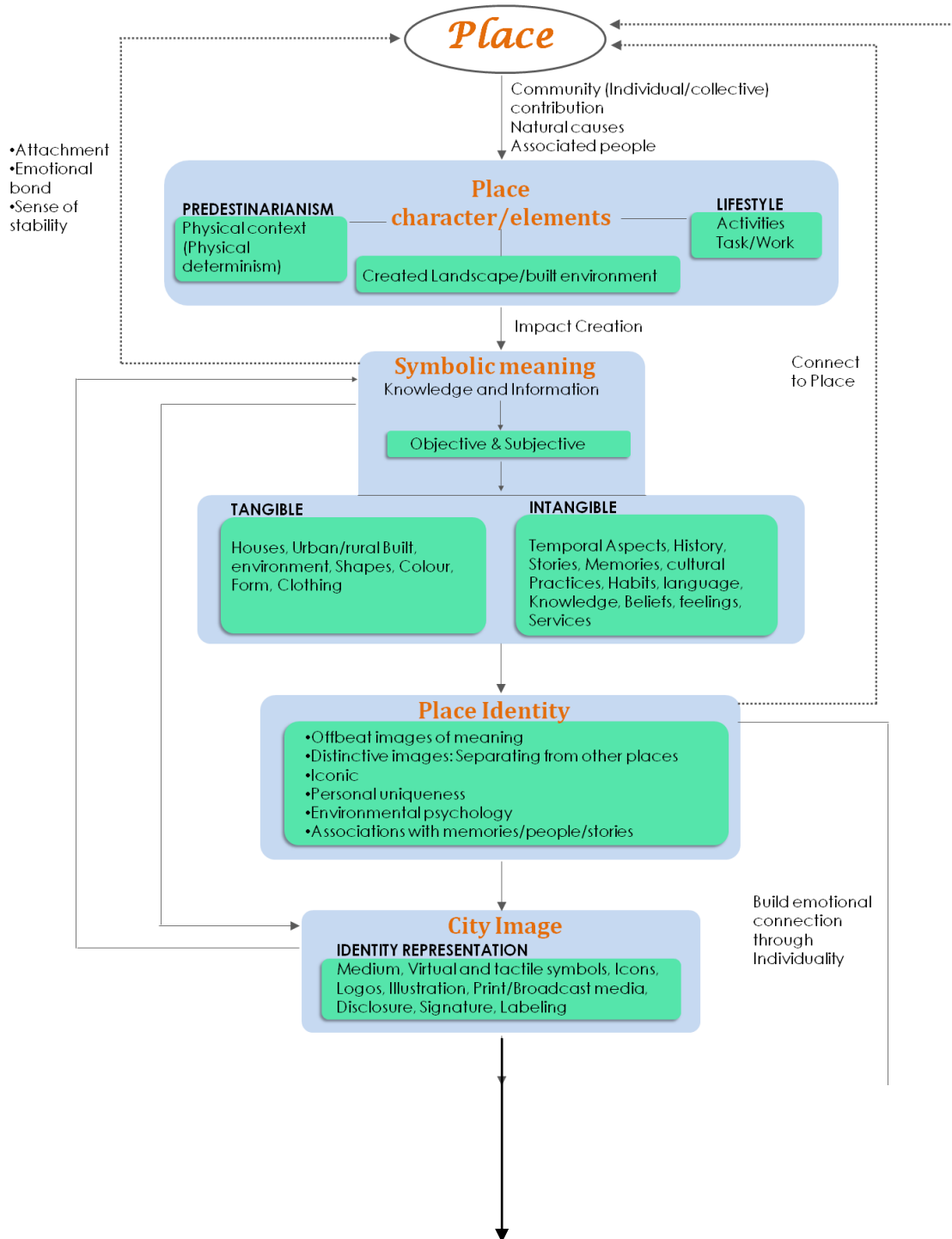
The framework will raise people's awareness and increase their motivation to use environmentally friendly ways of travelling. It will identify important associated identities as a brand image creation in Assam's contemporary public realm design and also identify the overall or global attractiveness of Guwahati's peripheral Brahmaputra riverfront as a Tourist destination.

- (i) **Place Identity Impact on tourism:** Figure 107 has various stages, wherein when the person chooses a place as destination what do they look for in them. In other words, branding of the such chosen places is extremely significant in terms of connecting them with tourists. According to Figure 107, when one chooses to brand a place, according to the model we initially have to identify the place elements in terms of the Physical destination, built environment, communities and lifestyles. These characters will create an impact on creation of symbolic meaning for providing knowledge about the place and it's associated people. The long term association of Tangible and Intangible symbols to a place and the people in it creates an Identity or uniqueness that ultimately creates an Image of the place. This Image can be utilised to brand a particular chosen area/city/village/country.

The Visual uniqueness of the identity can be portrayed to people through Logos, Illustrations etc. as shown in Figure 107 and these identifications can in turn will create a Brand of the Place. Through the brand images the place identities and meaning will be communicated to the people/visitors or tourists. The communication can be in terms of primary that will include Landscape, infrastructure, organisations or behaviour of service providers; and Secondary in terms of information dissipation through advertisement and information centres. The place branding can also be scattered through Word of Mouth to the public realm.

The projection of place brand to public realm will define its position within other destinations. What specialities it has to offer in terms of experiences, information, knowledge in order to attract investors and tourists. The brand creation and community engagement to disseminate information to tourists will attract and pull more people and

push the tourist senses towards an emotional connect to the place. The locals thus involved will have socio-economic benefits and thus have enhanced quality of life.



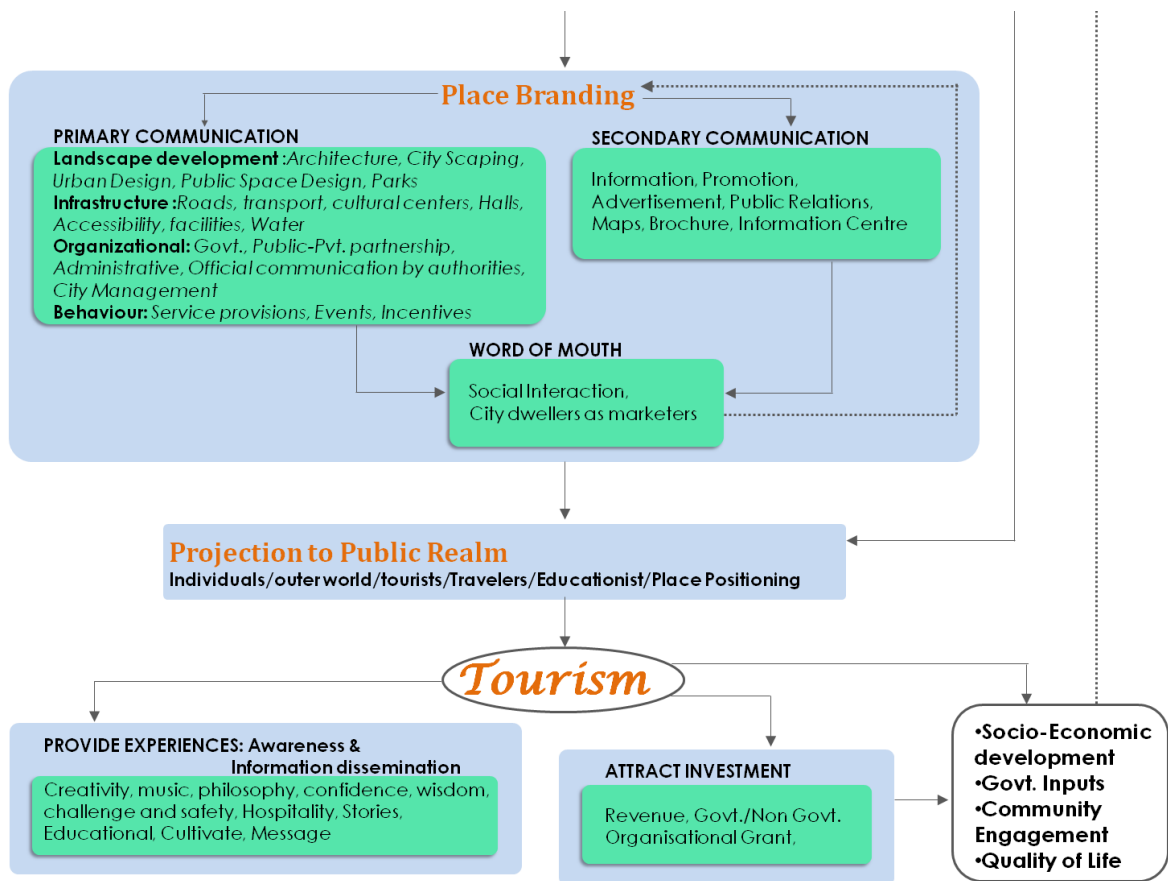


Figure 107. Framework for Place identity and various symbolic meanings found through research and its impact on tourism: Proposal.

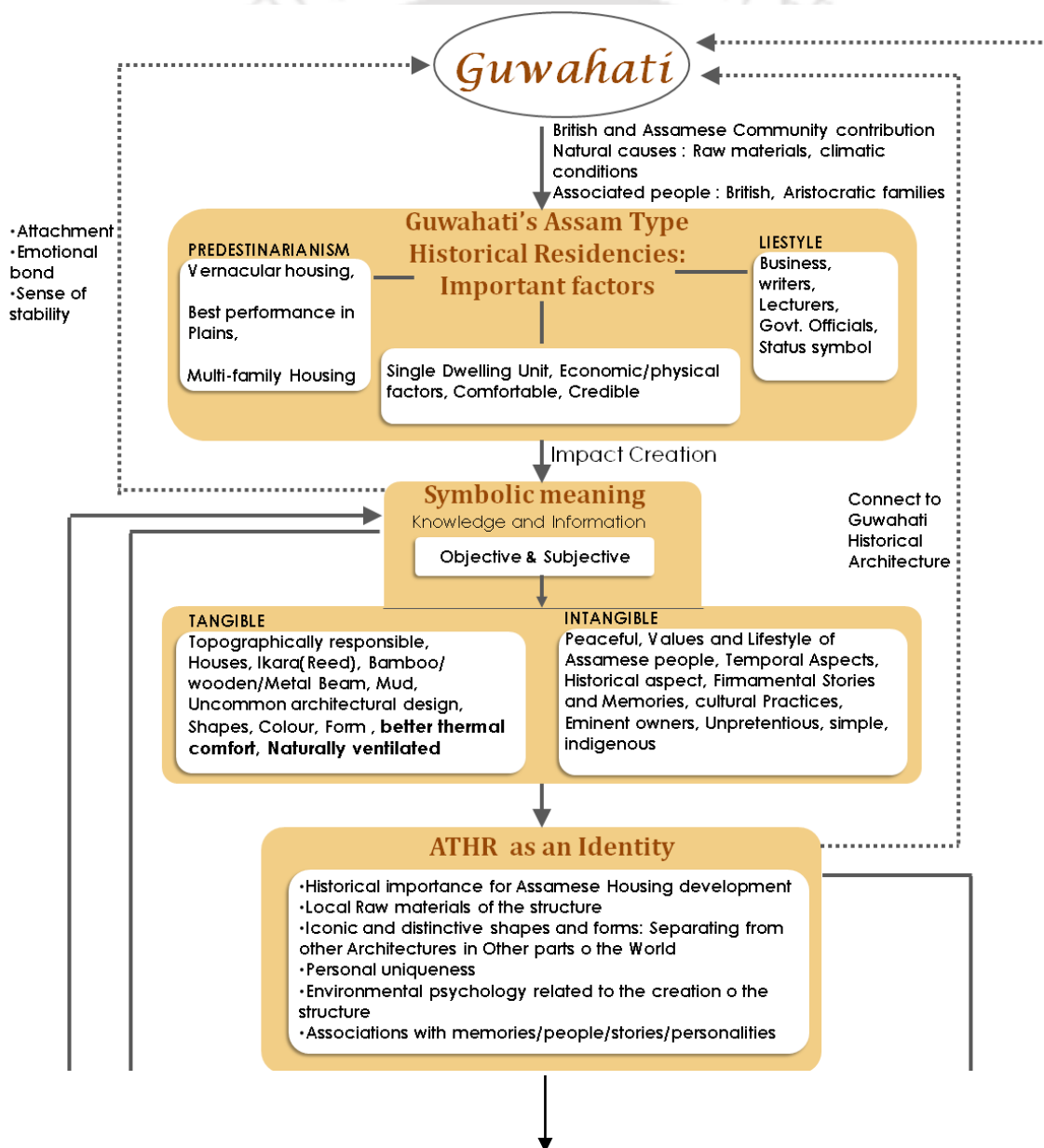
- (ii) **ATHR for Guwahati Heritage Tourism System Model:** Based on Branding of place and its identities to create impact on tourism/tourists as shown in Figure 107, a tourism model based on branding of Assamese Heritage structures was created. This model also includes few elements from Kavaratzi’s City Branding Model along with keeping the steps mentioned in Figure 107.

When we talk about Guwahati (South and North), the three most important identities that is showcased are the physical identities, Guwahati’s historical monuments/temples/heritage residencies and Local food. In view of beautification of North Guwahati’s riverfront, the branding of physical identities of north Guwahati, local food and historical monuments along with Local craft is included in the design proposal which will be showcased to the tourists/ travellers through the proposed scheme. As Assam’s heritage structures are unique but are showcased very less, these can be branded as Assam’s identity on the riverfront housing facility system which will be provided to the tourists on the beautified north Guwahati riverfront.

In Figure 108, Guwahati’s Assam type Heritage structures are taken as a case study to brand the structures and place them in north Guwahati as tourist rest houses, hotels and boatels. The ATHRs are important identities in Assamese culture as it houses multiple people and the materials used are completely organic and locally acquired. By taking the economic aspects and comfortable stay and unique features in such houses ATHRs are

taken as symbols to create impact on disseminating knowledge and information of its tangible and intangible meanings. These meanings are taken as historical and heritage identities of Assam, will build a city image representing through visual or tactile symbols.

The branding of symbols, images and identity representation of ATHR will create sense of emotional connect where tourists can recognise these structures in the World platform of heritage structures., when the tourists will stay in ATHRs, the historical significance of the structure will be made known to the Through Primary Communication like the housing spaces or the structures to display the local work; Secondary Communication such as usage of promotional materials like, ads, Incredible India tourism promotion etc.; and word of mouth communication through social interaction, sites and blogs.



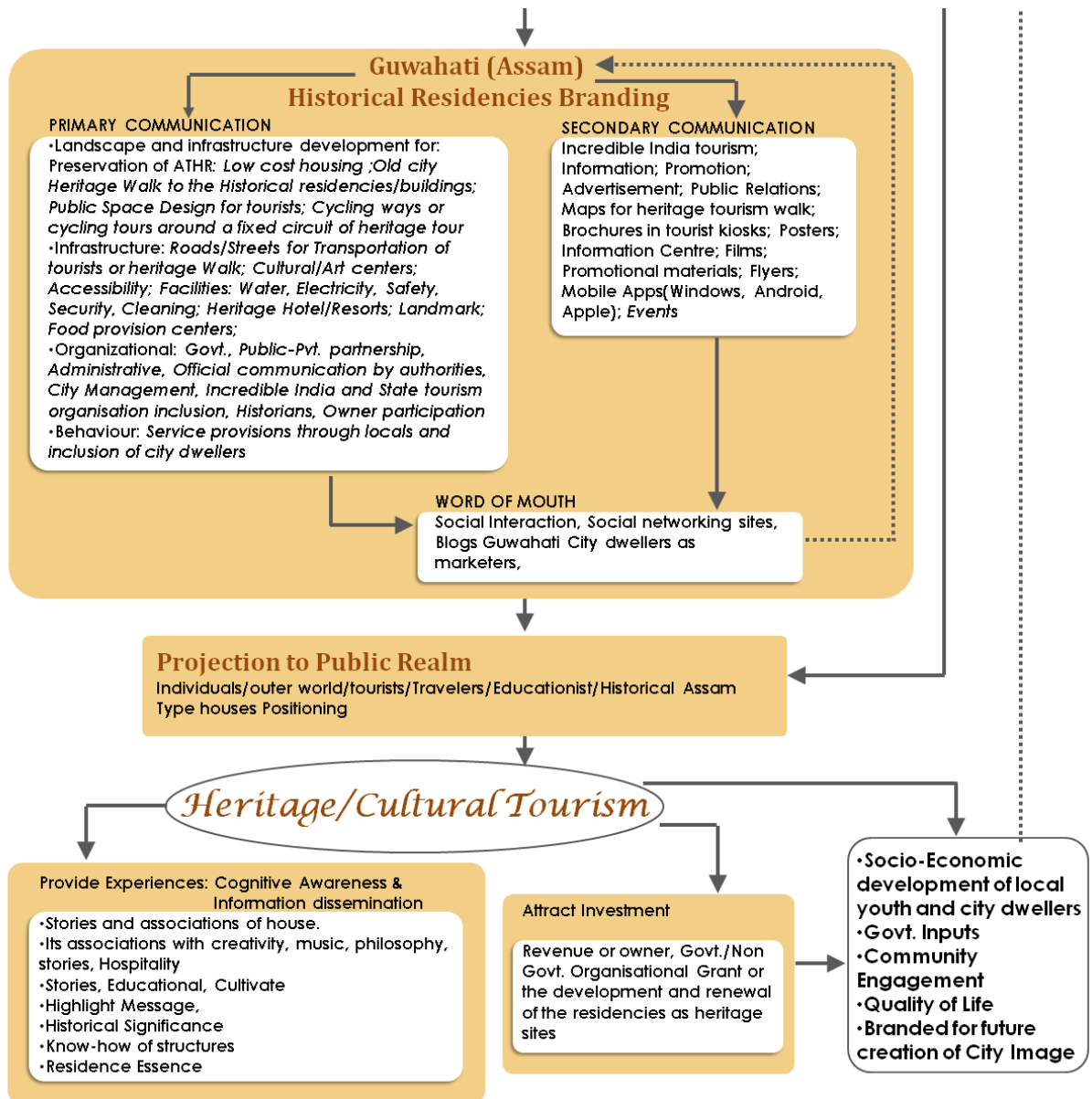


Figure 108. Guidelines for ATHR for Guwahati Heritage Tourism System Model: Proposal.

### 3.6 SURVEY ON NORTH GUWAHATI SOLUTIONS AND ITS INSIGHTS AND ANALYSIS

This study is to fulfil the Objective 5: To chalk out possible plan in North Guwahati under Micro tourism concept. This survey has data collection based on questionnaires on landscape identities situated in North Guwahati riverside areas.

### Q. 1 Motive to visit in and around Guwahati

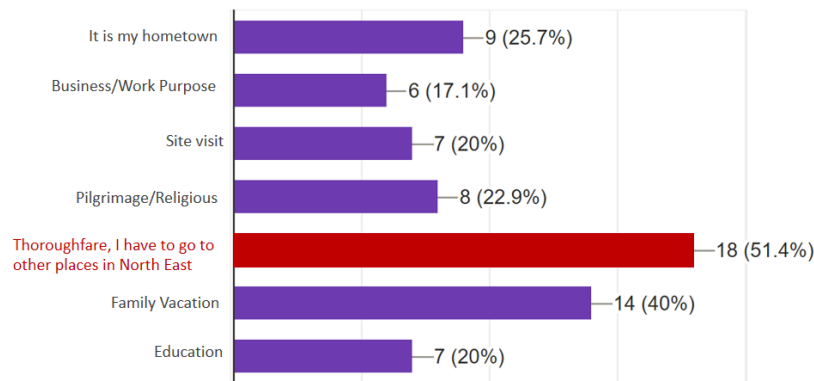


Figure 109. Participants were asked to mark on the motive to visit Around Guwahati or utilised the spaces around Brahmaputra. Maximum people chose thoroughfare followed by family vacation to hometown.

**Analysis of responses of Q 1 (Figure 109):** Participants does not do a stopover in Guwahati, but use it as a thoroughfare only few opt for site visit that too locals. Hence establishing the need to develop areas that can attract them.

### Q. 2 Indicate your interest of walking around the Brahmaputra Riverside

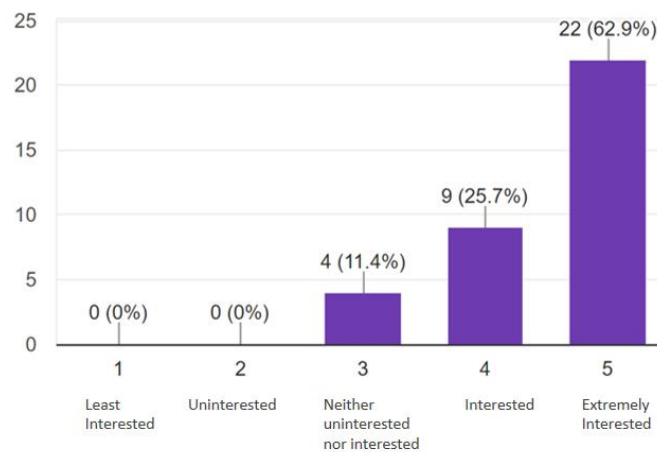


Figure 110. Participants opted for their interest to walk around Brahmaputra riverside as extremely interested.

**Analysis of responses of Q 2 (Figure 110):** Approx. 88% people showed interest to extremely interested indication due to availability of their likes under criteria's mentioned and studied earlier through survey, but due to lack of the above mentioned facilities it has not yet been taken ahead but there are a lot of possibilities to in the area of North Guwahati to be developed as a tourist circuit.

**Q. 3 A question was asked to all the participants irrespective of religion, gender or their nationality: Do you have a special area which is most meaningful to you around north Brahmaputra bank of Guwahati? Following were the answers Figure 62 and Table 25:**

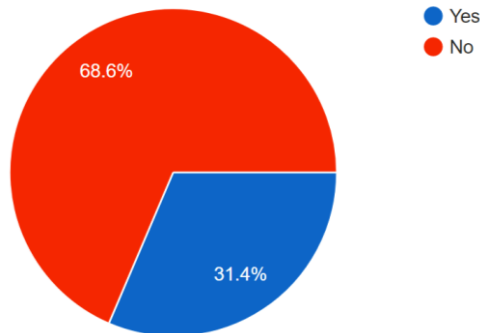


Figure 111. Showing the percentage of participants who have meaningful places to visit in North Guwahati.

**Analysis of responses of Q 3 (Figure 111):** To know people’s insights, context based questions are asked whether they have a special place, where maximum answers were No. Due to the fact that most of them does not have any specific reason to visit or spend time, only few students from IITG and Locals have visited the area for work purpose. Table 27 gives the insights and analysis of the questions asked in the interviews with the locals and visitors as participants.

Table 27. The views of participants & Insight and Analysis

		<b>Insights and Analysis:</b>
Locals	Doul Govinda (3) Banks of Brahmaputra in North Guwahati for photography Hajo IIT Guwahati(6) Local food restaurants Ferry Ghat to cross the river Ashwaktanta, sometimes Doul govinda Madhav Mandi, Ashwaktanta Mandir, Ferry ghat	The results and analysis shows that most of the participants belonging to Assamese ethnicity preferred visiting places of worship, but non locals hardly had any reason to visit.  Some even preferred not to answer as they had no idea of where North Guwahati is and how to travel to the location
Visitors	No specific place, as I have not yet visited the place. Would like to Visit the areas Not yet, only travelled once for Work purpose. Visiting sualkuchi and hoping to go to Umananda temple with Ro-Ro ferry service ( if ever ferry is started on Brahmaputra) Never visited.	

**Q. 4 Motive for you to visit North Guwahati in Future. (1-Strongly Disagree, 2-Disagree, 3-Neither disagree nor agree, 4-Agree, 5-Strongly Agree)**

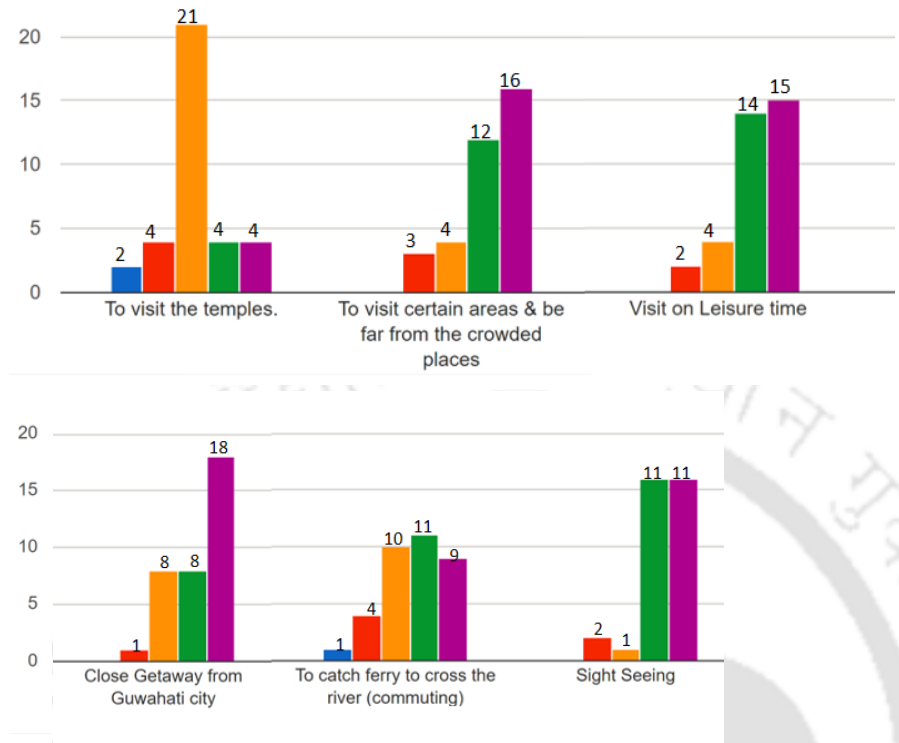
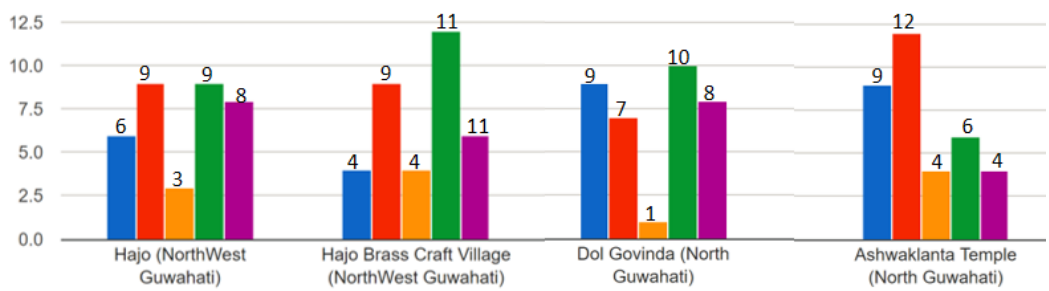


Figure 112. Participants we given 6 options to choose on the question for their motive to visit North Guwahati in Future based on which they had to choose the extremely important and extremely unimportant on. The options were: Visit temples, far from crowded place, Leisure time, Getaway from city, Catch ferry, Sightseeing. Maximum positive responses were getaway from Guwahati city followed by far from crowded places to leisure time visit and sightseeing.

**Analysis of responses of Q 4 (Figure 112):** Maximum participants preferred to be away from crowded place as it is a close getaway from Guwahati for sights seeing on leisure time which gives a strong and positive indication of developing the place as a tourist hub and developing significant plan to incorporate cultural landscape related identities with it.

**Q. 5 Knowledge on the identities on North Guwahati.**



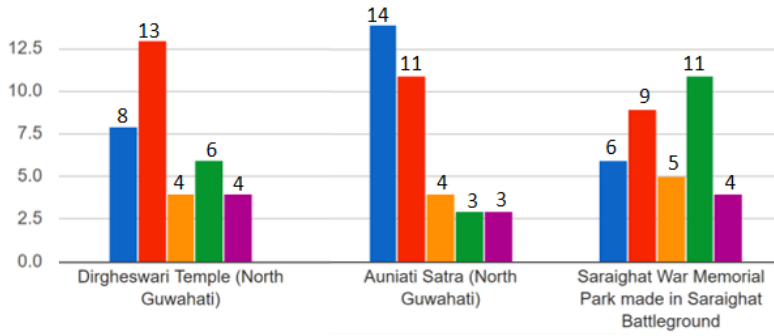


Figure 113. Participants we given 7 options to choose on the question for their knowledge on identities present in North Guwahati on which barely few people knew the mentioned places.

**Analysis of response of Q 5. (Figure 113):** Less knowledge and never heard were abundant mostly for non Assamese or even Local people who selected Guwahati only as a transit city to visit places around NE.

Q 6. Go through the Brahmaputra Riverside images and identities around it and rate your answers. (Figure 114); (1-Most Disliked, 2-Disliked, 3-Neither disliked nor liked, 4-Liked, 5- Most liked)



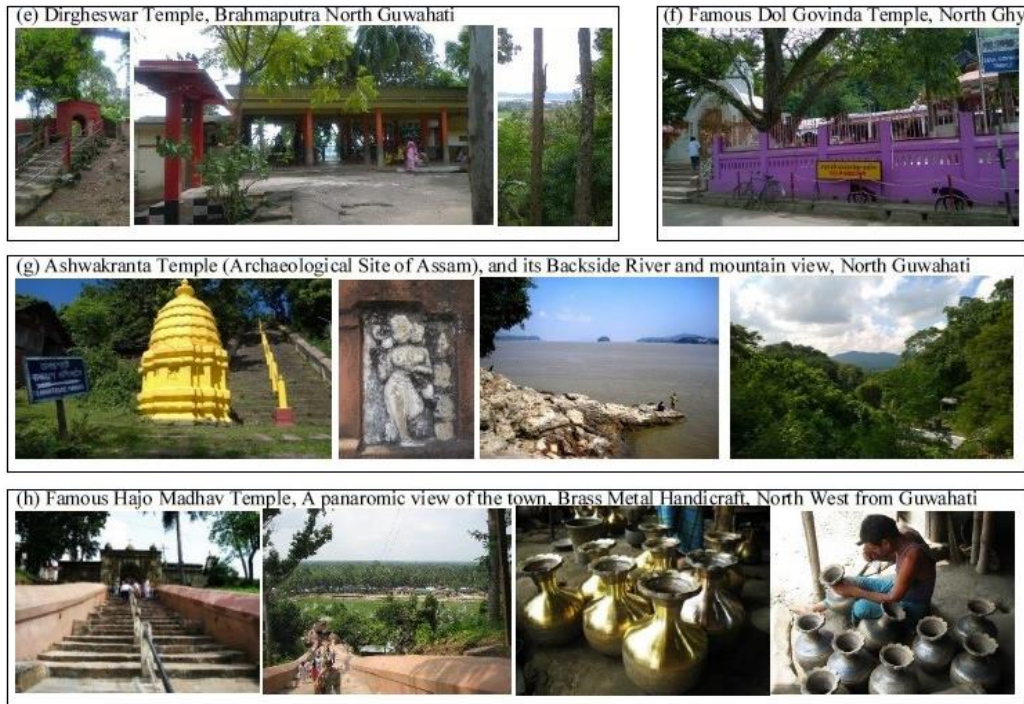


Figure 114. The Brahmaputra Riverside images and identities around it were shown to the participants for their views on them on most and least liked image.

Answer to Q 6.

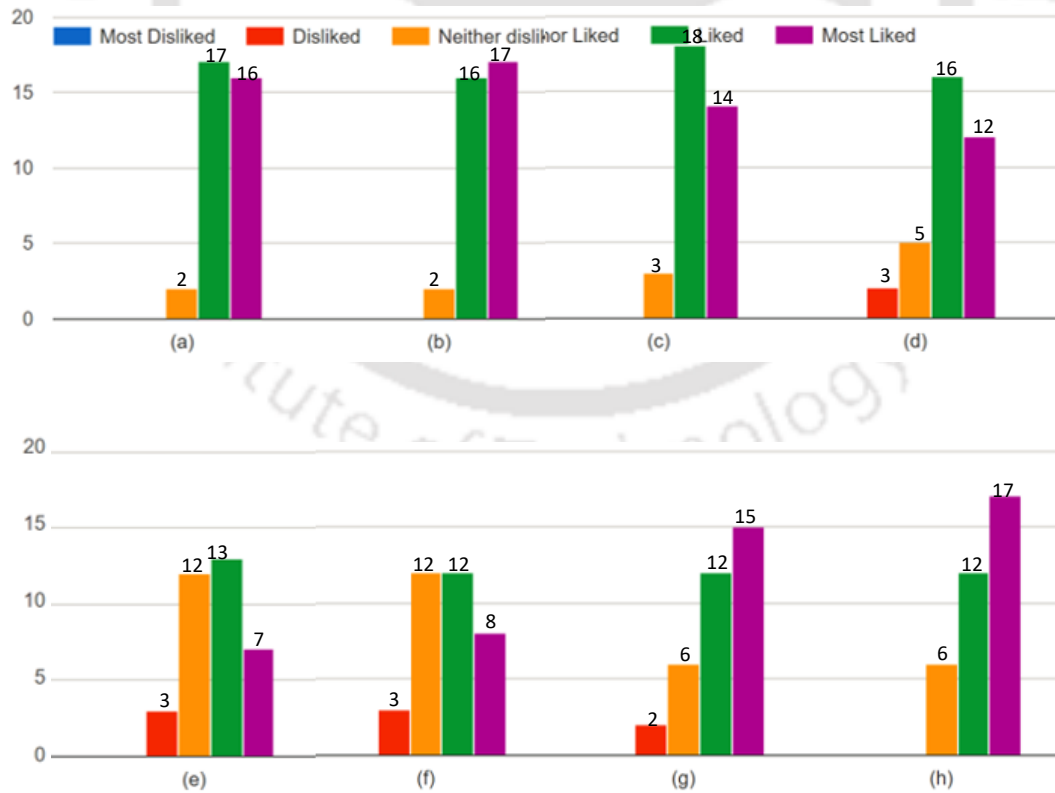


Figure 115. The participants answered to the Q6 and the results were negative for the pilgrimages. Although all of them had participants who liked the places, yet (d), (e), (f) and (g) had few dislikes.

**Analysis of answer of Q 6 (Figure 114 and Figure 115):** The Images of Riverside caught more attention and likes than that of the Pilgrimage places. This shows that tourists as per the earlier studies, wherein they don't prefer visiting religious places in Guwahati, Assam or any other places. For the participants it was more important to come to North Guwahati as a leisure tourism. Establishment of solution on how these pilgrimage places can be incorporated with nature and recreational tourism for pleasurable tour has to be solved in the design solution.

Table 28. The following table showcases the questions asked during the data collection based on 5 point Likert scale and the details of answers, followed by analysis.

Questionnaire based in context with Guwahati	Insights and analysis
<p>Q7. Modified version of one of the physical Landscape on the North West Guwahati and likeliness of visiting them (1-Never, 2-Least Likely, 3-Maybe not sure, 4- Likely, 5- Mostly likely)</p>  <p>As mentioned in Figure 74 (a).</p>	<p>Although after the raw image dislikes and non-surety of likings within the participants was prominent; in the modified version, almost all the people had opinions and preferences of exploring the said area. People chose recreational activities, sightseeing, cycle tour with family/friends and cuisine. While cultural events, bringing memories and to be on own. Compared to earlier studies of visiting places in Assam, it is seen that after the modifications and design intervention, tourists are interested to know more about the place and connect with the locals. Tourists like to visit such places like to visit these places with family or in groups rather than being alone.</p>
<p>Q. 8. How would you like to travel around Proposed North Guwahati plan: (a) On Land and (b) On Water (1-Never, 2- Less Likely, 3-Maybe not sure,4- Likely, 5- Most Likely)</p>	<p>After introducing to the Plan, the participants were asked to choose their preferences of activity is and travelling (which is one of the important concerns) on land and on Water, around the modified landscapes of selected North Guwahati. According to the terrain and climatic conditions, people chose mostly the specially designed cycle, hiking and mountain climbing as means to communicate and travel. While Boating, and fishing activities were largely selected given the security concerns and solved.</p>

**Q 9. Rate your major security concerns while travelling on or along Brahmaputra River.**  
 (1-Extremely Unimportant,2-Unimportant, 3-Neither Unimportant no important, 4- Important, 5-Extremely Important)

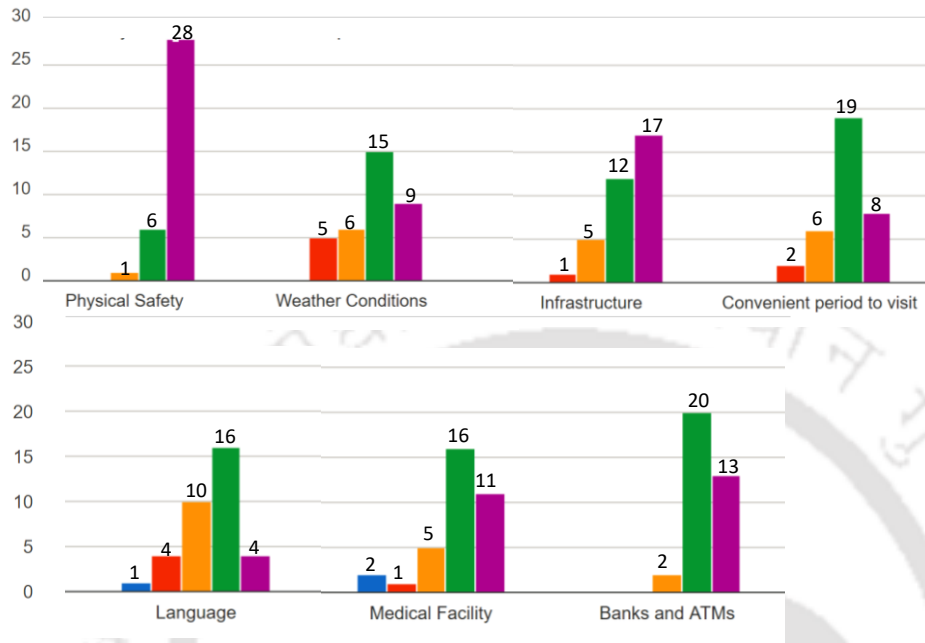


Figure 116. Participants were asked question on the major security concern while visiting places around Brahmaputra riverfront. The responses in decreasing order was Physical safety, infrastructure, banks and ATMs, medical facility along with weather and convenient period to visit.

**Analysis of answer of Q 9. (Figure 116):** Since Brahmaputra is an ever flowing and vibrant river, people were concerned about their physical safety and had no issues with language weather. People want to walk beside Brahmaputra, but infrastructure medical facilities and ATMs would be advantageous for tourists and give a sense of security

### 3.7 STUDY 1 ON CONCEPTS DEVELOPED (PARTICIPANTS 30+20): THIS STUDY WAS CONDUCTED IN TWO PHASES.

#### 3.7.1 Study 1 on the concepts

30 Participants were introduced with various modified versions and ideas related to the physical and cultural identities and the landscapes in North Guwahati Riverfront. The preferred Likings in a decreasing order were c,e,a,f,d,b. Most liked and liked components is highlighted in the proposed plan (Figure 117 and Figure 118).

Based on the choices, further development on plan/ scheme will take place and it will be considered for evaluation.

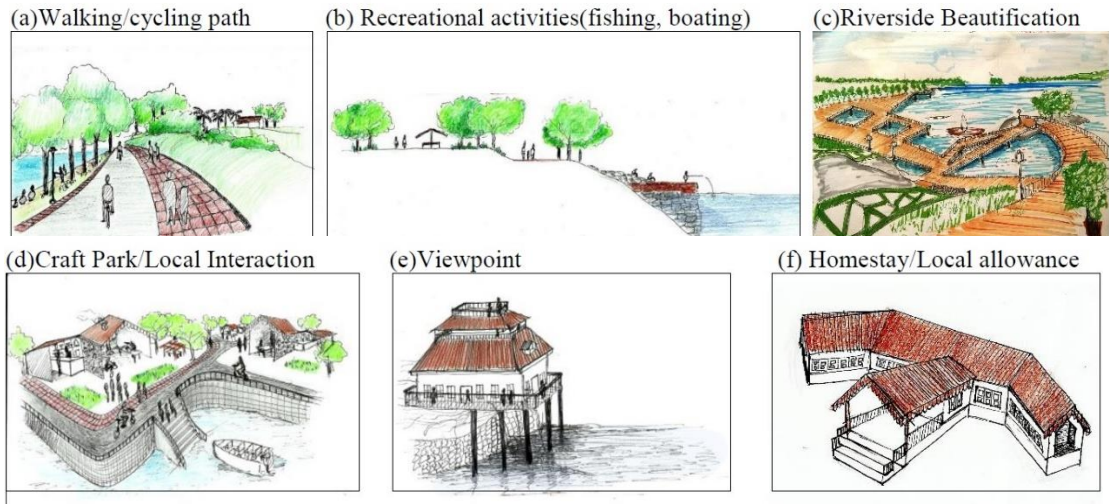


Figure 117. Participants of 30 numbers were introduced with 6 modified versions and ideas related to the physical and cultural identities and the landscapes in North Guwahati Riverfront.

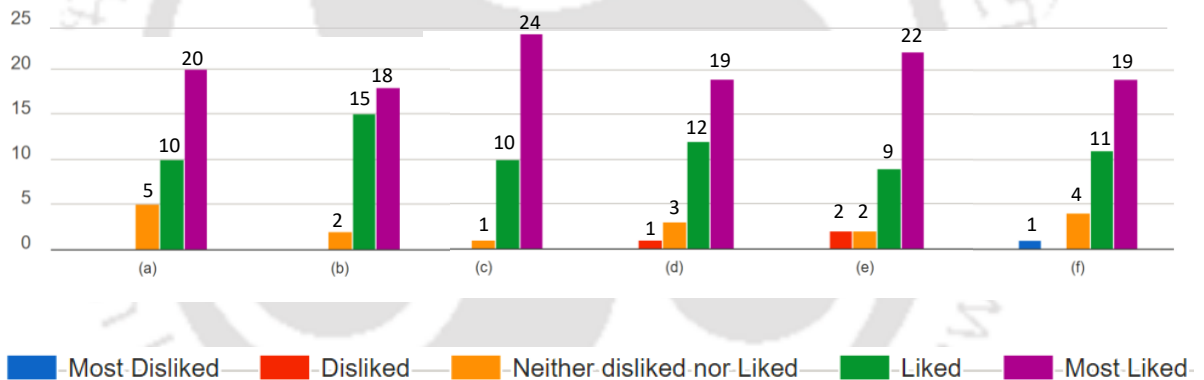


Figure 118. Based on the study the preferred Likings in a decreasing order were c,e,a,f,d,b.

### 3.8 STUDY 2 ON LANDSCAPES – FREQUENCY OF RESPONDENT PREFERENCES

#### 3.8.1 Frequency of preferences

15 Participants were introduced with these same modified versions and ideas related to the physical and cultural identities and the landscapes in North Guwahati. Based on their answer the Study 1 and Study 2 was incorporated to conduct certain tests in spss.

- (a) Multiple Responses for Study 2: For the Modified version of the physical Landscape on the North West Guwahati and likeliness of visiting them. (1-Never, 2-Least Likely, 3-Maybe not sure, 4- Likely, 5-Mostly likely). A total number of 50 participants from

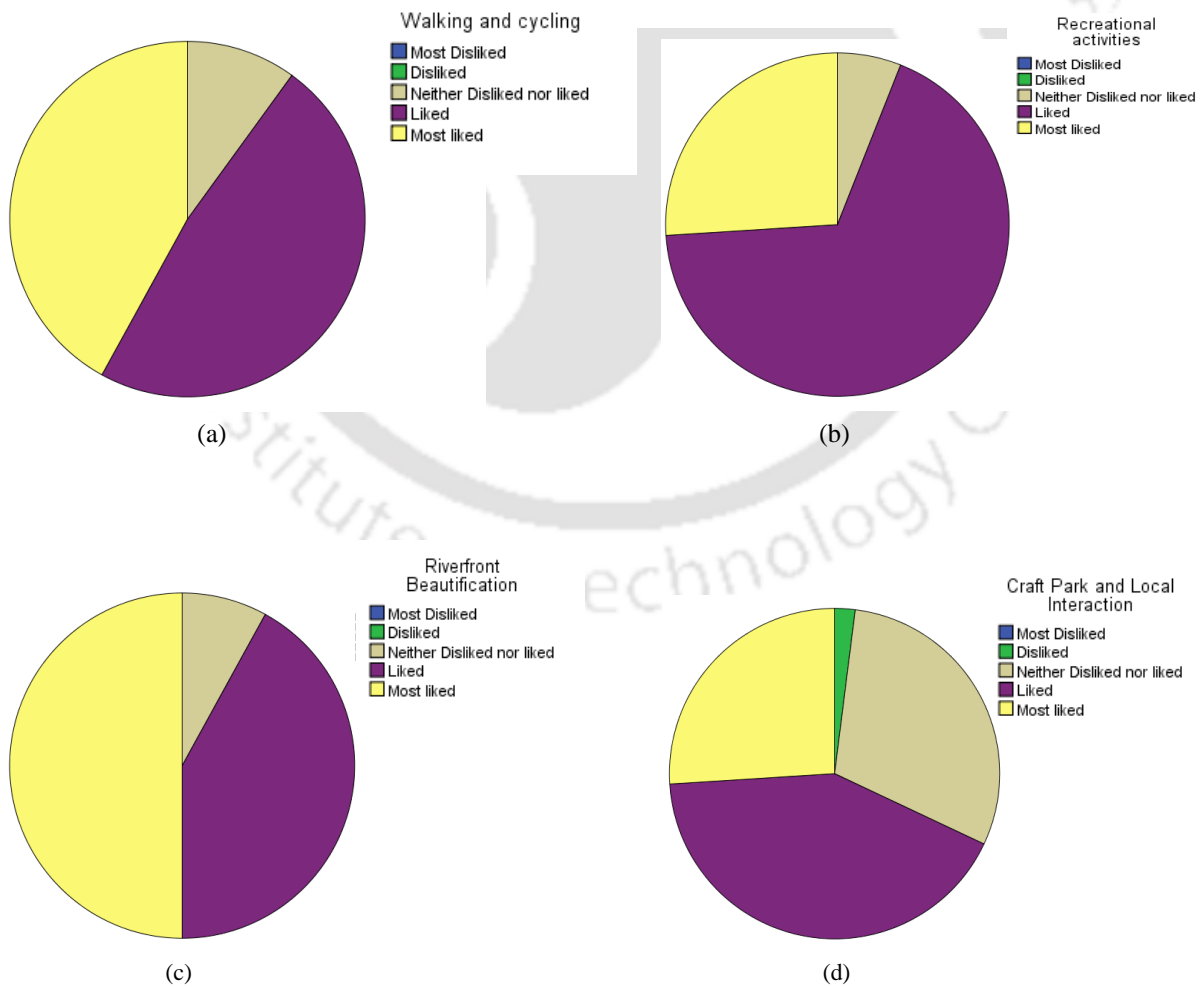
various backgrounds where selected for the survey. Following analysis was done based on the data collection (Table 29).

Table 29. The frequency of preferences of the respondents where river beautification has the highest percent of most liked. Out of 50 participants 25 chose it to be extremely like followed by walking and cycling. While viewpoint has the minimum amount of liking.

**\$Prefer Frequencies**

	Responses		Percent of Cases	
	N	Percent		
Preferences <sup>a</sup>	Walking and cycling	21	22.1%	55.3%
	Recreational activities	13	13.7%	34.2%
	Riverfront Beautification	25	26.3%	65.8%
	Craft Park and Local Interaction	13	13.7%	34.2%
	Viewpoint	11	11.6%	28.9%
	Home stay	12	12.6%	31.6%

a. Dichotomy group tabulated at value 5.



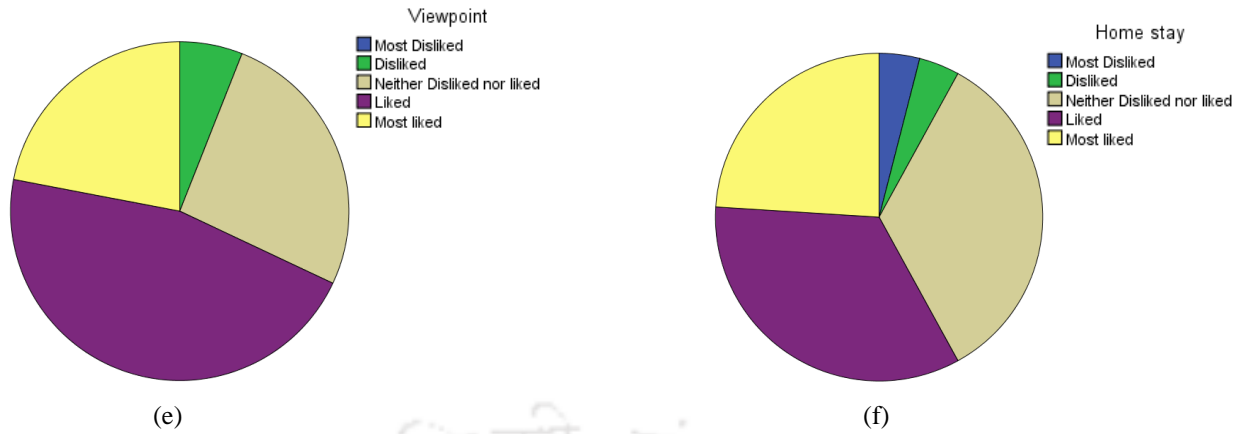


Figure 119. The number for most liked and disliked on a pie chart of 50 Participants. The most liked was Riverfront Beautification(c), walking and cycling(a) and recreational activities(b). While all the options were liked yet few dislikes and neither like nor disliked could be seen on the home stay, viewpoint and craft park.

Analysis of responses of Study 2 (Table 28 and Figure 119): It is proved through the responses in Figure 117 and Figure 118 a, b, c, d, e, f that walking, cycling, riverfront beautification and recreational activities were most liked and opted for. While participants were open to local interaction and home stay at ATHRs type houses to be built for the tourists. The most liked activity that the participants liked were related to recreational activities

### 3.8.2 Descriptive statistical Analysis of Study 2 (Table 30)

The tourist preference in descending order. Where the Mean for riverfront beautification is 4.4200 and Home stay was 3.7000 The maximum differences in the responses can be seen in the Homestay through the standard deviation of 1.01519. N=number of valid observations for the Variable.

Table 30. Descriptive Analysis of the Tourist Preferences in descending order where N=number of valid observations for the Variable.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Riverfront Beautification	50	3.00	5.00	4.4200	.64175
Walking and cycling	50	3.00	5.00	4.3200	.65278
Recreational activities	50	3.00	5.00	4.2000	.53452
Craft Park and Local Interaction	50	2.00	5.00	3.9200	.80407
Viewpoint	50	2.00	5.00	3.8400	.84177
Home stay	50	1.00	5.00	3.7000	1.01519
Valid N (listwise)	50				

### 3.8.3 Cross tabulation through Chi square test

This test shows if there is any association between two categorical variables. Always calculate percentages in the direction of the independent variable. Use Chi square test to see if any association is found is statistically significant. A value is Non significant if  $p > .05$ .

The test is done between the given 6 options against the residence where 1=NE Indian, 2= Other parts of India and 3=Non-Indian (Foreigner).

#### Analysis of the Cross tabulation through chi square Tests, testing the significance level

- The Value of walking and cycling and place of residence is .976 which has a high value and is non-significant. (Table 31)
- The Value of recreational activities and place of residence is .740 which has a high value and is non-significant. (Table 32)
- The riverfront beautification and place of residence is .687 which has a high value and is non-significant. (Table 33)
- The Value of Craft park and local interaction and place of residence is .228 which has a high value and is non-significant. (Table 34)
- The Value of home stay and place of residence is .404 which has a high value and is non-significant. (Table 35)

The values show that wherever the participant/visitors belong to the riverfront beautification and other design intervention is non-significant to the place of residence.

Table 33. The Value of walking and cycling and place of residence is .976 which has a high value and is non-significant.

**Chi-Square Tests**

		Value	df	Asymp. Sig. (2-sided)
<b>Walking and cycling * Place of residence</b>	Pearson Chi-Square	.472 <sup>a</sup>	4	.976
	Likelihood Ratio	.477	4	.976
	Linear-by-Linear Association	.022	1	.882
	N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .70.

Table 32. The Value of recreational activities and place of residence is .740 which has a high value and is non-significant.

**Chi-Square Tests**

		Value	df	Asymp. Sig. (2-sided)
<b>Recreational activities * Place of residence</b>	Pearson Chi-Square	1.977 <sup>a</sup>	4	.740
	Likelihood Ratio	2.653	4	.618
	Linear-by-Linear Association	.331	1	.565
	N of Valid Cases	50		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .42.

Table 33. The Value of riverfront beautification and place of residence is .687 which has a high value and is non-significant.

**Chi-Square Tests**

		Value	df	Asymp. Sig. (2-sided)
<b>Riverfront Beautification * Place of residence</b>	Pearson Chi-Square	2.267 <sup>a</sup>	4	.687
	Likelihood Ratio	3.363	4	.499
	Linear-by-Linear Association	1.553	1	.213
	N of Valid Cases	50		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .56.

Table 34. The Value of Craft park and local interaction and place of residence is .228 which has a high value and is non-significant.

**Chi-Square Tests**

		Value	df	Asymp. Sig. (2-sided)
<b>Craft Park and Local Interaction * Place of residence</b>	Pearson Chi-Square	8.145 <sup>a</sup>	6	.228
	Likelihood Ratio	6.038	6	.419
	Linear-by-Linear Association	3.291	1	.070
	N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Table 35. The Value of home stay and place of residence is .404 which has a high value and is non-significant.

		Value	df	Asymp. Sig. (2-sided)
<b>Home stay * Place of residence</b>	Pearson Chi-Square	8.305 <sup>a</sup>	8	.404
	Likelihood Ratio	9.761	8	.282
	Linear-by-Linear Association	1.918	1	.166
	N of Valid Cases	50		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .28.

**3.8.4 Correlation Tests between variables:** Positive correlation means variables that move in the same direction and negative means variables that move in opposite direction. Weak correlation is close to '0' and moderate or strong is close to '1'. The significance of the variables can thus be tested.

- Correlation between place of residence and walking and cycling is high with a value of .884. (Table 36)
- Correlation between place of residence and recreational activities is moderate with a value of .570. (Table 37)
- Correlation between place of residence and riverfront beautification is moderately Weak with the value of .216. (Table 38)
- Correlation between place of residence and Craft Park and Local Interaction is weak or negative correlation coefficient is -.259. (Table 39)

The correlation between place of residence and walking and cycling is the maximum while least is place of residence and craft park.

Table 36. Correlation between place of residence and walking and cycling is high with a value of .884.

	Mean	Std. Deviation	N
Place of residence	1.84	.650	50
Walking and cycling	4.3200	.65278	50

		Place of residence	Walking and cycling
Place of residence	Pearson Correlation	1	-.021
	Sig. (2-tailed)		.884
	N	50	50
Walking and cycling	Pearson Correlation	-.021	1
	Sig. (2-tailed)	.884	
	N	50	50

Table 37. Correlation between Place of residence and recreational activities is moderate with the value of .570.

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Place of residence	1.84	.650	50
Recreational activities	4.2000	.53452	50

<b>Correlations</b>			
		Place of residence	Recreational activities
Place of residence	Pearson Correlation	1	-.082
	Sig. (2-tailed)		.570
	N	50	50
Recreational activities	Pearson Correlation	-.082	1
	Sig. (2-tailed)	.570	
	N	50	50

Table 38. Correlation between place of residence and riverfront beautification. Weak with the value of .216.

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Place of residence	1.84	.650	50
Riverfront Beautification	4.4200	.64175	50

<b>Correlations</b>			
		Place of residence	Riverfront Beautification
Place of residence	Pearson Correlation	1	-.178
	Sig. (2-tailed)		.216
	N	50	50
Riverfront Beautification	Pearson Correlation	-.178	1
	Sig. (2-tailed)	.216	
	N	50	50

Table 39. Correlation between place of residence and Craft Park and Local Interaction is weak or negative correlation coefficient is -.259.

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Place of residence	1.84	.650	50
Craft Park and Local Interaction	3.9200	.80407	50

### Correlations

		Place of residence	Craft Park and Local Interaction
Place of residence	Pearson Correlation	1	-.259
	Sig. (2-tailed)		.069
	N	50	50
Craft Park and Local Interaction	Pearson Correlation	-.259	1
	Sig. (2-tailed)	.069	
	N	50	50

A general discussion based on the observation of the chapter including a conclusion that makes/leads to next final Chapter 4.



## Chapter 4

### DESIGN DECISION AND CONCLUSION

In this chapter a Micro-tourism concept is designed on the North Guwahati Riverfront and landscapes, where all the elements of proposed solutions and framework would be combined together in the Proposed Design Scheme.





## **Chapter 4**

### **DESIGN DECISION AND CONCLUSION**

#### **4.1 SOLUTION INTRODUCTION**

Referring to the field study and case studies and the analysis done on the related materials. Solutions of the Scheme based plan in North Guwahati given the fact that there are Limited options and the region is merely developed in terms of public space beautification, it gives a scope to explore in terms of understanding motivations through the purpose of visit to Assam.

##### **4.1.1 Salient Features**

The Salient findings and features of the proposed tourism circuit and other facilities are mentioned below. Some points that makes the confirmation of proposed solution that combines multiple solution based scheme and route which would solve the identified problems.

Travel motives are based on instincts and experiential journey which is provided to participants. The motives of PUSH AND PULL elements will initiate the journey towards the destination place. In the case with push motives: relaxation, adventure, fun, gaining knowledge and pull motives: attractions, environment, security, lodging and atmosphere towards the destination, are the most important variants that can be studied further in context with North Guwahati and how provisions can be made for tourists visiting the place.

Safety and security was equally important for tourists in terms of political and visiting around the river, who sought protected areas for tour purpose. Hygienic and Proper amenities are of major need for tourists while travelling along with infrastructural developments.

The Components of Place (Based on Physical, Activity, Meaning and Biological needs) must not only be dealt as variable (inter correlated or independently) but as aspects that are useful to understand a destination place. In case of the tourists, the physical spaces, local activities like photography, eco-tourism, hiking, visual uniqueness, political stability (safety and security) and relaxation are the components that are imperative for a pleasurable tour.

Using the instrument for planning and managing place to the basic concept of SWOT Analysis to develop economic, general or business strategies, landscape planning and management. It will be concerned with landscape potentialities, threats and restricted uses: Fragility/vulnerability, sensitivity (economic pressures), vitality, specific potentialities (quietness, wilderness).

Assessment of Govt. Bodies/Policies/Schemes to be incorporated:

- Schemes: Hriday Scheme, Hamari Dharohar Scheme, Swadesh Darshan Scheme, National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme. While many of the above mentioned does not technically involve north Guwahati, but the concept of developing a secure tourism patch in north Guwahati can be incorporated in the schemes. These Schemes are mostly based on connecting tourists with pilgrimage or Cultural places. Through the study it is found that people are not really interested completely on spiritual tourism unless it is incorporated with nature or cultural tourism.

- Ministry: Ministry of culture, Ministry of tourism, Govt. plans to develop riverfront of Brahmaputra and incorporate the idea of express highway along the river from etc. This potential North Guwahati tourism spot can be incorporated in the plans. The collaboration with Central Govt. Ministries like MEA for various geopolitics related Policies involving relations of India with South East Asian countries through North East Region like Act East Policy, NITI Aayog, Ministry of Tourism, Ministry of Urban Development, Ministry of Skill Development, Archaeological Survey of India.
- Local Municipal corporation, ATDC, SHGs, Local NGOs, Gram Panchayat, Local community participation need to collectively work with tourism dept.
- NGOs and research thinkers can be utilised to encash the overall idea for future development of North Guwahati's Riverfront area rich in cultural and physical landscapes.
- Circuit based development: The circuits in the country that has been developed the GOI are North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit. Under Swadesh Darshan Scheme (Ministry of Tourism Report, 2015-2016) Amms has Heritage Circuit : Development of Tezpur-Majuli-Sibsagar as Heritage Circuit, Assam and Wildlife Circuit - Manas- Pobitora- Nameri-Kaziranga- Dibru Saikhowa as Wild Life Circuit in Assam. Assam has only two tourist circuits including development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati while other circuits that does not cover Assam. In this context a North Guwahati Brahmaputra riverfront circuit tourism can be developed.
- River festivals in North East, Namami Brahmaputra, Namami Barak Festivals etc. by Ministry of Tourism can be showcase the North Guwahati strategy. Since Brahmaputra runs through the entire length of Assam, this North Guwahati micro-tourism developmental plan
- Sustainable tourism: Under EDP (Entrepreneurship development Programme and EGM (Employment Generation Mission), DDU-GK Yojana scheme, Employment Guarantee Mission, *Hunar se Rozgaar Tak*, local youth and people can be involved to envisage upon a development based on socio-economic development of the Locals of North Guwahati.
- Develop such projects through PPP (Public-Private Partnership) model on the identify piece of land in North Guwahati riverfront area.
- Digital India: Proper Channelling of the selected spot to Internet Based advertisements and marketing, which would attract tourists. With the digital revolution of India, it is necessary for the ATDC to act on the lines of Digitization of information procurement for tourist destination.
- GI Indication: GI Indication of the Hajo handicraft Village as and such other spots included in the North Guwahati tourism plan, so as to incorporate it Digital India scheme.

The Concept will promote local arts, cultural, handicrafts, cuisine etc. to generate livelihoods in the identified places.

**Place identity projection through tourism products** in terms on mementos or remembrance products of the place that will be offered to tourists to be bought in the site of unexplored landscape.

**Technology enabled simulated vacations:** With better and better virtual reality technology becoming available, it is only a matter of time before a totally realistic virtual holiday exists. For

example, and Information prism where you can discuss when tours could take place and what features it will probably incorporate.

**Boatel:** It is a Travelogue Motel. It can start from a remote place by the river, to be explored, will attract boatmen. Optimise the potential of boating facilities through a destination resort, and further extend the resort to its further limits through connecting it to various tags in the area and through villages as a heritage or cultural walk or leisure excursion.

**Fishing Deck:** People looking for wilderness along with pleasurable activities like fishing as well as connecting the activity with boating, looking for wilderness, Nature trace, natural amphitheatre, Picnic Area, Camping, Nature Cycling/walking zone and get away to pleasant places from the urban life.

**Food:** Local food like *Peetha* (Local savoury made of Rice) and other delicacies of Assam will be available on various food availability points.

The riverfront development has to be “a flood control scheme”, and that the municipal corporation along with Brahmaputra Development Board will have to work out other measures to meet the impending challenge of floods.

#### 4.1.2 Proposed Scheme

The result from the studies conducted show that selective variants are necessary to be considered while developing a destination place, like infrastructure, recreational activities, natural & cultural attractions, security, medical facilities and few psychological motives or components that would push the tourist to their destinations as mentioned in the insights. The correlational tests conducted provided the results that there is positive correlation between similar variants in context with other places and in context with Assam. They both are significant. With this a layout of the plan of the patch is being drawn with respect to the following Figure 120, 121, 122 and Figure 123. Red dots are the important identities that needs to be covered under the Plan, Red line is the patch and yellow are the small connecting routes A glimpse of developmental changes that would be carried out in a magnified view in Figure 123. of an Area on the North Guwahati Side to be developed on the Riverfront of Brahmaputra. Here the routes, homestays, viewpoints and connecting the physical landscape with Hajo Handicraft Village is shown.

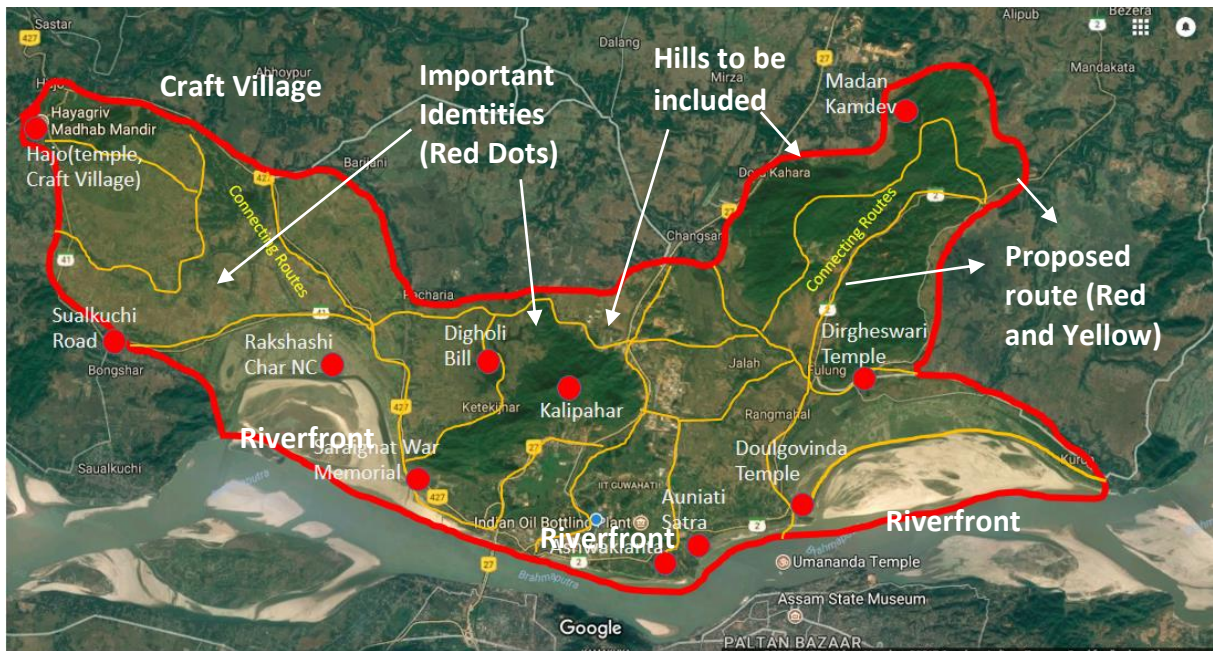


Figure 120. North Guwahati Plan exhibiting the Patch considered as a result of the study conducted; Photo source: <https://www.google.co.in/maps/assam>.

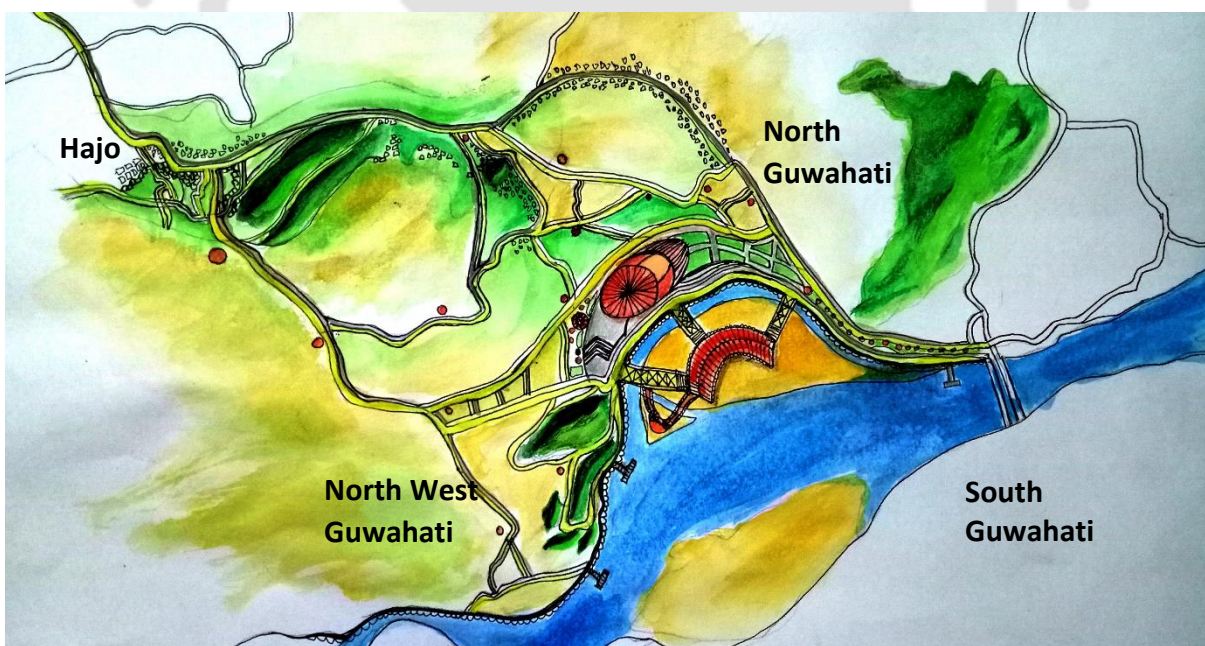


Figure 121. Small patch of land on the North Guwahati Side on the Riverfront of Brahmaputra.



Figure 122. The Designed Scheme of North Guwahati have 4 major elements: Riverfront Beautification (the most liked by the participants), Stay for the tourists on the riverfront and Hills in North Guwahati which will be brand for the diminishing Assam type Heritage Residencies (Vernacular ATHRs), Cycle route on the Hills and along the riverfront and for better reach to the interiors of North Guwahati for local interaction, Locally made Cycle by the Brass craftsmen in Hajo Brass Craft Town which will in turn generate revenue.

In order to understand the performance and potential of the riverfront park, a methodology from Project of Public Space, New York has been adopted to evaluate riverfront parks. Evaluation of public space take place with four parameters i.e. :- 1) Comfort & Image 2) Access & Linkages 3) Uses & Activities and 4) Sociability) and these four parameters have four attributes for evaluation (Table 39). All these parameters have four other measurable attributes combine together they form an average score for the parameter. The lower the score the better is the place. Diversity of different activities may be established by riverfront authority, but when seen with perspective of people's use the activities to be included may have diversity from walking, cycling, interaction with craftsmen to finding peace. (As mentioned earlier)

Table 40. A methodology created by PPS for evaluating public space (as referred from Patel, S., 2016; p. 91)

Comfort & Image	Access & Linkages	Uses & Activities	Sociability
Attractive	Identifiable from a distance	Comfortable places to sit	People in groups
Feels Safe	Walkable	Frequent community events/activities	Evidence of volunteerism
Clean/well maintained	Accessible by transit	Area is busy	Sense of pride and ownership
Feels reflective and restorative	Clear information/signage	Variety of things to do	Children and seniors are present

Taking the methodology and parameters as shown in Table 40, the following is developed in the Riverfront Patch in North Guwahati:

**Theme Based Circuit Tourism (Figure 122):** Tribal, Heritage, pilgrimage, leisure, recreational etc. And it will propose the possible application of some instruments for the design of tourist circuits, such as inventory-making, tourist prioritization of resources and attractions of cultural heritage, and a preliminary proposition of evaluation indicators of cultural tourist circuits.

**Flexible circuit (Figure 123):** Tailor made service Methodology to increase and why people would go for leisure activities for different scale economies while on pilgrimage has been identified and studied upon in order to create a universal methodology that can be applied in similar kind of locations and environment. In the field of tourist development, it will try to provide an experiential look on the condition of cultural tourism in the Villages. This special North Guwahati pilgrimage and leisure circuit can be developed taking the important identities into loop.

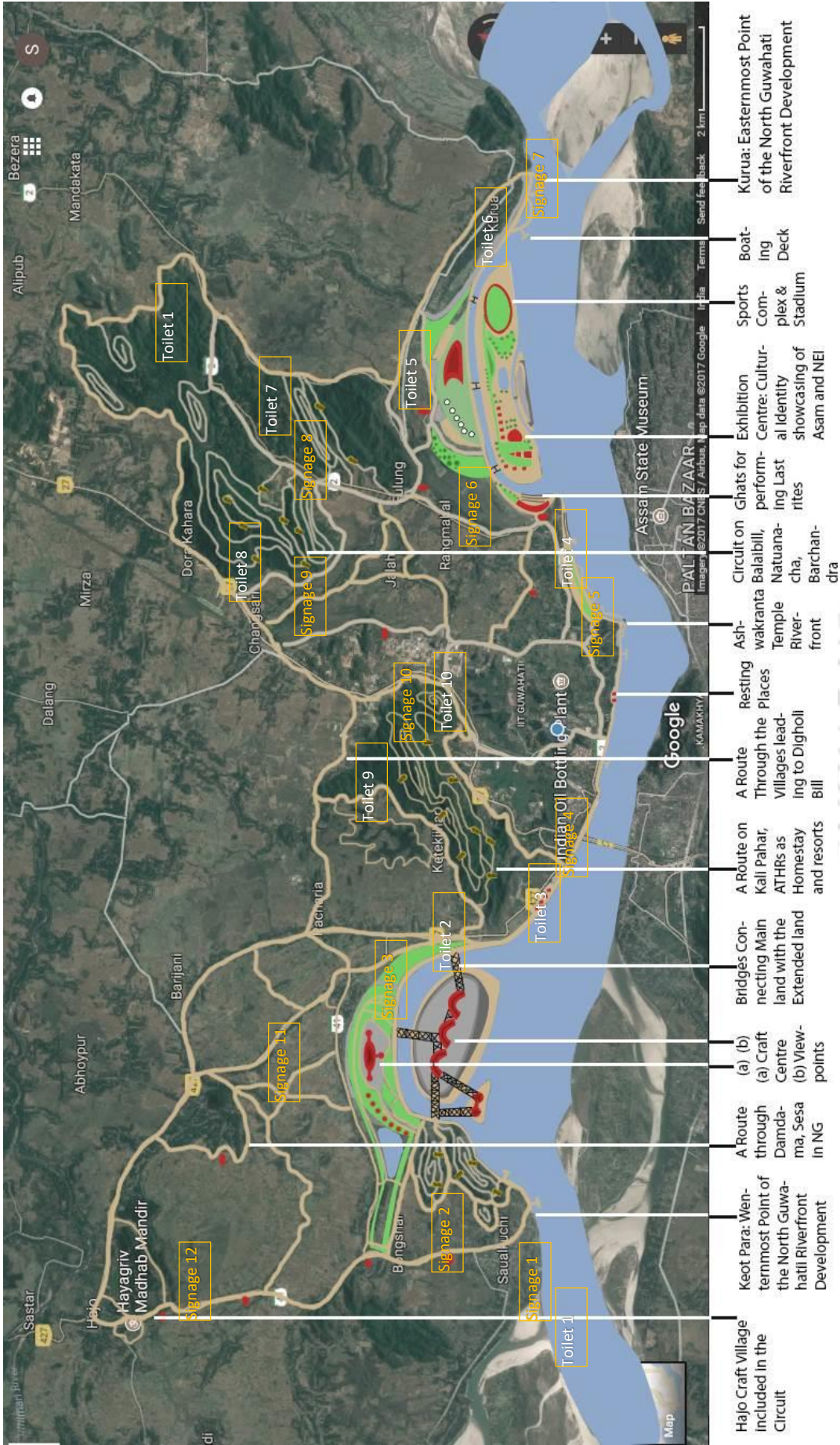


Figure 123. Master Plan: **Keot Para** in the West to **Kurua** at the East (approximately 90 including riverside and hills, 26 kms riverside distance) Riverfront project creates a public edge along the Brahmaputra river on the North Bank along with providing a circuit tourism for the tourists to connect with the locals through one to one interactions and knowledge gain on the historical and heritage structures and crafts of the area. The plan shows the main considerations in allocating land uses for the reclaimed portions along with developmental inputs, the structural road network, emergency exits, signage, amenities, location of promenades, parks, cycle stands, bridges, sports facilities, craft centres, viewpoints, routes on hills and the huts along it.

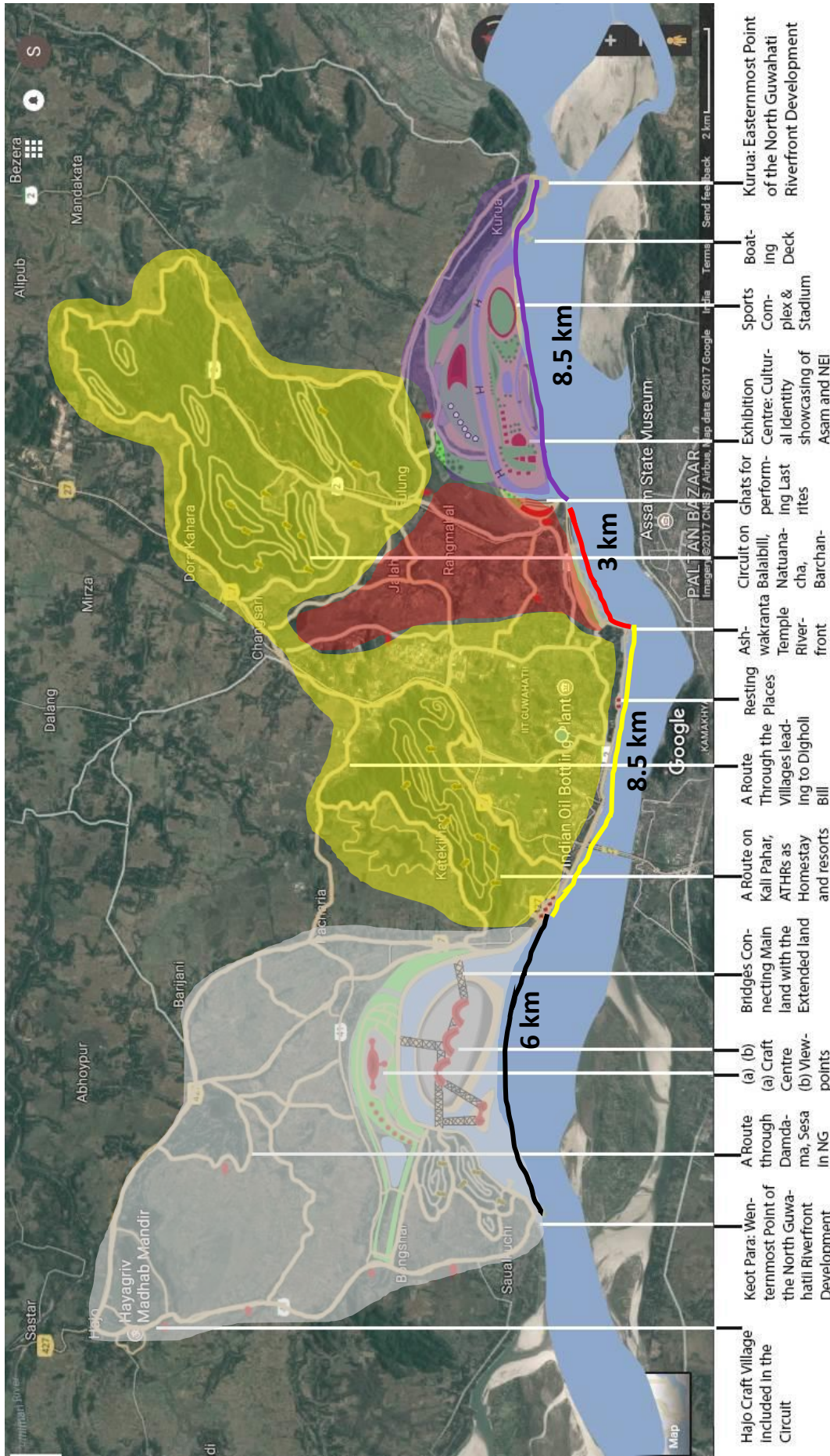


Figure 124. Master Plan: **Keot Para** in the West to **Kurua** at the East (Riverfront Distances and Zoning)

- Riverfront Distance of 6 kms: The grey Path within this riverfront covers riverfront and Craft park and various viewpoints.
- Riverfront Distance of 8.5 kms: The Yellow Patch within this riverfront covers and is accessible to the hills and homestays on hills, cycling path on hills.
- Riverfront Distance of 3 kms: The Red Patch within this riverfront covers the Temples and Ghats.
- Riverfront Distance of 8.5 kms: The purple patch within this riverfront covers the various public spaces of like exhibition centres and complexes.

Master Plan (Figure 123 and Figure 124): The Area covered under the Plan is from Keot Para in the West to Kurua in the East (approximately 90 km-36 km) in the west of North Guwahati for Craft Park and Hajo, 16 km Kalipahar Area, 26 km East to west of North Guwahati.

As per the Master plan in Figure 124, in the Riverfront Distance of 6 kms (Black line), the grey Patch within this riverfront covers riverfront and Craft park and various viewpoints. In the riverfront Distance of 8.5 kms (Yellow line), the Yellow Patch within this riverfront cover and is accessible to the hills and homestays on hills, cycling path on hills. In the Riverfront Distance of 3 kms (Red Line): The Red Patch within this riverfront covers the Temples and Ghats. In the Riverfront Distance of 8.5 kms (Purple Line): The purple patch within this riverfront covers the various public spaces of like exhibition centres and complexes.

Riverfront project creates a public edge along the Brahmaputra river on the North Bank along with providing a circuit tourism for the tourists to connect with the locals through one to one interactions and knowledge gain on the historical and heritage structures and crafts of the area. The plan shows the main considerations in allocating land uses for the reclaimed portions/beautified area along with developmental inputs as follows:

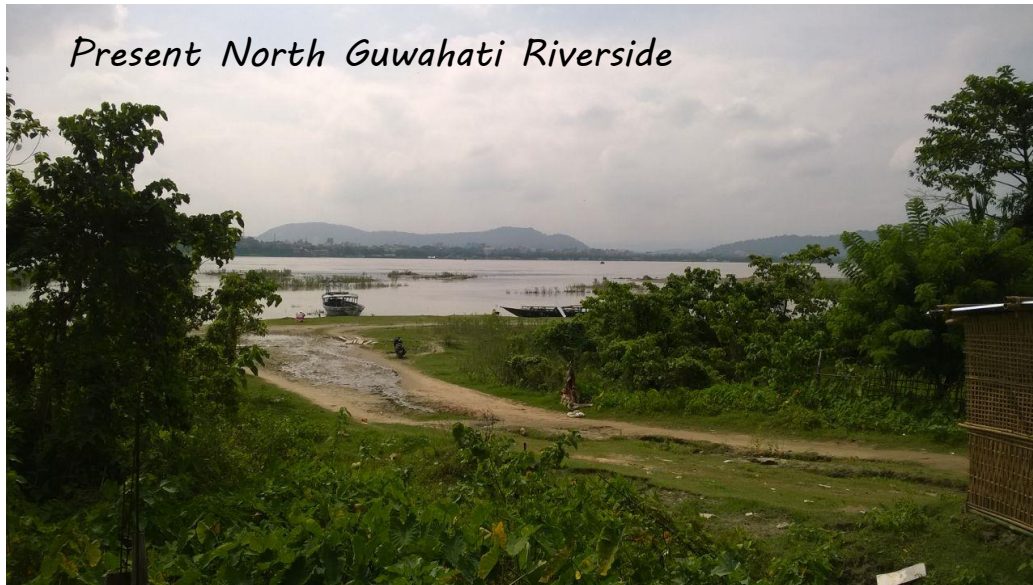
- (i) The structural road network for cyclists and travellers is provided on the Figure 123.
- (ii) Types of vehicles present: Cycles on various cycles stand points, for elderly people and cycles for the age group of 18-45 years is proposed and for elderly tourists walking route or e-rickshaws will be available with the number of e-rickshaw drivers available at each signage point office.
- (iii) Exits would be at a closer distance in the areas of more crowd and gatherings like the park, Temples, Exhibition Centres, Sports Complex throughout the route along the riverside.
- (iv) Emergency/security buttons: A system of reporting to concerned authorities in time of any medical emergency or natural emergency. Kiosks with Emergency Buttons would be places at various points.
- (v) Signage for better connectivity and so that the tourists are lost. They would be handed over booklet and route map at each of these points. There are a total of 6 major signage points or offices along the routes and Plan. Other that these there will be small outlets throughout the route. A Proposal of further improvement can be incorporated with the cyclists. Kiosks for vending tickets/maps will be places at various places throughout the area.
- (vi) Amenities: Toilets, bathroom will be available at large number of places throughout the road network.
- (vii) Location of promenades, parks, Bridges, sports facilities, craft centres, viewpoints, routes on hills and the huts along the routes and the plan will be provided in the map at each signage centre.

- (viii) Ghats are also provided near the Ashwakranta Temple due the believe of Hindu community since years of emersion of the ashes of the dead.
- (ix) Safety railings along the riverside promenade.
- (x) Boating will be provided for the tourists at various points.
- (xi) Closure of the riverfront areas: At the time of high rainfall due to security concerns certain areas will be proposed to be closed to avoid any medical or unwanted situation that may even lead to death.
- (xii) Closure for cleaning: A particular time should be kept closed for the riverfront to be cleaned and maintain the parks, promenades and structures along the network and riverfront areas.
- (xiii) Security Guards at every entry/exit and offices or public spaces for recreational activities in the riverfront to retain decorum and safety of the public.
- (xiv) Paid parking for generating revenue (an example of Sabarmati Riverfront: Rs 10 for adults, Rs 5 for elderly and children and Re 1 for students, Rs 5 for two wheelers and Rs 10 for four wheeler) (Patel,S, 2014).
- (xv) Official records to be kept on what that money is utilized for or are that money used to improve any of the services.
- (xvi) Parking spaces which has been a core subject of study for urban planning and public spaces as it forms a linkage between accessibility and mobility of a space.
- (xvii) Resources to host public events as the cultural exchange is a challenge to achieve.



Figure 125. The Bridge on the hills situated on the North East and North West (Kalipahar) Side of North Guwahati with tourist and cyclists for leisure activities.

The Figure 125 gives an account of the scenario that we may imagine after the development of the hill landscape, which thus cover under the proposed scheme of things. A Route Bridge on the hills is designed in North Guwahati in order to provide tourists a view of the riverfront from the hilltops and also encourage Eco/ nature based tourism.



(a)



(b)

Figure 126. (a) present North Guwahati riverside, (b) Beautified the area for Leisure activities for tourists, including village inspired Assam Type Huts along with promenades on the riverfront.

In Figures 125, 126, 127 and 128 a riverfront area (a) is taken and is beautified and redesigned (b) in order to generate a scenario for showcasing tourist experiences on the riverfront. The tourists or user will experience will be able to walk along the riverfront. There will be home stays or stay in Village type of houses as shown in the Figure 104 and tourists would be able to experience the areas.



(a)



(b)

Figure 127. (a) Present area in front of Ashwakraanta Temple, North Guwahati riverside, (b) Beautified the area for Leisure activities for tourists with promenades on the riverfront, solar lights, benches, dustbins and gardens.



Figure 128. (a) Present road on the North Guwahati riverside, (b) Beautified the area for cycling for tourists with walkways for non-cyclists on the riverfront, solar lights to be incorporated along with keeping the feel of the cycling and walking with feel of nature/eco-tourism.

**Scenario Based solution:** The Present Situation and its related Problems in Figure 129 in the suggested patch starting a tour from Guwahati city to unexplored North Guwahati will be solved through various solutions as visualised in Figures 123, 124, 125, 126, 127 and 128. In Figure 129 it is seen that while starting the journey from Pont A the tourist has to face numerous challenges like how to locate the destination spot, or whether there are amenities on the way or on the Spot, and also on reaching the spot the tourist might and as per the present situation, encounters challenges like guidance to the spot, wayfaring to interior areas for one to one conversation with the locals or for that matter the lodging and safety issues plays a major role while the tourist roves around the destination spot. Through survey, reports and brainstorming, copious amount of ideas were formulated that may be applied on real time scenarios as given in Figure 130.

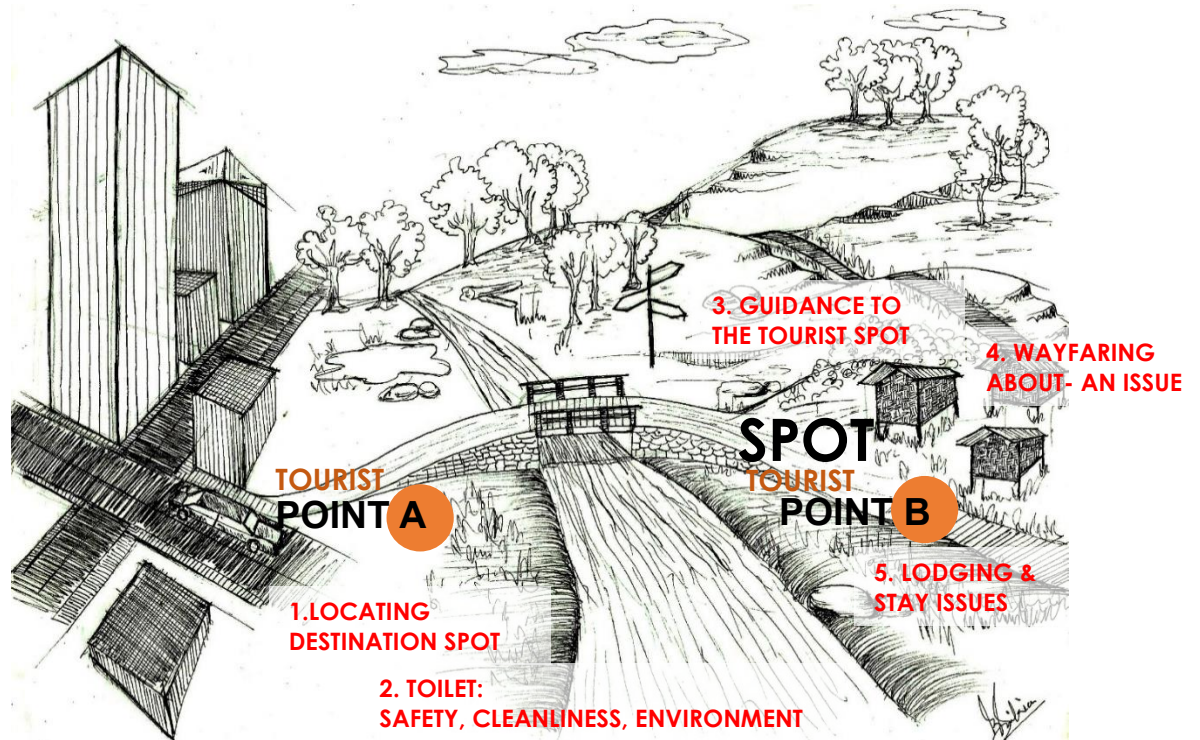


Figure 129. Present Situation showing the Problems that people currently face or may face without the implementation of proper solutions.

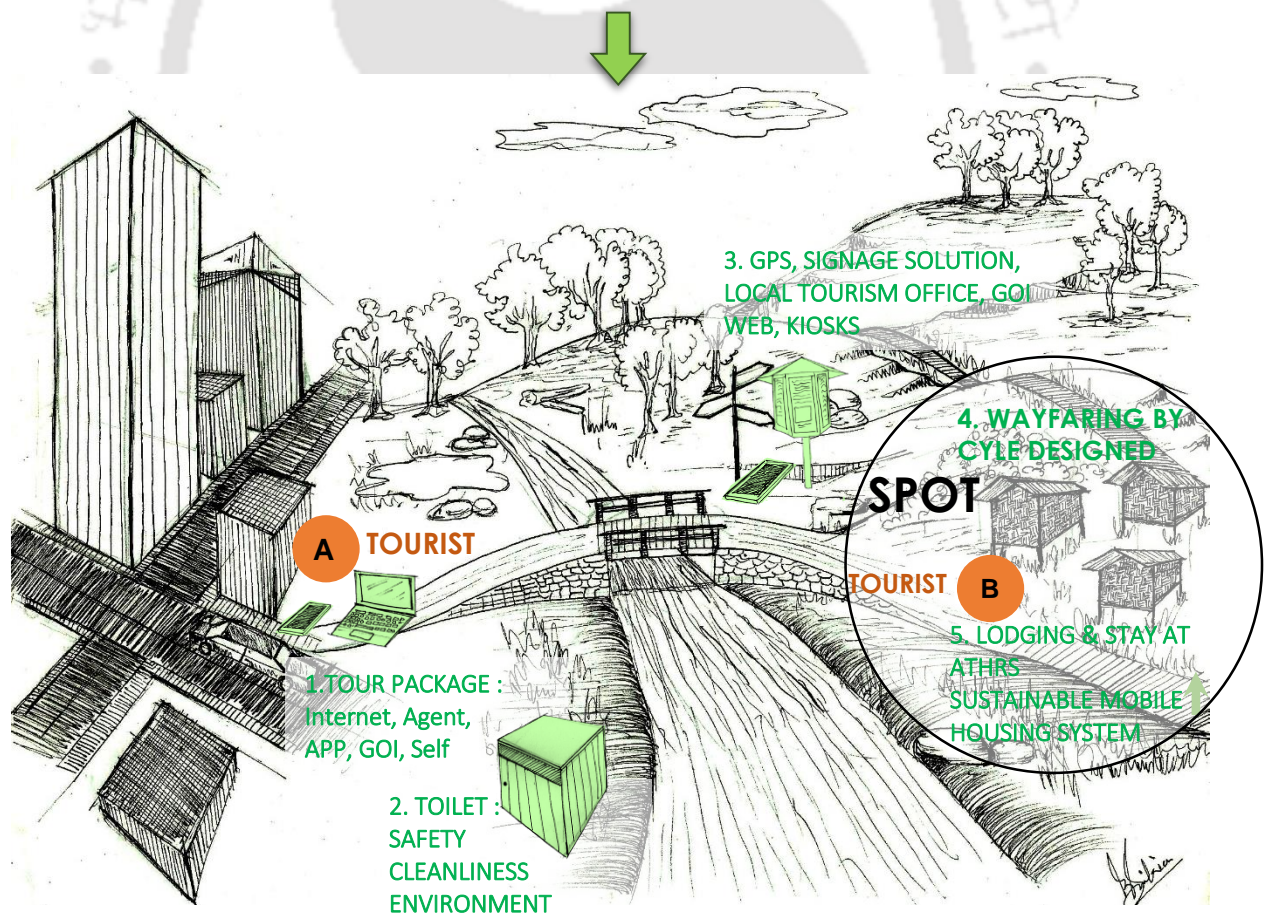


Figure 130. Solution: Conceptualising the solutions at each point of challenge or issues to be implement on the Design plan/Scheme.

## 4.2 CONCLUSION

First some philosophical discussion followed by North Guwahati as a reference exploration area. Where it was identified that Brahmaputra riverside area, not only a beautiful landscape but a place for socialisation, cultural interaction with the villagers which is unexplored and there is a scope for landscape development through showcasing its unique identities around it is plenty. Studying the location of Guwahati along with its riverside villages for beautification and tourist experiential journeys would motivate tourist visit.

Present practices of unsystematic ways of wandering or commuting around the destination spot through Walking, taking local rickshaw, cycling (local mean of communication), personal cars or hired vehicles gives an image that is less attractive and hinders the tourism development of the area. Keeping in mind regarding the rapid growth of tourism that can be associated with the advancements made in modernising transport and communication systems through which travel to far remote destinations has now become a reality; we also have to keep in mind regarding the biodiversity and environmental concerns and make developments which are less harmful to the nature. While natural beauty and heritage buildings attract tourists, what makes them stay for a longer period, regarding other tourism activities in the North Guwahati may be the options of diverse creative doings. Therefore, based on the nature of each location around the riverfront, sporting activities could be promoted keeping in cognizance regarding the safety and security of the tourists. For example, a good mix of water sports could turn the riverfront into a destination that is sought after by younger tourists. Further study on exploring the stimulators on travel behaviour of National and International tourists through questionnaires and surveys to be conducted. Finding open paths for further investigation, namely extending to other destinations and to tourists with different incentives and nationality is required. The findings and concepts would not only preserve the rural, historical and cultural landscape for significant tourism development and state affairs.

Through extensive literature study on the concept of place Identity, its purposes of giving distinctiveness, memories related and continuity to place characteristics and culture, it is understood that the vernacular structure that was built in the historical times due to availability of materials and cultural inclination and external influences have pretty much become elements of branding and creating a city Image. These images of the historical structures can be used to attract tourist or heritage sightseeing and tours organised by the local community or Govt. These would complement creation of place brand through heritage architectural identities and impacting the public realm.

Through combination of Kavaratzis model of communication and Huff's model a new model has been formulated considering that the ATHR of Guwahati will have an effect on the identity of its people and the place related and through incorporation of local people, socio-economic aspects can also be bridged upon in order to boost local people's self-esteem. The implementation of design intervention in the scheme, creates huge scope of depicting these historical masterpieces as a Place identity of Assam in particular to Guwahati City and can implement socio-perceptual environments in the growing city and help to influence, revive or promote image and sense of a place amongst tourists bestow the tourists with local memories attached to the sites. The methods of built of vernacular Assam type houses is understood through literature study and it can be concluded through its historical evidences that not only they provide thermally more comfortable in pre-summer and pre-winter season through Thermal comfort analysis (adapted from Manoj Kumar Singh et.al., 2014)

It can be concluded that these Assamese style of housing British lifestyle influence, topography and availability of raw materials, can be preserved and be put into consideration on and could have a positive contribution towards the eminence of the brand and image of the city, which would in turn positively affect the wellbeing of the visitors to Guwahati and will make the tourists recognize or recall it as being distinct from other places. Although the inputs are made in terms of cognitive ergonomics and design interventions, further statistical work on ATHR are required in order to develop the tourism industry in Assam in a new paradigm. We also have to control the inflow of tourists to such residencies as, uncontrolled tourism development can have major negative impacts on these jewels of humanity's heritage. Thus, concepts such as business management, marketing, and entrepreneurial risk management are still relatively new to many sites. Altogether investment in heritage tourism helps build a sense of pride of place and will make Guwahati a better place to live, a better place to locate a business, and a better place to visit.

Uniqueness of the riverfront and north Guwahati rejuvenation : It is not only to include soil bio engineering it has several urban features on its agenda like promenade, ghats, plazas and parks; buildings, conference facilities parking lots, ferry terminals, bus and para transport stops, Urban utilities and drainage, Improved infrastructure for floating restaurants, Public amenities; Dhobi Ghats, etc., but also to connect tourist with the locals through knowledge tourism and provide a sustained lifestyle to the locals through job generation and exposing the brass handicraft making community of Hajo to the world on the riverfront craft centre platform.

#### **4.3 IMPLEMENTATION SCOPE**

The research results are transferable to similar regions with a similar range of Landscape-based tourism having the essence of small communities residing around it. Through the survey it was found that people are interested in the ideas of recreational activity based tours, amenity availability and security and stability in their pleasurable tours. Hence, these inputs will be incorporated in the final plan.

The area being situated near natural water source and hills, will be added advantage for the development of the plan for tourists to experience water based safe activities given the nature of flow of Brahmaputra. The Route Scheme with Design interventions will incorporate measures from Govt. Schemes as described in of Govt. Bodies/Policies/Schemes in 4.1.

#### **4.4 RECOMMENDATIONS/SUGGESTIONS**

1. To enhance the plan through branding considering the identities of North Guwahati Landscape, and representation of these brands as communication medium with the tourists.
2. A vehicle free zone that can be proposed further to the ministry for a safer riding zone.
3. Extra amount of measures must be taken for tourist safety on the promenades along the riverside.
4. Branding of the North Guwahati Riverfront considering the Identities of the North Guwahati (although one of the branding is done through ATHRs).

#### 4.5 LIMITATIONS

The major limitation in the research was the study of riverfronts on a flood plain. Although many projects have attracted tourists, but studies or impact assessment needs to be carried out along with beautification. Their possible impacts on the riverine ecology, flood patterns, downstream areas etc.

#### 4.6 SIGNIFICANT CONTRIBUTION

Although Many riverfronts and seafronts in India has gone transformation in terms of beautification of the reclaimed land around it, the concept has proved only to be focussing on leisure based tourism or recreation based activity areas on the riverfront. The Core input and contribution in the Thesis work is the involvement of the locals with the tourists along with provision of a cycling circuit for tourists to gain knowledge along with involving the Craft village, Historical ATHRs and pilgrimage places in the designed Plan. This may further be crosschecked its implementability with concerned department.



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**APPENDIX 1**  
**Survey Questionnaire 1**

**Tourism**

*Tourism has emerged as one of the largest industries in the World today. It is an industry which can easily change the economic scenario of a country. Several countries have transformed themselves through tourism and created a global presence in the tourism industry. Tourism is not directed to commercial or population centres but in most cases towards natural and cultural resources. Thus, tourism can contribute significantly where other commercial activities are limited.*

*Identities of a place are intricate qualities linked to them, that gives a heterogeneous picture of it. It not only links the socio-economic background of the place but relates it to its historical significance along with intrinsic characteristics. Knowing a place would let the person gain attachment and accountability to regard its identities with care and respect. But that would happen only when the person (local or traveller) knows or are ready to accept the identities as they are. In order to access the knowledge in the minds of the person, it is important to understand their knowledge about the physical and cultural landscape in order to select their core reasons to offer experiential tourist activities in the selected place of study.*

*Landscapes identities anchored in human life as natural (Physical) and cultural components are interwoven into one fabric, hence making it extremely important to define a place. A cultural Landscape is created by Man through his intentional activities like buildings, bridges, roads etc., and valued due to its associative elements related to religious, artistic or cultural associations. A Physical Landscape are the geographical features related to a place like mountains, rivers, lakes etc.*

*Answer the following questions based on Place, identities, landscapes and how they motivate you to visit them on your leisure/pleasure based tours.*

1. On an average, how often do you travel?

- (a) Weekly
- (b) Monthly
- (c) A few times a year
- (d) Less than a few times a year

2. What kind of traveller you are for a pleasurable or leisure tour.

- Explorer     Escapist and Nature lover     Religious     Educationalist
- Self-Improver     Luxury Traveller     Nomad

3. In your spare time while holidaying, you will explore any unknown natural landscape.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

4. How do you plan your trip?

- Self     
  Through agency     
  Pre arranged by intermediaries     
  Destination marketing Active, Passive

5. Where do you like to stay on a pleasurable or leisure tour?

- Expensive Hotels     
  Economy Hotels     
  Resorts     
  Homestay

6. Approximate amount you want to spend for your travel including stay, local tour and food for a leisure or pleasurable tour (In the currency you prefer)

Expenses Based on following Stay

	1 day	1 week	More than 1 week
Local Stay (hotels, resorts etc.)			
Local tour (wayfaring, travel etc.)			
Food			

Expenses Based on as a traveller

	1 day	1 week	More than 1 week
As an Individual/Alone			
With Group/Family			
As a Student(if not leave the section)			

7. Rate the importance of the marketing factors that make you finalise upon your trip related to your pleasurable or leisure tour

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Word Of Mouth					
Pricing					
Place Brand value					
E- Marketing					
Visa facility (if any)					
Discounts					
Promotional offers					

8. Rate the service factors on your tours

Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
1	2	3	4	5

Accessibility factors

Physical Communication - Routes					
Public Transportation system					
Vehicle accessibility					
Bicycles to remote areas					

Ancillary Services

Services used by tourists – Banks					
Telecommunications services (Phone, Internet)					
Post					
Hospitals					

9. How would you rate the most carried out travel among the following based on your previous travelogues:

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Knowledge based travel					
Experiential					
Adventure					
Pilgrimage					
Eco tourism (Wildlife tourism including)					
Sports travel					
Medical travel					

10. Out of the following mark the most favoured answered about the importance of the elements mentioned in the Destination place related to pleasurable or leisure tour:

**10a. Elements preferred on the basis of physical landscape of destination place:**

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Artificial (man-made) Infrastructure (Lighting, walkways, Buildings)					
Human usability based infrastructure (cafeteria, Toilet rest house, Railway station, Airport)					
Physical space features: Natural Landscape (Desert, Hill, Rivers, Sea, gardens, Open space)					
Heritage Structures					
Geographical Conditions (Weather)					

**10b. Tourism activity elements preferred in the destination place:**

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Adventure based activity- fishing, Hiking)					
Local activity- Eco tourism, Cycling					
Special Event Visit					
Tourism - Leisure (Shopping, Nature)					
Tourism – Knowledge Based					

Tourism – Need Based (Health, Work, Business)					
Festival					
Photography					

**10c. Meaning based elements preferred on destination place:**

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Physical Uniqueness					
Historical Meaning					
Symbolic Identities of the place					
Wildlife					
Environmental Uniqueness					
Previous Attachment					
Lingual Uniqueness					
Visual Uniqueness					
Economic stability					
Political Stability					
Safety and Security					
Awareness of Place					
Has a spirit of people					
Aesthetically pleasing					

**10d. Biological need based elements preference:**

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Break from routine					
Relieve Tension					
Physical relaxing					
Night life					
Hospitability					

**10e. Cultural importance based elements preferred on destination place:**

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Religious Rituals					
Indigenous: Artefacts, craft					
Indigenous Customs					
Artistic					
Authentic Food/Beverage					
Ethnic Tribes Indigenous People					
Pilgrimage place (Any religion)					

11. Rate your travel motive based on your instincts and an experiential journey in terms of spending time? What **PUSHES AND PULLS** you towards the destination place of pleasurable or leisure travel

11a. What **PUSHES (DRIVE AWAY FROM HOME)** you towards a destination place

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Physical relaxing					
Peace					
Being an adventurer					
Having fun					
Increasing Knowledge					
Knowing different cultures and lifestyles					
Knowing new places					
Going to places my friends have not been					
Prestige and Accomplishment					

Respect & recognition					
Reduce Anxiety					
Connectedness					
Opportunities					

11b. What **PULLS (DRIVE TO DESTINATION)** you towards a destination place

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Distance					
Natural Environment					
Cultural attractions					
Night life					
Transport					
Lodging					
Weather					
Relaxing atmosphere					
Social environment					
Hospitability					
Standard of Living					
Life Security					
Amenity Security					

12. What are the Physical landscape necessity of destination with/without your family on a pleasure based tour:

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Water Body: Lake, River, Sea					
Hills/Mountains					
Desert					
Forest					

Water Body and Mountains (Fjords)					
Desert and Water Body(Oasis)					
Forest and Water Body(Lakeside/ riverside Forest)					

13. Assign the necessity on tour/tour packages while visiting a place having physical and Cultural Landscape.

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Stay					
Food					
Recreation					
Transportation					
Guide					
Medical Facility					
Safety					
Climatic conditions					
Distance					
Standard of Living					
Publicity effect					
Govt. Support					

14. What do you prefer while selecting a travel plan most of the times?

- To visit a single destination       To travel to multiple nearby destinations at one go

15. Given the weather conditions, what season you like travelling the most?

- Winter       Summer       Autumn       Spring       Monsoon

16. Given the selected season and services/recreational activities available at the place, how would you like to explore unexplored places.

Never	Less Likely	Maybe not sure	Likely	Most Likely
1	2	3	4	5

On Land

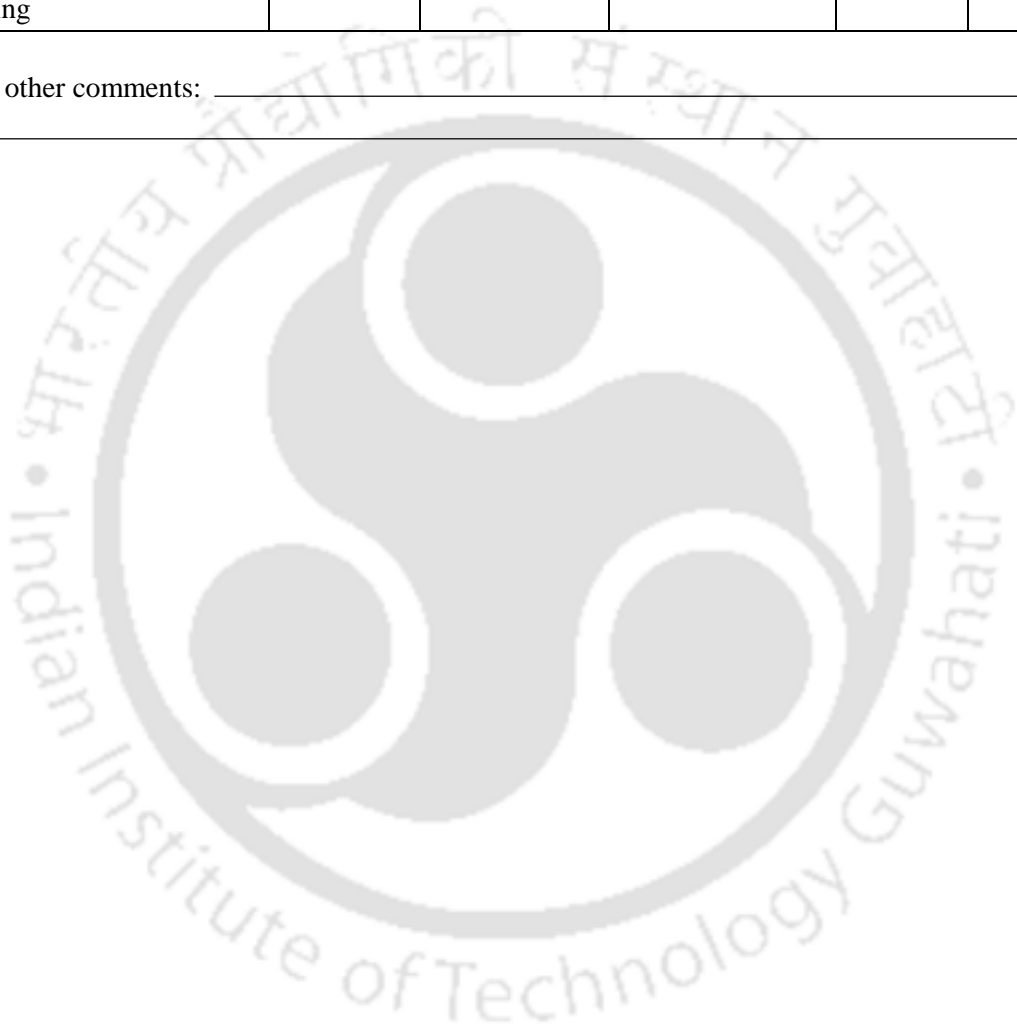
Specially designed Cycle					
Rickshaw					

Light motor vehicle(two wheeler)					
Hiking					
Car pooling					
Mountain climbing					

On Water

River Rafting					
Boating					
Kayaking					
Fishing					

Any other comments: \_\_\_\_\_



**APPENDIX 2**  
**Survey Questionnaire 2**

*Assam being the pioneering state of the NE Indian region is the doorway and connects it to the rest of India. Historical records show Assam acted as a zone of fusion of people and cultures rather than a zone out migration, which might have led to the cultural and religious vividness through the state. This fact is less known to non locals. Intersected by numerous streams and rivers, the topography of the state was practically difficult to operate upon in the past, which might have resulted in the development of people moving about the state in boats for transport and trade in the past until today. Assam is fast emerging as a major tourist destination in India with its splendid tourist attractions. It has countless potential to explore lesser known place identities like large waterways, historical indigenous community lifestyle, rich bio-diversity and natural landscapes and unique art and culture.*

**PERSONAL DETAILS:**

*Please answer the following questions concerning your views on Assam and your idea as a traveller in Assam.*

1. On the basis of your preference and knowledge please rate the valuableness of the following as an identity of Assam:

	Extremely Invaluable	Invaluable	Neither invaluable nor valuable	Valuable	Extremely Valuable
	1	2	3	4	5
Brahmaputra River					
Kaziranga					
Rhino					
Ethnic Food					
Silk					
Nature and Bio-diversity					
Art and Culture: Sattriya Dance form, Bihu, Dr. Bhupen Hazarika, Literary work etc.					
Pilgrimage					
Handicraft					
Majuli Island					

2. Categorise the following marketing ventures which helps you visit places in Assam

	Least helpful	Less Helpful	Neither unhelpful nor helpful	Helpful	Extremely Helpful
	1	2	3	4	5
Word Of Mouth					
Pricing					
Place Brand value					
Visa (if any)					
Discounts					
Promotional offers-E marketing					
Advertisement					

3. What landscape do you prefer in Assam as a tourist (choose any 1):

- (a) Unexplored landscape(Physical)       (b) Explored Landscape (Physical)  
 (c) Unexplored landscape(Cultural)       (c) Explored Landscape (Cultural)

4. Motivation to visit places in Assam:

	Never	Least Likely	Maybe not sure	Likely	Most Likely
	1	2	3	4	5
Adventure					
Nature					
Local food					
Heritage Structures					
Climatic Conditions					
Knowledge seeking according to my area of interest					
Social interaction with the locals					
Escape to wilderness					
Local craft					

5. Where do you prefer to stay in your places of visit around Assam?

- Expensive Hotels       Economy Hotels       Resorts       Homestay

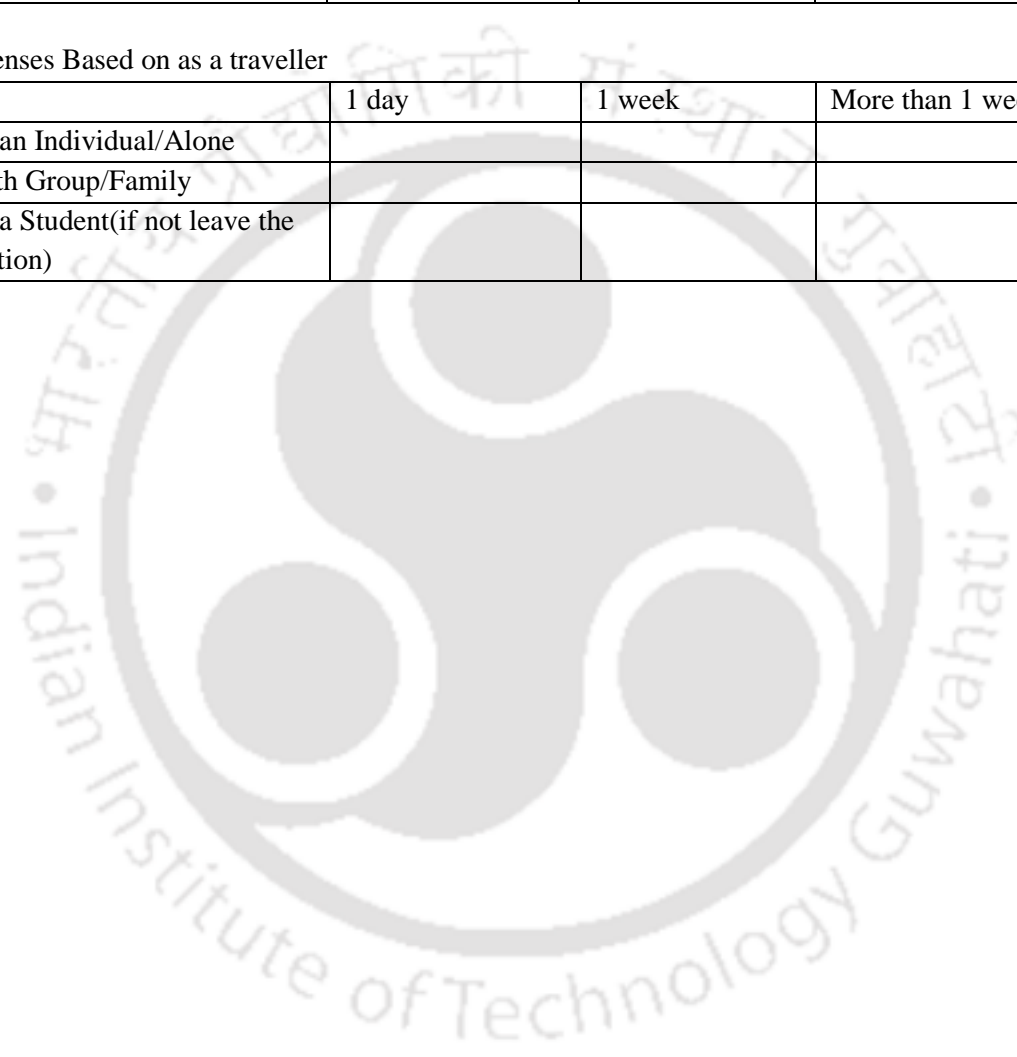
6. As a local or tourist, you have spent some time around Assam. What is the approx. amount you spend for you travel including stay, local tour and food in Assam (In the currency you prefer)

Expenses Based on Stay

	1 day	1 week	More than 1 week
Local Stay (hotels, resorts etc.)			
Local tour (wayfaring, travel etc.)			
Food			

Expenses Based on as a traveller

	1 day	1 week	More than 1 week
As an Individual/Alone			
With Group/Family			
As a Student(if not leave the section)			



**APPENDIX 3**  
**Survey Questionnaire 3**

*Guwahati is the important agglomeration of the state. Situated in the bank of river Brahmaputra, the fast growing city plays the role of Gateway to Assam and entire North Eastern region. It experienced substantial growth after independence, and especially after shifting the state's capital from Shillong to Dispur in 1972. It is the gateway of North East and consists of innumerable identities. The unknown destinations and peripheral areas around Guwahati are merely tapped despite its full potential of being converted into a major tourist spot, especially for nature lovers considering its physical Landscape. The landscapes around Guwahati, specifically in North Banks of Guwahati is anchored in human life, with natural and cultural components. The Cultural Landscape consisting of the unique Brass and Bell Metal Craft of a place called Hajo and the famous Sualkuchi Assam Silk hub.*

*Please answer the following questions concerning your views on Guwahati and your idea as a traveller in Assam.*

1. Motive to visit in and around Guwahati (choose 1 out of the following)

- (a) It is my hometown
- (b) Business/Work Purpose
- (c) Site visit
- (d) Pilgrimage/Religious
- (e) Thoroughfare, I have to go to other places in North East
- (f) Family Vacation
- (g) Education

2. While travelling in and around Guwahati you strive to relate to certain factors. Rate the following based on your pursuits. Please indicate the extent to which you agree or disagree on each of the following as it applies to your special place of visit around Guwahati:

Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
1	2	3	4	5

Physical Pursuit

Artificial Infrastructure (Lighting, walkways, Buildings)					
Human usability based infrastructure (cafeteria, Toilet)					

rest house, Railway station, Airport)					
Space features: Natural Landscape (Desert, Hill, Rivers, Sea, gardens, Open space etc.)					
Heritage Structures					
Geographical Conditions (Weather)					

#### Activity based pursuit

Adventure based activity- fishing, Hiking					
Local activity- Eco tourism, Cycling, walking					
Special Event Visit					
Leisure (Shopping, Nature)					
Knowledge Based					
Need Based (Health, Work, Business)					
Festival					
Photography					

#### Pursuit of Meaning

Historical Meaning					
Wildlife					
Environmental Uniqueness					
Previous Attachment					
Lingual Uniqueness					
Safety and Security					
Awareness of Place					
Spirit of people					

Biological pursuit

Break from routine					
Relieve Tension					
Physical relaxing					
Night life					

Cultural pursuit

Religious Rituals					
Artefacts, craft etc.					
Indigenous Customs					
Authentic Food/Beverage					
Ethnic Tribes Indigenous People					
Pilgrimage place (Any religion)					

3. On the scale below, please indicate how much interest you have about historical places situated in the peripheral areas around Guwahati?

1	2	3	4	5
<hr/>				
Least Interested	Uninterested	Neither uninterested nor interested	Interested	Extremely Interested

**Brahmaputra River:** It is not just a river but considered as a mighty sea flowing from the Himalayas. It gives an Identity and Lifeline through providing fertile soil for cultivation and other important living benefits to the people of Assam. Assam's civilisation has grown along Brahmaputra River since time immemorial. The river nurtures its topography, culture and also sustains major urban centres, including Guwahati(North, South and West), on its banks.

4. On the scale below, please indicate your interest of walking around the Brahmaputra Riverside

1	2	3	4	5
<hr/>				
Least Interested	Uninterested	Neither uninterested nor interested	Interested	Most Interested

5. Rate your knowledge on the following places located around peripheral areas of Guwahati

	Never Heard	Less travelled	Can't Say	Sometimes Travel	Most Travelled
	1	2	3	4	5
Hajo (NorthWest Guwahati)					

Hajo Brass Craft Village (NorthWest Guwahati)					
Sualkuchi Silk Village					
Dol Govinda (North Guwahati)					
Ashwaktanta Temple (North Guwahati)					
Dirgheswari Temple (North Guwahati)					
Auniati Satra					
Saraighat War Memorial Park made in Saraighat Battleground					

6. Guwahati's peripheral areas has many important historical and cultural landscapes including biodiversity hotspot small islands and long riverside along North Guwahati, North West Guwahati, which are unexplored. What do you feel is the most significant answer and motive for you to visit these areas?

	Strongly Disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
	1	2	3	4	5
To visit the temples.					
To visit certain areas & be far from the crowded places					
Visit on Leisure time					
Close Getaway from Guwahati city					
To catch ferry to cross the river (commuting)					
Sight Seeing					
Temple Visit					

Any other please specify: \_\_\_\_\_

7. Do you have a special area which is most meaningful to you around north Brahmaputra bank of Guwahati?

No       Yes

If Yes, Specify location \_\_\_\_\_

8. How important to you, each of the following reasons for visiting Guwahati?

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Word Of Mouth					
Pricing					
Place Brand value					
E- Marketing					
Visa facility (if any)					
Discounts					
Promotional offers					

9. Go through the Brahmaputra Riverside images and identities around it on the succeeding page, rate from 1 to 5 where 1 being the most disliked and 5 being the most liked.

(a) North Physical Landscape



(b) Aa Parbat, And riverside, North Guwahati



(c) 17<sup>th</sup> Century Battleground, North West Brahmaputra Landscape, North West Bank of Guwahati



(d) Auniati Satra (An Assamese traditional Worshipping place) and its backside, North Guwahati



(e) Dirgheswar Temple, Brahmaputra North Guwahati



(f) Famous Dol Govinda Temple, North Ghy



(g) Ashwakranta Temple (Archaeological Site of Assam), and its Backside River and mountain view, North Guwahati



(h) Famous Hajo Madhav Temple, A panoramic view of the town, Brass Metal Handicraft, North West from Guwahati



	Most Disliked	Disliked	Neither disliked nor Liked	Liked	Most Liked
	1	2	3	4	5
(a)					
(b)					
(c)					
(d)					
(e)					
(f)					
(g)					
(h)					

10. Believe that you Travelling to North Guwahati and North West Guwahati riverside areas of Assam, after looking at the images (shown above), what it will make you feel and have sense about:

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
	1	2	3	4	5
Alive					
Peaceful					
Like being at home(comfort, attachment)					
Like there are opportunities for me					
Inspired					
Like I know it well (connected)					
Part of a community					
Sense of nostalgia					
Sense of Place Identity					
Sense of mystery					
Sense of Dignity					
Sense of Historical richness					
Sense of Adventure to explore more					

11. You have reference of the original riverfront and the places around it, now see the modified version of one of the physical Landscape on the North West Guwahati, what sense does it give you as a visitor. How important would it be to for you to carry **each** of the following while visiting these modified unexplored Brahmaputra riverside places?



	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
To relax					
To enjoy nature, Sight seeing					

To enjoy cultural events					
To learn more about this place					
To be with friends or family					
To be on your own					
To go on a cycle tour with family/alone					
To bring back pleasant memories					
Connect with the local: culture, cuisine					
Gather knowledge about the history					
Recreational activities-fishing, Boating, camping etc.					

12. Out of the following modified areas on riverside, mark according to your preferences

(a) Walking/cycling path Beautification



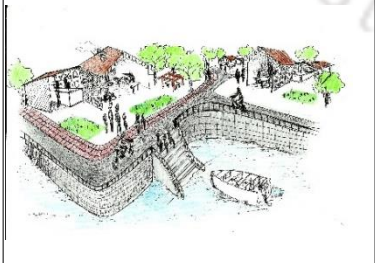
(b) Recreational activities(fishing, boating)



(c) Riverside



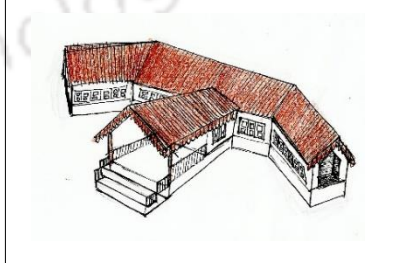
(d) Craft Park/Local Interaction



(e) Viewpoint



(f) Homestay/Local allowance



	Most Disliked	Disliked	Neither disliked nor Liked	Liked	Most Liked
	1	2	3	4	5
(a)					
(b)					

(c)					
(d)					
(e)					
(f)					

13. A cycle tour on the riverside would give me the following:

	Never	Least Likely	Maybe not sure	Likely	Most Likely
	1	2	3	4	5
Joy					
Enjoy nature					
Optimum use of Time by visiting: Nature, Historical places, Temples, Experience local flavours, Local interaction					
Explore					
Ride with Health benefit					
Freeness					

14. Rate your major security concerns while travelling on or along Brahmaputra River

	Extremely Unimportant	Unimportant	Neither unimportant nor important	Important	Extremely Important
	1	2	3	4	5
Physical Safety					
Weather Conditions					
Infrastructure					
Convenient period to visit					
Language					
Medical Facility					
Banks and ATMs					

#### APPENDIX 4. LIST OF PUBLICATIONS FROM THE CURRENT WORK

1. Borsaikia, S. and Chakrabarti D. (2019) 'Experiential Design intervention to motivate tourist local interaction and connect with unexplored landscape- A Case Study of North Guwahati', DoD, IITG for Icord 2019
2. Borsaikia, S and Chakrabarti, D. (2017) 'Experiential tourism: Brass Metal Handicraft of Hajo, Assam', DOD, IITG, for SMVDU J & K
3. Borsaikia, S. and Chakrabarti, D. (2016) 'City identity promotion through Ergonomic intervened restoration of Assam Type heritage residencies of Guwahati for tourists', DOD, IITG, for MESH 2016, IIT KGP, (selected and to be published IN Springer)
4. Borsaikia, S., Chakrabarti, D., Chatterjee A. (2015) 'Ergonomics in facilitation of product design by Northeastern local people: Influence on tourism', DOD, IITG for HWWE 2015

# Ergonomics in facilitation of product design by Northeastern local people: Influence on tourism

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**Abstract :** People are moving from crowded places to lesser known places in order to find peace and solace by exploring newness and comfort at the same time with specific reference to North East India. The North-Eastern part of India is an unexplored and untouched region till date, that houses different cultures, ethnic heritage, tribes, handicrafts and a rich biodiversity. The mosaic of diversity provides a platform for development of unexplored areas into Micro-tourism spots. The study aims at looking into the ways and means for providing design intervened socio-economic perks to the local community and thereby promoting the development of local / micro-tourism; and to attribute tourist's comfort by the services provided by the native inhabitants. Ergonomic design solutions intervene to facilitate both the service providers (local / native dwellers) and tourists. Proper interventions on the region's livelihood can bring a dramatic change to the present socio-economic situation of the region.

**KEYWORDS :** Micro-tourism; Local Community; Sustainable design; Culture

## 1 INTRODUCTION

Tourism is neither a single nor a specific kind of industry strictly located at a particular site. It is the sum total of a host of services rendered to the tourists as soon as they start gathering information from the host through any medium like guidance services, customer service supplied through a chain of local stores/individuals selling articles/products, which tourists like to carry as gifts or for their own use.

Going back to the historical data, tourism was first time mentioned in India's second five year plan in early sixties. GOI took up a scheme for development of facilities at places frequently visited by tourists. The state governments were asked to attend to the needs of middle and low income domestic tourists at places frequently visited by them. In early eighties of 20<sup>th</sup> century, the future needs of tourist accommodation and also to protect the environment in view of the increase in the number of visitors, was estimated. In 1985-90 plan period the status of an industry was bestowed to tourism by a number of states. The scope for the sale of handicrafts was also considered important, which will be done by opening new forms of tourism and by organising circuit tour, suiting to specific areas. In the current year plan period a lot of emphasis is projected in employment generation sector tourist attraction activities through improvement work under the theme called "Incredible India" and "Athithi Devo Bhava".

The travel and tourism sector holds strategic importance in the Indian economy providing several socio economic benefits. The international tourist arrivals have progressively increased from ₹ 2.37(millions) to ₹ 7.70(millions) in 1997 and 2014 respectively. Tourism makes a significant contribution to India's foreign exchange earnings. It has increased from ₹ 10, 511(crores) to ₹ 1,20,083 (crores) in 1997 and 2014 respectively. Also the number of domestic tourists has increased since the last two decades.

Tourism is a temporary, short term movement of people to destination outside the places where they normally live and work their activities during the stay at each destination. It is highly labour intensive industry of a unique type. It provides different services needed as well as expected by the incoming tourists. At the holistic level, it is one of the largest in terms of money spent by or on tourists, both global and domestic. Although there have been work done in the sector of tourism, yet the whole idea of tourism till now has been restricted to as an industry, that creates its demand by attracting tourists on the one hand; on the other hand, it starts providing market for a number of other sectors like Agriculture, Manufacturing, Building & Road construction, Heritage, Archaeology, Hotel/motel and Export/import. Specifically North East India is receiving very less percentage of domestic along with global. The arrival to this area is not even 1% of total tourist arrivals in the country. The North East Indian states have a plethora of natural beauty bestowed in it. Although the whole north eastern region has tremendous tourism potential, the tourism industry in the area is still miles to go to exploit the proper potentialities.

The Northeast encompasses various areas, untouched and unexplored till date, that may be developed as micro-tourism spots. The study thus aims at looking into the ways and means for providing product design intervened socio-economic perks to the local community and thereby promoting the development of local / micro-tourism; and to attribute tourists' comfort by the services provided by the native inhabitants. Importance of such developments needs to be supported with humane considerations along with socio-economic viability. Ergonomics should intervene there to facilitate both the service providers (local / native dwellers) and thus the tourists, so as to get the development appreciated and adopted by the recognizing authorities as useful and sustainable.

## 2 METHODOLOGY

To revisit and cultivate the concepts of product design by local dwellers of the Northeast and to introduce some uniqueness, thereby contributing to the upliftment of the socio-economic status of the natives, few surveys were conducted in and around the remote rural areas surrounding major cities of Northeast. Based on the pilot findings, a few draft plans were proposed to evaluate their design adaptations, and local people from nearby villages were consulted to explore any such possibility. Following this, the draft plans were analyzed from design and ergonomics standpoints to perceive its feasibility.

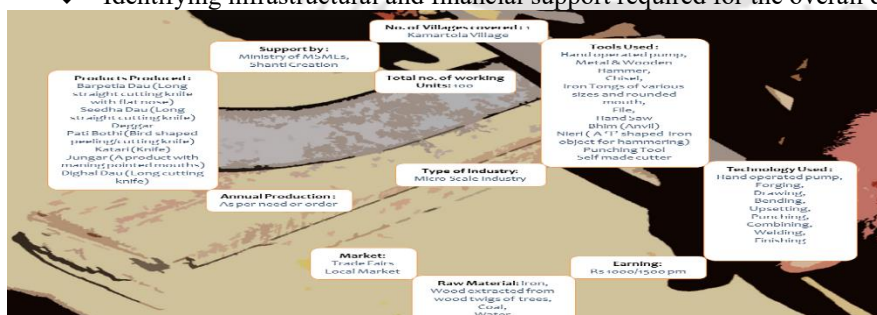
### 2.1 Blacksmith Industry of Komartola Assam: an Overview

A **blacksmith** is a person who creates objects from wrought iron or steel by forging the metal; that is, by using tools to hammer, bend, and cut (compare to whitesmith). Blacksmiths produce objects such as gates, grilles, railings, light fixtures, furniture, sculpture, tools, agricultural implements, decorative and religious items, cooking utensils, and weapons.

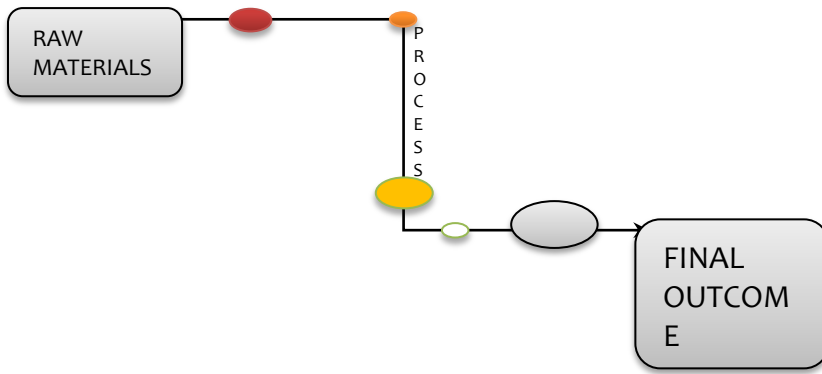


The diagnostic study on the Blacksmith cluster of Hajo's Kamartola village has been undertaken ,keeping in view about the following objectives:

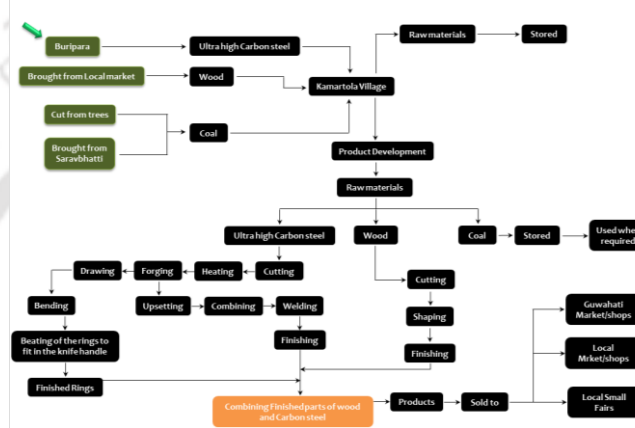
- ❖ Identifying the socio-economic condition of the cluster
- ❖ Outlining the present business environment of the cluster
- ❖ Identifying the problems faced by the cluster
- ❖ Identifying infrastructural and financial support required for the overall development of the cluster



Blacksmith products making process Kamartola Village, Hajo, Assam



Existing process description chart and pictures



The stepwise process of blacksmith cluster processes in Hajo's Komartola Village

**STEP I: RAW MATERIALS PROCUREMENT**

**WOOD**  
Wood is generally procured from local markets like Kamartola Village, Hajo, Assam.

**AN IRONHILL (KAMARTOLA VILLAGE)**  
Wood is generally procured from local markets like Kamartola Village, Hajo, Assam.

**COAL**  
Coal is procured from Sarabhatti, Hajo, Assam.

**STEP II: WOOD AND COAL**

**WOOD**  
Wood is generally used for the production of the rings, though the finishing is done separately.

**COAL**  
The coal is used for producing heat for heating, forging, heating, bending, etc.

**STEP III: (STEEL)**

**ULTRA HIGH CARBON STEEL**  
This is the main material used for the production of the rings.

**STEP IV: (GARDON STEEL KNIFE)**

1. DRAWING: The drawing of the knife is done. 2. FORGING: The iron is forged into the shape of the knife. 3. HEATING: The iron is heated in a furnace. 4. CUTTING: The iron is cut into the shape of the knife. 5. BENDING: The iron is bent into the shape of the knife. 6. BEATING: The iron is beaten into the shape of the knife. 7. FINISHING: The iron is finished into the shape of the knife.

**1. Description of ergonomic and environment factors in MSME premises.**

**Issues and concerns:**

- Traditionally, the blacksmiths have used their work which is ergonomically very poor design.
- Time taken for movement of hands from furnace to quenches also increases why they have to do much hammering and repair again and again until the shape will be made.
- Products yield and efficiency is lost due to poor design for ergonomics concerned, they have muscular problems.
- No proper place to keep the tools at place.
- The open shed products, finished products, tools and raw materials, everything lie one above the other with any proper systematic arrangements are not observed.

**Fig 1: Step 1: The iron is heated in a furnace.**  
The iron is heated in a furnace to produce the iron. The iron is heated in a furnace to produce the iron. The iron is heated in a furnace to produce the iron.

**Fig 2: Step 2: The iron is forged into the shape of the knife.**  
The iron is forged into the shape of the knife. The iron is forged into the shape of the knife. The iron is forged into the shape of the knife.

**Fig 3: Step 3: The iron is heated in a furnace.**  
The iron is heated in a furnace to produce the iron. The iron is heated in a furnace to produce the iron. The iron is heated in a furnace to produce the iron.

**Fig 4: Step 4: The iron is cut into the shape of the knife.**  
The iron is cut into the shape of the knife. The iron is cut into the shape of the knife. The iron is cut into the shape of the knife.

**Fig 5: Step 5: The iron is bent into the shape of the knife.**  
The iron is bent into the shape of the knife. The iron is bent into the shape of the knife. The iron is bent into the shape of the knife.

**Fig 6: Step 6: The iron is beaten into the shape of the knife.**  
The iron is beaten into the shape of the knife. The iron is beaten into the shape of the knife. The iron is beaten into the shape of the knife.

**Fig 7: Step 7: The iron is finished into the shape of the knife.**  
The iron is finished into the shape of the knife. The iron is finished into the shape of the knife. The iron is finished into the shape of the knife.

Description of ergonomics and environment working postural factors in the Craft Village

Sr.No.	Name	Photo/Video
1	Sapnabha Das	[Photo]
2	Lalitha Das	[Photo]
3	Sapnabha Das	[Photo]
4	Saral Mohi	[Photo]
5	Amrita Das	[Photo]
6	Sobha Das	[Photo]
7	Ritu Das	[Photo]
8	Rama Das	[Photo]
9	Rajni Chandra Das	[Photo]
10	Pratima Das	[Photo]
11	Lalitha Das	[Photo]
12	Sapnabha Das	[Photo]
13	Saral Mohi	[Photo]
14	Sobha Das	[Photo]
15	Ritu Das	[Photo]
16	Rama Das	[Photo]

Internal Assessment of the Organisation

**STRENGTH**

- 1. Good work environment
- 2. Good quality of work life
- 3. Good quality of work life
- 4. Good quality of work life
- 5. Good quality of work life

**WEAKNESS**

- 1. Poor work environment
- 2. Poor quality of work life
- 3. Poor quality of work life
- 4. Poor quality of work life
- 5. Poor quality of work life

SWOT ANALYSIS

**OPPORTUNITY**

- 1. Good work environment
- 2. Good quality of work life
- 3. Good quality of work life
- 4. Good quality of work life
- 5. Good quality of work life

**THREAT**

- 1. Poor work environment
- 2. Poor quality of work life
- 3. Poor quality of work life
- 4. Poor quality of work life
- 5. Poor quality of work life

External Assessment of the Environment

Unit Description

SWOT Analysis

### 2.1.1 Fish carrying mobility service vehicle

#### A FISH CARRYING MOBILITY SERVICE VEHICLE FOR CREATING AVENUES OF EMPLOYMENT FOR THE UNDERPRIVILEGED

Some design implementations were proposed for designing an innovative and user & environment friendly fish carrying cart for creating avenues of employment for the underprivileged or the present fish vendors in which they would be able to carry living fish from the source to the sink and will be able to cater the need of the people as per their interest and desire at their doorsteps.

Though there is a current trend of door-to-door selling of fish in Guwahati and in various places in and around, but the vendors use/apply a very outdated fish carrying process/service. As the name suggests ‘on-the-wheel’ the business of a vendor will be on-wheel the vendor will be able to sale both *perishable* and *non perishable* items which have high demand in the market at different Point of Sales. Thus the vendors who had low income before will get a drastic increment in their income under the innovative project ‘Employment on wheel’. After discussions and studying and the current fish vending process following are few of the problems that can be worked upon:

- Present system to sell fish on wheel: A large aluminium pot tied on the cycle carrier(as shown below). This makes the cycle very heavy to be pulled and unstable as well.
- The vendors are able to carry only small fishes and not the large ones, as the pot size does not allow them to do so.
- The fish does not remain fresh in the pot as there is no preserving facility in the fish selling system.
- Due to the fact that a vendor only has his cycle as the selling vehicle, therefore for him it becomes really tiresome to travel in harsh climatic conditions.
- The service vehicle will be designed for reaching to the masses in lesser time.
- Also the vehicle would cover larger mass and would be able to sell variety of fishes.
- Lack of use of modern tools and techniques.
- Unorganized infrastructure facilities.
- Lack of market linkage outside the state, which may be due to modern designs.

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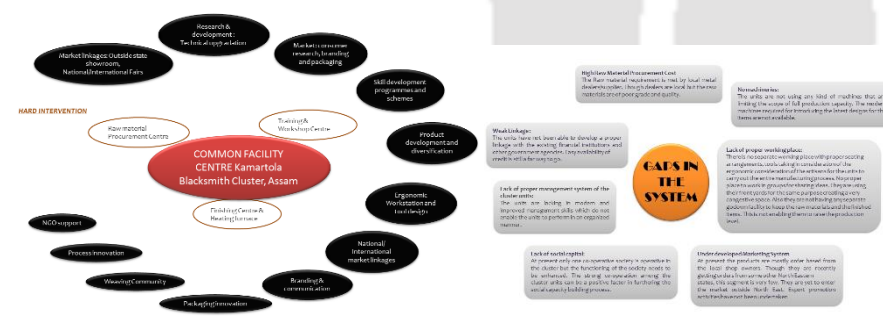


The design proposed would not only transform the current product, service system and developing new tools and techniques/methods of manufacturing into a value added offering the unemployed and society, but also would be high demand due to better aesthetics/looks, functionality, technology used. The project can help in commercialization of a new product or service and find pathways to other markets also.

### 3 RESULTS

#### 3.1 Blacksmith Industry of Komartola Assam: an Overview

Since Blacksmithing products making is one of the most important handicrafts in Assam, therefore, for me it had become a very important task to study the traditional craft of Assam which is developed in such a place where any kind of business development strategies and mind-set is NIL. There were many findings that I developed during my extensive study in the cluster. One of the major findings in the cluster were that of the fact that everything that was made in each and every unit, actually did not make much of a difference in the monthly income of an artisan/craftsperson. Due to poor finishing because of poor infrastructure, the products were not up to the mark for national or international standards. The price of a product that we pay when we buy from a retail store was much higher than what we were told in the cluster. This meant that the artisans in the cluster were exploited to a great extent. One of the major factors were that the artisans could not get direct linkage to the market or they did not had proper knowledge of costing. The agents who are able to give products on maximum credit basis are favoured by the retailers. Because of this trend, the agents need to put in their own money for new orders which is not feasible.



CFC design for Komartola Blacksmith Cluster Gaps in the system

Regarding production, the artisans without any doubt are very skilled and hardworking. Due to the fact that the orders that they get are not so high demand. The work shed is completely unhygienic and cluttered. Sitting position is too tiresome while making the products. Even the raw materials specially the branches for the knife handles decreases the life cycle of the knife. But their is still hope and sufficient scope of us and other govt. organisation to help out the cluster in terms of providing proper training, skills, machinery, CFC, market linkages and industry visits.

With a combination of design, traditions and advance skills this cluster can make its own trademark in crafts sector, with their own identity. Developing new designs keeping the essence intact, with such prospects still there are a lot of scope of development and growth as mentioned in the detailed study carried out.

As everything is handcrafted while making the product, hence the entire process becomes very slow. With the introduction of a properly equipped CFC, the cluster can go far ahead than its competitors.



The most important thing that was noticed was that of product diversification and waste management in the cluster. Till now the cluster artisans have been making only products which revolve around few designs of knives and cutting tools. Apart from these products there is a huge scope of developing far more and different kinds of products with new designs on it. The artisans must try to make a mark of its own by its products. A treatment process along with a proper branding is applied in the cluster, and the cluster would become the most unique cluster with respect to other places.

There are various areas where opportunities can be defined while developing its remedial solutions like tools & technology, material optimization, Product development, warehousing, workplace layout and simplification of movements and communication strategies.

### 3.1.1 Fish carrying mobility service vehicle

#### i) Define design interventions

#### **NEW PRODUCT DESIGN & DEVELOPMENTS :**

A completely new fish selling vehicle and renewing the fishing business with new system model and futuristic scopes. The design intervention would result in an innovative new product with improved aesthetics/looks. A new improved product development is the need of the hour. Initiating the project with a proper research and creating a system map of the present process of fisheries. The ideation process for new product developments will start with sketches on paper. These designs will be inspired by many existing sources of selling fishes and the form can be inspired by in and around the culture of Assam. The new product design will also focus on creating a unique design for markets outside Assam.

#### **PRODUCT FEATURES :**

The redesigned and technically more sound product would have better ergonomic safety features, a utility vehicle which would be easy to use and low in cost so that the unemployed and the other section of the .

#### ii) SCOPE AND DESIGN INTERVENTION :

The scope of project elevates simultaneously with the increase of unemployment. The design intervention after all the research done, would include creations by using low cost technology during its manufacturing. The project proposes the transformation of a wider design perspective addressing factors like users, market, technology, features, ergonomics etc. To a product which will generate value in the form of IPR, comprising of patent, copyright and industrial design registration. The project would bring about a lot of value addition to the MSME that the fish vending vehicle would reach out to a larger market outside Assam. The entire idea of the project is to integrate design into business process.

#### iii) NATIONAL MANUFACTURING COMPETITIVENESS:

The project will improve process of mass manufacturing by the introduction of simple tools/machinery, new processes, revised and redesigned system etc. This would help in decreasing the time taken in manufacturing process and also would increase the productivity of the MSME in a much shorter period of time.

Since fish is one of the major food items that are being consumed in the international market also, hence the design intervention in the service system or the vehicle designed can potentially be exported so as to generate more employment and ease the pain of buying fresh fish from the market. The export would bring the MSME to a new platform of success. Also the intervention might create visible impact on the

buyer's and seller's minds and because of this; everybody would determine the capabilities and its competitiveness with the international market, of the MSME that produced the design in the market under employment generation mission. The project can help transform design activity into tradable deliverables, be it product or service that manifests exploitation and deployment in the form of intellectual property, which may comprise patent, copy right or Design Registration.

#### iv) SPECIFIC TARGET END USER AND MET STRATEGY IN BRIEF

Target : As the proposed project is aimed at providing alternative employment on wheel to the thousand of toiling human. The project have ample scope of employment.

#### v) EXPECTED QUANTUM OF PRODUCTION

As the production of the earlier vehicles and products are done by semi-manual process, hence it is difficult to estimate a quantum of production. Production will depend on the skill sets of an individual worker. But our effort is to develop/ improve technologies that can reduce the production time. After doing the complete survey and research a better way of production process can be determined. Due to unavaoidable circumstances the project could not be carried out yet taking all the scope into account and look out for solutions related to the Fish carrying cart.

The ergonomic solutions that came out of the said studies included design improvisation of basic operations essential for the earnings of the rural natives of the remote Northeast. Working condition of the native blacksmiths was improved with implementation of the technology-enhanced working environment, leading to an improvement in their productivity with added safety. Some design implementations were proposed to modify the fish cart of a rural fish-seller (door-to-door).

Attempts were also made to improve the traditional livelihood professions with simple design solutions, so that there would be a upscale productivity leading to enhanced socio-economic standing of the remote rural natives. It was conceived that, these improvements in turn, would attract tourists visiting major cities of the Northeast, who are also interested to know about the local rural life. The improved rural socio-economy would also encourage the tourists for a mutual exchange of design ideas, culture, food habits etc. with the natives.

With the these findings it was found that Assam, in particular the entire northeast region of India have opportunities yet undiscovered and the people residing in it needs platform of development and scope to upgrade their facilities so that the tourists visiting these places or visiting national international newcomers have access but without disturbing the natural identity of the area and residing people.

### 3 CONCLUSION

A system dependent approach has been nailed down to find out errors in every nook and corner of local, rural and remote household trades across the Northeast, taking the localities adjacent to major Northeastern cities. This approach provides opportunity to innovate the driving aid of design renovation on a real time approach. Identification and development of such micro-tourism spots, to cater the socio-cultural and ideological perspectives across the boundaries will follow this.

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# City identity promotion through Ergonomic intervened restoration of Assam Type heritage residencies of Guwahati for tourists

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**Abstract.** Identities associated to a place not only give it a brand, but creates an influential image in the locals and visitor's perception towards it. Ethnic art, indigenous culture, tea gardens, rich flora & fauna are some of the identifiable characteristics of Assam-the gateway to NE India. Among the identifiable elements of defining Assamese culture, the influential local Assam type heritage residencies (ATHR) is rapidly getting evolved and merged into modernised concrete buildings while losing its existence and traces. The study is concerned on three areas: (i) Investigating the concept of place Identity and how it gives a distinctiveness and continuity and insights on the characteristics of a place while connecting their role on creating a location specific brand image on visitors psyche; (ii) Understand the branding of iconic residencies and buildings of Guwahati city as a core city defining identity for tourism; (iii) Based on pilot study conducted in Guwahati city, suggestion will be provided through findings and responses for linking of quintessential ATHR, as a traditional and cultural identity of Assam to tourist's interests and putting forward cognitive ergonomic design interventions, so as to characterise its value related to the place and creating identifiable images to effect on tourist psyche through various means and mediums. The focus would be on how these buildings/houses sets up an image in a tourist's mind so as to refurbish historical architectures through beautification in order to invite tourists through motivational cognitive or emotional construct.

**Keywords.** Iconic architectural identity, Aesthetic Design, Heritage tourism, Cognitive perception, Guwahati

## 1.0 INTRODUCTION

Place in geography refers to a location - an abstract place in abstract space (Cresswell, 2002); yet, geographical locations are actually experienced. Places have a way of claiming people and grow in a person playing an important role in the overall anthropological development of a society and the environment. However conversely, places are also influenced by people's consuetude. A place can be branded and characterised by countless elements of attraction by people, be it tangible in the form of houses, buildings, streets and monuments, or intangible associations and feelings in terms of cultural sense towards the habitat that includes visual characteristics and features and may be stimulated by emotions, photographs, symbols, stories, songs or music. A place makes memories cohered together in complex ways according to architectural historian Dolores Hayden. For most people a self-built place plays a central role in everyday life and possesses rich social, cultural and historical significance and holds numerous psychological meanings, which are of profound importance for people in shaping their identities (Moore, 2000).

People associate their built environment with the symbolic and cultural beliefs, and become attached to it, containing fond memories and evoking feelings of warmth and security. Memory is a central, if not the central, medium through which identities are constituted (Olick & Robbins, 1998, p. 133). Hence, people, their memories and the created environment are part of one inclusive entity which all together gives the place its own identity and value and differentiates it from others. When attachment to a place grows, we start to identify ourselves with these places, both at a larger scale (nation, city, etc.) and at a smaller scale (neighbourhood, workplaces, homes, rooms; Giuliani, 2003).

Place identity can be seen as one of many identity manifestations, and represents identity manifested through physical environments and objects (Åshild Lappégard Hauge, 2009). Houses are one amongst many such objects that are attached with feelings belonging to a place. It contains actual stories of people and places which carves its history and fascinates locals and tourists as a site worth discovering. Houses have changed a lot over the last 200 years in the history of Assam's architectural residences. More personal

privacy and space have become a reality (Moya K. Mason, 2005). People personalize their homes and workplaces with decorations, so that their houses and gardens reflect and communicate who they are (Despres, 1991; Csikszentmihalyi & Rochberg-Halton, 1981; Nasar & Kang, 1999; Rapoport, 1982). As per Kotler (2002) due to fast changes in technology and the shift from local to a globalized environment, cities are forced to compete with each other in order to be an attractive tourist destination, workplace, cultural rich place and much more. This platform of competition between places is fuelled by an increasing number of domestic and international tourists visiting desired places of choice.

Assam, the gateway to NE India, is a major attraction for tourism and the tourist seek out to visit its most important identities. In search for new ways to promote itself and with the effect of globalisation, Assam is in the look out for drawing tourist attention towards Guwahati city and its adjacent areas to showcase the fields counting art, culture and architecture. Its traditional Assam type house is quiet well known or its unique architecture style, which was first inspired and constructed by the British in the 19<sup>th</sup> century, is well known for its structural strength against earthquakes. The Assam type houses were built keeping in mind about the local environment and local building materials and accordingly designed comfortable to adopted during the 19<sup>th</sup> century by the locals and other well established people of the region. But Guwahati's heritage structures are struggling to survive and find breathing space in what is rapidly being replaced by concrete structures. Under the threat of fast declination of its heritage buildings, Guwahati is losing its identity and all the memories attached to the old structural form of abode. Guwahati now remains in the posterior of showcasing historical sites and is merely regarded as a growing city of NE India, without having its own architectural identity which could project out memories, traditions and stories to the visitors. Compared to other historical places, Guwahati generates lesser tourist attractions in the field of architectural wonders.

The purpose of the study is to put forward the Assam Type historical residencies of Guwahati city as its one of the most notable iconic identity and showcasing it as a brand to create emotional impact of the place's culture in promoting heritage tourism in Assam. This paper is part of a larger research project on tourism in less developed and unexplored areas in and around Guwahati city, focusing not only on the theories but also on the importance and implications of the associated identities as a brand image creation in Assam's contemporary public realm design. The present paper reviews the status on the studies so far carried out on history of ATHR and tries to link them with Place identity for heritage tourism.

### **1.1 Need Justification**

Tourists visiting Assam, specifically Guwahati city needs to experience the heritage housing system of Assamese culture via experiencing the interventions, projected through the research carried out to achieve desired results. There is a strong need to protect the historical buildings as it not only belongs to the current or past generations, but a property that will belong to our descendants which would further influence the build up of the social environment (Barry et. al. 2009). The lack of respect for the historical buildings attributed to the rapid technological change in the society is creating lot of confusion at the same time developing a sense of 'throw-away society' in today's generation. There is a need to recognise that what may seem to be of less value now of theses heritage buildings, will form the history of succeeding generations. There is a need is to create influence of iconic architecture on tourism through creating identifiable images on tourist psyche through cognitive solutions.

### **1.2 Aim and objectives**

The study aims to advocate the importance of linking quintessential Assam type residencies of Guwahati city as a traditional and cultural identity of Assam for heritage tourism so as to characterise its value related to the place and put forward ergonomic design interventions according to tourist's interests.

#### **Objectives:**

- (i) To Review the definitions of Place identity and its influence on brand image of a place.
- (ii) To study the role of Heritage residencies in projecting the traditional and cultural Identity in tourism, where the ATHR and the iconic residencies of Guwahati will be taken as case studies on their current issues.
- (iii) To draw out plans for the conservation and development of historic settlements in Guwahati associated with its role on the development of heritage tourism through design intervened solutions.
- (iv) To incorporate Ergonomic interventions and aesthetic design principles.

## **2.0 METHODOLOGY**

Through the initial understanding of Place and identity labelling for tourism, a model of place identity impact on tourism has been figured and according to the short methodology described in Figure 1, the paper achieves the desired objectives.

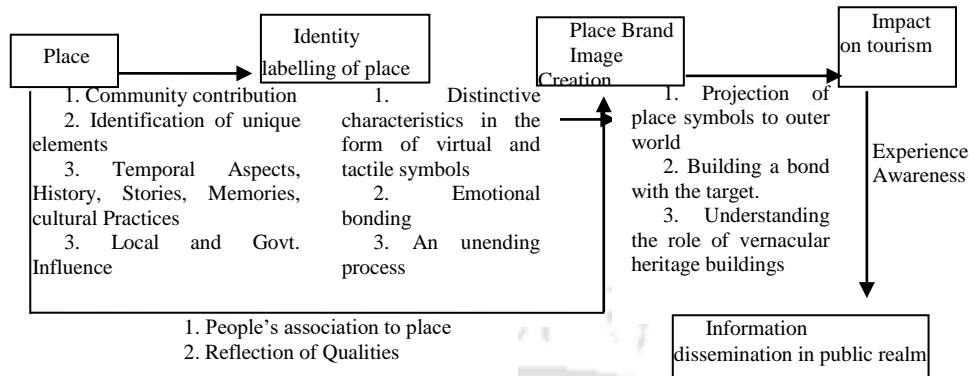


Figure 1. Flow diagram: Place identity & impact on tourism

### 3.0 RESULTS AND DISCUSSIONS

A systematic approach Figure 2. was adopted to search on published articles/literature to support the claim of city image created in Assam through the elements that contributed in the building of Assam type traditional residencies and its role on heritage tourism.

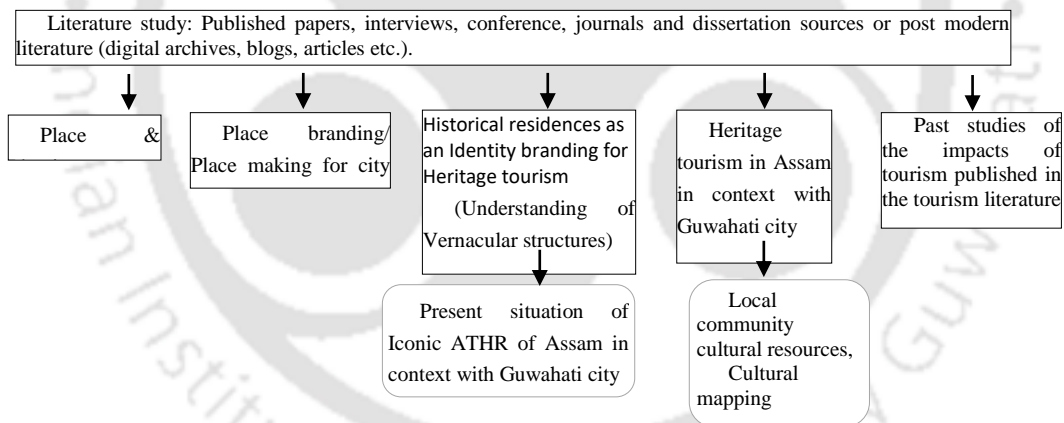


Figure 2. Detailed methodology of the study

#### 3.1 Place & identity on creating place brand for city image

“Place or space” is the core concept in environmental psychology. The concept of place is physical as well as psychological. The physical form, activity and meaning are mixed together (Figure 3) to form the sense of place (Montgomery, 1998).

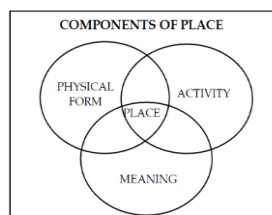


Figure 3. The components of place (Source: Montgomery, 1998)

Perspectives on place have gone from "physical determinism", where the environment, dimensions, colours, and shapes were seen as having direct effects on behaviour, to a view of the people-environment

relationship as dynamic and interactive (Franck, 1984). Williams and Stewart (1998) summarized the sense of place literature by describing five dimensions to individual's sense of place: emotional bonds; felt and often intangible meanings, values, and symbols; values about a place; iteratively and socially constructed meanings; and cultural, historical and physical context. While there is a consensus concerning definition of place and how it differs from the related concept of space, place is space endowed with meaning, (Low & Altman, 1992; Relph, 1976; Tuan, 1977).

But there are very less agreement concerning the meaning of place, on how one should define and measure people's bonds with places. Theories since then have been questioned that led to further research and development of new ones. Majority of authors agree that development of emotional bonds with places help to overcome identity crises and gives people the sense of stability they need in the ever changing world (Hay, 1998), that it may facilitate involvement in local activities (B. Brown et. al., 2003; J. Guardia et. al., 2002; Vorkin & Riese, 2001).

Apart from the demographic and social factors, place exerts its influence on place attachment through physical features and symbolic meanings, with the former often being a cue to the latter (Stedman, 2003). Lewicka (2005) showed that people attached to a place expressed more interest in the place's past and in their own roots than people with fewer emotional bonds. Awareness of the place history intensifies place attachment, however, even if one may feel attached to a place but it takes more than liking or attachment to incorporate the place as part of one's self and evoke different feelings through culture and memories. People crave for offbeat images of place through their inputs, so as to fabricate their familiar surrounding; seek and create iconic environments and ingredients that support and strengthen their perception of themselves in the view of other people. In a related vein, social psychologist Irwin Altman and anthropologist Setha Low's (1992) concept of *place attachment* defines the ways in which people connect to various places, and the effects of such bonds leads to identity development, place-making, perception, and practice.

Identity manifests itself on many levels, one of which is attachment to place through the memories and related history. Breakwell (1986) suggests that the first principle of identity is the establishment of a sense of personal uniqueness. We attempt to identify ourselves through unique culture, habits, embodiment, clothing, language, knowledge, disclosure of information from second or third parties. Place and identity are inextricably bound to one another. The two are co-produced as people come to identify with where they live, shape it, and are in turn shaped by their environments, creating distinctive *environmental autobiographies* (Jen Jack Gieseeking et. al., 2014). Place has a dynamic quality with changing meaning and theories from various researchers and philosophers, which means place-identity has temporal aspects and evolves over time. Therefore, there is no single and static identity for a place, rather identity can be described as a process.

The term "Place Identity" first coined by environmental and social psychologists **Harold M. Proshansky, Abbe K. Fabian, and Robert Kaminoff**, argues that place identity is a sub-structure of a person's self-identity, and consists of knowledge and feelings developed through everyday experiences of physical spaces. A sense of place identity means regarding the functions that provide a sense of belonging, construct meaning through building it with features, cultivate attachments, and arbitrate the changes through acceptance. The notion of place Identification is a basic cognitive mechanism that humans use to sort out themselves and their fellows through their dwellings and its elements. The place identity from a person's perspective would create information and their experiences and attitudes about other places.

### 3.2 Place branding for City image creation

The place identities are interwoven with creation of a brands, representing a set of tangible and intangible values of the product for its users, but in terms of cities, regions and states they act as a certain label, which summarizes all of our expectations, thoughts, beliefs, knowledge, feelings and associations that we already have in our minds about a specific state, a city or a region (Paliaga, 2008). Today, brands are measured through the experience they deliver, from the emotional connection they make to how far they create sustainable business value (FutureBrand, 2016). According to Vicente (2004), branding cities is a part of strategic marketing that aims to promote the image of the city, its products, tourism and attract investment. The best city brands are actually successful because they manage to achieve synergy in building an emotional connection between them and their target groups (Williams et al, 2004, 6 from Paliaga, 2008).

In the City branding model as described in Figure 4, Kavaratzi summarizes the forms of communication that drives image of the city. Kavaratzi identifies three sources of communication-primary, secondary and tertiary communication. The model shows that urban design and development are decisive factor in city imaging (Kavaratzi, 2004). Primary communication concerns the communicative effects of actions taken by city, which boils down to taking landscape, infrastructure, organisation (administrative) and behavioural sources. The secondary communication concerns official concerns issued by city authorities, and tertiary communication form relates to the word of mouth advertising.

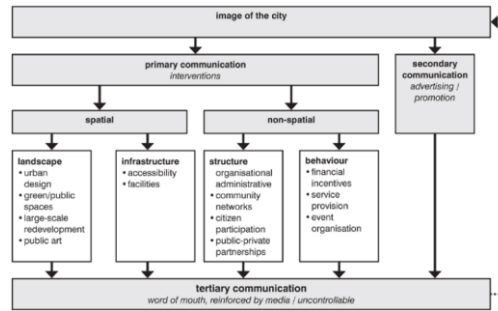


Figure 4. Kavaratzi's City Branding model (Source: Kavaritzis, 2004)

But although there are many ways of city branding and communicative system models, yet the image has to be actively built up by the dwellers and the people that are in charge of city element preservation, which in turn would create an image through dispositioning of styles to give city image individuality. According to Simon Anholt (2003, 213), cities have always been brands and believes that in addition to its economic strength, wealth and development, the city brand should also be developed in directions such as creativity, music, philosophy, confidence, wisdom, challenge and safety.

The starting point for applying the concept of branding the cities is that the name of a city that becomes a brand, that creates a psychological image in the minds of its target groups (potential investors, tourists, citizens, businessmen), helping them to assess the city's products and services, hence facilitating tourists to make their decisions on the visit, affecting business decisions, influencing the resident's decision on relocating (Parsa Shirazi, 2014).

### 3.3 ATHR as Vernacular structure: an identity branding for tourism

One of the first elements that must be considered in the built of a place is the reference its natural/man-made built history through study of structures and environment that led predominantly to its character. The traditional architecture is always considered as a part of the natural environment, interwoven with its characteristics, its materials and construction, customs have developed over the centuries; it has allowed the development of special edificatory procedures that have generated the local character of buildings (Claudia Manenti, 2011). For example, the Rajasthan's Pink City (Jaipur) or Blue City (Jodhpur), defined by its colour and architecture; is inspired, built and planned according to the natural environment and local cultural beliefs (Vaastu).

The independence of today compared to the local materials due to new construction techniques, no longer tied to a specific place allowed independence of the forms and the characters of the buildings compared to traditional architectures (Claudia Manenti, 2011). Historical Residences imbibes the traditional character of the old towns as well as the design principles and culture of traditional Indian architecture of its region to create a sustainable contextual design solution. The traditional and vernacular houses in Assam are unique, short but spacious, with thatched roofs that are perfect for the climatic condition and can only be found here. The stems of bamboo trees, widely found in Assam, are commonly used in the making of these houses. The Vernacular buildings of Assam (Figure 5) are naturally ventilated and constructed using locally available building materials. Shape and form of these buildings are evolved over time to meet the socio-cultural and day to day requirements (Singh et al., 2010a; Singh et al., 2011b). These buildings are still favoured by people of the region and are still being widely constructed (Singh et al., 2010a; Singh et al., 2011b). The land required for these types of stand alone structures is large and do not share common walls with adjacent buildings compared to others concrete ones.



(a)



(b)

Figure 5. (a) A new ATHR, (b) An old ATHR

Table 1. Basic Building materials of Assam type residencies

<b>Building materials</b>	
<b>ATHR</b>	<b>New Assam type house</b>
Bamboo	Plaster
Reed mesh (Ikara)	Tin Sheet
Wooden frame	Asbestos Sheet
Mud Plaster	Wood (Window, doors and ventilators)
Thatched roof supported on wood purlins	Foam Insulation
	Cement
	Bricks

Vernacular buildings are the structures that use the bioclimatic concepts and locally available building material to a large extent (Singh et al., 2011b). Curl (1999) defines them as: “Unpretentious, simple, indigenous, traditional structures made of local materials and following well tried forms and types, normally considered in three categories: agriculture, domestic and industrial. However, vernacular buildings are mainly constructed on design based approach and evolve over the period of time through trial and error method (Ruiz and Romero, 2011; Singh et al., 2010a; Singh et al., 2010b).

However, the gradual evolution of homes inherited with comfort, cultural beliefs, weather conditions, new material availability, indoor plumbing and heating systems is generating a loss of identity and a sense of loss in the urban environmental uniformity. City chronicler Kumudeshwar Hazarika said Guwahati witnessed a change in the construction of new buildings after it replaced Shillong as the capital. "The city had many heritage houses once. Now, most of them have been razed to make space for new buildings. Some owners have no option as these structures taking care of these structures is expensive and time consuming. The Barua residence, home to an illustrious family, is thankfully still standing," said Hazarika (Gaurav Das, 2014).

The importance of understanding the interplay between lived landscapes including built environment in it and their representations and consumption with tourism studies is manifold. Landscapes in their role as a locus of tourism carry multiple “insider” and “outsider” meanings (de Haan & van der Duim, 2008; Knudsen et. al., 2008). A historical city can advertise its tourism capabilities through communicating its various characteristics pertaining to memories, important site, culture, ethnicity. According to World Travel and Tourism Council (WTTC) estimates that tourism- world’s largest industries, generates approximately 12% of the world total GNP. It is a tool eradicating the challenge to overcome losses specially in developing countries and protected areas like Heritage sites, are one of tourism’s main attractions, and are subject to growing visitation.

Heritage tourism includes travel to a visit to sites and monuments, travel to study nature, folklore or art or pilgrimages (Zeppel and Hall, 1992). The word “heritage” is generally associated with the word “inheritance,” that is, something transferred from one generation to another. The concept of “tourism,” on the other hand, is really a form of modern consciousness (Nuryanti, 1996). Hence, association with heritage sites has to be carefully measure upon and taken forward by authorities. According to manual of UNESCO, 2002, maintaining, exploring, preserving and showcasing such sites requires adequate practices to guarantee environmentally sound management and at the same time to ensure that local communities benefit from its existence. Theoretical synthesis of landscape, place and identity from Huff (2008) was used to frame the theoretical discussions related to the research questions of this study.

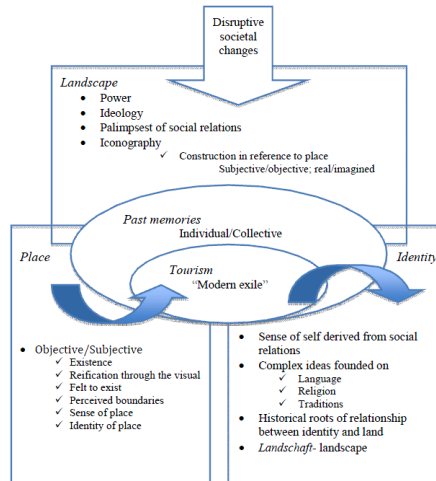


Figure 6. Theoretical synthesis of landscape, place and identity in nexus with tourism and memory (Huff, 2008).

### 3.4 Principles, Ethics and criteria of conservation of historic buildings in practice

The basic approaches to conservation were established through the SPAB manifesto of 1877 written by William Morris and other founder members. The ethics or criteria of conservation are as follows Barry et. al., 2009, p 287: (i) Minimal intervention, (ii) Minimal Loss of fabric, (iii) Minimal Loss of authenticity, (iv) Absence of Deception, (v) Reversibility. These fundamental principles or criteria are discussed by Bell(1997) are accepted as the core international principles of conservation response. When dealing with a historic building it is vital that an appropriate plan is put in place so that the conservation and intervention philosophy set out previously is central to the approach adopted.

### 3.5 Research Questions

In light of this, the following research questions are set to be explored as the main body of this conceptual paper to find the purpose of study:

- (i) How is the concept of place Identity, its purposes of giving distinctiveness, memories related and continuity to place characteristics and culture is complementing creation of place brand through heritage architectural identities and are impacting the public realm?
- (ii) By which methods the historical residencies of Guwahati will have an effect on the identity of its people?
- (iii) How historical ATHR as a Place identity can implement socio-perceptual environments in the growing city of Guwahati and help to influence, revive or promote image and sense of a place amongst tourists?
- (iv) Will the understanding of the vernacular architecture of Assam Type houses can lead to understanding towards its methods of built and find a way towards its preservation and promotion in heritage tourism?

### 3.6 CASE STUDY

A Qualitative research through data collection; Investigative questions asked through Observation approach & communication approach: Interviews, survey, reviews, identify, record, classify, analysis is being carried out on a selected region of Guwahati city which predominantly can be defined as the old city of Guwahati.

**3.6.1 Site selection:** The site (Figure 7.) is selected according to the availability and concentration of maximum number of heritage residencies/buildings in Guwahati city built before or during 1960s. Site survey of finding examples of the historical residencies of Old Guwahati city: Uzaan Bazaar, Latasil and Panbazar area.

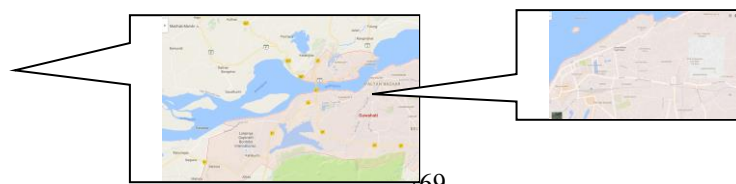




Figure 7. Place context (Old Guwahati City)

**3.6.2 Primary sources:** Selected iconic buildings, which are well-known and have a strong image have been selected as case studies. Most of the heritage houses that were surveyed across Guwahati city belonged to the elite group of people belonging to different backgrounds of music, arts, Govt. officials and other business oriented class people. The houses were mostly created before independence but even after high magnitude earthquakes they are standing still, some of them crossing even 100 year mark of its construction. A talk with the noted Assamese Film and music Director Romen Baruah about his ancestral home and about the future of the house was discussed, wherein its future is in unstable. Some old residencies and buildings are being studied with the help of their owners, historical importance were found during the interviews.



Figure 8. (a) Jironi: built by Prasad Duara owned by Nitindra Baruah & Rupa Baruah's, Uzaan Bazaar; (b) Annapurna Residence, Uzaan Bazaar; (c) Dhanchandra Das Residence, (Built:1954 A.D.); (d) Ramen Baruah (Assamese Director) & Digen Baruah (Assamese Music Director) Residence (Built:1923 A.D.); (e) Guwahati City NCP Dist. Office, (Built: After independence, 1950s); (f) Dr. Hameed Ud-deen Ahmed; (g) Bisnu Nirmala Children's Library, (Built:1965); (h) Directorate of Archaeology Assam (Built:1961 A.D.)

Cotton College structures:

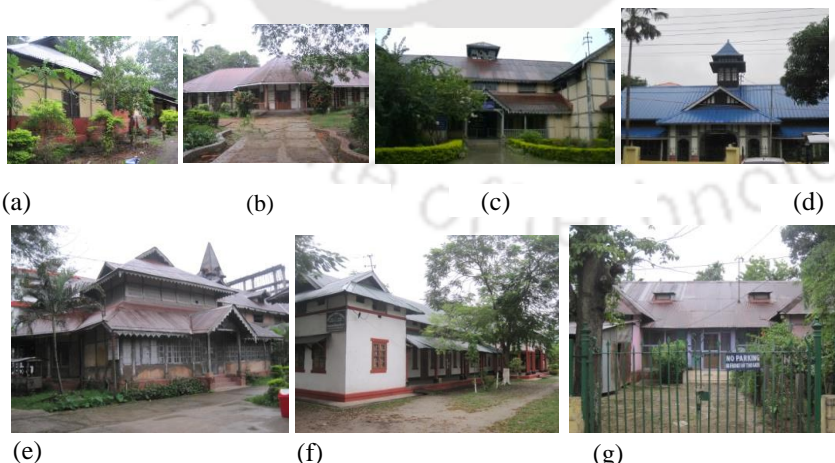


Figure 9. (a) A neglected part of Cotton college (Built:1901 A.D.); (b) Principal's Bungalow (Built:1883-1884 A.D.); (c) Department of Chemistry (Built:1901 A.D.); (d) New Arts building (renovated) (Built:1901 A.D.); (e) Department of Chemistry (Built:1901 A.D.); (f) Boy's Hostel (Built:1901 A.D.); (g) Superintendent's Residence (Built:1901 A.D.)

**3.6.3 Outcome:** After the conducted survey on these historical residencies, the owners or the caretakers mostly described them as product of great pride of ownership, but when it came to conservation and taking it forward for the future generation their greatest concern was it's high maintenance. Through study, methods and interventions Ergonomics should intervene there to facilitate both the service providers (local/native dwellers) and thus the tourists, so as to get the development appreciated and adopted by the recognizing authorities as useful and sustainable.

**Proposal: Scheme.** Ergonomic interventions and aesthetic design principle incorporations has been implemented in the proposed objective taking Kavaratzi's City Branding model and Huff's model at the backdrop, a new system has been proposed to fill the Lacunae. This Scheme proposes dynamic relationships between some of the functional elements of sense of place derived from the literature. A model of Place identity impact on tourism (Figure 1) has been developed and proposed taking few inputs after review from Huff's, 2008 model (Figure 5) and Kavaritzis, 2004 (2002) worked as a basis for the conceptual framework with added components of memory, communication and tourism contributing to it. It also emphasises on the developments and the needs to be supported for executing the plan with humane considerations along with socio-economic viability. With the overarching definition of place-identity, we already know that an effective communication system is essential for a place brand. The system should organize different communication channels and flows of information that eventually facilitates civic participation. Following is my very own definition of a place branding communication system.



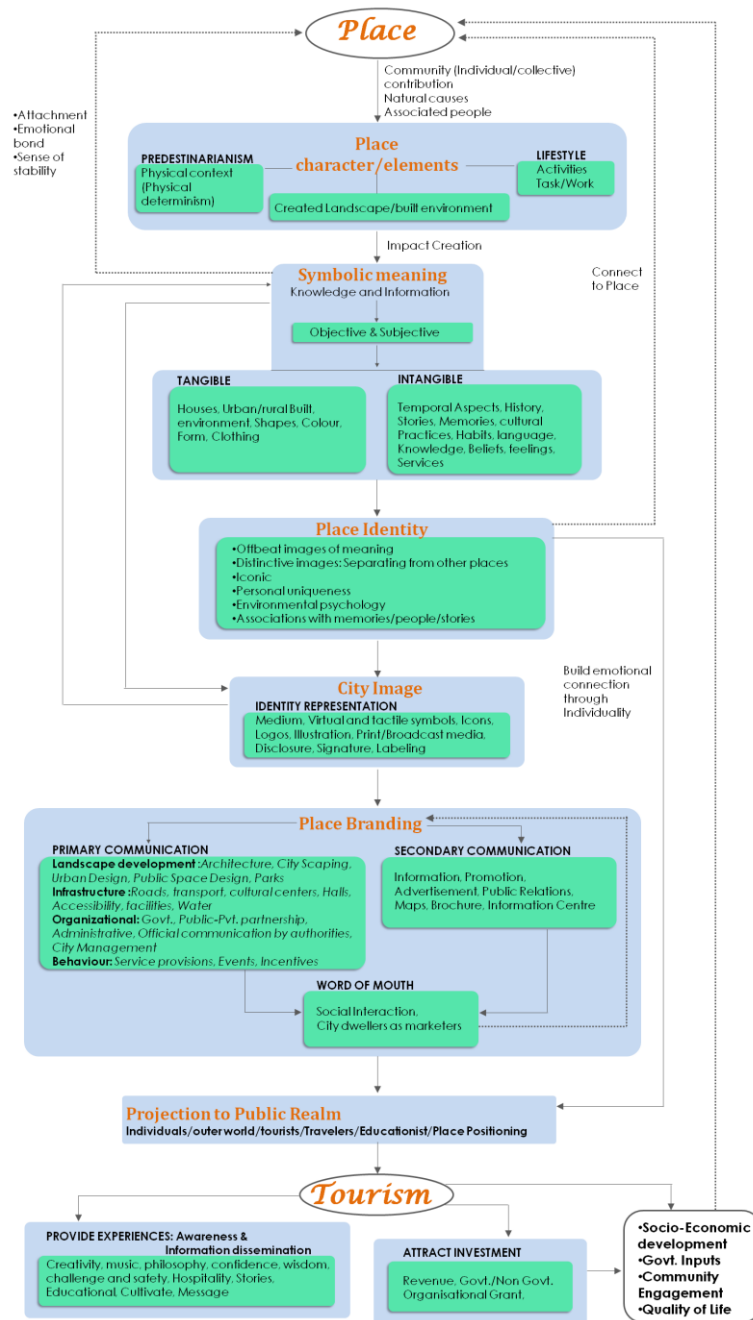


Figure 10. Place identity impact on tourism (Sukanya Bor Saikia, 2016)

Since the scope of the study is to Promote City identity promotion through Ergonomic intervened restoration of Assam Type heritage residencies of Guwahati for tourists, hence taking Figure 10 for promotion of ATHRs in Old Guwahati city will be considered as a basic methodology/ scheme to be proposed to the concerned agencies including Govt. of Assam, GOI and other related authorities.

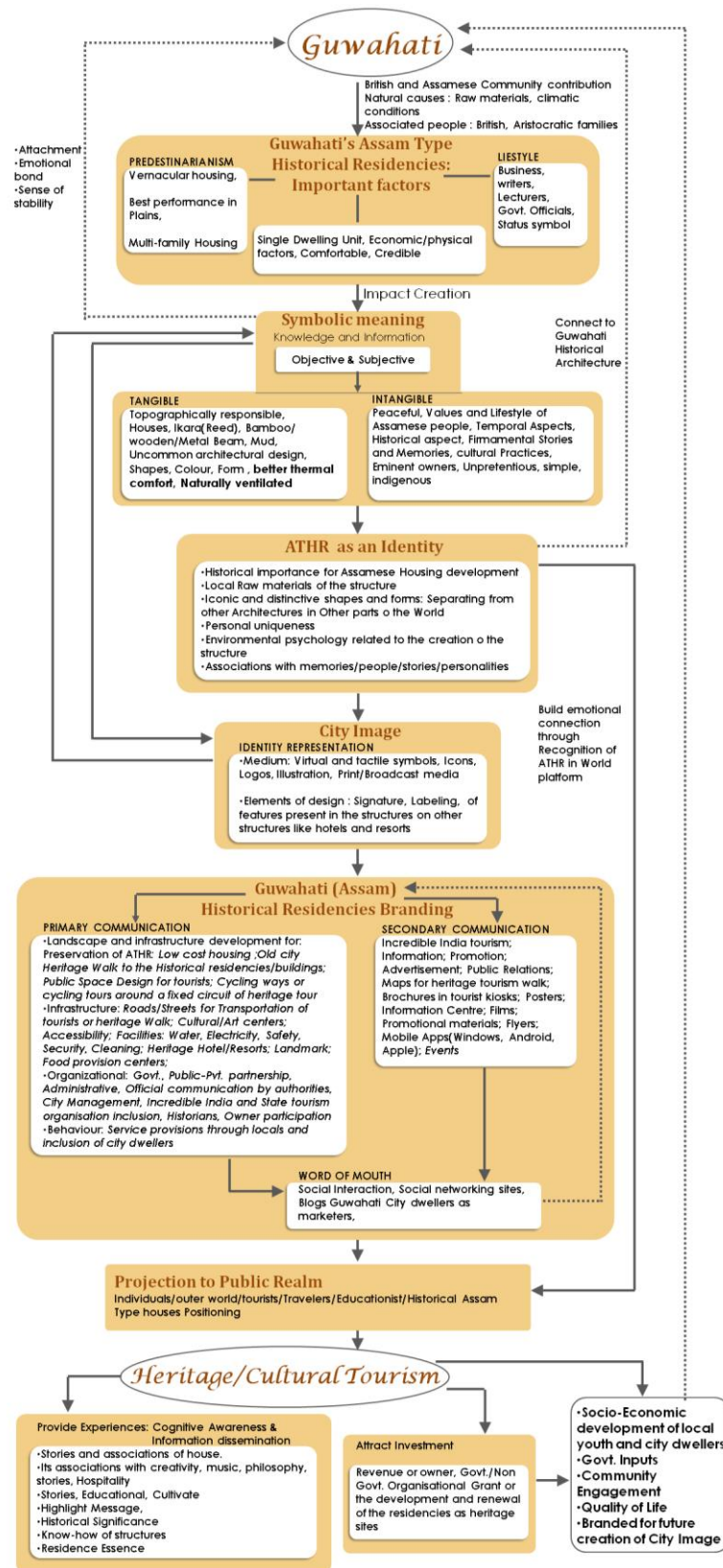


Figure 11. ATHR for Guwahati Heritage Tourism System Model (Sukanya Bor Saikia, 2016)

### Design Intervention: Scope

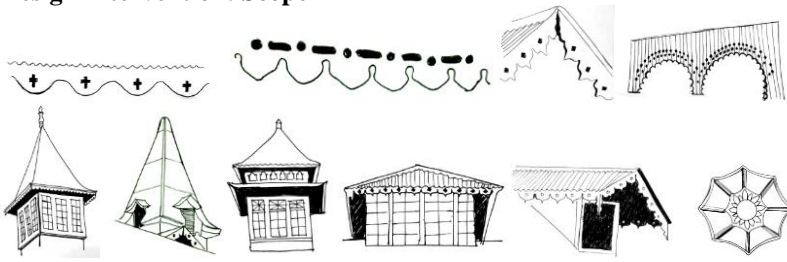


Figure 12. Few Design elements extracted from Assam Type Historical Residencies

(i) **Hotel & Resorts:** Retaining the structural uniqueness and beauty and incorporating the elements from heritage residencies like stories, carvings, memories, which can take back the tourists to the heritage place and revisit the sites; modification on staying places through new technological liveable interiors.

(ii) Increasing the availability of **global communication** and exchange of ideas through projecting histories and stories attached to such residencies in Guwahati tourism brochures and State and Central Govt. websites, will invite more tourist and exhibit the rich cultural traditional housing of Assam.

(iii) **Heritage treasure of Guwahati:** On Occasion like “World tourism day” initiatives are suggested to discover the unseen treasures of Heritage residencies and buildings of Old Guwahati through Heritage walk or cycle tours. It will let the tourist experience the traditional breeze at Heritage residency look alike Hotels that preserves and showcases the image of ATHRs of Guwahati. Assamese cuisine served at restaurants - Riverside restaurants, cafe. A complete circuit having in the Old Guwahati locality: Guwahati antiques Museums and Book Store, Local Arts & crafts shops with handmade products emphasizing their importance as the real skilled workers of NE India, Walk on the side of River Brahmaputra through Uzaan bazaar and Lataasil Areas.

(iv) **Historic preservation programs** encouraging the enhancement of historic places: Historical Properties as the state’s most significant architecture, historical event and persons related. Historic buildings like Cotton College Guwahati are now in September 2016 was declared as under ‘special heritage status by UGC’, GOI implemented by INTACH. While this provides only a cross section of Guwahati’s history and architecture, surveys indicate that there are more opportunities for historic preservation and promotion throughout the city and the state. Using the proposed model (Figure 11) rich ATHR historic context will be available to a heritage traveller. Historic districts like Kamrup district can provide the backdrop for special events and other offerings through the glorification of these forgotten places. Publicly owned old buildings, such as courthouses, can also draw tourists, and businesses housed in historic places can provide attractive places to stay or shop.

(v) **Heritage tourism** in Guwahati city will complement other types of visitation as well and create architectural perception of the city that would in turn can be cognitive measurements of the tourism destination value, including:

- Cultural tourism including art museums and theatres.
- Ecotourism featuring in and around Guwahati’s varied ecology and natural attractions.
- Other tourism attractions and experiences, such as visiting working Silk farms near Guwahati.
- Recreation and Eco-tourism, such as camping and boating. Surveys of outdoor recreational travellers need to be conducted by researchers, Govt. bodies, so as to link it to visitation of tourists to historical attractions. When combined with these markets, the impact of heritage tourism is multiplied greatly.

## 4.0 CONCLUSION

Through extensive literature study on the concept of place Identity, its purposes of giving distinctiveness, memories related and continuity to place characteristics and culture, it is understood that the vernacular structure that was built in the historical times due to availability of materials and cultural inclination and external influences have pretty much become elements of branding and creating a city Image. These images of the historical structures can be used to attract tourist or heritage sightseeing and tours organised by the local community or Govt. These would complement creation of place brand through heritage architectural identities and impacting the public realm.

Through combination of Kavaratzis model of communication and Huff’s model a new model has been formulated considering that the ATHR of Guwahati that will have an effect on the identity of its people and the place related and through incorporation of local people, socio-economic aspects can also be bridged

upon in order to boost local people's self-esteem. The implementation of design intervention in the scheme, creates huge scope of depicting these historical masterpieces as a Place identity of Assam in particular to Guwahati City and can implement socio-perceptual environments in the growing city and help to influence, revive or promote image and sense of a place amongst tourists bestow the tourists with local memories attached to the sites. The methods of built of vernacular Assam type houses is understood through literature study and it can be concluded through its historical evidences that not only they provide thermally more comfortable in pre-summer and pre-winter season through Thermal comfort analysis (adapted from Manoj Kumar Singh et.al., 2014)

It can be concluded that these Assamese style of housing British lifestyle influence, topography and availability of raw materials, can be preserved and be put into consideration on and could have a positive contribution towards the eminence of the brand and image of the city, which would in turn positively affect the wellbeing of the visitors to Guwahati and will make the tourists recognize or recall it as being distinct from other places. Although the inputs are made in terms of cognitive ergonomics and design interventions, further statistical work on ATHR are required in order to develop the tourism industry in Assam in a new paradigm. We also have to control the inflow of tourists to such residencies as, uncontrolled tourism development can have major negative impacts on these jewels of humanity's heritage. Thus, concepts such as business management, marketing, and entrepreneurial risk management are still relatively new to many sites. Altogether investment in heritage tourism helps build a sense of pride of place and will make Guwahati a better place to live, a better place to locate a business, and a better place to visit.

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# Experiential tourism: Visitor's Interaction with unexplored physical and cultural Landscape of Hajo, Assam

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**Abstract:** Assam has countless potential to explore lesser known place identities like historical indigenous community lifestyle and natural landscapes. Hajo, located on the North West Bank of Guwahati, Assam practices an indigenous Brass Handicraft and is blessed with natural surroundings. It can be seen as a potential for being developed as a tourist hub to motivate diversified experiences, with a view to increase interactions between locals and visitors. The paper puts forward, how Hajo's Brass handicraft industry specifically adds to experiential tourism concept. It can emotionally engage with tourist's odyssey showcasing the artistic and authentic aspects of the historical Brass craftsmanship, and ecologically expose to nearby unexplored places. A systematic approach of ethnic cultural mapping was taken to identify and analyse the cultural and artistic resources, and nearby scenic beauty. On spot surveys and interviews to investigate place value and its relationship with the overall milieu design was carried out. Based on the pilot findings, concepts and plans were proposed. Enquiry focuses on aesthetic and ergonomic standpoints to perceive its feasibility. The design plan showcases a sense of traditional identity creation of place identity through showcasing cultural landscape. Successful integration of the iconic handicraft into an experiential tourism to promote a cultural pedagogy would create a positive contribution towards the eminence of place image, which in turn would positively affect the tourists to recognize Hajo's distinctiveness. The core motive is to create treasured experiential voyage through commuting to unexplored attraction spots through interacting with people and place.

**Keywords-** *Tourism, Assam, Traditional Experience, Place Identity, Motivation*

## Introduction

The travel and tourism industry is emerging as one of the fastest growing sectors contributing significantly to global economic growth and development. According to Manila Declaration on World tourism, 1980, it was said that tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic and social development gap between developed and developing countries. The Travel and Tourism Competitiveness Report, 2012 by the World Economic Forum (WEF) ranks India 12th in the Asia-Pacific Region and 68<sup>th</sup> globally. Considering the importance of tourism in economic development, India have made planned efforts to promote it in different parts of its territory (Bhattacharya, 2011). But the traveller misses out on unknown ones equated to just the few known ones being branded as the image of India. To India, it expands beyond such images, to more exotic yet historical and bestowed by natural landscapes like the North East India (NEI). Incredible India brands the NEI as a place to visit for tranquillity and exposure to cultural brilliance. Yet the unknown destinations and its related identities are merely thought of being tapped despite its full potential of accomplishing themselves into major tourist spots.

Assam the gateway and pioneering state of North East, has a rich land burdened with vast amount of cultural, physical and historical landscapes ready to be explored by the modern day travellers. The people, wildlife, sacred places, craftsmanship, textiles and archaeological sites of Assam are scattered around rural, urban and township settings. Historical records show that Assam acted as a zone of fusion of people and cultures rather than a zone out migration (Bhattacharya, 2011), which might have led to the cultural, ethnic and religious vividness throughout the state, and is less known to non-locals.

Hajo, a historical town in Kamrup district situated 32 kilometres from Guwahati on the North West across of Brahmaputra river from Guwahati, served as the camp for the Mohammadans during their invasions of Assam and was included in the Koch Kingdom (Barua, B.K. et.al). It is now one of the important centres of Community Development (Barua, B.K. et. al.). Some inhabitants of Hajo who bear the name of Mohammadans are descendants of captured soldiers of Mughal Army (Gait, 2004). The people of

Hajo are engaged in producing unique traditional and indigenous brass metal articles, through complete natural handmade processes and the place is blessed with natural surroundings.

The Brass handicraft is not only a traditional identity of Assamese culture, but it also generates job and income for the local market. Ethnic and cultural tourism promise the visitors the opportunity to see at least some portions of the indigenous culture (Smith V.L., 2006). Likewise, Hajo and its craft sector can be explored by the visitors and get acquainted with the local Tradition and Landscape around it as cultural identities. Tradition and Identity of a place can be seen as one of many identity manifestations, and represents identity manifested through physical environments and objects (Åshild Lappegard Hauge, 2009), and thus cultural vastness in terms of physical identities brings out a place's distinctiveness, to be experienced by the visitor. We can define place identity as the process by which, through interaction with places, people describe themselves in terms of belonging to a specific place (Stedman, 2002).

People are becoming more experienced in travelling and "careful" in their choice of destination, leading them to search for new places and new tourism products (European Commission, 2002); and thus making choices to travel to places with unique identity manifestations. Experiencing places with unique identities will encourage visitors to actively participate and promote activities and draw people outdoors, and into cultures and communities (Smith W.L.). The modern-day traveller visits a place according to various push motive, following which he/she is pulled towards the destination place. Studying landscapes anchored in human life, with natural and cultural components interwoven as one fabric, embracing the political and ideological aspects, helps to understand the role of our everyday landscapes in tourism (Raadik-Cottrell, J., 2010).

The present paper reviews the status on the studies so far carried out in the area of experiential tourism covering the areas of historical, cultural and physical landscapes together on a single frame of work of Assam. The paper tries to link a tourist's motivation of visiting a place through showcasing its important identities in order to develop experiential circuits. In a very conceptual approach, this study will scrutinize identity in place making as vital matters in achieving good public realm design for tourist seeking for newness in their journey.

### **Need of the Study**

Although, the handicraft provides jobs to these local craftsmen of Assam but, it is short termed.

- 1) Why: Items Crafted Via Traditional Indigenous Technology reflects the socio economic pattern of society through its quality, creativity and craftsmanship. Threatening existence of one of oldest handicraft of Assam and its decay needs focus to be put upon. There is a strong need to let visitors experience the heritage craft system of Assamese culture along with fabricated experiences, which will be solved through investigating upon finding the true meaning of what people look out for when they visit a landscape with cultural meaning of the place.
- 2) What: Study on issues related to the Brass handicraft of Hajo and showcasing it to less aware people.
- 3) Where: As Guwahati is getting converted into a major Metropolitan city of North East, its peripheral areas needs to be focused upon for growth as well as offer tourism potentials in those areas. Locals as well as visitors of the city can come and enjoy such places and get away from the crowded city of Guwahati.

### **Literature Study**

- 1) *Tourism and Types*: Human beings are born with an intrinsic desire of what the Germans called *wanderlust* (Bhattacharya, 2013). The early motivation of people to move through places in search for food, water, safety or more favourable places were largely nomadic; but slowly gave way to travels for trade and barter (Bezbaruah, 1999). As the civilisation progressed, travels for leisure, or acquiring more knowledge about culture or for adventure became a more prominent activity (Bezbaruah, 1999). "The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." (Mathieson and Wall, 1982).

'Christaller, 1995 stated that "tourism is a brand of economy which avoids central place and the agglomeration of economy", which means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas (Bhattacharya, 2011). Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. The Major types of tourism and their variants as shown in Fig. 1 (France 2006), provides a beneficial guidance to understand the Types of Tourism and their variants that has been established and practised by man since time immemorial.

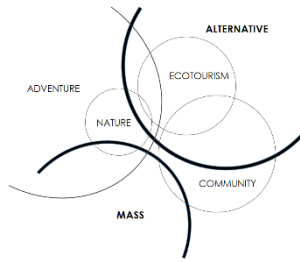


Fig. 1 Major Types of Tourism (Source: France L. 2006)

- 2) *Assam*: The pioneering state and gateway of NE region, connects the region to the rest of mainland India (Sukanya, B. et.al., 2016). It has a total geographical area of 78,438 sq. km. Assam shares its borders with Arunachal Pradesh in East, West Bengal, Meghalaya and Bangladesh in West, Bhutan in North, and Nagaland, Manipur, Mizoram, Meghalaya & Tripura in South. Mosaic of different cultures and heritages developed through centuries of migration from neighbouring regions namely, Myanmar, China (Gait, 1926, 1<sup>st</sup> Edition). The Brahmaputra Valley is an alluvial Plain and is about 725 km long and 80 km Wide representing 72% of total geographical area (Das, 1984); whereas Karbi Hill and North Cachar Hills cover an area of 15,222 sq. km (19% of total area) and rest is covered by the river (Bhattacharya, 2011). According to economic survey (2013-14), for administrative and revenue purpose, the state has 27 districts, Kamrup Metro district and 4 under Bodoland Territorial council(BTC):Kokrajhar, baska, Chirang and Udalguri.
- 3) *Assam-Current Tourism statistics and plans*: Tourism was declared an industry in 1992(notification No. TSM/79/87/18 dated 22.6.92 by the Government of Assam and subsequently Assam Tourism Development Corporation (ATDC) (Bhattacharya, 2011). The withdrawal of Restricted Area Permit (RAP) was done in 1995, to encourage private investment in creating required infrastructural facilities. Assam can be broadly divided into four divisions, namely: Lower Assam, North Assam, Central Assam and Barak Valley or Southern Assam (Surjya, 2015). Assam has been divided into six circuits for the convenience of tourists with unique passing through different terrains (assamtourism.gov.in).There are also tourism festival like Rongali that has taken a serious turn since past few years.
- 4) *Brass Craft and Hajo*: The period of settlement of Muslim Moria's in Assam after the war at Kaliabor between General Turbak and Ahom soldiers in 1532 A.D. is supposed to be the beginning of the brass metal industry in Assam (Das, 1999). The products of bell and brass metal industries are considered as part and parcel of Assamese culture. Only some amount of products have been exported to countries like Nepal, Bhutan, China and Myanmar (Deka and Saikia, 2009).
- 5) *Place - identity and attachment*: We attempt to identify ourselves and other people through culture, habits, embodiment, clothing, language, knowledge, disclosure of information from second or third parties (Bor Saikia, S. et. al., 2016). The term "Place Identity" first coined by environmental and social psychologists Harold M. Proshansky, Abbe K. Fabian, and Robert Kaminoff, argues that place identity is a sub-structure of a person's self-identity, and consists of knowledge and feelings developed through every day experiences of physical spaces. Memory is a central medium through which identities are constituted (Olick & Robbins, 1998, p. 133). Hence, people, their memories and the created environment are part of one inclusive entity and gives the place its own identity, value and differentiates it from others. "Tourismscapes" (van der Duim, 2005) in their rhizomatic character have contributed to the changed understanding and analysis of spatial concepts, such as place, centre, and periphery.  
 Awareness of the place intensifies place attachment, and evoke different feelings through cultural memories (Borsaikia,S., 2016). In a related vein, social psychologist Irwin Altman and anthropologist Setha Low's (1992) concept of Place attachment defines the ways in which people connect to various places, and the effects of such bonds leads to identity development, place-making, perception, and practice.
- 6) *Place and Travel motivation*: Places as sites of multiple identities and histories are defined from outside (Massey, 2001). Moving through, between and around the places adds to the mix of hybridity as Lippard (1997) describes local places: "Each time we enter a new place, we become one of the ingredients of an existing hybridity, which is really what all 'local places' consist of" (p. 6). Motivation to visit such places are forces that influence and predispose to a specific behaviour (Dann,1981; Pearce,1982). Motivation also play as a central role to determine human's reason on something that they like and preferred to (Noralizawati et al., 2012). Kotler, 1982 states that motivation can be the results of internal and external stimuli. While Gartner, 1993; Dann,1996;

Bologlu & Mcleary, 1999 stated that perceptions about the destination are a function of internal motivation (push motives) and external motivations (pull motives).

- 7) *Experiential tourism*: Experiences can be characterised by countless elements of attraction by people, be it in tangible forms, or intangible associations and feelings in terms of cultural sense, visual characteristics and features. Experiential tourism shows rather than describes; it allows the tourist to be an active participant in the experience (Smith W. L.). Experiences occur across to sets of dimensions: customer participation (passive to active) and connection or environmental relationship (absorption to immersion). These four realms have been described as: Entertainment (passive, absorption), Educational (active, absorption), Escapist (active, immersion), and Aesthetic (passive, immersion). Dr. Sasithara Pichaichannarong, director general, officer of tourism development, ministry of tourism and sports, Thailand offers 6 P's: (i) Place infrastructure and landscapes; (ii) Products and services; (iii). People human resources to be developed; (iv) Planning and management, integrated implementation among governmental, nongovernment and local authorities; (v) Presentation legends of villages and products; (vi) Promotion marketing such as public relations on tourism sites.
- 8) *Landscape (physical & cultural) identity*: The definition of landscape given by the European Landscape Convention (Florence 2000) synthesizes this long cultural evolution where 'Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and human factors (article 1). And this convention applies to the entire territory of the parties and covers natural, rural, urban and peri-urban areas. Landscapes work as a text, as a build-up consequence of place-identity process, resulting in a palimpsest of continually overlaid landscapes, which are deciphered and recoded through the practice of tourism (Knudsen et al., 2008). Thus studying landscapes anchored in human life, with natural and cultural components interwoven into one fabric, embracing the political and ideological aspects, helps to understand the role of our everyday landscapes in tourism and vice versa (Raadik-Cottrell, J., 2010). The World Heritage Committee has identified and adopted three categories of cultural landscape as (UNESCO [1]): (i) "a landscape designed and created intentionally by man"; (ii) An "organically evolved landscape" which may be a "relict (or fossil) landscape" or a "continuing landscape"; (iii) An "associative cultural landscape" which may be valued because of the religious, artistic or cultural associations of the natural element." Travelling to unknown places gives rise to a variety seeking behaviours, looking for social and intellectual rewards (Oppermann, 1996).

## Research Gap

There has been numerous research carried out separately in the fields of Natural landscape incorporated with distinctive constituents of physical and cultural landscape in terms of place identities that includes the trends, Economic, historical and geographical aspects of Assam, nonetheless typically they are descriptive in nature. Through the Lit. study it is found that Brass craft as an important identity of Assam and lacks research in terms of tourism perspective and therefore there is a query demanding, that how it can be projected as Assam's or Hajo's identity in order to increase its popularity.

## Aim and Objectives

- 1) *Aim*  
The study aims at emotionally engaging tourist's odyssey showcasing the artistic and authentic aspects of historical Brass craftsmanship as a cultural identity of Hajo, Assam through experiential tourism, characterise its value as an indigenous handicraft and put forward design interventions according to tourist's interests through ecological exposure to nearby unexplored landscapes.
- 2) *Objectives*:
  - a) To carry out Cultural mapping through survey and interviews and identify, record, classify and analyse the local community's cultural resources.
  - b) To study Brass craft of Hajo and the current plans by Govt. of Assam it's artisans.
  - c) To understand the relation between the concepts of Place identity, cultural and physical landscapes in a single shell of work and propose design solution to motivate tourists visit for experiences.
  - d) To find the glitches relating to Brass handicraft industry and explore prospects in terms of Ergonomic interventions and aesthetically designed solution and evolve with a focused, modern, comprehensive and intensive way of marketing collaboration.

## Methodology

The study is based on primary and secondary sources published papers, conference papers, journals and dissertation sources or post-modern literature (digital archives, blogs, articles etc.) and field study. The approach is both conceptual and qualitative in nature. Study is linked to reveal the great diversity of the

interactions between humans(locals) and their living environment to see whether they are sustaining the traditional living cultures, and to see how the current policies, socio-economic circumstances influence the sites.

- 1) *Site Selection:* Hajo or Niz Hajo is situated in Hajo Revenue Circle of Kamrup district, Assam. According to census report 2001, the centre has total population 13,473 accounting for 5.38 persons per household. Literacy rate of the centre is 71.04 percent (9571 persons). The percentage of working population is 24.78 per cent (3,339 persons). Out of the total workforce, 14.62 and 11.29 per cents are engaged in marginal works and household industries respectively. Fig. 2: Indian map (source.wikipedia.org), Figure 3: Assam Map in context with Map of India (source: pnrassam.nic.in); Fig. 4: Hajo Map with respect to Assam; Fig. 5 and Fig. 6 gives a glimpse of Hayagriva Madhava Temple and brass products respectively. Hajo is home to ‘Hayagriva Madhava Mandir’; ‘Poa Mecca’ and the ‘Kedareswara Temple’ among several other temples which draw thousands of pilgrims and tourists.

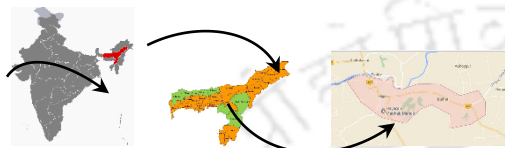


Fig.2.

Fig. 3.

Fig. 4.



Fig. 5.



Fig. 6.

- 2) *Statistical Data of distribution of brass metal industries of Assam:* The basic methodology in the study includes a retrospective study of works by Govt. and agencies on the scattering and commercialization of traditional Brass craft of Hajo and study the distribution of craft in terms of economic aspects. Refer to Fig. 3: Places of Brass metal craft that is practised in Assam (source: shodhganga.inflibnet.ac.in) and Fig. 4: Purple region referring to Hajo with respect to Kamrup district (source: shodhganga.inflibnet.ac.in). During that period Ahom and Koch kings, bell metal production centres were existed at Titabar, Raha and Dhekiajuli in eastern and central Assam. However, these centres were disintegrated during the colonial period and confined mainly to Hajo and Sarthebari (a nearby village producing both bell and brass metal products) region of western Assam (shodhganga.inflibnet.ac.in). Through statistical literature and field studies it is found that the centre has 224 brass metal production units, where 367 artisans are involved. The selected places of Study are Niz Hajo’s banyakusi, Haladhibari, Belbari, Amarikhuwa Muslimpatty.



Fig. 7.

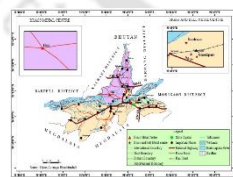


Fig. 8

- 3) *Statistical Data of Govt. of India/Assam Initiative in brass metal industries of Assam and Hajo in particular:* According to GOI report by Ministry of MSME sector of Hajo in Kamrup district, there is only single Commercial Estate in Dihina, Hajo a Total Area of 535.12 (In sqm.), 0 number of Total, allotted and available of Open Space (Sq. M). In terms of shed provided Total no. of available and allotted Sheds are 8 and area available is 71.35(area in Sq. M) (Source:- The Land Bank published by Govt. of Assam). This date shows that although the space allotments are done yet the people are not working under the open space but the sheds that are being provided (Ministry of MSME report, GOI, pp 1-36). There are also work carried out by The North east handicraft development corporation(NEHDC), the Assam govt. marketing corporation and can export the products. Training will be given in two steps : 1<sup>st</sup> outside Assam (Muradabad, Aligarh, Trichur) & then inside Assam(different parts). For this purpose, help is taken from NSIC & SISL. For this the expenditure will be Rs. 6 lakhs. For the training help will be taken from SBI, SSI & SIC & IIT Guwahati. The Assam govt. is nothing with the idea of developing the handicraft design centre in Bamuni Moidam(place). NEDFI

Industrial engineer Mr. Alexander Ziekerdraht has travelled & seen places like Hajo & Sarthebari. give training classes for brass handicraft development. IIT(Guwahati) has produced some “tools run with pedals and Mechanical blower” under Project UPTECH with SBI, Local Head office at Hajo.

It was found through data, that the Arrangements of Raw materials is done through help from different sources. The responsibility of arrangements of Raw materials depot is given to AIIDC (Assam Industrial Internal Development Corporation). A special committee was formed to help AIIDC. This committee is formed by the delegation of Small Industries and Service Institutes (SISI), artisans & banks. The artisans can purchase raw materials in proper price from the depots. To purchase these raw materials, the artisans gets help from banks at an interest of Rs. 10,000. At present Hajo’s new CFSC (Co-operative farming Service Centre) is being made and have been available. FSC will be renovated to form CFSC. This CFSC will have a room or store for the raw materials depot. A plan is made under SISI’s cluster development program to form CFSC. The present FCS will be renovated to CFSC to place an awareness among the people about craft. The designing, casting, electroplating, polishing, & colourful (*Meena*) work will be getting help by paying a minimum amount of money. For the development of CFSC store Rs. 10 lakhs of fund are decided. Extra fund will be applied as required to other channels. 1st 15 lump mixture will be supplied to the better quality tools. But the total loss will be around Rs. 8.05 lakhs. The responsibility of construction & repair work is given to AIIDC (Table 1):

Sl. No.	Material/Product/Process	Cost (Rs)
1	Blower	400
2	Anvil	400
3	Chakkey	400
4	Smoothing objects	500
5	LPG Gas melting	2500

Table 1. Survey conducted in Hajo, 2008-2011

- 4) *Data and Analysis of artistic resources:* In this study, Residents as Participants of Hajo (Assam), were selected from mentioned site and records of residences and informed consent was obtained. They were selected using quota sampling taking into account age, gender and social class. The brass artisans are workless at the rainy season. Majority of the artisans make the brass products in the verandah. The wooden factory & brass factory has no electricity. In a survey I got to know that Hajo has got a polishing machine run with electricity, which is better than working by hands. But it becomes very expensive for the poor artisans. Social worker Mr. Dwigen Bhorali that only 15.1% of the families are able to feed properly on the money they earn. now they get less than 50% of a teacher’s salary i.e. Rs. 2000-3000/month. Due to which a lot of artisans are leaving this livelihood and shifting jobs to wage labourer, electrician, garage worker, livestock trader, tailoring, other small business and Govt. employees.

The craft is mainly practised by the male members of a family. It is made by the mixture of Cu & Zn (Alloy) with the proportion of 70% & 30% respectively. This mixture is heated & melted & drawn into sheets and are made in 2 non-ferrous rolling mills in Guwahati. The Artisans buy these sheets in the locally available mills at around Rs. 315-Rs. 415 per kg. The other Raw Materials used are Borax, tin, acid, copper and zinc. The raw materials used to make a shiny finish on the product is called kundu which is made by Huwaga (mixing of white powder of zinc and Payan which is gold powder and copper). The craft involves low levels of technology in the production process and the artisans work hard to run the tradition as well as to sustain their livelihood in the changing socio-economic context of the society.

The total artisans of 224 present in Baniyakusi, Haladhibari, Belbari & Amarikhuwa buy 140 kg total of different mixtures required as raw materials which is approximately 5 kg/day of alloy that is required for 20 days. Raw materials required is 36 metric tons. Impure Raw materials 65% : 34% = copper : zinc and monetary requirements is equal to 1 lakh 31 thousand/ metric ton that is around Rs. 47.16 lakh. As the raw materials are impure, purchase of copper & zinc is not easy or if purchased the making of the sheets through them is also not easy, hence to purchase Cu(copper) sheets is profitable. 44.16 metric tonne Cu sheets per kg is Rs. 155. If purchased the loss is Rs. 68.45 lakhs, 5 metric tonne impure materials per kg is Rs. 131. If purchased the profit is Rs. 95 lakhs. Therefore, total loss in Raw materials is Rs. 95 lakhs. Yet other raw materials like Coal, charcoal, borax, sulphuric acid, lac etc. are collected and purchased by the artisans themselves.

- 5) *Natural and Human Intervened Landscape:* The Survey includes physical Landscape that have been recognised under Govt. of Assam’s development projects. Fig. 9: Selected path of site covers the entire region

of Brahmaputra riverfront on the North west bank of Guwahati, that is 28 km from Hajo to Railway Eco Park via NH 427, Hajo to Amingaon and riverfront via Dadara Sesa Road via NH 427(19.1 km) and finally From Hajo to Rakshashi Char NC A & B via SH 41(21.9 km); Fig. 10: The natural intervened Landscapeselcted area. Rakshashi Char N.C. is a very small village located in Hajo of Kamrup district, Assam with total 4 families residing. The Rakshashi Char N.C. village has population of 27 of which 12 are males while 15 are females as per Population Census 2011.

Fig. 11. Shows the authors report a sub-analysis, focusing on the physical activities in the riverfront areas currently undertaken by Govt. of Assam under the banner of riverfront development near Hajo. Currently, the State Council’s intervention programme’s main infrastructure components are to improve sightseeing quality and connectivity of existing riverfront and from Railway’s Eco-park, Amingaon(a small village near Saraighat bridge) to Hajo town.



Fig. 9



Fig. 10.

Source (Fig. 9, Fig. 10): google.co.in/maps



Fig. 11. Physical Landscape Near Hajo (Riverfront)

## Discussion

Through interviews with natives and long-term residents it was found similar levels of attachment and identity regarding Hajo as pilgrimage centre and they regarded their brass metal craft as their own cultural identity. Although many policies are being made by the Govt. in order to uplift the particular craft sector, yet it lacks appropriate management. Non-native persons or persons with less length of residence i.e. tourist, travellers from nearby cities and towns showed different levels of attachment for this place. In addition to attachment, furthermore, based on the comparative viewpoints of author, an attempt has been made to provide a holistic picture of the process of commercialization of the craft through showcasing them in an open space in a “*CRAFT VILLAGE THEMED PARK*” which will be 1. Spontaneous: a) Complementary and b) Substitutive commercialization of the products & 2. Sponsored: a) Encroaching & b) Rehabilitative commercialization developed by Cohen (1989a). This park will increase the place value and its relationship with the overall milieu design through exhibiting the cultural richness of the handicraft. “*BRAHMAPUTRA RIVERFRONT BRASS HANDICRAFT FAIR*” could be the foremost agenda of the Themed Park, for inviting national and global tourists so they can interact and buy directly from the local craftsmen and experience the scenic beauty through cycling along the river and around the hills. A separate cycle lane is proposed to be built throughout the proposed route and within the central business district and connecting neighbourhoods. PROPOSED DESIGN SOLUTION: Fig. 12 and Fig. 13.



Fig. 12. Bird’s Eye view of Riverfront development



Fig. 13. Concept of Craft themed park

Successful integration of the iconic handicraft into an experiential tourism will promote a cultural pedagogy and would further create a positive contribution towards the eminence of place image, which in turn would positively affect the tourists to recognize Hajo’s distinctiveness. Three keys to be included in the design are: (i) a good map; (ii) Interactive icons to represent the key activities: farms, crafts, museums, parks,

photographic spots; (iii) Proper management of stay and other amenities like toilets, rest house etc., through the entire route and journey to be provided. Their patrons experience first-hand the rich cultural diversity of the Local Hajo Craftsmen communities. A nearby Village called “Sarthebari” which produces products majorly of Bell metal material and also the Silk Village “Sualkuchi” can be included in the circuit. Shared pathways of on-road painted cycle lanes to added in selected area of development.

## Conclusion

According to Kamrup District MSME profile involving MSME-DI department, IIT Guwahati, KVIC, as they have opened and SPV name Brihattar Hajo Pital Karikar Sanstha which includes 300 units(family or groups) and 1000 employments in the cluster and approximately the turnover in the present day in approximately Rs. 6.5 Crores, Also, they have provided mechanized cluster product standardization and product diversification. Although so much is being provided yet they have many problems and constraints like lack of entrepreneurial quality, Poor economic conditions, lack of linkage with Financial Institutions. They still use Traditional Technology, poor quality raw materials, lack of entrepreneurial quality, less product diversification and of credit linkages. In turn the value of export from the clusters are NIL.

Hajo is an ancient village with immense amount of potentiality that can be developed as a tourist hub in case the design solution is further carried out to be implemented in a National and global level and standardizing the craft under Geographical Indication. The cottage industry is facing a huge loss due to the fact that more modernized and machine made products are coming up in the market, hence in present day context it is unable to provide the craftsperson, a sustainable livelihood. An occupational shift can be observed among the inhabitants of Kamrup district for an alternative livelihood strategy.

The Cottage industries needs to spruce up all aspects of operations to benefit from the advantages of liberalized market environment that can be showcased to the outer world through easing up the interaction between craftsmen and tourists/buyers from different places of the world. The core motive is to create treasured experiential voyage through commuting to unexplored attraction spots through interacting with people and place is to promote the place strategically. Further study and analysis must be carried out between trip origins (the houses where people live) and cycling or walking infrastructure, modes of trips, trips recorded by distance from the new infrastructure for the period before and after the intervention. The tourist that visited Guwahati or other parts of North east for work, education, shopping etc. should be able to access and experience the proposed solution of the park. Brass craft is an important identity of Assam, has been researched separately and have seen considerable amount of Govt. Plans. But unless it is mixed with tourism perspective, it will be difficult for the craft to survive without creating negative socio-cultural impact.

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# Experiential Design intervention to motivate tourist local interaction and connect with unexplored landscape- A Case Study of North Guwahati

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**Abstract.** 'Place' or 'topos', according to Aristotle, is the dimension in people's relationship with the physical environment, conjuring up a feeling of belonging (Van der Ven, 1978; Sime, 1986) that creates a sense of attachment or belonging towards it. Place in late 20<sup>th</sup> century began to capture the imagination of psychologist, researchers, economists and academicians, who iterated a place through the concept of tourism for sense of experience. Tourism in 21<sup>st</sup> century is increasing the possibility of making unexplored landscapes popular through connecting tourists to its cultural and physical identities by providing a getaway from the crowded city life. These travel to unconventional destinations deliver experience oriented journeys and motivate visitors to expand their knowledge through participation based travel. With various push and pull motives, the traveler builds his own perception towards a destination. The motivations of travelers visiting Assam to discover lesser known place identities like historical indigenous community lifestyle and natural landscapes, needs to have a systematic methodology for a robust study to create cultural pedagogy. The unknown destinations around North Guwahati, Assam are tapped under limited conditions despite its full potential of being converted into a major tourist spot and stimulate diversified experiences, with a view to increase interactions between locals and visitors. The prospects of Engaging tourists with locals through interaction would act as a catalyst for local upliftment, creation of possible explorative circuit for tourist visit and create meaning.

**Keywords:** Assam, Brahmaputra, Landscape, Culture, Connect

## 1 Introduction

The early motivation of people to move from one place to another was in search for more favourable places of habitation and cultivations with food, water and safety. In the first form of Renaissance, travels for leisure, or for acquiring more knowledge about the different nations and culture or for adventure became a more prominent activity (Bezbaruah,1999). The Cultural tourist since ages have wanted to observe people and their way of life in geographical areas different from their own. The history, art, craft, architecture, religion, dress, festivals, agriculture, everyday practices that shape their culture are all subject to tourist gaze. *Opperman (1996) says that travelling to unknown places gives rise to variety seeking behaviors, looking for social and intellectual rewards. The paper puts forward the concept of connecting people with such spaces through tourism and visual access to it's social,*

**environmental and cultural attributes. These attributes would be studied and examined through a systematic approach of ethnic mapping in order to identify and analyse the artistic resources, and nearby scenic beauty of Guwahati.**

*Brahmaputra-the perennial river Identity of Assam, has immense historical significance on shaping up the socio-cultural dynamics of Assam (specifically Guwahati).* It has been the source of livelihood and adds to the store of individuality. The river divides Guwahati, into north and south. While the major establishments and development is evident on south side, the North part with its scenic, historical and cultural heritage identities is hardly tapped. The area consists of the ethos and ethnic culture of Assamese people with an agglomeration of religious varieties.

The study and design intervention will pitch an arena for the tourists to explore the possibilities to know about the unexplored identities, motivate, *connect and pull them* towards North Guwahati. The studies conducted under this philosophy would generate the core pull elements of motivation that would help producing the final plan and strategy on the north bank providing immense opportunities to be developed into a world class experiential micro-tourist spot.

### **1.1 Need**

Guwahati city is developing into a thoroughfare and travelers also use it for short business/family trips. For more pleasurable tours, they choose other destinations of North East. Tourists and locals barely consider its peripheral areas as a destination, given the Large riverfront which remains unexplored and mismanaged. Due to this fact, North Guwahati with unique yet lost identities through unplanned development, is creating an effect of demotivating tourists. Hence, there is a need for the restoration of the Rural, historical, cultural and Physical unexplored and undeveloped landscapes and explore the possibilities of creating a conducive environment connecting tourists, locals and identities of North Guwahati.

## **2 Literature Study**

### **2.1 Concept of place**

Places are attributed with meaning that result from the use and the meaning that local populations attributed to places and elements (Meeting, rest, feast, religious practices). Some are the projection of expectations, wishes, meaning that collectivities or socio-cultural contemporary groups attribute to them, naturalness, new arcadia, etc. (Roca, Z. et.al.,2011). Williams and Stewart (1998) summarized the sense of place literature by describing five dimensions to individual's sense of place: emotional bonds; felt and often intangible meanings, values, and symbols; values about a place; iteratively and socially constructed meanings; and cultural, historical and physical context. Place has a dynamic quality with changing meaning and theories from various researchers and philosophers, which means place-identity has temporal aspects and evolves. Therefore, there is no single and static identity for a place, rather identity can be described as a process (Borsaikia, S. et. al.2016). Place is an expression of the most profound psychological condition, each person's existence at a particular point in time and space (Heidegger (1946); Tuan (1977)).

Components of Place. **The concept of place is physical as well as psychological. Canter proposes a definition of place on the basis of the idea of questioning the main constituents that form places Fig. 1. The urban environment is a "place" consisting of three tangled dimensions "form", "Activities" and "imagination". According to the theory, the quality of urban design (Hanieh Azizi Ghoomi et al., 2015), is the result of three components. Each component must meet one of**

the three conditions, "form", "activity" and the "imagination" of the city environment (Canter, 1977). The model of "sense of place" of "John Punter" referring to the components involved in creating a sense of place can be a subversion of the model of "Canter". Based on the model "John Punter" says there are three components of "form", "activity" and "meaning" that are involved in creating a sense of place. The components of "Punter" are similar to those suggested by "Canter" namely "form," "activities" and "imagination" (Punter, 1991).

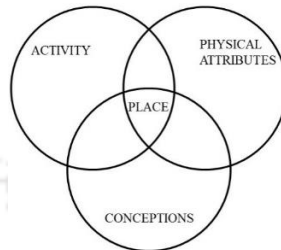


Fig. 1. Canter's Proposal on Components of Place, 1977

Place Identity. Heidegger (1946) and Tuan (1977), says that place is an expression of the most profound psychological condition, each person's existence at a particular point in time and space yet, to date, much of the psychology of place has not been expressed through design, writing or research by psychologists. 'Place' is a word, idea or frame of reference, which began its recent life in the realm of architectural design and planning discourse.

## 2.2 Tourism

Wanderlust of the ancient Greeks and Romans can be credited with the distinction of being the pioneers who paved the way for modern-day travel. Now the idea of travel has converted into methods of taking tour of places for pleasure or exploration (Ballabh, 2005). Christaller, 1995 stated that "tourism is a brand of economy which avoids central place and the agglomeration of economy", which means as a sector of economy it has an inherent tendency to improve the conditions of otherwise backward peripheral areas (Bhattacharya,2011). Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. Although Tourism holistically can be categorised into Inbound outbound, domestic, national and International, the Major types of tourism and their variants as shown in Fig. 2 (France 2006).



Fig. 2. Major Types of Tourism and their Variants (France 2006)

Impacts of Tourism. UNWTO report 2014 says, International tourist arrivals have increased from 250 Lakhs globally in 1950, to 2780 Lakhs in 1980, 5,270 Lakhs in 1995, and 11,330 Lakhs in 2014. The Travel and Tourism Competitiveness Report of 2012 by the World Economic Forum ranks India 12th in the Asia-Pacific Region and 68<sup>th</sup> globally. In the recent years, the Indian Tourism Ministry initiated numerous advertising campaigns such as 'Incredible India', 'Atithi

**Devo Bhavah'** to promote India's Image for tourist attractions and project it as an attractive tourist destination by showcasing different aspects of culture, history and sensitizing tourists. Numerous schemes by GOI like Swadesh Darshan and PRASAD is launched in a Mission Mode to promote cultural and heritage value of the country, enhance the tourist attractiveness by developing world class infrastructure in the circuit destination (Ministry of Tourism, GOI,2015-2016).

### 2.3 Travel Motivation: Push and Pull Motives

Motivations are forces that influence and predispose to a specific behaviour (Dann,1981; Pearce,1982). Motivation to visit a place or destination rises from numerous conducts, and defines motivation as the need that drives an individual to act in a certain way (Beerli and Martin, 2004). Although the decision to satisfy needs may rely on other psychological variables, in reality, all human behaviour is motivated (Crompton, 1979). Kotler (1982) states that motivation can be the results of internal and external stimuli. Internal stimuli (push motive) arise from personal needs that can be physiological, social, egocentric, safety and self-actualisation and external stimuli (pull motive) result from publicity and promotion.

### 2.4 Experiential Tourism

Experiences can be characterised by countless elements of attraction by people, be it in tangible forms, or intangible associations and feelings in terms of cultural sense, visual characteristics and features. Experiential tourism shows rather than describes; it allows the tourist to be an active participant in the experience (Smith W. L.). Experiences occur across sets of dimensions: customer participation (passive to active) and connection or environmental relationship (absorption to immersion). These four realms have been described as: Entertainment (passive, absorption), Educational (active, absorption), Escapist (active, immersion), and Aesthetic (passive, immersion). Dr. Sasithara Pichaichannarong, 2004, director general, officer of tourism development, ministry of tourism and sports, Thailand offers 6 P's: (i) Place infrastructure and landscapes; (ii) Products and services; (iii) People/human resources to be developed; (iv) Planning and management, integrated implementation among governmental, nongovernment and local authorities; (v) Presentation legends of villages and products; (vi) Promotion marketing such as public relations on tourism sites.

### 2.5 Guwahati as a place: North and south.

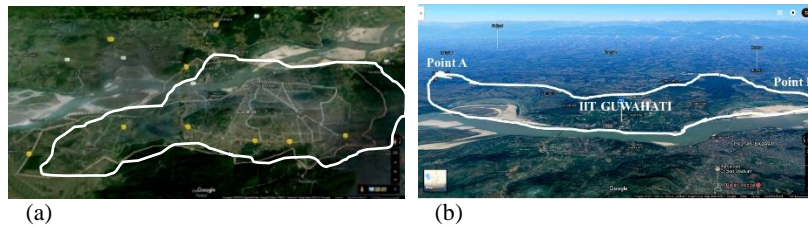
Assam is known for its ethnic communities and unique cultural and physical - landscape based tourism destinations. Assam as well as NE tour starts with Guwahati as a gateway where meagre tourism related developmental attempts involving, given the immense potential of the vast riverfront available.



**Fig. 3.** (a) South Guwahati-More developed with buildings; (b) North Guwahati-less developed and untouched retaining physical and cultural attributes

**North Guwahati. The area lying across the Brahmaputra River on the northern part of Guwahati city is the extended part of the city. It was known as Durjaya, capital of ancient state**

of Kamarupa under Pala dynasty (North East India History Association). Visitors from mainland India-traders, spiritual leaders, invaders-first docked along the northern bank, waiting for permission or opportunities to enter the more advanced southern part of Guwahati.



**Fig. 4.** (a) . Guwahati Geographical physical map, photosource: [www.google.co.in/maps/Guwahati](http://www.google.co.in/maps/Guwahati); (b) The patch North Guwahati and extended area from Point A to Point B in panoramic physical map, photosource: [www.google.co.in/maps/assam](http://www.google.co.in/maps/assam)

## 2.6 Research Question

How the peripheral areas of Guwahati (North to be specific) will be beneficial for tourists not opting for long overhauls and provide safe and secure patch for spending leisure time and gain knowledge through interaction with the locals?

## 2.7 Aim & Objectives

**Aim.** The study aims at looking into intrinsic identities as tourism potential around North Guwahati Brahmaputra River Bank to motivate tourist visit and develop a unique travel circuit for experiencing its local cultural heritage places and Promote Socio Cultural Development.

### Objectives.

1. To understand visitor's preferences based on their needs in context.
2. To identify and analyse the specific motivations issues.
3. To identify interaction points as cultural and physical landscape identities to promote the meaning and uniqueness of the place and motivate the tourists.
4. To chalk out possible plan in North Guwahati under Micro tourism concept.

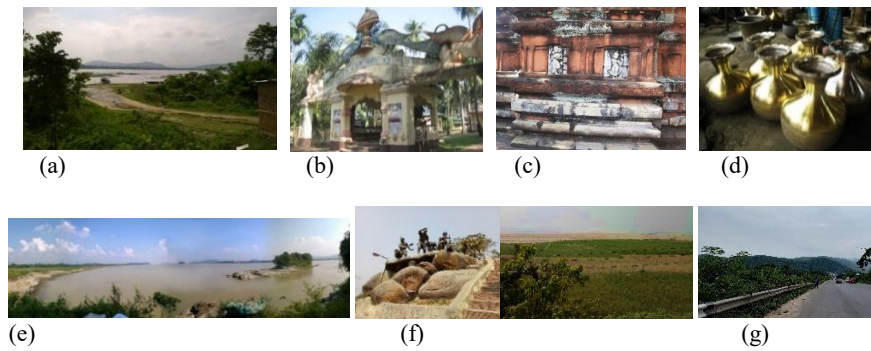
## 3 Methodology

The study is based on primary and secondary sources like published papers, conference papers, journals and dissertation sources or post-modern literature (digital archives, blogs, articles etc.) and field study. The approach is both conceptual and qualitative in nature. Study is linked to reveal and see how the current policies, socio-economic circumstances influence the sites.

### 3.1 Survey

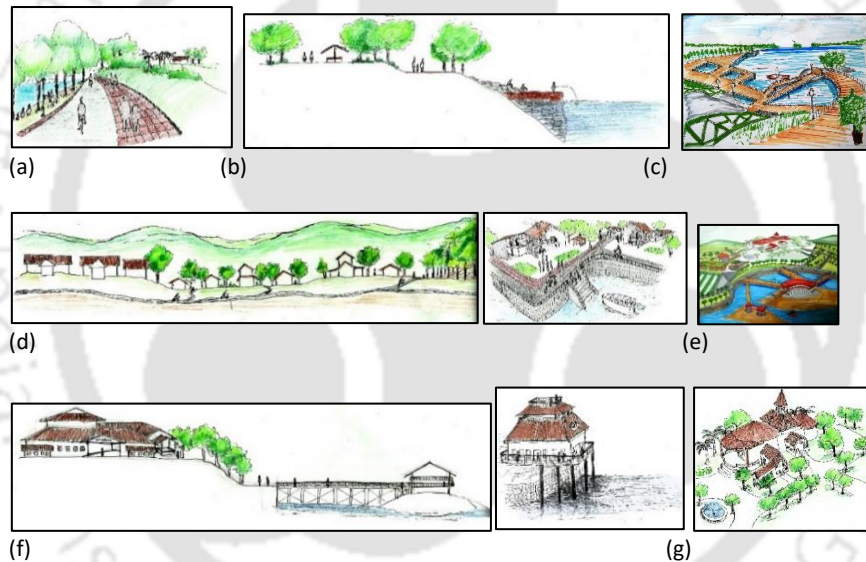
**Sample.** The survey was carried out through sample selection of 35 Participants belonging to the categories of: specialised group, experts, foreign origin, students, local youth, service sector. The Age group is 18-45 yrs. The pilot study involves Local and non-local Participants.

**Ethnic Mapping (Fig. 5.).** The survey was Systematic approach and was carried out to identify and analyse the artistic resources, and nearby scenic beauty of North Guwahati. Identities of Fig. 5. of North Guwahati were chosen and produced to the participants for their views based on 5 point Likert scale.



**Fig. 5.** North Guwahati Identities: (a) Riverfront landscape; (b) Vaishnavite Monastery, built 1915; (c) Ashwaklanta Temple (Archaeological Site); (d) Hajo Brass Craft Village; (e) Small Island 'Aar Parbat'; (f) Saraighat War memorial and the large expanse of land beside it; (g) Kali Pahar (Hills)

**Explorative Design development (Fig.6.).** Exercises on the given context was conducted and proposals were suggested for preference rating (1-Most Disliked, 2-Disliked, 3-Neither disliked nor liked, 4-Liked, 5- Most liked). Participants were introduced with various modified versions and ideas related to physical and cultural identities of North Guwahati.



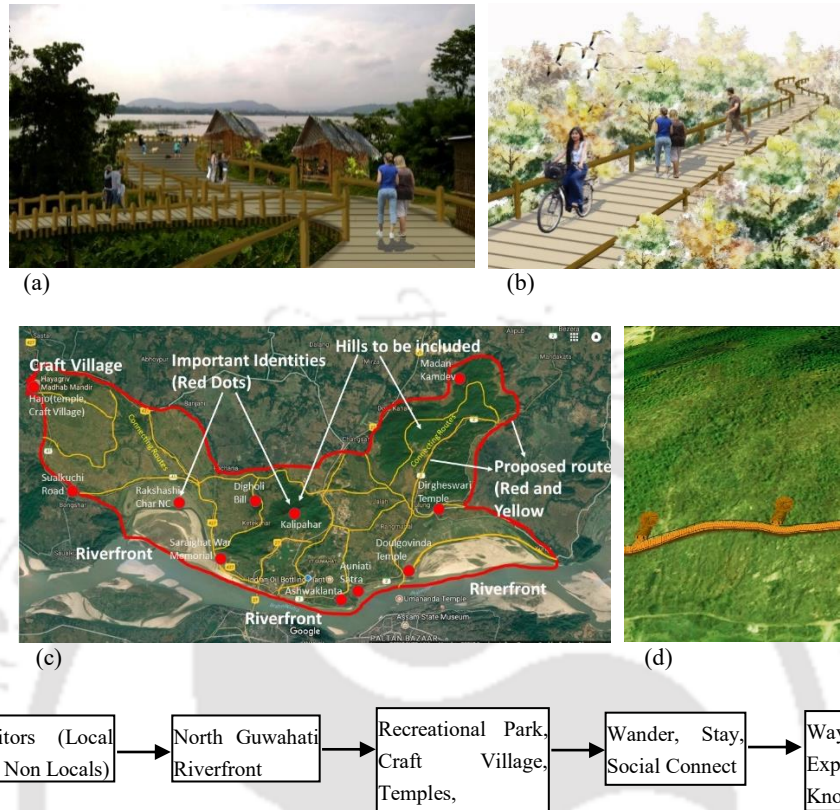
**Fig. 6.** (a) Walking or Cycling Path; (b) Recreational Activities; (c)Riverside Beautification; (d) Craft Park for Interaction with artisans;(e)Craft Village Themed Park;(f)Viewpoint;(g) Homestay

**Comparative analysis.** Between Components of place in North Guwahati, based on 5 point Likert scale. An experimental patch was finalised from Hajo (A craft and cultural identity enriched place) to Dirgheswari on North Bank of Guwahati covering physical and cultural identities {Refer Fig.4(b)}.

## 4 Results & Discussion

Observation shows that selective variants are necessary to be considered while developing selected destination place, like infrastructure, recreational activities, natural & cultural attractions, security, medical facilities and few psychological motives or components that would pull the tourist to North Guwahati. The preferred Likings in a decreasing order were c,e,a,f,d,b,g. of Fig.6. According to the terrain and climatic conditions, people chose mostly the specially designed cycle, hiking and mountain climbing as means to communicate and travel. Boating, and fishing activities were largely opted. Safety and security was equally important for tourists in terms of political situation and for visiting around the

river, who sought safe areas for tour purpose. With this, a layout of the plan of the patch is being designed with respect to the following Fig.7.(c) where red dots are the important identities that needs to be covered under the Plan, Red line is border of the patch/circuit and yellow are the small connecting routes.



**Fig. 7.** Design Intervention of (a) A riverside view with homestay; (b) A route on the hills of Kali Pahar {Fig. 4.(g)}; (c)North Guwahati Plan; Photosource: <https://www.google.co.in/maps/assam>; (d) Route with huts on the hills; (e) Flowchart of the entire concept

Visitors feel the necessity of secure infrastructure while exploring unexplored places along the Riverside, hence proper channels of infrastructure needs to be addressed. Present practices of unsystematic ways of wandering or commuting around the destination spot gives a less attractive image of the area and needs systematic exploration. This paper summarised a tour map based model specific to: (i) Cycle route for wayfaring, (ii) Homestay facilities, (iii) Route on Hills, (iv) Park for Recreational Activities, (v) Craft park for local interaction with artisans, (vi)Viewpoints, (vii)Involvement of Local communities, (viii)Awareness Campaigns through Govt. Support (Schemes, fliers, kiosks), (ix) Walking and leisure activity based riverfront beautification.

The study shows that for people visiting Guwahati, in today's context, safety, security and physiological needs (enjoyment etc.) attributes are expected to be on top of priority list. 92% of the tourists prefer winter/autumn/spring season, thus proving that Guwahati's Climatic conditions and annual range of temperature, which is very less, will make it favourable for travel purpose.

Participants looked forward for break from routine, visual uniqueness, safety and security and political stability. Non locals preferred destination with water bodies and Riverfront of North Guwahati will be perfect for the participants to relish the landscape and suffice them with natural flowing resource of Water.

It is found that North Guwahati is a known for Pilgrimage among the locals and unknown to the tourists (non locals) as most of the locals preferred visiting it for worship, but non locals hardly had any reason to visit. Participants instead of going for stopover in Guwahati, use it as a thoroughfare. Hence, there is a need to develop areas that can attract them. Activity based concepts like cycling, water

sports based activities, is liked by tourists while choosing North Guwahati as a Transit tourist place.

The design plan showcases a sense of traditional identity creation of the selected place's characteristics. Successful integration of the iconic handicraft into an experiential tourism to promote a cultural pedagogy would create a positive contribution towards the eminence of place image, which in turn would positively affect the tourists to recognize North Guwahati's distinctiveness.

## 5 Conclusion

The design development in North Guwahati and its beautification for tourist experiential journeys would motivate cultural exchanges. The core developmental motive is to create treasured experiential tourist voyage through providing commuting platform to unexplored attraction spots encouraging interaction with locals. The findings and concepts would preserve the rural, historical and cultural landscape and will be applicable to places with similar features. The Route Scheme with Design interventions will incorporate measures from Govt. Schemes, along with a vehicle free zone that can be proposed further to the ministry for a safer riding zone.

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