

UTTARANI

Tourism
and
Peace

2024

UTTARAN 2024 EDITION

ANNUAL E-MAGAZINE OF MTTM
DEPARTMENT OF BUSINESS ADMINISTRATION,
TEZPUR UNIVERSITY.

"UN tourism is leading the way forward in growing investments into the tourism sector. We serve as the bridge between investors and destinations, and we guide investments where they will have the biggest impact in making tourism more resilient, inclusive and sustainable."

- Mr. Zurab Pololikashvili (UN Tourism Secretary General)

2024

EDITOR

MAHNAZ YESMIN

SUB EDITOR

PAHARI PACHANI

MANAGING EDITOR

KAVERI GOGOI
PAPORI DEKA

COVER/GRAPHIC/
LAYOUT DESIGNER

ANIKHET BURAGOHAIN

PROF. CHANDAN GOSWAMI
ALEE GOGOI

ZEESHAN RIZVI AHMED
MAHNAZ YESMIN

ANIKHET BURAGOHAIN
SWAPNIL BHUYAN

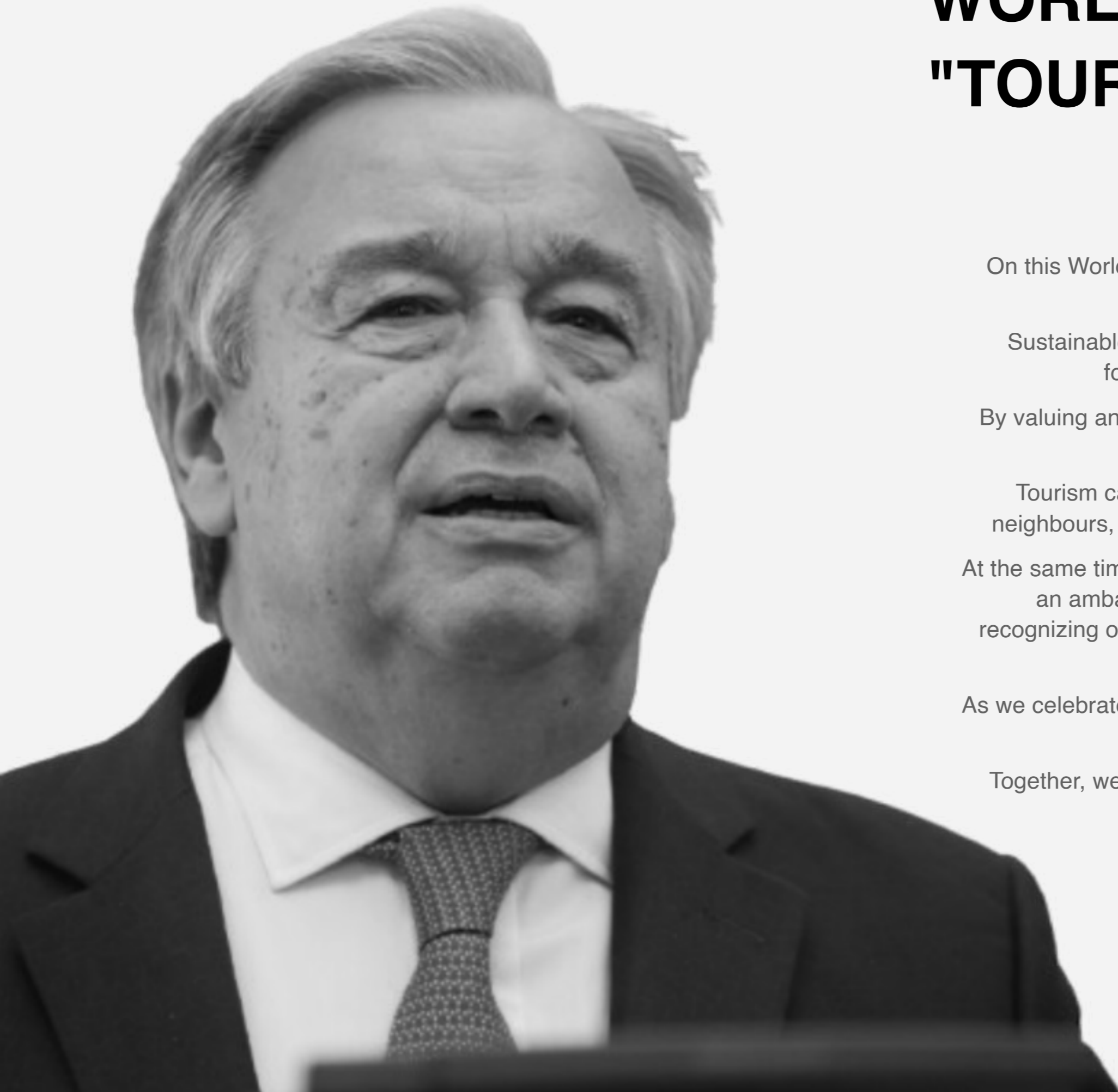
TUSHAR BHUYAN
DEBASHIS NEOG

GAURAV CHAURASIA
SHANKHA DEEP DHAR

PAPORI DEKA

PRITAM KUMAR NATH

IMAGES



WORLD TOURISM DAY: "TOURISM AND PEACE"

Tourism brings people together.

On this World Tourism Day, we reflect on the profound connection
between tourism and peace.

Sustainable tourism can transform communities – creating jobs,
fostering inclusion and strengthening local economies.

By valuing and preserving cultural and natural heritage, it can help
reduce tensions and nurture peaceful coexistence.

Tourism can also promote economic interdependence between
neighbours, encouraging cooperation and peaceful development.

At the same time, tourism broadens horizons. Every traveller can be
an ambassador, engaging respectfully with local populations,
recognizing our diversity and shared humanity, and the values that
unite us all.

As we celebrate tourism, let us travel responsibly, build bridges, and
promote mutual respect among cultures and nations.

Together, we can harness the power of tourism to advance peace
and prosperity for all.

ANTÓNIO GUTERRES
UNITED NATIONS SECRETARY-GENERAL



Tezpur University

(A Central University established by an Act of Parliament)

Tezpur 784028, Assam India

MESSAGE FROM THE DEAN

The Department of Business Administration started Tourism Education in the form of one-year (two semesters) Post Graduate Diploma in Tourism Management programme in the year 2002 and since then, the Department has been organizing World Tourism Day every year. I am delighted to extend my greetings to all of you on World Tourism Day 2024.

This year's theme of World Tourism Day is "Tourism and Peace". It focuses on how tourism can contribute to promoting world peace by encouraging cross-cultural interactions and understanding.

I acclaim the Department of Business Administration for the initiative of publishing "Uttaran", the E-Magazine of the Department. This magazine provides a platform to the TUMBA community to showcase their talent and knowledge. It also provides a platform to you all to voice out your concern and ideas regarding sustainability of tourism to the various stakeholders. It helps in creating an impact on how we should perceive and practice tourism.

Thank you for your hard work. Let us all strive for excellence in tourism education and practice.

Wishing you all a wonderful World Tourism Day!

**PROF. CHANDAN GOSWAMI, MBA, PHD
DEAN, SCHOOL OF MANAGEMENT SCIENCES**



Tezpur University

(A Central University established by an Act of Parliament)

Tezpur 784028, Assam India

MESSAGE FROM THE HEAD OF THE DEPARTMENT

On behalf of the Tezpur University Department of Business Administration proudly present UTTARAN Ver. 2024, our annual e-magazine that showcases the creativity, innovation, and dedication of our students. This year's theme, "Tourism and Peace," reflects our commitment to exploring the intersection of these two vital aspects of human society.

This Department has established a name for itself in the business world in a little more than a quarter of a century. We lead our pupils along a road of thorns to prepare them for a world free from mentors' handholding and beyond the bounds of protection. An oven where our products are cooked and jewels are polished is prepared by a maze of classroom interactions, assignments, assessments, submissions, projects, and other pedagogical components.

This book that you are holding is the result of our children's fresh ideas and lateral thinking. This group would be encouraged by your responses to their deliverables if they were to take them as your blessings.

I'd like to take this occasion to introduce to you the yearly e-magazine UTTARAN Ver. 2024 which emphasizes the theme "Tourism and Peace"- a project by FORMEX, the platform for our students. In Assamese, the word "Uttaran" means "to ascend to a higher level." That's where we aim to focus our efforts.

We invite you to delve into the pages of UTTARAN Ver. 2024 and experience the vibrant energy and intellectual curiosity of our students. Your feedback and support are invaluable to us as we continue to inspire and empower the next generation of business leaders.

I'm sending this bunch my best wishes.

I want to thank you again and extend an invitation to browse Uttaran. Thank you for your dedication, and let us continue to strive for excellence in all our endeavours.

Wishing you a wonderful World Tourism Day

DR. TRIDIB R SARMA, B.TECH, MBA, PHD
HEAD OF THE DEPARTMENT, BUSINESS ADMINISTRATION



EDITOR'S NOTE

As we commemorate World Tourism Day in 2024, under the theme "Tourism and Peace," we at the Masters of Travel and Tourism Management program at Tezpur University are delighted to present the latest edition of our e-magazine, *Uttaran*.

The world has witnessed significant shifts in recent years, with the COVID-19 pandemic and geopolitical tensions reshaping global landscapes. Tourism, a vital economic driver, has not been immune to these challenges. However, it also presents a unique opportunity to foster understanding, cooperation, and peace across borders.

This edition of *Uttaran* delves into the interconnectedness of tourism and peace. We explore how travel can bridge cultural divides, promote tolerance, and contribute to conflict resolution. We highlight initiatives and case studies that demonstrate the positive impact of tourism on communities, economies, and societies worldwide. From grassroots initiatives to international collaborations, we showcase inspiring stories of how tourism has positively impacted communities around the globe.

In line with the UNWTO's commitment to sustainable tourism, we also examine the role of green practices in promoting peace and well-being. By investing in environmentally responsible tourism, we can create a more resilient and equitable industry that benefits both people and the planet.

As we look towards the future, *Uttaran* aims to inspire readers to embrace the transformative power of tourism. Let us work together to build a world where travel is a catalyst for peace, understanding, and sustainable development.

Let's create a more peaceful world through tourism.

- MAHNAZ YESMIN

Table of Contents

CHAPTER 1: THE NEXUS

TOURISM INDUSTRY: GLOBAL TRENDS & CHALLENGES	09
INTERPLANETARY TOURISM: A VISION FOR THE FUTURE	11

CHAPTER 2: THE PEACE

TOURISM WITHOUT PEACE?	14
NORTHEAST INDIA: THE PEACEFUL CHARM YET A HIDDEN GEM	15
TOURISM: A PATHWAY TO PEACEBUILDING	18
TOURISM AND PEACE: A POWERFUL PARTNERSHIP	19
TOURISM AND PEACE: THE ROLE OF ASSAM IN PROMOTING HARMONY	20

CHAPTER 3: TRAVEL NUGGETS

EXPLORING TOGETHER: CELEBRATING WINGS OF UNITY THROUGH TOURISM	23
DID YOU KNOW?	24
TRAVEL JOURNAL	26
NAIVE TO LEARNED/EXPLORER/TRAVELLER/SOPHISTICATED/	28

CHAPTER 4: INCREDIBLE INDIA

ASSAM FROM MYTHOLOGY TO NEO-VAISHNAVISM:SRIMANTA SANKARDEVA	32
BANARAS: A UNIQUE CITY THAT'S STOOD THE TEST OF TIME	35
ZIRO VALLEY: THE UNEXPLORED LAND	38
NAVAGRAHA TEMPLE: A CELESTIAL JOURNEY IN GUWAHATI	40
MAYONG: THE LAND OF BLACK MAGIC	41
TEZPUR: LEGEND OF USHA & ANIRUDDHA	41
KAMAKHYA TEMPLE: THE YONI OF SATI	42
PARSHURAM KUNDA: THE FAMOUS STORY	42

CHAPTER 5: WORLD TOUR

BOTSWANA'S ESSENCE OF BEAUTY	46
------------------------------	----

CHAPTER 6: GREEN TOURISM

TIPI ORCHIDARIUM	51
NORTHEAST INDIA: SUSTAINABILITY & FOOD BASKET	52

DEPARTMENT OF
BUSINESS ADMINISTRATION

The Nexus

CHAPTER 1

Tourism Industry: Global Trends & Challenges.

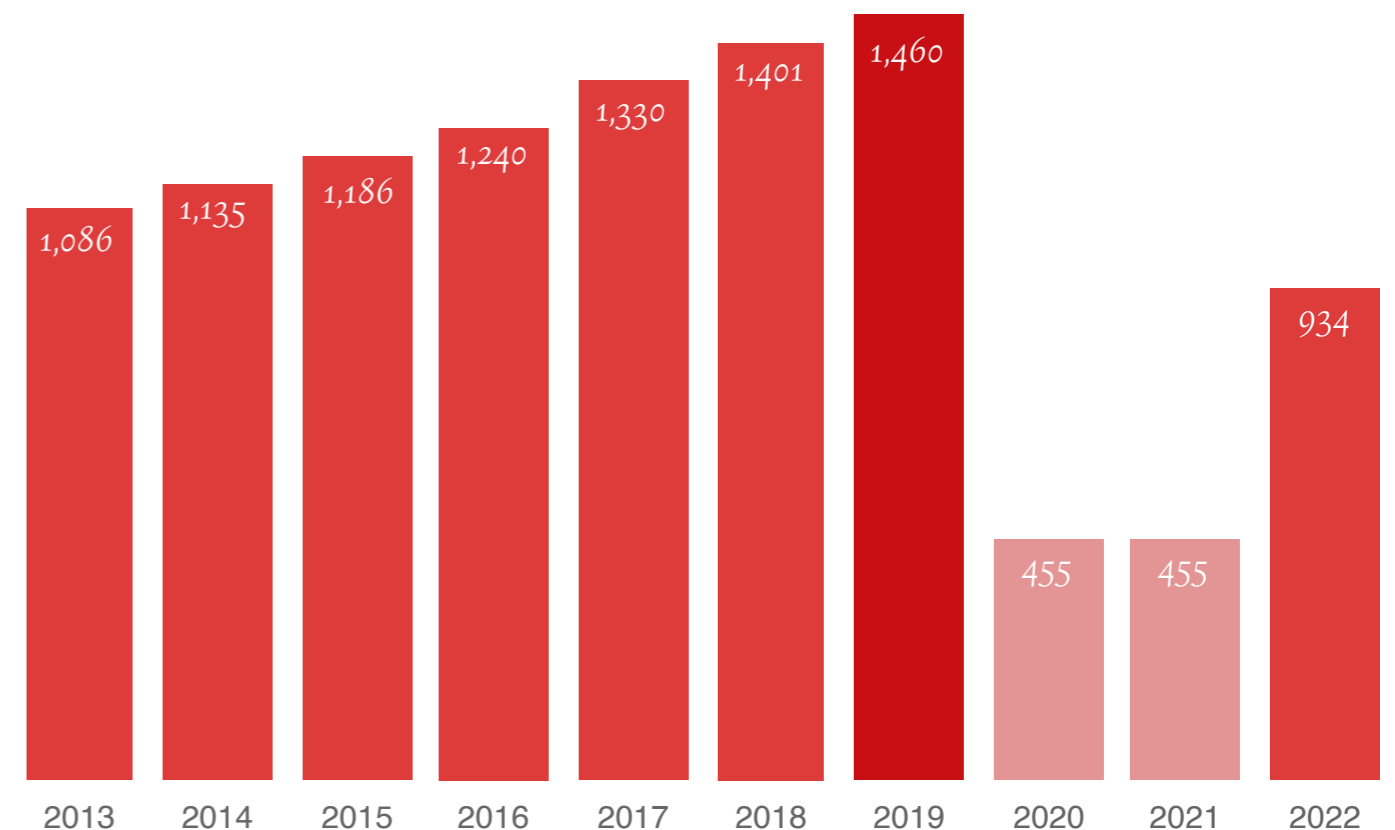
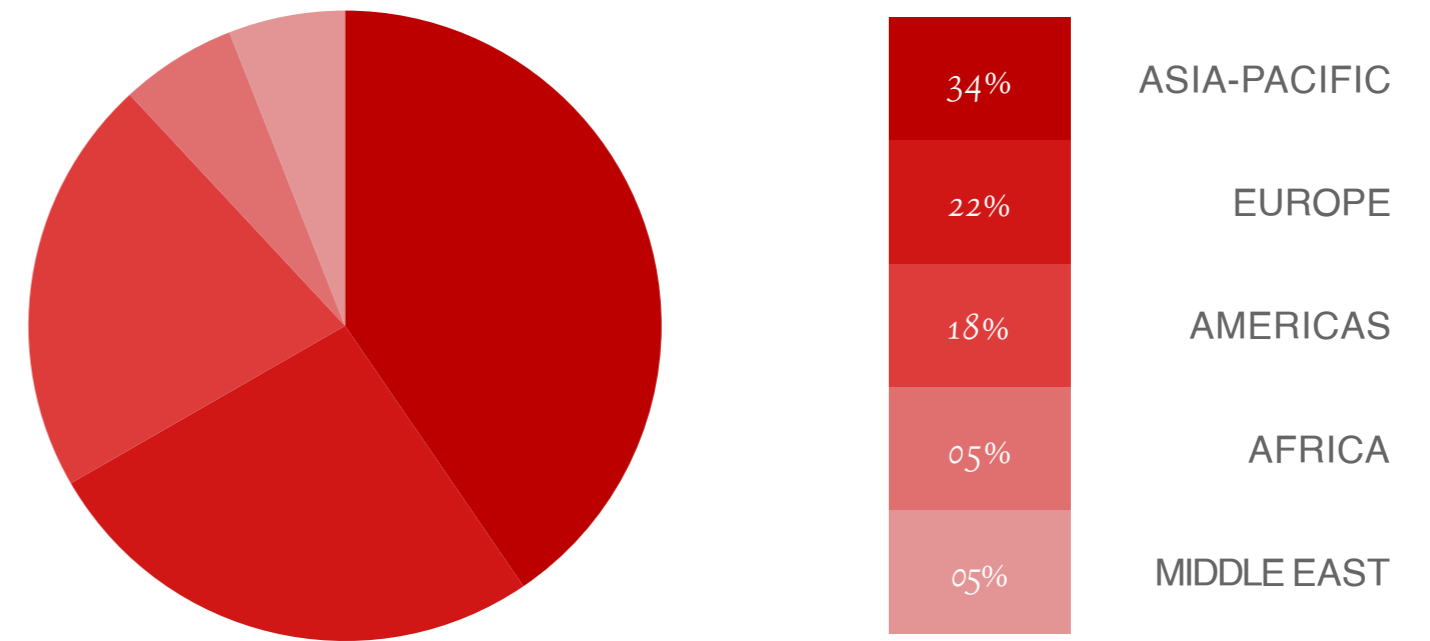
Mahnaz Yesmin, MTTM (2023-25)
Department of Business Administration

The tourism industry has witnessed unprecedented growth in recent decades, becoming one of the world's largest economic sectors. According to the World Tourism Organization (UNWTO), international tourist arrivals reached 1.2 billion in 2019, a 4% increase from the previous year. However, the COVID-19 pandemic led to a sharp decline in 2020, with arrivals plummeting to 455 million. Despite this setback, the industry is showing any signs of recovery, with arrivals rebounding to 934 million in 2022.

Key trends driving the tourism industry include sustainable tourism, digital nomadism, experiential travel, and medical tourism. Sustainable tourism, which emphasises environmentally friendly and socially responsible practices, has gained significant traction. For example, a study by Booking.com found that 83% of travellers are more likely to choose sustainable accommodations. Digital nomadism, fueled by the rise of remote work, has contributed to a surge in tourism revenue. A report by NomadList estimates that there are over 10 million digital nomads worldwide, many of whom travel for extended periods. Experiential travel, which focuses on unique and authentic experiences, has also become increasingly popular. A survey by TripAdvisor revealed that 85% of travellers prioritise experiences over material possessions. Medical tourism, the practice of seeking affordable medical treatments abroad, is another growing trend. According to the Medical Tourism Association, the global medical tourism market is expected to reach \$55 billion by 2025.

Asia-Pacific remains the world's largest tourism region, accounting for 34% of global arrivals in 2022. Europe follows with 22%, and the Americas with 18%. However,

REGIONAL BREAKDOWN OF TOURISM ARRIVALS IN 2022 & GLOBAL TOURISM NUMBERS (IN MILLIONS) FOR THE PAST 10 YEARS.



emerging markets in Africa and the Middle East are also experiencing significant growth. For instance, Rwanda, a country known for its gorilla trekking, has seen a 17% increase in tourist arrivals annually over the past decade.

Tourism plays a crucial role in generating economic benefits, including job creation, foreign exchange earnings, and stimulating other sectors of the economy. According to the World Travel & Tourism Council (WTTC), the tourism industry supported 334 million jobs worldwide in 2022, representing **10.7%** of total global employment. Additionally, the tourism sector contributed \$9.6 trillion to the global economy in 2022, accounting for **11.4%** of global GDP.

Despite its economic benefits, the tourism industry faces several challenges, such as sustainability, technology adoption, safety and security, and economic downturns. Addressing sustainability concerns is essential for the long-term viability of the industry. For example, initiatives to reduce carbon emissions, conserve water, and support local communities are becoming increasingly important. Technology plays a

crucial role in enhancing the tourist experience and improving efficiency. For instance, mobile apps, virtual reality, and artificial intelligence are being used to provide personalised recommendations, streamline bookings, and improve customer service. Ensuring the safety and security of travellers is another top priority. Governments and tourism organisations are working to address issues such as terrorism, natural disasters, and crime. Finally, the tourism industry is vulnerable to economic downturns, such as recessions and financial crises. During such times, travel demand often declines, leading to job losses and reduced revenue.

Despite these challenges, there are opportunities for growth in the tourism industry. Expanding tourism in emerging markets, leveraging technology to enhance the tourist experience, and embracing sustainable practices can drive growth and ensure the long-term viability of the industry. By addressing these challenges and seizing these opportunities, the tourism industry can continue to thrive and contribute to the global economy.



Interplanetary Tourism: A Vision for the Future.

Kaveri Gogoi, MBA (2023-25)

Department of Business Administration

Tourism to other planets has long been an exciting concept for scientists, space enthusiasts, and storytellers to dream and explore. With the advancements of modern space technology, many believe that tourism beyond Earth will one day be possible. Human minds have always been captivated by the thought of life beyond our planet. Interplanetary tourism envisions a future where trips to Mars and Jupiter could become as common as trips to America or China. Imagine how incredible it would be to explore different landscapes and even encounter alien life beyond Earth.

Companies like **SpaceX** and **NASA** are working to make space travel easier and more affordable. Additionally, companies like Blue Origin and other space startups are competing in this race to make interplanetary tourism a reality. These companies see interplanetary tourism not only as a thrilling adventure but also as a promising business opportunity. Currently, there are many challenges, including reliable transportation, safe habitats, and solutions for long-term survival in extreme conditions, such as high

or low temperatures and high levels of radiation. However, science and technology are determined not to give up on this distant but fascinating dream shared by many. Interplanetary tourism could stimulate the creation of new industries, jobs, and opportunities for space agencies, enthusiasts, and entrepreneurs. We can also imagine how differences and similarities might emerge as interplanetary tourism becomes a reality, just as global travel has fostered cultural exchange and acceptance of diversity. Moreover, space travel must prioritize sustainability, ensuring that human activities do not harm celestial environments. Ultimately, interplanetary tourism could reshape life on Earth by promoting new cultural exchanges, influencing art and media, and even sparking a space-based economy and industries beyond Earth.

For now, space tourism remains limited to plans for space hotels and suborbital flights. But as technology advances, visiting other planets may become as routine as video conferencing and using AI. Initially, these journeys may be restricted to astronauts and scientists, but eventually, they could open doors for ordinary people to embark on extraordinary adventures. While it may take a few decades, or even a century or two, to make these dreams a reality, they should not be abandoned.

PEXELS: PIXABAY



Red Channel



R-RGB Composite



© Tezpur University Observatory

DEPARTMENT OF
BUSINESS ADMINISTRATION

THE PEACE

CHAPTER 2

Tourism Without Peace ?

The then US Secretary of War, Henry Stimson, spared Kyoto from atomic bombing during World War II due to its cultural significance in Japanese society. He learned about this during his frequent visits to the city.

As we embark on a journey to promote tourism as a driver of peace on the sidelines of the United Nations World Tourism Organisation- World Tourism Day, 2024 theme, i.e., Tourism and Peace, it's also important to reflect on the relationship between tourism and the stability it requires to function properly. Vacation tourism is a privilege. The idea of exclusivity, escape, peace, pristine, and tranquillity stimulates transactions in tourism. Such characteristics make it one of the most sensitive industries to socio-political and economic instabilities.

Building a destination's image and reputation takes years, if not decades, to mature, but it only takes a small, perceived inconvenience in today's hyper-connected world to undermine it.

The proliferation of new destinations and the internet has given tourists more options. *"So why would a vacationer risk their hard-earned money on a destination that doesn't guarantee them peace?"*

Year on and again, this phenomenon has been proven right. For instance, the 9/11 terrorist attacks in the U.S. shifted global tourism patterns, steering visitors away from Islamic nations. Similarly, the diplomatic tension between India and the Maldives in 2024 resulted in a 42% decline in Indian tourists visiting the Maldives compared to 2023. Adversarial circumstances have several direct, negative impacts on the tourism industry. War, for example, can increase airfares due to the need for longer or alternative routes. Inflation, pollution, and overcrowding at substitute destinations are additional consequences when tourist numbers exceed a location's capacity due to instability elsewhere. Further, such

**Paridhi Brahma, Research Scholar
Department of Business Administration**

instabilities at source locations can reduce disposable incomes, negatively impacting future footfalls at tourist destinations.

Disruptions can also occur at a micro-level, such as internal conflicts among local tourism stakeholders due to political power struggles. These clashes can severely affect the performance of a destination in terms of services, facilities, and overall tourist experiences. Unfortunately, these issues are often overlooked by competent authorities, leaving vacationers disappointed when they arrive. Such experiences have a detrimental impact on generating positive feedback for the destination, which is critical for tourism growth.

As we explore the theme of Tourism and Peace this year, it's crucial to recognise that peace is not just an outcome of tourism but a necessary foundation for survival. *"Peace must prevail for tourism to thrive."*



Northeast India: The Peaceful Charm Yet a Hidden Gem.

Papori Deka, MBA (2023-25)
Department of Business Administration

As Prime Minister Narendra Modi once said, “*If you haven’t seen the Northeast, you haven’t seen India.*” This statement couldn’t be more accurate. Northeast India, with its breathtaking landscapes, rich cultures, and warm-hearted people, is a region full of peace and serenity. Yet, for many travel enthusiasts, this part of the country remains a hidden gem, overshadowed by more popular tourist hotspots. Through this article, I aim to shed some light on the beauty and tranquillity of Northeast India’s seven sisters and one brother states—an underrated haven that is still relatively unknown to many.

As someone from Assam, the heart of Northeast India, I feel a deep connection to this region. Growing up here, I’ve always been captivated by the lush green valleys, majestic rivers, and diverse cultures that define this part of the country. My goal is to share this peace-filled corner of the world with those who may not have considered it as a travel destination. I believe the Northeast offers not just scenic beauty but a rare sense of calm and simplicity that you won’t easily find elsewhere.

Let’s start with **Assam**, my home state, which is often associated with tea and the mighty Brahmaputra River. While tea gardens are a popular attraction, places like Majuli—the world’s largest river island—remain hidden treasures. Majuli is not just a place; it’s an experience where time slows down, and you can witness the traditional way of life. Few know that Assam is also home to the Kaziranga National Park, a UNESCO World Heritage site, and the sanctuary of the endangered one-horned rhino. A visit here allows you to reconnect with nature and experience peaceful coexistence of wildlife and humans.

Heading further east, we find **Meghalaya**, aptly called the *Abode of Clouds*. This state offers some of the most peaceful natural wonders you’ll ever see. Cherrapunji, which gets one of the highest amounts of rainfall in the world, is home to the famous living root bridges. These bridges are living examples of how nature and humans can work together in harmony. Shillong, the capital, is often called the Scotland of the East because of its beautiful hills and cool weather. Meghalaya doesn’t shout for attention, but its peaceful environment speaks volumes.

In **Arunachal Pradesh**, serenity takes on a spiritual form. Tawang, located here, is home to one of the largest Buddhist monasteries in India. The peaceful atmosphere of the monastery, combined with the stunning views of snow-covered mountains, makes Tawang a place for spiritual peace. Arunachal also has clear rivers, lakes, and untouched forests that feel like they belong in a fairytale.



© PAPORI DEKA

Nagaland, known for its vibrant tribal culture, offers a unique mix of traditional life and beautiful landscapes. The Hornbill Festival, held here every year, is a colourful celebration of Naga culture and heritage, bringing people together in peace and harmony. **Manipur**, often called the *Jewel of India*, is home to the serene Loktak Lake, where fishermen live on floating islands. The peaceful beauty of this state is found in its lakes, hills, and unique traditions. **Sikkim**, the “brother” state of North East India, though small in size, is big on beauty. Known for its monasteries and stunning views of Mount Kanchenjunga, it’s a peaceful destination for those who want to connect with nature and spirituality. **Mizoram**, with its rolling hills and thick forests, offers an escape into nature’s lap. The state’s capital, Aizawl, is a peaceful city surrounded by scenic landscapes.

Finally, we come to **Tripura**, the most underrated and unexplored state in the Northeast. Tripura is a hidden gem, often overlooked by travellers. But it has so much to offer! The beautiful Ujjayanta Palace and Neermahal are perfect examples of the region’s rich history and architecture.

So, why is the Northeast still underrated? One reason could be that many people think it’s hard to reach, but with better roads and transport, it’s easier than ever to visit. Another reason is that the Northeast is quiet and peaceful, unlike some of the more famous tourist spots in India. It doesn’t try to grab your attention but waits for those who seek calm and simplicity.

For those seeking an escape from the hustle and bustle of mainstream tourist destinations, the Northeast is the perfect retreat. It offers peace in every corner—whether it’s in the silence of the hills, the flow of the rivers, or the simplicity of its people’s lives. So, if you want to experience India in its most serene form, pack your bags and head to the Northeast. Trust me, you’ll leave with not just photographs but with a sense of peace that stays with you long after the journey ends.

Antheraea assamensis is the scientific name of Muga silk.



Tourism: A Pathway to Peacebuilding.

Sanchita Farwaha (Alumni), Assistant Professor
Department of Travel and Tourism Management, Darrang College

Tourism has often been seen as a powerful economic engine, generating income and employment for nations across the globe. However, its potential to serve as a tool for peacebuilding is increasingly gaining attention. In a world marked by conflict, division and misunderstanding, tourism can act as a bridge that fosters intercultural dialogue, encourages cooperation, and helps in post-conflict recovery. This article explores how tourism can be harnessed to promote peace and stability in conflict-prone regions.

Intercultural Communication and Discussion: Fundamentally, tourism promotes face-to-face communication between individuals from various ethnic groups, cultures, and religious beliefs. Both guests and hosts learn about one another's customs, beliefs, and lifestyles via these interactions. Prejudices can be lessened and preconceived notions challenged. People have a first-hand appreciation of the richness of variety when they visit places that are different from their own, which frequently results in increased empathy and understanding. The interaction between visitors and locals in formerly conflict-affected areas is among the most potent instances of this. The flood of tourists has helped to change the narrative of countries like Rwanda, where the tourism sector has thrived following a horrific history of genocide. Tourists not only bring economic benefits but also witness the country's journey towards reconciliation, learning about the painful past while engaging in meaningful cultural exchanges.

Stability of the Economy and Peace-Incentives: Conflict frequently stems from economic inequality. By generating employment opportunities and giving communities a reliable source of income, tourism may help solve this, especially in places where other sectors may be scarce. A variety of sectors, including hospitality and regional crafts, are brought about by thriving tourism, which supports small companies and generates jobs. This economic boost can be quite important in areas that are

recovering from violence. Consider Bosnia and Herzegovina's post-conflict rebuilding by creating jobs and aiding in community reconstruction, the tourist industry in Sarajevo and Mostar has contributed to the local economy's revival. With the economic benefits of tourism, there is a greater incentive for maintaining peace and stability, as both local governments and communities recognise that conflict could drive away tourists and hinder economic growth.

Promoting Social Unity: People from all walks of life can come together via tourism in search of common experiences. In regions with political or ethnic differences, tourism can foster chances for diverse groups to collaborate towards shared objectives. For example, because employees in the hospitality industry work side by side in establishments like hotels, restaurants, and tour operators, collaboration across racial and cultural boundaries is frequently necessary.

For example, in Northern Ireland, the tourist industry has contributed to the peace process by promoting inter-communal collaboration. In addition to fostering better ties between historically opposed groups, the growth of cross-community tourism efforts has contributed to the region's transformation from a territory characterised by violence to one that is hospitable and peaceful.

Reconciliation After a Conflict: Travel may play a significant role in helping countries recover from the effects of war. By drawing tourists, nations may draw attention away from their history of violence and emphasise their rich cultural assets and historical significance. Sites like the Killing Fields and the War Remnants Museum serve as places of reflection and education for foreign visitors, while war-torn regions like Vietnam and Cambodia have utilised tourism as a way of reconstruction. These websites spread messages of peace and healing while serving as a reminder of the

atrocities of war. Additionally, tourism in these areas provides a chance to highlight the tenacity and cultural pride of the local populations. Tourists who visit these destinations often leave with a deeper understanding of the complexities surrounding the conflicts, which can lead to broader international support for peacebuilding efforts.

People-to-People Diplomacy: Tourism fosters people-to-people diplomacy, where travellers become unofficial ambassadors of their countries. When tourists engage respectfully with local cultures and contribute positively to the communities they visit, they create lasting impressions that can influence global perceptions. These personal connections transcend political tensions, promoting mutual respect and goodwill between countries.

The contribution of tourism to improving ties between the US and Cuba is one prominent example. American visitors to Cuba sent back accounts that frequently ran counter to the prevailing political narrative despite decades of political animosity. These interpersonal

interactions eventually fuelled a larger discussion regarding the possibility of rapprochement between the two countries.

Sustainable Tourism for Peace: Tourism that is sustainable and inclusive can be an important contributor to peace. By focusing on the principles of responsible tourism—

such as environmental conservation, cultural preservation, and economic inclusivity—tourism can help support the Sustainable Development Goals (SDGs). The United Nations World Tourism Organization (UNWTO) has highlighted the role of tourism in achieving goals like poverty alleviation, reducing inequality, and fostering peace and justice (*SDG 16*).

Countries like Costa Rica have successfully built a tourism industry based on sustainability. By focusing on ecotourism and responsible travel, Costa Rica has not only preserved its natural environment but also maintained internal peace and stability, using tourism as a tool for inclusive development.

Conclusion: The promise of tourism as a tool for peacebuilding resides in its capacity to promote intercultural understanding, create economic benefits, and unite people. It fosters a sense of compassion and provides a route to recovery for areas riven by conflict. However, tourism needs to be properly handled if it is to be a genuine driver of peace. Governments, corporations, and tourists must all commit to making tourism sustainable, inclusive, and courteous. In a world where miscommunication and fear are frequently the root causes of conflict, tourism offers a forum for communication and collaboration. The tourism sector will continue to be essential to fostering a more harmonious, interconnected global society as more nations see its benefit in peacebuilding.



Tourism and Peace: A Powerful Partnership.

Afruja Ahmed, MTTM (2021-23)

Department of Business Administration

Tourism, often associated with relaxation and exploration, can also play a significant role in fostering peace and understanding between nations. By bridging cultural divides, stimulating economic growth, and promoting environmental conservation, tourism can create a more harmonious and sustainable world.

One of the primary ways tourism contributes to peace is by facilitating cultural exchange. When people from different backgrounds travel to new destinations, they have the opportunity to experience firsthand the customs, traditions, and perspectives of others. This exposure can break down stereotypes, foster empathy, and challenge preconceived notions.

Moreover, tourism can encourage dialogue and interaction between people from diverse cultures. Sharing stories, learning about each other's histories, and engaging in meaningful conversations can create a sense of common humanity and foster a greater appreciation for cultural diversity.

Tourism can also be a powerful tool for economic development, particularly in regions that have been historically marginalised or affected by conflict. By generating revenue through visitor spending, tourism can create jobs, improve infrastructure, and enhance local economies. This economic growth can help to alleviate poverty, reduce inequality, and create opportunities for people to improve their livelihoods.

When communities benefit economically from tourism, they are less likely to be drawn into conflict or extremism. A thriving tourism industry can provide a sense of hope and optimism and can encourage people to work together towards a common goal.

Tourism can also play a role in promoting environmental conservation and sustainability. As travellers become more aware of the importance of protecting natural resources, they are increasingly seeking out destinations that prioritise sustainable practices. This can incentivise local communities to adopt environmentally friendly policies and invest in conservation efforts.

By supporting sustainable tourism initiatives, travellers can help to preserve biodiversity, protect ecosystems, and ensure that future generations can enjoy the beauty of our planet.

While tourism can be a powerful force for peace and development, it is important to address the potential challenges and negative impacts that may arise. Over-tourism, for example, can strain local resources, contribute to environmental degradation, and erode

cultural authenticity. It is essential to promote responsible tourism practices that minimise these negative effects and ensure that the benefits of tourism are shared equitably among all stakeholders.

In conclusion, we can say that it is a powerful tool for fostering peace, understanding, and sustainable development. By promoting cultural exchange, stimulating economic growth, and supporting environmental conservation, tourism can help to create a more harmonious and equitable world. As travellers and policymakers continue to explore the potential of tourism to contribute to peace-building efforts, it is essential to address the challenges and ensure that tourism is a force for positive change.

Tourism has proven to be a lifeline for many rural communities, but its true potential still needs to be fully realized”

**- Zurab Pololikashvili
UN Tourism Secretary General**

Tourism and Peace: The Role of Assam in Promoting Harmony.

Pankaj Saikia, MTTM (2023-25)

Department of Business Administration

Assam, a land of serene beauty and cultural diversity, lies in the northeastern region of India. Known for its lush tea gardens, rich biodiversity, and vibrant traditions, Assam has emerged as a beacon of peace through tourism. In a world often marked by conflict and unrest, the state's focus on promoting tourism as a means of fostering harmony is both timely and vital.

Assam: A Mosaic of Cultures:

Assam is a melting pot of various cultures, languages, and ethnicities. The state is home to numerous indigenous tribes, each with its unique traditions, festivals, and lifestyles. This cultural diversity is not just a point of pride but also a foundation for peaceful coexistence. Tourism in Assam often highlights this diversity, offering visitors a glimpse into the harmonious life that these communities lead. Festivals like Bihu, Ambubachi Mela, and Rongali Bihu attract tourists from across the world, showcasing the state's commitment to preserving and celebrating its rich heritage.

Nature as a Unifying Force:

The natural beauty of Assam is unparalleled, with the mighty Brahmaputra River, dense forests, and the world-famous Kaziranga National Park. These natural wonders not only attract tourists but also serve as symbols of peace and unity. Ecotourism initiatives in Assam emphasise the conservation of these natural resources while promoting

sustainable livelihoods for local communities. Assam has fostered a sense of ownership and responsibility by involving local populations in tourism activities, leading to stronger communal bonds and peaceful coexistence.

Tourism as a Catalyst for Economic Growth and Peace:

Tourism has become a significant economic driver in Assam. By creating employment opportunities and boosting local businesses, tourism has contributed to the region's economic stability. Economic stability, in turn, plays a crucial role in maintaining peace. When people have access to livelihoods and economic resources, the likelihood of conflict diminishes. Assam's focus on promoting rural and community-based tourism has empowered marginalised communities, giving them a stake in the state's prosperity and peace.

Cross-Cultural Exchange and Understanding:

One of the most potent aspects of tourism is its ability to foster cross-cultural exchange. In Assam, tourism has become a bridge that connects people from different parts of the world with the state's rich cultural tapestry. Tourists who visit Assam leave with a deeper understanding of its people, traditions, and values. This exchange of ideas and experiences helps break down stereotypes and prejudices, promoting a culture of peace and mutual respect.

Challenges and the Way Forward:

While tourism in Assam has made significant strides in promoting peace, challenges remain. The region has experienced its share of conflicts, often rooted in ethnic and political tensions. However, the state's focus on inclusive tourism—one that benefits all communities—has been a step in the right direction. Ensuring that the benefits of tourism reach the grassroots level, addressing issues of environmental sustainability, and promoting responsible tourism are crucial for maintaining peace.

Conclusion:

Assam's approach to tourism is not just about showcasing its beauty; it's about using tourism as a tool for peacebuilding. By promoting cultural understanding, economic development, and environmental conservation, Assam is setting an example of how tourism can contribute to a more peaceful and harmonious society. As the state continues to welcome visitors from around the world, it also reinforces the message that peace and prosperity go hand in hand.



© ALEE GOGOI

DEPARTMENT OF
BUSINESS ADMINISTRATION

TRAVEL NUGGETS


CHAPTER 3



EXPLORING TOGETHER:

CELEBRATING WINGS OF UNITY

THROUGH TOURISM - KAVERI GOGOI



With wings of fire, one tends to fly
from state to state and continent to continent.

In search of mountains and oceans,

pilgrims and forests.

Shaking hands with strangers sometimes,

to conquer in business.

Bringing to the table a handful of unique gestures, like 'Namaste' or 'Namaskar,' aligning together with different religions and cultures and sharing a bond with smiles and laughter.

Some of us say, "These structures are warm yet boring. Tell the birds to sing, the waves to dance and the mountains to look down on us so that we can climb on them."

While others say, "Let's go and see the architectures including the museums, the bridges and the towers, the man-made things that we would love to see."

Let's build unity, let's cultivate harmony and peace and let's bridge the gaps with our beliefs in each other.

Let's understand the shared love with the help of ideas like tourism and travel.

DID YOU KNOW?

1. **Dong Village**, Arunachal Pradesh, India, is the first place in the country to witness the sunrise, due to its easternmost location near the Indo-China border.
2. **Sualkuchi** is also known as the "Manchester of Assam" due to its rich tradition of silk weaving, particularly the production of Muga and Eri silk.
3. **Asharikandi Village**, Assam, India, is renowned for its exquisite terracotta pottery, characterized by intricate designs and traditional craftsmanship passed down through generations
4. **Hajo** is an ancient pilgrimage site in Assam, India, for three religions: Hindus, Buddhists, and Muslims for its rich spiritual significance and historical temples.
5. **Guhar Mota**, Gujarat, is recognized as the westernmost inhabited village in India.

Rhynchostylis retusa (fox tail orchid) is the state flower of both Arunachal Pradesh and Assam.

Sathebari and Hajo are the two primary centers of the brass and bell metal industry in Assam.

© PROF. CHANDAN GOSWAMI



BLACK-HOODED ORIOLE



BLUE-THROATED BARBET



RUFOUS TREEPIE



ASIAN-BARRED OWLET

TRAVEL JOURNAL

Shreya Sarma, MBA (2024-26)
Department of Business Administration

I have travelled a lot, from the bustling city of New York to Victorian-era London, from the aloof cottage within the forest hidden beneath the trees to the skyscrapers of Mumbai. I have travelled to the times of The Great Akhbar and admired those enchanting architectures; I have even travelled to watch the fierceness of Queen Boudica. Once, I even went to see the dragons of Basigath, the witches of Salem, and the Carpathian Mountains of Transylvania. But the interesting part is that I do not need a passport, a plane ticket, or a suitcase, nor do I need holidays to travel to such fancy and beautiful places. All I need is some time. My travels are not bound by time, physical boundaries, or even, as a matter of fact, allowances.

Like the portkey that the Weasley family used, every time I flip through the pages of a book, listen to the tales of lands far off or look at random clicks through the lens of others, I travel to a realm far off. I am whisked on to a new journey with every new tale I hear, every new picture I see, with the shows I binge, with words I hear, and even though it ends, the echo of those far-off lands remains with me.

As we open our minds and dive into the intense and beautiful world of imagination, we are exposed to an expansive realm where every thought can conjure a new world and every dream can craft an adventure beyond the realms of reality. One of my favourite journeys started at Platform 9¾ when I crossed the barrier to a realm of magic and excitement. The ancient castle is steeped in enchantment and history, where every corner holds a new adventure, and every day brings the promises of new excitement. As I arrived at Hogwarts, the grandeur of the castle immediately fascinated me. Towering spires and turrets pierce the sky, their stone facades weathered by centuries of magical history. The castle's enchanted walls seem to sing the lullaby of spells cast long ago, and the air is tinged with the scent of ancient parchment, flickering candlelight, and an intensely brewed potion. The magic at

Hogwarts is not just in the spells and enchantments but in the very essence of the place. It's in the friendships forged over silly fights, the courage found while encountering challenges, the Quidditch practices, the elaborated homework, and encountering various creatures, along with the joy of enjoying every moment as it is.

As I left Hogwarts, I carried with me the memories of a world where magic was real, and every moment was filled with excitement and joy of knowing that every time I would face a problem in life or every time I was struggling in life, there would always be a place I could travel to. I take the train very often to Hogwarts, and every time, the excitement is the same.

One of my recent travels was to the time of Queen Boudica. A world far away from modern civilisation and technology. Queen Boudica was tall and fierce, with red hair that could burn her enemies to the ground. She stood proud at the head of her army, her gaze fixed on the enemy troops. Around her stood the brave Iceni warriors. And I stood afar, observing her fierceness and then eventually her fall. When I returned from there, Queen Boudica's picture of strength and bravery stayed with me, inspiring me in difficult times.

As I mentioned, my travels are limitless and do not follow restrictions. I still travel through various gardens, castles, pavement, and shops every day. These places are a part of me now, shaping and grooming me as a person. So, each time you open up a book, look at a picture, watch a series, or even listen to the tales of someone, remember you have travelled to a new place, a new realm, and a new time. Some places will be more comforting, while others will give memorable lessons.



NAIVE TO LEARNED / EXPLORER / TRAVELLER / SOPHISTICATED /

Gaurav Chaurasia, MTTM (2024-26)
Department of Business Administration

“We are what we are today, to a great degree, because of what happened to us in our yesterdays, and no two people have had identical sequences of yesterday. Further the effect of all these experiences increases with age, because they accumulate.” Indian education system has great impact on me, now I realize how continuously throughout its lessons structured me in a good human being, blessed me with a power to relate everything and privileged me to be insightful. We were taught some of the most selected life lessons among which the most valuable for me is **“The Road Not Taken”**. Outside the academics almost in every decision I kept myself in the position of ‘Robert Frost’, believe me it has helped me to such extent that there is no word to thank this great poet. Whenever I tried to do anything outside rat race I was continuously questioned and there my main motivation used to be this great poet. After passing class 12 and not getting selected in medical school, I was all alone, morally and emotionally broken, was taking continuous decisions and needed someone to guide me academically but no one came up, now I was having two options in front of me, either choose an average college and pursue the degree or explore the another road less travelled by, I chose the latter. I opted for open college keeping in mind, that it will be giving me 3 years to explore certain aspects of life I always wanted to. Mountains used to fascinate me since childhood, my school’s location close to a hill had direct impact on my interest. In India we have a general perception that for travelling we need a company, asking to all of my friends and getting a negative response in early days of my travelling, gave me strength to travel solo. And trust me solo travelling is even more fun if done well, here our best company is we “ourselves”,

We enjoy our own company, get to know ourselves even better, one can roam freely without any restriction of other’s dependency or mood. Travelling to different hillstations for fun confronted me with certain courses of mountains. It was a great opportunity, I was waiting for, I enrolled in the course as soon as possible that made me a professional Mountaineer, Skier, and Paragliding Pilot, it was a dream come true situation for me. I never knew that roaming to all the places for fun will create such a fabulous art and skill inside me. Therefore in solo travelling things can be done alone too, if we have the strength to take first step the road will automatically lead us. One such incidence I remember was of my first visit to Delhi, in beginning a friend accompanied me everywhere, I was dependent on him for the metro but sooner he left I learned metro within couple of days. There in Rajiv Chowk metro I met two strangers of same age group, the one who was sitting inside the café told me how life was very tough and in whole conversation he never talked about his hard work rather he repeatedly told how impossible things were to be done, contrary to the person standing outside who shared his experience that he also didn’t get medical seat but continuous effort made him land in Oxford University London. When I started my travelling career I used to sit alone on river bank of Ganga in Rishikesh and used to read Geeta, the epitome I would like to put forward : Just try to learn the Art in best possible way, you will automatically become finest in that art. In Rishikesh I had my first experience of hostel which changed my entire concept of travelling as I met many persons of different background, profession, age groups, nations which further enhanced my knowledge. One such incidence of Varanasi hostel I remember, how I met a stranger

and went on with him to a hidden Annapurna temple where they used to distribute only Prasad, that taste and aroma 'Ohh' still sends me back in the time. In Himachal's Dalhousie when I was returning back to bus stand it was already getting dark outside ,everyone in the zostel asked me to stay for the night as the hostel was in mid of jungle, the path full of wild animals and the stand was far away with no proper transport at night. But since I had booked my ticket I needed to leave the place on foot, as the sun was diving in horizon my anxiety was increasing with full of thoughts of encounter with sloth bear, leopard. But back of mind Frost was my companion and trust me the beauty I saw that night was scintillating. it was full moon of December and

the whole snow was shining blue making whole jungle and my path very clearly visible, "I don't know why but The Most Dangerous Thing Are Usually The Most Beautiful" I walked almost 4 to 5 km when I saw a glimpse of vehicle light approaching towards me, it was a truck I asked him lift and then he dropped me to the stand. Had I not dared that day to travel the untravelled, I wouldn't have witnessed the nature's perfect beauty. So take up whatever opportunity comes in your way, whether good or bad will be decided when we have been through it. If we don't get any outcome we will gain some experience which we can share later.





मिथुन ETYMOLOGY

DEPARTMENT OF
BUSINESS ADMINISTRATION

incredible india

CHAPTER 4

বঙ্গবাল িৱল লুথলোৱু তৱ নৱ-বাইশনাবীল স্ৰীমন্তা শঙ্কৰদেব

Niranjan Das, MA (GU), M.Phil, Ph.D (NEHU), Post-Doc (TU), PGDTEL, CHI Senior Fellow (SF)-Indian Council of Social Science Research (ICSSR)
Guest Faculty (MTTM), Department of Business Administration, Tezpur University



Assam's cultural landscape can be looked at as pre and post Srimanta Sankardeva. In the ancient time, Assam was a country known as 'Pragjyotishpur'. The name is mentioned in the Indian Epics Ramayana and Mahabharata. The literal meaning of this word is 'Astrology of the East' or 'Jewel of the East'. However, in the medieval period this region came to be known as Kamarupa. The earliest reference regarding the name of Kamarupa is found in the 'Allahabad Eulogy' of Samudra Gupta, a Gupta dynasty ruler in the fourth century. During the olden days Shaivism was the popular form of religion both among the incumbents or the tribes and the migrants. 'Harsacharita of Banabhatta' talks about 'Bhaskarvarman', a 7th century ruler to be a devout Shiva follower. The ancient 'Yogini Tantra' also talks about a number of shrines dedicated to Shiva who was both a Tribal

God and the deity of Royal families. Interestingly, Shiva temples were attached to every Shakt temple invariably in the form of Bhairava. In these temples Shiva was worshipped in two different forms i.e. 'Bhogi Shiva' and 'Yogi Shiva'. The former one is worshipped according to the Tantric rites while the latter one is worshipped according to the Puranic rites. The Chinese traveller, 'Hiuen Tsang' who was in India during the seventh century was invited by the then king of Kamarupa, Bhaskarvarman. He mentions this region as 'Kamolup'o'. It is believed that 'Kalika Purana' was written in Assam or Kamarup region in the 9th century. Kalika Purana also mentioned that before the introduction of Devi Worship in Kamakhya by Naraka, Shiva was recognised as the guardian deity of the land.

Assam in the Mythological Stories

During the Mahabharata era, 'Narkasur' was the king of this region. He had attacked the Swargaloka (Heaven), defeated the King and made 16,000 girls captive. Shri Krishna killed Narkasur and took all 16,000 girls to Dwarka and married them. Later, 'Bhagdutt', the ruler of Pragjyotishpur, fought the war of Mahabharata from the side of the Kauravas and was killed by Arjun. It is believed that Narakasur had built the temple of 'Kamakhya Devi' on top of 'Neelachal Hills'.

The place is also mentioned in the Bhagwata Purana (sacred book of Hindus, dedicated to Lord Vishnu). After Sati's death, Lord Shiva was roaming around in anger and despair carrying his wife's dead body. To save the world from his wrath and get Shiva back to normalcy, Lord Vishnu – with the help of his Sudarshan Chakra (a divine discus) cut Sati's dead body into pieces and scattered them at different places. Of the 51 pieces of the dead body of Sati, her genitals (Yoni) fell in Kamakhya and a temple was built there.

Another very popular story is from the Mahabharata Era. 'Hidimba', a Kachari princess from Assam falls in love with Bhima and marries him. Their son 'Ghatotkach', grows up to become a great warrior and fights from the Pandavas side in the Battle of Kurukshetra. Though there are ruins of Vishnu temples, they seem to be related to Tantric cult in some form. And Shakti cult took deep roots in the then Assam. It was considered as a land of magic and witch-craft and the heartland of Tantra. In fact Mayong in Assam is known as the Black Magic capital of India.

'Ain-e-Akbari' (Abu'l Fazal) and 'Fathiya-i-Ibriyah' (Sihabuddin Talish) talk about sorcery of the medieval Assam. 'Alamgir-namah' of 'Mirza Muhammad Qazim' also says that the people who came to the Kamarupa from outside lost their way and could not return back. Shaktism became very popular in the society, primarily because there were no restrictions with respect to gender or caste. The Tantric rituals consisted of partaking of five elements i.e. madira (wine), mangsa (flesh), matsya (fish), mudra (parched grain) and maithuna (sexual union).

The historical account of Assam began with the establishment of 'Pushya Varman's dynasty in the fourth century in the Kamarupa Kingdom which marked the beginning of the Ancient history of Assam. Shaivism and Shaktism were the main religions embraced by the royal families and it was a commonly practised religion in Assam. However, it is believed that tribal practices coexisted with Hinduism in Assam.

Srimanta Sankardeva & Neo-Vaishnavism in Assam

The Neo-Vaishnavite movement in Assam was started by 'Srimanta Sankardeva', a scholar, poet playwright & social-religious reformer. This movement played an important role in constructing the medieval Assam. It transcended deep into the fabric of the Assamese society overcoming all barriers of caste, creed and religion.

The ideas and philosophy of Sankardeva became an integral part of the life of locals. The religious institutions like Namghars (prayer hall) and Satras (monasteries), which were built to spread the Bhakti movement, had a big influence in the political & social life of the people. These institutions worked as a community centre for the masses.

The Neo-Vaishnavite movement spread the message of Bhakti, religion and love amongst the common people. It was a welcome change for the masses who were oppressed by the Brahmanical and Tantric rituals which were the norm in Assam then. The common man found a way to connect with the God without any razzmatazz and external interference. Srimanta Sankardeva created a Vaishnavite society with three components, namely, 'Nama-Kirtana' (community prayer), 'Satra' (monastery) and 'Namghar' (prayer hall).

The Satra became the centre for disseminating spiritual knowledge as well as for imparting training in different crafts and the village Namghar worked as the pseudo parliament to address local issues at a community level. The religious preaching and

activities of Sankaradeva contributed significantly in shaping the Assamese culture and literature. A prominent historian, Debabrata Dutta in his book 'History of Assam' also talks about the support of Koch Kings towards the Bhakti movement. This could have helped Sankaradeva to take his preaching across different places in Assam.

'Srimanta Sankaradeva' had spent twelve years in different holy places like Vrindavana, Mathura, Kurukshetra, Haridwar, Prayag, Jagannatha Puri etc which were all centres of Vaishnavism (connected to the lives of Rama & Krishna) and Vedic studies. It was at Jagannath Puri, that he received enlightenment and learnt jnana-bhakti from people of different religious opinion. Sankaradeva composed his first 'Bargeeta' (devotional song) near the bank of Ganges.

Srimanta Sankaradeva led the Vaishnavism through community mobilisation. Srimanta Sankaradeva built this sect upon three elements. 'Satsanga', a sacred gathering of Bhakts; 'Nama', the chanting of the verses from various religious scriptures like 'Bhagawata Purana' and 'Bhagwat Geeta' and 'Eksarana', the undivided devotion to one (Vishnu). Sankaradeva started holding daily devotional discourses known as 'Nama kirtana' at 'Naam Ghars'. The official name of Sankaradeva's Vaishnavism is 'Eksarana Nam dharma'; meaning, the religion which devotes itself to one; that is Vishnu who takes different forms like Rama, Krishna, Narasingha in different eras. In, Assam, the Vaishnavas worship Lord Krishna, 8th avatar of Vishnu. The neo-Vaishnavism religion was against idol worship and it focussed on devotion rather than salvation. This religious system was strictly monotheistic.

Something very interesting about Sankardev's Vaishnavism is that unlike other parts of India where Radha (Krishna's consort) is an integral part of worshipping, in Assam, it is just Krishna. In the neighbouring state of Manipur Vaishnavism is about Radha-Krishna. Sankaradeva was never against a married life. He himself was a householder. In lot of his books and dance drama series (Bhaona) he has spoken in favour of marriage.

Sankardev's disciples were from varied communities including practising Hindus, indigenous tribes and Muslims. He was a poet and composer and he spread Vaishnavism through literature and music. The main centres of Vaishnavism in Assam are Majuli, Barpeta, Nagaon. He found his most ardent devotee and Spiritual successor, 'Madhavdeva' in Majuli. Madhavadeva was an accomplished poet, dramatist, lyricist and a musician and he propagated the Naam dharma to different parts of Assam.

Historians believe that Srimanta Sankaradeva and his Bhakti movement asserted the dignity of man in society independent of birth and social rank, and established the spiritual equality amongst all men. It not only fostered unity and brotherhood, but also worked towards abolition of the Tantric practices like animal and human sacrifice, appeasement of the priest.

The Neo Vaishnavism is still a very prominent religion in Assam and it has shaped the Assamese culture into a progressive, welcoming and inclusive culture. No wonder, the state is cosmopolitan and is not known for caste-based clashes or religious turmoil.



बनारस : व पाणवपुड लुगु तलत'इ इतठठठे तलड तडइ ठर तललड.

Shreyansh Dubey

Department of Computer Science Engineering

Varanasi, also known as Kashi and Banaras, is a city that can be called a confluence of history, culture, and spirituality. This city has been the centre of India's soul and religion since time immemorial. Here, the city settled on the banks of the Ganges reveals the glory of its past at every turn. For centuries, this place has been the most important place for seekers of salvation, sadhus, monks and pilgrims. Every morning, a new life begins here on the ghats of the Ganges with the first rays of the sun, while every evening, by decorating with the lamps of the Ganga Aarti, this city seems to have absorbed the infinity of the universe. The famous Dashashwamedh Ghat and Manikarnika Ghat are here, where, on the one hand, life is celebrated, and on the other hand, death is welcomed.

The Ganga here is not just a river but a life stream that flows in the veins of this city. Life and death breathe together on the ghats here. People say that Varanasi is the place where death is only the beginning of another life. Be it the cremation of bodies on the ghats or the meditation of the sadhus, the deep mysteries of life can be experienced in every scene here. That is why it is also called the '**City of Salvation**', where even death is welcomed, and it is considered as another stage of life.



Poet Harivansh Rai Bachchan has beautifully depicted the beauty of the ghats of Varanasi in his poetry, where the waves of the Ganges, the garlands of lamps, and the sounds of aarti create a unique atmosphere. In this environment, every person feels connected with the world beyond life. A part of the bustle of life and history is also reflected in the streets here. These streets are so narrow that two people cannot even walk together, but the stories of centuries are hidden in every brick here. From the weaving of Banarasi sarees to the art and craft here, the cultural heritage of Varanasi is alive in every corner. This city of music and art gave birth to great musicians like Ustad Bismillah Khan, in which shehnai tunes Banaras's soul resides. The music here is not just for listening, but it is a means to touch the soul. The music of Banaras is an integral part of life here, where the melodies of the shehnai resonate with the serene waves of the ghats and infuse a unique serenity into the atmosphere.

Kashi Nath Singh, while writing about the ghats of Banaras, has said that the scene of the sun rising and setting here presents a scene that is difficult to express in words. Every moment gives

a new experience when the sadhus on the ghats play their tunes, and the boats float slowly in the waves of the Ganges. Suryakant Tripathi 'Nirala' also depicts the soul of Kashi as it settles in the waves of the Ganges in his poetry. He described it as a city where one experiences the eternal mysteries of life. The sound settled in the air here is filled with the sound of mantras and conches, which fills every person with spiritual experience. This is the city where there is a fair of life, but at the same time, it is also a place of seeking salvation.

The importance of Varanasi is not limited to spirituality alone. The city is also a centre of Indian culture and art. Every thread of Banarasi sarees is a symbol of art and culture here. Its cultural heritage is renowned worldwide, and the city has been home to great figures of art, music, and literature for centuries. The melodies of Ustad Bismillah Khan's shehnai have further strengthened the identity of this city. He said that the music of Banaras is not just an art, it is a part of the soul here. When the tune of the shehnai resonates, it seems as if every street, every ghat, and every temple of Varanasi is living with this tune.

Gulzar has also described the shehnai of Banaras as the heartbeat of life in his poetry, which resides in the veins of this city. This city is a marvellous confluence of music, where the mystery of life and death is embodied in the melodies of melodious flutes and clarinets. Music is not just to be heard; it is to be felt. The sounds here, the echoes of mantras and conches on the ghats, and the music that flows in the air have a charm that binds every visitor.

This shared cultural and religious history of Varanasi is centuries old, where Hindu-Muslims have been presenting examples of mutual respect and brotherhood. Ustad Bismillah Khan, the world-renowned shehnai maestro, had a deep connection with Banaras. He considered the shehnai of Banaras not only a means of music but also a symbol of cultural unity here. His life was a testimony to the fact that music and culture in Varanasi are not limited to any one religion but are a shared heritage of all.

The streets here are not only full of temples, mosques and gurdwaras, but the markets here, the food here and the art and culture here are also wonderful examples of unity. When Banarasi Paan, Langda Mango, and Banarasi Sari, Banarasi Chaat are mentioned, we realise the rich cultural tradition of this city. Hindu and Muslim artisans

work together in the weaving of saris here, which proves that communal unity is built in every art and craft of Banaras. At the same time, among the famous food of Banaras, chaat, kachori, and all the sweets are also a part of the rich tradition and taste here.

Varanasi is the city where death is a celebration, and life is a sadhana. This is the place where every person comes to understand the secrets of his life. To experience this unique confluence of life and death is a journey that is possible only in Varanasi. It is truly called "**Kashi**", a city that has been fixed in its place since eternity, where the stream of time stops and where every person connects with his soul. *"If you haven't seen it, what have you seen?"*

I sit on a riverbank, where
prayers and lights twinkle.

Come to me for peace,
and the Ganges' sprinkle.

Where am I?

Answer: Varanasi



ઝીરો રાષ્ટ્રીય : તેદ પાદખ્પોરદે લાન્દે.

Nivraj Dihingia, MTTM (2023-25)
Department of Business Administration

An awesome must-visit destination, which is surrounded by mountains that reach up to the sky. Ziro Valley is located in the lower Subansiri district in the Indian State of Arunachal Pradesh. It is home to the Apatani tribe and highlights their exquisite cultures, traditions and customs, which have carried on for centuries, generation after generation, which gives the tourists memories to cherish forever in their lives. There are several trekking routes around this valley, which makes it one of the most adventurous sports in North East India. Tucked away in the Himalayan foothills, surrounded by pine-riden mountains, paddy rice fields, quaint hamlets, bamboo huts, and a vibrant range of flora and fauna all together make Ziro Valley a paradise for nature lovers, adventure seekers and cultural vultures. Tourists are also attracted because of the local culture and tribal lifestyle. It is also one of the most popular annual music fests. The best time to visit is from March to October. The Ziro festival from September to October is another attraction. Some of the attractions are Talley Valley Wildlife Sanctuary, Kile Pankho, Meghna Cave Temple, Pine Grove, Midey, and Tarin Fish Farm. Accessibility is also good from Jorhat Airport and Naharlagun Railway Station, Lakhimpur. In a meeting of the Archaeological Survey of India on 12 December 2002, it was shortlisted for inclusion in the Tentative List for further nomination to UNESCO for inscription in the World Heritage Site. This place of thrill is surely not going to leave anyone disappointed after visiting.

© SHANKHA DEEP DHAR

© SHANKHA DEEP DHAR



ANIKHET BURAGOHAIN; MARGHERITA, DHIROK

navagraha temple এ চৌদেড়ালৈ জৰ্ণয় ই গুৱাহাটী.

Pahari Pachani, MTTM (2023-25)
Department of Business Administration

Located atop Chitrlekha hill in Guwahati, which is a fascinating destination for tourists and devotees alike. Dedicated to the nine celestial bodies in Hindu astrology, known as the Navagrahas, this temple is an important pilgrimage site that attracts visitors from across the country. The temple is built in the 18th century, not only offers a spiritual retreat but also presents stunning panoramic views of the city and the Brahmaputra River, making it an ideal location for sightseeing and photography.

The Navagraha Temple's complex features nine (9) distinct shrines, each dedicated to a different celestial body: Sun (Surya), Moon (Chandra), Mars

(Mangala), Mercury (Budha), Jupiter (Brihaspati), Venus (Shukra), Saturn (Shani), and the two shadow planets, Rahu and Ketu. The unique idols representing each planet are made from various materials, such as stone and metal, showcasing the exquisite craftsmanship of local artisans. Here visitors can witness rituals performed by priests, which offers an immersive experience into the spiritual practices that have been followed for centuries. Also, the temple is especially vibrant during auspicious festivals, where devotees gather to perform special prayers and rituals seeking blessings for health, prosperity, and success in their endeavors. These events provide tourists with a chance to engage with

Local culture and traditions, enhancing their understanding of Assamese customs and religious practices.

In addition to its spiritual significance, the Navagraha Temple offers visitors an opportunity to learn about ancient astronomical practices and their influence on Hindu beliefs. It serves as a reminder of how the stars and planets have been revered in Indian culture for centuries. The peaceful surroundings and lush greenery around the temple create a serene atmosphere, providing a refreshing break from the hustle and bustle of city life. For those interested in exploring beyond the temple, the destination with the Chitrlekha hill also features walking trails that lead to breathtaking viewpoints. The gentle hike up the hill is rewarding, as visitors, one can enjoy the scenic beauty of Guwahati and the majestic Brahmaputra River. Additionally, the area is home to several small eateries where tourists can savor traditional Assamese cuisine, adding to the overall experience of their visit.

In conclusion, the Navagraha Temple is a must-visit destination for anyone traveling to Guwahati. With its captivating history, stunning views, and spiritual significance, it offers a unique experience that resonates with visitors

from all walks of life. Whether you're seeking blessings or simply wanting to soak in the cultural atmosphere, the Navagraha Temple promises a memorable journey that connects spirituality and local heritage at one place.



© TRIPADIVS

লমায়ংগ = তেঁহে লান্দে ওঁ বিবাকৈ লব্ধিৎ.

The village of Mayong, located near Guwahati, has been known as the "Land of Black Magic" for centuries. Ancient manuscripts and folklore speak of sorcerers practicing black magic and casting powerful spells. People from the village are said to possess knowledge of **occult** practices that can control minds, summon spirits, and heal illnesses. Though modern times have seen a decline in these practices, Mayong continues to hold a fearful fascination for many.



© BEYONDER TRAVEL

তেজপুৰ = বিষ্ণুদেওঁ পইহা হা বানীপদেবীহা.

Tezpur's name, meaning "City of Blood", comes from an ancient mythological story. The legend speaks of Princess Usha, the daughter of the demon king Banasura, who fell in love with Aniruddha, the grandson of Lord Krishna. Their love story led to a massive **battle** between Banasura and Krishna's forces, staining the land with blood. This is why Tezpur is known as the "City of Blood" in Assamese mythology.



© THE TIME LOCK

কামাখ্যা মন্দির : শক্তি পুণ্যের ঠিকানা।

The Kamakhya Temple in Guwahati is one of the most revered Shakti Peethas in India. According to Hindu mythology, when Sati (the first wife of Lord Shiva) immolated herself, her body parts fell to the earth, and her yoni (womb) is said to have fallen at the site where the Kamakhya Temple stands. The temple is associated with powerful tantric practices, and it is believed that the goddess Kamakhya menstruates annually, which is celebrated as the [Ambubachi Mela](#).



© WIKIPEDIA

পারশুরাম কুন্ডা শক্তি বিলাসের ঠিকানা।

In eastern Assam, near the Lohit River, lies the sacred Parshuram Kunda. According to legend, Parshuram, one of the avatars of Lord Vishnu, beheaded his mother on the orders of his father. To atone for his sin, Parashuram came to the river to wash his axe, and the bloodstains from the axe were washed away, purifying him. Today, Parshuram Kunda is a significant [pilgrimage site](#).



© TRIPADIVSOR



© DEBASHIS NEOG



© DEBASHIS NEOG



DEPARTMENT OF
BUSINESS ADMINISTRATION

WORLD TOUR

CHAPTER 5

BOTSWANA'S ESSENCE OF BEAUTY.

Thero Resego Onthebotse, MTTM (2024-26)
Department of Business Administration

The underlying definition of beauty in Botswana is natural resolutions since it lies in tourism associated with its natural sceneries, cultural roots and abundance of wildlife. Botswana is recognised for offering some of the most untouched and ecologically conserved areas in Africa, making it the best destination for those in quest of authentic, sustainable, and awe-inspiring experiences. Okavango Delta-endemic to Botswana, Okavango Delta is one of the most awe-inspiring natural wonders in the world; it is a **UNESCO World Heritage Site** that offers incredible waterways, lagoons, and islands. Next, the Kalahari Desert has spectacular sunsets and brown dunes, with a very different type of beauty due to its unique wildlife and plant life. Chobe National Park, well-known for its large elephant population, offers incredible views of the Chobe River and striking wildlife encounters with varied species, including elephants, lions and rare birds. Safari experiences allow tourists to eyewitness wildlife in their natural habitats, offering moments of awe and connection to nature.

The traditions and way of living of different ethnic groups, including the San people, bring richness to the experience of culture. The vibrant arts and crafts of Botswana, such as traditional basket weaving and pottery, reflect the country's cultural beauty. Botswana boasts some of the world's best astronomy possibilities thanks to its unpolluted and pristine skies. Nights in the wilderness reveal breathtaking constellations and celestial phenomena, enhancing the magical experience of being in nature. Activities such as hot air ballooning over excursions and guided walking safaris provide unique views of the stunning landscapes, allowing for immersive experiences in the beauty of Botswana.



Botswana is committed to sustainable tourism practices that support efforts to maintain the country's natural beauty and promote conservation efforts. Respect for the environment and local traditions is ensured by having eco-friendly lodges and community-based tourism.

Botswana has long been one of Africa's most politically stable countries. Its dedication to democratic governance, rule of law, and open leadership fosters a welcoming atmosphere for tourists. An example of other countries seeking to strike a balance between social harmony preservation and economic expansion, Botswana's tourism policies, which are based on community empowerment and conservation, have made the country a beacon of peace and stability.

In a nutshell, a beautiful landscape, a wealth of species and dynamic cultures are what make Botswana so beautiful. Because of this, it is a singular location for tourists for both adventure and peace, offering life-changing experiences that immerse them in the spirit of the amazing nation.







© Google; Guests enjoying sundowners at the Okavango Bar

DEPARTMENT OF
BUSINESS ADMINISTRATION

Green Tourism

CHAPTER 6

*Keep the place sustainable,
Make it best for **Tourism.***



Tipi Orchidarium

The Tipi Orchid Research Centre in the West Kameng district of Arunachal Pradesh, India, is dedicated to the conservation and study of orchids, housing over 1,000 species. Established in 2001, it focuses on orchid cultivation, research, and biodiversity conservation. The center promotes sustainable practices among local communities and showcases the economic potential of orchids. Visitors can explore its beautiful gardens while learning about the ecological significance of these diverse plants.

Northeast India: *Sustainability & Food Basket.*

Anikhet Buragohain, MBA (2023-25)
Department of Business Administration

Known for the cultural diversity and picturesque beauty, Northeast India is slowly emerging as a beacon of sustainability.

Evident in their use of local resources, the indigenous communities of Northeast India have long practiced sustainability as a “**way of life**”. One of the most prominent examples of this is the use of bamboo which is used to make houses and daily-use items, its shoots are also a staple food. The versatility of bamboo reduces reliance on plastic and other non-biodegradable materials.

Bamboo shoots are also a sustainable nutrition resource due to their fast-growing nature, short production cycle, and high nutrition value.

Sustainability is also evident in their food habits, where food is procured locally and preserved through methods such as fermenting, pickling, or dry aging. The locally sourced organic food also helps in reducing the carbon footprint.

Furthermore, waste is minimised by feeding food scraps to pigs and utilising most parts of plants and animals, thereby reducing overall food waste.

By embracing modern innovations that complement their traditional practices, Northeast India is slowly becoming self-sufficient in terms of food security and green energy generation.

A powerful example of how traditional ecological wisdom and modern technology can coexist to create a sustainable future, the region is leveraging its unique strengths to position itself as a global leader in green tourism.

For travelers, Northeast India offers more than just what meets the eye - it presents a vision of a future where humanity, technology and nature thrive in harmony, making it ideal for those seeking authentic and environmentally responsible experiences.



PICKLE SHOP, ARUNACHAL PRADESH



UTTARAN 2024

MAHNAZ YESMIN

KAVERI GOGOI

PARIDHI BRAHMA

PAPORI DEKA

SANCHITA FARWAHA

AFRUJA AHMED

PANKAJ SAIKIA

SHREYA SARMA

GAURAV CHAURASIA

DR. NIRANJAN DAS

SHREYANSH DUBEY

NIVRAJ DIHINGIA

PAHARI PACHANI

THERO ROSEGO ONTHEBOTSE

ANIKHET BURAGOHAIN