

Nostalgic Tourism and Make in India with Special Reference to North-East India.

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Abstract:- Tourism sector is an emerging sector not only in term of employment generation but also in term of rising foreign reserves. In recent years the North east region of India has emerge as a new destination of tourist, especially the foreign tourist. The number of foreign tourists visiting the Northeast region has increased by 27.9 per cent in the past one year. The natural beauty of the region attracts a large number of tourists every year. Apart scenic beauty the region have enough potential to attract foreign on the ground of nostalgic tourism and war tourism. The north east region have various historical monuments and war memories, if this are property developed and maintained it can boost the flow of tourist (especially from the ASEAN). The initiatives of Make in India to ease foreign investment in India especially in the tourism sector and the initiatives of Act East Policy to connect the region with the ASEAN will definitely enhance the tourism sector of the region.

Key words: *War tourism, nostalgic tourism, Act east policy*

INTRODUCTION:

Tourism and hospitality have always been the focus point of many speeches of Prime Minister NarendraModi. His strong belief in Tour & Travel Industry is even apparent from the fact that the Ministry of Tourism channelizes half of its budget on developing destinations, circuits and mega & rural tourism infrastructure projects. The government also introduced many initiatives, such as Incredible India and AtithiDevoBhava to attract tourists, especially foreigners. The Make in India is an initiative of Modi government to transform India into a manufacturing hub of the world. Prime Minister NarendraModi launched the Make in India programme on 25 September 2014 in a function at the VigyanBhavan. The major objective behind the initiative is to focus on job creation and skill enhancement in 25 sectors of the economy. The initiative also aims at high quality standards and minimising the impact on the environment. The initiative hopes to attract capital and technological investment in India. Among the 25 sectors travel and tourism is one of the sector included in the initiative of make in India. Tourism plays an important role in Indian economy,

Share of Travel and Tourism in GDP		Increase in %
2013	2,178.1 Billion	7.5%
2014	2,341.45 Billion	
Number of Domestic Tourist		Increase in %
2011	864.53 Million	19.9%
2012	1,036.3 Million	
Foreign Exchange Earning		Increase in %
2012	USD17.74 Billion	2.2%
2012	USD18.13 Billion	

Tourism also plays an important role in generation of employment, it has been estimated that every USD 1 Million invested in tourism generates 78 jobs. With respect to foreign exchange, tourism holds the third position in India next to Gems, Jewellery and Readymade garments. The number of foreign tourists visiting the Northeast region has increased by 27.9 per cent in the past one year.

Year	Foreign Tourist visited NE Region
2011	58,920
2012	66,302
2013	84,820

Source: Report-foreign-tourists-inflow-into-the-north-eastern-states by Tourist Department:

The growth of foreign tourist visiting the north eastern states have shown a positive trend, which implies that the region have a potential to attract tourist, which need to be enhanced in the proper direction to get the most efficient utilization of the resources. The following paragraph tries to highlight some of measures adopted by the Make in India mission to enhance the tourism sector.

Make in India and Tourism: Make in India is focusing in engaging our huge human resource with gainful employment. Indian human resource is primarily based on rural areas, three fourth of the population lives in rural India. Furthermore, more than 65% of total population in India is under 35 years. This signifies the large potential that the country possesses in terms of labour power. Secondly, since most of the country's resources are concentrated on remote areas, by leveraging manufacturing and industry in rural landscapes, the nation can utilise them in an efficient manner. It will reduce the cost of manufacturing that will eventually help end customers. Productivity will increase impacting export and foreign exchange. Hence, these regions will be turned into prerogative engines to drive the nation towards progress. Make in India are enthusiastic steps but without bringing rural India under the ambit of active development, holistic progress of the nation is impossible. India is famous for many unique items and products across the world. Numerous indigenous products of India have a prodigious value in international as well as in the domestic market. For instance, handicraft, handloom and textiles, orchids, herbs and similar products have huge commercial viability in the global market. Industries associated with these products should be developed with bases in rural landscape throughout the nation. This will bring about a sharp breakthrough in indigenous industry and manufacturing of the nation and enable rural communities to become self-dependent with economic empowerment. Furthermore, industries such as tourism have enormous prospects in a country such as India. Top tourism destinations, particularly in developing countries, include national parks, wilderness areas, mountains, lakes, and cultural sites, most of which are generally rural. Thus tourism is already an important feature of the rural economy in these specific sites. In India rural areas are diversify with wide range of culture, traditions and rituals along with scenic beauty and agrarian background which is still waiting to be exploring for tourism development. Rural tourism schemes have been implemented by the Ministry of Tourism in 2002-03 with the objective of highlighting rural life, art, culture and heritage in villages that have a core competence in art, craft, handloom, textiles and the natural environment.

Any successful tourism development, whether rural or not, depends on commercial, economic, and logistical issues, such as the quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of investors. In most of these aspects, rural areas may well be at a disadvantage compared to urbanized and more developed areas. These challenges may be compounded by political and institutional obstacles, particularly in developing countries, i.e. the administrative complexity of dealing with low-populated areas, the lack of policy coordination between rural development and tourism development, and low priority provided to rural areas by central governments. Some of the initiatives to be taken up by Make in India policy in addressing these challenges are

- 1) Skill development schemes that focus on infrastructure development in rural India are the need of the hour. Vocational training along with other subjects across the nation should be imparted by the educational institutions.
- 2) 100% FDI is allowed under the automatic route in tourism and hospitality, subject to applicable regulations and laws.
- 3) 100% FDI allowed in tourism construction projects, including the development of hotels, resorts and recreational facilities.
- 4) Various training regarding hospitality and hotel management should be imparted to the rural youth. So that they can take initiatives in transforming the rural India into a most attractive destination of tourists.

Objective and Methodology:

The paper simply tries to highlight similarity of the north east region with the ASEAN in terms of art and culture. And also tries to explore the potentiality of the region to attract tourist from the South –East Asian countries mainly with reference to nostalgic tourism and war tourism. It also list down few initiatives undertaken by the government to enhance the Indian tourism sector.

Government Initiatives to increase the flow of tourist:

Various measures have been adopted by the government from time to time to ensure the enchantment of tourism sector, some of the measures are discuss below

E – Tourist Visa (e-TV)

The Government of India has introduced the facility of e-TV for the citizens of 150 countries at 16 airports. Introduction of e-TV is a path breaking measure by the Government in easing entry formalities in the country. Government of India has also revised the e-TV fee. Earlier e-TV application fee was US\$60 and bank charge as US\$2 which was uniform for all the countries. The revision of Visa fee has been done on the principle of reciprocity. Bank charges have also been reduced from US\$2 to 2.5 % of the e-TV fee. During 2015, a total of 4,45,300 e-TV holders visited India indicating the success of the new online process. Besides the e-TV, the Government of India has also introduced Visa on Arrival scheme for Japanese nationals from 1st March, 2016

Publicity and Promotion

The Ministry of Tourism promotes India as a holistic destination in the international markets. As part of its promotional activities, the Ministry releases campaigns in the international markets under the Incredible India brand-line to showcase various tourism destinations and products including its cultural heritage. Moreover, a series of promotional activities are being undertaken in tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry. The Ministry of Tourism provides financial assistance to Stakeholders and Tourism Departments of States/Union Territories for undertaking promotional activities under the Marketing Development Assistance Scheme.

Promotion of North East:

Ministry of Tourism in association with the North Eastern States and West Bengal organized the 4th International Tourism Mart (ITM) in Gangtok, Sikkim during 14th – 16th October, 2015. The 1st, 2nd and 3rd ITM was organized in Guwahati, Tawang and Shillong, respectively. The Ministry of Tourism also played an active role in “Destination North East- 2016” organised by Ministry of Development of North Eastern Region (M/o DONER) during 12th -14th February, 2016 at Pragati Maidan along with Tourism departments of North Eastern States by exhibiting stalls of various tourism products. One to one business meetings between tourism service providers from North Eastern regions and tour operators from other parts of India and ASEAN countries were also organised.

National Medical and Wellness Tourism Promotion Board:

In order to tap the potential and advantages that India has in the field of medical and wellness tourism, the Ministry has setup a National Medical and Wellness Tourism Promotion Board. The Board will provide leadership to the Government within a framework of prudent and effective measures, thereby enabling promotion and positioning of India as a competent and credible medical and wellness tourism destination. The Board will be chaired by the Union Tourism Minister and consists of members representing the related Government Departments, Tourism & Hospitality sector and experts in the Medical, Wellness and Yoga.

The Ministry of Tourism has launched the 24x7 Toll Free Multi-Lingual Tourist Info Line on 8.2.2016. Besides English and Hindi, the languages handled by the contact centers include ten International languages namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. The multi-lingual helpdesk in the designated languages provides support service in terms of providing information relating to Travel & Tourism in India and assist the callers with advice on action to be taken during times of distress while travelling in India and if need be alert the concerned authorities.

Further, as per the guidelines issued by the Ministry of Tourism, it is permissible for the Travel Agents and Tour Operators overseas to use the Incredible India logo only for events, brochures, publicity material and advertisements for promoting India, for which monetary support has been extended by the India tourism Offices Overseas. Apart from the above mentioned measures the union tourism minister has taken some initiatives to boost the tourism sector of the north east region. The northeast region have been linked to two new circuits namely the Buddhist Circuit and the Himalayan Circuit. These two circuits come under the scheme of “Swadesh Darshan”. The following table shows the amount of fund allocated for tourism sector in northeast India by the union ministry of tourism. The ministry stated that every central government ministry for the development of North-eastern region are supposed to provide 10 percent of its budgetary allocation whereas the union ministry of tourism have been extending more than 10 percent for the tourism development in the Northeast region for the last three years.

Years	Total budget (in crore)	Amount allotted to NE tourism (in crore)	Percentage of the total Budget
2012-13	950	113.72	11.97
2013-14	980	149.16	15.22
2014-15	1,100	144.68	13.15

Source: Tourism Department report 2012, 2013, 2014 and 2015

North East India and Nostalgic tourism:

The north eastern region blessed by nature with a mind blowing scenic beauty. This region possesses great physical and human diversification to project it as one of the most potential areas of the country in respect of tourism promotion. The newly emerged form of tourism like “nostalgic tourism”, tourists used to visit their ancestral homes or the places where they or their countries had previous associations (interestingly 6-7% of the foreign tourists from Britain and Australia to the Northeast region are driven by such nostalgia). The concept of nostalgia has drawn significant attention from diverse disciplines for its powerful impact on contemporary individuals’ mind and behaviours. However, the study of tourism has been negligent on exploring the association between nostalgia and heritage tourism despite its increasing importance. This note, in recognition of this research gap, offers a chance to understand the role of nostalgia within the heritage tourism context. As there are two types of nostalgia, personal nostalgia and historical nostalgia, particular attention is given to the importance of historical nostalgia. It is argued that the role of historical nostalgia in heritage tourism can be better understood through the reciprocal relationship between sociocultural conditions, the culture industry, and heritage tourism institutions. The north eastern regions have positive aspects in terms of this “nostalgic tourism”. There exist much similarity between the north east region of India and the Asian nations in terms of art and culture like food habit, (rice is the staple food, ASEAN and the tribes of the North East India prefer boiled vegetables and meat in their diet), dressing style (Kho is a traditional dress of Namgyal of Sikkim which bears much similarity with the Tibetan Chuba and Ngalo Bho of Bhutan) and in their traditional dancing style (the traditional dance of north east of Manipur and Mizoram have much similarity with the traditional dance of Thailand)

A very interesting history associated with ASEAN particularly Thailand relating to the establishment of Ahom kingdom in Assam. As per the history Ahom kingdom was led by Prince Sukapha who left Mong-Maolung (which is now included within the Dehong-Dai Singpho Autonomous Prefecture of Yunnan in Peoples Republic of China) in 1215 AD along with several nobles, who marched westward for about 13 years, they arrived at Khamjang valley their first territorial unit. Sukapha and his nobles at first followed the Nampur, and then the Dihing there after the Brahmaputra and the Dikhow and finally arrived at Chariadeo (now under Sibsagar district of Assam) where he established the capital of Ahom dynasty by defeating the existing small rulers like Sutiya, Kachari and Barahi. Since 1996 December 2 has been celebrated in Assam as the Sukapha Divas, or Asom Divas (Assam Day).

There are various monuments built during the Ahom kingdom in Sibsagar district of Assam, like the Tolatol Ghar, Rang Ghar, Chariadeo Maidam, Shiv Dool and Joy dool, etc. These artistic structures have a great potential to attract tourists from the ASEAN. There are several monasteries in Sikkim and Arunachal Pradesh with some historical importance that depict the ancient relationship of the region with the Asian countries. These places of historical importance have great potential to attract a class of tourists who are keen to learn the ancient story behind the monuments. But unfortunately these are not being properly maintained to attract foreign tourists, majority of the tourists visiting those places are local tourists. The places of Assam like Joysagar, Sibsagar, Gourisagar have a rich history associated with ASEAN, if these places are promoted internationally in terms of research studies in collaboration with higher educational institutions of ASEAN can definitely help in binding the region with the ASEAN with a golden thread.

Smith (1998) stated that war is one of the world’s great tragedies, but the history and social outcomes of war as a human experience and event as well as the indirect outcomes of warfare— artefacts, nostalgia, reunions and physical sites with broader historical or environmental significance – serve as resources that can be positioned to stimulate tourism in formerly war-torn regions. The study of James Bigley (2010) reveals the significance of the popular tourism site namely Korean Demilitarized Zone (DMZ).

The Korean DMZ is a geographical region that was established at the end of the Korean War (27 July 1953) with the signing of the Armistice Agreement between the United Nations Forces (UNF) and North Korea. This area has been developed to a war memorial park with various memories of the Korean War. This park displays artefacts of the Korean War, including jet aircraft, tanks and train that symbolised the significance of the last station of the Gyeongui railway, which had connected South and North Korea before the war. A large number of tourists from different parts of the world especially from Japan visit this place with a motive to learn about the place heritage, to view the preserved war materials.

The International border area of Arunachal Pradesh and Sikkim bears several memories of Indo- China war, like War Memorial in Tawang of Arunachal Pradesh have a small museum displays the items used by the Army during the war like gun, bullets, helmet, mugs, pots etc. The cultural capital of Assam the town “Tezpur” also has several memories of Indo China war. Tezpur served as the Indian military base from where the soldiers marched through mud tracks and mountainous terrain and fought with the People's Liberation Army (PLA), which rendered a debilitating defeat to India. The IV Corps conducted the war in the Kameng Frontier of Arunachal Pradesh then. The legend associated with the brave soldier Harbhajan Singh, who have been given the status of a saint and commonly known as the Baba Harbhajan Singh among the Indian soldiers. The memorial of “Baba Harbhajan Singh” in Sikkim near Nathu La Pass, is a great attraction of all tourist visiting Gantok (Capital of Sikkim). All these monuments and memories associated with Indo- China war if properly maintained and promote through media have a huge potential to attract a large number of tourist from the ASEAN with a keen interest in history of site or event.

The war memories of world war II and the Indo China war can definitely boost the nostalgic tourism in the region, if those border areas are promoted as tourist spot. Some of the fiercest battles of the Second World War were fought in the proposed BCIM (Bangladesh, China, India and Myanmar) corridor that seeks to connect Kolkata with Kunming through Bangladesh, northeast India and upper Myanmar. The Kohima-Imphal highway marked one of the turning points of the War. In March 1944, the Japanese 15th Army attacked the British troops stationed in Kohima and Imphal in north east India with an intention to prevent an attack on Burma. In the first week of April, the Japanese attacked at Kohima and Imphal via Mizoram from the Indo-Burma border, to destroy the supply bases of the British.

Kunming-based tourism and culture exchange expert Tony Xiao pointed out that an adventurous tourism and war nostalgia tourism is possible on sites like the Kohima-Imphal highway and the Stillwell Road and also battlefields of Upper Myanma. He also stated that these regions are mostly backward regions; a huge tourist inflow would definitely boost the economy of the region. He said not only Chinese and Indians, but also Japanese, Americans and British tourists would rush to these sites.

The book “Makam” of Rita Choudhary is indeed a Historical novel which carries the actual picture of the then Chinese society in Assam. It carries the actual reason of their migration and the exact scenario of the then China and India. They were not migrated; they were brought to India by the British for the Tea plantation years back. Almost 4 generations passed their life in India and Assam. But still they had to leave India only because of their Chinese originality at that time when China attacked India in 1962. Makam shows the struggles, sufferings and multiple tragedies of the then Chinese origin people. That period is considered as the Black period for the Chinese people. There are still some Chinese people in the upper Assam...especially in Makum, Tinsukia, Dibrugarh, Doomdooma etc. They were still maintaining a dominated life by the system. They were still not recognized boldly in the society. The book “Makam” gave them their lost recognition, their lost prestige, their lost back ground and family. Now they are recognized at the world’s platform for which they can find their origin. The real story holds by the book will really motivate many people (especially from China) to visit these places which bears a dark history of their ancestors.

The Act east policy and the Make in India both together can play a very impressive role in the tourism development of the region by taking initiative in connecting the region with the South east countries of Asia. . The India- Myanmar-Thailand trilateral highway is a game changer to connect India’s north-east with east Asian. This 360 long high way would establish seamless territorial connectivity when it is completed by 2018. The ambitious Trans-Asian railway project, is also on the limelight which is going to connect Myanmar, India and Thailand. The Guwahati- Kunming corridor, the corridor, through the Stilwell Road covering a distance 2276 kilometres, it starts from Guwahati in Assam (India) and goes across Nampong in Arunachal Pradesh (India) and Shindbwiyang, Bhamo and Myitkyina in Kachin (Myanmar) linking the Ledo-Burma road junction through Wanding and Yunnanyi to the city of Kunming in (China) is also one of the initiative of Act East policy to connect North East region with the South East Asian Countries to weave the golden thread of relation between the regions. If these connecting routes are completed and opened for public it will definitely boost the tourism of the North eastern region and the ASEAN. As well connectivity to various places is one of the prime requirements for enhancing tourism.

CONCLUSION:

Tourism industry is a growing industry with great potentiality to generate employment, which has been a burning question for India. Attaching due importance to all possible measures to develop tourism is of urgent need to address to the problem of unemployment and proper utilization of available resources. It has also been seen that over the years tourists are becoming more experienced and sophisticated in their travel habits and prefer quality attractions, facilities and services to have good value for money in their travel expenditure. They are also environmentally and socially sensitive and seek better designed, less polluted destination. Keeping this in mind policy makers should adopt measures to preserve the natural scenic beauty in enhancing tourism

sector. So far as nostalgic tourism is concern development of tourism spot along with maintaining the originality of the place and monuments is always have been a challenge to the government. The act east policy has huge significance for north eastern states. The importance of overland connectivity cannot be neglected, since the maritime trade bypasses the north-eastern region. The difficult hilly terrain would require major investment; here the Made in India policy has to play its role by attracting foreign investment in these projects. Without adequate cross border connectivity, it is very difficult for north eastern India to development a sustainable tourism sector. The security dimension in north east of India has had a dampening effect on infrastructure projects. And they are facing delay due to political, security and financial problems. Because of the security reason the infrastructure projects in the region is only undertaken by the government , in order to attract funds from the private sectors, the peace and order condition in the region need to be ensured.

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