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TAKSHASHEELA

ESTD 2022

CREATING LEADERS OF TOMORROW

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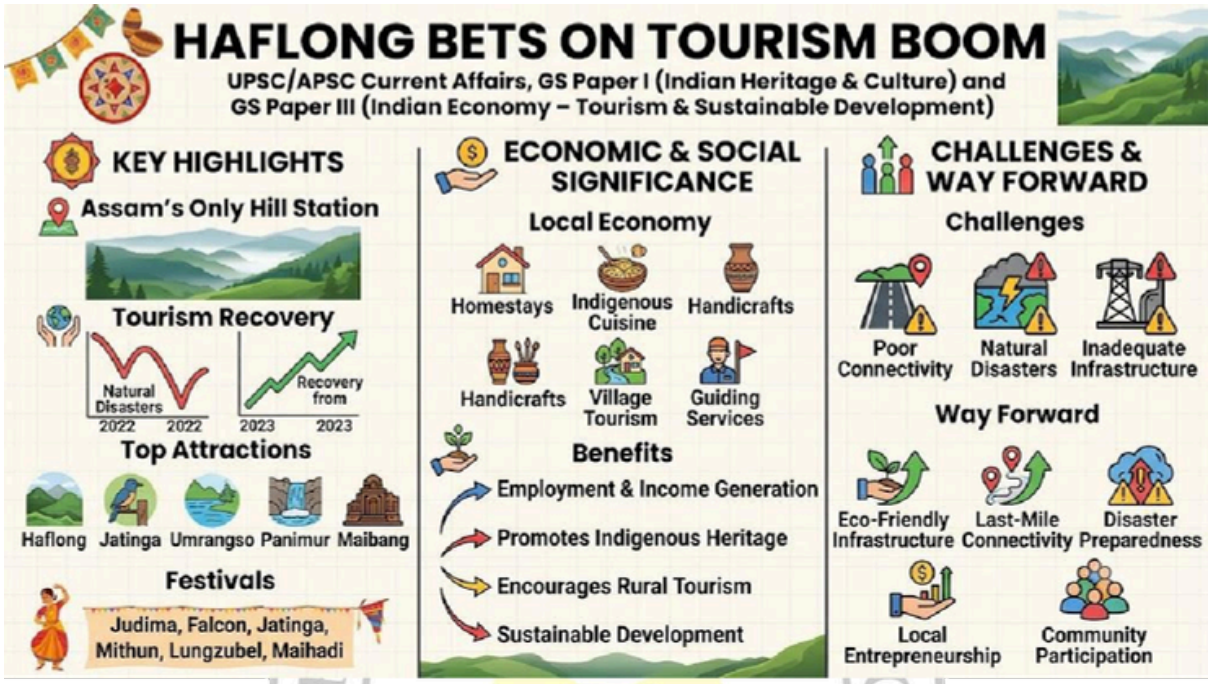
ENVIRONMENT

13/10/2026

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GS Paper I (Indian Heritage and Culture)

Haflong Bets on Tourism Boom



Key Highlights:

- **Haflong**: Assam's only hill station and the flagship tourist destination of Dima Hasao.

- Major tourist destinations:
- **Haflong: Scenic hills and landscapes.**
- **Jatinga: Birdwatching and bird-related phenomena.**
- **Umrangso: Waterside attractions.**
- **Panimur: Natural beauty and waterfalls.**
- **Maibang: Historical and cultural heritage.**
- **Tourism recovery: Dima Hasao recorded an estimated 1.5 lakh visitors in 2021. Tourism was severely affected by natural disasters in 2022, followed by recovery from 2023.**
- **Promotional strategy: Digital platforms, an official tourism website, and festivals such as Lungzubel, Jatinga, Maihadi, Falcon, Judima and Mithun.**
- **Economic benefits: Promotion of homestays, indigenous cuisine, handicrafts, village tourism, local guiding and transport services.**
- **Responsible tourism: Improvement of roads, sanitation, parking, safety and visitor amenities while protecting the environment and indigenous culture.**

Significance for Assam:

1. Generates employment and income for local communities.

2. Promotes indigenous traditions, cuisine and cultural heritage.

3. Encourages rural and community-based tourism.

4. Diversifies Assam's economy and strengthens tourism beyond established destinations.

5. Promotes sustainable tourism and regional development.

Challenges:

Poor connectivity in some areas, natural disasters, inadequate infrastructure and the need to balance tourism growth with environmental conservation.

Way Forward:

Develop eco-friendly tourism infrastructure, improve last-mile connectivity, strengthen disaster preparedness, promote local entrepreneurship and ensure community participation in tourism planning.

Mains Question (10 marks):

Discuss the potential of tourism in Dima Hasao for promoting sustainable development and generating rural employment in Assam.

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