ISBN: 978-81-909047-9-7, p-ISSN:2249-2569, e-ISSN:2320-2955

"THE AURUM" DIGITAL EDITION

INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES, ENGINEERING & PHARMACEUTICAL SCIENCES

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THE AURUM EDITION

IJHEPS/JANUARY 2017

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ARTICLE 1

VISITING SCHOLARLY DEBATES ON REGIONAL SECURITY: NATO'S POLICY ON CENTRAL ASIA

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Abstract:
The paper critically analyzes the concept of 'Central Asia' in the context of NATO. The current debate on Central Asia in terms of NATO centered on five main inter-textual discourses: firstly, a discourse on efficiency with regard to NATO's policy; secondly, a discourse on a resurgence of the Taliban, that is, a new interpretation of Taliban threat in the post-ISAF period; thirdly, a discourse on Iran; that is, Iran becomes a new face of threat in the region; fourthly, a discourse on Forward Operating Locations (FOL) within the geographical boundaries of Central Asia which is regarded to be a mobile group that could tackle any security and humanitarian challenges once such challenges arise; fifthly, a discourse on Islamic insurgency and geopolitics; that is, the countries of Central Asia, in particular Uzbekistan, could counter regional Islamic insurgency as well as Russian influence.

Introduction:

The region of Central Asia – Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan – became strategically important for the North Atlantic Treaty Organization (NATO) in the context of the International Security Assistance Force (ISAF) mission in Afghanistan. The mission took place from August 2003 to December 2014. During this period the region of Central Asia was interpreted within NATO's official texts as 'strategically important regions whose security and stability are closely linked to wider Euro-Atlantic security. Each of the five countries has the potential to positively impact the future development of Afghanistan, where the Alliance remains deeply engaged (NATO 2014)'. While interpreting so, the region was primarily linked to the factor of geography, i.e. the proximity to Afghanistan. Particularly, NATO's official discourse reads (NATO 2014):Central Asian nations have provided support to the NATO-led ISAF operation in Afghanistan. This support has included over-flight rights and the leasing of military bases to individual Allies. Additionally, Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan (along with Belarus, Russia and Ukraine) have provided rail and/or road networks through which non-lethal supplies can be transported to and from Afghanistan.

The quote asserts that the region of Central Asia was important due to its geographical location; this region's location was used to transport non-lethal supplies within the framework of the ISAF. NATO's presence in Central Asia was well justified following the events 9/11. This was a solid background, that is, the felicity conditions within which the Alliance's presence was well justified; based on this justification, the region of Central Asia has been conceptualized as important for NATO. However, at the end of 2014, NATO completed its ISAF mission in Afghanistan. This has posed some conceptual challenges to the idea of 'Central Asia'. That is, a question has arisen in terms of how to interpret 'Central Asia' if not from the viewpoint of geography following the events 9/11. During the years of 2003-2014, the geographical understanding of Central Asia was a key for NATO. That was clear – why Central Asia is important – both for NATO as well as for the states of Central Asia.

The post-2014 NATO involvement in Afghanistan has been discoursed by the commitments of the Alliance, as it was agreed in the NATO Chicago Summit, to train, advice and assist the Afghan National Security Forces. 'As transition of security responsibility is completed at the end of 2014, NATO will have made the shift from a combat mission to a new training, advising and assistance mission, which will be of a different nature to the current ISAF mission (NATO 2012)'. This NATO Chicago Summit discourse was further debated within the expert communities that try to conceptualize the term 'Central Asia' in the post-ISAF period. The article defines five discourses on Central Asia in terms of NATO's policy in the region in the post-ISAF period: firstly, a discourse on efficiency with regard to NATO's policy. The scholars on this discourse argue that there is no clear conceptualization of 'Central Asia' in the post-2014 involvement of NATO in Afghanistan. Such an argument is reasoned in terms of efficiency of NATO's policy; efficiency here ischaracterized by cooperation in-between the

states of Central Asia and NATO that goes beyond purely military interactions; secondly, a discourse on a resurgence of the Taliban, that is, a new interpretation of Taliban threat in the post-ISAF period. In this discursive reasoning, the states of Central Asia are given a particular place as to counter the new face of Taliban; thirdly, a discourse on Iran; that is, Iran remains an influential factor in the region, that is a nuclear Iran; the territories of Central Asia could be used as to counter the nuclear regional power; fourthly, a discourse on Forward Operating Locations (FOL) within the geographical boundaries of Central Asia which is regarded to be a mobile group that could tackle any security and humanitarian challenges once such challenges arise; fifthly, a discourse on Islamic insurgency and geopolitics; that is, the countries of Central Asia, in particular Uzbekistan, could counter regional Islamic insurgency as well as Russian influence.

The article argues that the discourses failed to take their solid ground at present; the reason for that there has not been felicity conditions that could have reified any inter-textual discourse in the post-ISAF period. Aside from the period in-between 2003-2014, within which NATO's presence in Central Asia could be well justified following 9/11 events, the post-ISAF period faces problems connected with that felicity conditions on which a discourse justification would be placed. This critical argument has been developed in four parts. The first part deals with a theoretical framework; it employs intertextual discursive analysis and speech acts through which the NATO argumentations on Central Asia have been analyzed. The second part analyzes how what was discussed in the NATO Chicago summit has contributed to the understanding of Central Asia in the post-ISAF period. The third part discusses the discourses that the experts on NATO have currently regarding Central Asia. The fifth part finalizes the discussed arguments throughout the article.

A. The current discourses on Central Asia in the context of NATO's involvement in Afghanistan in the post-2014 period

The central theoretical argument of the article is that that the interests of NATO with regard to Central Asia does not depend on the purely geographic factor; NATO's involvement in Afghanistan is not limited by proximity of the Central Asian states to Afghanistan; even though the geographical factor of Central Asia diminished its importance for NATO in the post-ISAF period, the interests of Alliance with regard to the region still exist. Such interests always seek for their identities which arise within intertextual discourses through speech acts. In the post-ISAF period, a search for NATO's new identity with regard to Central Asia within an intertextual discourse is under way. This in turn will answer the question of what is Central Asia for NATO in the post-ISAF period.

For example, NATO defense college expert Heidi Reisinger argues that 'the NATO's new partnership policy with regard to the states of Central Asia is to become more efficient and flexible.' Secondly, as she argues, 'the management of the partnership policy is to be thoroughly streamlined by introducing a single set of partnership instruments.' Thirdly, according to her, 'the force contributions of partners on NATO missions are to be clarified and reshaped' (Heidi Reisinger, 2012). As is seen from the Reisinger's argument, there is no clear conceptualization of 'Central Asia' in the post-2014 involvement of NATO in Afghanistan. What is discoursed in the text will serve to textualize the reality in the future. The same applies to Stephan Frühling and Benjamin Schreer. They assert about the necessity of maintaining cooperation with countries and organizations beyond the borders so as to ensure the security of NATO members. According to them, NATO has to offer its partners 'more political engagement with the Alliance, and a substantial role in shaping strategy and decisions on NATO - led operations to which they contribute.' They point at the outdated nature of the existing tools and mechanisms of NATO's partnerships policy (Stephan Frühling and Benjamin Schreer, 2010).

On the other hand, Michael Wills, Xenia Dormandy, Michael Keating and others debate and textualize threats that come from Afghanistan in a new light. They argue that there is the desire to prevent a resurgence of the Taliban so that Afghanistan would not once again provide refuge to terrorist groups

such as al-Qaeda (Michael Wills, Xenia Dormandy, Michael Keating and others, 2014). By textualizing threats in Afghanistan, the scholars try to increase, once again, the importance of neighboring to Afghanistan countries in countering these threats. The same line of textualizing applies to Simbal Khan. She argues that the primary regional objective of NATO is to contain and neutralize the Taliban insurgency in the arc of instability that stretches across Afghanistan's western and southern borders. They mention about launching a broad multilateral initiative where regional countries such as China, Iran, Russia, and the Central Asian states and Pakistan's other strategic partners such as Saudi Arabia and the UAE are brought on board to stabilize Afghanistan and Pakistan (Simbal Khan). In this regard, Central Asia remains still important in countering the Taliban insurgency, as it was the case in the active ISAF operation period.

A third group of experts point at a factor of Iran in textualizing 'Central Asia' in the context of NATO's post-ISAF involvement in Afghanistan. In doing so, they still assert the importance of the geographical factor, i.e. geography is discoursed in a new light. For example, Anthony Spota reasons that the states of Central Asia are located along the ancient 'Silk Road'. In this location these 'stans' could connect Asia (primarily, Afghanistan) with Europe. This geographical connection is important as it can provide support to the international community, for example, in the scenarios that could occur from the rise of a nuclear Iran. 'Should Tehran acquire the capability of nuclear weapons, the possibility of confrontations, both conventional and nuclear would certainly increase', as he asserts. According to him, 'although for the moment a western military intervention in Iran seems improbable, the Stans could provide logistical support should the need arise. This type of support could also prove necessary should NATO need to re-engage in Afghanistan after the 2014 withdrawal.' In this regard, as the expert argues, NATO's continual dialogue and collaboration with Central Asia is important (Anthony Spota). This importance, as we can see from the discoursed statement, is not only justified in terms of Afghanistan, but also in terms of Iran. Iran becomes a new social reality while textualizing the idea of Central Asia in the context of NATO and its post-ISAF interests.

A fourth group of scholars textualizes NATO's interests with regard to Central Asia in the post-ISAF period by focusing on a military component. While discoursing about this component, for example, Olga Oliker and David A. Shlapak say:

From an operational standpoint, NATO has kept so far a limited presence in the Stans, acting through the embassies of some of NATO members. In view of the planned disengagement from Afghanistan, establishing a permanent base is not desired, nor would the Stans themselves allow this from happening. However, Forward Operating Locations (FOL), with a small presence and the support of personnel under contract could be a good idea. Presence of FOLs in more than one Stan would allow for a balanced intervention and not too much dependence on any single country. This would allow NATO to quickly move to address both security or humanitarian issues in the region should the need arise (Olga Oliker and David A. Shlapak, 2005).

The quote reasons that FOL is needed, even though it is not clear for what purposes. This need is justified by the necessity of establishing NATO's post-ISAF period identity with regard to the Central Asian states.

The geopolitical discourse about the NATO's post-2014 involvement in Afghanistan is also intense in defining its interests with regard to Central Asia. For example, Fabio Indeo in his article 'Central Asia beyond 2014: Building Regional Security Architecture' argues that the region of Central Asia, particularly Uzbekistan, plays a relevant role as key transit hub in the North Distribution Network (NDN). It is also significant in countering regional Islamic insurgency. In this regard, according to Indeo, for the reasons of being the transit huband countering insurgency Uzbekistan 'has benefited from modern military equipment and from political support by NATO and US, allowing Tashkent to contain Russian influence and to legitimize its ambition of regional leadership' (Fabio Indeo, 2014). Indeo further argues that:

For Central Asian states, NATO's withdrawal is destined to affect the lucrative implementation of the multi-vector strategy in foreign policy, which has allowed them to balance Sino-Russian influence in military, economic, energy and political field. Given their strategic geopolitical position, Central Asian countries have successfully exploited the competition among external players, enhancing a profitable economic and military cooperation with NATO military forces which also granting them political and diplomatic support (Fabio Indeo, 2014).

Indeo's argument brings to the forefront of the intertextual discourse the idea of Islamic insurgency, and in this light the military support to Uzbekistan may be used by Tashkent to contain Russian influence in the region. This is to assert NATO's identity and interests by showing what Uzbekistan and the other Central Asian states should do and what they could use the NATO's facilities for. In this regard, NATO is needed in the post-ISAF period since Russian influence in the geopolitically important region still exists.

Arthur Dunn argues that it is to be welcomed that the Alliance is not going to leave Central Asia completely. James Appathurai said that 'we intend to end the military operation in Afghanistan in 2014, but it doesn't mean that there will be not a single NATO solder in Central Asia on January 1, 2015. We have long-term obligations to Afghanistan and we do not intend to leave a security vacuum after withdrawal of troops'. But NATO has to present itself not as an invader. It is highly desirable to have there both military forces or instructors and their representative offices, which would help to improve ties and bring Central Asia and the Atlantic military bloc together (Arthur Dunn, 2012).

The Alliance should continue its assistance by showing partners the added-value of a closer collaboration. For instance, the tendency among the regional states is to keep upgrading their military capacities. From this point of view the existing idea of transferring to the Central Asian states excess modern weaponry that will remain after withdrawing NATO forces from Afghanistan looks very attractive. It includes drones, digital radio stations, kits of individual equipment, tanks, ACVs, air defense systems and up to date small arms (Arthur Dunn, 2012).

There are several factors which make Central Asia and South Caucasus vital regions on the stage of world politics. Firstly, this part of the world is a powerhouse of energy resources, such as oil and natural gas. Secondly, the geopolitical location of these areas hosts the 'New Silk Road', an important trade route between China and Europe and sits on the doorstep of China and Russia. Thirdly, Afghanistan can also be regarded as a source of possible threats to neighboring countries and other countries of the world because of its illegal drug production and trafficking, and terrorism (Mirzokhid Rakhimov, 2010). All these factors have rendered the region important for the geopolitical interests of the major and regional powers and international organizations. We can say that these factors are exactly the same as and valid for NATO.

METHODOLOGY /Theoretical framework: intertextual discursive analysis and speech acts

In this article, I undertake an analysis of the concept 'Central Asia' from a constructivist perspective. To do so, I have several reasons. Firstly, interests (of NATO) do not arise from material structures, but from ideational factors which in turn are the result of discourses (intertextual discursive interaction). A simple materialist explanation (i.e. to focus purely on a geographical factor) of the concept of 'Central Asia' with regard to NATO could not explain why the Alliance still talks about Central Asia, even though the mission in Afghanistan was over in December 2014. Secondly, undertaking a discursive intertextual analysis could be traced to a crisis of modernity, where foundational units of analysis such as the autonomous actor (for example, NATO) is becoming less central in the analysis. That is, the social reality – what is 'Central Asia' for NATO –emerges from intertextual discursive interactions rather than from the state-centric analysis (Der Derian, James, and Michael J. Shapiro, 1989).

However, an intertextual analysis could not well explain why certain texts acquire significance, while others not. Consequently, the article employs the speech acts theory; the speech acts theory distinguishes between the purely constative texts and performative (discursive) texts; while the former is assessed in terms of true/false dichotomy, the latter is characterized by the felicity conditions; that is, if we want to have a desired effect on what one has discoursed, this discursive text should meet certain social, political and cultural criteria, that is, felicity conditions; it is these felicity conditions that give a particular meaning to intertextual discursive texts. The 9/11 was a felicity condition for the discursive argumentation of NATO with regard to Central Asia in terms of its military engagement in Afghanistan. The discourses that I will discuss in further could not be purely analyzed by true/false dichotomy; they should meet certain felicity conditions in order to have social effects. Further, I will show that neither discourse has felicity conditions to have a desired effect within the international community; that is why, neither discourse of NATO on Central Asia could be reified and materialized in the post-ISAF period aside from the period before 2014.

The article assumes that the social reality (e.g. 'Central Asia') is not fixed and exogenous; it is rather endogenous and constructed in the course of intertextual discursive interactions through speech acts. In this regard, the concept such as 'Central Asia' has no material foundations, i.e. its meaning are not fixed by nature (i.e. by a geographical factor); rather it is tied to the interactions within intertextual discourses which are activated through speech acts. The meaning of the concept of 'Central Asia' arises from endogenous social (cognitive) structures within discourses in the context of speech acts. Consequently, one can see how concepts could acquire different meanings within discourses; these discourses are speech acts which acquire their significance and power under felicity conditions. The concept of 'Central Asia', which is tied to the felicity condition of Afghanistan (an active phase of NATO's engagement in the country) between the periods of 2003-2014, is one way of textualizing the reality through speech acts. The post-2014 period of NATO's discourses on Central Asia is a different type of textualizing the social reality under different felicity conditions.

CONCLUSION: What is Central Asia for NATO in the post-2014 period?

The article has demonstrated that the interests of NATO with regard to Central Asia do not emanate from the material structures such as geography (even though it arises, it has a meaning within certain felicity conditions). This is clear from the analyses given above. In the active period of the ISAF operation in Afghanistan, Central Asia, its proximity to Afghanistan, was reasoned in terms of geography under the felicity condition, that is, the events of 9/11. The factor of geography was argued as an objective reason of the NATO's interest in the region; the region could successfully be securitized under the mentioned felicity condition. Thus, Central Asia was interesting for NATO in terms of geography following the events 9/11 which caused an active engagement of the Alliance in Afghanistan. Consequently, the end of the ISAF operation seemed to end the NATO's interests with regard to Central Asia. However, in the post-ISAF period, we can an intensification of the new arguments discoursed within academic texts through speech acts. This demonstrates that interests are not determined by the materialist structures, but are shaped in the course of intertextual discursive interactions through speech acts.

As I have demonstrated earlier, Reisinger, Frühling and Schreer argue (performative acts) about the necessity of introducing by NATO more efficient mechanisms to sustain relations with the Central Asian states. They do not argue why the new partnership relations between NATO and the regional states are important in the post-ISAF period. This is to show that NATO's interests are not primarily the result of geography; rather, interests always seek for discursively – either geography or other factors – in order establish NATO's identity. Thus, Wills, Dormandy, Keating, Khan and others argue about the importance for NATO to contain and neutralize the Taliban insurgency in the arc of instability that stretches across Afghanistan's western and southern borders. This argument justifies NATO's efforts in the way of determining the meaning of Central Asia in the post –ISAF period.

The target date of the withdrawal of the ISAF combat mission in December 2014, set at the Lisbon Summit 2010, as well as the shifting of the focus of long-term US foreign policy to the Asia-Pacific region and the US aim of balancing China's influence in this region increase the necessity for the Alliance to redefine its future policy towards Central Asia and South Caucasus (Arif Bagbaslıoglu, 2014).

In the New Strategic Concept, the necessity of maintaining cooperation with countries and organizations beyond the borders so as to ensure the security of NATO members was emphasized. According to the document, NATO is to offer its partners 'more political engagement with the Alliance, and a substantial role in shaping strategy and decisions on NATO-led operations to which they contribute'. Indeed, the likely reform of NATO's partnerships policy had been expected for a while because the existing tools and frameworks were outdated and had not corresponded to the new needs (Stephan Frühling and Benjamin Schreer, 2010).

The other scholars such as Spota try to define the meaning of Central Asia for NATO by pointing at the geographical location of Central Asia in a new light (in contrast to the transit of non-lethal cargo in the period of 2003-2014). In this regard, this geographical location gets a new meaning, i.e. the states of Central Asia are located along the ancient 'Silk Road' which connect Asia (primarily, Afghanistan) with Europe. In this new, broader geographical context, Central Asia is discoursed in terms of Iran (and not only Afghanistan). Thus, the geographical location of Central Asia can provide support to the international community, for example, in the scenarios that could occur from the rise of a nuclear Iran. The discourse on a nuclear Iran is the main factor here to understand what Central Asia is for NATO. At the same time, I believe that Iran's nuclear program should only be for peaceful purpose, and any tensions should be resolved diplomatically.

The plan is a framework through which Allies and Partner countries work to improve cooperation in the fight against terrorism, in a variety of areas, including political consultations and information sharing, civil-emergency planning, force planning, air defense and airspace management, border control, arms control, non-proliferation, and training exercises related to terrorism. In terms of state-building and the regionalization of Central Asia, this plan is NATO's way of focusing on defense and security sector reform which are especially relevant (Simon J. Smith and Emilian Kavalski, 2010).

A search for NATO's interests on Central Asia within intertextual discursive interactions is not limited to Iran. While Oliker and Shlapak point at the formation of FOL in the region of Central Asia for abstract poorly discussed security and humanitarian issues, Indeo talks about NATO's military support provided to Uzbekistan that may be used by Tashkent to contain Russian influence in the region. The latter argument defines the meaning of Central Asia for NATO in the context of Russian. While Russia (along with the Central Asian states) was the part of NATO's common interests in transporting non-lethal goods in the ISAF operation period, it becomes the other to NATO to define its interests in Central Asia in the post-2014 period.

The expert discourses discussed above corresponds to the official discourse in a search of NATO's identity and interests with regard to Central Asia in the post-2014 period. The official discourse, as the expert discourse does, is being conducted around the issues of extremism and terrorism as well as humanitarian and democracy issues. It argues that:

…while Central Asian states can indeed be expected to continue to face threats related to extremism and terrorism after 2014, they also need to address pressing internal challenges relating to equitable socio-economic development, good governance, democracy and human rights. NATO stands ready to assist its Central Asian partners in building democratic, accountable security institutions, as it has done in many other countries (NATO, 2014).

While being in a search of NATO's identity and interests, the official discourse fluctuates from military to humanitarian issues, as the expert discourse does; these discourse could not find their solid ground in terms of felicity conditions; while they argue through speech acts a certain social reality, they are not successful in conceptualizing 'Central Asia' in the post-ISAF period; they are not successful in comparison to the discourse of NATO on Central Asia in the period between 2003 and 2014. Even though NATO and the NATO experts try to conceptualize 'Central Asia' – why the region is important in the post ISAF period, they fail to do so because of absence of felicity conditions that could give a desired social effect on what has been discoursed.

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THE END

ARTICLE 2

PSYCHE OF BLACK WOMEN IN GLORIA NAYLOR'S THE WOMEN OF BREWSTER PLACE AS POST-COLONIAL WRITING

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Abstract:
The study presents the inner life of the characters of Gloria Naylor's debutant novel, The Women of Brewster Place in a post-colonial setting. Black women post slavery still did not achieve real freedom. They bear the triple burden of being Black, female, and poor and so experience the cruelty of racism, sexism and classism as a result of which they are bogged down to the meanest level. They not only experience hardships in society but are burdened by their own men. Their situation is like the colonized people who were also victimized and tormented beyond endurance. Since they share the common burdens of social ills, they support each other in different ways through motherhood and sisterhood watching each other's back and saving from dire situations. The women though distressed join in their struggle and get the courage to not only go on with their lives but also emerge successful in their endeavor.

The post-colonial African American writing primarily focuses on the customs and culture of the black Americans who were enslaved by the whites. Their literature is a response to the age-old claim of the cultural and intellectual superiority by the White colonizers. Post-colonial black writing strives to bring out their belief that they can intellectually match or even exceed their white counterparts. African American literature addresses issues such as the effects of imperialism on identity and racial boundaries, marginality and ethnicity.

Post-colonial literature and African American writing may look like completely diverse fields on the outset but they have much in common. Their goals are similar as in post-colonial literature tries to shake off the imperial mindset of the colonized psyche, which is similar to the African American literature trying to shake off the master slave mindset. In African American writing, one of the most predominant branches that surfaces is that of the female writings. It becomes very important because if being a black was a disadvantage, being a black woman was considered a curse. So there emerged a school of Black women writers such as Alice Walker, Toni Morrison, Zora Neale Hurtson, Maya Angelou and countless others, who wrote about the sufferings of women in the hands of men, the inequalities, the racially bound injustices meted out to them by society at large and their struggle to wriggle out of their inferiority complex, attain a firm stand and eventually to climb heights and achieve position of power. When it comes to female writing, they remind us the basic differences in the mindset between their work and that of their male counterparts, the separate struggles they go through and thrashes the male centric society. Because of this lots of their work has been termed as feministic, sexist and such. Though there can't be outright denial that their work borders on feminism and sexism, one must think from a black woman's perspective. They have been subject to lot of criticism, condemnation, subjugation, slavery and the like not only by the whites but by their own men. So natural tendency of responding to this kind of oppression is to resist and fight back with a vengeance which presents itself in the form of what we have here-angry black women's writing.

To illustrate, Alice walker talks about the preservation of Black culture. Her female characters maintain continuity in both personal relationships and communities. Some of her well-known works *are, The Color Purple, The Third Life of Grange Copeland, In Love and Trouble: Stories of Black Women, Meridian etc.* Then, Hurston talks about the pain-filled and sometimes magical world that surrounded blacks in the South. The stories tell about faith, love, family, slavery, race, and community. some of her important works are *Jonah's Gourd Vine*, *Mules and Men*, *Tell My Horse* and *Their Eyes Were Watching God.*

Gloria Naylor is one such writer whose focus is on portraying the interior lives of black women under the Womanist belief. At this juncture mention, should be made about the Womanist movement which differs from the Feminist movement of the white women. The word "Womanism" was coined by Alice

Walker when she wanted to show the difference in struggle for equal rights between the white women and black women. They had little in common. While the white women fought for the right to work, black women already worked. While white women battled for equal pay, the black women simply wanted a decent wage. Such was the life and struggle of black women. The central theme to African American female writing by authors such as Naylor, Walker etc., was the conflict between a so called “free” society and the underlying inequalities that persisted due to a race and gender combination. Their writings differ from the writings of black men who deal with problems of establishing their own independent identity and socio-political freedom in society. The concept of struggle and coping with the contradictions between slavery inspired discrimination in a free society is and striving for an abstract variant of decency is a hallmark of African American female literature. It must be worth noting that the average African American female suffered discrimination from the African American male psyche as well. One of the authors who illustrates this concept the most vividly is Gloria Naylor.

Gloria Naylor is known best for her social realism novels. She is well versed with both her rich ancestral history and the European tradition. Her novels celebrate the complexities of African American female experience. In each of her novel a community of women emerge, sustaining, supporting and enriching the lives of one another. All her novels are connected with each other. The characters and places mentioned in her first novel becomes the central focus of the next novel. Her first novel, *The Women of Brewster Place* is a novel in seven stories each tells about the life of one woman. As she states in a 1989 interview in *Ebony, “one character couldn't be the Black Women in America. So I had seven different women, all in different circumstances, encompassing the complexity of our lives, the richness of our diversity, from skin color on down to religious, political and sexual preferences” .* Gloria Naylor felt that just one character could not justify the Black Women in America, so she chose to portray the lives of seven different women all in different circumstances. This novel is about poor and working class women whose relationships with each other help them to bear the brutal realities of urban life, where the concept of no discrimination was merely a myth. Each of the women has a different challenge to face. They all try to resist physical and psychological violence and economic poverty cast upon them by not only the White society but also their own men. Gloria Naylor infuses post colonialism in her novels in the belief that feminism and racism is intersected by Post colonialism; in fact feminism is a byproduct of post colonialism.

The lives of these seven women have one thing in common: violence and abuse at the hands of men. The men are cruel to them physically and emotionally. They treat them as objects who don't have any feelings of their own. One can thus deduce that the attitude of even Black men towards the Black woman was colonial. The men who come in the novel are either weak minded or dangerous who pose as threats to the female core. But the women are so daunting even in their desolation, just like the determination of the post-colonial psyche to break free from intellectual shackles. They make their strong stand and fight the hostile world through love, humor, support and companionship from other women. They develop deep bonds which helps them to cope up with the ruthless injustice meted out to them by either their father, son or husband. Each women in the novel unconditionally loves another woman and it is through this selfless love that the women are able to carry on with their lives despite the violence, loss and betrayal.

The plight of the colonized was also similar, but on a more macro social scale. The attitude of the colonizer was to make the colonized economically, as well as intellectually dependent, through a cycle of exploitation. The literary circles amongst the colonized world formed a fraternity and offered unconditional support to each other, which saw the post-colonial literary movement eventually thrive. However, there would be instances when elements with leadership potential and immense talent, within the colonized fraternity, nurtured by all around them, would behave in an extremely counterproductive way by getting into embarrassing scandals that would solidify the colonizers thrust upon belief of intellectual inferiority of the colonized.

Mattie Michael, who is the most dominant character and lead healer in the novel is lured by Butch Fuller. Carried away by pure temptation, pregnant and abandoned by him and beaten badly by her father, she makes a decision to leave home and move up north. She showers all her affection on her son Basil, who turns out to be a thoroughly spoilt child unable to take care of himself. He gets into a bar fight and is booked for murder. “Where was her son? She had to see her son. She could see him tomorrow, before the arraignment. She wanted to see him now. Maybe they had hit him in the stomach. He had a weak stomach and might need a doctor. She wasn't leaving until she saw her son” (BP 46). She has unconditional love for him even when he takes advantage of her love. “It's not 'we,' Mama, it's me. I'm stuck in here-not you. It's filthy and smelly, and I even heard rats under my bed last night” (BP 48). She is rudely awakened and realizes her folly of over indulgence when he runs away from home after she pledges her house as collateral for his bail. Mattie loses her home of thirty years because of his selfish act.

This is like the mercantilist mindset amongst the elements of the colonized, and in another parallel, can also be compared to the relationship between the colonizer and the colonized. During the lifespan of colonization, the common folk worked hard and with all their energy for the sake of the colonizer. After all, an intellectually and economically superior entity should give them a better shot at life. However, all their labor was leeched to a point of the colonized working class not even being able to sustain themselves biologically. The land tax is an example of this kind of exploitation. In this interesting parallel, love for the child is substituted for work and hope. The parallels in the result can be seen more clearly and is central: betrayal. In the colonial era, the colonized were often leeched and betrayed beyond a point of sustenance. In Naylor's novel “Women of Brewster Place”, the son betrays his Mother, taking advantage of her unconditional love. In colonialism, the naive nature of the colonized was often the vehicle of exploitation.

In Naylor's novel, *The Women of Brewster Place*, the relationship between a Black woman and a Black man also resembles colonization. The essence one can derive is that the Black woman faced multifaceted colonization. One faucet emerged from racial discrimination. This macro social discrimination is more in lieu with exploitation that is explored in colonial literature. The second faucet of discrimination is between the Black woman and the Black man, or intra communal discrimination. This discrimination emerges as patriarchy.

All the men in Mattie's life have either abandoned her or abused her or betrayed her. Whereas the women who she is associated with help her especially during the tougher days. Her mother steps in and threatens to shoot her father when he goes berserk on her pregnancy and her resolve not to reveal the name of who is responsible for it. Only then does her father comes to his senses and cries at what he has done in his rage. The father's action may be to establish patriarchy but the motherly affection comes to her rescue: “so help me Jesus Sam!” she screamed. “hit my child again and I'll meet your soul in hell!”(BP 24).

She is helped with a place to stay by her friend Etta Mae Johnson when she leaves the house for good. She is again helped by Eva Turner with a house to stay when everybody else turned her out .Each testing incident in her life makes her a stronger person. She not only braves it out but also serves as a comforter to the other women in the novel. She houses her high spirited independent friend, Etta Mae in Brewster place. The hard realities of life made her wise. She advices Etta to settle down in life with a person who would be serious to marry her and warned her against going out with Rev. Moreland Woods. But she disregards her words and falsely accuses her of talking behind her back. “they'll be humming a different tune when I show up there the wife of a big preacher and I've always known what they say about me behind my back, but I never thought you were right in there with them”(BP 70). Still when Etta realizes that Moreland Woods just used her, she turns to go home and knows by instinct that love and comfort awaited her. The deep relationship the women share is prevalent throughout the novel. The women fall prey to temptation and the machinations of men but

they are helped physically and mentally and brought back on their feet by the women.

Another beneficiary of Mattie's love and care is Lucielia Lousie Turner or Ciel, granddaughter of Eva Turner. Her husband Eugene abandons her and daughter Serena for eleven months. Mattie does not approve of him but is always supportive of Ciel. He treats her badly and forcibly coaxes her to get an abortion done when she gets pregnant for the second time. “And what the hell we gonna feed it when it gets here,huh-air? with two kids and you on my back, I ain't never gonna have nothin'.”(BP 95). In spite of being treated so badly by her husband, he has unexplained love for him. Eugene has no such love and when he plans to leave her and Serena on the pretext of going to work, Ciel unsuccessfully tries to stop him from leaving. Meanwhile the neglected child gets electrocuted and dies. Without Serena, Ciel gives up on life unable to even cry. It is at this point that Mattie decides to intervene who just loves Ciel. “Merciful Father, no!” she bellowed “No!No!No! Like a black Brahman cow, desperate to protect her young, she surged into the room pushing the neighbor woman and others out of her way.....she sat on the edge of the bed and enfolded the tissue-thin body in her huge ebony arms. And she rocked.....(BP 103).

We have the young and Idealistic Kiswana Browne from Linden Hills, who rejects the riches of her family to come and live in Brewster place among the Proletariat class. She is a college dropout who claims to reclaim the African roots. She is contrasted with her mother who is mature and articulate. She is the only character in the novel who lives in Brewster place out of choice rather than force. On one level we see her trying to stand up to the cause of the poor Blacks especially that of women but she does so with the cushion of a father with a “five-figure income and a home in Linden Hills”. She tries to bring some order in the life of Cora Lee by inviting her and her kids over to see a stage play of Shakespeare. She is idealistic, beaming high with confidence to change the unjust world around but lacks the practicality which will make it possible.

The African American is removed from his native and is placed in a foreign environment and is oppressed. Kiswana shows her protest by leaving Linden Hills which she considers alien and comes to stay in Brewster place, which she considers home and identifies herself with the common people here who represent the colonized.

Another peculiar character is Cora Lee who lives in a dream far away from time and place. She and her seven children live a chaotic life who are supported by welfare and its food stamps. She has a strange problem. She is attached to baby dolls as a young child which later develops into an addiction for real babies. She gives birth to children almost all with different men and cares for them only till they are babies. After they grow up, they are neglected. Kiswana invites her and her children to see a Shakespeare's play, A Midsummer Night's Dream produced by her boyfriend Abshu. Naylor's choice of this Shakespearean comedy has multiple purposes in the story of Cora Lee because she lives in an improbable dream land away from reality though her babies grow up and the situation becomes increasingly difficult for her to deal with. After the play, Cora Lee casts a new reality that order and discipline will be restored to her life only to go back home to find another lover in her bed to “show her the thing that felt good in the dark” (BP 109).

Cora Lee's priorities are her babies, everything else comes next. It is similar to the love Ciel has for Serena and Mattie has for Basil. The three women are deeply attached to and live for their children. All these three women are either abused, abandoned or betrayed by the men whom they depend on physically or trust emotionally. They are in a situation similar to the colonized who are made to believe they are incapable of leading an independent life and are tailored to depend on the Colonizers.

The last of the seven women are Lorraine and Theresa whose stories are told only in one chapter with the title “The Two”. They come to live in Brewster place because their lesbian relationship is socially not accepted. Though they love each other a lot, their relationship is not smooth. It is fraught with as

much hostility as love. Lorraine does not want to accept the fact that they are different but Theresa insists on their own mutual dependence as outcasts. Mattie tries to justify the relationship that she too has felt the deep affection for other women and her relationship with them is much more superior than she has ever had with a man. This relationship of Black Sisterhood is the central theme of the novel. "The Two" can also refer to the relationship between Lorraine and Ben who find solace in each other. It is through Ben that Lorraine becomes assertive and a self-defined person. They found comfort in each other but in the end they both held death for each other.

The story of Theresa and Lorraine best explains the colonial condition. They are termed outcast and are bullied by the others in the tenement. Lorraine especially feels so left out and inferior and longs to be branded normal which is similar to the longing of the colonized people to be treated as an equal in society. Each women in the novel support the other women as a mother, sister or a friend. They all share common feelings of being abandoned, orphaned, oppressed and ill-treated by men and branded as an outcast by society. How they bear the physical, emotional and psychological traumas through love, support and humor becomes the central theme of the novel and Gloria Naylor triumphantly brings out the working of the minds of Black Women under the circumstances they are in.

This is similar to the colonized people being oppressed and ill-treated by the colonizers. Post colonization, they try to break free from the emotional and psychological dependence while cracking the inferior mindset branded on them by the colonizers. The most effective way of expressing this is producing literary works which unleashes the pent up resentment, anger, feelings of betrayal etc. This is precisely what Gloria Naylor voices through her characters who are similar to the colonized. The colonized or oppressed people try to reject the previous subjugation and restore their own culture, life style and practice.

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THE END

ARTICLE 3

THE PROBLEM OF TRADITIONAL ARTS IN POETRY OF LALZADA NAZIR SHINWARI

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Abstract:
Khyber literary school at the XX century came into existence as a new Pashto literary school which brought up a number of skilled artists of Afghan literature. Lalzada Nazir Shinwari (1919-2000) was one of the poets who became famous with his philosophical poems. Although he did not study at school, he worked at himself and independently studied Urdu language. Hamza Shinwari evaluated his interest in poetry and taught him secrets of writing poems. Since 1940 he independently began to write poems and contributed Pashto poetry of the twentieth century. He was not only a poet but also became a playwright and wrote a number of radio drams. However, a large part of Nazir Shinwari's heritage is literary poetry. His collection of poems مزل - "Road" was published in Lahore, Pakistan in 1997. Late publication of the collection was explained by author as following: "The reason of the late publication is not financial difficulty. The reason is my creative dissatisfaction. Every time considering about publication of a collection of poems the thought "it is possible to write better poetry" does not give me peace".

The style of Lalzada Nazir Shinwari follows the traditional form and mainly he wrote gazelles. His gazelles are beautiful and rich in Sufi metaphors but also, simple and easy to understand. Most poems of the writer were written in Sufi philosophy and romantic theme. There are many thoughts of writer thinking to understand the truth of the life, and they sometimes bring conclusions about life order and sometimes the life meaning.

هسی ژوند دئ چه په نن صبا کښې تیر شی

سلسله ده صبا ، نن ، او نن ، پرون شی

Translation:

"Life goes so early today
Charter is that tomorrow will be today and today will be yesterday"

The byte above link the temporality of life with its order, but the following byte explains how to spend life significant and understand the essence of life.

څوک چه ژوند د ژوند د پاره وقف نه که

د هغه اوږو ته پیتی خپل ژوندون شی[1]

Translation:

"Those who does not devote his life to life
His own life will be a load on his shoulders"

Poet efficiently used poetic art in these bytes. In order to provide harmonious version the author used widely used the "takrir" art. If in the first byte words نن– "today" and the صبا- the "yesterday" are repeated, in the second byte word ژوند– "life" formed the takrir art.

There are widely used some spiritual and poetic art types such as "tashbeh" (metaphor), "ishtiqoq", "tazod", "tajohuli orif" and "husni ta'lil" in Nazir's creative works. In particular, his gazelles are full of wonderful metaphors and euphemisms.

پښتو قبيلو ورشی سره يو شي

چه سيندونه سره غوند شي سمندر شي[2]

Translation:

"If the Pashtun tribes are together,
Like rivers join and became sea"

This byte of Nazir Shinwari puts forward the idea of a unity of Pashtuns as national-patriotic ideas of Khushhal Khan Khattak and Hamza Shinwari. In the byte can be seen "tashbehi mashrut", which is compared joining Pashtun tribes to the alliance with joining rivers to the sea. Uzbek scientist of literature T. Babayev noted that in most cases, in sentences with tashbehi mashrut, is used "if"[3]. In addition, used art of "husni ta'lil" can prove the idea of the poet which convinces the reader. Yo.Iskhakov noted that "the art of "husni ta'lil" – beautiful proving, cannot give a real argument. It is just a literary argument to strengthen the writer's thought. So, the poet's aim is not directly connected with it but "tashbeh" and "istiora" arts support his opinion".

Tahbeh used in the following byte of La'lzoda Nazir Shinwari can be example for the usage of tashbehi mufazzal (sort of structural elements) tashbehi mashrut(conditions) at the same time.

که پښتون له دغه رازه ښه خبر شی

په دنيا کښي به ښکاره لکه د نمر شی[4]

Translation:

"If Pashto aware of this secret
They become as famous as the sun"

The word "Pashto" is mushabbih – compared thing, نمر– "sun" mushabbihun bih - something which is like, ښکاره– "evident", "certain" vajhi shabih – the reason of being like, and لکه– "the same as" vositayi tashbeh - tool of comparison. At the same time, tashbehi mashrut(sarcastic route) made term that the Pashtun must be aware of the secret in order to be as famous as the sun in the world.

The most used poetry art in the works of La'lzoda Nazir Shinwari is "tazod" (antonym). The following example shows "tazod" between ورځ- "day" and شپه- "night".

خو دی تور د تورو سترګو شو راپورې

چه رڼا ورځ ئې ځما په سترګو شپه کړه[5]

Translation: "

When glanced your black eyes
Turned the day into the night in my eyes"

The other specific feature of the national-patriotic poems of La'lzoda Nazir Shinwari is that the main values common to all mankind are sung in parallel with the national values. The following poem named سمه لار– "The right way" emphasizes that Pashtun people should do good deeds and became famous.

ببنتون هغه چه پښتو په ننګ و نام کا

نه چه قتل بی ګناه کا ستمګر شی[6]

Translation:

"The unjust killing innocent is not Pashtun
Pashtun is - who honored Pashtunvolay"

The byte is deeply linked with the social situation. At the same time, it can be seen the criticism of killings without reason as a result of tribal wars. The writer considered that the man with bloody hand in not Pashto, Pashto is the man who had raised the reputation of the pashtunvolay. But the theme of the national-patriotic is not the main part of Nazir Shinwari's poetic creations. A large part of his poetry consists of religious and philosophical gazelles. But this series of his gazelles characterized by simplicity and easiness to understand. In the following poem it can be seen understandable expression of complex philosophical metaphors:

پرخی غوندی شپو کښې راوریږمه

اوښکی په شیبو کښې راوریږمه

یخ دی په لیدلو لکه واوره شم

ستا په منظرو کښې راوریږمه

نخل د خزان یم پانړی پانړی شوم

څه که په ګلو کښې راوریږمه

...

دردو غم د ژوند هسی حساس کړمه

تل په خوږو زړو کښې راوریږمه

ګرد د تفکر په بربوکی کښې شوم

خپلو فلسفو کښې راوریږمه

حسن څه فطرت ته په خندا اووی

ستا په تقاضو کښې راوریږمه

څریکه د ناظر د احساساتو یم

زړو ته په نغمو کښې راوریږمه

Translation:

" I rain down as dew at night
Pouring tears
I am frozen when I see you
Flow before your eyes
Losing leafs in autumn as persimmon tree
If I had not poured as a bloom
...
Life grief made me so sensitive
The heart is always painful
I am a dust in the flood of images
I have made my own philosophy
Beauty wrapped mind smiling
I flow with your requirement
I am a drop of graceful emotions
I fall with harmony on hearts"

In this gazelle the rhyme is (راوریږمه– fall, flow and loss) used with a great skill, it serves to direct the thought of the reader toward the main idea. In addition, in this poem is used tashbeh (metaphor) art (the poet compared himself with persimmon, dust and drops of emotions) and it was dedicated the original artistic system of images to the gazelle.

Nazir Shinwari named "Socrates of Khyber"[7] by Murad Shinwari for his poems with deep philosophical meaning died on July 1, 2000. His collection of poems پړاوونه- "Levels" was published after his death. His poems covered the themes of love, philosophy, religious, patriotism and national solidarity as well as important life themes. The poet considered that the poem should reflect the problems of life and give reliable solutions. He called the poetry as "interpreter of life"[8].

Conclusion

In general, La'lzada Nazir Shinwari took up the themes of love, national-patriotic, philosophical, and other vital topics of life as a successor of Hamza Shinwari. Spiritual values as kindness, generosity, tolerance, mutual trust, cooperation, and a sense of loyalty in his poems attracts the attention of the people. The poet's thoughts were rich in deep philosophical ideas about the spiritual development of a person, but it was simple.

Flair of poet is also estimated with his capacity of use poetical arts. There are a lot of poetical arts in Nazir Shinwari's gazelles, which contains several unrepeatable poems. Especially, some of his poems has more than one such poetical arts and it serves that, poem's subject matter, consonance and harmony would be in rule.

La'lzoda Nazir Shinwari is considered as a great poet of Khyber literary school and he has special place at pashtu literature of the twentieth century.

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THE END

ARTICLE 4

ROLE OF TOURISM & HOSPITALITY INDUSTRY IN EMPLOYMENT GENERATION IN ITANAGAR (ARUNACHAL PRADESH)

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Abstract:
Arunachal tourism industry is one of the most diverse products on the global scene. To develop and promote tourism as a source of economic growth and to bring Arunachal on the national and international tourist map, tourism shall be considered as an important economic activity for overall sustainable economic growth &ensuring employment generation. Arunachal is growing rapidly in tourism sector; there is good chance for the development of employment generation opportunity. The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, and additional fields within the tourism industry. Itanagar, capital city of Arunachal Pradesh is not only potential hub for tourism but also upcoming business tourism destination because of its easy accessibility. Itanagar is gradually developing and also providing opportunities for blossoming new business entrepreneurs as well as existing business houses to explore Arunachal. To cater the present accommodation requirement of business societies which are coming to Itanagar there are numbers of hotels are available and also many new hotels and accommodation facilities are opening. Besides, tourism and hospitality development it also will opens up new opportunities to provide employment for large section of state's population. As the tourism and hospitality is human resource oriented industry, so yet more opportunities to be expected in future, mainly for unemployed section of state's population. Presently Itanagar have 1(one) three star hotel, 3(Three) three star category hotel, 15(fifteen) two star & deluxe hotels and 1(one) resort.

The three star hotel is undertaken by Indian Tourism Development Corporation named Donyi Polo Ashok. Apart of above accommodation facilities govt. guest house and circuit house is also available in Itanagar.

Introduction:

Arunachal tourism industry is one of the most diverse products on the global scene. To develop and promote tourism as a source of economic growth and to bring Arunachal on the national and international tourist map, tourism shall be considered as an important economic activity for overall sustainable economic growth &ensuring employment generation. As the State is growing rapidly in tourism sector, there is good chance for the development of employment generation opportunity. Tourism sector is having highest employment potential industry, with exploring large investment prospective and by attracting large investment in the segment, large employment opportunity shall be created. Infrastructure is an important determinant for economic development & State thus offers a high scope for profuse employment generation & related activities in the form of accommodation projects, amusement parks and adventure sports, etc.

The State Government has decided and taking steps to develop tourism-hubs for an all-round growth of tourism sector in Arunachal, which would definitely increase more employment opportunities. This paper highlights the role of tourism industry in boosting employment and to search major areas where one can look for more opportunities. The Government is also trying to encourage service-oriented projects like travel operation, tour operation, transport operation, etc. The practical approach of the government of Arunachal in the form of strategic planning and consistent and positive policy initiatives has been a major boom for the employment sector.

The present paper highlights prospective role of Tourism & Hospitality industry in boosting employment in Itanagar.

Tourism in India has generated immense employment opportunities and is a vital source of foreign exchange for the country. The travel and tourism industry contributed Rs 2.17 trillion (US$ 36 billion) or 2 per cent to the country's gross domestic product (GDP) in 2013.The figures are expected to rise to Rs 4.35 trillion (US$ 72.17 billion) by 2024.

The revenue from domestic tourism is likely to grow by 8.2 per cent in 2014 as compared to 5.1 per cent a year ago, according to the World Travel and Tourism Council (WTTC). The Indian hospitality sector has been growing at a cumulative annual growth rate of 14 per cent every year adding significant amount of foreign exchange to the economy.

The Travel and Tourism Competitiveness Report of 2013, published by World Economic Forum, India, stated that the ranking of India is 11th in the Asia Pacific region and 65th in the World Travel and Tourism Competitiveness Index 2013.
As per the Planning Commission, the sector creates more jobs per million rupees of investment than any other sector of the economy. It is capable of providing employment to a wide spectrum of job seekers, from the unskilled to the specialized, even in the remote parts of the country. The sector's employment-generation potential has also been highlighted by the World Travel & Tourism Council (WTTC), which says India's travel and tourism sector is expected to be the second-largest employer in the world, employing approximately 50 lacs people, directly or indirectly by 2019.

The Concept of Tourism

The concept of 'tourism' can be analysed by considering some of the published descriptions and definitions. "Tourism has a connotation of leisure travel and tends to be synonymous with holidays (vacations). This is also reflected in dictionaries, which commonly refer to tourism as travel for pleasure…. business usage, the language of those who earn their living from serving tourists; most of them see tourism in terms of the products they sell and the markets they serve."

Travel for pleasure with an overnight stay appears to be the lowest common denominator of most perceptions of this activity. However, the final test of any definition cannot be its apparent harmony with its usage in everyday speech or, for that matter, that the definition is confined to what one would exclude. Moreover, most accepted definitions go beyond the concept of tourism as a leisure or holiday activity. One of the principal findings that came out of conference resolutions of the

World Tourism Organization, (1991) was a definition of tourism as: "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited."

A working party for the proposed Institute of Tourism in Britain (now the Tourism Society) attempted to clarify the concept of 'tourism' and reported in 1976: "Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions."

The International Conference on Leisure, Recreation and Tourism, held by the International Association of Scientific Experts in Tourism (AIEST) and the Tourism Society in Cardiff in 1981 concluded that: "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home".

Hence, there is general agreement that tourism involves travel away from home for pleasure. This is an extremely inclusive definition that must inevitably include jobs that be serving tourism.

The Concept of Hospitality

'Hospitality', too, is used by different people in different ways. Common usage of the term is reflected in dictionaries as, for example,' the act or practice of being hospitable; the reception and entertainment of guests or strangers with liberality and goodwill' (The Shorter Oxford English Dictionary).

In more recent years a particular use of the term has become evident, which denotes: "hospitality that is the concern of the hospitality industry, also sometimes referred to as 'commercial' or 'professional' hospitality: the provision of accommodation, food and drink for people away from home for reward".

The word 'hospitality' can be defined as the provision of food, beverages, and accommodation. In order to trace the usage of word, there is a need to investigate it from two different contexts to clarify

the concept of 'hospitality'. Firstly, through the academic perspective and secondly, through the professional/industry perspective.

ARUNACHAL PRADESH

The Habitat of the most Splendid, Variegated, multilingual tribal people of the world. The Frontier State of India, Arunachal Pradesh share its border with Tibet(China),Bhutan, and Myanmar(Burma).A Unique Habitat With Glaciers, high Altitude meadows, Sub-Tropical forests and an Amazing array of flora and fauna, all this are more strewn generously with glistening water bodies and gushing rivers. Its dense forest, snow clad peak towering mountains and roaring rivers offer numerous opportunities for rafting, hiking, mountaineering or simple basking in all its beauty.

Arunachal Pradesh has more than 550 rare Species of orchids and hundreds of species of rare plants, covering more than 60% of the total area. The wildlife is equally rich and varied, which includes Elephants, Tiger, Leopard, Jungle Cats, and also White Gibbons, Red Pandas, the Musk and the 'Mithun' (Bosforntalis).

Strung out along the misty hill tops and deep valley, its picturesque tower ship and villages are the first in the land to be kissed by the rays of the morning sun giving Arunachal its unique position as literally. 'The land of rising Sun'.

FACTS AND FIGURE OF ARUNACHAL PRADESH

- CAPITAL: Itanagar.
- AREA: 83,743 Sqkms.
- LATITUDE: Between 26 Degree 30sec North and 29 Degree 30sec North.
- LONGITUDE: Between 91Degree 30sec East and 97 Degree 30sec East.
- POPULATION: 1,45,048
- RELIGION: The Donyi Polo is the ancient religion of these peoples, still followed by many communities; Hinduism, Buddhism and Christianity are the other major religions.
- LANGUAGES SPOKEN: Many Tribal Languages are spoken in the State. English, Assamese, Bangla , and Hindi are also spoken by a large Section of the people.
- LITERACY RATE: 66.95%
- BEST TIME TO VISIT: All year around (Except Rainy Season).
- RAINFALL: 1000mm in the higher reaches to 5750mm in the foot Hills, Spread over 8 to 9 month of the year.
- STATE BIRD: Hornbill.
- STATE ANIMAL: Mithun.
- STATE FLOWER: Rhynchostylis Retusa (Foxtail Orchid).

Itanagar is the capital of the Indian state of Arunachal Pradesh. Itanagar is situated at the foothills of Himalayas. It comes administratively under Papum Pare district. Itanagar is well connected by road. There is a helicopter service between Guwahati and Naharlagun (Itanagar). Buses are available from Guwahati. The nearest railway station is Naharlagun.

Interesting places around are historical fort called Ita-fort which dates back to the 15th century (after which the city is named), legendary Ganga Lake or Gyakar Sinyi and the new Buddhist temple known as Buddha Vihar.

OBJECTIVES OF STUDY

The main objectives of this study:

To search the potential role of Tourism & Hospitality industry in boosting employment in Itanagar.

This paper is very much conceptual in nature and the analysis is based on the information gathered during the field visit & available secondary sources and literature reviews. The secondary sources include the report collected during the field visit. Because of the unavailability of data regarding the number of employed people in tourism Industry only, the study is totally based on the available hotels data.

STUDY AREA, LOCATION

The study area, (coordinates between 27.1000° N and 93.6200° E) at 350 meters above mean sea level. Itanagar is located in Papumpare district of Arunachal Pradesh shares boundary with Assam. Since the study area is concentrated to particular place or point so I have taken the whole Itanagar in general and highlighted not only about the hospitality (Hotel) industry of Itanagar but also the potential areas for employment generation from available tourism infrastructures in Itanagar.

Itanagar is now becoming a tourism hub and business tourism destination &simultaneously is a potential area for employment generation. Actually the Itanagar Tourism is still at a sprouting stage and lots of things to be done in the coming years. Besides, tourism development it also will opens up new opportunities to provide employment for large section of population.

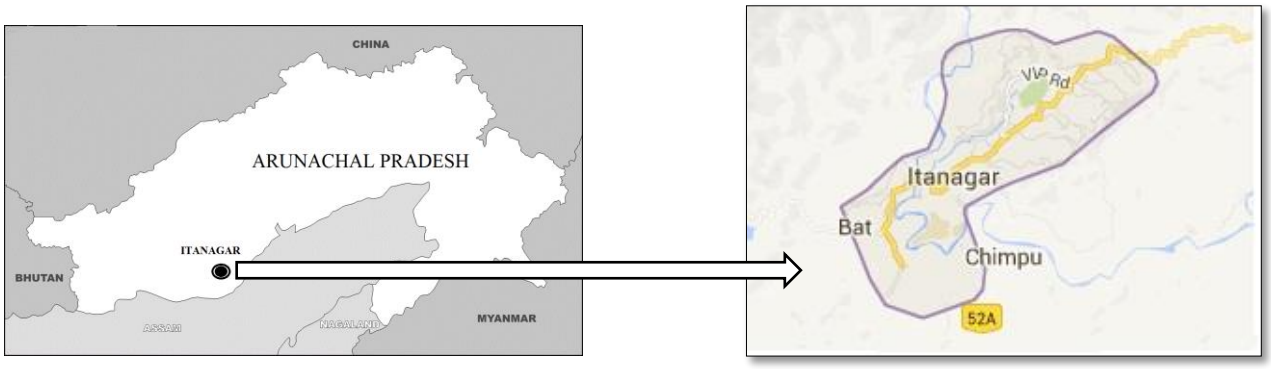
As the Tourism and Hospitality is human resource oriented industry, so yet more opportunities to be expected in future, mainly for unemployed section of population.

Hotel Industry in Itanagar

Itanagar, capital city of Arunachal Pradesh is not only potential hub for tourism but also upcoming business tourism destination because of its good communication network. Itanagar is gradually developing and also providing opportunities for blossoming new business entrepreneurs as well as existing business houses to explore arunachal. To cater the present accommodation requirement of business societies which are coming to Itanagar there are numbers of hotels are available and also many new hotels and accommodation facilities are opening. Besides, tourism and hospitality development it also will opens up new opportunities to provide employment for large section of population.

As the tourism and hospitality is human resource oriented industry, so yet more opportunities to be expected in future, mainly for unemployed section of population. Presently Itanagar have 1(one) three star hotel, 3(Three) three star category hotel, 15(fifteen) two star & deluxe hotels and 1(one) resort. The three star hotel is undertaken by Indian Tourism Development Corporation (ITDC) named Donyi Polo Ashok. Apart of above accommodation facilities govt. guest house and circuit house is also available in Itanagar.

Figure 1. Map of Study Area- Itanagar



TOURISM & EMPLOYMENT RELATIONSHIP

Tourism, being a service industry, it has a significant effect on those areas which has surplus labour, because for this sector the skilled & efficient human resources are extremely important. It has a great effect on local population employment. There is a positive relationship between the growth of tourism and increasing employment advantages.

This also helps in minimize the extremities of poverty. In the field of construction, advertisement & management (of infrastructural facilities) of tourist centers, a large number of professional & unprofessional (skilled, semi skilled and unskilled) are required. The proper utilization of these available human resources could be an asset for tourism development & side by side further prediction of employment.
Based on the study by india today and other tourism stakeholders it founds that the domestic travel and tourism sector is expected to be the second-largest employer globally by 2019, says a report jointly published by the Associated Chambers of Commerce and Industry of India (Assocham) and Yes Bank.

Travel and Tourism share employment generation in India is likely to be significant in the next couple of years. Country would develop a good number of sites for tourism with an extensive focus on agri-tourism

Agri Tourism Study, India is set to become fifth-fastest growing business travel destination from 2011-2019, with an estimated growth rate of 8.8 per cent. This will make tourism the largest service industry in the country.

Travel and Tourism sector be expected to be the second-largest employer in the world which is likely to employ over 40,037,000 by 2019. The chamber report has projected that India would get capital investment worth $94.5 billion by 2019 in tourism sector. Growing T&T industry will place India at the third position in the world in a decade's time. The growth will not only be driven by the urban India but also the rural India, especially rural and agri-tourism. This will also garner revenue for the rural population.

Agri-tourism will comprise of agro museums, agriculture related festivals and fairs, including farmers' markets, farm vacations, heritage trails, farm tours and farm activities.

The agri-tourism will bring the primary sector agriculture closer to the service sector and will attract more attention to development of rural infrastructure. This will also create employment opportunities and empower the local population. Growth in T&T industry will stimulate investment and create opportunities in ancillary and support line of business. It will showcase the environmental, cultural and heritage aspects of the region as also further showcase local cuisine and culinary practices, handicrafts and vernacular skills. Tourism sector is the largest service industry in India, with a contribution of 6.23 per cent to the national gross domestic product (GDP) and 8.78 per cent of the total employment. The sector, which was hit by global recession, attracted investments of $ 5.3 billion in 2008- 09 and show a growth of two per cent.

ARUNACHAL TOURISM AND EMPLOYMENT

The final frontier of Indian tourism, virginal Arunachal Pradesh shows up as a giant patch of unexplored green on the country's map. India's wildest and least explored state, Arunachal (literally the 'Land of Dawn-lit Mountains') rises abruptly from the Assam plains as a mass of densely forested, and impossibly steep, hills, which eventually top off as snow-capped peaks along the Tibetan border. Home to 26 indigenous tribes, Arunachal is perhaps the last sanctuary for India's natural and anthropological heritage. Much of the state still remains beyond tourism's reach, but new areas (comprising lush river gorges and craggy mountains capes) are slowly being opened to visitors.

Arunachal finds mention in the literature of Kalika Purana and Mahabharata. This place is supposed to be the Prabhu Mountains of the Puranas. It was here that sage Parashuram washed away his sin, sage Vyasa meditated, King Bhishmaka founded his kingdom and Lord Krishna married his consort Rukmini.

The widely scattered archeological remains at different places in Arunachal bears testimony to its rich cultural heritage. Arunachal Pradesh, a serene land tucked into the North Eastern tip of India, invites

you to relax in its picturesque hills and valleys, enjoy its salubrious climate and meet its simple and hospitable people, with their glorious heritage of arts and crafts and colourful festivals that reflect their ancient faith in the inexorable power of nature.

The visitor has a wide variety of options to pick from. There are places of worship and piligrimage such as Parasuramkund and 400 years old Tawang Monastery, or the sites of archeological excavations like Malinithan and Itanagar, the serene beauty of lakes such as Ganga lake or Sela lake or the numerous variations of scenic beauty of the snowclad silver mountain peaks and lush green meadows where thousands of species of flora and fauna prosper.

In addition, the state provides abundant scope for angling, boating, rafting, trekking and hiking. Besides, there are a number of wild life sanctuaries and national parks where rare animals, birds and plants will fascinate the visitor.

Nature has provided the people with a deep sense of beauty which finds delightful expression in their songs, dances and crafts. The climate varies from hot and humid to heavy rainfall in the Shivalik range. It becomes progressively cold as one moves northwards to higher altitudes. Trees of great size, plentiful climbers and abundance of cane and bamboo make Arunachal evergreen.

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The Arunachal economy is characterized by Public, Private & agricultural sectors, whereas, the Private play a very important role in minimizing the problem of employment. Tourism is a labour intensive industry. It definitely helps a state economy in a variety of ways. As per increasing importance of Arunachal state in terms of investment destination, entering into new era of immense employment generation, particularly in the tourism sector.

As per my visits at various tourist places and discussed with various stakeholders in the local tourism markets, brought out various constraints faced by tourism industry at various tourist destinations in the state. Major constraints are poor quality of infrastructure, and the major is the lack of professionals manpower, not being qualified resulting in poor quality of service. It is true that after consideration of tourism as an industry, there is increase of employment opportunities in the state, but still there are some areas where this advantage is lacking. The emergence of new areas as a tourist destination, require proper management of employment. Tourism creates large number of direct jobs in establishment like hotels, restaurants, tourist shops, travel agencies and also in transport, handloom and handicraft industries in the state. It also generates certain category of workers like interpreters, guides, tour operators etc. Those directly employed in the tourism industry creates indirect employment in certain other sectors through their demand for goods and services. In most of the districts of

Arunachal the development of tourism, has created the jobs by building construction industry, by stimulated growth in ancillary trades such as arts and crafts, sanitary ware, glassware, crockery, linen, furnishing and furniture and many others.

RESEARCH METHODOLOGY

Research Plan

a) Research Type:

Descriptive research.

Personal Interviews: The researchers conducted personal interviews with the employees & the Managers of various hotels to understand and find out role of hotels in employments generation in Itanagar in comparison to other sectors

b) Research Method:
Extensive literature study

Sample Plan
Sampling Techniques:
A random sample of 5 hotels representing various segments of the Hotel industry of Itanagar was selected to conduct this study. These segments included Three Star Category, Budget hotels & Resort.

Data Collection:
Collection of Data:
The data required for the research was collected using the following techniques:
Primary and Secondary

a) Primary data collection method:
Hotels Visit and employees
Personal interview

b) Secondary data sources:
Printed & Digital information
Manuals & Pamphlets and Booklets

Methods of Research
a) Meeting with Employees and Executives.
b) Literature and statistics from the Internet.
c) From books, magazines and newspaper.

Limitations
a) To get Information was a problem due to limited well established and organized hotels as well as the hospitality sector in Itanagar is in developing stage.

b) Limited time & Resources

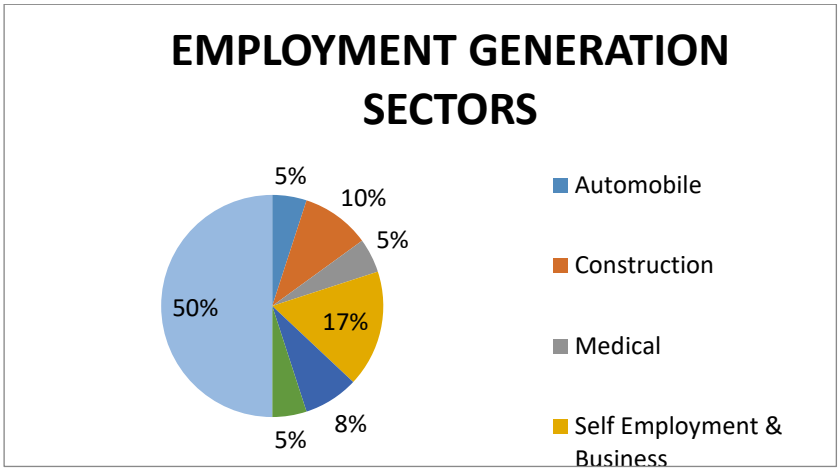
c) Desk research, as the Arunachal Tourism and Hospitality is in its blossoming stage.

RESEARCH ANALYSIS
No. of Employees worked in hotels of Itanagar

Name of Hotels /Resorts	Departments/Job Areas	Total Numbers of Staff/ Employees
HOTEL ARUN SUBANSARI, Zero Point Tinali, Itanagar	Production, Food & Beverage, Front office, Housekeeping, and Security	30
HOTEL TODO, Mithun Gate Itanagar	Production, Food & Beverage, Front office, Housekeeping, and Security	50
SANGO RESORT, 6 -Km, Itanagar.	Production, Food & Beverage, Front office, Housekeeping, and Security	25
HOTEL ANNE, Bank Tinali, Itanagar	Production, Food & Beverage, Front office, Housekeeping, and Security	25
HOTEL MOOMSIE, Zero Point Tinali, Itanagar	Production, Food & Beverage, Front office, Housekeeping, and Security	27

(Source: As per personal interview and Telephonic interview with the managers).Dated: June/2016

Figure 2. Showing share of Employment providing sectors in Itanagar



RESULT & DISCUSSION

Major Areas where Employment can be boosted through Tourism

Arunachal has immense potentialities lies in its culture and population. In the state there are 26 major tribes and more than 100 sub tribes which make Arunachal a hub of India's most popular unexplored cultural heritage destination, it has great potentiality in engaging manpower. Every year many of tourists visit Arunachal and if there is an increase in the number of visitors to a destination, there is bound to be an increase in the manpower requirements of the travel industry. The development of hotel industry could become the crucial way to cater the need of the tourist and for a better services a huge involvement of personals (labours) are required. A 30% increase in the occupancy of tourist hotel will result in increasing the demand for more staff at the hotel counter, drivers, guides and shops, etc. It is the direct employment resulting from increased flow of tourism.

The Itanagar region is now emerging as a major tourist hub in the Arunachal. The Itanagar is known for emerging business hub for Arunachal. Its role in the tourism development also should not be ignored. The development of hotels and resorts helps in the direct and indirect employment to people. Employment in the Hotels and resort including the manager, receptionist, kitchen staff, drivers, maids and housekeeping cleaners, janitors, waiters, cleaners and housekeeping staffs and in food preparation and serving jobs, including waiters and waitresses, bartenders, fast food and counter workers. Larger hotels employ chefs and head cooks who create menus, develop recipes, and oversee food preparation operations and personnel. Restaurant cooks specialize in the preparation of many different kinds of foods and menu items, generally cooking from scratch and typically only when ordered by diners. They make sure that guests not only have clean rooms, but have all the necessary furnishings and supplies. Workers in the various food preparation and serving occupations deal with customers in the dining room or at a service counter. Waiters and waitresses take customers orders, serve meals, and prepare checks. In smaller establishments, they often set tables escort guests to their seats accept payment, and clear tables. The industry also employs a large number of recreation and fitness workers. At resort & hotels and at vacation and recreational camps, recreation workers organize and conduct recreation activities for guests and campers.

These positions office and administrative support occupations can also provide jobs in hotels. Hotel desk clerks, bookkeeping and accounting clerks and switchboard operators ensure that the front office operates smoothly. Hotel, motel, and resort desk clerks process reservations and guest registrations and checkouts, monitor arrivals and departures, handle complaints, and receive and forward mail. The duties of hotel desk clerks depend on the size of the facility. In smaller lodging places, one clerk or a manager may do everything. In larger hotels, a larger staff divides the duties among several types of clerks. Hotels and other accommodations employ a variety of workers found in many other industries.

General maintenance and repair workers fix leaky faucets, do some painting and carpentry, make sure that heating and air conditioning equipment works properly, mow lawns, and eliminate pests.
The rural tourism will booster employment generation. Banking on the rich traditions of art, craft and culture in the Arunachal villages and aiming at the sustainable tourism development. The village destinations will be marketed based on rich traditions, crafts, accommodation, cuisine, hygiene and other basic amenities etc. their accessibility, environmental issues, Safety, law and order situation (for both the local population as well as tourists), etc. There are number of rural areas have been identified based on their core competency in handicrafts, handlooms and culture, close to existing destinations and circuits.

The rural tourism will boost employment and revenue generation at the local level. Activities like religious and archeological tourism, heritage, corporate tourism, coastal and adventure tourism, highway tourism & medical tourism etc., offers bright scope for employment generation. The tourism related activities in the form of accommodation projects, food oriented projects, amusement parks and water sports, handcraft village complexes, sports/health facility complexes, etc. are the other areas where this opportunity can't be ignored. The Government would also like to encourage service-oriented projects like travel operation, tour operation, transport operation etc.

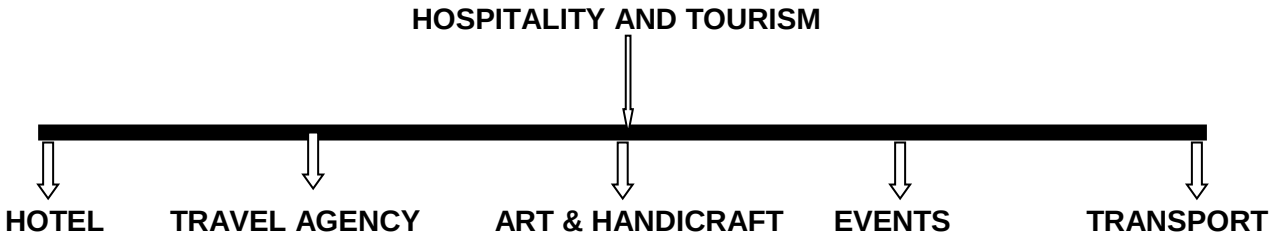


Figure 3. Showing various areas of employment in Hospitality and tourism sector.

These are the above areas in tourism and hospitality field where one can find job as well start their own venture as an entrepreneur.

FINDINGS

The study reveals that tourism and hospitality one of good source of employment in the developing cities like Itanagar .It provides a platform to all section of unemployed population irrespective of race and gender. Tourism and hospitality not only good source employment but it would provide opportunities to local population grow and develop and enjoy the modern world. Hospitality and tourism not only provide job but also initiate the entrepreneurships and motive the local population to participate and gain the economic benefit of the tourism and hospitality.

Conclusions

The main reason for tourism arrivals in Itanagar is business activity. Being a business area it is a leading business hub of state. Major constraints are poor quality of infrastructure, malpractices by operators, manpower not being qualified resulting in poor quality of service, absence of a proper marketing and promotion, air connectivity and concerns related with carrying capacity and environment. Itanagar has vast opportunity to provide employment in above mentioned fields. No doubt, that most of the centers are lacking manpower & wherever they are, mostly hired not permanent. They are employed at short term basis. Employment is concentrated in hotel and resort areas. These are the areas where, tourism policies to be reformed and made it employment friendly.

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THE END

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Ijheps/June 2017

ISBN: 978-81-909047-9-7

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Original Price: 30$
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