

## **A STUDY ON IDENTIFYING THE DRIVERS OF GROWTH OF PHOTOGRAPHIC TOURISM IN THE DISTRICT OF TINSUKIA, ASSAM**

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### **ABSTRACT**

Photographic Tourism is relatively a new addition to the existing Tourism industry. This tourism dimension is gaining popularity in recent years, especially due to the technological revolution that has made photography accessible to everyone. There is a dearth of research for which its role in the context of economic development has never been assessed. This paper tries to identify the drivers of growth of photographic tourism in the district of Tinsukia, Assam. Understanding the drivers of growth is very much important for effective policy making as well as developing photographic tourism products to suit the tastes and preferences of tourists visiting the district.

**KEYWORDS:** Photographic Tourism, Photographic Tourists, Drivers of Growth