

DEVELOPING RURAL TOURISM IN MIZORAM: A CASE STUDY OF CHAMPHAI DISTRICT

Thesis Submitted for the Award of the Degree of
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By
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CERTIFICATE

This is to certify that the dissertation entitled ‘Developing Rural Tourism in Mizoram: A Case Study of Champhai District’ submitted to the Mizoram University for the award of the degree of Master of Philosophy in Commerce, is a record of research work carried out by Mrs. Lalhunmawii Chhakchhuak under my supervision.

She has fulfilled all the requirements laid down in the M. Phil regulations of Mizoram University. The dissertation is the result of her investigation into the subject. Neither the dissertation as a whole or any part of it was ever submitted to any other University for any research degree.

Date : 18th July 2014

Place: Aizawl, Mizoram

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DECLARATION

I Lalhunmawii Chhakchhuak, hereby declare that the subject matter of this thesis is the record of work done by me, that the contents of this thesis did not form bias of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the thesis has not been submitted by me for any research degree in any other University/Institute.

This is being submitted to the Mizoram University for the degree of Master of Philosophy/Doctor of Philosophy in Commerce Department.

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Preface

Tourism comprises 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 the exercise of an activity remunerated from within the place visited. Rural tourism is an experienced oriented tourism which mostly happens in countryside. It is beneficial to the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. The present study attempts to map and explore the potentials of rural tourism within the study area and the roles of local community towards development of rural tourism.

The study uses primary as well as secondary data. Secondary data is collected from publications from various journals, books, research reports and other publications from government and non government sources. The primary data is collected through a structured schedule as well as from observations and informal interviews. The collected information have been analysed with the help of tables and percentage.

The study is broadly divided into four chapters which are:

1. Introduction
2. Potentials of Rural Tourism in Champhai District
3. Role of Local Community Towards Rural Tourism
4. Conclusions and Suggestions

Chapter 1 highlights about the meaning of Tourism, Rural tourism and the need to study the potentials of rural tourism in Champhai district. In this chapter literature reviewed are highlighted

Chapter 2 identifies the profile of tourists' respondents and potentials of rural tourism for each studied village.

Chapter 3 highlight the roles of local communities towards rural tourism development.

Chapter 4 deals with the conclusion and suggestions of the research.

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LIST OF ABBREVIATIONS

BADP	Border Area Development Programme
BPC	Bangladesh Parjatan Corporation
CFA	Central Finance Assistance
CRDR	Centre for Rural Development & Research
DDO	Drawing and Disbursing Officers
Dept	Department
FEE	Foreign Exchange Earning
FTAs	Foreign Tourist Arrivals
GDP	Gross Domestic Product
Govt	Government
IASET	International Association of Scientific Experts in Tourism
IHMS	Institutes of Hotel Management
IITTM	Indian Institute of Tourism and Travel Management
IKK	Isua Krista Kohhran
ITDC	Indian Tourism Development Corporation
JAC	Joint Action Committee
MHIP	Mizo Hmeichhe Insuihkhawm Pawl
MST	Mizoram State Transport
MTDA	Mizoram Tourism Development Authority
MUP	Mizoram Upa Pawl
NCHMCT	National Council for Hotel Management and Catering Technology
NGOs	Non Government Organisations
OECD	Organisation for Economic Cooperation and Development
RD	Rural Development
UN	United Nation
UNWTO	United Nation World Tourism Organisation
UPC	United Pentecostal Church
UTs	Union Territories
VCP	Village Council President
VDP	Village Defence Party
WTO	World tourism Organisation
YMA	Young Mizo Association
YLA	Young Lai Association

INTRODUCTION

Tourism has emerged as one of the central means by which rural areas can adjust themselves economically, socially and politically to the new global environment (Hall, 1998). Rural tourism is an experienced oriented tourism which mostly happens in countryside. It shows the rural art of life, the habits of the native people and is normally natural in its form. Most of the locations are sparsely populated where local events are organized based on preservation and promotion of culture and heritage. To understand the real meaning of rural tourism, first we must understand what tourism is.

1.1. Meaning and Definition of Tourism

Tourism is currently one of the world's largest industries and the fastest growing sector of the market. It is usually being viewed as multidimensional, possessing physical, social, cultural, economic and political characteristics. With the changing economic dimensions and work culture, the standard of living and lifestyle of a person changes from time to time. Many people travel to a certain place with the desire to get the knowledge of a particular culture or to spent their leisure time in a new destination and explore the place. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Unlike other industries, tourism has a lot to offer, it has a greater scope for economic, social, cultural and regional development. The term

‘Tourism’ is not synonymous to the term ‘travel’, displacement of a person is an essential criteria in ‘tourism’, but all travel is not tourism. The World Tourism Organisation (WTO) has used three criteria simultaneously to characterize a trip as belonging to tourism. The displacement must be such that:

- It involves a displacement outside the usual environment.
- Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited. The earlier limits, where tourism was restricted to recreation and visiting family and friends, are now expanded to include a vast array of purposes.
- Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay.

According to the World Tourism Organization, “Tourism comprises 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 the exercise of an activity remunerated from within the place visited”. The definition of tourism has undergone through many changes along with historical changes. Tourism Society of England (1976) defines tourism as ‘The temporary short-term movement of people to destinations outside places where they normally live and work, their activities during their stay at these destinations. It includes movement for all purposes, as well as day visits and excursions’.

In 1981, the International Conference on Leisure- Recreation-Tourism, held by Tourism Society in England, defined it as, “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 stay away from home”. This definition was subsequently accepted by the International Association of Scientific Experts in Tourism (IASSET). Mathieson and Wall (1982) also define tourism as ‘The temporary movement of people to destinations outside the normal places of work and residence, activities undertaken during their stay in those destinations and the facilities created to cater for their needs’. These definitions indicate that tourism has expanded in its range and scope. The movement of tourists from the place of origin to the destination is further described as:

1. International Tourism: when the travel is from one country to another.
2. Domestic Tourism: when the travel is within the country i.e., tripping taken by a tourist within his/ her own country or where the origin and destination are in the same country.

A revised definition given at the United Nations (UN) Conference on International Travel and Tourism held in Rome in 1963 has defined the term 'tourist' as any person visiting a country or place other than that in which he has his usual place of residence, for any reason other than an occupation remunerated within the place or country visited. These definitions were again revised and updated at the World Tourism Organization (WTO) Conference in Ottawa in 1991. The most popular and widely accepted definition of tourists given by WTO is “a tourist is any person traveling to and staying in places outside their usual environment for not more than one consecutive year for

leisure, business and other purposes”. It further outline the purposes of travelling which includes recreation, holiday, sports, business, meetings, conventions, study, visiting friends or relatives, health, mission work or religion.

Canada uses a minimum distance of 80km for including a respondent in their Canada Travel Survey but the US Bureau of Census defines a visitor (tourist) as anyone who travels at least 160km (100 miles) one way away from home, except for purposes commuting to work and regardless of the length of stay. The Australian Bureau defines a tourist as any person visiting a location at least 40km from his usual place of residence for a period of at least 24 hours and not exceeding 12 months for leisure, business and other purpose.

1.2. Meaning of Rural Tourism

Rural tourism is a multifaceted which showcases the rural life, art, culture and heritage. It refers to an experience of rural lifestyle and the unique scenery beauty which only the rural areas can provide. Rural tourism is the type of tourism where a person spend his time visiting rural areas for the purpose of participating in or experiencing activities, events or attractions not readily available in urbanized settings.

Rural tourism mostly takes place in natural environment which has a greater emphasis on the human touch as against such conventional tourism which needs huge infrastructures like exhibition spaces, amphitheatres, lodges, service centres, etc. for tracking down conventions and exhibitions at international level.

The Ministry of Tourism, Government of India defines rural tourism as any form of tourism that displays the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. Rural tourism is essentially an activity which takes place in the country side. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. Rural tourism brings entrepreneurial opportunities, income generation, employment opportunities, conservation and development of rural arts and crafts, infrastructure development and conservation of the environment and heritage to the rural community.

According to Eurostat definition, ‘rural tourism is the activities of persons travelling to and staying in rural areas (without mass tourism) other than those of their usual environment for less than one consecutive year for leisure, business and other purposes (excluding the exercise of an activity remunerated from within the place visited)’. No internationally accepted definition of rural tourism exist at present but the definition of tourism and related title are on a high demand, rural tourism definition given by the WTO and Eurostat are often coined widely.

Since rural tourism involves travelling to and staying in rural areas, one must define the rural tourism area. The proposed definition of rural tourism areas is based on two basic criteria:

- size and density of population
- Tourism accommodation supply of each locality.

Rural tourism areas are thinly populated areas supplying limited tourist accommodation capacity.

1.3. Tourism Growth: Indian perspective

Tourism is a multi-dimensional phenomenon; it has a significant contribution to the socio-economic conditions in many countries around the globe. Varied activities have been performed at different levels of the economy with a different purpose and outlook, for some, tourism maybe an employment generating industry, while some people find it as their business enhancer. In many countries entrepreneurs, organisations and government agencies work together for promoting their tourism industry as it contributes a lot in the upliftment of their economy and their social conditions.

Tourism is identified by the United Nation World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD), as one of the five key sectors with great potential for high impact in Aid for Trade at the WTO Fourth Global Review of Aid for Trade in 2013¹(UNWTO) has observed 27th September as World Tourism Day. UNWTO is the United Nations agency responsible for promotion of responsible, sustainable and universally accessible tourism. It is a leading international organization in the field of tourism which acts as a driver of economic growth,

¹UNWTO Annual Report 2013.

inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

The UNWTO Annual Report 2013 shows that after achieving a historic milestone in 2012-of one billion people travelling the world in a single year-international tourism continued its momentum with a 5% growth in 2013 or an additional 52 million international tourists, bringing up the world total to a record 1,087 million arrivals. International tourist arrivals are expected to increase by 4 % to 4.5 % in 2014. Despite the ongoing global economic challenges and geopolitical changes, international tourism results were above expectations and long term forecasts. In 2012, international tourism generated US \$ 1.3 trillion in export earnings.

Table 1.1: International Tourism Arrivals in 2013

Regions	No of tourists arrival	Percentage
Africa	56 million	5%
America	169 million	15 %
Asia & the Pacific	248 million	23 %
Europe	563 million	52 %
Middle east	52 million	5 %
Total	1087 million	100

Source: United Nation World Tourism Organisation (UNWTO)

1.3.1. Tourism in India

India is the second most populous country in the world and in terms of area; it is the seventh largest country in the world. It is an important tourist

destination as it has many attractions to offer to the tourists of varying tastes. The varying climate, unique endowed natural resources and the rich culture and heritage of India attracts many tourists around the globe. India has a rich and diversified physical beauty; with foggy hill stations, beautiful beaches, flora and fauna of all kinds, exotic valleys, mountains and rivers that are all breathe taking beauty. The rich historical sites and temples, colourful festivals of each occasion, the spices and dances of India make India a popular tourist destination. India has attracted many traders, travellers and even invaders from many parts of the world since ancient times.

For the first time the Government of India had created tourism cell in the Department of Transport in 1949. Later on the Ministry of Tourism was formed under the charge of a cabinet minister in 1960s. The tourism policy was promulgated by the Government of India in 1982 and the tourism was declared as an industry in 1986. In July 1991, tourism was also declared as priority sector for foreign investment. With the knowledge that tourism played an important role in the development of an economy, the Ministry of Tourism has eventually taken various steps to promote and develop tourism with its slogan ‘Incredible India’.

The Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/ agencies, the State Governments/

Union Territory Administrations and the representatives of the private sector.

The Ministry also has the following autonomous institutions:

1. Indian Institute of Tourism and Travel Management (IITTM).
2. National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management (IHMS).

Indian Tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of the Ministry of Tourism. It is incorporated on October 1, 1966. The ITDC played a key role in the development of tourism infrastructure in the country. Apart from developing the largest hotel chain in India, the ITDC offered tourism related facilities like transport duty free shopping, entertainment, production of tourist publicity literature, consultancy, etc. The ITDC has played a committed and pivotal social role in the development of tourism infrastructure in backward areas, thereby, trying to promote regional balance. The ministry has taken the initiatives of identifying, diversifying, developing and promoting niche products of the tourism industry. This is done in order to overcome the aspect of ‘seasonality’, and to promote India as a 365 days destination, attract tourists with specific interests and to ensure repeat visits for the unique products in which India has comparative advantage.

The number of Foreign Tourist Arrivals (FTAs) in India during 2011 was 6.31 crore with a growth rate of 9.2% over 2010. FTAs during 2012 were 6.65(provisional) million with a growth rate of 5.4% as compared to the FTAs of

6.31 million during 2011². The World Travel & Tourism Council calculated that tourism generated INR 6.4 trillion or 6.6 % of the nation's GDP in 2012. The number of Domestic Tourist visits to the states/UTs in 2012 was 1036 million as compared to 865 million in 2011 and 748 million in 2010, thus the increase percentage is 19.87% during the year 2012 over 2011 as compared to an increase of 15.6% in 2011 over 2010.

Table 1. 2: Foreign Tourist Arrivals in India during 2002-2012

Year	Foreign Tourist Arrivals(in Nos)	Percentage Change Over Previous Year
2002	23,84,364	-6.0
2003	27,26,214	14.3
2004	34,57,477	26.8
2005	39,18,610	13.3
2006	44,47,167	13.5
2007	50,81,504	14.3
2008	52,82,603	4.0
2009	51,67,699	-2.2
2010	57,75,692	11.8
2011	63,09,222	9.2
2012	66,48,318	5.4

Source: Annual Report 2012-13, Ministry of Tourism, GOI

²Annual Report 2012-13, Ministry of Tourism, Government of India

The tourism sector continues to play an important role as foreign exchange earner for India. In 2011, Foreign Exchange Earnings (FEE) from the tourism were Rs. 77,591 crore as compared to Rs. 64,889 crore in 2010, registering growth rate of 19.6% (India Tourism statistics 2011). In 2012, India ranks 38th among the top tourist destinations of the world and ranks the 9th position in Asia Pacific.

Table 1.3: Foreign exchange Earnings in India during 2002-2012

Year	Foreign Exchange Earnings(Rs. crores)	Percentage Change Over Previous Year	Foreign Exchange Earnings(in million US \$)	Percentage Change Over Previous Year
2002	15,064	-0.1	3,103	-3.0
2003	20,729	37.6	4,463	43.8
2004	27,944	34.8	6,170	38.2
2005	33,123	18.5	7,493	21.4
2006	39,025	17.8	8,634	15.2
2007	44,360	13.7	10,729	24.3
2008	51,294	15.6	11,832	10.3
2009	53,700	4.7	11,136	-5.9
2010	64,889	20.8	14,193	27.5
2011	77,591	19.6	16,564	16.7
2012	94,487	21.8	17,737	7.1

Source: Annual Report 2012-13, Ministry of Tourism, Government of India.

The travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries. The World Tourism Organisation report shows that India ranked 16th position in the world in collection of receipts from tourism and 7th among the Asia Pacific countries.

1.3.2. Tourism in the Northeast

The north-eastern region of India is the most varied, but also the least visited by the foreign travelers. Before independence, the entire north-east was known as Assam Province. The North East is a frontier region in every sense. It has over 800 km of border with Burma and at least that distance again with China and Bhutan. But although the northern border runs through the easternmost extension of the Himalayas and the border to the south east with Burma also runs through mountain ranges, the north eastern hill states are a region of transition. Even Assam, now confined largely to the Brahmaputra Valley, is highly distinct.

Various factors including ethnic and linguistic divides led to the formation of seven separate States, now popularly called the seven sisters. These seven states are of Assam, Arunachal Pradesh, Meghalaya, Nagaland, Manipur, Mizoram, Tripura. These states are situated in the north-eastern part of India. In many ways, north-east is very much unlike the rest of India. It is an area inhabited by a great number of tribes who speak a hundred different dialects and languages. In Arunachal Pradesh alone, over 50 distinct languages are spoken. In

some ways, these hill tribes are similar to tribes found in other parts of the Himalayas.

The tribal people here have more similarity with those found in Burma, Thailand and Laos. During the British period, the Christian missionaries found the tribesmen an easy prey for conversion under the State patronage. The missionaries were the only people to get Inner Line Permits to enter the tribal areas. Although predominantly Christians, these hill men still follow their old customs and traditions akin to Hindus. The partition in 1947 was greatly responsible for the region's separation from India, but the tourism has been recently promoted in the north-eastern states of India. Since 1972, Parliament of India has set up a North Eastern Council marking a new chapter of planned development of Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. Recently Sikkim has been added to the list. Most of the infinite variety of its geographic setting, topography, varied flora and fauna and avian life, rare orchids and butterflies, brightly painted monasteries, challenging rivers, the history of ancient traditions and lifestyles, its festivals and crafts make it a wonderful holiday destination.

The Ministry of Tourism, Government of India has developed a brand line titled 'India's North East- Paradise Unexplored' for promoting the region. For the development and promotion of North East Region, 10% of the plan allocation of the ministry has been earmarked. The financial assistance being given to North East States includes assistance for development of tourist infrastructure, promotion of fairs/ festivals and tourism related events in the

region, information technology related projects, publicity campaigns, market development assistance, human resource development, promotion and marketing etc. For the year 2012-13, an amount of Rs. 92.92 crore has been released so far for promotion and development of infrastructure under the Product/ Infrastructure Development of Destinations/ Circuits Scheme of the Ministry of Tourism in the North East Region (Ministry of Tourism, Govt. of India Annual Report 2012-13).

The northeast region is rich in social cultural heritage. It has a dense forest, perianal rivers, hills, valleys and plains that can draw tourists to this region. In winters mist carpets the valley and swirls around the travellers in hills during summer rains, thus creating an enchanting atmosphere. Each state is a traveller's paradise, with picturesque hills and green meadows. In spite of this unique feature, many of the tourists' spots in the northeastern region are unexplored and there is a need to map these potential spots of tourism in the northeast.

1.3.3. Tourism in Mizoram

Mizoram is one of the northeast states having a feature of hilly areas in most of the areas, it is located in the southern tip of Northeastern region of India, slicing its border with Myanmar in the east, Bangladesh in the west with Assam and Manipur located in the northern border. It became the 23rd state of India on the 20th February, 1987. The geographical area of Mizoram is 21,087 Sq. km with a population of 10, 91,014. The state has eight districts with Aizawl as its capital city. In Mizoram there are 830 villages amongst which 719 villages are

inhabited and 111 villages are uninhabited³. Most of the area is covered with verdant forests dominated by thick bamboo groves, rare flora and fauna and breathtaking valleys. This is the land of Highlanders, or the Mizos, who are by nature carefree and hospitable to visitors

Mizoram is a mountainous state nestling in the southern tip of the north-eastern region of India, sandwiched between Myanmar and Bangladesh. The Tropic of Cancer runs through the heart of the state. Mizoram has a pleasant climate throughout the year and is a land of great natural beauty having rich variety of flora and fauna. The landscapes of bluish hills and mountains, steep rocky cliffs, serene lakes and deep valleys of gurgling rivers with its spectacular waterfalls makes the state an ideal destination for nature lovers. The fantastic array of wildlife especially the bird is an added attraction.

In spite of the state being blessed with natural beauty, awareness in regard to tourism is very low. The following table shows the tourists arrival in Mizoram for the past 10 years.

³Census of India,2011

Table 1.4: Tourist arrivals in Mizoram during 2000-2013

S/N	Year	Domestic	Foreigner	Total
1	2000-2001	29,152	235	29,387
2	2001-2002	29,870	257	30,127
3	2002-2003	31,429	294	31,723
4	2003-2004	34,013	321	37,334
5	2004-2005	38,226	304	38,530
6	2005-2006	45,999	313	46,312
7	2006-2007	50,244	542	50,786
8	2007-2008	44,226	735	44,961
9	2008-2009	56,793	842	57,635
10	2009-2010	57,639	675	58,314
11	2010-2011	57,623	619	58,242
12	2011-2012	63,512	744	64,256
13	2012-2013	64,631	712	65,343

Source: Department of Tourism, Govt. of Mizoram

From the above table, we can see that Tourist inflow within the state is also increase year after year, except for the year 2007-08. At the same time foreign tourists arrivals barely accounts only 1 % of tourists arrivals within the state.

Department of Tourism

Tourism needs to be organized in a manner that it brings about development for the economy. The Department of Tourism, Government of Mizoram was bifurcated from the Department of Information and Public Relations only in 1987. Its main function has been development of tourism and its allied activities and building basic infrastructure for Tourists. The Department has a Directorate but no District office in the State. From its inception, it has been concentrating in building tourist infrastructure for accommodation as well as recreation facilities. It has developed a number of Tourist Lodges, Highway Restaurants and Picnic spots all over the State through financial assistance from the Ministry of Tourism, Government of India.

The Department's main thrust area has been the construction of basic accommodation for Tourists visiting the State and development of recreational facilities for tourists. In addition to this, the department has been running the various Tourist Lodges and Highway restaurants in the State, meeting the demands of accommodation needs of the Government as well as the general public and the Tourists visiting the State. The Department has now completed 38 Tourist Lodges and Highway Restaurants, which are being managed by the Department. Revenue earned by the Department from its various properties has also been increasing steadily.

MIZORAM MAP

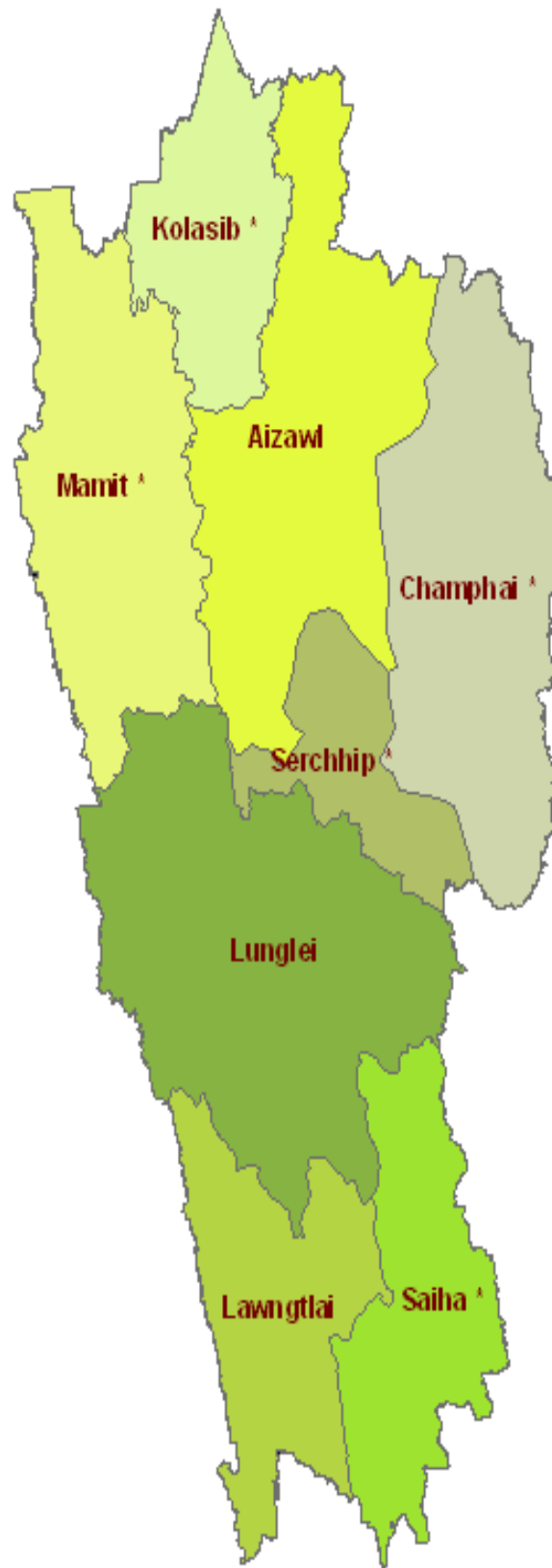


Table 1.5: District-wise Number of Tourist Spots, Tourist Lodges, Availability of Rooms and Beds (As on 31st March, 2011):

Sl. No.	District	No of Tourist Spots	No of Tourist Lodges	Total No. of Rooms	Total No. of Beds
1.	Mamit	3	4	34	68
2.	Kolasib	2	5	42	94
3.	Aizawl	10	8	111	226
4.	Champhai	12	5	51	107
5.	Serchhip	2	2	15	32
6.	Lunglei	5	8	55	120
7.	Lawngtlai	3	2	14	36
8.	Saiha	4	4	30	76
Total		41	38	352	759

Source: Statistical Abstract of Mizoram 2011

The Department of tourism collects revenue from the room rents and food and beverages served at the various tourist lodges and restaurant run by the department. In these tourists infrastructure, the rates are fixed reasonably to comply with the government officials on duty. At the same time, we must be aware that the state entirely depends on the central assistance for the creation of tourism infrastructure.

Table 1.6: Annual Income of Tourism Department

S/N	Year	Amount(in lakhs)
1	2000-2001	20.14
2	2001-2002	23.79
3	2002-2003	32.26
4	2003-2004	43.37
5	2004-2005	49.70
6	2005-2006	62.10
7	2006-2007	81.64
8	2007-2008	86.41
9	2008-2009	110.17
10	2009-2010	123.51
11	2010-2011	148.15
12	2011-2012	153.64
13	2012-2013	171.67

(Source: Tourism Department, Govt. of Mizoram)

With a view on the substantial improvement on the infrastructural facilities within a short span of time, tourism development in Mizoram has also shown a reasonable growth.

Mizoram Tourism Development Authority (MTDA)

MTDA is a society formed in the year 2008 by a memorandum of association and registered under the Mizoram Societies Registration Act 2005. Its memorandum of association also defines its membership, aims and objectives. The MTDA consists of the following members:

- (i) Chairman : Minister of Tourism, Govt. of Mizoram
- (ii) Vice Chairman: Secretary, Tourism Dept., Govt. of Mizoram
- (iii) Secretary : Director, Tourism Dept., govt. of Mizoram
- (iv) Fin. Secretary: Jt. Director, Tourism Dept., Govt. of Mizoram
- (v) Treasurer : DDO, Tourism Dept., Govt. of Mizoram.
- (vi) 2 Members : Hotel & Restaurant Association of Mizoram
- (vii) 2 Members : Travel Agents/ Tour Operators

The main aim and objective of the society is to assist the efforts of the Central Government and the State Government in respect of developing tourism in the State. MTDA has been the supervising body for the rural tourism projects implemented at Thenzawl and Lungtian Village.

1.4. Review of Literature

Lane (1994) reviewed how the principles of sustainable tourism have special relevance to the development of rural tourism. He examines how those principles can be translated into practice by the writing and implementing of regional sustainable tourism strategies. He determined the various approach, and offers guide-lines for future practitioners.

Bhattacharya (2004) conducted a study to evaluate the status, progress, problems and potentialities of tourism development in Assam. He points out that in spite of the state being economically backward; the state is blessed with rich potential tourist destination. Hence, there is an ample scope for a decentralized development by using tourism as means of economic development in the state.

Turtureanu (2008) pointed out that society based tourism can play a fundamental role in poverty alleviation in countries like Romania. The village landscape, wildlife, community and cultural life, natural heritage are key assets that attract visitors. The countryside, market towns and villages have much to offer the visitors, and are major factors in generating trips from within the country and from over. They all may contribute to a great extend to global growth of the Romanian tourism, implying human communities reunited in associative forms, action groups, for solving issues as: roads and communication networks, water supply, sewages, or environment protection. The rural tourism gradually gained field, the European rural tourism gained greater and greater importance. Rural European space needs new viable perspectives and alternatives, to prevent degrading social positions of rural population.

Tureac, Turtureanu, and Bordeau, (2008) stressed some elements related to the concept of rural tourism which has nowadays become very important around the world. The rural tourism can revitalize the conventional concepts and views on tourism, and bring in a new dimension to the sustainable development of tourism. It has been realized that tourism can play a major role in many countries economies, especially in developing ones, where it can substantially contribute to the increase of the national income. In this respect, they mention that Romania has a lot of resources to develop this tourism branch: villages with well conserved traditions, folklore, wildlife, natural heritage. All these natural elements put in value together with investments in infrastructure have determined an increasing demand for the Romanian rural destinations.

Aref and Gill (2009) study showed that local communities based tourism can play a fundamental role in poverty alleviation in rural areas. The study was made using qualitative approaches to illustrate development of rural tourism through rural cooperatives in Iran, a brief conception of rural tourism and its barriers in the rural areas has also been shown.

Duncan (2009) highlighted in his essay how tourism is a tool to preserve cultural heritage. He point out the contribution of tourism in three different areas: designing sustainable touristic policies, creating economic benefits to communities and developing virtual traveler communities. Cultural heritage tourism has resulted in the improvement of local communities more specifically through the formation of local jobs and new business opportunities for them. Certainly, tourism is a tool to preserve cultural heritage and all the efforts

oriented to develop this sector are likely to have a positive impact on local communities.

Kulcsar (2009) conducted a study to examine the competitiveness of village tourism destination in Hungary utilizing comparative and competitive advantages as the theoretical base. The study identifies the key success factors, touches upon possible problems and puts forward solution for these. The presupposition of the author is that rural tourism can be competitive only if it creates value both for demand and supply side and if the actors of the rural area cooperate their activities. The author further emphasized the role of suitable competences and resources.

Raju (2009) pointed out that tourism is a catalyst for stimulating economic, social and cultural activities. The money spent by tourists tends to percolate through many levels and has a multiplier effect. The development of a tourist circuit results in the development of the area and the overall economy, from which the entire community benefits.

Shamsuddoha (2009) highlighted that Bangladesh is a riverine country having a huge scope of nature based tourism, research based tourism, and culture based tourism and eco-tourism. Bangladesh is one of the third world countries having scarcity of his finance but they can increase their GDP through by giving stress to the tourism industry. From overall point of view, Bangladesh Parja tan Corporation is an only one government tourism service provider firm in Bangladesh, which practices modern marketing concept. But in some sector they are lagging behind. They have a lot of opportunities to earn foreign and local

revenue from this sector but this sector is totally ignored. The researcher has put forward some recommendation. If BPC follows these recommendations, in the long run, BPC will become revenue-generating organization. Bangladesh has a lot of potential tourist spots but it should do find out the exposure. Otherwise, she cannot cash from this potential sector. And private sector should encourage by the government to work together for the sake of the development of tourism industry in Bangladesh.

Nagar (2010) in his study based on a survey conducted among 419 tourists visiting a hill station in Northern India revealed that tourists' loyalty towards a destination is influenced by the image and the personality of the destination, and that the tourist perception of the destination personality has a positive impact on the perceived destination image.

Kim and Wicks (2010) proposed a revised model for strategic tourism cluster development in emerging nations by reformulating and combining Porter's diamond model with the tourism competitiveness models of Crouch and Ritchie (1999) and Dwyer and Kim (2003). The main factors of the tourism cluster on an individual and system level constitute the cluster and support the competitiveness of tourism destinations. These factors are indices of domestic and regional environments where destinations are located and where the tourism cluster is formed. They include core resources and attractions, destination management, complementary conditions, and demand conditions. They further outlined that when these environments support and permit sufficient inputs such as skilled labor, assets, attractive resources, and provide better information about

products and tourist needs to the relevant suppliers, tourism destinations gain a competitive advantage.

Khanka (2010) highlighted the status and progress of India in the field of tourism. He analyzed the various tourism areas where entrepreneurship development can be made. In his work, he showed that tourism is an important instrument for socio-cultural and economic development. He highlighted the various scope available development of tourism sector in India.

Vodeb and Rudez (2010) highlighted the urgent need to create a tourist destination as a system. Tourism supply needs to be integrated and well-coordinated, including all necessary amenities for an enjoyable stay. The paper analyses tourists' attitudes in coastal destinations of Istria towards sustainable tourist supply in the Istrian countryside. The Karst landscape of Istria consists of rural areas that provide ideal opportunities for rural tourism development. An empirical research was carried among the sample of 538 tourists in coastal tourist destinations of Slovenian Istria. The main finding of the research is that more marketing efforts should be made to attract target markets of tourists.

Singh and Singha (2010) highlighted that nature has blessed North-Eastern Region and the state of Mizoram in particular with all the qualities of culture-heritage tourism and eco-tourism. But, development of tourism in this region is at a very low pace with low infrastructure facilities and lack of awareness on tourism among the residents. The under-performance of Mizoram in the field of tourism can be checked by encouraging youths and business persons to undertake tourism activities along with government and NGOs.

Ezung (2011) conducted a study to explore the potential of rural tourism in Nagaland. He outlined that the state has varieties of rich flora and fauna with hilly forests. Nagaland is a land of 1317 recognized villages, out of which 1278 are inhabited by 16 different tribes and each tribe has their own distinct customs, language and dress. His study showed that these resources are not fully and properly utilized, thus he highlighted the various hidden resources in rural areas which if properly utilized and promote could be a great source for rural tourism and economic development.

Ray, Dash, Sengupta and Ghosh (2012) in their study in West Bengal, India explored the reasons foreign and domestic tourists visit this location for religious or recreational purposes. This tourism has created tremendous impact on the local economy, life style and socio-cultural changes among the rural people in and around this tourist destination. A pilot survey shows that rural tourism at this location improved civic amenities like communication, sanitations, transport facilities and standard of living for the people in general. This study assesses the impact of India's National Tourist Policy 2002 as promoted by Ministry of Tourism, Government of India, on this rural tourist location. Specifically in terms of economic growth, employment potential, livelihood and changes in life style of the local people.

1.5. SIGNIFICANCE AND SCOPE OF THE STUDY

The concept of tourism has become popular due to the changing lifestyle and growing concern about culture and environment in our daily livelihood. If the tourism sector has been developed in a proper manner, the economic

structure of the state will be improved through the utilization of various tourism resources available in the area. In his study on Tourism in Assam, Bhattacharya (2004) mentioned ‘One may argue that an attempt at development of tourism in an agro-based and economically backward state like Assam is premature. This kind of attitude is, however, not at all positive because development of tourism needs not wait for overall development of the state. With the potentials, as it has, the state can go ahead with the development of tourism industry without further delay’.

The emergence of rural tourism is an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and advancement of women and other disadvantaged groups in the country. Rural tourism has a lot of scope which contribute to the younger generation in the know-how of their culture and history. In spite of its rich socio-cultural ethnicity and natural biodiversity, large geographical areas of Mizoram are yet to be explored for the purpose of tourism. This study attempts to map and explore the potential of tourism of such places with a view to develop tourism in such areas.

The study is focused on selected tourists’ destinations in the villages of Champhai district. Champhai district is a storehouse of ancient relics, monuments and memorials connected with legends and folklores. It has a background of rich heritage and is regarded as the cultural capital of Mizoram State. To make the concept of developing rural tourism a reality, it is very important to fully involve the local community in the process and they must be

well aware about their local area, culture, traditions and resources that surrounds them.

Most of the prominent places mentioned in Mizo folklores like Thasiama Se No Neihna, Tan Tlang, Lianchhiari Lunglen Tlang, Kungawrhi Puk, Fiara Tui, Hla Kungpui Mual, Kawtchhuah Ropui and many more places are situated in Champhai District. These places are frequently visited by tourists throughout the year. Dr. Rengpuia, the chairman of Mizo Hla Kungpui Mual Committee, Khawbung, said that they have been keeping the visitor's record and it shows that on an average, there are 17 visitors per day throughout the year and 70 visitors per day in the peak hour in the year 2012. At the same time a visitor's register books were maintained in some of the tourists' destinations in these areas. Developing rural tourism in these areas is of immense important since these areas are rich in culture and heritage sites, some adventure tourism and ecotourism products are present here. Therefore, tourists often visit the sites, they need a tour guide, transportation facilities, accommodation and lodges, food, etc. Thus, setting up of some ventures could be a source of income generation to the youth and for the residents of these areas. Also huge scopes of cluster- based tourism development exist in these areas. A study related to development of rural tourism in these areas is non-existent.

1.6. STATEMENT OF THE PROBLEM

Tourism has often been described as 'a Smokeless Industry' or 'an employment generating industry'. The Government of India is also taking up initiatives for promoting this industry with its campaigning slogan 'Incredible

India’ and ‘Paradise Unexplored’. Meanwhile the status of tourism in Mizoram is not developed yet as compared to other states, one may presume it to be because of its being economically backward. The Department of Tourism has concentrated on building of tourists’ lodges and high maintenance infrastructure while the wealth of Mizoram tourism is mainly concentrated in rural areas.

Champhai district has a lot of scope for rural tourism, as the district has a rich cultural heritage and unique destination which has a great connection with legends and folklores. Though the areas are blessed with endowed resources, not much development has been seen so far. It has been observed that tourists are visiting these areas frequently, which could be a source of income for the local community and revenue for the economy as a whole, but tourist destination development and promotion of these rural areas is very poor. No study has been found, therefore the study attempts to explore the scope for tourism development in the selected rural areas which could be a benefit to both the local communities and the government

1.7. Objectives of the study

2. To identify the potentials of tourism development in the study area.
3. To study the role of local community towards development of tourist places.
4. To offer suggestions to all the stakeholders involved in the development of rural tourism.

1.8. Research Methodology

Sampling

For this study, 120 respondents were selected through purposive sampling method from six villages in Champhai district. These six villages have been purposively selected with a view to create them as a product for cluster base rural tourism. The total sample includes 60 households who are the leading service providers in the selected tourist destinations and 60 tourists from the same tourist destinations to know their views and experiences about the selected tourist spots.

Ten households and ten tourists were selected as sample respondents from each village viz., Dungtlang, Farkawn, Khawbung, Lianpui, Vangchhia and Vaphai.

Table1.7: Name of village and number of households in sample village

Sl. No	Name of Village	No of Households
1	Dungtlang	185
2	Farkawn	553
3	Khawbung	444
4	Lianpui	120
5	Vangchhia	153
6	Vaphai	454

Data Collection and Analysis

The present study is an explorative study based on both primary and secondary data. Primary Data were collected through structured questionnaires, discussions and observations. Structured questionnaires in Mizo language were developed separately for the service providers and tourists' respondents.

Secondary data were collected through government publications, published and unpublished sources, academic journals, academic articles related to the subject.

The collected data have been analysed with the help of tables and percentage

1.9. TENTATIVE CHAPTER PLAN

Chapter I: Introduction

Chapter II: Potentials of Rural Tourism in Champhai District

Chapter III: Role of Local Communities towards Rural Tourism

Chapter IV: Summary of Findings Conclusions and Suggestions

Bibliography

POTENTIALS OF RURAL TOURISM IN CHAMPHAI DISTRICT

Rural tourism is beneficial to the rural community as it has a significant contribution to the rural economy providing employment opportunities to the rural youth and entrepreneurs with additional income for all the stakeholders. The long lost folktales, art dances and handicrafts are revived through rural tourism. The WTO has rated Rural Tourism as one of the fastest growing segments in the tourism industry, with an annual growth of 5 per cent worldwide and representing 6 per cent of the world GDP (Dilyset *al*, 2001). Developing rural tourism has a challenging feature in the context of Mizoram as we must be well aware that 97 percent of the area is rural in nature. Almost all the tourist attraction sites we have here in Mizoram including National Parks, Mountains, Lakes, historical and heritage sites are located in the rural areas. It is an important segment wherein our legendary stories, folk art, unpreserved heritage and monuments can be remembered through the ages. Many historic sites and monuments present in the countryside are an important tool to educate the youth and remember the culture and tradition.

2.1. Rural Tourism: An overview

Rural tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life. While generating employment opportunities for the people, it will also develop social,

cultural and educational values. Rural tourism in its true form is relatively new in India. Rural tourism will be a major force in rural economic development resulting in poverty alleviation and is yet to be realized to the fullest extent. In a country like India, the development of a strong platform for Rural Tourism will be necessary, as nearly 70 per cent of the populations live in rural areas; many niche tourism attraction programmes are located and performed in the rural areas, most of India's top tourist destinations like national parks, lakes, valleys, cultural sites and monuments are also located in rural areas. There are many factors which can shift the trend towards rural tourism including increase in levels of awareness, growing interest in heritage and culture and improved accessibility and environmental consciousness.

The scheme of rural tourism was started by the Ministry of Tourism in 2002-03 with the objective of showcasing rural life, art, culture and heritage at rural locations and in villages which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment. It aimed to benefit the local community economically and socially, as well as to enable interaction between tourists and local population for a mutually enriching experience. Rural Tourism projects at 186 villages in 29 States/ UTs have been sanctioned by the ministry of Tourism since the inception of the scheme. A total amount of Rs. 55.40 crores was sanctioned for rural tourism projects during the 11th Five Year Plan. Projects at 90 sites have been completed by December 2012. The scheme of Rural Tourism is being replaced with the scheme of Rural

Tourism Cluster during 12th Five Year Plan. The modified scheme aims at developing a cluster of villages a tourism product. (Ministry of Tourism, Annual Report 2012-13)

The Ministry has developed Rural Tourism Scheme for Infrastructure Development. The scheme has outlined that across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of urban lifestyles have led to a “counter urbanization” syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism. Rural tourism can be defines as a tourism product that is built in and around the rural areas for introducing rural regions.

Under this Scheme, thrust will be to promote village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and its new geographic regions. Key geographic regions would be identified

for development and promotion of Rural Tourism. The implementation would be done through a Convergence Committee headed by the District Collector. Activities like improving the environment, hygiene, infrastructure etc. would be eligible for assistance. Apart from providing financial assistance the focus would be to tap the resources available under different schemes of Department of Rural Development, State Government and other concerned Departments of the Govt. of India¹.

India's tourism brand is popularly known as Incredible India, now the ministry has supported rural tourism with its new brand 'Explore Rural India' - a subbrand of Incredible India. Community participation in rural tourism has been strengthened through different projects under rural tourism guidelines. The ministry has given Central Finance Assistance for creating infrastructure and for human resource development in rural areas; this CFA is a form of Rural Tourism projects for developing sustainable tourism in rural areas. Central Financial Assistance (CFA) is provided up to Rs. 50 lakhs for infrastructural development and Rs. 20 lakhs for Capacity building of the local villagers at each identified site. The Ministry of Tourism has sanctioned projects for 186 villages, out of which 56 villages are located in the North Eastern Region. In 2012-13, an amount of Rs. 1.33 crore (as on 31.03.13) has been sanctioned for Rural Tourism projects to different states of the North Eastern Region (Ministry of Tourism, Annual Report, 2012-13).

¹Ministry of Tourism-Rural Tourism Development Scheme Guidelines

2.1.1. Rural Tourism in Mizoram

The Ministry of Tourism, Government of India has sanctioned two projects so far for the state of Mizoram in the village of Thenzawl and Lungtian. For the first time in Mizoram, the Department of Tourism, Government of Mizoram had organized Rural Tourism Awareness and Training Programme in Thenzawl, Serchhip district under the supervision of Mizoram Tourism Development Authority. For Rural Tourism Projects in Thenzawl, sanctioned amount for hardware component is Rs. 50.72 lakhs, while for software component is 20.00 lakhs. This project is for the year 2011-12. Hardware component includes construction of buildings, sites development etc, and the work component for hardware is still an ongoing process. The software component also known as Capacity Building and Sensitisation Programme has been implemented by the Centre for Rural Development and Research (CRDR), Zarkawt, the implementing agency for this projects, the Ministry of Tourism had sanctioned 20 lakhs for software component. CRDR organized this camp during 4th July, 2012-14th July, 2012 with a viewed on how rural tourism can be promoted with Thenzawl's untouched natural resources and untouched surroundings with plan by the government of Mizoram to make rural residents more tourists-friendly.

Table 2.1: Software component for Thenzawl Village

Sl. No	Particulars	Amount(in lakhs)
1	Awareness Programme/ Seminars/Workshops	3.65
2	Skill Development Training Programme	5.15
3	Entrepreneurship Development Programme	8.20
4	Operational Norms/Contingencies	3.00
	Total	20

Source: Tourism Department, Government of Mizoram

For the year 2012-13, the Ministry of Tourism, Govt. of India has financed for implementation of Rural Tourism Project at Lungtian village, Lawngtlai district. The sanctioned amount comprised of Rs. 45.70 lakhs for hardware component and Rs. 17.00 lakhs for software component. The hardware component is an ongoing process while the software component has been implemented and completed during July –August, 2013 in Lungtian village itself. The software component (Capacity Building & Sensitisation Programme) has been implemented/ executed by Young Lai Association (YLA) under the supervision of MTDA.

Table 2.2 : Software component for Lungtian Village

Sl.No	Particulars	Amount(in lakhs)
1	Workshop/ Seminar & Awareness Programme	3.00
2	Operational Norms	1.40
3	Training Activities	4.90
4	Training on Photography & Videography	0.60
5	Gender Sensitisation	1.80
6	Marketing Support	5.30
	Total	20

Source: Tourism Department, Government of Mizoram

2.1.2. Rural tourism in Champhai District

Champhai District is one of the eight districts of Mizoram, it is located in the north-eastern side of Mizoram at the Indo-Myanmar border, about 192 kms away from Aizawl city. According to the Official Census 2011, the total area under Champhai district is of about 3,185 Sq. km. of which there are 84 inhabited villages and 4 towns. The total population is 1, 25,370 of which 63,299 are males and 62,071 are females, the average literacy rate in 2011 census is 93.51per cent. Border trade with Myanmar (with context to border trade point at zokhawthar-RihSector) has been set up at Zokhawthar near Champhai town. Champhai district is a storehouse of ancient relics, monuments and memorials connected with legends and folklores. It has a background of rich heritage and is regarded as the cultural capital of Mizoram State.

Rural tourism has huge potential in Mizoram since it not only provides natural elements of beauty but also the indigenous local traditions, customs and foods. Direct experience with local people can be a unique selling proposition to attract tourists. Champhai district have so many important cultural heritage and historical monuments, legendary cave etc. Almost all the villages of Champhai are dotted with monuments and monoliths that depict success in war, valorous hunting, personal distinctions and achievements.

In spite of many tourist attraction sites within the district, for this study, the researcher concentrate on the potential tourist attraction sites on the selected six villages within Khawbung block of Champhai district ,viz., Dunglelang,

Farkawn, Khawbung, Lianpui, Vangchhia, Vaphai villages. These villages are selected purposively as they are closely knitted which have the possibility of clustering for the future of Mizoram tourism. Many institutions, adventure clubs and explorers often visit these villages, so once they are on a track for a tour to any one of the villages, they are tempted to visit the other villages which are having rich cultural and historical monuments. Each of these villages has their own tourists' attraction sites which made them popular. Potentiality of tourism in an area is indeed the result of interaction of tourist demand and supply or local availability of tourist resources. Tourist demand of an area can be assessed through the preference or choice of tourists towards various components of its unique attractions (Bhattacharya, 2004).

2.2. Profile of tourists

The profile of tourists has been collected in order to understand the tourists' perceptions and behaviour towards different tourists' attraction sites within the study area. For this study, 10 tourist respondents from each six villages were taken as sample tourists for the area. In this section of profile of tourists, all the sample tourists were club together to give a picture for the area and not on a particular village alone.

2.2.1. Sex Composition

The sex composition reveals that male tourists dominate the overall inflow of tourist in the area. 76.67 per cent of the sample tourists are male while only

23.33 per cent are female. The share of female tourists is low because most of the tourists' respondents are on pleasure excursions, attracted by the heritage sites and adventurous lifestyle which is often thought as male activities.

2.2.2. Age structure

Observation on the age structure of tourist reveals that the largest number of respondent i.e., 41.67 per cent belong to the age group of 26-35 years, followed by 31.67 per cent belonging to the age group 16-25 years. Respondents of the age group 36-45 constitute the lowest number of respondents with 26.67per cent. Most of these tourists we came across were engaged with some adventure club, who went for caving expedition and visitors of heritage sites in an organized manner. Thus, the youths who have the knowledge and strength for exploring the areas are large in number.

Table 2.3: Tourists in different age groups

Age	No. of respondents	per cent
16-25	19	31.67
26-35	25	41.67
36-45	16	26.67
46-55	0	0.00
56 and above	0	0.00
Total	60	100

Source: Computed by the researcher

2.2.3. Place of Residence

Majority of the sample tourists (96.67 per cent) are resident of Aizawl while only 2 respondents (3.33 per cent) came from outside Aizawl ie., Tachhip and Lunglei from Mizoram.

2.2.4. Marital Status

Observation on the marital status of these tourists reveals that majority of the tourist 73.33 per cent were unmarried, followed by 25 per cent who were married. There is 1 divorcee which constitutes 1.67 per cent of the total marital status. Among the overall female respondent only one tourist is married and that too, her main purpose of visit was visiting friends and families. From the observation, we may conclude that travelling and exploring unusual sites may not be an easy task for a married person who has lots of responsibilities in the family.

Table 2.4: Marital Status of the tourists

Marital Status	No. of respondents	Per cent
Married	15	25.00
Unmarried	44	73.33
Divorce	1	1.67
widow/widower	0	0.00

Source: Computed by the researcher

2.2.5. Occupational Status

Occupational observation shows that the largest numbers of respondents were students' constituting 48.33 per cent, followed by government employee with 30

per cent. The study area has a rich cultural and heritage attraction sites for the Mizo where we find all the monuments of the past, mountains with legendary stories caves with bones and skulls and fairy tale stories. Thus study tours were often organised by different institutions to gain the knowledge of Mizo tradition, culture and history. 10 per cent of the sample tourists were business person and 11.67 were falling under the category of ‘others’, however in this group 5 research scholars were included which constitute 8.33 per cent of the whole sample tourists. Most probably, tourists having a knowledge and interest on the sites were attracted to have a real experience with those knowledge and folktales from ancient times.

Table 2.5: Occupational Status of Tourists

Occupation	No. of respondents	Per cent
Student	29	48.33
Government employee	18	30.00
Business	6	10.00
Others	7	11.67

Source: Computed by the researcher

2.2.6. Educational Qualification

From the previous observation, we saw that the area attracts those youths and learners who value the culture and historical places. Same way, a study made on the educational qualifications also reveals that 40 per cent of tourists were post graduates followed by graduate with 36.67 per cent. There were no tourists respondents who were under matric in this study.

Table 2.6: Educational qualification of Tourists

Sl. No.	Educational Qualification	No. of respondents	Per cent
1	Under matric	0	0.00
2	Matriculate	5	8.33
3	Higher Secondary	9	15.00
4	Graduate	22	36.67
5	Post Graduate	24	40.00
Total		60	100

Source: Computed by the researcher

2.2.7. Main purpose of visit

Champhai district has many historical sites and endowed with much natural beauty. Many tourists went to visit the various sites during their vacation. The best time to visit these places is from October to May during dry season. From the observation, 76.67 per cent of the sample tourists went for pleasure excursion, adventure tour and caving expeditions are included in this pleasure excursion. 11.67 per cent of the sample respondents went to visit their friends and families. 10 per cent of the sample tourists went to the area because of their academic purpose and only one sample tourist was engaged with official work in the area.

Table 2.7: Main Purpose of visit

Sl. No.	Purpose of visit	No. of respondents	Per cent
1	pleasure excursion	46	76.67
2	official work	1	1.67
3	Academic Interest	6	10
4	Business	0	0
5	Visiting friends & family	7	11.67
Total		60	100

Source: Computed by the researcher

2.2.8. Frequency of Visits

Majority of the tourists (68.33 per cent) visited the area for the first time while 31.67 per cent had been there before. In spite of lack of promotion and development, repetition of tourists' visits is larger than expected, which shows that the areas attractions sites have a huge potential for development. Meanwhile, it is very important to have a tour guide or guide book for the tourists, especially for the first time visitors.

Table 2.8: Number of visits

Sl. No	No. of Trips	No of Tourists	Per cent
1	First visit	41	68.33
2	Once	7	11.67
3	Twice	3	5
4	Three times or more	9	15
Total		60	100

Source: Computed by the researcher

2.2.9. Group Composition of tourists

Most of the tourists went on an organized party with a purpose. Adventure clubs, institutional tour/ study tour are the most common sort of groups which are visiting the sites. Thus, from the observation on tourists sort of group, organized party constitute the highest number with 56.67 per cent. These groups mostly came with buses or hired motors which can accommodate lots of members. Many youths went to explore mountains, rivers, historical sites on their vacation, 26.67 per cent of the tourists do came with friends.

Table 2.9: Group composition of tourists

Sort of group	No. Of respondents	per cent
Alone	2	3.33
with family	3	5.00
with friends	16	26.67
with friends & family	5	8.33
organized party	34	56.67
Total	60	100

Source: Computed by the researcher

The observation on the number of persons in group reveals that number of tourists travelling in groups of more than 20 constitutes 31.67 per cent, at the same time groups of member between 1-5 also constitute 31.67 per cent.

Table 2.10: Tourists according to group size

Group Size	No. Of respondents	per cent
1-5	19	31.67
6-10	15	25.00
11-15	2	3.33
16-20	5	8.33
more than 20	19	31.67
Total	60	100

Source: Computed by the researcher

2.2.10. Availability of local guidance

There is no expert tour guide within the area, however, the villagers often spent their precious time guiding the tourists and providing them insight about the various tourists spots. 60 per cent of the sample tourists have received guidance from local people and 40 per cent went on their own. Among the tourists receiving local guidance, two tourists have given some amount (around Rs. 200) to the tour guide as remuneration.

2.2.11. Awareness on Rural tourism

Rural tourism is not a new concept; however in a state like Mizoram tourism development by the government is limited only on the infrastructure. Rural tourism has lots of potentials for Mizoram as around 97 per cent of the area is in the rural areas. Most of the tourists places are located in the rural area, however, Rural Tourism projects for Mizoram has been started only from 2011-2012. From the observation on the knowhow of rural tourism, 83.33 per cent of the sample tourists are aware by the term rural tourism.

2.2.12.Awareness on Home stay

A home stay is a form of tourism development where tourists are allowed to rent a room and stay with the host family as member of the family. According to Ministry of Tourism, Kenya definition, 'Home stay is a unique hospitality system in which the tourist stays with the family as a member of the family. It aims at equipping the tourist with the knowledge of the hosts' way of life such as agriculture system, folk arts, sculptures, sports and cuisine'. The concept of individual 'bed and breakfast' homes called 'home stays' is where homes are converted into tourist houses duly providing all facilities and convenience. This has enabled to provide quick accommodation in places where demand exists but formal hotels may take time to come up (Ministry of Tourism & Culture, Government of India). The concept is eventually a new product; it has a huge scope for developing rural tourism in various places. 56.67 per cent of the sample tourists are aware by the term home stay, among them 81.48 per cent of them would like to experience home stay.

2.2.13.Availability of important infrastructure facilities

Hospital/PHC/Health sub-centre: Among the six villages, only two villages viz., Khawbung and Farkawn have a Primary Health Centre (PHC) in their village, while the other four villages have to go either to these two PHCs or to the civil hospitals. At the same time, each village have sub-centre within their village, which could solve a minor health problems.

Police Outpost: Police outpost located in Dunglelang village is the only Police Outpost available within the study area. All the villages within the study area are in the border line with Myanmar, thus government has to put more forces in these areas.

Tourist Lodge: Farkawn village and Khawbung village have tourist lodge located within the village. These tourist lodgea are the only available lodges within the study area.

Private Hotel: Private hotels available in the study areas are that kind of hotel where no pre-booking is needed; when the rooms are not vacant also guest can still come and sleep on a floor with a cheaper rate. Mostly the customers in these private hotels are Burmese traders. Anyone can order food even for those who stay in tourist lodge or govt rest house. The rate differs from hotels to hotels.

Electricity: All the villages within the study area are now electrified. However, power supply is not at all regular.

Water Supply: Water supply in these area are quite normal, water point or else known as public point are made in every major streets. The nearby households' families use to collect their share of water supply each morning, however in dry season, all the water tank almost runs dry, only a few buckets of water is available.

Transportation facilities

Each village has their own Maxi cab (sumo) service with direct route to the district capital Champhai and state capital Aizawl and private bus services and MST bus (government) are available in four villages viz., Dungtlang, Farkawn, Vangchhia and Vaphai have. These villages are in the border area and trade with Myanmar often takes place in the border so there are lots of vehicle like JCB, pik up, 407, 207 etc for carriages and other private vehicles are also available for hire when needed. Mostly, the rates are negotiable

Telecommunication facilities

Mobile network services like Aircel, Airtel, Reliance, BSNL are present in these villages, however bsnl and reliance are not working efficiently for the past 5 years, which results in very limited subscriber. Airtel is readily available in Khawbung village while it is not working properly in other villages. Aircel is the trending service in these areas these day, however even aircel has a very intermittent services, being usable for only a couple of hours a day.

2.3. Potentials of Rural tourism in Dungtlang village

Dungtlang is located 56 kilometres on the south of Champhai town within khawbung RD Block. It is 8 kilometres from Khawbung RD Block Headquarter and 12.26 kilometres from international border with Myanmar. According to the latest census 2011, the number of households is 185 having a population of 892, of which male population is 445 and female population is 447. The literacy rate is

78.92 per cent. Dungtlang is the only village within Khawbung RD Block that has a Police Outpost.

The village is famous for a legendary rocky ledge over a high cliff called Lianchhiari Lunglen Tlang situated at the top hill above the village. Besides Lianchhiari Lunglen Tlang, Lianchhiari Puantahna, Thangchhuah Mual and Zokhua are the most visited sites in the village.

2.3.1. Places of Interest in Dungtlang

Lianchhiari Lunglen Tlang: This iconic mountain was named after Lianchhiari, daughter of Dungtlang chief who fell in love with a common citizen, Chawngfianga, son of a widow. The romance goes on between them until one fine day they decided to get married. In Mizo custom, the man's family has to send a mediator for the wedding called 'Palai' to the girl's family for negotiation, so Chawngfianga sent a man to Lianchhiari's family. Lianchhiari family agreed on the wedding; however the 'palai' got jealous of Chawngfianga. Instead of bringing the families together, the 'Palai' devised a plan that makes the two families sworn enemies. Thus Chawngfianga, son of a widow has to flee the village to save his life. He settled in the neighbouring village. After he left, a broken hearted Lianchhiari went upto the top hill, sit on the rocky ledge cliff and always watch the neighbor village where her lover resides. A visit to this legendary site could make one feel sad and emotional by the romance of their love story. The observation reveals that all the sample tourists had visited Lianchhiari Lunglen Tlang, among these tourists 80 per cent visited no other

tourist spot at all during their stay in the village. Visiting this spot is the sole purpose for 80 per cent of the sample tourist. On the way to Lianchhiari Lunglen Tlang is a small spot of Lianchhiari's place of weaving cloth, structured with stones. Like any other Mizo girl, Lianchhiari used to weave cloth, it is a tradition in Mizo culture that women weave cloth and did all the chores while men went hunting or stays at *Zawlbuk* at night.

Thangchhuah Mual: Situated few meters on the uphill above Lianchhiari Lunglen Tlang, Thangchhuah Mual is made up of monuments erected in honour of Mizo prominent leaders- political and social leaders. 50 monuments were erected so far since 1995 and all the monuments are placed in a well-designed manner which always tempted the visitors to move around to have a sight from each angle. Only 20 per cent of the sample tourists visit this site.

Zokhua: It is located on the way to Lianchhiari Lunglen Tlang, Zokhua is a typical Mizo village which was still under construction. The villagers claim that the area of Zokhua was where the ancient Dungtlang village known as '7000 khua' located. Some ancient monuments are also available here.

7000 Lungphun: 7000 lungphun (7000 monument) is a monument made for remarking the ancient Dungtlang village where there were 7000 households in the village which is considerably more than any other village has at that time.

A very impressive and remarkable thing about tourism promotion in Dungtlang village is that all the above tourist destinations are located just few metres away from each other. A person who went to visit Lianchhiari Lunglen

Tlang will have to visit all the other places. Since there are no hotels in the village, most of the tourists are passerby of Dungtlang village. However, tourists are not finding great difficulty in reaching the tourists' spots as they are not far from the main vehicle road. There are also some caves within the village area; amongst them is also a cave having some skulls from ancient time. Maybe because of their remoteness, these caves are not visited much by the tourists. According to the Dungtlang VCP, an Indian archaeologist had once come all the way and taken some bone sample from this cave. Besides the tourists' places of interests, an unexplored tourist destination in the village includes 'Dungtlang 7000 in hmunhloi' – This is a site for Dungtlang village.

2.3.2. Purpose of visit

The scenic beauty and the legendary story of Lianchhiari Lunglen Tlang attract many tourists to the destination. From the observation, we found that 80 per cent of the tourists went to Dungtlang for pleasure excursion, while visiting friends & families and academic interest contribute 10 per cent respectively.

2.3.3. Accommodation and duration of visit

All of the respondents do not spend more than one day at Dungtlang village, among them 40 per cent did not stay even the night (they are passing by and visit the tourist's spots). There are no tourist lodges, no government building or rest house, if the tourists do have to stay for the night, they must stay with the villagers or else tented or institutional buildings. 40 per cent of the tourists respondents stay in their friend or relatives home during their visit to Dungtlang,

and 20 per cent stay in the institutions buildings. Accommodations or lodges are of immense need at the moment.

2.3.4. Mode of Travel

Maxi cab and bus services are available in the village. Since some villages pass through Dungtlang, transportation is not a big problem like other villages. From the observation, 40 per cent of the sample tourists travel on private vehicle, followed by maxi cab passenger with 30 per cent of the sample tourists. The following table shows the mode of travel that the sample tourists had used.

Table 2.11: Travel mode of tourist in Dungtlang

Sl. No	Mode of Travel	Per cent
1	Sumo	30
2	Private vehicle	40
3	Bus	10
4	Hired vehicle	20
Total		100

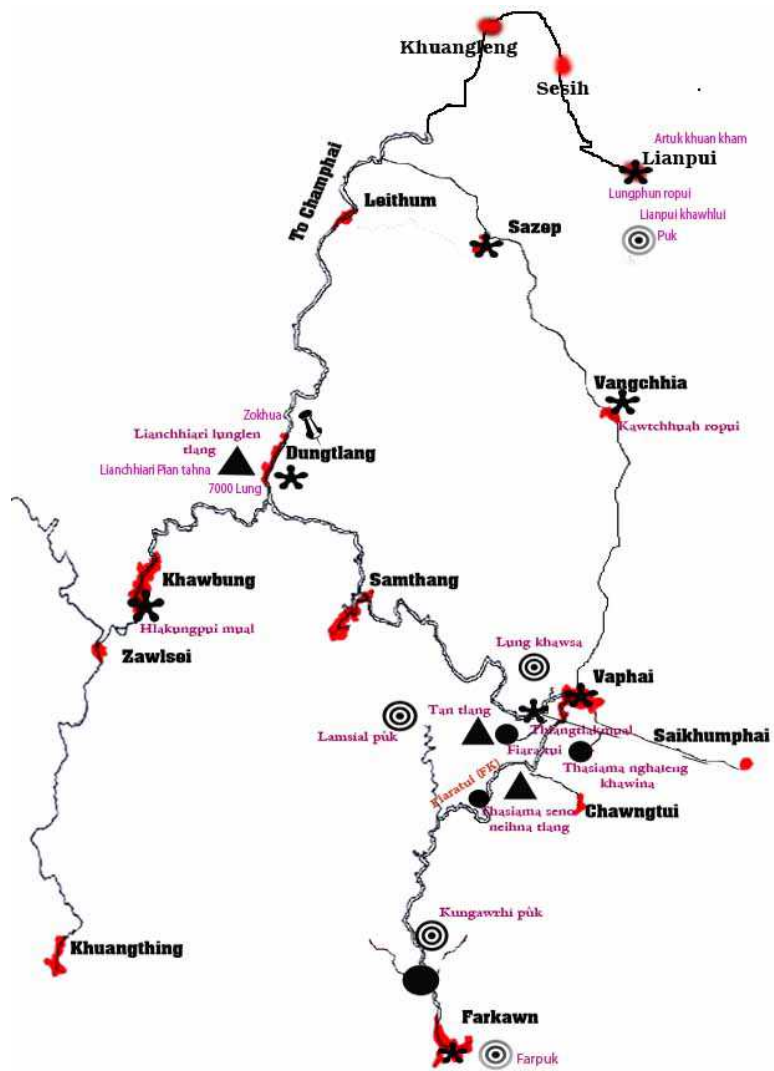
Source: Computed by the researcher

2.3.5. Motivational factors

Most of the tourists (90 per cent) were motivated by the historical sites and monuments and 10 per cent of the tourists are motivated by the endowed natural resources. Lianchhiari Lunglen Tlang has attracted many tourists to the village; among the sample tourists 80 per cent of them are visiting this spot alone.

2.3.6. Perception on infrastructure and services

Observation on the tourists' perception regarding the immense need of infrastructure reveals that most of the tourist faced difficulties with road and



HISTORICAL PLACE FROM DUNGLANG AND DISTANCE

⊙ Lianchiari Lunglentlang	=	0km
⊙ Zokhua	=	1 km
⊙ Thangchhuah mual	=	1.2 km
⊙ 7000 lung.	=	0 km
⊙ Kawtchhuah ropui	=	21 km.
⊙ Lungphun ropui	=	46 km.
⊙ Artuk khuan kham	=	48 km
⊙ Lianpui khawhlui	=	47km
⊙ Puk	=	49 km
⊙ Hlakungpui mual	=	7 km.
⊙ Thlangtlakmual	=	19 km
⊙ Fiaratui	=	20.5 km.
⊙ Tan tlang	=	21 km.
⊙ Thasiama seno neihna	=	22 km.
⊙ Fiaratui (Farkawn)	=	24 km.
⊙ Lamsialpuk	=	29 km
⊙ Kungawzhi puk	=	31 km.
⊙ Lungkeiphaw tial	=	33 km
⊙ Far puk	=	34 km

LEGEND

Metal Road	=	—
Foot path	=	---
Settlement	=	★

(Photo: 1. Lianchiari Lunglen Tlang, 2. Thangchhuah mual)



telecommunication services, lodges and accommodation, expert tour guide. Thus it is clear from the tourist's perception that the area has a high potential for tourism in terms of tourist's attraction sites but tourism infrastructure facilities and services are very poor.

Thus from the above observations, we can see that in spite of poor tourism infrastructure and services, the village has attracted many tourists. Lianchhiari Lunglen Tlang- a rocky cliff having a legendary story is the main attraction of the village.

2.4. Potentials of Rural Tourism in Farkawn

Farkawn is a village endowed with many historical sites, located at 45 kilometres away from RD Block Headquarter and 4.41 kilometres away from international border with Myanmar. The village was established in the year 1886. In the year 1968, four other villages Muallung, Thekte, thekpui and Thaidawr were being grouped together at Farkawn during the Mizoram Grouping. According to the Primary Census Abstract 2011, the number of household is 553 having a population of 2700, of which 1348 are male and 1352 are female. The literacy rate of the village is 84.11per cent. The local communities have worked very hard on promoting tourism.

2.4.1. Tourists Places of Interest

LamsialPuk: LamsialPuk is a small cave located on the cliff side between Vaphai and Farkawn village. Many human bones and skulls were discovered in

this small narrow cave of 9m in length and their identity is not yet found. It is still one of the wonders, why and when these bones end up in this rocky cave. Farkawn Branch YMA preserves the cave and put all the bones in a transparent box, a register was kept for a visitors' record. From the observation on tourist places of interest, 80 per cent of the tourists visiting Farkawn village went to visit LamsialPuk.

Kungawrhi Puk: Kungawrhi Puk is another legendary cave in the northern edge of Farkawn not far from the main road. From the folktale, Kungawrhi was captured by Khuavang (Guardian Spirit of Mizo folktale) and pulled into their hole, which was then called Kungawrhi Puk. The legend said that inside that hole, there is a huge village where the khuavang lived. 90 per cent of the tourists' respondents are visiting this legendary cave.

Fiara Tui: Fiara Tui is a fountain having its source from the huge mountain Tan Tlang. It is located between Farkawn and Vaphai village, 1 km away from the main road. According to the legend, a poor boy named Fiara, son of a widow was not able to collect enough water from the common source of water, because the villagers would not allow as he was poor, so he had to go miles and miles away with many obstacles on the way. One day Fiara found a unique flat stone, turned it over and found a crystal-clear source of water. After that Fiara secretly collected water from this source and closed it again. Some people believe that the water taste better than any other water. 60 per cent of the tourists visited this spot.

Lungkeiphaw Tial: Lungkeiphaw Tial (Ancient Mizo Petroglyphs or pictograms) is a huge stone carving and depicting knives and spears for hunting and picture of tiger killing human. Legend said that a beautiful lady was killed by a ferocious tiger, so her father carved all those pictures in remembrance of her daughter. 50 per cent of the tourist respondents were visited this site.

Far Puk: Far Puk (Pine Cave) is actually a rocky cave situated between Farkawn and Vaphai village, 3 km from the main road of Farkawn. In Mizo history, the cave was used as a hiding place from attack by other villages, the cave is approximately 50m long with an average of 1 to 2m wide. 60 per cent of the tourist visited this site.

2.4.2. Main purpose of visit

From the observation, we found that 60 per cent of the tourists went to Farkawn for pleasure excursion, while 20 per cent visited friends & families constitute 20 per cent and academic interest also accounted for 20 per cent.

2.4.3. Accommodation and duration of stay

Majority of the tourists reveals that they spent only one day in Farkawn while 30 per cent do not even spent the night in the village. There is a tourist lodge and government rest house within the village, but only one tourist's respondent is stayed in the tourist lodge, while 30 per cent stayed with friends and relatives and 20 per cent build tented. Institutional building is selected only by one tourist.

2.4.4. Mode of travel

Maxi cab and bus services are available. Some of the maxi cab service between Aizawl and Farkawn while other maxi cabs service between Champhai and Farkawn. MST bus (Govt. owned) and private owned bus service are also available.

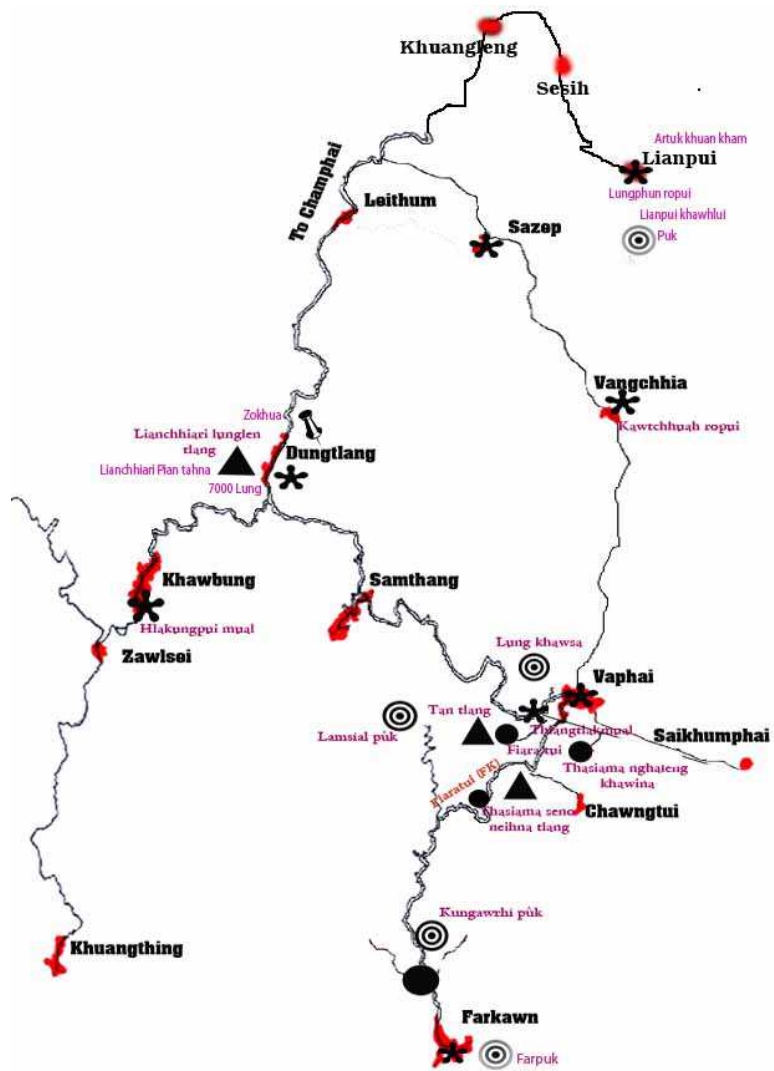
Table 2.12: Travel mode by tourists in Farkawn

Sl. No	Mode of Travel	Per cent
1	Sumo	30
2	Private vehicle	30
3	Bus	10
4	Hired vehicle	20
5	Bike	10
Total		100

Source: Computed by the researcher

2.4.5. Motivational factors

The promotional club of Farkawn known as Farkawn Heritage Preserve Committee has been playing an active role in the promotion and publicity of tourists' places in and around their village. Observation on the motivational factors of the tourists reveals that all the sample tourists were attracted and motivated by the historical monuments and sites in and around the village. The legendary caves like Kungawrhi Puk and Lamsial Puk has always been the motivational factors of various visitors.



HISTORICAL PLACE FROM FARKAWN AND DISTANCE

• Fiaratui (Farkawn)	=	8 km.
• Lamsialpuk	=	9 km
• Far puk	=	5 km.
• Kungawrhi puk	=	1 km.
• Lungkeiphaw tial	=	6 km
• Lungphun ropui	=	74 km.
• Artuk khuan kham	=	75 km
• Lianpui khawhlui	=	77km
• Puk	=	76km
• Kawtchhuahropui	=	53 km.
• Lianchhiari lunglen tlang	=	32 km
• Zokhua	=	32.2 km
• Thangchhuah mueal	=	32.3 km
• 7000 lung	=	31 km
• Lianchhiari Puan tahna	=	32.1 km
• Hlakungpui mueal	=	39 km
• Thlangtlakmueal	=	15 km
• Fiaratui (Vaphai)	=	16.5 km
• Tan tlang	=	9 km.
• Thasiama seno neihna	=	10 km.

LEGEND

Metal Road	=	==
Foot path	=	---
Settlement	=	★

Photos : @ Farkawn

1. Far puk
2. Lamsial puk
3. Lungkeiphaw tial
4. Kungawrhi kua
5. Fara Tul (Farkawn)



2.4.6. Perception on infrastructure and services

Observation reveals that the road conditions are very poor, poorer at the tourists' destinations and there are no expert tour guides which many tourists dislike. Regarding the mobile services, there are some towers but the service is still very poor. One very important issue on the perceptions of infrastructure is the renovation of the famous tourists' destination – Fiara Tui. The renovation done in concrete did not go well with the tourist.

2.5. Potential Tourist destination in Khawbung

Among many other things, Hla Kungpui Mual (Mizo Poets' Square) in Khawbung is the main attraction that most tourists pay a visit on their tour to Khawbung. A study on the tourists' spot visited in Khawbung shows that the entire tourists are concentrated on HlukungpuiMual alone. No other places were spotted by the tourists' respondents. Khawbung is the place of RD Block Headquarter and is 12.86 km from international border. According to the Primary Census Abstract 2011, the number of household is 444 having a population of 2097, of which 1071 are male and the female population is 1026. The literacy rate is 84.12 per cent.

2.5.1. Tourists' Places of Interest

HlaKungpuiMual: HlaKungpuiMual (Mizo Poets' Square) is a monumentalization for honouring the Mizo poets and writers. It was set up in 1986 with the stone erected in honour of two famous poets Damhauha and Patea from Khawbung and had been the main attraction of the area. It is located at the

southern outskirts of Khawbung sub town. In HlakungpuiMual, the monumentalisation erection for honouring the Mizo poets and writers had been done at an interval of 10 years or at the silver jubilee. The silver jubilee was celebrated in the year 2011; so far 33 monuments were erected till date. The unique feature of Hlakungpui Mual is that on the left side of the entrance, monuments of prominent writers are erected and on the right side, monuments of prominent poets/songwriters are erected.

2.5.2. Main Purpose of visit

From the observation, we found that 70 per cent of the tourists went to Khawbung for pleasure excursion, while visiting friends & families and academic interest accounted for 10 per cent respectively. Another 10 per cent travel for official purpose.

2.5.3. Accommodation and duration of stay

Observation reveals that 80 per cent of the sample tourists' stay for only one day including passerby, there is one tourists lodge in the village and 70 per cent of the sample tourists stay at the tourist lodge, while 30 per cent stay with their friends and relatives.

2.5.4. Mode of Travel

The following table reveals the various mode of travel which the sample tourists prefer. The observation revealed that the largest category (40 per cent) fall under the tourist who went on private vehicle, followed by Maxi cab passenger with 30 per cent.

Table 2.13: Travel mode by tourist in Khawbung

Sl. No	Mode of Travel	Per cent
1	Sumo	30
2	Private vehicle	40
3	Bus	10
4	Hired vehicle	20
Total		100

Source: Computed by the researcher

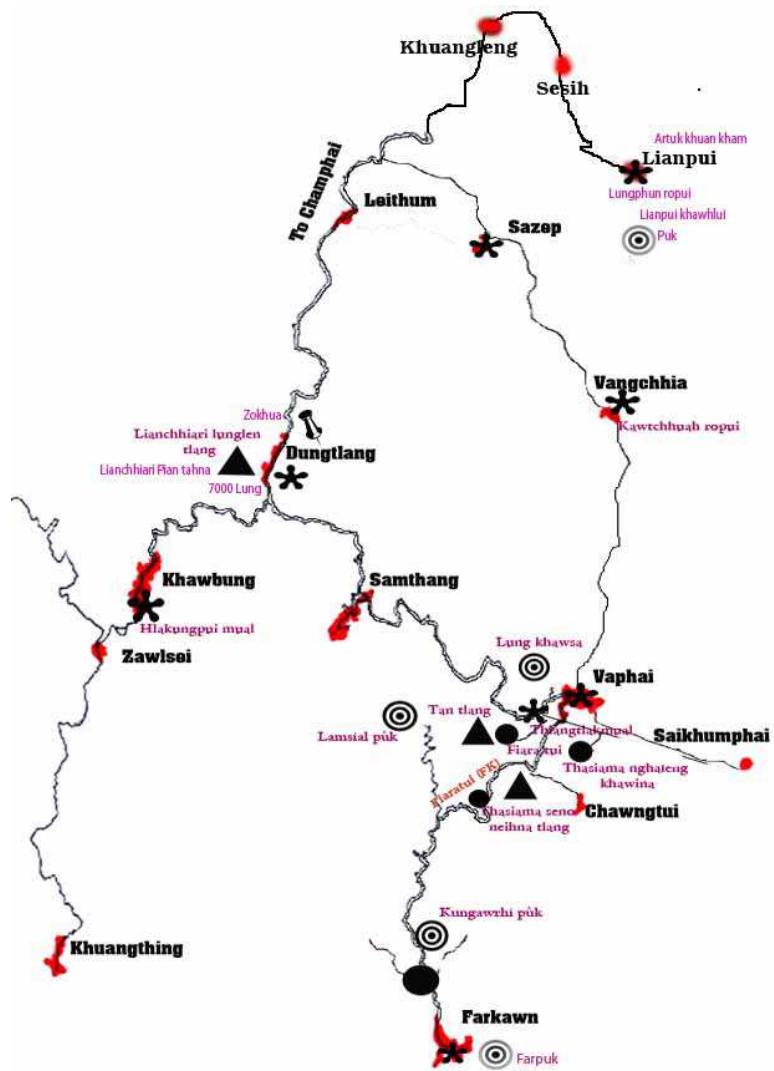
2.5.5. Motivational Factors

Observation on the motivational factors of the tourists' reveals that the historical monument- Hlakungpui Mual has attracted 90 per cent of the sample tourists. 10 per cent of the tourists went for other personal factors.

2.5.6. Perception on infrastructure and services

The bad road condition is what most tourists are complaining about. Tourists lodge is available within the village, thus, small numbers of tourists do not face much difficulty but accommodation is always a big problem for a larger group.

Unlike other villages, Khawbung village does not have any popular historical sites before the set up of Hla Kungpui Mual in 1986, but due to the cooperation of the local community and promotional techniques of the promotional club, the village has entertain many tourists each year. Dr. Rengpuia, the chairman of Mizo Hla Kungpui Mual Committee, Khawbung, said that they have been keeping the visitor's record and it shows that on average, there are 17 visitors per day and 70 visitors per day in the peak hour in the year 2012. They



**HISTORICAL PLACE FROM KHAWBUNG,
AND DISTANCE**

⊕ Hlakungpui Mual	=	0 km.
Lianchhiari lunglen tlang	=	7 km.
Zokhua	=	7.3 km
Thangchhuah mual	=	7.2 km
7000 lung	=	7.1
Kawtchhuah ropui	=	28 km.
Lungphun ropui	=	53 km.
Artuk kham kham	=	56 km
Lianpui khawhlui	=	55km
Puk	=	57 km
Thlangtlakmual	=	26 km
Fiaratui	=	27.5 km.
Tan tlang	=	28 km.
Thasiama seno neihna	=	29 km.
Fiaratui (Farkawn)	=	31 km.
Lamsialpuk	=	36 km
Kungawrhi puk	=	38 km.
Lungkeiphaw tial	=	38 km
Far puk	=	39 km

LEGEND

Metal Road	=	—
Foot path	=	- - -
Settlement	=	⊕

(Photo : Hlakungpui Mual @ Khawbung)



have hosted many seminar in and around Hla Kung Pui Mual and attracts many students especially college students and academician to attend the seminar.

2.6. Potential Tourist destination in Lianpui

Lianpui village is famous for its adventure tourist's spots; many caves and rocky cliff surround the village. Lianpui is 58 km away from Khawbung RD Block Headquarter and 2.09 km from international border. According to the Primary Census Abstract 2011, the number of household is 120 and the total population is 531, where the male population is 280 and female population is 251. The literacy rate is 78.15per cent.

2.6.1. Tourists' Places of interest

Caves: 90 per cent of the tourist we came across visited some caves in and around Lianpui villages, the most popular caves among them is Kawtawp Puk. Some of these caves are located on a rocky ledge of a cliff where accessible only to trained or experienced climbers, thus most of the tourist visiting the caves are members of adventure clubs who were being guided by experienced trainer.

Lunghun Ropui: All the tourist are attracted by a heritage monuments called'Lunghun Ropui' that stood near the main entrance to the village. These stone monuments are embossed with images of humans, birds and animals, hunting scenes, weapons, and ornaments etc., the fascinating thing about this pictorial carving is the skill of the artisans and their tools.

Artukkhuan Kham: Artukkhuan Kham is actually the name of a steep cliff surrounding the whole of ancient Lianpui village which leaves the village with

just one way in one way out. This unique topography has been instrumental in the defense against attack from other village. The cliff is covered by different varieties of Artuk khuan flower, from which the name of the cliff is named after. This unique range of multi coloured flowers gives the cliff a fascinating view. 30per cent of the tourists' respondents have been to the site.

Lianpui Khawhlui: Lianpui Khawhlui (Old Lianpui) is an old site of Lianpui village. In the past people were not aware about the importance of megaliths, they used to carry many megaliths to the grave yard of Old Lianpui as grave stone. These unique megaliths attract many adventurous tourists as the site is not reachable by vehicle. 40 per cent of the tourists' respondents went to visit this site.

Lianpui village has not been known much in the field of tourism, however many fascinating culture and heritage monuments often struck the minds of the visitors.

2.6.2. Main purpose of visit

From the observation, we found that 90 per cent of the tourists went to Lianpui for pleasure excursion, in this pleasure excursion majority of them went for caving. Visiting friends & families accounted for 10 per cent. Observation on the tourists reveals that 80 per cent of the tourists were visiting Lianpui for the first time.

2.6.3. Accommodation and duration of stay

There are no tourists lodge or government rest houses and no private hotel is set up in this village. An observation on their accommodation reveals that 60 per cent

of the tourist build their own tent, this maybe because most tourist we came across are members of adventure clubs who spent more than one day in the village, while 20 per cent of the tourists stay with their friend & families and another 20 per cent stay in the institutional halls.

2.6.4. Mode of Travel

Lianpui village is an outskirts village where only maxi cab service is available. Thus, most of the tourists (80 per cent) travel on hired vehicle and only 10 per cent travel on maxi cab service. The unique features of Lianpui village often attracts adventurous people, many adventure team often went for caving and other expedition. Thus 10 percent of the tourists respondents went on adventurous trekking who travel on foot.

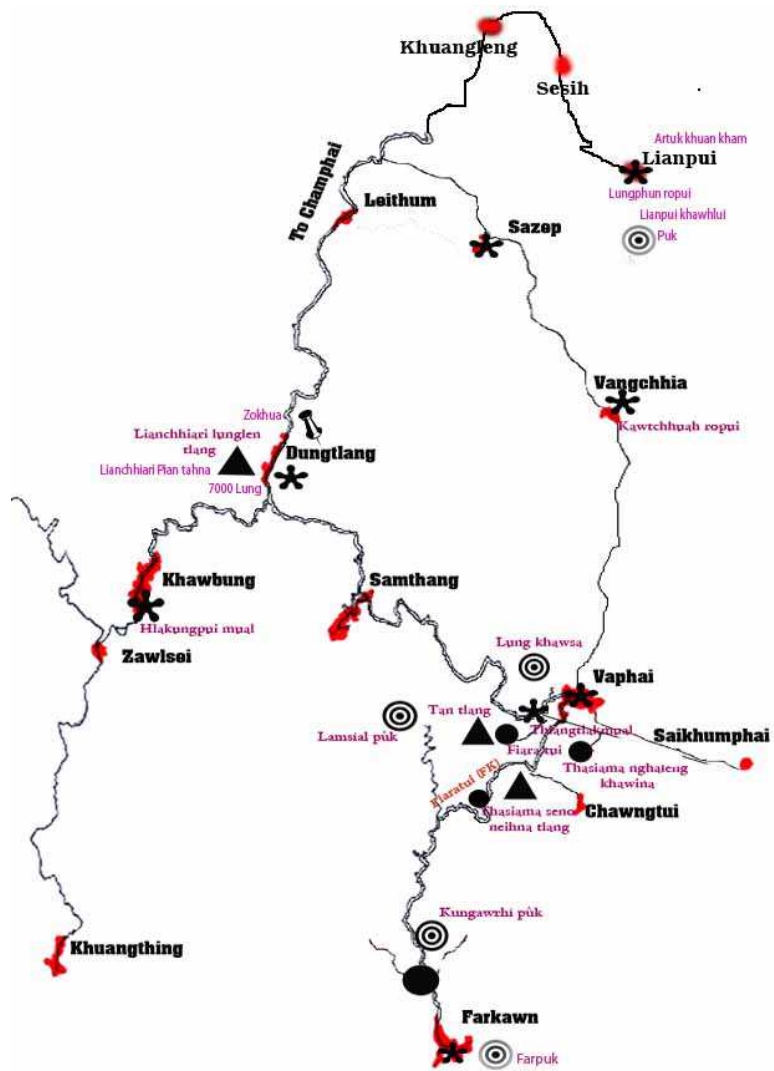
Table 2.14: Travel mode by tourist in Lianpui

Sl. No	Mode of Travel	Per cent
1	Sumo	10
2	Private vehicle	00
3	Hired vehicle	80
4	Others	10
Total		100

Source: Computed by the researcher

2.6.5. Motivational Factors

The Rocky Mountains, rivers, caves and other naturally endowed resources attract majority (60 per cent) of the tourists, at the same time, the ancient megaliths situated at the entrance of the village attract 40 per cent of the tourists.



**HISTORICAL PLACE FROM LIANPUI,
AND DISTANCE**

•	Lunghun ropui	=	0 km.
•	Artuk khuan kham	=	0 km
•	Lianpui khawhlui	=	0 km
•	Puk	=	0 km
•	Kawtchhuahropui	=	29 km.
•	Lianchhiari lunglen tlang	=	42 km
•	Zokhua	=	42 km
•	Thangchhuah mual	=	42 km
•	7000 lung	=	42 km
•	Lianchhiari Puan tahna	=	42 km
•	Hlakungpui mual	=	49 km
•	Thlangtlakmual	=	61 km
•	Fiaratui (Vaphai)	=	62.5 km
•	Tan tlang	=	63 km.
•	Thasiama seno neihna	=	64 km.
•	Fiaratui (Farkawn)	=	66 km.
•	Lamsialpuk	=	71 km
•	Far puk	=	73 km.
•	Kungawzhi puk	=	73 km.
•	Lungkeiphaw tial	=	73 km

LEGEND

Metal Road	=	—
Foot path	=	---
Settlement	=	•

(Photo : Lunghun ropui @ Lianpui)



2.6.6. Perception on infrastructure and services

Lianpui village is not well known by the tourists, one could call it ‘paradise unexplored’ since many menhirs from an unknown years were located here. The mountains, the rocky cliffs, the lakes and the flora and fauna present in this particular village have a unique feature. However, because of the bad road condition and lack of publicity, the potentials as a tourist’s destination are still under the veil. There is no tourists lodge, no private hotel or government rest house, but most of the tourists’ we came across enjoyed it as they can set up a tent that always gives an adventurous feeling they always search for.

2.7. Potential Tourists destination in Vangchhia

The giant menhirs of Vangchhe village are now becoming the main attraction of tourists to the eastern part of Mizoram. Vangchhia is 50 km from Khawbung RD Block Headquarter. It is 4.38 km from international border with Myanmar. According to the Primary Census Abstract 2011, the number of households is 153 having a population of 837 and the number of male population is 424 while female population is 413. The literacy rate of the village is 77.54 per cent.

2.7.1. Tourists’ places of interest

Kawtchhuah Ropui: All the respondents visited Kawtchhuah Ropui as this is the site that has been attracting many explorers and tourists for expedition on the eastern part of Mizoram. The ministry of cultural Affairs has issued a notification on 17th February, 2014 declaring 9,000 square metre area, which has 200 ancient menhirs (a huge upright monolith stone usually of prehistoric origin) at

Vangchhe village as a site of importance. The actual site where the menhirs, embossed with images of humans, animals and hunting scenes, is known as Kawtchhuah Ropui or the great entranceway. The menhirs are of different sizes and heights- the tallest one measuring 15 feet high, four feet wide and two feet thick. (The Telegraph).

2.7.2. Main purpose of visit

From the observation, all the tourists' respondents went to Vangchhia for pleasure excursion. Majority of the tourists were attracted by the menhirs and historical sites in and around the village. After the notification for preservation of menhirs were classified in the news, many institutional tours were organized from different part of Mizoram.

2.7.3. Accomodation and duration of stay

From the observation on their accommodation, 30 per cent were passerby who visits the spot and leave for another village. 40 per cent stayed in the institutional building and 20 per cent build their own tent. Only 10 per cent stayed with their friends and relatives. Observation on their frequency of visit revealed that all the tourists' respondents visited Vangchhia and the menhirs for the first time.

2.7.4. Mode of Travel

Since many institutional tours were organized after the notification has been made by the Archaeological Survey of India regarding preservation of menhirs, many institutions travel to the village with buses and hired vehicles. Thus

observation on the mode of travel revealed that 40 percent of the tourists travel on buses and 20 per cent travel on private vehicle. 10 per cent has hired a vehicle while 30 per cent of the sample tourists were on an adventurous trekking who travelled on foot.

Table 2.15: Travel mode by tourist in Vangchhia

Sl. No	Mode of Travel	Per cent
1	Private vehicle	20
2	Bus	40
3	Hired vehicle	10
4	Others	30
Total		100

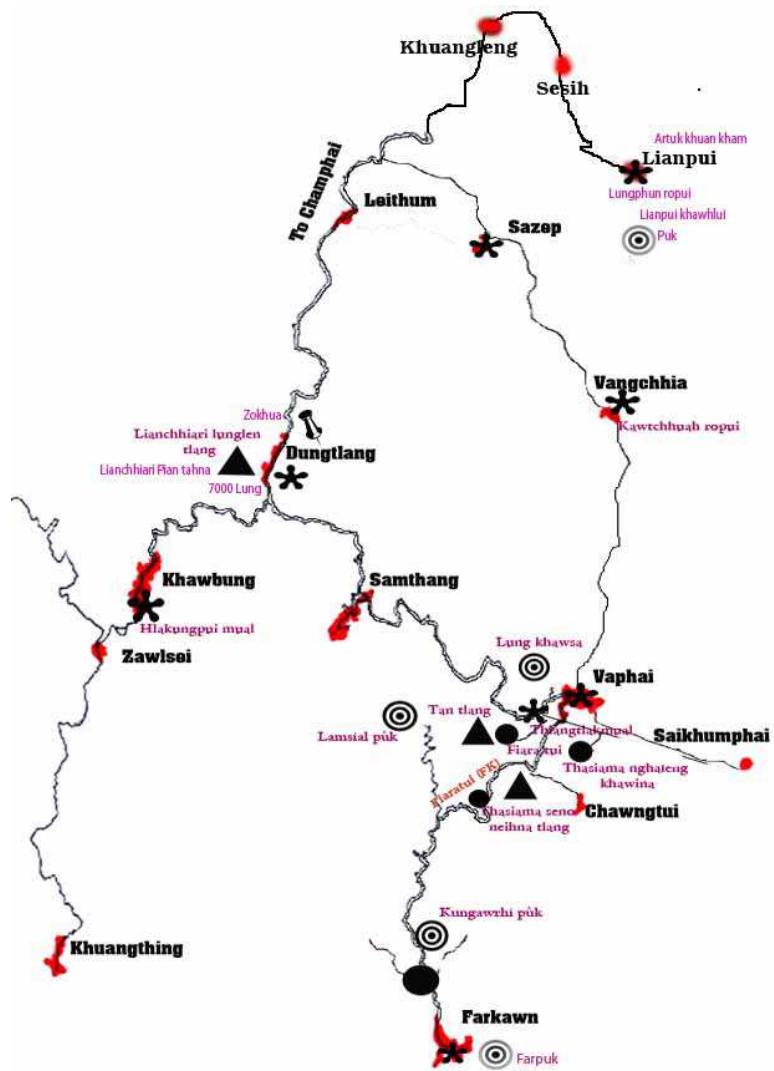
Source: Computed by the researcher

2.7.5. Motivational Factors

The menhirs of Vangchhia called Kawtchhuah Ropui has attracted 90 per cent of the sample tourists and 10 per cent of the tourists were attracted by the naturally endowed resources like mountains and rivers.

2.7.6. Perception on infrastructure and services

Vangchhia is small village not known much to the tourists and explorers until recently. The road condition is very bad in spite of its attracting many visitors. There is no tourist lodge or private hotel where visitors can stay for the night. But the traditional Mizo style, tourists are always welcome to stay and accommodate them in the villagers' house. With the increasing number of visitors, the demand for hotels or tourists lodge is also increasing. The village is absolutely backward



HISTORICAL PLACE FROM VANGCHHIA AND DISTANCE

◉ Kawtchhuahropui	=	1km.
Lianchhiari Lunglentlang	=	21km
Zokhua	=	21.1 km
Thangchhuah mual	=	21.2 km
7000 lung.	=	20 km
Lungphun ropui	=	29 km.
Artuk khuan kham	=	32 km
Lianpui khawhlui	=	33km
Puk	=	34 km
Hlakungpui mual	=	28 km.
Thlanglakmual	=	40 km
Fiaratui	=	41.55 km.
Tan tlang	=	42 km.
Thasiama seno neihna	=	43 km.
Fiaratui (Farkawn)	=	45 km.
Lamsialpuk	=	50 km
Kungawrhi puk	=	52 km.
Lungkeiphaw tial	=	54 km
Far puk	=	55 km

LEGEND

Metal Road	=	—
Foot path	=	- - -
Settlement	=	★

(Photo : Kawtchhuah ropui @ Vangchhia)



in every field, mobile service and power supply is very poor. The government has to ensure at least the basic amenities for this particular village as it has open up a new chapter for Mizoram in the Archaeological map of India.

2.8. Potentials of Rural Tourism in Vaphai

Vaphai was established in the year 1876 under the chieftainship of Mitinliana. Four chiefs had ruled so far till the abolition of the chieftainship in the year 1954. It is 30 km away from Khawbung RD Block Headquarter. The distance from international border is 4.19 km.. According to the Primary Census Abstract 2011, the number of household is 454 and the population of Vaphai is 2252 of which 1144 are male and the female population is 1108. The literacy rate is 77.53per cent.

2.8.1. Tourists' places of interest

Tan Tlang: Tan tlang is the fifth highest mountain peak in Mizoram with a height of 6356ft from sea level. The mountain has got its legendary story to be the dwelling places of 'Lasi' (pretty fairies), the spectacular beauty of the mountain itself invites the beautiful queen fairy Chawngtinleri to settle here. From the observation on the tourist respondents, 90per cent of the sample tourists have been to this mountain.

Fiara Tui: Fiara Tui is a fountain having its source from the huge mountain Tan Tlang. It is located at the foot of Tan Tlang within Vaphai village. According to the legend, a poor boy named Fiara, son of a widow was not able to collect much water from the common source of water, so he had to go miles and miles away

with many hardships. One fine day Fiara happened to turn a flat stone and find a crystal clear source of water. After that Fiara secretly collect water from this source and closed it again. Some people believe that the water taste better than any other water. The water does not run dry even in the driest season. 90per cent of the tourist went to visit this clear source of water.

Thasiama Seno neihna: Thasiama Seno Neihna is actually a small hillock where Thasiama'smithun had given birth. It is located between Vaphai and Farkawn, within Chawngtui East area, 1 km away from Vaphai. The space on the top hill maybe around 7sq.m and is surrounded by a rocky cliff. Legend said that a long lived Thasiama had a girlfriend amongst the fairies who bestowed him a gift with animals. (In Mizo legendary stories, hunters often met beautiful fairy in the deep forest and as and when the romance grew between them, that fairy blessed them with lots of wild animals, as the fairies have controlled over the wild animals). One fine day Thasiama found his pregnant mithun on top of this hillock giving a birth. It is still a wonder how the mithun get up here as the side of the hill a vertical incline. legends said that the fairy do guide the mithun. 80 per cent of the tourist respondents are visiting this spectacular hillock.

ThlangtlakMual: ThlangtlakMual is a reserve area by Vaphai village for cultural and heritage upliftment. It is located in the southern edge of Vaphai, 1.2 km away from the main road. The reserve area covers 2,53,125Sq.m. The main aim of Thlangtlakmual Committee is to protect the heritage sites in and around

Vaphai, for the generation to come, for the tourists and the researchers². 60per cent of the tourist respondents have been to this site.

2.8.2. Main purpose of visit

From the observation, we found that 60 per cent of the tourists went to Vaphai for pleasure excursion, while 20 per cent visited friends & families and academic interest accounted for 20per cent respectively.

2.8.3. Accommodations and Duration of stay

Many tourists went to Vaphai especially during the vacation. It is a destination worth spending at least a day because climbing up the mountain and visiting the various tourists' sites takes a lot of time. Thus, tourists often do stay in the village at least for a day. 80 per cent of the tourists stay with their friends & family since there is no tourist lodge even if they do prefer. 10 per cent are passerby while another 10 per cent build their own tent.

2.8.4. Mode of Travel

Even though bus services and maxi cab service are available, only 30 per cent of the sample tourists travel on maxi cab. Travelling on bus and private vehicle contribute only 10 per cent each. Under the category of 'others' 2 tourists travel on foot as an explorer and 1 tourists travel and explore the sites with motorcycle.

²<http://www.thlangtlakmual.com>

Table 2.16: Travel mode by tourist in Vaphai

Sl. No	Mode of Travel	Per cent
1	Sumo	30
2	Private vehicle	10
3	Bus	10
4	Hired vehicle	20
5	Others	30
Total		100

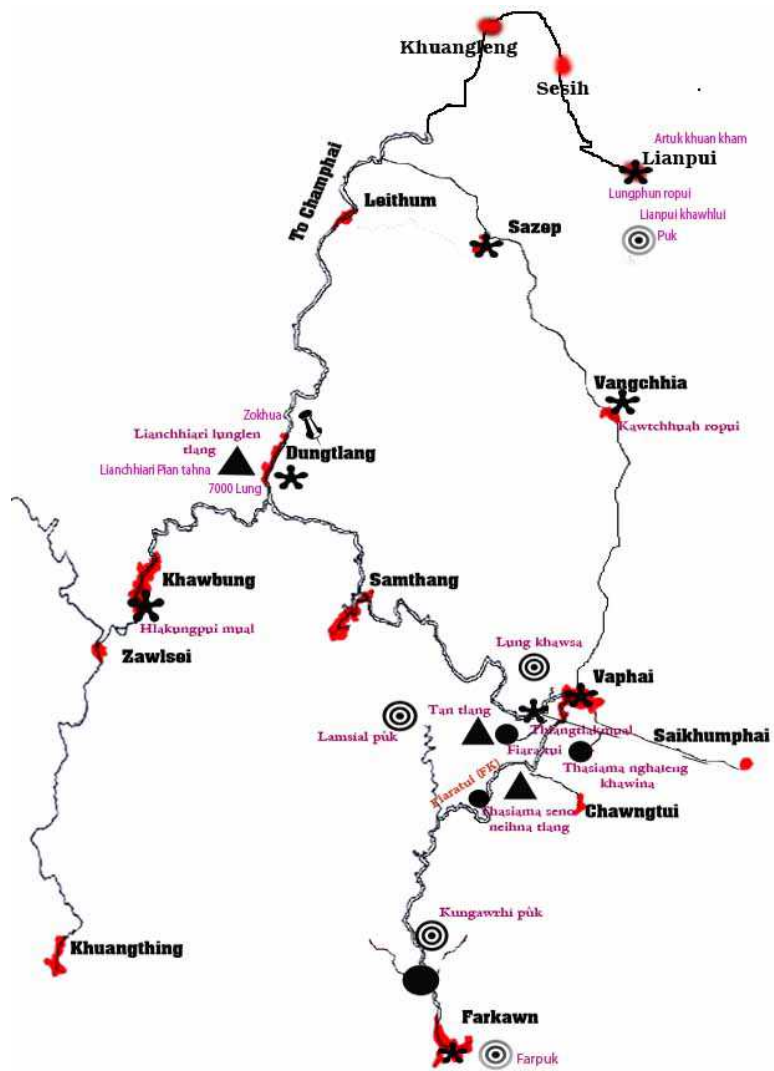
Source: Computed by the researcher

2.8.5. Motivational Factors

Vaphai has lots of potential to attract tourists, among them Tan Tlang-a legendary mountain and the fifth highest mountain peak in Mizoram has attracted many tourists. Besides, legendary spring water called Fiara Tui that has a source from Tan Tlang has always been the top tourists' attractions. Thus, 80 per cent of the sample tourists were attracted by the historical sites located in and around the village, while 20 per cent of them are attracted by the naturally endowed resources like mountains, rivers, lakes, flora and fauna.

2.8.6. Perception on infrastructure and services

Vaphai village has always been a busy village with tourists and businessman from different places. Many Burmese traders often cross the border and as there are no check gate available. The government has planned to set up Border Trade Centre in this particular village which would attract more tourists and traders, thus the need for accommodation like tourists lodge or hotels has risen. Poor road condition is what every tourists to these areas are complained and regarding the



HISTORICAL PLACE FROM THLANGTLAKMUAL, VAPHAİ AND DISTANCE

●	Thlangtlakmual	=	1 km.
●	Fiara tui	=	1.50 km.
●	Tan tlang	=	2 km.
●	Thasiama seno neihna	=	4 km.
●	Fiaratui (Farkawn)	=	6 km
	Lamsialpuk	=	11 km
	Kungawzhi puk	=	13 km.
	Lungkeiphaw tial	=	15 km
	Far puk	=	16 km
	Lianchhiari lunglen tlang	=	18 km.
	Zokhua	=	18.1 km
	Thangchhuah mual	=	18.2 km
	7000 lung.	=	17 km
	Hlakungpui mual	=	25 km.
	Kawtchhuah ropui	=	39 km.
	Lungphun ropui	=	60km.
	Artuk kham kham	=	63 km
	Lianpui khawhlui	=	61km
	Puk	=	64 km

LEGEND

- Metal Road = =
- Foot path = ---
- Settlement =

Photo : Tiantlang @ Vaphai



Photo : Fiara Tui @ Vaphai



Photo : Thasiama seno neihna Tlang @ Vaphai



Photo : Thlangtlakmual @ Vaphai



mobile service, no mobile tower is available which means telecommunication system is very poor.

Rural lifestyle and the unique scenery beauty of a destination often attract tourists from different sector. Many tourists often visit these sites especially during vacations for pleasure. Thus, the study area has huge potentials as a tourist destination like historical sites and enchanting natural beauty. The lack of tourism infrastructural facilities like tourist lodge and hotels, telecommunication services and expert tour guide, bad road condition has been a big obstacle for promotion of tourism. However, tourists have always been attracted to this site in spite of many limitations. Thus, improvement in infrastructural facilities will results in the upliftment of tourism and will be beneficial to the economy as a whole.

* * * *

ROLE OF LOCAL COMMUNITY TOWARDS RURAL TOURISM

Without community participation and sense of community tourism development could not be achieved (Aref, 2011). Tourism development requires the overall participation from various levels. Tourism Department alone cannot carry out a successful tourism; it requires the collaboration of various departments, agencies, private individuals and the host community. In a state like Mizoram, tourism development can be a good source for generating income as right from the ancestral years, Mizo community is heavily dependent on agricultural economy particularly jhum cultivation. Practices of jhum cultivation have destroyed lots of natural environment. Agriculture practices in Mizoram are seasonal and also because of lack of industrial sector, developing labour intensive sector like tourism can become a good scope. The nature and characteristics of mizo community has opened a great opportunity for tourism development in a state like Mizoram where various NGOs like MHIP, YMA, MUP, VDP and various religious groups were the part and parcel of the community administration.

3.1. Sex Composition

Local Community respondents are purposively selected on the basis of their activities in the society, knowledge about the history of the village and their and its administration. Out of 60 respondents from selected six villages, 91.67 percent (55

respondents) are male and 8.33 percent (5 respondents) are female. The observation reveals that male dominate in the village activities and only few female take active role in the village administration. These few women are the leaders of Mizo Hmeichhe Insuihkhawm Pawl (MHIP) in their villages.

3.2. Age structure

Observation on the age structure of local community reveals that the largest number of respondent i.e., 30 per cent belong to the age group of 31-40 years, followed by 25per cent belonging to the age group 41-50 years. Respondents of the age group 51-60 constitute the lowest number of respondents.

Table 3.1. : Age group of the respondents

Age group	No. of respondents	Per cent
21-30	7	11.67
31-40	18	30.00
41-50	15	25.00
51-60	6	10.00
above 60	14	23.33
Total	60	100

Source: Computed by the researcher

3.3. Marital Status

Observation on the marital status of the local community respondents reveals that 81.67 percent of the total respondents were married, while 15 percent were unmarried. 3.33 percent of the whole total respondents was widower. Most of the

respondents are the heads of the family who had a well settled life, thus, the number of married respondents' dominate.

Table 3.2: Marital Status of the local Community Respondents

Marital Status	No of respondent	Per cent
Unmarried	9	15.00
Married	49	81.67
widow/widower	2	3.33
Divorce	0	0.00
Total	60	100

Source: Computed by the researcher

3.4. Residential Status

Since the selected area are in the border area with Myanmar, a question often come regarding the nationality of the local community. Lots of Burmese migrated illegally and dwell within the area. However, all the respondents were Indian. This shows that Burmese immigrants were not taking part in the village activities.

Active members of the NGOs need not be the origin of that village, but to be an active member, one must be well aware of the village administration and history of the village. 26.67 percent of the respondents have resided in their village for years between 30 to 39 and constitute the largest respondents among 60 respondents, followed by 21.67 percent who resided for 40 to 49 years. There are only 2 respondents who resided for 10 to 19 years which constitute 3.33 percent

and became the lowest number of respondents. The following table shows the number of years these respondents were residing in their respective villages.

Table 3.3: No of years resided in the village

No of years resided	No. Of respondents	Per cent
0-9	4	6.67
10-19	2	3.33
20-29	7	11.67
30-39	16	26.67
40-49	13	21.67
50-59	9	15.00
60 and above	9	15.00
Total	60	100

Source: Computed by the researcher

Out of 60 respondents, 78.33 percent were originally residents of the village who were born and brought up in their own corresponding villages. 11.67 percent resides in the village because of their job (government job). 5 percent of the total respondents settled in the village because of grouping, at the same time 5 percent of the respondents also do claim that they just migrated here.

Table 3.4: Reasons for residing

Reasons for residing	No. of respondent	Per cent
Place of Birth(domicile)	47	78.33
Grouping (khawkhawm)	3	5.00
Work(job)	7	11.67
Migrated	3	5.00
Total	60	100

Source: Computed by the researcher

3.5. Educational Qualification

36.67 percent of the respondents were under matric and constitute the highest Per cent, followed by graduate respondents with 30 percent and higher secondary with 21.67 respectively. Only 11.67 percent were post graduate which contains the lowest number of respondents.

Table 3.5: Education Qualification of Community Respondents

Education Qualification	No. Of respondents	Per cent
under matric	22	36.67
Matriculate	13	21.67
Graduate	18	30.00
Post Graduate	7	11.67
Total	60	100

Source: Computed by the researcher

3.6. Occupational Status

Majority of the respondents (51.67 percent) are teacher, this observation reveals that teachers residing in the village are taking active role in the village administration and in entertaining the tourists. The rural areas are mostly

concentrated on agriculture services, thus 28.33 per cent of the respondents are engaged with Agriculture & Allied Services.

Table3.6: Occupational Status of community respondents

Occupation	No of respondents	Per cent
Teacher	31	51.67
Govt employee	6	10.00
Business	3	5.00
Agri& Allied Services	17	28.33
Others	3	5.00
Total	60	100

Source: Computed by the researcher

3.7. Family structure

61.67 percent (37 respondents) of the total respondents were joint family while 38.33 percent (23 respondents) were nuclear family. Observation on the number of family reveals that majority (53.33 per cent) of the respondents have a family member between 6 to 10, followed by 4 to 5 number of family members.

Table 3.7: Size of the family

Size of family	No. Of respondents	Per cent
3 or less than 3	9	15.00
4 to-5	17	28.33
6-to 10	32	53.33
more than 10	2	3.33
Total	60	100

Source: Computed by the researcher

3.8. Income status

Observation on the annual family income shows that majority of the respondents (51.67 per cent) family annual income is more than Rs. 2, 00,000. An insight on this income status reveals that besides their governmental income, they are also engaged with Agriculture & Allied Services.

Table 3.8: Annual family Income

Annual family income	No. of respondents	Per cent
Upto 50000	7	11.67
50001-100000	9	15.00
100001-150000	12	20.00
150001-200000	1	1.67
Above 200000	31	51.67
Total	60	100

Source: Computed by the researcher

3.9. Social Aspects of the respondents

Observation on their involvement on NGOs/ and other social work groups reveals that majority of the respondents (71.67per cent) were active workers of NGOs and other social work groups like YMA,MUP,JAC,MHIP etc.

Table 3.9: Activities in NGOs/ Social Work

Involve in NGOs/Social work	No. of respondents	Per cent
Yes	43	71.67
No	17	28.33
Total	60	100

Source: Computed by the researcher

All the respondents are Christian again from the observations regarding their involvement on church activities, majority of them (91.67 per cent) were playing an active role in church activities, most of them were sunday school teacher and youth and women fellowship leaders.

Table 3.10 : Involve in church activities

Involve in church activities	No. Of respondents	Per cent
Yes	55	91.67
No	5	8.33
Total	60	100

Source: Computed by the researcher

Even though every respondents are Christian, they belong to various different churches or denomination. Presbyterian has been the largest denomination in Mizoram, likewise majority of the respondents (76.67 per cent) also belong to the Presbyterian church when observe about the denomination profile of the local community, followed by United Pentecostal Church (UPC) with 13.33 per cent . Isua Krista Kohhran (IKK) used to denominate the area in the past, however changes were made slowly by converging into other kind of denomination and faith, now IKK constitute of only 5 per cent respondents while the category 'others' also do constitute 5 per cent of the respondents. Others include denomination from Baptist church of Mizoram and Salvation Army.

Table 3.11: Denomination of the respondents.

Denomination	No. Of respondents	Per cent
Presbyterian	46	76.67
IKK	3	5.00
UPC	8	13.33
Others	3	5.00
Total	60	100

Source: Computed by the researcher

3.10. Tourism Awareness Programme

Tourism awareness Programme aimed at giving a general understanding of tourism and tourists, service excellence, safety and security, and knowledge of the area regarding tourism to the wider population in a given tourism development area (Buffalo City Tourism Master Plan 2004). The programme can be targeted to different stakeholders, the host community and various academicians.

Tourism Awareness Campaign is important to educate the host community about the important role of tourism for sustainable development of the economy while highlighting the direct and indirect benefits they can get from the sector. In rural tourism, the host community is the main beneficiary if they have awareness about the various opportunities the sector can provide.

According to the observation made by the researcher, none of the village in the study area has received any proper awareness campaign. So far, the Department of Tourism had implemented tourism Awareness campaign to two villages for the whole of Mizoram, viz., Thenzawl in Serchhip District and Lungtian in Lawngtlai district.

At the same time, each village had hosted a number of programmes where numbers of tourists attend the programme. In times like that many community leaders often called a public meeting for the whole community regarding the *do's and don't's* to the tourists. From the observation, 56.67 per cent of the respondent said that they have attended a public meeting on account of hospitality towards their guests. This public meeting cannot be termed as tourism awareness campaign as its main focus is for the success of a particular programme and not for tourism. Moreover, 43.33 per cent of the respondents have not attended any programme yet.

3.11. Tourist guidance services

61.67 per cent of the respondents have acted as guide for guide the tourists while 38.33 per cent have not yet guided the tourists. In actual sense there are no real tour operators or tour guide in the study area. The Government has set up two tourist lodges within the study area and for this lodges they have put a government employee to look after the building and management, thus no tour guide are available from the government. The local people who had the knowledge and an interest on the history and folktales were often approach by the tourists either to guide or tell the tale of the history and folktales during their visits on the sites.

Only 13.51 per cent of the respondents who guided the tourists received remuneration from the tourists,, 2 respondents reveals that they were given Rs.100 and Rs.200 respectively while 3 of them said that they were receiving some amount as

a token of appreciation from the visitors, while 86.49 per cent said that guiding tourists was their responsibility for promoting their heritage sites and they have done it voluntarily.

3.12. Guest and their accommodation

Observation regarding the tourists shows that 86.67 per cent of the host family once have a complete stranger as a guest, since the area attracts many tourists, especially the mizo youths who just go on an adventure trip/ expedition teams and the like; they were often placed by the community leaders to different families. Among the unknown guests, 36.63 per cent were the attendant of public programmes and 34.65 per cent were those tourist who were on an adventure team/ expedition team etc. 5.94 per cent of their unknown guest were traders mostly coming from mainland and Myanmar

Table 3.12: Type of guest

Why these tourists stay with you	Per cent
Attending public prog.	36.63
Friends of friends/ families	22.77
mere tourist/ explorer	34.65
others	5.94

Source: Computed by the researcher

56.67 per cent of the local community respondents have guest room attached in their house, while 43.33 per cent did not have a guest room. Among the respondents having a guest room, 82.35 per cent of them have 1 guest room, while 17.65 per cent have 2 guest rooms.

3.13. Protection on the heritage sites

Out of 60 respondents, 68.33 per cent agree that the village and their community as a whole work for preservation and protection of their tourist attraction sites, at the same time 31.67 per cent feel that they have not worked out well on that. From the response made by the selected respondents, majority of the respondents from each village agree on the question while only 2 respondents out of 10 from Lianpui village agree on it.

3.14. Cooperation among the community

Majority of the respondents say that the community as a whole work together for entertaining the tourists. From the observation on the cooperation of the community, 91.67per cent agrees that they cooperate well. Only 8.33 per cent did not agree on the cooperation of the community.

3.15. Perceptions on the infrastructure and Government scheme towards tourist sites

The government has put some effort to protect historical sites and monuments. In each village, the government department like Art and culture department has put up at least a signboard to acknowledge that the area was preserve as an important site by the Mizoram Government. Most of the respondents were acknowledge by the govt. schemes for preservation of historical sites in their village. Observation on their know how regarding development scheme by the government shows that 85 per cent of them knew about the govt scheme, while 5 per cent of them claim that they have not seen any government schemes.

Dungtlang: The department of Art and Culture had provided financial assistance for fencing of Lianchhiari Lunglen Tlang. Signboards are being placed for the visitors' acknowledgement regarding preservation of the sites by the Government. As a tourist's destination, the village has heritage sites and attracts many tourists, but the department of tourism has not taken any measures either to promote the sites or improve infrastructural facilities. There are no govt lodges or tourists lodge and no private hotel where tourists can stay overnight, thus several tourists passed by.

Farkawn: The government has sanctioned an amount for fencing and maintainance of approach road for different sites. A box for restoring of bones in Lamsial Puk. The A&C dept has put up a poster/ signboards at different heritage sites.

Khawbung: The government has sanctioned budgets for construction of Archive building in Hla Kungpui mual.

Lianpui: The Government has sanctioned for fencing of Lungphun Ropui.

Vangchhia: Art & Culture Dept has sanctioned barbed wire for fencing of Kawtchhuah Ropui and pavilion roofing for Ralven buk.

Vaphai: The government has sanctioned Rs. 2 lakhs for maintenance of approach road for Thlangtlak Mual, Rs. 1 Lakh for Lungkhawsa approach Road. Fiaratui and Tan Tlang approach road maintenance has also been sanctioned by the government.

3.16. Tourism Promotional Club

Each village has their own promotional club for preservation and protection of the tourist attraction sites. These promotional clubs and NGOs of the village worked very hard for the promotion and publicity of tourist spots. Mostly, the government had been acknowledged by these Clubs and NGOs that historical sites and tourists' attraction sites are present in the village with the objective to draw the attention of the government.

The following table shows each promotional club that was established in the villages.

Table 3.13: List of Promotional clubs

Name of Village	Promotional Club
Dungtlang	Pipu Sulhnu Humhalhtu Pawl
Farkawn	Farkawn Heritage Preserve Committee
Khawbung	Mizo Hla Kungpui Mual Committee
Lianpui	Pipu Kawtchhuah Committee
Vangchhia	Thlangtlak Gate Committee
Vaphai	Thlangtlak Mual Committee Media & Cultural Organisation

Developmental works of tourism promotional club

Dungtlang: The promotional club ‘**Pipu Sulhnu Humhalhtu Pawl**’ was established with the aim of promoting the various tourists spots within the village. According to the proposal made by the club, the Department of Art & Culture, Government of Mizoram had sanctioned some amount for fencing the area of Lianchhiari Lunglen Tlang. Fencing of the area was done by the club from the sanctioned they received. Besides fencing, a Mizo typical village ‘Zokhua’ has been established by the club at the entrance of Lianchhiari Lunglen Tlang. The members of the club have taken an active role in escorting the tourists and most of them are well aware of the folktales of these tourists’ spots.

Farkawn: The tourism promotional club ‘Farkawn Heritage Preservation’ Committee has been playing an important role in the promotion of tourism. Members of the club include retired government employees, prominent writers and academician who were the part and parcel for attracting tourists to the sites. The club had been cooperating well with the government and media, thus publicity has been done widely. The club had worked on preservation and reconstruction of various tourists’ spots. Whenever a tourists visit the village, at least a member of the club would be selected to guide them throughout their tour in and around the village.

Khawbung: The tourism promotional club ‘Hla Kungpui Mual Committee’ has been the most active promotional club within the study area. The committee is at first established for promoting the site ‘Hla Kungpui Mual’ but now it has become the tourism promotional club for the whole village. They have worked very hard on the beautification and promotion of the sites. Due to large number of visitors, they have kept a watchmen or gate keeper. The Mizo Hla Kungpui Mual committee (2013-15) has passed to collect entrance fee of Rs. 10 from 2014 to cover the salary of security guard and for beautification which required a fair sum of money. The committee often hosted state wise seminar at the site which various college students and academicians from Aizawl and other places attend.

Lianpui: The promotional club ‘Pipu Kawtchhuah committee’ has been recently formed which aimed at promoting the village as one of the cultural and heritage tourists’ destination of Mizoram. There are numbers of megaliths at the northern

entrance of the village which were believed to have a significant importance in Mizo history. Thus, the committee recently took measures to protect these megaliths and surroundings. The committee renamed the present name of 'Lianpuia Lungdawh' to its old name 'Lungphun Ropui' which means the Great Erected stones.

Vangchhia: The tourism promotional club 'Thlangtlak Gate' has been established recently which aims at protecting and preserving the heritage sites of the village. With the sanctioned they received from the Department of Art & Culture, Government of Mizoram, the committee worked on the constructions of gate at the entrance of Kawtchhuah Ropui.

Vaphai: There are two promotional clubs in the village. Viz 1. Media and Cultural Organisation 2. Thlang Tlak Mual Committee

1. Media and Cultural Organisation was established with the aim of promoting the various tourists potential destinations in and around the village. The club often led tourists to different places of interest and cultural importance and entertains them with historical and cultural enactments, at the same time they prepare a booklet for the visitors to have an insight the various spots. Two booklets have been published so far.

2. Thlangtlak Mual Committee: Thlangtlak Mual Committee was established recently with the aim to bring the village as a tourist and cultural centre. After the formation of the committee, various measures have been taken for the cause, Mizo typical village

was established, swimming pools was constructed, and tourists' centre is still on the process.

Local communities' attitudes towards rural tourism development were extensively examined from social, economic and environmental perspectives. Each studied village has their own tourism promotional club which was taking an active role in the development of various tourist destinations in and around their villages. Local communities' participation in rural tourism is important as their attitude shape the overall activities tourism development, however many infrastructural requirements which were of immense need could not be borne by the local communities alone. Thus government has to ensure the status of tourism in this area and take initiatives steps.

* * * *

SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

The emergence of rural tourism is an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and advancement of women and other disadvantaged groups in the country. Rural tourism development has a lot of scope in the context of Mizoram since 97 per cent of the area is rural in nature and most of the tourists' attraction sites are located in the rural areas. In spite of abundant scope of rural tourism, the local communities and various stakeholders had not come up to promote tourism until recently. The long lost folktales, art, dances and handicrafts are revived through rural tourism.

This study was conducted with the aim of mapping and identifying the potentials of rural tourism in Champhai district and the roles of local community towards tourism development. The study was based on primary data and secondary data. Primary data was collected from both the tourists and local community through structured questionnaires, informal interviews and observations on the spots. Secondary data was collected from publications from various journals, books, research reports and other publications from government and non- government sources. In this study, the status of rural tourism in Mizoram was also reviewed along with an overview of tourism. The study also seeks to identify the problems faced by local communities regarding promotion of rural tourism and suggest ways to overcome the problems.

This chapter deals with major findings and conclusions of the research. Suggestions for further improvement are also provided.

4.1. Major Findings

The following are the major findings of the research.

1. Majority of the respondents from both the local community and tourists are male. 91.67 per cent of the local communities are male and 76.67 per cent of the tourists' respondents are male.
2. None of the tourists' respondents are above 45 years of age. It shows that visitors of the tourists' spots are mostly the youths who have time and fitness.
3. All the tourists' respondents were literate whose education qualifications are matriculate and above. 40 per cent of the tourists are post graduate and 36.67 per cent are graduates. 15 per cent have attended higher secondary schools and 8 per cent are matriculate. It shows that educated youth are attracted and tempted to know more about the history of their culture.
4. Majority of the local communities' respondents (51.67 percent) are teacher, teachers residing in the village are taking active role in the village administration and in entertaining the tourists. The rural areas are mostly concentrated on agriculture services, thus 28.33 per cent of the respondents are engaged with Agriculture & Allied Services.

5. Majority of the local community (71.67 percent) take an active role in NGOs and social work. 91.67 per cent of them take active part in church activities as well. Among them 76.67 per cent are Presbyterian by denomination. Another denominations include IKK(5 per cent), UPC (13.33 per cent), Baptist (3.33 per cent) and Salvation Army (1.67 per cent).
6. Many tourists attraction sites are naturally endowed with magnificent features and at the same time possessed legendary stories. Thus many sites cannot be classed as just endowed natural resources or just heritage/ historical sites as they are actually a bit of both. 81.67 per cent of the sample tourists were motivated by the historical sites and 16.67 per cent were motivated by the naturally endowed resources like mountains, rivers, lakes, caves etc. 1.67 per cent were motivated by the village life.
7. Among the various respondents, students constitute the highest number contributing 48.33 per cent, followed by government employee with 30 per cent. 10 per cent of the sample respondents were businessmen. 11.67 were falling under the category of 'others', however in this group 5 research scholars were included which constitute 8.33 per cent of the whole sample tourists.
8. Each village within the study area has their own promotional club for protection and promotion of tourists' spots in their villages. These promotional clubs and NGOs of each village made lots of effort to

draw the attention of government for protecting the heritage sites and to attract tourists. Well trained tour guide are not available within the area thus volunteers of the village used to guide the tourists usually at free of cost,

9. Regarding tourists' accommodation, at present, there are only two tourists lodge within the study area- in Khawbung and Farkawn village. Due to high demand the government plan to set up two new lodges at Vangchhia and Vaphai. Lianpui and Dungtlang village do not have any lodges, rest room or private hotel for the tourists. But most of the communities within the study area are always ready to welcome tourists or guests. 56.67 per cent of the community respondents have guest room in their homes.
10. Art & Culture Department, Government of Mizoram has taken some measures for protection and preservation of heritage sites, at the same time BADP funds are being received from RD Department for developing various sites. Construction of tourist lodges in Farkawn and Khawbung became the only known contribution made by tourism department.
11. No tourism awareness campaign has been organized till date in any of the villages. Public meeting on account of hospitality towards the guests is often organized by the NGOs on the eve of public programme, 56.67 per cent of the respondent said that they have attended such a programme. But that kind of public meeting cannot be

termed as tourism awareness campaign as its main focus is for the success of a particular programme and not for tourism. Moreover, 43.33 per cent of the respondents have not attended any programme yet.

12. General infrastructural facilities are very poor in the entire selected village. Bad road conditions, poor telecommunication services, insufficient lodges and accommodations and lack of tour guide are the major problems most of the tourists faced during their visit. Most of the local community respondents also did pointed out these problems as an obstacle of tourism promotion in their village.

13. Having a complete stranger as a guest is very common in rural Mizoram since the public programmes were often being organized where proper lodges/ accommodations are unavailable for the guest. 86.67 per cent of the sample local community respondents have at least once had a complete stranger as a guest.

14. 83.33 per cent of the tourists are aware of the term rural tourism and 56.67 per cent are aware of the term home stay.

15. The major tourists spots which tourists pay visit for each village are:

- *Dungtlang: Lianchhiari Lunglen Tlang, Lianchhiari Puantahna, Zokhua, Thangchhuah mual, 7000 lung.*
- *Farkawn: Kungawrhi Puk, Lamsial Puk, Fiara Tui, Far Puk, Chhura chi rawt Lung, Lungkei phaw tial, Lamthuam thum.*
- *Khawbung: Hla Kungpui Mual.*

- *Lianpui: Lungphun Ropui, Caves, Lianpui Khawhlui, Artukkhuan kham.*
- *Vangchhia: Kawtchhuah Ropui, Ralven buk.*
- *Vaphai: Tan Tlang, Fiara Tui, thasiama seno neihna, Thlangtlak Mual*

16. 68.33 per cent of the sample tourists visited the sites for the first time while 31.67 per cent of the sample tourists had visited more than once.

17. 76.67 per cent of the sample tourists went for pleasure excursion, adventure tour and caving expeditions are included in this pleasure excursion. 11.67 per cent of the sample respondents went to visit their friends and families. 10 per cent of the sample tourists went to the area because of their academic purpose and only one sample tourist visited the site due to official work.

18. Majority of the tourists (56.67 per cent) came in an organized party like adventure club and institutional tours. Only 2 respondents among the sample tourists travel alone. Others groups includes either travelling with friends or family.

19. Among the mode of travel used by the sample tourists, private vehicle and buses constitute 23.33 per cent each. Maxi cab services are available in each village, but are preferred by only 21.67 per cent of the tourists and 18.33 per cent travel on hired vehicle. The sample tourists also include unique explorers who travel on foot and motorcycle.

20. Majority of the tourists (55 per cent) spent only one day in a particular village including 11 passer by which contribute 18.33 per cent of the whole lot of tourists' respondents. Regarding accommodation, 35 per cent of the sample tourists stayed at their friends and relatives home at free of cost. 18 per cent build tents, 15 per cent stayed at institutional buildings and 13.33 per cent stayed at tourist lodge.
21. As there are no expert tour guides, the villagers and members of the club often lead or guide the tourists to different spots. 61.67 per cent of the local community respondents had been guiding the tourists. Among them 5 respondents had received remuneration from the tourists mostly in small amount of cash.
22. Regarding telecommunication services, airtel , aircel, bsnl and reliance are the most popular service provider available within the study area. However, aircel is preferred most by the local community as other services are quite intermittent and unreliable.
23. Among the six selected villages, only Farkawn and Vaphai village prepare a tour guide booklet or map for the tourists. Other villages are also taking necessary measures to prepare tour guide booklet/ map.

4.2. Conclusions

Champhai District has lots of potentials as a tourist destination with its rich cultural and historical sites. The natural beauties it possesses are second to none. In this study, several tourist spots which tourists frequently visit were identified and various issue related to the

development were taken into consideration, however development of tourism requires support from each level, the community participation were quite good while government involvement is not seen much. Lack of quality infrastructure facilities is the main obstacle in promotion of rural tourism in the area. Thus, the government has to ensure the problems faced by tourism sector and take initiative step, which eventually could uplift the economic condition.

4.3. Suggestions

1. Tourism awareness campaign is of immense need at the moment. The Department of Tourism should organise awareness campaigns which will contribute towards development of rural tourism.
2. Tourism promotional clubs of each village should improve their publicity and promotional techniques for tourists' attraction and development of their village. Tourism awareness campaign and tour guide facilities which are of immense need, are not provide by the government till date.
3. Historical sites and other tourists' attraction sites should be preserved well. Few tourists' attraction sites have been renovated and lost their originality, thus renovation is not needed in most of the sites. Also, the villagers must take measures to prevent the tourists from littering especially non decomposable wrappers.

4. Tourist guide book/map must be prepared to attract and provide insight about the various historical sites and attractions. These need not be available only at the spot or at the village, it must be distributed widely. Through this kind of booklet and insight stories, many people will come to know of the area and the potentials they have as a tourism product.
5. Telecommunication services are very poor in most of the villages, thus community leaders must bring up this issue to the government to ensure and take necessary measures.
6. Schools/Colleges and other institutions should try to organize study tours and excursion to these areas of cultural heritage. This will help in tourism development and will also boost up their knowledge of their culture and history.
7. Maxi cab and bus services are available within the area, but for a tourist who wants to visit tourist spot and move from one place to another, these services had their own service area and tourists often had to hire vehicles where the prices varied from owners to owners. Thus, private agencies should set up tour packages to these tourist destinations where tourists can move on with their budget.
8. Accommodations have always been major problems for tourists within the study area. Free lodging at friends and families' place maybe economical but there is no privacy and is troublesome for the villagers. Thus private enterprises should set up hotels in these areas.

9. 'Home stays' is where homes are converted into tourist houses duly providing all facilities and convenience. This has enabled to provide quick accommodation in places where demand exists but formal hotels may take time to come up. Thus, some families should come up with home stay as it generate income and also a tool for promotion of rural tourism in their village

10. The study was based on six selected villages which can fall under the scheme of Rural Tourism Cluster provided by the Ministry of Tourism. This scheme aims at developing a cluster of villages as a tourism product. The government of Mizoram should identify these potential villages.

* * * *

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www.farkawn.com

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Appendix-1 QUESTIONNAIRE (IN ENGLISH)

1. Name:
2. Place of residence:
3. Phone No (if any):
4. Sex: Male () Female ()
5. Age: 18-25 () 26-30 () 31-35 ()
36-45 () 46-60 () 60+ ()
6. Marital Status: Single/ Unmarried ()
Married ()
Widow/ widower ()
Divorce ()
7. Nationality: Indian ()
Burmese ()
Others (specify).....
8. How long have you been living in this village?.....
9. Reasons for residing?
10. Educational Qualification:
Under matric () PUC () Graduate ()
Post Graduate () Others ()
11. Occupation:
12. Main Source of family income:
Business () Govt. Service ()
Agri. & Allied Service ()
Others (specify).....
13. Family Size:
3 and below () 4-5 ()
6-10 () 10 and above ()
14. Family Structure:
Joint Family ()
Nuclear Family ()
15. Family Annual Income:
Upto 50000 () 50001-100000 ()
100001-150000 () 150001-200000 ()
Above 200000 ()

16. Are you involved in NGOs? (excluding Political party)
 Yes () No ()
17. Are you involved in Church activities?
 Yes () No ()
 If Yes, name of denomination.....
18. Do you think your community work for protection and preservation of tourists' sites?
 Yes () No ()
19. Do you know any government schemes for preservation and protection of tourists' sites?
 Yes () No ()
20. Are you satisfied with the works done by promotional club?
 Yes () No ()
21. Do you think your community cooperates for promotion of tourism?
 Yes () No ()
22. Any tourism awareness related programme
 Yes () No ()
23. Have you ever guided a tourist?
 Yes () No ()
 If Yes, any remuneration?
 Yes () No ()
 If yes, what kind of remuneration?

24. Have you ever had any unknown tourist?
 Yes () No ()
 If yes, tick any of the following reasons for their staying
 Distribution of guest during public programme ()
 Friends of families/friends ()
 Explorer/ Excursionist ()
 Others (specify)
25. Do you have a guest room?
 Yes () No ()
 If yes, number of rooms ()
 Number of beds ()
 How many guest can accommodate ()

26. Tick the most appropriate one regarding telecommunication services in your place.

- Excellent service ()
- Good service ()
- Limited period service ()
- Intermittent Service ()
- No service at all ()

27. Any commodities / commercial products for the tourists? (eg- vegetables, fruits, cattle, souvenir, etc)?

Yes () No ()

If yes, name them

.....
.....
.....

28. Any booklets/ souvenir/ maps for the tourists

Yes () No ()

29. Give comments on the problems face by your village regarding tourist attraction?

.....
.....
.....
.....
.....

30. Any comments regarding tourism promotion?

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.....
.....
.....

Appendix- 2 QUESTIONAIRRE (MIZO)

He questionnaire hi Tourism lampang research project atana siam a ni a. Tourism project leh zirna kaihnawih atan chauha hman tur a nih avangin, tourism chungchhanga i tawn hriat te leh i ngaihdan te min lo hrilh turin ka ngen a che. Khawngaiha min lo chhan sak theih chuan ka lawm hle ang.

A. Socio- Economic Profile

1. Name:
2. Place of residence:
3. Phone No (if any):
4. Sex: Male () Female ()
5. Age: 18-25 () 26-30 () 31-35 ()
36-45 () 46-60 () 60+ ()
6. Marital Status: Single/ Unmarried ()
Married ()
Widow/ widower ()
Divorce ()
7. Nationality: Indian ()
Burmese ()
Others (specify).....
8. Engtia rei nge in khuaah hian I chen tawh?.....
9. Eng vanga awm nge I nih?
10. Educational Qualification:
Under matric () PUC () Graduate ()
Post Graduate () Others ()
11. Hnathawh:
12. Chhungkaw eizawwna ber:
Sumdawwna () Sawrkar hnathawh ()
Lo neih leh farm lam hna ()
A dang te (sawifiahni se).....
13. Chhungkaw member zat:
3 leh a aia tlem () 4-5 ()
6-10 () 10 leh a aia tam ()
14. Chhungkaw inrelbawl dan:
Inpui a cheng ho ()
Inhrang chang tawh ()

23. Khualzin lo kal ho te hi i lo kaihhruai tawh thin em?

Aw () Aih ()

Chhanna kha 'Aw' a nih chuan, eng emaw tal anmahni atangin puih hah man emaw,lawmman i dawng tawh ngai em?

Aw () Aih ()

Chhanna kha 'Aw' a nih chuan, eng ang lawman te nge?

.....
.....

24. In hmelhriat ngai miahloh mikhual in nei tawh ngai em(chhungte/thiante nilo)?

Aw () Aih ()

Chhanna kha 'Aw' a nih chuan,a hnuai a tarlan ah khuan engvanga in in a lo thleng nge an nih I thai dawn nia:

Khawtlengah programme a awma, mikhual an sem vang ()

Khualkhuuaa chungte/ thiante thian leh chhawng ()

Khualzinrawn thleng ve tawp ()

Thil dang vang(sawichian ni se)

.....

25. Mikhual room in nei em?

Aw () Aih ()

Chhanna kha 'Aw' a nih chuan, room engzat nge awm ()

Khum engzat nge awm ()

26. A hnuaiateh fuh pek ah in khawchhunga inbiak pawhna service te that dan thlang rawh.

- Eng tik lai pawn signal a awm ()
- Signal a awm tha ve ang reng ()
- Nikhata signal awm hun bik a nei ()
- Signal a awm zeuh zeuh ()
- Signal awmlo tluk ani mai ()

27. Khualzinten in khua atanga an hawn tur thil zawrh tur in nei em?(entirnan-thlai,ran,thei,souvenior, etc)?

Aw () Aih ()

Chhanna kha 'Aw' a nih chuan, eng te nge

.....
.....

28. Khualzin mite tan map/in khaw chanchin ziahna/ hmun hmingthangte chanchin ziahna lei tur/pek tur in nei em ?

Aw () Aih ()

29. In khuaa khualzin mite in hipna tur chungchangah hian eng ang harsatna te nge awma i hriat?

.....
.....
.....
.....
.....

30. In khuaa khualzin mite hip dan chungchangah hian sawi duh i nei em?

.....
.....
.....
.....
.....

11. What sort of group are you with during your visit

- Alone ()
- With friends ()
- With family ()
- With friends & family ()
- Organised party ()

12. Number of persons in your group?

- 1-5 ()
- 6-10 ()
- 11-15 ()
- 16-20 ()
- More than 20 ()

13. Have you receive any guidance from the local community during your visit?

Yes () No ()

If Yes, any remuneration?

Yes () No ()

If yes, what kind of remuneration?

.....
.....

14. Are you familiar with the term 'rural tourism'?

Yes () No ()

15. Are you familiar with the term 'home stay'?

Yes () No ()

16. Main purpose of your visit.

- Pleasure excursion ()
- Official work ()
- Academic interest ()
- Business ()
- Visiting friends & families ()

17. Where do you stay during your visit?

- Tourist Lodge ()
- Other Govt. buildings ()
- Private hotel ()

- Free lodging at friends & families home ()
- Tented ()
- Others ()

18. How long do you stay during your visit.....

19. Mode of transportation?

- Maxi cab/ Sumo ()
- Private vehicle ()
- Bus ()
- Hired vehicle ()
- Others (specify).....

20. What motivates you most for your visit?

- Historical sites, monuments ()
- The village life ()
- The remoteness ()
- Mountains, rivers, caves,etc ()
- Others ()

21. What do you dislike most during your visit?

.....

.....

.....

22. Any comments regarding tourism promotion?

.....

.....

.....

.....

.....

.....