

**TOURISM ADMINISTRATION IN MIZORAM:
ISSUES AND CHALLENGES**

**A THESIS SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY**

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AUGUST 2020**

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This is to certify that Miss R.Lalrinchani, Ph.D. Scholar in the Department of Public Administration, Mizoram University worked under my supervision on the topic 'Tourism Administration in Mizoram : Issues and Challenges' for the award of the Degree of Ph.D. in Public Administration, School of Social Sciences. The Thesis is a product of her own original research work and it does not form a part of any other Thesis. She is permitted to submit the Thesis for examination.

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CANDIDATE'S DECLARATION

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I, R.Lalrinchhani, 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 basis of the award of any previous degree to me or to 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/ Institution.

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ACKNOWLEDGEMENTS

With deep sense of gratitude and honour, I thank my supervisor Prof. Lalneihzovi, Department of Public Administration, Mizoram University, for rendering constant academic guidance, valuable suggestions and encouragement during the course of the study.

I sincerely thank the officials and staff members Tourism Department, Government of Mizoram for rendering their help in data collection during the course of the study.

I cannot forget to express my gratitude to Prof. Lalrintluanga, Dean, School of Social Science, for his invaluable help which has helped me in various ways to complete this work.

I also wish to express my sincere gratitude to the Head of Department and all the faculty and staff of the Department of Public Administration for their constant support and help throughout the period of the study.

I am deeply grateful to my parents and all other members of my family for their support and sacrifices without which the completion of this study would not have been possible.

I wish to thank all those names which I have not mentioned but have helped directly or indirectly during the course of my study.

Most of all, I thank the Almighty God for the blessings he has showered upon me.

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ABBREVIATIONS

AD	Anno Domini
AOB	Allocation of Business
ASEAN	Association of Southeast Asian Nations
ASI	Archaeological Survey of India
BC	Before Christ
B.Sc	Bachelor of Science
CCS (LTC)	Central Civil Service (Leave Travel Concession)
CD	Compact Disc
CFA	Central Financial Assistance
CSS	Centrally Sponsored Scheme
DDO	Drawing and Disbursing Officer
DG	Director General
DoNER	Development of North Eastern Region
DPR	Detailed Project Report
EITU	Eastern India Tribal Union
FCI	Food Craft Institute
GDP	Gross Domestic Product
GoI	Government of India
GTERC	Global Tourism Economy Research Centre
GWSP	Gulmarg Winter Sports Project
HRD	Human Resource Development
HSLC	High School leaving Certificate
HSSLC	Higher Secondary School Leaving Certificate
ICT	Information and Communication Technology

IHM	Institute of Hotel Management
IISM	Indian Institute of Skiing and Mountaineering
IITTM	Indian Institute of Tourism and Travel Management
IUOTPO	International Union of Official Tourist Publicity Organization
IUOTO	International Union of Official Tourist Travel Organization
IPR	Information and Public Relations
IPR&T	Information, Public Relations and Tourism
ITDC	India Tourism Development Corporation
J&K	Jammu and Kashmir
LDC	Lower Division Clerk
LTC	Leave Travel Concession
MICE	Meetings, Incentives, Conferences and Exhibitions
MoT	Ministry of Tourism
MPSC	Mizoram Public Service Commission
MSME	Micro, Small and Medium Enterprises
MTDA	Mizoram Tourism Development Authority
NAPT	National Action Plan for Tourism
NCAER	National Council of Applied Economic Research
NCHMCT	National Council for Hotel Management and Catering Technology
NE	North East
NEC	North Eastern Council
NEDFi	North Eastern Finance Development Corporation
NEDP	New Economic Development Policy
NER	North East Region
NGO	Non Government Organization

NIC	National Informatics Centre
NIWS	National Institute of Water Sport
PIDDC	Product/Infrastructure Development for Destinations and Circuits
PR	Public Relation
PRASAD	Pilgrimage Rejuvenation and Spiritual Augmentation Drive
PSU	Public Sector Undertaking
PWD	Public Works Department
ROP	Resident Oriented Products
RTI	Right to Information
SD	Swadesh Darshan
SIHM	State Institute of Hotel Management
SRC	State Reorganisation Commission
STA	Special Tourism Areas
STP	Sectoral Tourism Products
SWOT	Strength Weakness Opportunities Threats
TFCI	Tourism Finance Corporation of India
TIES	The International Ecotourism Society
TOP	Tourist Oriented Products
TSA	Tourism Satellite Account
UDC	Upper Division Clerk
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNO	United Nations Organization
UNWTO	United Nations World Tourism Organization
USA	United States of America

UT	Union Territories
WTTC	World Travel and Tourism Council
WTO	World Tourism Organization
YMA	Young Mizo Association

GLOSSARY

Chhinlung	Name of a big rock or cave from where the Mizo people believe that they have emerged from.
Dil	A Mizo word for lake.
Kham	A Mizo word for steep cliff.
Puk	A Mizo word for cave.
Tlang	A Mizo word for mountain or hill.
Tlawmngaihna	Mizo code of ethics compelling the Mizo people to be hospitable, selfless, kind and helpful to others.
Zawlbuk	Bachelor's dormitory of the Mizo people.

CHAPTER I

INTRODUCTION

Introduction

The present thesis titled *Tourism Administration in Mizoram: Issues and Challenges* investigated into the working, organization and functions of the Tourism Department, Government of Mizoram. It also identifies the challenges and issues faced by the Department in its efforts to develop and promote tourism in the State.

Tourism today has emerged as an important economic force anywhere in the world. Both domestic and international tourism has rapidly won considerable recognition as an activity generating a number of social and economic benefits to the tourists themselves, to the destination economy, and to the global geo-political environment as a whole. Highlighting its significance, the World Travel and Tourism Council and World Tourism Organization proclaim tourism as an industry growing faster than the world economy in terms of output, value-added, capital investment and employment¹. Tourism as a source of foreign exchange and tax revenue has been attracting increasing attention from national and regional governments.

From the economic point of view tourism is especially important in developing countries like India. It is a catalyst to economic growth and foreign exchange earnings. The various and cumulative benefits of tourism can hardly be over emphasized. Apart from economic development, tourism also plays an important role in the national development. Tourism interacts with several nation

¹Bezbaruah M.P.(1999). *Tourism- Current Scenario and Future Prospects*.In *Yojana*, Vol.46, No.8, pp.7-14.

building activities. The national objectives of several nations can be more easily attained if tourism is developed on healthy lines. It can also serve as an effective instrument of national integration. No other activity has such a great potential for breaking barriers of cast, creed, motivating linguistic groups to communicate with one another and to promote inter-regional understanding as tourism has. Improvements in tourist facilities also help expand opportunities for common citizens. The impression that a tourist carries from one place to another, can build the nations as a family and many nations of the world as one family. Apart from removing regional imbalances and opening new growth centers, providing employment opportunities for young men and women, yielding tax revenue to the government, sustaining many trades like handicrafts etc. tourism ensures a minimal use of natural resources and optimum use of manpower and expertise.

Travel traditions in India have been very old. The Vedic hymns enjoining welcome reception even to unscheduled visitors are more than 5000 years old. The cultural heritage of India has been very extensive and varied. The grandeur of ancient monuments, the beauty and rhythm of its folk and classical dances, its colourful and crowded bazaars, the perennial snow-covered towering mountain peaks in the north and the back waters of Kerala in the South and above all, its hospitable people are among the many faces which are timeless in their appeal. The German scholar Max Mueller has said, "If we were to look into the whole world to find out the country most richly endowed with all the wealth, power, and beauty that nature can bestow in some parts, a very paradise on earth I should point to India"². Today,

² Batra, K.L. (1989). *Problems and Prospects of Tourism*. Jaipur: Printwell Publishers, p.36.

India is a synthesis of rich and ancient culture and an emerging modern society which has diversified attractions to offer to tourists.

The achievements of the Indian Government, though slow, mark a significant improvement in the status of tourism since the time of independence. Beginning with the recommendations of the Sargent Committee in 1946 for the establishment of a separate organization for development of tourist traffic, a separate Tourist Traffic Branch was set up in the Ministry of Transport in the year 1949. March 1st 1958 saw the establishment of a separate Department of Tourism in the Ministry of Transport and Communication. A further leap was taken on March 13, 1967 when a separate Ministry of Tourism and Civil Aviation came into existence. Meanwhile, as a follow up on the Jha Committee Report, another landmark was created in 1965 with the establishment of three public sector corporations- Hotel Corporation of India Limited, India Tourism Corporation Limited, India Tourism Transport Undertaking Limited, and their final amalgamation on October 1, 1966 into a unified Corporation by the name of India Tourism Development Corporation Limited (ITDC).³

During the year 1982, the government of India, for the first time, proposed and planned a proper policy of tourism and it was duly presented to both Houses of Parliament on November 8, 1982. It can be safely said that, this was the first attempt by the Central Government to arrive at the “National Tourism Policy.” The plan and programme behind this national policy on tourism was to give a new sense of

³ Chopra, Suhita. (1991). *Tourism and Development in India*. New Delhi: Ashish Publishing House, p.8.

purpose and direction to the development and promotion of tourism and add new directions to it.⁴

The establishment of the National Committee on Tourism on July 10, 1986, by Prime Minister Rajiv Gandhi, under the chairmanship of Mr. Mohammed Yunus, was another important landmark in the history of tourism development in India. The committee has been set up under the Planning Commission which is chaired by the Prime Minister himself. The Committee was asked to submit its report on a perspective plan for tourism development in India till the year 2000 AD.

The first thirty years following independence were quite uneventful as far as tourism was concerned. Building up an economy occupied overriding priority above all other pursuits. The Government was not in a position to provide funds for the promotion of tourism as the existing resources had to be used for providing food, irrigation projects, electrification, education, health care, industry, social welfare etc. It was only in the beginning of the eighties that we were able to establish a fairly strong economic base and a sound infrastructure on which to build the superstructure of tourism.

Tourism development in India has passed through many stages. Development of tourist facilities was taken up at the Government level in 1956, coinciding with the Second Five Year Plan. The developmental approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plan to integrated development in the Fourth Plan and thereon to integrated area development in the

⁴ Batra, K.L. (1989). *Problems and Prospects of Tourism*. Jaipur: Printwell Publishers, p.36.

Fifth and Sixth plans. It was only during the Seventh Plan that tourism was finally accorded the status of an industry.⁵

In the present administrative set up, the Ministry of Tourism is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by the Union Minister of State for Tourism (Independent Charge).

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism {now merged with the office of Secretary (Tourism)} provides executive directions for the implementation of various policies and programmes. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one sub-ordinate office/project i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project (GWSP). The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects. The activities of IISM/GWSP have now been revived and various Ski and other courses are being conducted in the J&K valley.⁶

⁵ Ooman, C. Priyan. (1989). *Global's Tourism Directory of India*. Trivandrum: Global Communications Pvt. Ltd., p.130.

⁶<http://tourism.gov.in/AboutUS/RoleAndFunction.aspx> retrieved on 3.7.2019.

The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation (ITDC) and the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

Coming to Mizoram, the Department of Tourism was bifurcated from the Department of Information and Public Relations in the year 1987. Its main function is 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. It has developed a number of Tourist Lodges, Highway Restaurants and Picnic spots etc. all over the State through financial assistance from the Ministry of Tourism, Government of India. The Department also undertakes management of these tourist facilities meeting the demands of the tourists visiting the State, Government officials on duty and the general public. At present there are 72 completed tourist facilities in the State, out of this 66 of them are in operation. The management of 20 tourist facilities is outsourced to private parties. Hence, in the present scenario 46 tourist facilities are maintained and managed by the Tourism Department.

Review of Literature

For the research study, a survey of academic and non-academic works in the field was done. In the process of surveying literature, it was observed most

literature pertaining to tourism contains information relating to the economic aspects of tourism and there is a dearth of published materials that deal with the administrative aspects of tourism. It was also observed that published works of literature containing information relating to tourism in Mizoram are very rare and the researcher could not find any such literature for the purpose of this research.

S.K. Misra (1982) in his article *The Chief Executive Speaks: Public Sector in Tourism*⁷ writes that by the end of 1990, India will receive 3.5 million tourists; therefore, the public and private agencies involved in tourism should be prepared to accommodate them. He also advocates the existence of India Tourism Development Corporation (ITDC) and says that ITDC was established 15 years ago has contributed Rs. 80 million to the exchequer and earned foreign exchange worth 950 million rupees. The article of Mr. Misra suffers from limitation of statistical data in support of his projection of 3.5 million tourist arrival in India by 1990. In this regard, it may be noted that foreign tourist arrival in India during 1990 was 1.7 million as per the statistics of the Ministry of Tourism, Government of India.

S.N. Chib (1980) in his article *Tourism Policy: A political Gimmick*⁸ analyses various reasons for the slow growth of tourism industry in India. The author puts all responsibility on the shoulders of the government. He emphasize that public sector tourism corporation are white elephants. He cites examples of bureaucratic attitude of the government. The author pointed out that in 1973 Prof. Robar submitted a report to government on the request of the Department of Tourism and recommended

⁷Misra, S.K. (1982). The Chief Executive Speaks: Public Sector in Tourism. In *State Enterprises*, 1(14).

⁸ Chib, S.N. (1980). Tourism Policy - A Political Gimmick. In *Eastern Economist*, Vol.75.

to set up an institute of tourism management. It took five years for the project report to be sent from the Department of Tourism to the Planning Commission, and then from the Planning Commission to the Ministry of Finance and so on. In the meantime, Philippines has set up an institute within 3 years at Manila University. In another example showing the slackness on the part of the government, the author says that in 1979, the government announced to receive 3.5 million tourists by 1990 and to earn foreign exchange worth Rs. 5000 crore. This means 28.5% increase in receipt and 15.5% in arrival. He pointed out that this was nothing but a political gimmick because such a high growth rate would be too difficult to achieve. Further to accommodate 3.5 million tourists, we need to construct 45000 more hotels, rebuild airports and improve our communication system. But nothing was done in this regard. The author also suggests the government to pay its attention to all kinds of tourism and not only on cultural tourism. He also complains about the step motherly treatment being given by the government to this industry.

In an article written by Sarojit Dutta (1980) titled *Eastern Region, Yet to Make Up to its Potentials*⁹, problems faced by the north eastern region of India like non-availability of transport and accommodation, political conditions, accessibility to forests etc are highlighted. He also pointed out the tourism potential of the region like its wild life, natural beauty, etc. He also emphasizes that this region is yet to be exploited because it offers many attraction for tourists. He leaves the best approach to be adopted for the north-eastern states to the academicians to decide whether the

⁹ Dutta, Sarojit. (1980). Eastern Region Yet to Make Up to its Potentials. In *Capital*, Vol. 185.

trade approach or service approach would be appropriate for the development of this industry.

Isabelle Sacareau (2007) in her article *Himalayan hill Stations from the British Raj to Indian tourism*¹⁰ discussed the relationship between the systematic combinations of actors and practices that produced colonial hill stations in the Himalayas and the contemporary tourist system of India. Borrowing the practices of the European elites in the early 19th century, hill stations are developed by British residents in India for their own recreation. These hill stations were first a response to both sanitary and strategic considerations. During the second half of the 19th century, the hill stations have become a recreational place for the colonial society to escape the social constraints prevailing in the plains for a while. They also become educational places for the English children in India. Though the English tried to set a strict spatial and social segregation with the indigenous society, they could not establish a secluded place only for the Europeans in these hill stations as several Indian elites started buying and developing properties here. Though Indians were not welcomed at these hill stations, they succeeded in conquering the local tourist system for their own purpose. The author then examined the expansion of these hill stations in the post independence era and argues that there is no break but continuity between the colonial tourist system and the post-colonial tourist system.

¹⁰Sacareau, Isabelle. (2007).Himalayan Hill Stations from the British Raj to Indian Tourism. In *European Bulletin of Himalayan Research* 31:30-30 (2007).

Shiela Bora (2011) in an article *Development of Tourism in North-east India: Its Impact on the Socio-economic Status of the people of the Region*¹¹ maintains that it is important to promote tourism, especially in underdeveloped regions like north-east India because tourism can be developed in a short time span with only moderate levels of investment and its impact on the regional economy can be very rapid. Further, the author advocates community participation in tourism development to ensure its sustainability and feels that a strong linkage is necessary between the government and the communities and the private sector for developing eco-tourism in the region.

An article titled *Tourists' Expenditure: an Empirical Study in North-East India* by Uttam Kumar Boruah and Dr. Mrinmoy Kumar Sarma (2011)¹² discusses the expenditure pattern of tourists visiting the north-east India and the variables affecting the spending behaviours. The article reveals that older tourists (60 and above years), foreign tourists and those who have more travelling experience spend more on transportation. Also, younger tourists and those originated from within the north-east spend more on foods outside their place of stay. The authors maintain that variables like age, origin and previous travelling experience have significant effect on the extent of expenditure incurred.

¹¹Bora, Shiela. (2014). Development of Tourism in North-east India: Its Impact on the Socio-economic Status of the people of the Region. In Chutia, Hemanga Ranjan and Smaran Saikia, Smaran (eds.) (2014). *Tourism in North East India*. Guwahati: Purbanchal Prakash.

¹²Boruah, Uttam Kumar and Dr. Sarma, Mrinmoy Kumar. (2014). *Tourists' Expenditure: an Empirical Study in North-East India*. In Chutia, Hemanga Ranjan and Saikia, Smaran (eds.) (2014). *Tourism in North East India*. Guwahati: Purbanchal Prakash.

A paper titled *A Conceptualisation of Professionalism in Tourism* co-authored by Jennifer Hussey, Mary Holden and Patrick Lynch (2011)¹³ presented in the 29th EUROCHRIE Conference at Dubrovnik in Croatia maintains that professionalism is a prerequisite for success and is especially important in sectors like tourism because of the level of criticality of human factor in tourism. The paper reviews the relevance of the five dimensions of professionalism in tourism propounded by Hall (1968) i.e. (1) use of the professional organisation as a major referent group, (2) belief in public service, (3) belief in self-regulation, (4) sense of calling to the field, and (5) a feeling of autonomy which they found to be very relevant and suggests addition of five more dimensions of professionalism in tourism i.e. 1) a body of knowledge requiring extensive education and/or socialization, (2) a concern for quality service, (3) a code of ethics, (4) development of specialist skills, and (5) professional identity (self-awareness based on reflective practice). The paper conceptualized professionalism in tourism context involving ten dimensions and the challenge is to integrate these dimensions into the higher education curriculum of tourism studies.

An article titled *Social Impact of Tourism Development on Host Communities of Osun Oshogbo Sacred Grove* by Enemu, Ogechi B and Oduntan Oyinkansola C (2012)¹⁴ evaluated the social impact of tourism development on the lives of the host communities of the Osun Oshogbo Sacred Grove in Osun State of Nigeria. Social

¹³Hussey, Jennifer, Holden, Mary and Lynch, Patrick.(2011). Conceptualisation of Professionalism in Tourism. A paper presented in the 29th EUROCHRIE Conference at Dubrovnik in Croatia.

¹⁴ Enemu, Ogechi ,B and Oduntan ,Oyinkansola C.(2012).Social Impact of Tourism Development on Host Communities of Osun Oshogbo Sacred Grove. In *IOSR Journal of Humanities and Social Science (JHSS)*, Vol. 2, Issue 6 (Sep-Oct. 2012).

impacts are the results of changes in the lives of the host communities brought about by the development of tourism industry and the presence of tourists in the area. The study reveals that the host community perceived the impact as desirable and that tourism development has an impact on the social lives of the host community and its sustainability by providing employment opportunities, increased income, improved the housing condition in the community, improved infrastructure, standard of living and the quality of life of the local people. Therefore, tourism development and the presence of tourists in a destination can contribute to social and cultural changes. The paper advocates encouragement of public participation in tourism development to ensure the sustainability of tourism development in the community.

Pravin Rizal and R. Asokan (2013) in their article *A Comparative Study of Tourism Industry in North Eastern States of India*¹⁵ examine and compare the scenario of tourism in the North East States of India from 2004-2005 to 2010-2011. The paper highlights that though special care for development of tourism is provided by the Government of India, the level of development is not as expected and is uneven among the North East States. Among the North East States, Assam receives maximum tourist inflow while Nagaland received the least tourist inflow. In terms of annual average growth rate in tourist arrival, Arunachal Pradesh with 55% growth rate is the highest among the North East States. The paper identifies poor transportation facilities, insufficient funds, lack of infrastructure, insufficient

¹⁵Rizal, Pravin and R. Asokan, R. (2013). A Comparative Study of Tourism Industry in North Eastern States of India. In *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 12, Issue 4 (Jul. - Aug. 2013).

marketing, managerial inefficiency, security concerns and permit systems as some of the major hurdles for development of tourism in the North East States.

The article titled *Development in India under Tourism 12th Five Year Plan* written by John MohmadWani and Anisa Jan (2018)¹⁶ highlights growth and development of the Indian tourism industry under the 12th Five Year Plan. It also reflects the contribution of tourism sector to employment generation in India. The article reveals that there has been a continuous increase in foreign tourist arrivals to India during the 12th Five Year Plan (2012-2017). Also foreign exchange earnings from tourism during the 12th Five Year Plan showed an increasing trend from 2012-2017. The paper also reveals that in 2016, travel and tourism directly generated 5.8% of total employment. The same year travel and tourism including wider effects from investment, the supply chain and induced impacts generated 9.3% of total employment in the country. The paper credits the “pro poor tourism” approach adopted in the 12th Five Year Plan resulted in increasing the net benefits of tourism to the poor and have contributed to poverty reduction in the country.

R.N.Kaul (1985) *Dynamics of Tourism:A Trilogy, Vol. -I: The Phenomenon*¹⁷ deals with the phenomenon of tourism, elucidating its economic interrelationships, its position in the world economics and the measurement of its dimensions. The characteristics of domestic, regional and international tourism are explained with practical approach to their development. The relationship between

¹⁶ Wani, John Mohmad and Jan, Anisa.(2018). Development in India under Tourism 12th Five Year Plan. In *International Journal of Research in Engineering, Science and Management*, Vol.1, Issue-8.

¹⁷ Kaul, R.N. (1985). *Dynamics of Tourism: A Trilogy, Vol. I: The Phenomenon*. New Delhi: Sterling Publishers Pvt. Ltd.

over-all national economic development and tourism planning, the considerations that should weigh in formulating plans, their financing and creation of infrastructure receive special emphasis. The role of state in tourism and the functions of national tourism organizations are also highlighted. The book provides wide coverage on the phenomenon of tourism and may be of interest to students and professionals of tourism.

Tourism Management in India by Javaid Akhtar (1990)¹⁸ highlights the managerial aspects of tourism. The author pointed out that tourism is a service industry and the strategies required for the services are entirely different than those of products. The book also discusses the historical background of tourism in India and its regulatory framework and government policy implications. The major theme of the book is on the application of management practices in the tourism industry of India. The author also proposed a structure for tourism organization based on which an agency can plan, organize, recruit its personnel and exercise control over its various activities. The section related to control had been stressed as the author observed that the aspects relating to control was very much missing in many tourism organizations. He, therefore, suggests various techniques of control that can be employed by tourism organizations.

Suhita Chopra's (1991) *Tourism and Development in India*¹⁹ tried to establish measureable impacts of tourism with other inter-sectoral linkages for an integrated development of tourism by taking a case study of Khajuraho. The author presents an evolutionary model of a rural resort, having its genius in rich cultural resources. The

¹⁸ Akhtar, Javaid .(1990). *Tourism Management in India*. New Delhi: Ashish Publishing House.

¹⁹ Chopra, Suhita. (1991). *Tourism and Development in India*. New Delhi: Ashish Publishing House.

study shows that similar to many other agents of economic change, so far tourism has confirmed the existing socio-economic patterns without bringing any radical alteration in the configuration of social forces, which would help us in achieve the objectives of an egalitarian democratic society. She pointed out that like many other development programmes, people have been left out of planning and that if people had mattered then they would have been the guests and not the hosts. The key theme of the case study has been to draw attention to the need to put the people at the centre while planning for tourism.

K.L. Batra (1989), in his book *Problems and Prospects of Tourism*²⁰ highlights the problems and potentials of the Indian tourism industry so as to take remedial measures for time to come. The tourism policy of India is described in details and the major shifts and change taking place in the field of tourism have been given due coverage. Factors responsible for the slow growth trend in tourist traffic have also been analyzed and examined in details. The author points out that various snags and impediments in the promotion of tourism in India are created by those who are totally unaware of the pleasures and profits of tourism but hold the key position in the field of tourism while few of them are in-built in nature. In order to speed up the process of growth in tourism, the first requirement is that, leaders of thought and action in society should be convinced of the long range benefits and should be encouraged to come forward with their support and participation. The second is to train and develop manpower in tourism and this must be professionally planned, organized and conducted through continuous and concentrated programmes. The

²⁰ Batra, K.L. (1989). *Problems and Prospects of Tourism*. Jaipur: Printwell Publishers.

third requirement is that tourism must receive a higher priority and resource allocation in national/state planning.

Economic Impact of Tourism Development by Kunal Chattopadhyya (1995)²¹ provides an inclusive overview of tourism development in the third world. The author illustrates his arguments with a wide range of examples drawn from the third world countries. The book provides an understanding to the process of tourism development through some case studies conducted under certain controlled situations. The concluding part suggests an empirical model that has been built on the international tourism demand for India.

Kartik C. Roy and Clement Allan Tisdell's (eds.) (1998) *Tourism in India and India's Economic Development*²² focuses on various aspects of tourism - as development issues for the whole of India, policy and environmental issues, income and employment generation from tourism and human relations in tourism management and regional tourism. The importance of tourism in India's economic development is emphasized and measures that can be taken to ensure sustainable growth of tourism in India are discussed in detail. The issues and policies discussed and its solutions suggested in this book are applicable to all developing countries around the world.

²¹Chattopadhyya, Kunal.(1995). *Economic Impact of Tourism Development*. New Delhi: Kanishka Publishers.

²²Roy, Kartik C. and Tisdell, Clement Allan (eds.) (1998).*Tourism in India and India's Economic Development*.New York: Nova Science Publishers, Inc.

Satish Babu (2008) *Tourism Development in India: A Case Study*²³ provides an understanding into travel and tourism development in Andhra Pradesh at the macro level and critically examine the distinctive functional aspects and management of the Andhra Pradesh Travel and Tourism Development Corporation Limited. It also examine the causes of sickness in the Corporation and how far privatization can be allowed in this Corporation so that it can be run more on commercial lines.

A.K. Raina and S.K. Agarwal (2004), in their book *The Essence of Tourism Development (Dynamics, Philosophy and Strategies)*²⁴ presents a comprehensive view and analytical understanding of the tourism industry in India to form a strategy for tourism promotion, marketing with impact assessment on the economy. The book also evaluates the role of tourism industry in economic development of the regions in terms of income creation, employment generation and revenue yielding effects. It also focuses on forecasting the trends of national and international tourist traffic, which may help the policy-makers to prepare effective plans for the development of all regions of India. Special emphasis has been placed on principles and practices of eco-tourism for sustainable development.

Pran Nath Seth (2006) *Successful Tourism: Volume II: Tourism Practices*²⁵ says that tourism is the world's second largest industry employing on an average one out of twenty adult men and women world-wide and the ratio is one out of ten when

²³Babu, Satish. (2008). *Tourism Development in India: A Case Study*. New Delhi: APH Publishing Corporation.

²⁴Raina, A.K. and Agarwal, S.K. (2004). *The Essence of Tourism Development (Dynamics, Philosophy and Strategies)*. New Delhi: Sarup & Sons.

²⁵ Seth, Pran Nath. (2006). *Successful Tourism: Volume II: Tourism Practices*. New Delhi: Sterling Publishers Pvt. Ltd.

it comes to the developed countries like USA. The growing ranks of international leisure travelers are being influenced by business travelers who, are flooding into India as a result of economic liberalization. It is thus imperative that our professional tourism corps be trained to meet these exacting requirements. Both in public and private sectors, the increasing understanding of these needs is leading to the development of institutes, training centre and academic programmes in tourism management. There is thus a great need for comprehensive professional literature. This volume tells the readers all that they want to know about tourism -its history, networks and intricate operations. It also discusses in detail how different tourism sectors operate and market themselves - travel agencies, tour operators, hotels, restaurants, airlines - as well as the impact of changing technology on their activities.

E.K. Murthy (2008) in his book *Management of tourism and Hospitality Industry*²⁶ highlights the economic, social and environmental conditions that determine tourism development in a destination. The book attempts to provide the basic principles, practices and processes which led to the success of tourism and hospitality. It also tries to elaborate upon certain trends and practices involved in managing tourism and hospitality, taking in to account all differences in terms of social milieus, budgets etc.

Tourism Policy and Planning by David L.Edgell, Maria Delmastro Allen, Ginger Smith and Jason R. Swanson (2008)²⁷ write that for many communities and countries throughout the world tourism is the most valuable industry. The book

²⁶ Murthy,E.K. (2008). *Management of tourism and Hospitality Industry*.Jaipur: ABD Publishers.

²⁷Edgell,David L, Allen, Maria Delmastro, Smith, Ginger and Swanson, Jason R.(2008).*Tourism Policy and Planning*. United Kingdom: Taylor and Francis Ltd.

highlights the economic changes taking place in China, India, and the United States (with almost 3 billion people, half the world's population), for example, will have major impacts on the global tourism markets of tomorrow. Social-cultural changes in Europe, with borderless tourism crossings and a common currency, are increasing opportunities for tourism growth. East Asia and the Pacific Rim are experiencing unprecedented growth and change in tourism. From the perspective of economic policy, tourism for local communities is a vital economic development tool producing income, creating jobs, spawning new businesses, spurring economic development, promoting economic diversification, developing new products, and contributing to economic integration. If local and national governments are committed to broad based tourism policies, then tourism will provide its citizens with a higher quality of life while it generates sustained economic, environmental, and social benefits. The wellspring to future growth for tourism throughout the world is a commitment toward good policy. Governments, the private sector, and not-for-profit agencies must be the leaders in a sustainable tourism policy that transcends the economic benefits and embraces environmental and cultural interests as well. The book addresses key ingredients for positive tourism policies and planning that will lead this generation and the next toward a greater quality of life resulting from tourism growth.

Abhijeet Deshpande (2017) *Backpacking North East India: A Curious Journey*²⁸ is a book based on an expedition that traversed over twelve thousand kilometres across the North East states covering Arunachal Pradesh, Assam,

²⁸ Deshpande, Abhijeet. (2017). *Backpacking North East India: A Curious Journey*. Chennai: Notion Press Media Pvt. Ltd.

Manipur, Meghalaya, Mizoram, Sikkim, Nagaland and Tripura. The author wrote that the entire region is an explorer's paradise and home to an unparalleled natural heritage. The book shares the experiences of the author, popular folklores, historical perspective and unique lifestyle practices of the people of North East India. According to Deshpande North East India is home to some of the most curious, friendly and hospitable people in the country.

Kevin Hannam and Anya Diekmann (2011) *Tourism and India: A critical Introduction*²⁹ examines different aspects of tourism in India including governance, cultural tourism, heritage tourism, nature-based tourism, international travel and tourism to India, domestic travel and tourism in India, tourism mobility and India's diaspora. It also explores the impact of "Incredible India" campaign and highlights the changes in the recent years in terms of tourism supply, such as creation of new cultural assets, revaluation of heritage assets and adaptation of the tourism industry to the international tourism demands and standards. Research agendas for tourism development are also proposed which include many themes such as climate change, mass tourism, community development etc.

David Jeffries (2001) in his book *Government and Tourism*³⁰ highlights the crucial role of the government for tourism development. He gave a number of detailed explanations on advanced state's involvement through case studies from around the world. The book also describes how different countries and communities have coped with the opportunities and threats posed by tourism, how they plan to

²⁹Hannam, Kevin and Diekmann, Anya. (2011). *Tourism and India: A critical Introduction*. New York: Routledge.

³⁰ Jeffries, David. (2001). *Government and Tourism*. New Delhi: Butterworth-Heinemann Publication Ltd.

address future opportunities and threats, what lessons can be applied elsewhere and what should be the complementary functions of the public and private sectors.

Sanjay Sen (2016) *Tourism in North East India*³¹ give an insight into an idea about tourism in North East India with special reference to the historical monuments and places of the north-eastern region of India as heritage sites of the nation. The book is based on the syllabus of Guwahati University and Dibrugarh University Second Semester General and Vocational Course and History Major Fifth Semester and Skill Based Course. It aims to acquaint the readers with the growing vocation of tourism as an industry and the applicability of historical knowledge for its growth.

Binota Meinam, Ch. Ibohal Meitei, Naorem Sunita Devi and R.K. Shivachandra Singh (eds.) (2015) *Cross Border Tourism and India's Act East Policy*³² is an edited book that consists of 12 research papers and articles. The main theme of the book is to provide the much required academic and economic thrusts vis-a-vis the promotion and growth of tourism in the geo-politically strategic region of South East Asia. It discusses topics like cross border tourism along Indo-Myanmar border, India's Look East Policy and prospects of tourism, implications of India's Act East Policy and other aspects of tourism with special focus on the State of Manipur.

³¹ Sen, Sanjay. (2016). *Tourism in North East India*. Dibrugarh: Mahaveer Publication.

³² Meinam, Binota, Meitei, Ch. Ibohal, Devi, Naorem Sunita and Singh, R.K. Shivachandra (eds.) (2015). *Cross Border Tourism and India's Act East Policy*. New Delhi: Bharti Publications.

Asif Iqbal Fazili and S. Hussain Ashraf (2006) *Tourism in India : Planning and Development*³³ examines the global and the Indian scenario of tourism, presents resource potentials of tourism in India, makes an assessment of tourism under the five years plan, gives a detailed analysis of various tourism policies of the Central Government and the state governments. The authors also identify natural tourism resources (physical resources and biotic resources) and man-made tourism resources like local features, fairs, festivals, dances etc. for the State of Mizoram.

G.S. Batra and R.C. Dangwal (eds.) (2000) *Tourism Promotion and Development: New Advances*³⁴ is an edited volume consisting of 18 articles which deals with topics like promotion and marketing of tourism, cultural and pilgrimage tourism, recent trends and emerging issues in tourism etc. The volume is an attempt to bring the different perceptions on the multi-dimensional process of tourism management in the changing global scenario.

Shashank Garg (2013) *Tourism Law in India*³⁵ is a compilation of concepts, regulations and guidelines relating to tourism in India. It is a comprehensive manual of tourism laws in India which has all necessary information and clarity about relevant rules and regulations in the country. The book will be very useful not only for foreign tourists travelling to India, but also to domestic travelers within India and different categories of tourism service providers across the country.

³³ Fazili, Asif Iqbal and Ashraf, S. Hussain. (2006). *Tourism in India: Planning and Development*. New Dehi: Sarup & Sons.

³⁴ Batra, G.S. and Dangwal, R.C. (eds.) (2000). *Tourism Promotion and Development: New Advances*. New Delhi: Deep and Deep Publications Pvt. Ltd.

³⁵ Shashank Garg, Shashank. (2013). *Tourism Law in India*. Gurgaon: LexisNexis.

Jagmohan Negi (2010) *Adventure Tourism and Sports: Risks and Challenges*³⁶ highlight the wide scope of adventure tourism and sports. It also identifies risks and challenges associated with it. The author describe different types of adventure activities on mountains, deserts, valleys, rivers, snow, air and space with illustrations and photographs. The book will be very useful for government officials who are involved in tourism development planning and all adventure tourism service providers.

A careful study of the above mentioned literatures on tourism reveal that the present literature is not sufficient enough to provide an in-depth understanding of the functions, problems and prospects of tourism administration. The gap in study is especially wide in Mizoram since no systematic study has ever been undertaken on the subject. Therefore, the present research seeks to address the existing gap, particularly in Mizoram while enriching literatures on the subject in general.

Statement of Problem

Mizoram has all the basic ingredients to become a successful tourism destination. It is one of the most peaceful states in India and a land of great natural beauty having exotic varieties of flora and fauna. There is a separate Department of Tourism since 1987, the core functions of which is to promote tourism and create tourist infrastructure. Despite all these, it has been observed that the share of Mizoram in tourist arrival in India is very minimal and the tourism industry in Mizoram is still in a very rudimentary stage. It is believed that Mizoram is yet to live

³⁶ Negi, Jagmohan. (2010). *Adventure Tourism and Sports: Risks and Challenges*. New Delhi: Kanishka Publishing House.

up to its potential in tourism .Thus, an inquiry in to the challenges and prospects of tourism is felt needed while analyzing the role of tourism in bringing about socio-economic development in the State. Further, since promotion and development of tourism are mainly shouldered by the Tourism Department of Mizoram, it is a general conception that the Tourism Department has not been very successful in developing tourism as a thriving enterprise as witnessed from the very less number of tourist arrivals and the poor conditions of tourist infrastructures in the State. Therefore, an investigation analyzing the problems and challenges faced by the Department is also felt needed.

Objectives

The objectives of the study are:-

- to trace the evolution of tourism administration in India
- to study the working and organization of the Tourism Department in Mizoram
- to analyze the major functions of the Tourism Department of Mizoram
- to find out the challenges and problems faced by the Tourism Department while discharging their functions
- to study the implications of tourism administration
- to analyze the role of tourism in socio-economic development of the state.

Scope of the Study

The study focuses on a period of 25 years i.e. from the inception of the Tourism Department of Mizoram in 1987 till 2012. The main focus of the study was on the administrative aspects of tourism and thrust was given on whether sound managerial practices were followed by the Department in the administration of tourism administration in Mizoram. The study also tried to ascertain whether the Tourism Department of Mizoram has fulfilled the objectives for which it was established.

Research Questions

The present study answered the following research questions:-

- (i) What are the major elements of the organizational framework of tourism in Mizoram and its functions?
- (ii) Is the Tourism Department equipped with proper infrastructure to discharge its functions efficiently and effectively?
- (iii) Are the resource allocation and budgetary support given to the department enough to meet the requirements of the organization to fulfill its objectives?
- (iv) What are the major challenges and problems faced by the department in discharging its functions?
- (v) Is professionalization of the department the panacea for the development of tourism in Mizoram?

Research Methodology

The study is empirical in nature and it intended to find out the issues and challenges of tourism administration in Mizoram. Hence, both Primary source and Secondary source of data collection were applied for the purpose of the present study.

Primary data were collected through the use of unstructured interview technique from the key functionaries of the Tourism Department, Government of Mizoram and other key players in the tourism industry. A questionnaire was also administered to all 46 staff in charge of tourist facilities under the Tourism Department, Government of Mizoram to find out issues and problems encountered by them. Participant observation method was also extensively used for the purpose of the present study wherein the researcher actively engaged in development and promotion of tourism in Mizoram.

Secondary data were collected from published and unpublished documents of State Government and the Central Government. Books, magazines, articles, journals and web sources were also widely used for collecting secondary data.

The data collected are systematically arranged and analyzed with simple arithmetic such as percentage, ratio, addition, subtraction etc.

Chapterization

The research report is divided into the following chapters:-

Chapter I: *Introduction* is the introductory chapter wherein a brief introduction of the topic and its relevance in the overall development of a nation, review of

literature, statement of problem, research objectives , scope of the study, research questions, methodology adopted and the research design are presented.

Chapter II: *Concepts and Evolution of Tourism Administration in India* deals with evolution of tourism, the concept of tourism, the concept of tourist, motivation to travel and different forms of tourism. It also traces the evolution of tourism in India from ancient India through medieval India, from the British period till post independence development by highlighting tourism development during successive Five Year Plans. The present administrative set up of the Ministry of Tourism, Government of India is also dealt with in this chapter.

Chapter III: *Tourism in Mizoram* presents a brief profile of Mizoram to understand the destination in a better perspective. The administrative history of the State, the need for tourism development in the State and the scenario of tourism in the State are also highlighted. Brief descriptions of some of the popular tourist places in Mizoram are also included to present the tourism potentials of the State. The chapter ends with Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis of Mizoram from the tourism angle.

Chapter IV: *Organization and Working of the Tourism Department of Mizoram* focuses on the Department of Tourism, its administrative set up, working and organizational set up of the Directorate of Tourism and the level of professionalization in the Department. Organization, function and role of the MTDA (Mizoram Tourism Development Authority), an executing agency for civil construction works undertaken by the Department, are also briefly discussed in this chapter. The chapter also dealt in details the functions of the Department in relation

to infrastructure development, management of tourist facilities, human resource development, development of adventure tourism, ecotourism and rural tourism, marketing of tourism products of the State and organizing fairs and festivals.

Chapter V: *Role of Tourism in Socio-Economic Development of Mizoram* discusses the role of tourism in socio-economic development, Manila Declaration on World tourism is also presented to highlight the role tourism is bound to play in a dynamic and vastly changing world. Socio-economic impact of tourism in Mizoram is also presented by discussing the role of tourism in employment generation, in infrastructure development and in providing opportunities for new enterprises/ other industries.

Chapter VI: *Development of Tourism in Mizoram: Problems and Implications* highlight problems to tourism development in Mizoram. Problems are divided into two broad categories- (i) problems specific to the Department like insufficient manpower, deficiency of funds, lack of professionalism, allocation of business rules, improper division of work and problems faced in management of tourist facilities (ii) other problems like connectivity problems, low awareness of Mizoram in tourist market and lack of tourist activities in Mizoram at present.

Chapter VII: *Suggestions and Conclusion* summarized the major findings of the study and suggests measures for improvement of tourism administration in Mizoram to enhance its effectiveness and efficiency.

CHAPTER II

CONCEPTS AND EVOLUTION OF TOURISM ADMINISTRATION IN INDIA

Evolution of Tourism

The pursuit of travel has been a part of human activity since time immemorial. Man has been a confirmed traveler- a nomad and he often left his home and hearth for permanent change of location and migrated to new places or countries³⁷. The earliest history of tourism can be traced back to the pre-historic era where man travelled in search of food and shelter. Other motivations and other urges, natural elements or human pressure also compel man to move to other locations. This very nature of man led him to develop land routes, sea routes and river navigation. Development of travel routes has generated increased travel for a variety of reasons including wonder-lust, knowledge, pilgrimage, conquest, trade and others.

³⁷ Kaul, R.N. (1985). *Dynamics of Tourism: A Trilogy, Vol.I: The Phenomenon*. New Delhi: Sterling Publishers Pvt. Ltd., p.7.

The Olympic Games and other festivals had attracted many visitors in ancient Greece. The contributions of visitors to the prosperity of Athens was acknowledged during the 4th Century B.C. Xenophon, the author of the Athenian Constitution, even recommended construction of hotels at public expenses. The Roman Empire also greatly encouraged travel and developed excellent road and sea communications. Many Romans travelled overseas and Rome had become the host to large number of tourists from all parts of Europe. The early Romans were drawn to Greece to lean Greek art, legend and civilization³⁸.

After the decline of the Roman Empire, travel for pilgrimage to religious destinations like Jerusalem, Rome, Canterbury, Mecca and other shrines were popular and many facilities were created for such travelers. During the Middle Ages, a new category of travelers emerged wherein centers of learning like Paris, Bologna, and Oxford were visited by students from all parts of Europe. Tracing the evolution of tourism in to the mass phenomenon of today, R.N. Kaul(1985)³⁹ has pointed out that it was only during the latter part of the 18th century that travel for nature's sake came to be recognized as a valuable and worthwhile human activity. The end of Seven Year War and peace in Europe encouraged travel. Adam Smith wrote in his Wealth of Nations (1776) "In England, it becomes more and more the custom to send young people to travel to foreign countries, immediately upon leaving their school, and without sending them to any university"⁴⁰.

³⁸ *ibid*, p.8.

³⁹ Kaul, R.N. (1985). *Dynamics of Tourism: A Trilogy, Vol.I: The Phenomenon*. New Delhi: Sterling Publishers Pvt. Ltd., p.9.

⁴⁰ Smith, Adam. (1776). *The Wealth of Nations*. Mineola, New York: Ixia Press (2019), P.728.

Development in means of communication, improved quality of roads, introduction of railway passenger services in 1840 and the steam transport by sea gave tourism an unparalleled boost. Tourist facilities like boarding houses, inns and resorts cropped up in cities and towns. In 1841, Thomas Cook organized his first conducted tour followed by tours to other parts of the world⁴¹. Travel associations, travel agents and clubs emerged, thus, mass travel began.

Development of air travel since 1930 has been the single biggest impetus for growth in tourism industry. In 1934, the need for international cooperation in tourism has led to the formation of International Union of Official Tourist Publicity Organization (IUOTPO)⁴². After the Second World War, IUOTPO restructured itself into International Union of Official Tourist Travel Organizations (IUOTO). IUOTO grouped together governmental and official tourist organizations and was granted consultative status by the United Nations. In 1970, IUOTO general assembly voted in favour of forming the World Tourism Organization and subsequently, on 1 November 1974, the WTO was born. WTO is an intergovernmental body and an executive agency of the United Nations Development Programme (UNDP). Today, according to the estimate of WTO, the international tourist arrival has reached 1.4 billion in 2018 making tourism the most significant and powerful drivers of economic growth and development⁴³.

The Concept of Tourism

⁴¹Kaul, R.N. (1985). *Dynamics of Tourism: A Trilogy, Vol.I: The Phenomenon*. New Delhi: Sterling Publishers Pvt. Ltd.,p.10

⁴²https://en.wikipedia.org/wiki/World_Tourism_Organization retrieved on 15.12.2019.

⁴³UNWTO (2019) *Tourism Highlights*. Available at <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>, retrieved on 15.12.2019, p.2.

Tourism has been defined in different ways. There are definitions that aim to bring out the essential nature of tourism as an activity. According to L.J. Lickorish (1958) “Tourism embraces all movement of people outside their community for all purposes except migration or regular daily work. The most frequent reason for this movement is for holidays, but it will also include, for example, attendance at conferences and movement on sporadic or infrequent business purposes”⁴⁴.

Bukart and Medlik (1974) defines tourism as “Tourism denotes the temporary and short-term movement of people to destinations outside the places where they normally live and work and their activities at these destinations”⁴⁵.

Mathieson and Wall (1982) stated that “Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in these destinations, and the facilities created to cater their needs”⁴⁶.

The above definitions highlight that:

- 1) Tourism is an activity of people
- 2) It involves movement to places other than their place of residence
- 3) The movement is temporary

Then, there are definitions that aim to define tourism for statistical or legislative purposes. In 1937, the League of Nations defined a tourist as “Someone

⁴⁴ Lickorish, L.J. and Kershaw, A.G.(1958). *The Travel Trade*. London: Practical Press, p.7.

⁴⁵ Bukart, A.J. Medlik, S. (1974). *Tourism: Past, Present and Future*. London: Heinemann, p.5.

⁴⁶Mathieson, A. and Wall, G. (1982).*Tourism: Economics, Physical and Social Impact*. New York: Longman, p.1.

who travels for 24 hours or more outside their normal country of residence. It included all those travelling for business in addition to pleasure, health or other purposes”⁴⁷. It also introduced the excursionist as “Someone who stays in a destination for less than 24 hours”⁴⁸. A similar definition was recommended by the United Nations Conference on Travel and Tourism in 1963. In their recommendation, the term tourist is subsumed under the broader category of visitor. The recommendation states that “A visitor is any person visiting a country or other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited”⁴⁹. These definitions cover:

- 1) Tourists are temporary visitors staying at least 24 hours in the country visited
- 2) The purpose of travel may be business, pleasure, health or other purposes
- 3) Excursionists are temporary visitors staying less than 24 hours in country visited

Tourism can also be defined from a strictly economic standpoint as a business or an industry. D.E. Lundberg (1972)⁵⁰ in his book “The Tourist Business” consider tourism as an “Umbrella Concept” consisting of a series of economically interrelated businesses from advertising and promotion, development of destination area, travel agency and tour operation, travel modes, business catering to vacationers like

⁴⁷ Sharma, Kshitiz. (2014). *Introduction to Tourism Management*. New Delhi: McGraw Hill Education (India) Private Limited, p. 31.

⁴⁸ *Ibid.*

⁴⁹ Chopra, Suhita. (1991). *Tourism and Development in India*. New Delhi: Ashish Publishing House, p.4.

⁵⁰ Lundberg, D.E. (1972). *The Tourist Business*. Boston: Cahnerns.

photography, gas stations, hospitality industries like hotels, motels, restaurants and a host of other economic activities. This view is also supported by J. Jafari (1984)⁵¹ by introducing the concept of Tourism Market Basket of Goods and Services. The Market Basket consists of both the contents of the basket and the basket itself, a variety of goods and services demanded and consumed by the tourists. He divides the products into Tourist Oriented Products (TOPs) also called Sectoral Tourism Products (STPS) like accommodation, food services, transportation, recreation and entertainment; and Resident Oriented Products (ROPs) like hospitals and other infrastructural facilities primarily produced for the residents. The consumer-tourist puts his chosen TOPs and ROPs in the Tourism Basket which consists of Background Tourism Elements (BTEs) - natural, socio-cultural and man-made elements. Thus, the economic viewpoint of tourism highlights:

- 1) Tourism as a consumer product, an economic activity
- 2) Tourism consists of a combination of inter-related industries

Hence, tourism may be understood as a phenomenon, a multi-composite activity of economic, social, cultural and other ramifications. It is continuously increasing and its importance is more and more pronounced not only in the economic sphere but also in a host of other areas like cultural preservation, environmental protection, employment opportunities, social development, peace and international understanding etc.

The Concept of Tourist

⁵¹ Jafari, J. (1984). Unbounded Ethnicity-The Tourist Network and its Satellites. In *The Tourist Review*, No. 3, pp.4-21.

K. L. Batra (1989)⁵² wrote that the world tourist is derived from the world ‘Tour’ which according to the International Dictionary of Tourism means a ‘Journey’ in English and a ‘Circulative trip’ in French. UNWTO defines tourist as “A visitor (domestic, inbound or outbound) is classified as tourist if his/her trip includes an overnight stay”⁵³. The basic element of a tourist from this definition is that to be classified as a tourist, the visit/trip must include an overnight stay instead of same-day visitor known as excursionists.

A tourist therefore, may be understood as a temporary visitor staying for at least 24 hours in the destination and the purpose of whose journey may be leisure, business, family, meeting etc. Hence a tourist is:

- 1) A visitor from some other location
- 2) His visit include an overnight stay
- 3) He does not intent to stay permanently
- 4) His purpose of visit may be leisure, business, family, meetings etc
- 5) He does not take up an occupation remunerated from within the country visited

A tourist may be foreign tourist or domestic tourist. Foreign tourists are foreign persons admitted under tourist visas for purpose of leisure, recreation, holidays etc. Domestic tourists are the citizens of a country travelling within their own nation.

⁵² Batra, K.L. (1989). *Problems and Prospects of Tourism*. Jaipur: Printwell Publishers, p.4.

⁵³ UNWTO (2008) *Understanding Tourism: Basic Glossary*. Available at http://www.unite.it/UniTE/Engine/RAServeFile.php/f/File_Prof/VACCARELLI_1399/Glossary.pdf retrieved on 9.12.2019.

Motivation

Motivation is derived from the word 'Motive' which means desires, needs, drives or wants within individuals. R.N. Kaul (1985) wrote that "Motivation is, as understood, the process of arousing and sustaining human behavior or influencing the pace or pattern of an activity in progress"⁵⁴. In the context of tourism, motivation may be understood as the drives and attractions that make people chose certain destinations over the others. He further identified the main categories of motivations that make people travel as follows:

1) Educational and cultural motives

- (a) To see the way of life of other people, how they live and work, to satisfy curiosity;
- (b) To study and explore particular countries, their beautiful natural or created sights and to satisfy one's wander-lust;
- (c) To acquire better knowledge, understanding and background of what goes in the news;
- (d) To attend special interest events;
- (e) To visit cultural, scientific and technical institutions, to learn and appreciate art, music, literature and cultural heritage; and
- (f) Take study tours of professional and cultural interest.

2) Historical and social motives

⁵⁴ Kaul, R.N. (1985). *Dynamics of Tourism: A Trilogy, Vol.I: The Phenomenon*. New Delhi: Sterling Publishers Pvt. Ltd.,p. 15.

- (a) To visit historical sites in order to participate in history and better appreciate historical events e.g., to see the Colosseum, the pyramids, the TajMahal etc. ;
 - (b) To satisfy the sociological urge to see more of the world, meet new people, forge new friendships and gain new experiences;
 - (c) To meet friends and relatives;
 - (d) Conformity or fashion; and
 - (e) Snobbery or one-upmanship, to select unbeaten tracks or touris for creating personal esteem or status.
- 3) Religious and ethnic motives
- (a) To visit places of interest of one's own religion or those of others, pilgrimages and religious assemblies;
 - (b) Visit places associated with one's ancestors or family; and
 - (c) Visit places one's family and friends may have moved to or migrated.
- 4) Health and sports motives
- (a) To visit spas, health centers, mountain resorts and areas good for health;
 - (b) To avoid inclement climatic conditions and enjoy salubrious weather;
 - (c) To satisfy sun-lust, sea-lust and enjoy nature;
 - (d) Sports; either to take part in sports or to watch sports; fishing, hunting and shooting; and
 - (e) Adventure to explore new areas, lesser known subjects and places.
- 5) Relaxation and pleasure motives
- (a) To rest, relax and be away from routine and tension;
 - (b) To have a nice holiday and a good time;

- (c) To gain a new psychological experience or change in approach or attitude and response to new or differing conditions; new food, new beverage and new souvenirs;
 - (d) Change of place and environment;
 - (e) Recreation, swimming, hiking, trekking; and
 - (f) Pursuit of hobbies.
- 6) Incentive or business motives
- (a) Vacation travel may be influenced by special concession and inexpensive living conditions at destinations;
 - (b) Incentive travel and stay facilities for groups, under special conditions;
 - (c) Business or professional reasons stimulate travel;
 - (d) Travel for political events and national celebrations, international conferences and conventions or official travel.

These and many other factors may motivate people to travel and to choose a particular destination. It may also be pointed out that these factors are not equal in their motivation power and neither are all countries equal in their capacity to motivate travelers.

Forms of Tourism

On the basis of the purpose of travel, tourism may be classified accordingly. Followings are the different forms of tourism:

- (1) Rest and relaxation tourism: This includes tourists who seek physical and mental relaxation with the temporary change of their location and to get away from physical and mental stress.
- (2) Cultural tourism: This includes tourists who travel for the purpose of widening their knowledge about other people and places, their culture and ways of life. This includes travel to places of art and history, religious shrines, monuments etc.
- (3) Heritage tourism: This includes tourists who wish to gain an appreciation of the past. This type of tourism includes visiting historical or industrial sites like old forts, palaces, monuments, museums, temples, old canals, railways, battlegrounds etc. Heritage tourism also refers to the marketing of a destination to members of a diaspora who have distant family roots there.
- (4) Culinary tourism: Culinary tourism includes tourists who are in the pursuit of unique and memorable eating and drinking experiences.
- (5) Adventure tourism: This includes exploration and travel to remote or exotic areas for thrill and adventure. Some of the activities of adventure tourism are mountaineering, trekking, river-rafting, aero-sports, bungee jumping, forest tours etc.
- (6) Ecotourism: The International Ecotourism Society (TIES) defines ecotourism as “Responsible travel to natural areas that conserves the environment and improves the well-being of the people”⁵⁵. Ecotourism is travel to natural areas instead of man-made environment. Any form of tourism activity that includes conservation of natural environment, improves the well-being of the

⁵⁵https://bsc.smebg.net/ecotourguide/best_practices/articles/files/TIES.pdf retrieved on 12.8.2019.

local people and enhances the knowledge of a tourist in the sense that it provides a deeper understanding and appreciation of local environment may be termed as ecotourism.

(7) Health and medical tourism: In this type of tourism, a tourist travel to a destination to avail medical treatments or to avail a suitable place for recovery of some health issues.

(8) Convention/business tourism: This includes travel for trade or professional reasons to participate in fairs, exhibitions, seminars, conferences, conventions etc. These events provide opportunities for huge publicity for a destination and it facilitates and become a vanguard for a regular tourist inflow.

(9) Agri-tourism: This type of tourism is organized around farming, small scale food production or animal husbandry. A tourist spends time on a farm or a ranch and may participate in farming or ranching tasks.

It may be noted that there is no official sanction behind this classification and that it is done purely to explain the basic purposes of travel for guidance. Hence, there may be many other forms of tourism based on a host of different purposes that makes man travel.

Tourism in Ancient and Medieval India

India has a long and glorious history of tourism. Like in all other ancient cultures, the guest has been accorded an exalted status in India which is evident from the words of Manu the great Indian law giver who wrote that, "A guest who is sent by the setting sun must not be driven away by a house holder, whether he has come at supper time or at an inopportune moment he must not stay in the house without

entertainment”⁵⁶. The convenience of the host was irrelevant and has to be overlooked in providing care and entertainment to the guest.

From the advent of the Aryan around 1500 BC to the coming of the Muslims in the 11th Century, this long period of ancient India witnessed immense growth tourism particularly pilgrims and pilgrimage travel. After the Aryans came to India, they develop centers of learning and religious worships, these centers were visited by people in search of knowledge and education. Ashoka the Great (268-232 BC) travelled on pilgrimage tour to spread the teachings of Buddha. He constructed rest houses so that travelers could rest and had trees planted along the roadside to protect travelers from the sun. A.K. Bhatia (1983)⁵⁷ maintained that the ancient Buddhist monks were probably the first to institutionalize the concept of shelter in India. The Buddhist Vihars or monasteries used to offer food and shelter to travelers. The services rendered by the monks were free of cost. However, there are instances where grateful guests donated generously for the upkeep of the Vihars. These Vihars also play host to many students and scholars who visited India during the ancient times. Another popular facility for travelers during this time was the Dharamshalas with their own religious overtones were found all over India. Leela Shelley (1991)⁵⁸ wrote that the Dhramshalas are meant primarily for the weaker segment of the society; as such accommodation they provide is usually free of cost. Kautilya’s Arthashastra also mentions that these lodgings were provided at almost no cost. In general, the Dharamshalas provided only accommodation and the travelers

⁵⁶ Manu, *The Laws of Manu*, translated by G. Buehler III, 100-200 A.D., pp.104-107.

⁵⁷ Bhatia, A.K. (1982). *Tourism Development: Principles and Practices*. New Delhi: Sterling Publishers Pvt. Ltd., p.237.

⁵⁸ Shelley, Leela. (1991). *Tourism Development in India*. Jaipur: Arihant Publishers, p.11.

have to fend for his food and other amenities. Hence, a number of eateries also crop up in the vicinity of the Dharamshalas.

Evidence from inscriptions dating during the reign of the Persian King Darius reveals that caravans of Persians visited India. There is also evidence of trade and commerce relationship between India and Persia including cultural exchanges. Thus, the Persians may be the first foreigners to visit India⁵⁹. Among the earliest foreign travelers to India, FaHien, a Chinese pilgrim visited India during 359-424 AD followed by Hieun Tsang who also visited India in the later years during the reign of Emperor HarshaVardhana. Hieun Tsang's main purpose of travel to India was to gain knowledge of Buddhism and collect its religious texts. He stayed in India for fourteen years and left the country in 644 AD. He wrote a detailed account of India during the reign of Harsha in which he described Emperor Harsha as a laborious king who travelled far and wide. During Emperor Harsha's reign, a number of Dharamshalas and rest houses were built in villages and towns for travelers. A number of monasteries or Vihars were also built for the pilgrims. This implies that facilities for travelers were given due importance during this time. Kautilya's Arthashastra also mentions the priority given to travel infrastructures by the state including classification of routes and types of vehicles⁶⁰. This indicates that there existed a well developed mode of travel in India for the military, the commercial travelers and the civilians.

⁵⁹ Kanjilal, Gour. *India Tourism (Through the Inner Eyes)*. Available at <https://www.gourkanjilal.com/India-Tourism-part2.pdf> retrieved on 10.9.2019, p.2.

⁶⁰ *Ibid*, p.3.

Internal and external trades were carried on during the Sultanate period in India. Traders and commercial caravans move from one marketplace to another though travel was risky due to dacoits and robbers. However, the royal roads were kept in good shape and there were many sarais on the way for the comfort and safety of the travelers. It was the Mughals who contributed greatly to tourism in India. The Mughal period saw a renaissance of cultural activity in the fields of architecture, painting, music and literature. The Mughals were prolific builders and they build magnificent forts, palaces, beautiful gardens and public buildings including sarais, hamam, mosques, baolis etc. The TajMahal is the masterpiece of Indo-Islamic architecture which remains one of the biggest tourist attractions of India till date.

Tourism during the British Period

The British, during their long 200 years in India, did contribute to development of infrastructures in India to serve their interest because the poor state of infrastructures in the country was a major hurdle in their process of exploitation. Development of roads was undertaken because the road conditions in India were not fit for modern transport. However, this was done to facilitate the movement of the British army and of raw materials from villages to railway stations and ports. Railway transport was introduced in India in 1853 and development of inland waterways, ports and other means of communications were undertaken during the colonial rule. All these developments were undertaken to empower the colonial motives rather than providing basic amenities to the people.

During the British Raj in India, many hill stations were developed in the Himalayas and the Western Ghats. Isabelle Sacareau (2007)⁶¹ in *Himalayan Hill Stations from the British Raj to Indian Tourism* has pointed out that the people mostly involved in developing these hill stations were British Army Officers, administrators of newly conquered territories of the East India Company, military doctors, businessmen, suppliers to the British Army and planters. The hill stations were mainly developed to serve as health cum vacation resorts to escape the heat of the plains. It may be noted that these hill stations also had military functions which were obvious from their strategic locations on high ridges at above 2000 meters from where it was possible to check both the plains of India and the Himalayan borders⁶². Some of these hill stations became British Army Headquarters and summer capitals for civil administration. Shimla officially became the summer capital of the British Raj in 1902 and Nainital became the summer capital for the Government of United Province in 1862⁶³. Indian maharajas, local princes and rich businessmen started acquiring properties in these hill stations. These properties were not only for recreational use for themselves but also for rent to European tourists⁶⁴. New hotels entirely reserved for the Indians also started developing at these hill stations.

The concept of Dak Bungalow was also introduced by the British administration. Dak Bungalows provided boarding facilities for the British officials who were travelling on official business. It also provided accommodation at

⁶¹ Sacareau, Isabelle. (2007). *Himalayan Hill Stations from the British Raj to Indian Tourism*. In *European Bulletin of Himalayan Research* 31:30-30 (2007), p.33.

⁶² *Ibid*, p.34.

⁶³ *Ibid*, p.37.

⁶⁴ *Ibid*, p.39.

reasonable prices to other travelers upon the permission of the government officials. Officials at the Dak Bungalow included the dakwala (postman), the durwan (caretaker) and sometimes a khansamah (attendant)⁶⁵. Dak Bungalows are very much similar to the present day Circuit Houses discharging more or less the same functions.

However, conscious and organized effort to promote tourism in India was made only in 1945 when the Government of India set up a high powered committee under the chairmanship of Sir John Sargent, the then educational adviser to the Government of India⁶⁶. The main objective of the Sargent Committee was to study the problems of tourist traffic and the potentials of developing tourist traffic in India⁶⁷. The Committee submitted its interim report in October 1946. The Committee observed that the question of promoting and developing tourist traffic in India was a matter of great national importance and therefore suggests a separate organization solely devoted for its purpose which should take initiatives in such matters as:

- 1) Publicity both in India and abroad
- 2) Production of suitable literatures such as guide books, folders and posters, etc.
- 3) Training of guides
- 4) Liaison with other government departments, travel agencies, hotels and catering establishments

⁶⁵https://en.wikipedia.org/wiki/Dak_bungalow retrieved on 12.9.2019.

⁶⁶Abdulraheem, A. and Krishnamoorthy.(2010). Government's Tourism Policy in India. In *International Journal of Commerce and Business Management* (October 2010) Vol 3 Issue 2, p.340.

⁶⁷Bhatia, A.K. (1982). *Tourism Development: Principles and Practices*. New Delhi: Sterling Publishers Pvt. Ltd., pp. 286-292.

- 5) Collection of tourist statistics
- 6) Coordination with air and train services
- 7) Provision of chain of first class hotels of international standards for the convenience and comfort of foreign tourists
- 8) Starting publicity bureau in London and New York and in the capitals of other countries from where substantial number of tourists might be forthcoming.

The recommendations of the Sargent Committee formed the guidelines for development of tourism in India in the subsequent years. Though India had substantial tourist infrastructures in the form of presence of all types of hotels, air transport, rail networks and road networks, in the absence of a central organization devoted for the purpose of tourism, these infrastructures were scattered and there was no coordination between them. It was only in 1949 when a separate Tourist Traffic Branch was created that systematic and organized effort for development of tourism in the country took place.

Post Independence Development

After independence, as a follow up to the Sargent Committee the new Government of India set up an ad hoc Tourist Traffic Committee in 1948 to suggest measures for promoting tourist traffic in India. Based on the recommendation of this Committee, a separate Tourist Traffic Branch was set up in the Ministry of Transport in 1949 with the main objective to develop tourist traffic in the country. Regional tourist offices were also set up in Delhi, Mumbai, Kolkata and Chennai in the subsequent years. Tourist Information Centers were also established in various parts

of the country. The Central Government decided to open a chain of tourist offices overseas with a view to attracting foreign tourists to India⁶⁸. In 1952, the first tourist office outside India was established at New York. The offices of the High Commissioners for India in Sri Lanka and Australia were provided with special staff to undertake promotion and marketing in these countries. Tourist offices were also established in Europe, the first in London in 1955, in Paris and Frankfurt in 1956⁶⁹. The same year in 1956, tourist offices were also opened in Melbourne, Australia and in Colombo, Sri Lanka.

The Tourist Traffic Branch was upgraded to Tourist Traffic Division during the First Plan period in 1955-1956⁷⁰. There were four main sections under this Division that dealt with different aspects of tourism. First, the Tourist Traffic Section is the main section of the Division and it dealt with development of both internal and external tourist traffic, legislative matters, five years plan, travel agencies, hotels, rest houses, tourist statistics, monthly reports, matters relating to UNO and its agencies, coordination with the railways, development of tourist bureaus in states, development of tourist centers and training of guides. Second, the Tourist Administration Section dealt with administrative works related to tourist offices, budget, delegation of financial powers to tourist offices, opening of new tourist offices and periodic inspection of tourist offices. Third, the Tourist Publicity Section dealt with publication of information booklets, brochures, guide books, posters etc.

⁶⁸ Bhatia, A.K. (2006). *The Business of Tourism, Concepts and Strategies*. New Delhi: Sterling Publishers Pvt. Ltd., p.115

⁶⁹ *Ibid.*

⁷⁰ Gadad, Anupama .(2015). *Potentiality of Tourism Industry in Karnataka- A Case Study of Uttara Kannada District* (Unpublished doctoral thesis), Karnataka State Women's University, Vijayapur, p.124.

Advertisements and participation in exhibitions and fairs are also dealt with by this section. Fourth, the Distribution Section dealt with distribution of publicity and information literatures in India and abroad.

During the Second Plan period (1956-1961), for the first time plan outlay of Rs. 3.36 crore was allocated to tourism sector⁷¹. The Tourist Traffic Division was also upgraded to Department of Tourism under the Ministry of Transport and Communication on 1st March 1958. The Department carried out development of tourist facilities at places which were of interest to foreigners and development of budget accommodations at places of religious importance. Under the Third Five Year Plan (1961-1966), plan outlay of Rs. 8.00 crore was made to tourism which concentrated mostly on provision of accommodation and transportation facilities. The In 1963, the Government of India constituted an ad-hoc committee on tourism under the chairmanship of L.K Jha to investigate reasons for decline of tourist arrivals to India in the previous year. The Committee made various recommendations on different aspects of tourism among which setting up of three government corporations to develop hotel, transport and entertainments was one of them. As such, in 1965, three public sector corporations namely Hotel Corporation of India Limited, India Tourism Transport Undertaking Limited and India Tourism Corporation Limited were established. These three corporations were amalgamated

⁷¹ Wani, John Mohmad and Jan, Anisa.(2018). Development in India under Tourism 12th Five Year Plan.In *International Journal of Research in Engineering, Science and Management*, Vol.1, Issue-8, p.78.

into a unified corporation named India Tourism Development Corporation Limited (ITDC) on October 1, 1966⁷².

Another milestone was reached when the Government of India formed a separate Ministry of Tourism and Civil Aviation on March 13, 1967. Plan outlay for tourism sector was significantly increased from Rs. 8.00 crore during the Third Five Year Plan to Rs. 36.00 crore under the Fourth Five Year Plan (1969-1974). The main objective was to increase foreign exchange earnings through tourism with additional benefit of employment generation. In 1970, the Government of India invited UNDP team led by Dr. Timothy O'Driscoll to study tourism organizational set up in India⁷³. Indian Institute of Public Administration (IIPA) was assigned the task of making detailed recommendations⁷⁴. Among their various recommendations, the team recommended setting up of 'National Tourist Authority' with a marketing and sales approach to market tourism products of India worldwide⁷⁵. Another important recommendation was to devise a Master Plan for tourism at the national level which must be based on an insight into the market structure.

During the Fifth Five Year Plan (1974-1977) plan outlay of Rs. 133.00 crore was made to tourism. This was increased to Rs. 187.46 crore in the Sixth Five Year Plan (1980-1985). The National Tourism Policy was formulated in 1982 which states the Government's objectives to develop tourism so that:

⁷² Chopra, Suhita. (1991). *Tourism and Development in India*. New Delhi: Ashish Publishing House, p.8.

⁷³ Seth, Pran Nath. (2006). *Successful Tourism: Volume I: Fundamentals of Tourism*. New Delhi: Sterling Publishers Pvt. Ltd., p.221.

⁷⁴ *Ibid.*

⁷⁵ *Ibid*, pp.221-222.

- 1) Tourism becomes a unifying force nationally and internationally fostering better understanding through travel
- 2) It helps in preserving Indian culture and heritage and India must present these to the outside world
- 3) It brings several socio-economic benefits in the form of employment opportunities, income generation, revenue generation for the states, foreign exchange earnings and in general it improves human habitat
- 4) It gives direction and opportunity to the youths of the country to bring about greater national integration and cohesion
- 5) It offers opportunities for the youths for employment, nation building and a programme for molding the youths of the country, thus tourism is of inestimable value.

Allocation to tourism was further increased to Rs. 326.16 crore during the Seventh Five Year Plan (1985-1990). Development of tourist circuits and diversification of tourism products of the country was given due importance. Tourism Development Finance Corporation was set up in 1987 with a corpus fund of Rs. 100.00crore⁷⁶. This was set up for providing financial assistance to tourism related activities and services. In the Eight Five Year Plan (1992-1997), plan outlay to tourism jumped to Rs. 773.62 crore. Special Tourism Areas (STA) were introduced which aimed at developing full-fledged tourism infrastructure facilities and providing development programmes for backward areas. In 1992, a National

⁷⁶ Dayananda, K.C. and Leelavathi , D.S.(2016). Evolution of Tourism Policy in India: An Overview. In *IOSR Journal of Humanities and Social Science*, Vol-21, Issue 12,p.39.

Action Plan for Tourism (NAPT) was announced which sets the objectives of tourism development in the country as follows:

- 1) Socio-economic development of areas
- 2) Increasing employment opportunities
- 3) Developing domestic tourism especially for the budget category
- 4) Preservation of national heritage and environment
- 5) Development of international tourism and optimization of foreign exchange earnings
- 6) Diversification of the tourism product
- 7) Increase in India's share in world tourism⁷⁷

The NAPT also identified strategies for achieving the above objectives as follows:

- 1) Improvement of tourism infrastructure
- 2) Developing areas on a selective basis for integrated growth along with marketing of destinations
- 3) Restructuring and strengthening the institutions for development of human resources
- 4) Evolving a suitable policy for increasing foreign tourist arrivals and foreign exchange earnings.

The Ninth Five Year Plan (1998-2002), plan outlay of Rs. 793.75 crore was allocated to tourism. The approach was to concentrate on development of selected

⁷⁷ Sharma, Kshitiz. (2014). *Introduction to Tourism Management*. New Delhi: McGraw Hill Education (India) Private Limited, p. 117

centers and circuits through effective coordination of public and private efforts. The Government's role was confined to development of basic infrastructures and act as a facilitator for tourism development. Tourism promotion of the North East Region was also given priority as the region has diverse tourism products and tremendous scope for its development. Development activities in the region should aim at promoting eco-tourism and adventure tourism. Incredible India campaign was introduced by the Government of India in 2002 to promote India as an ultimate tourist destination on the world tourism map⁷⁸. The campaign heralded an era of branding of the tourism products of the country under one banner.

The TenthFive Year Plan (2002-2007) approach towards tourism signifies a distinct shift from the approach of the earlier plans. It recognized the huge employment generating potentials of tourism and the role that tourism can play in achieving the socio-economic objectives of the Plan. Plan outlay of Rs.2900.00crore was allocated to tourism. The National Tourism Policy 2002 to be implemented will focus on creating supportive environment for promotion of tourism in the country. The main strategy for development of tourism under the Tenth Plan includes:

- Develop a national consensus on the role of tourism in the development agenda of the nation through the National Development Council
- Enhance the effectiveness of public sector investment through inter-sectoral convergence and prioritization of tourism related infrastructures programmes in other sectors
- Mobilize the support of state governments in tourism development

⁷⁸ Dayananda, K.C. and Leelavathi , D.S.(2016). Evolution of Tourism Policy in India: An Overview. In *IOSR Journal of Humanities and Social Science*, Vol-21, Issue 12, p.40.

- Remove barriers to growth to leverage private sector investments
- Create public awareness about the socio-economic benefits of tourism
- Provide legislative and regulatory support to protect the tourism industry
- Create world class circuits and destinations, involve the rural sector in tourism and augment training facilities⁷⁹

The plan outlay for tourism in the Eleventh Five Year Plan (2007-2012) was Rs. 5156.00 crore. The Eleventh Five Year Plan tried to promote partnership and synthesize the efforts of the Central Government, state governments and private sectors. The Ministry of Tourism introduced Mega Tourist Circuit/Destination scheme to develop important destinations in an integrated manner. Under this scheme, financial assistance of up to Rs.25.00crore for development of a destination and Rs. 50.00 crore for development of a circuit are given by the Ministry of Tourism⁸⁰. Important schemes implemented during the Eleventh Plan are:

- 1) Product Infrastructure Development for Destinations and Circuits (PIDDC)
- 2) Overseas Promotion and Publicity, including Market Development Assistance
- 3) Assistance to IHMs/FCI/IITTM/NIWS/NCHMCT and Capacity Building for Service Providers
- 4) Domestic Promotion and Publicity
- 5) Large Revenue Generating Projects Scheme

⁷⁹ Sharma, Kshitiz. (2014). *Introduction to Tourism Management*. New Delhi: McGraw Hill Education (India) Private Limited, p.126.

⁸⁰<http://tourism.gov.in/productinfrastructure-development-destinations-and-circuits> retrieved on 12.12.2019.

- 6) Assistance to Central Agencies for Tourism Infrastructure Development
- 7) Creation of Land Banks
- 8) Market Research including Twenty Years Perspective Plan
- 9) Computerization and Information Technology
- 10) Incentives to Accommodation Infrastructure
- 11) Others (Externally Aided Projects and Construction of Building for IISM)⁸¹

Under the Twelfth Five Year Plan (2012-2017), the Planning Commission had sanctioned a plan outlay of Rs. 16,000.00 crore for tourism sector, versus 5156.00 crore in the previous period⁸². This increased allocation signifies the changing outlook of the government towards tourism and its commitment towards tourism development in the country. The Twelfth Plan identified the following development strategies for tourism in the country:

- 1) Integrated development of major circuits/destinations
- 2) Development of tourism parks
- 3) Development of rural tourism clusters
- 4) Continuation of the existing scheme of PIDDC

Stress has also been given to development of human resources and capacity building for service providers under the Twelfth Plan. Strengthening of publicity and marketing of the tourism products of the country in the domestic and international market was also another key objective of the Plan.

⁸¹ Sharma, Kshitiz. (2014). *Introduction to Tourism Management*. New Delhi: McGraw Hill Education (India) Private Limited, pp. 126-127.

⁸² Wani, John Mohmad and Jan, Anisa.(2018). Development in India under Tourism 12th Five Year Plan. In *International Journal of Research in Engineering, Science and Management*, Vol.1, Issue-8, p.79.

Administrative Set Up of the Ministry of Tourism

The Ministry of Tourism is the nodal agency under the Government of India for formulation of policies and programmes for tourism development in the country⁸³. It also coordinates all activities of various central government agencies, state governments/ UTs and private sectors for development and promotion of tourism in India. The Ministry is headed by the Union Minister of State for Tourism (Independent Charge). The Secretary (Tourism), who is also the ex-officio Director General of tourism, is the administrative head of the Ministry. The Ministry has its headquarters at New Delhi.

The Directorate General of Tourism provides executive directions for implementation of various policies and programmes for tourism development throughout the country. The Directorate General has 20 domestic field offices within the country. These field offices play a vital role for promotion of tourism and are also involved in monitoring the progress of implementation of various projects sanctioned by the Ministry. There are 14 offices abroad and their main role is to undertake promotion and marketing of Indian tourism in their respective fields. The domestic and overseas offices are known as India Tourism Offices. There is also one subordinate office/project i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project (GWSP). The Ministry of Tourism has under its charge a public sector undertaking namely the India Tourism Development Corporation (ITDC) and the following autonomous institutions:

⁸³<http://tourism.gov.in/role-and-functions-ministry> retrieved on 6.7.2019.

- Indian Institute of Tourism and Travel Management (IITM) and National Institute of Water Sports (NIWS)⁸⁴
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management⁸⁵

For administrative convenience, the Ministry of Tourism is divided into the following divisions/ Sections and Cells⁸⁶:

- (1) Administration I: The division is headed by a Director. This division deals with all establishment and service/personal matters in respect of the officers and staff of the Ministry of Tourism.
- (2) Administration IV (Transport Bhawan): The division is headed by Deputy Director General. This division deals with all housekeeping matters concerning the Ministry of Tourism at Transport Bhawan.
- (3) Administration IV (C-I Hutments): The division is headed by Deputy Director General. This division deals with all housekeeping matters concerning the Ministry of Tourism at C-I Hutments.
- (4) Domestic Offices: This division is also headed by Deputy Director General. This division deals with all matters concerning domestic tourism.
- (5) Integrated Finance Division: This division is headed by Deputy Secretary. The main function of this division is to ensure that the budget is prepared in accordance with the instructions of the Ministry of Finance, to ensure that complete departmental accounts are maintained, watch and review the

⁸⁴ *Ibid.*

⁸⁵ *Ibid.*

⁸⁶ <http://tourism.gov.in/divisions> retrieved on 6.7.2019.

progress of expenditure against sanctioned grants, screen proposals for supplementary demand for grants, audit reports and appropriation accounts, Public Accounts Committee, Estimate Committee, Committee on Public Undertakings and to advise the Ministry on all matters falling within the field of delegated financial powers.

- (6) Budget and Accounts: This is also headed by Deputy Secretary. This division deals with all matters relating to budget and audit paras of the Ministry of Tourism.
- (7) Cash Section (Administration II): This division is headed by Deputy Director General. He is assisted by an Under Secretary and a DDO.
- (8) Principal Pay and Accounts Office: Assistant Controller of Accounts and Senior Accounts Officer look after this division.
- (9) Office of the Chief Financial Controller (CFC) - Pay and Accounts Office (PAO): The office is headed by Chief Financial Controller. He is assisted by Pay and Accounts Officer and Assistant Audit Officer.
- (10) HRD: This division is headed by Deputy Director General. All matters concerning human resource development and capacity building for service providers are dealt with by this division.
- (11) Hotel and Restaurant Division: This division is headed by a Director. The division deals with approval and classification of hotels.
- (12) Hunar Se Rozgar Division: This is headed by Deputy Director General and deals with all matters relating to Hunar Se Rozgar Scheme.
- (13) Information Technology: This division is under the charge of an Under Secretary and assistant by an Assistant Director. It deals with all matters

relating to website of the Ministry, Mobile App development, social media management, e-office implementation etc.

- (14) Infrastructure Development Division: This division is headed by a Deputy Secretary. He is assisted by Assistant Director General and Assistant Director.
- (15) International Cooperation Division: This division is headed by Joint Director General. It deals with all matters relating to bilateral and multilateral cooperation in the field of tourism, UNWTO etc.
- (16) Market Research Division: This division is headed by a Joint Director. It deals with all matters relating to collection, compilation and publication of tourism statistics, all matters concerning CFA to states/UTs for conduct of surveys/ studies including preparation of DPRs/ feasibility studies etc., National Tourism Policy and all matters concerning National Tourism Advisory Council.
- (17) Monitoring and Coordination Division: This division is headed by a Deputy Director General. He is assisted by Assistant Director General and Assistant Director.
- (18) Niche Tourism: This division is headed by a Deputy Director General. This division deals with matters relating to eco and wildlife tourism, MICE tourism, sustainable tourism, cruise tourism, polo tourism, golf tourism, medical and wellness tourism.
- (19) Overseas Marketing Division: This division is headed by a Deputy Director General. This division deals with all matters relating to overseas marketing and management of overseas offices.

- (20) Official Language Division: This division is headed by a Joint Director. It deals with implementation of Government's policy and programme for official language and Rahul Sankrityayan Award Scheme.
- (21) Parliament Section: This division is headed by a Deputy Director General. It deals with matters relating to Parliament questions and Parliament Committees.
- (22) Events: This division is headed by a Deputy Director General. He is assisted by Assistant Director General and Assistant Director. Matters relating to events, fairs, festivals etc. are dealt with.
- (23) Publicity: This division is headed by a Joint Director General. All matters relating to publicity are dealt with by this division.
- (24) PR: This division is headed by an Assistant Director General. All matters relating to public relations are dealt with by this division.
- (25) Public Sector Undertaking: This division is headed by a Deputy Director General. All matters relating to India Tourism Development Corporation are dealt with by this division.
- (26) PRASAD: This division is being looked after by an Under Secretary and an Assistant Director. The division deals with all matters relating to PRASAD scheme.
- (27) RTI: The division is headed by Deputy Secretary. All matters relating to RTI are dealt with by this division.
- (28) Swadesh Darshan (SD): The division is headed by an Assistant Director General. All matters relating to SwadeshDarshan Scheme are dealt with by this division.

- (29) Social Media Division: This division is headed by a Deputy Director General. Matters relating to social media are dealt with.
- (30) Swachh Bharat Mission – Project Monitoring Unit: This division is headed by a Deputy Director General. Matters relating to Swachh Bharat Mission and its monitoring are dealt with by this unit.
- (31) Travel Trade Division: This division is headed by a Deputy Director General. This division deals with approval of travel agents, tour operators, adventure tour operators, tourist transport operators and all issues related to them. It also deals with policy regarding induction of tourism guides, all matters concerning facilitation of tourists and all matters concerning complaints received from tourists.
- (32) Vigilance Cell: This is headed by an Under Secretary. It deals with all matters pertaining to vigilance in the Ministry of Tourism and board level appointee of the ITDC.
- (33) Adopt a Heritage Scheme: This division is headed by a Deputy Director General. It deals with all matters relating to “Adopt a Heritage Scheme” of the Ministry of Tourism.
- (34) National Informatics Cell: This cell is headed by a Senior Technical Director. The NIC provides state of the art solutions for information management and decision making support, e-governance support, wide range of ICT services and the network backbone to Government and corporate sector.

To put destination Mizoram and its tourism administration in a better perspective, knowledge of the profile of the State, its historical background,

administrative history, scenario of tourism in the State, its famous tourist places are required which are dealt with in the next chapter.

CHAPTER III

TOURISM IN MIZORAM

Mizoram: A Brief Profile

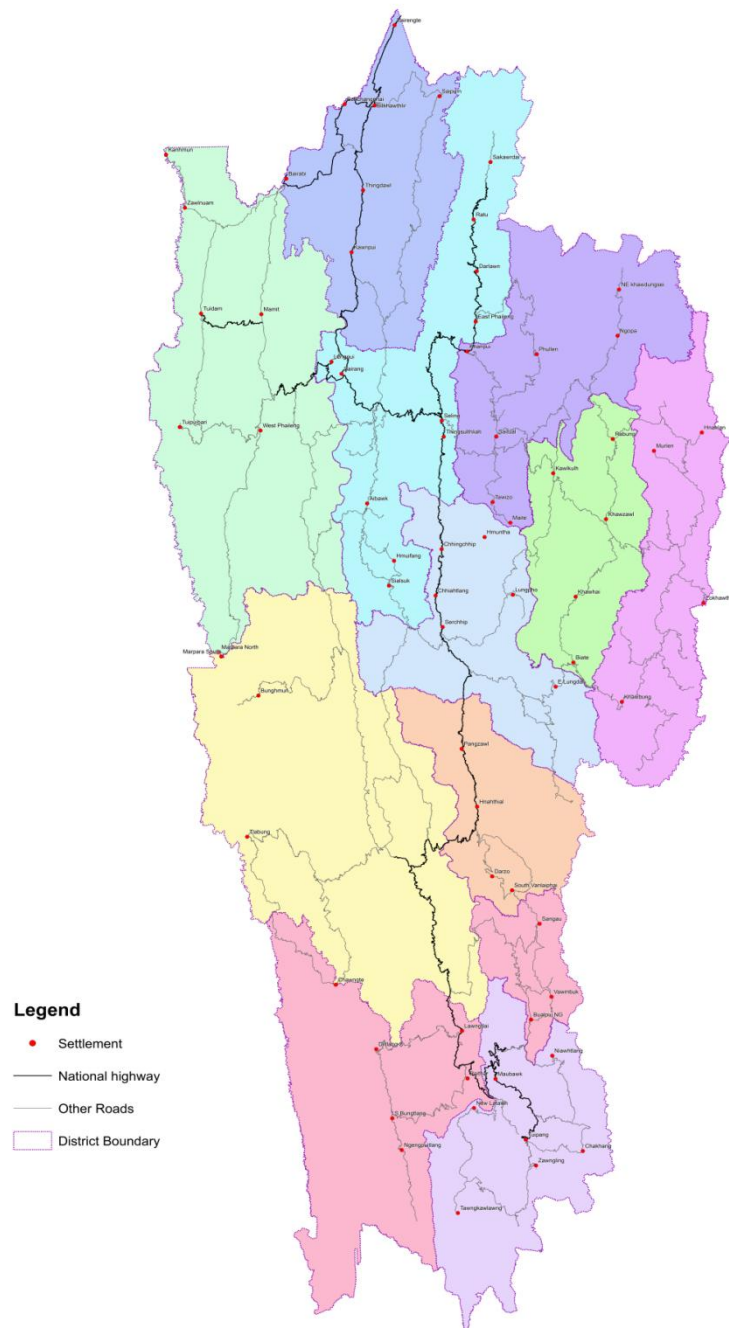
A brief recapitulation of the physical, historical and demographic features of Mizoram is necessary to understand the characteristics of the destination in their proper perspective.

Mizoram is a mountainous state that became the 23rd state of the Indian Union in February 1987. It is sandwiched between Myanmar in the east and the south and Bangladesh and Tripura in the west with its northern frontiers touching Assam and Manipur. The State of Mizoram occupies an area of great strategic importance as it has a long international boundary of 722 Kms with Myanmar and Bangladesh. The Tropic of Cancer passes through the heart of the State. In shape it is rather like a narrow inverted triangle.

The total geographical area of Mizoram is 21, 087 Sq. Kms that constitutes 0.64 % of the geographical area of India. 86.27 % of its total area is covered with forests. Mizoram has a pleasant climate throughout the year, during winter, temperature normally ranges from 11^o C to 24^o C and during summer it varies from 18^o C to 29^o C. The average annual rainfall varies from 2,160mm to 3,500 mm (India State of Forest Report 2017). The state is predominantly an agrarian state with more than 60% of its population depends on agricultural sector as it is the biggest

source of livelihood in rural areas⁸⁷. Handloom and handicrafts (especially of bamboo and cane) are the other traditional cottage industries in the State next to agriculture.

Map No. 3.1
Map of Mizoram



The State is the most urbanized with 51.51 % of the population living in urban areas as against India's 31.16% of population living in urban areas⁸⁸. Christian constitutes 87.16 % of the population of Mizoram⁸⁹. As per Census 2011, the State has an impressive literacy rate of 91.33% which makes it the third highest among the states and union territories of India. The total population of Mizoram in Census 2011 is 10, 97,206 (Female- 5, 41,867 Male- 5, 55,339) and the population density of the State is 52 per sq. km. Majority of the population in Mizoram belong to the Schedule Tribe. The local people patronize their rich tribal cultural heritage, colourful customs and lively traditions even today.

As many as 21 major hill ranges (extremely rugged and steep) or peaks of different heights run through the length and breadth of the State. The sides of hills are carpeted with green forest and dense bamboo jungles. The average height of the hills to the west of the State is about 1,000 meters (3,300 feet). These gradually rise up to 1,300 meters (4,300 feet) to the east. Some areas, however, have higher ranges which go up to a height of over 2,000 meters (6,600 feet)⁹⁰.

There are number of rivers and streamlets which drain downhill ranges. Tlawng River is one of the most important rivers in the Northern part of Mizoram. For a long time, Tlawng River had been the main entry and exit routes for Mizoram. Palak Dil is the biggest lake in Mizoram is situated in Siaha District which is part of southern Mizoram covering 30 hectares (74 acres). It is believed that the Lake was

⁸⁸http://www.censusindia.gov.in/2011-prov-results/paper2-vol2/data_files/Mizoram/Chapter_2.pdf retrieved on 12.12.2019.

⁸⁹<https://www.census2011.co.in/data/religion/state/15-mizoram.html> retrieved on 15.12.2019.

⁹⁰Dong, P.K. (2014). *Strategic Concept and Action Plan for Development of Tourism in Mizoram*. A report submitted to the Tourism Department, Government of Mizoram, p.9.

created as a result of an earthquake or a flood. The local people believe that a village which was submerged still remains intact deep under the waters. Tam Dil is a natural lake situated 85 Kms from Aizawl. Legend has it that a huge mustard plant once stood in this place. When the plant was cut down, jets of water sprayed from the plant and created a pool of water, thus the lake was named Tam Dil which means 'Lake of Mustard Plant'. Vantawng Fall, the most spectacular waterfall in the State is located 5 kilometers south of Thenzawl in Serchhip district which is about 137 kilometers from Aizawl. Phawngpui Tlang also known as the *Blue Mountain*, situated in the south-eastern part of the state, is the highest peak in Mizoram at 2,157 meters⁹¹.

Mizoram is in the highest zone 5 for earthquakes. The folded hilly or mountainous North South belts, with perpendicular faults, comprise sediments of the Surma (Middle Bhuban Formation), Barail and Tipam groups⁹². The rock system is generally weak, unstable, weathered and prone to seismic and weather influence producing landslides⁹³. The soft, black to grey rock is used locally for building materials and for low trafficked road construction work. There are no useful minerals of economic significance apart from clays in the River Tlawng beds together with deposits of sands and gravels⁹⁴. Typical soils are sandy loam, clay loam that has been heavily leached due to the high slopes leaving it porous and lacking in minerals or humus.

⁹¹<http://www.mizoram.nic.in/about/hill.htm> retrieved on 12.9.2019.

⁹²https://en.wikipedia.org/wiki/Geography_of_Mizoram retrieved on 11.10.2019.

⁹³*Ibid.*

⁹⁴*Ibid.*

Historical Background of the Mizos

The origin of the Mizos is still in some obscurity as no written records have been found. According to oral tradition the Mizo have claimed that they have emerged from a big rock or cave called Chhinlung. The history of Mizoram dates back to early 16th century when the tribes known as Mizos migrated from China and settled in the Shan State⁹⁵. They moved on to Kabaw Valley to Khampat and then to the Chin Hills in the middle of this century. The earliest Mizos who migrated to India were known as Kukis and the second batch of immigrants were called as New Kukis. The history of Mizoram in between 18th and 19th century is marked by many instances of tribal raids and retaliatory expeditions of security⁹⁶. Mizo Hills were formally declared as part of the British-India by a proclamation in 1895. North and south hills were united into Lushai Hills District in 1898 with Aizawl as its headquarters⁹⁷.

The British continued to rule over the tribal dominated area of Assam from 1919 and during this period Lushai Hills along with some other hill districts was declared a Backward Tract under government of India Act. The tribal districts of Assam including Lushai Hills were declared Excluded Area in 1935. During British period, the political development in the State became significant and the first

⁹⁵Dong, P.K. (2014). *Strategic Concept and Action Plan for Development of Tourism in Mizoram*. A report submitted to the Tourism Department, Government of Mizoram, p.12.

⁹⁶<http://www.mizoram.nic.in/about/history.htm> retrieved on 12.12.2019.

⁹⁷*Ibid.*

political party the Mizo Common People's Union, reflecting the anti-Chief's sentiments of the common people, was formed on 9th April 1946⁹⁸.

The party was later rechristened as Mizo Union. With India's independence in 1947, the Constituent Assembly set up an Advisory Committee to entertain the matters relating to minorities and the tribes of the North Eastern region. A Sub-Committee, under the chairmanship of Gopinath Bordoloi was formed to advise the Constituent Assembly on the tribal affairs in the North East. Following the Bordoloi Sub-Committee's suggestion, a certain amount of autonomy was accepted by the Government and enshrined in the Sixth Schedule of the Constitution. The Lushai Hills Autonomous District Council came into being in 1952 followed by the formation of these bodies led to the abolition of chieftainship in the Mizo society. The autonomy however met the aspirations of the Mizos only partially. Representatives of the District Council and the Mizo Union pleaded with the States Reorganization Commission (SRC) in 1954 for integrating the Mizo-dominated areas of Tripura and Manipur with their District Council in Assam⁹⁹. The Mizo tribal leaders were not happy with the SRC recommendations. They raised demand for a separate State comprising of all hill districts of Assam. They met in Aizawl in 1955 and the Eastern India Tribal Union (EITU)¹⁰⁰. The protests continued for over three decades and finally the hill problems were realized by the Government of India. Mizoram was given a full-fledged status of a State only on 20 Feb, 1987 by an Amendment in the Constitution of India.

⁹⁸ Pudaite, L.T. (2010). *Mizoram and Look East Policy*. New Delhi: Akansha Publishing House, p.11.

⁹⁹ <http://www.mizoram.nic.in/about/history.htm> retrieved on 12.12.2010.

¹⁰⁰ Pudaite, L.T. (2010). *Mizoram and Look East Policy*. New Delhi: Akansha Publishing House, p.15.

Administrative History of Mizoram: A brief Recapitulation

District administration in Mizoram dates back to 1891 when the then Lushai Hills was divided into two administrative set ups, the South Lushai Hills District which was a part of Bengal and the North Lushai Hills District formed a part of Assam¹⁰¹. Before 1891, there was no regular administrative set up except few establishments here and there to protect the interest of the British. In 1898, the two districts were merged into one Lushai Hills District which formed a part of Assam. The newly formed Lushai Hills District started functioning on 1 April, 1898. Administration of the then Lushai Hills District was invested in the Chief Commissioner of Assam, the Superintendent of the Lushai Hills, his subordinate officers and staff and in the Chiefs and Headmen of the villages. In 1952, the Autonomous Mizo Hills District Council was introduced and subsequently in 1953, the Pawi-Lakher Regional Council was introduced. With this, the district administration was put under a Deputy Commissioner and the Chief Executive Members of the District and Regional Councils. Chieftainship was abolished in 1954 by both Mizo Hills District Council and the Pawi-Lakher Regional Council in their respective jurisdictions. Democratically elected Village Councils were set up for village administration as per the provision of the Sixth Schedule of the Indian Constitution.

The Mizo Hills District was given the status of Union Territory of Mizoram on 21 January, 1972 under the provision of the North Eastern Areas (Reorganization) Act 1971. Accordingly, the Lt. Governor becomes the head of Mizoram replacing the

¹⁰¹Lalneihzovi .(2006). *District Administration in Mizoram*. New Delhi: Mittal Publications, p.27.

Governor of Assam. The Mizo Hills District Council was abolished and the Pawi-Lakher District Council was divided into three district councils namely, the Pawi (now Lai) District Council, the Lakher (now Mara) District Council and the Chakma District Council¹⁰². The district council areas have two independent functionaries viz., the Deputy Commissioner representing the State Government and the Chief Executive Members of the district councils representing their respective councils.

On 20th February, 1987, Mizoram was elevated to the status the State of Mizoram from a Union Territory of Mizoram. The Lt. Governor was replaced by the Governor of Mizoram as the head of the State¹⁰³. Since then, many structural changes have been made by the Government of Mizoram. In the present scenario, Mizoram is divided into 11 districts namely, Aizawl, Lunglei, Siaha, Lawngtlai, Kolasib, Serchhip, Champhai, Mamit, Satual, Hnahthial and Khawzawl.

Need for Tourism Development

The fundamental question is “Is it really necessary for Mizoram to develop and promote tourism?” This is the first question that should be addressed by all people, anti or pro tourism. Mizoram needs an industry like tourism for the following facts:

- (i) **Development of heavy and medium industry is not feasible in Mizoram:** In Mizoram, it is not possible to develop any heavy or medium industry because of its geo - physical location. Mizoram is located in hilly terrain and is in the highest zone 5 for earthquakes. For development of

¹⁰²*Ibid*, p.29.

¹⁰³*Ibid*.

heavy and medium industries, the ideal site should generally be flat, well connected by transportation facilities and regular supply of power. Mizoram is a mountainous state, the nearest railhead is Silchar which is 180 Kms from Aizawl and local generation of power is hardly sufficient to meet the demands of the State. As such, it may not be feasible to develop heavy and medium industries in Mizoram.

- (ii) **Remoteness from main markets makes transportation of products from Mizoram uneconomical:** The perception in the main markets is that Mizoram is far away, in terms of physical distance, psychological distance, economic distance and time distance. Even the transportation within Mizoram is time consuming, and to some extent dispiriting. No direct air connectivity with main markets in India or international airports like Delhi or Mumbai. Rail connectivity of Mizoram with the rest of the country is almost non-existent. Even Silchar, the major rail head (180 Kms away from Aizawl), is not connected by fast trains. As a result, transportation of local produce from Mizoram to main markets would be time consuming and costly.
- (iii) **Only light and ‘smokeless’ industries based on indigenous resources are advisable:** As per the India State of Forest Report 2017, Mizoram has the second highest forest cover among the states and union territories in India next to Lakshadweep. 86.27% of its total area is covered with forests. Mizoram is predominantly an agrarian state with more than 60% of its population engaged in agriculture. Handloom and handicrafts especially of bamboo and cane are the other traditional cottage industries

in the State, next to agriculture. It is therefore advisable to develop only those industries that are light, 'smokeless' and based on agricultural, forest and human skill resources.

- (iv) **Abundance of natural, cultural and human resources:** Mizoram has abundance of natural, cultural and human resources which would make it an attractive and ideal tourist destination. According to Census 2011, Mizoram has 61.24% of its population between 15 to 59 years which implies that the State has high percentage of population in the working age group. The other factor in favour of tourism is the peculiar characteristics of tourism where consumers need to travel at their own cost to the destination for consumption of tourism and it cannot be vice versa. In other words, the cost of travel from their place of residence to Mizoram is borne by tourists themselves.

Thus from the perspective of socio economic development, it is advisable to develop tourism in Mizoram in view of its resources and in view of constraint in developing other heavy or medium industries.

Scenario of Tourism in Mizoram

Tourist traffic

Tourist traffic represents the number of people that visit an area. Although Mizoram is endowed with rich natural and cultural resources, yet the tourist traffic to Mizoram is very low when we compare it to the rest of the North East states. Tourist arrival statistics of the North East states including Sikkim in 2010 and 2011 is given below

at Table No.3.1 and tourist arrival statistics of the North East states including Sikkim in 2016 and 2017 at Table No 3.2.

Table No. 3.1
Tourist Arrival Statistics of North East States Including Sikkim in 2010 and 2011

S/N	State	2010		2011		Percentage of Growth	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Arunachal Pradesh	2,27,857	3,395	2,33,227	4,753	2.36	40.00
2.	Assam	40,50,924	15157	43,39,485	16400	7.12	8.20
3.	Manipur	1,14,062	389	1,34,505	578	17.92	48.99
4.	Meghalaya	6,52,756	4177	6,67,504	4803	2.26	14.99
5.	Mizoram	57,292	731	62,174	658	8.52	-9.89
6.	Nagaland	21,094	1152	25,391	2080	20.37	83.75
7.	Sikkim	7,00,011	20,757	5,52,453	23,602	-21.08	13.71
8.	Tripura	3,42,273	5212	3,59,515	6046	5.04	16.00

Source:India Tourism Statistics 2012, Ministry of Tourism, Government of India

Table No.3.2
Tourist Arrival Statistics of North East States Including Sikkim in 2016 and 2017

S/N	State	2016		2017		Percentage of Growth	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Arunachal Pradesh	385875	6598	4,44,005	7147	15.1	8.3

2.	Assam	5160599	19456	60,52,667	21760	17.3	11.8
3.	Manipur	150638	3064	1,53,454	3497	1.9	14.1
4.	Meghalaya	830887	8976	9,90,856	12051	19.3	42.2
5.	Mizoram	67238	942	67,772	1155	0.8	22.6
6.	Nagaland	58178	3260	63,362	4166	8.9	27.8
7.	Sikkim	747343	66012	13,75,854	49111	84.1	-25.6
8.	Tripura	370618	36780	3,98,669	69899	7.6	90.0

Source: *India Tourism Statistics 2018, Ministry of Tourism, Government of India*

In 2011 the market share of Mizoram in the tourist market of India is quite dismal. Out of the total foreign tourist arrivals of 6.31 million in 2011 in India, Mizoram had only 658 foreign arrivals, that is, the market share of Mizoram in foreign tourist arrivals was 0.010%. In case of domestic tourists, Mizoram had a market share of 0.010%, only. It received domestic tourist visits of 62,174 in 2011 whereas India had generated domestic tourist visits of 850.88 million that year. In the all India ranking in 2011, Mizoram stands at 33rd position among 35 States/Union Territories of India in both domestic and foreign tourist arrival¹⁰⁴. Lakshadweep Island is at the bottom of the ladder with 35th position. In other words it is just above Nagaland and Lakshadweep in case of domestic tourists and just above Manipur and Lakshadweep Island in respect of foreign tourists.

In 2017, the market share of Mizoram in foreign tourist arrivals and domestic tourist arrivals is almost negligible. In 2017, India has registered 10.04 million foreign tourism arrivals; Mizoram has only 1155 foreign arrivals. The market share

¹⁰⁴ Government of India, Ministry of Tourism, *India Tourism Statistics 2012*, p.93.

of Mizoram is 0.0115% only. In the domestic market, India generated 1652.48 million domestic tourists in 2017; Mizoram received 67772 domestic tourists that same year. The market share of Mizoram in case of domestic tourist is 0.0041 % only. In the all India ranking in 2017, Mizoram stands at 34th position in case of domestic tourists' visits and 35th position in case of foreign tourist arrivals among the States/Union Territories of India¹⁰⁵.

In 2011, there are 6.43 million tourist arrivals in the North East states including Sikkim. Assam with 4.35 million tourists (domestic and foreign) has maximum tourist arrivals receiving 67.7% of all tourist arrivals in the North East including Sikkim. Meghalaya came in second receiving 10.5% of total tourist arrivals in the northeast states followed by Sikkim receiving 9.0% of total arrivals in the North East. Mizoram had received only 1.0% of all tourist arrivals in the North East and has the second lowest tourist arrivals among the North East states. Nagaland came in last with 0.42% of total tourist visits in the North East. In 2017, 97.15 million people visited the North East states including Sikkim. In 2017, Assam came first among the North East states including Sikkim with 60.74 million tourists, receiving 62.5 % of all tourist arrivals in the North East. Next came Sikkim with 14.2 million tourists thereby receiving 14.7% of tourist visits in the North East. Mizoram came in second last with 0.068 million tourist visits i.e. 0.7% of all tourist visits to the North East.

The percentage of growth in tourist arrivals to the North Eastern states including Sikkim from 2011 to 2017 is given below at Table No. 3.3. The table given

¹⁰⁵Government of India, Ministry of Tourism, *India Tourism Statistics 2018*, p.97.

below highlighted that from 2011 to 2017, the total numbers of tourist visits to the North East states have increased by 51%. Sikkim has registered the highest growth with 147 % followed by Nagaland with 146% growth in tourist arrivals. Among the North East states including Sikkim, Mizoram with 10% increase has recorded the lowest growth rate from 2011 to 2017.

Table No. 3.3
Percentage of Growth of Tourist Arrivals to N.E States Including Sikkim
from 2011 to 2017

S/N	State	Total Tourist Arrivals in 2011	Total Tourist Arrivals in 2017	Percentage of Growth
1.	Arunachal Pradesh	2,37,980	4,51,152	90%
2.	Assam	43,55,885	60,74,427	39%
3.	Manipur	1,35,083	1,56,951	16%
4.	Meghalaya	6,72,307	10,02,907	49%
5.	Mizoram	62,832	68,927	10%
6.	Nagaland	27,471	67,528	146%
7.	Sikkim	5,76,055	14,24,965	147%
8.	Tripura	3,65,561	4,68,568	28%
Total		64,33,174	97,15,425	51%

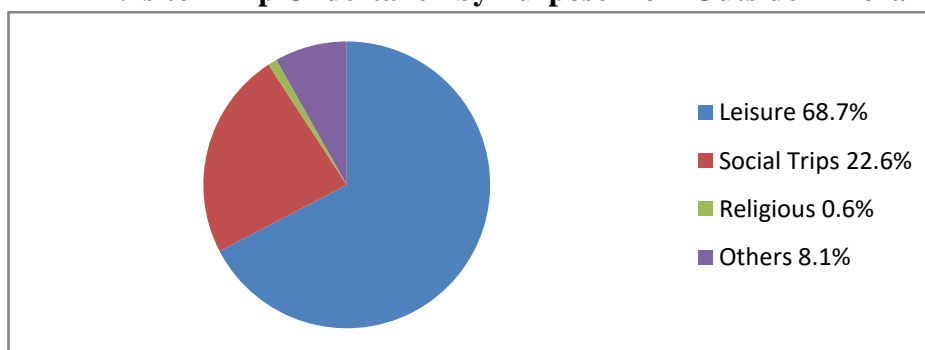
Source: *India Tourism Statistics 2011 and 2018, Ministry of Tourism, Government of India*

Market Source and Purpose of Travel

The Tourism Department, Government of Mizoram does not maintain data regarding the market source or purpose of visits of tourists in Mizoram. However, the Ministry of Tourism, Government of India commissioned the National Council of

Applied Economic Research (NCAER) to undertake Regional Tourism Satellite Accounts for states and union territories of India for the base year 2009 -2010 in 2013 to facilitate a more comprehensive understanding of the tourism sector. The NCAER subsequently submitted its report for the state of Mizoram in November 2016¹⁰⁶. The findings of Regional Tourism Satellite Account Mizoram 2009-2010 reveals that during the period of survey, total of 7.03 lakh visitor trips were undertaken with Mizoram as a destination State, out of this only 15.3% of the trips were undertaken from other states. Thus, in Mizoram, a bulk of tourism activities occurred within the State. As for trips undertaken within the State (Mizoram as the State of Origin and the State of Destination), 51.3 % were social trips and only 1.1 % were for leisure. The findings are quite different compared to the purpose of trips undertaken to Mizoram as a destination from outside the State. For this, as much as 68.7 % of the trips were undertaken for leisure, social trips accounted for 22.6% whereas the share of religious trips was just 0.6% which may be seen at Diagram No.3.1.

Diagram No. 3.1
Visitor Trip Undertaken by Purpose from Outside Mizoram



Source: *Regional Tourism Satellite Account Mizoram 2009-2010.*

¹⁰⁶ NCAER.(2016). *Regional Tourism Satellite Account Mizoram 2009-2010.* Available at <http://tourism.gov.in/sites/default/files/Other/Regional%20Tourism%20Satellite%20Account%20for%20Mizoram%2C%202009-10.pdf> retrieved on 6.7.2019.

The study also reveals that Kerala is the main source of visitor trips undertaken to Mizoram from other states and the figure stood at 61.1 % of all trips followed by Maharashtra at 11.00% and West Bengal at 7.6%. Interestingly, all trips originating from West Bengal and Kerala were leisure trips while 100% of trips originating from Maharashtra were social trips. All religious trips undertaken originated from Meghalaya and Manipur. Majority (54.7%) of business trips to Mizoram from other states originated from Meghalaya.

Inbound Tourism Expenditure

Inbound tourism expenditure represents expenditure incurred within the State on all tourism related products and services by visitors to Mizoram from other states within India as well as from other countries during their stay in the destination. The Regional Tourism Satellite Account Mizoram 2009-2010 undertaken highlighted that the average per trip expenditure of tourist from other states of India (domestic tourist) was Rs. 58,015¹⁰⁷. Domestic tourist undertaking leisure trip spend maximum amount with per trip expenditure of Rs. 92,092 while religious purpose spend the lowest with per trip expenditure of Rs. 4,533¹⁰⁸. As for items of expenditure, the TSA reveals that visitors to Mizoram from other states within India spend maximum amount on passenger transport services comprising of railway, road, water, air and rental services. Transportation services accounts for 79.9 percent of the total expenditure. Item-wise distribution of expenditure incurred by visitors from other states i.e. domestic tourists is given below at Table No. 4.4.

¹⁰⁷ *Ibid*, p.58.

¹⁰⁸ *Ibid*, p.60.

Table No. 3.4
Item-Wise Distribution of Expenditure Incurred by Domestic Tourists

S/N	Item	Percentage of Expenditure
1.	Transportation services	79.9
2.	Tourism connected products	14.9
3.	Accommodation services	1.9
4.	Food and beverage services	1.1
5.	Travel agencies and other reservation services	0.9
6.	Health and medical related services	0.7
7.	Sports and other recreational services	0.3
8.	Cultural and religious services	0.3

Source: *Regional Tourism Satellite Account Mizoram 2009-2010.*

The above table shows that almost 79.9 % of the expenditure was spent on transportation services by domestic tourists. This was followed by expenditure on tourism connected products which stood at 14.9%. It also revealed that domestic tourists spent only 1.9% of their expenditure on accommodation services. A very minimal amount is spent on sports, recreational services, cultural and religious services.

The TSA also estimated that the average per trip expenditure of foreign tourist in Mizoram based on the pattern of expenditure observed at the national level since data pertaining to the State was unavailable. Hence per tourist expenditure of foreign tourist remains the same as observed for India i.e. Rs.1, 50,939¹⁰⁹. The expenditure pattern of foreign tourists showed a completely different scenario from

¹⁰⁹ *Ibid*, p.55.

that of domestic tourists as well. Item-wise distribution of expenditure incurred by foreign tourist is given below at Table No.3.5.

Table No. 3.5
Item-Wise Distribution of Expenditure Incurred by Foreigners

S/N	Item	Percentage of Expenditure
1.	Transportation services	16.00
2.	Tourism connected products	24.00
3.	Accommodation services	33.6
4.	Food and beverage services	14.8
5.	Travel agencies and other reservation services	1.6
6.	Health and medical related services	5.2
7.	Sports and other recreational services	3.4
8.	Cultural and religious services	1.4

Source: *Regional Tourism Satellite Account Mizoram 2009-2010*

Foreign tourists incurred maximum amount on accommodation services which accounts for 33.6% of their total expenditure. This was followed by expenditure on tourism connected products like travel related consumer goods, books, gems, jewellery, processed foods, garments, etc. which consist of 24% of the total expenditure. Only 16% of total expenditure was incurred on transportation services. Foreign tourist spent 5.2 % of their total expenditure on health and medical related services while domestic tourist spent only 0.7 % of their total expenditure on these services.

Tourism Industry

The tourism industry is in a very nascent stage of development in Mizoram. As per the record of the Tourism Department, Government of Mizoram, there are less than 10 registered tour operators in the State in 2018¹¹⁰. There are no registered tour guides or adventure tour guides in the State. The following table represents the number of formal/informal and gender-wise distribution of workforce engaged in tourism sector in 2009 and 2010:

Table No. 3.6
Number of Workforce in Tourism Industries by Formal/Informal and by Gender

S/N	Industries	Number of workers			Number of workers		
		Formal			Informal		
		Male	Female	Total	Male	Female	Total
	Tourism Characteristic industries	2782	997	3779	8440	2166	10607
1.	Transportation services	1021	0	1021	6691	0	6691
2.	Accommodation services	0	0	0	87	261	348
3.	Food and Beverage services/ Restaurants	0	0	0	328	1677	2005
4.	Travel agencies and other reservation services	0	0	0	0	0	0
5.	Cultural and religious services	304	0	304	778	19	797
6.	Sporting and other recreational services	0	128	128	138	107	245
7.	Health and medical related services	1457	869	2326	419	102	521

¹¹⁰Government of Mizoram, Tourism Department, No. A. 45011/12/2014-DTE (Tour).

Tourism connected industries	0	0	0	2625	1737	4362
Total	2782	997	3779	11066	3903	14969

Source: *Regional Tourism Satellite Account Mizoram 2009-2010*

The above table highlighted that in 2009-2010, a total of 18,748 workers are employed in tourism characteristic industries and tourism connected industries. Out of these only 3,779 workers i.e. 25.24% of total employments are in formal employment and the remaining 14,969 workers i.e. 74.76% of total employments are informal. Health and medical related services with 2,326 workers in the formal sector contribute majority of formal employment which account for 61.56% of total formal workforce. This was followed by transportation services with 1,021 workers account for 27.01 % of formal employment. Formal employment in accommodation services, food and beverage services, travel and other reservation agencies is nil during the period.

However, in informal section, majority of workers i.e. 6,691 workers are employed in transportation services which comprise 44.7 % of total informal workforce. This was followed by tourism connected industries like readymade garments, travel related consumer goods, books, gems, jewellery, processed foods, footwear etc., and this sector employs 4,362 workers and account for 29.13 % of informal workforce. 13.4 % (i.e. 2,005 workers) of informal workforce are engaged in food and beverage services and restaurants. Cultural and religious services make up 5.32% (i.e. 797 workers) of informal workforce while only 3.5% (i.e. 521 workers) of informal workers are in health and medical related services. Accommodation services account for only 2.33% (i.e. 348 workers) of the total

informal workers and 1.64 % workers are engaged in sports and other recreational services.

In 2009-2010, the total number of workers engaged in different sectors of the economy in Mizoram was 5.6 lakh. Out of this 0.14 lakh are employed in tourism characteristic industries. Hence the share of tourism industries in total employment of the State is 2.59% as against the national share of 4.37%¹¹¹.

Tourist Places in Mizoram

Aizawl

Aizawl is a beautiful hill station located at an elevation of 3715 feet from the sea level¹¹². It is the capital of the State and the largest city in the State. It can be reached via air from Kolkata and Guwahati. The nearest airport to Aizawl is Lengpui Airport which is located at a distance of about 35 Kms from Aizawl. The nearest railhead to Aizawl is Silchar which is about 180 Kms from Aizawl. Road travel from Silchar to Aizawl takes about 6-8 hours. Aizawl is also connected with the rest of the country via NH-54 via Guwahati, Shillong and Silchar.

Aizawl literally means “a field of wild cardamom”. Aizawl is the seat of the State Government and all public sector undertakings as well as the cultural and commercial centre of the State. This picturesque and peaceful city also commands exotic landscape of verdant hills stretching away to the horizon.

¹¹¹NCAER.(2016). *Regional Tourism Satellite Account Mizoram 2009-2010*, p.130. Available at <http://tourism.gov.in/sites/default/files/Other/Regional%20Tourism%20Satellite%20Account%20for%20Mizoram%2C%202009-10.pdf> retrieved on 6.7.2019.

¹¹²<https://en.wikipedia.org/wiki/Aizawl> retrieved on 9.10.2019.

Places of tourist interest in Aizawl includes Mizoram State Museum at Mc Donald Hill, Solomon's Temple at Chawlhmun, Bara Bazar at Dawrpui, Durtlang Hills, Aizawl Zoological Park at Sakawrtuichhun, Berawtlang Tourist Complex at Zemabawk, Handicrafts Centre at Luangmual, Viewing Gallery at Tlangnuam etc. Tourist Guide Map of Aizawl city is given below at Map No. 3.2.

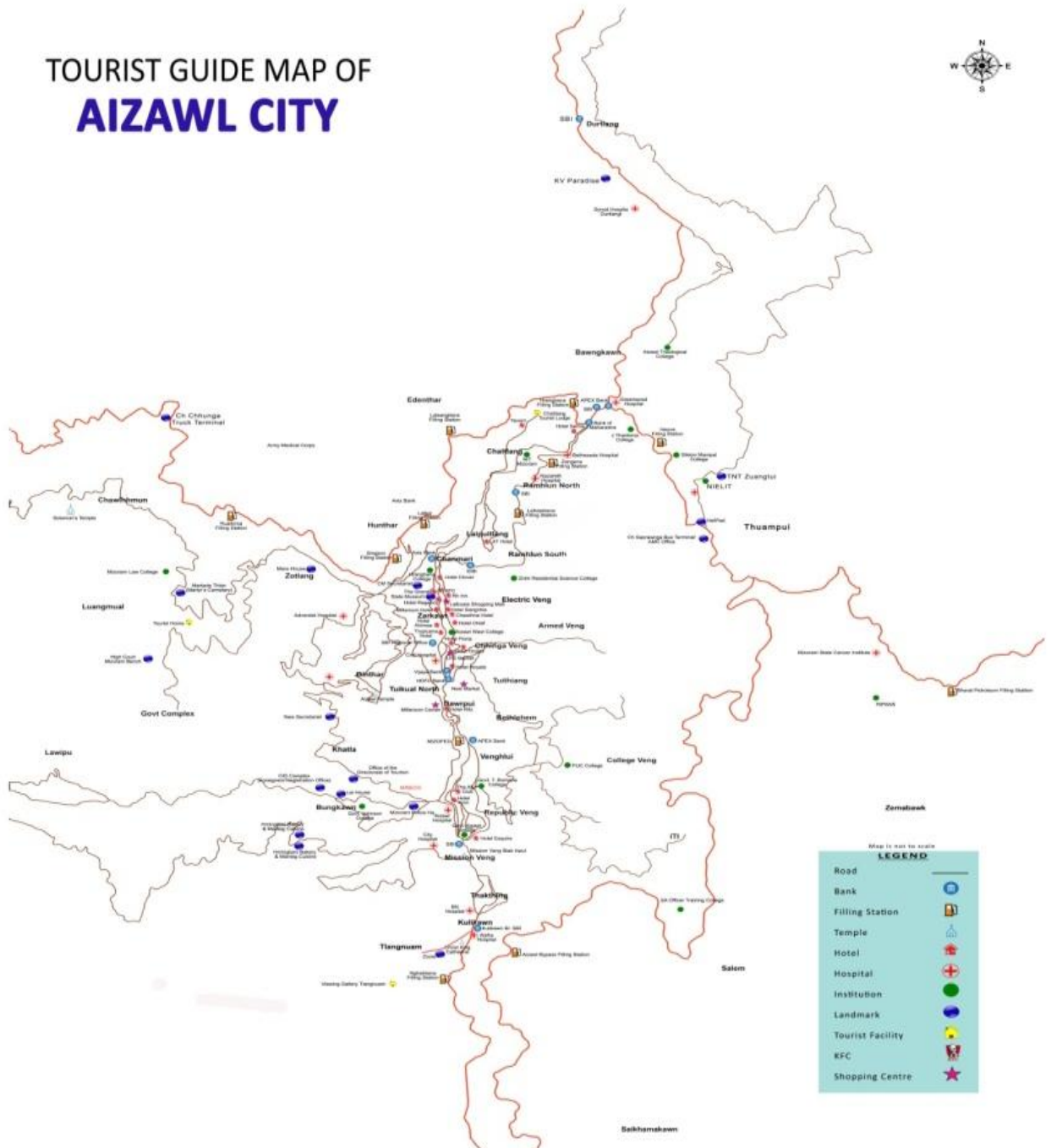
Reiek Tlang

Reiek Tlang is located at a distance of about 30 Kms to the west of Aizawl. It is one of the most popular tourist destinations in Mizoram, frequented by both local tourists and tourists from outside the State. Reiek Mountain is a lofty mountain with rocky cliffs notched with caves and caverns. The mountain is covered with natural forests preserved since the days of the Mizo chiefs. At Reiek, a replica of traditional Mizo village consisting of Zawlbuk (Bachelor's dormitory), Lal In (Chief's hut) and other distinctive huts is created and maintained by the Tourism Department. Adventure theme park consisting of climbing wall, zip-line, high rope course, camping sites and other rope activities are also created by the Department to enhance its attractions. Reiek is also the venue of the annual Anthurium Festival organized by the Tourism Department. The Tourism Department also maintains a tourist resort with cafeteria at the base of the Mountain.

Another popular tourist attraction near Reiek is Khuangchera Puk (Khuangchera's cave) named after Khuangchera, the great Mizo warrior of the 19th Century who was known for his unsurpassed heroic deeds and stubborn resistance to the early British army expedition that cost him his life. It is said that

only Khuangchera had the courage to explore the cave fully in the earlier days of taboos and superstitions.

**Map No. 3.2
Tourist Guide Map of Aizawl City**



Source: *Tourism Department, Government of Mizoram*

Hmuifang Tlang

Hmuifang is another popular tourist destination located at a distance of 50 Kms to the south of Aizawl. Hmuifang Mountain has beautiful cliff that provides a pleasant view of the surrounding area. There are villages nearby Hmuifang like Chamring, Sumsuih, Lamchhip where one can go on a day tour from Hmuifang to see the typical rural life of the Mizos. Hmuifang is also one of the popular destinations for local tourists from Aizawl for picnics and day tour. Hmuifang Tourist Resort managed by the Tourism Department, Government of Mizoram provides visitors a comfortable place to stay at Hmuifang.

Thenzawl Town

Thenzawl in Serchhip District is located at a distance of about 91 Kms from Aizawl. It is one of the most beautiful towns in Mizoram and is frequented by both visitors from within the State and from outside the State. Thenzawl is an important hub for traditional Mizohandloom industry. Weavers at Thenzawl produce rich and colourful textiles and handlooms, products from Thenzawl are famous across the State as well as in other parts of the N.E states. The Government of Mizoram has taken various initiatives to promote handloom industries and had even setup a Handloom Complex where almost all households own looms in Thenzawl.

Vantawng Waterfall, the highest and most spectacular waterfall in the State is located at Vanva River at the outskirts of Thenzawl. The Tourism Department has maintained a tourist lodge with tourist cottages at Thenzawl for visitors to the town. The Department is also developing an 18 hole golf course at Thenzawl with log huts

and other facilities. Other attractions at Thenzawl include Deer Park, Turihiau Fall and ChawngchilhiPuk (The legendary cave of a lady named Chawngchilhi who had a snake as a lover).

Champhai Town

Champhai situated at a distance of 192 Kms from Aizawl is in the Indo-Myanmar border. It is the district headquarters of Champhai District and an important commercial town in Mizoram. Vibrant Indo-Myanmar border trade is being carried on at Zokhawthar village which is 1 hour drive from Champhai. Household items, cloths, packaged foods, cosmetics etc. can be obtained at bargain prices. Champhai District has a rich heritage background, scattered in small hamlets and villages near Champhai are monuments and monoliths that depicts success in war, hunting, achievements etc. The only ASI protected site in Mizoram, Menhir and Caves at Vangchhia village is located in Champhai District. The Tourism Department has constructed and maintained a tourist lodge with tourist cottages at Champhai for the convenience of tourists visiting the town.

Dampa Tiger Reserve

Dampa Tiger Reserve is located at a distance of about 127 Kms to the north-west of Aizawl in Mamit District. It occupies an area of 500 Sq.Kms along the border between India and Bangladesh. It is the largest wildlife sanctuary in the State and home to different varieties of wild animals, amphibians, reptiles and birds. Some of the important wild animals are, tiger, leopard, gaur, elephant, jungle cat, seraw,

bear, wild boar, hoolock gibbon etc¹¹³. Important avifauna at Dampa Tiger Reserve includes great indian hornbill, wreathed hornbill, pied hornbill, Bhutan peacock pheasant, red jungle fowl, red headed trogon etc¹¹⁴.

PalakDil

Palak Dil is the largest natural lake in Mizoram and is located at a distance of 391 Kms to the south of Aizawl in Siaha District. The Lake is oval in shape and covers about 1Sq.Km. The Lake is surrounded by lush green forests abounding with exotic varieties of flora and fauna. It is a home to most of the common wetland birds and hill birds, and is believed to be a winter stop-over for migrating Pintail Duck. The Tourism Department has maintained a tourist lodge in the nearby Phura village to facilitate a comfortable stay for visitors.

PhawngpuiTlang

The highest mountain in Mizoram, PhawngpuiTlang also known as the *Blue Mountain* is situated in Lawngtlai District at a distance of 250 Kms from Aizawl. It has a height of 2157 metres at its peak and is surrounded by sheer precipices and cliffs, of which Thlazuang Kham is the most spectacular one. Phawngpui has been declared a National Park covering an area of about 50 sq.Kms. Exploring the park requires trekking and one can get the most exciting views of Mizoram from the cliffs of Phawngpui. It is famous for its exotic species of flora and fauna especially wild orchids and rhododendrons. Important wild animals at Phawngpui National Park include tiger, leopard, clouded leopard, Himalayan black bear, binturong, serow,

¹¹³<https://forest.mizoram.gov.in/page/dampa-tiger-reserve> retrieved on 9.10.2019.

¹¹⁴*ibid.*

ghoral, sambar, hoolockgibbon, langur, stump-tailed macaque, slow loris etc. Birds like blyth's stragopan, Mrs. Hume's pheasant, fire-tailed sunbird, grey sibia, wreathed hornbill, white-cheeked partridge etc. could be found here¹¹⁵.

Ancient Monuments/Archaeological Sites

There are numerous interesting historical sites in the State. The State Government had declared the following ancient monuments/ archaeological sites at Table No.3.7 as Protected Monuments/ Sites vide NO. B. 2002/3/2013-AC, the 15th April 2019.

Table No.3.7
Protected Monuments/ Sites in Mizoram

S/N	Name of Monuments	Location	District
1.	Bawrhsap Pisa (DC Office Complex)	Aizawl	Aizawl
2.	KawilamChhirpawn and RulchawmKua	Rulchawm	Aizawl
3.	Lalthangpui Lung	Mualpheng	Aizawl
4.	Lung Milem	Suangpuilawn	Aizawl
5.	Paikhai Bungalow	Paikhai	Aizawl
6.	Parual Lung	Ruallung	Aizawl
7.	PhingnulehPhingpa	East Phaileng	Aizawl
8.	Sibuta Lung	2 Kms from Tachhip	Aizawl
9.	Sikpui Lung, Raja LalsangaKhua	2 Kms from Sakawrdai	Aizawl
10.	Sikulpui and Sikulsen	Sikulpuikawn	Aizawl

¹¹⁵<https://forest.mizoram.gov.in/page/phawngpui-national-park> retrieved on 18.12.2019.

11.	Thlanpial	5 Kms from North Khawlek	Aizawl
12.	TualvungiVawkthleng	Phulpui	Aizawl
13.	VaiKulh	Sesawng	Aizawl
14.	ZawlpalaThlan	1 Km from Phulpui	Aizawl
15.	DullaiSial	4 Kms from Hliappui	Champhai
16.	FiaraTui	4 Kms from Farkawn	Champhai
17.	KawtchhuahRopui	Vangchhia	Champhai
18.	KungawrhiPuk	1 Km from Farkawn	Champhai
19.	LamsialPuk	10 Kms from Farkawn	Champhai
20.	LianchhiariLunglenTlang, LianchhiariPuantahna	0.4 Km from Dungtlang	Champhai
21.	LianpuiHmun	1 Km from Lianpui	Champhai
22.	Lungkeiphawtial	2 Kms from Farkawn	Champhai
23.	LungpherPuk	2 Kms from Sesih/ Sazep	Champhai
24.	Mangkhaia Lung	Zotlang	Champhai
25.	Mura Puk	2 Kms from Zote	Champhai
26.	PipuKawtchhuah and RalvenPuk	Vangchhia	Champhai
27.	Sahlam	Chawngtlai	Champhai
28.	Sikpui Lung	7 Kms from Zote	Champhai
29.	Thasiama Seno Neihna	1 Km from Chawngtui	Champhai
30.	Vanhnuailiana Lung	Ruantlang	Champhai
31.	Tuilut	Kolasib	Kolasib

32.	LalnuTialpari Lung	Mampui	Lawngtlai
33.	ChawngvungiThlan	Pangzawl	Lunglei
34.	Lt. Col Tom Herbert Lewin (Thangliana) Lungphun	Tlabung	Lunglei
35.	Lungleihlawn	1 Km from Lunglei	Lunglei
36.	Lung Milem	3 Kms from South Mualcheng	Lunglei
37.	Oldham Lungkher	0.5 Km from Tlabung	Lunglei
38.	KhuangcheraPuk	Ailawng	Mamit
39.	Lungkulh	2 Kms from Zamuang	Mamit
40.	LungphunLian	2 Kms from Pukzing	Mamit
41.	RengDil	Rengdil	Mamit
42.	Keilami Grave	Sialhau	Serchhip
43.	ChhuraFarep	3 Kms from North Vanlaiphai	Serchhip
44.	ChhuralehNaaVawk	Cherhlun	Serchhip
45.	HualtungamtawnaUinoNeihna	6 Kms from Hualtu	Serchhip
46.	Lungvando	5 Kms from East Lungdar	Serchhip

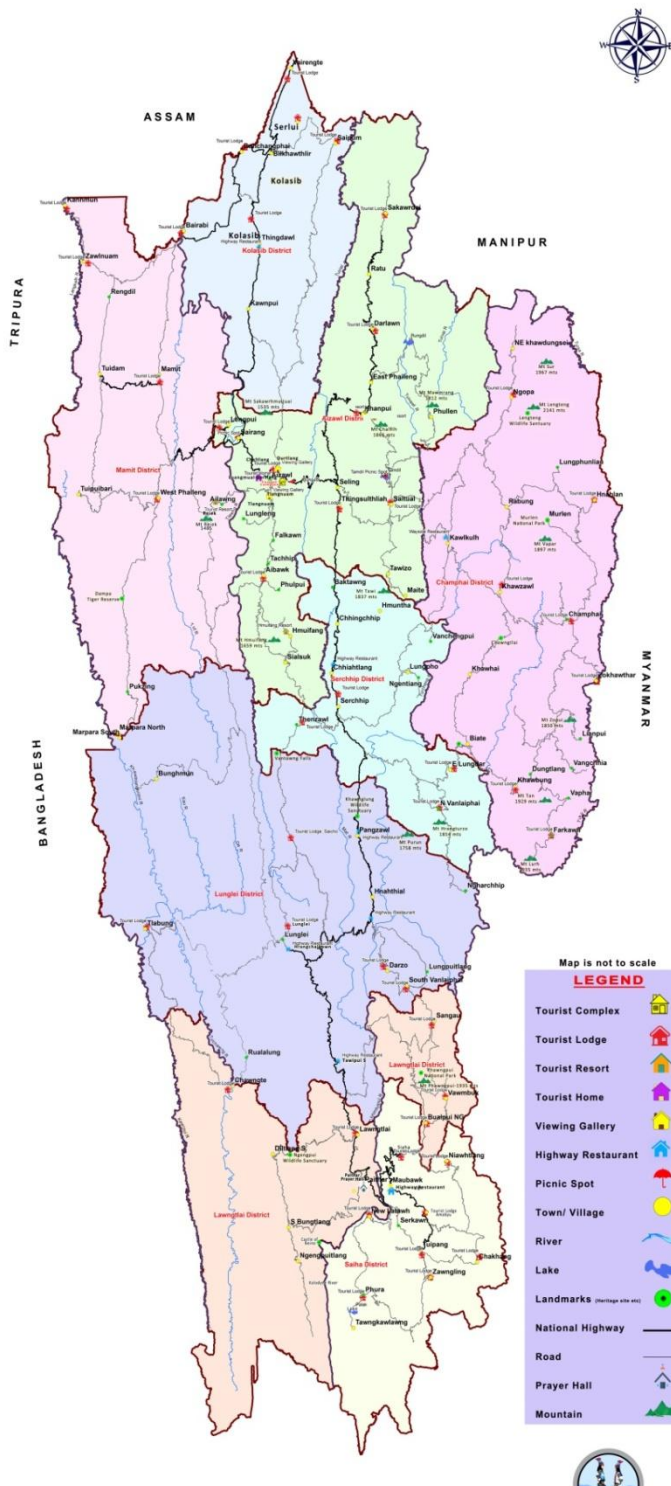
Source: *The Mizoram Gazette, Vol- XLVIII, Dt. 23.4.2019, Issue No.253*

Map No. 3.3 Tourist Guide Map of Mizoram

TOURIST GUIDE MAP OF MIZORAM

INFORMATION ON TOURIST FACILITIES

Name	District	Distant from Aizawl	Contact
1. Tourist Lodge MAMIT	Mamit	105	0389-2565600/ 9436155187
2. Tourist Resort REEK	Mamit	30	0389-2567344/ 9366078543
3. Tourist Lodge W. PHALENG	Mamit	98	8014069186/ 8014948700
4. Tourist Lodge KANHMUN	Mamit	189	9862842494
5. Tourist Lodge ZAMNUAM	Mamit	154	9862772906/ 9812206540
6. Tourist Lodge KOLASIB	Kolasib	83	03837-220067/ 9612660112
7. Tourist Lodge VAIRENGTE	Kolasib	132	9856637768
8. Tourist Lodge SAKHAI	Kolasib	117	8974429085
9. Highway Restaurant THINGDAWL	Kolasib	72	03837-268526/ 9436141065
10. Tourist Lodge SAIPUM	Kolasib	133	9366179441/ 9366510339
11. Tourist Lodge BUHCHANG	Kolasib	107	98560 90015
12. Tourist Lodge Seruib	Kolasib	102	8730976667
13. Tourist Lodge CHALTIANG	Aizawl	6	(0389) 2341083/ 23494211 (0)
14. Tourist Home ZONUAM	Aizawl	7	7085881291
15. Tourist Lodge LENOPIU	Aizawl	44	0389-2573441/ 8131987689
16. Tourist Complex BERAWTLANG	Aizawl	10	6033082277/ 9862719019
17. Tourist Resort HMUIFANG	Aizawl	50	9436379544
18. Tourist Lodge SATHAL	Aizawl	76	9862859882
19. Picnic Spot TAMDIL	Aizawl	83	9612701947
20. Picnic Spot SAIRANG	Aizawl	26	9612847041
21. Tourist Lodge SAKAWADAI	Aizawl	168	9774585864
22. Tourist Lodge KHANPU	Aizawl	89	9436141065/ 8416077601
23. Viewing Gallery TLANGNUAM	Aizawl	5	9862892990
24. Viewing Gallery DURTILANG	Aizawl	10	9612505644
25. Tourist Lodge DAWLAW	Aizawl	116	8014768134
26. Tourist Lodge THINSULTHLIAH	Aizawl	50	8575187448
27. Tourist Lodge CHAMPHAI	Champhai	194	03831-235866/ 9436143518
28. Tourist Lodge KHAMBUNG	Champhai	265	9436353263/ 8974861376
29. Tourist Lodge ZOKHAWTHAR	Champhai	223	8415841566
30. Tourist Lodge NGOPA	Champhai	179	03830-261220/ 8415873189
31. Tourist Lodge HNAHLAI	Champhai	246	9436144335
32. Tourist Lodge FANKAW	Champhai	293	8974855115
33. Highway Restaurant KAWIKULH	Champhai	119	897443053/ 9862211823
34. Tourist Lodge SERCHHIP	Serchhip	106	9856892131/ 9862733998
35. Highway Restaurant CHIHANTLANG	Serchhip	100	9856267007/ 8974679330
36. Tourist Lodge THENZAWL	Serchhip	91	03838-261489/ 9612065527
37. Tourist Lodge N.VANLAIPHAI	Serchhip	158	8985643330
38. Tourist Lodge L LUNGLIAB	Serchhip	155	9856343330
39. Tourist Lodge ZOTLANG	Lunglei	168	(0372) 2342013/ 9436144947
40. Highway Restaurant HNAHTHIAL	Lunglei	172	9774708722
41. Tourist Lodge PANGZAWL	Lunglei	151	8014610914
42. Highway Restaurant HANGCHALAWN	Lunglei	199	7642818348
43. Tourist Lodge SAICHO	Lunglei	133	9436385647/ 9612025826
44. Tourist Lodge LABUNG	Lunglei	258	03834-222352/ 9436726036
45. Highway Restaurant TAWUPI	Lunglei	219	9862811683
46. Tourist Lodge DARZO	Lunglei	195	9862160572
47. Tourist Lodge S.VANLAIPHAI	Lunglei	211	9856866882/ 8415051281
48. Tourist Lodge LAWNGTLAI	Lawngtlai	249	03835-233239/ 9436145916
49. Prayer Hall PATIHAN	Lawngtlai	262	98623 67479
50. Tourist Lodge CHAWNGTE	Lawngtlai	268	9436147748
51. Tourist Lodge SINGAU	Lawngtlai	299	9862344162
52. Tourist Lodge VAWMBUK	Lawngtlai	408	9485117432
53. Tourist Lodge BUKUPI (No)	Lawngtlai	358	358
54. Tourist Lodge SIAHA	Siaha	368	03835-222591/ 9436149031
55. Tourist Lodge CHAKHETLA (Chakhang)	Siaha	349	9436124902
56. Tourist Lodge NO-AUTLA (Niwahltlang)	Siaha	329	8974844949
57. Tourist Lodge NEW JAY	Siaha	291	9436385647/ 96120 25826
58. Tourist Lodge PHIRA	Siaha	325	9612823792
59. Tourist Lodge ZHNO (Zawngling)	Siaha	314	9436385647/ 96120 25826
60. Highway Restaurant N. MAUBAWK	Siaha	350	9863436320/ 9862688055
61. Tourist Lodge AMOBYU - B	Siaha	347	9089672492
62. Tourist Lodge SAIKOA (Serkaw)	Siaha	289	9436385647/ 96120 25826



Source: Tourism Department, Government of Mizoram

SWOT Analysis of Mizoram Tourism

A brief analysis of the strengths, weakness, opportunities and threats of Mizoram from tourism angle is represented below:

Strengths

Mizoram is a land of scenic beauty, dotted with rolling hills, valleys, rivers, caves and lakes. It has wide spread forest area and varieties of flora and medicinal herbs. It has a pleasant climate throughout the year – neither too hot during summer nor too cold in winter. Thus, it could be developed into an all year round tourist destination.

Mizos have distinct culture from the other tribes of North East. There exists “*Thawmngaihna*” or the Code of Ethics of the Mizos supporting them to be hospitable, kind, selfless and helpful to others. People engaged in tourism trade and other related services like guides, taxi drivers, waiters etc are not commercial minded and do not pester tourists for tips. Mizoram is also one of the most peaceful states in the entire country. Crime rate in Mizoram is quite low compared to other states of India. The Mizos have fascinating culture which includes festivals, colourful costumes and community dances. The Guinness Book of Records has recorded Chapchar Kut as the largest bamboo dance festival in the world.

In terms of human resources, according to Census 2011 Mizoram has a very high literacy rate of 91.33%, the third highest in the country. The State has a huge resource of smart, lively, presentable youths, almost all speaking English and some

speak Hindi in addition, trainable and available for tourism industry. The State Government has recognized tourism a key industry in the State¹¹⁶.

The State is also well connected by airways; there is a daily flight from Kolkata and Guwahati connecting the State Capital Aizawl with these two major cities in eastern India. In terms of road connectivity, fairly good road connectivity exists with Guwahati via Silchar (184Kms). Silchar is the nearest railhead to Mizoram and is well connected with the capital city of other North East states like Shillong, Guwahati, Imphal, Kohima and Agartala. Mizoram also has a potential of developing waterways with Bangladesh on the west along River Khawthlangtuipui and Siwee (Myanmar) along River Chhimtuipui in the south.

Weakness

Mizoram is still an unknown tourist destination even in India. One of the main reasons for this is lack of adequate marketing activities of the Tourism Department due to deficiency in budget provision¹¹⁷. There is no direct air connectivity with main tourist markets in India or international airports like Delhi or Mumbai. Rail connectivity of Mizoram with the rest of the country is non-existent. Even Silchar, the nearest major rail head is 180 Kms away from Aizawl, is not connected by fast trains like Rajdhani or superfast express. The psychological distance, economic distance and time distance is perceived as far away from the main markets. Even the travel within Mizoram for visiting places of tourist interest, is time consuming, physically tiring and to some extent dispiriting.

¹¹⁶ Government of Mizoram, *Notification No. F.14016/5/83-TOUR dated the 18th March, 1993.*

¹¹⁷ Dong, P.K.(2014). *Strategic Concept and Action Plan for Development of tourism in Mizoram.* A report submitted to the Tourism Department, Government of Mizoram, p.26.

There are also very limited tourist activities at present and they are mainly confined to passive sightseeing by Tata Sumo jeeps or small cars. At present only a few hotels of Star Standard is available in Mizoram. There are also very limited data and study reports on tourism potential, market survey and socio-economic impact of tourism in Mizoram.

Opportunities

There is a shift in paradigm in tourism market and a new tourism trend is emerging, which emphasizes on sustainable, environmentally and socially responsible tourism. And Mizoram has abundance of attractions for tourists interested in nature, culture, adventure and wellness.

The Amendment of CCS (LTC) rules with effect from 02 May 2008 permitting employees of Central Government and PSUs to travel by air to NER on LTC has opened a huge domestic market for NE region¹¹⁸. Besides the intra-regional and inter-regional tours, there are opportunities for attracting cross border tours from neighboring countries like Bhutan, Bangladesh, Thailand and Myanmar. The Asian Highway from Malaysia via Thailand and Bangladesh to India will be passing through North East while going to Delhi and beyond¹¹⁹. This opens potential border trade between Mizoram and Myanmar and Bangladesh.

¹¹⁸*Ibid*, p.27.

¹¹⁹*Ibid*.

The private sector is now taking interest in investment in tourism sector in North East, both in MSME and large projects. Financial Institutions like NEDFi, TFCI, etc. are taking active role in this connection¹²⁰.

Threats

Competition from other tourism destinations within and outside the region is growing. For example, a large number of India tourists including those from North East visit the neighboring country of Thailand. Emerging tourist destinations even within NE Region like Arunachal Pradesh, Sikkim, Meghalaya and North Bengal needs to be watched. There is also perception of the whole North East Region as unsafe from so called insurgency elements overshadows reality of peace and tranquility prevailing in Mizoram.

To administer tourism in Mizoram, there is a separate department under the Government of Mizoram which is dealt in details in the proceeding chapter.

¹²⁰ *Ibid.*

CHAPTER IV
ORGANIZATION AND WORKING
OF THE TOURISM DEPARTMENT OF MIZORAM

Department of Tourism

In Mizoram the main agency for development and promotion of tourism is the Department of Tourism, Government of Mizoram. The Department was created as a separate Department by bifurcating Information, Public Relations and Tourism Department (IPR&T) in the year 1987 with just a handful of officers and staff. Its administrative head is the Secretary (Tourism), Government of Mizoram. At present, the Department has a Directorate Office at Aizawl but has no district office in the state¹²¹.

Administrative Set Up

The Department is politically headed by a Minister and administratively headed by a Secretary. The Secretary is a senior generalist administrative officer and is a Secretary to the State Government as a whole and to the individual Minister. He is the principal adviser of the Minister on all matters of policy and administration within the Department having complete and undivided responsibility. The Secretary is usually assisted by a hierarchical team of officers known as Additional Secretary, Joint Secretary, Deputy Secretary and Under Secretary. These officers are assisted by a team of clerical staff like Assistants, Upper Division Clerks, Lower Division Clerks, Steno-typists and other manual workers who are under the supervision of a

¹²¹<https://tourism.mizoram.gov.in/cont/10> retrieved on 12.7.2019.

Superintendent. The Secretary along with his hierarchical team of officers and staff are collectively called the Secretariat Department of Tourism. All officers and staff are mainly drawn from generalist civil servants and Secretariat Services. The Secretariat is mainly concerned with policy making and is regarded as a staff agency.

The Secretary performs threefold function. First, he discharges general functions like correspondence with Government of India and other state governments, interdepartmental coordination, framing of new legal enactments or rules and amendments in the existing ones, all matters of general policy, preparation and adoption of plan schemes and review of its progress, delegation of powers, appeals, and revisions within the power of the State Government etc. Second, he perform finance related functions like scrutiny and approval of development budget, estimates etc, financial sanctions not within the competence of the heads of department, all proposals which involves new items of expenditure, sanction of expenditure from Contingency Fund etc. Third, he perform service related functions such as approval and amendment of service rules, matters relating to senior appointments, promotions, transfers and cases of disciplinary proceedings against gazette officers, creation of posts etc.

Directorate of Tourism

The Directorate of Tourism which literally means office of the Director can be regarded as the line agency of the Tourism Department. It is mainly concerned with policy execution as an executive arm of the State Government. It converts policies framed by the secretariat into action. The Directorate is headed by a

Director; he is assisted by a Joint Director, three Deputy Directors, Tourist Officers and other subordinate operational and clerical staff.

The major functions of the Director are:

- (i) To render technical advice to the Minister
- (ii) To implement schemes and policies
- (iii) To maintain and manage tourist facilities
- (iv) To exercise disciplinary actions against subordinate officers and staff as per rules
- (v) To inspect works of subordinate officers
- (vi) To make all appointments; transfers, postings, confirmations and promotion of officers and staff within the prescribed limits and as per rules
- (vii) To render advice to the MPSC regarding promotion and disciplinary action
- (viii) To prepare budget of the Department
- (ix) To allocate grants and make budget re-appropriation
- (x) To organize trainings for officers and staff
- (xi) To accord sanctions to officers and staff for attending conferences etc.

The organizational set-up of the Directorate of Tourism is given at Chart No.4.1. The chart given below highlights that as on 17.9.2019, the existing post strength of the Directorate of Tourism at present is 114 out of which 97 numbers of posts are filled and 17 posts are vacant as on 17.9.2019. There are 36 numbers of sanctioned posts of operational staff ranging from Assistant Receptionists to Tourist

Officers in the Department. Out of the 36 sanctioned posts, 7 posts are lying vacant and only 29 posts are filled up as on 17.9.2019. It may also be noted that the Department is undertaking the management of 46 tourist facilities in the State. The number of posts of operational staff to manage these tourist facilities is found to be insufficient to effectively manage the tourist facilities. Hence, the Department resorts to hiring 138 muster roll employees to overcome the insufficiency of staff¹²². There are 13 sanctioned posts of clerical staff from LDCs to Assistants in the Directorate out of which only 9 posts are filled and the remaining 4 posts are lying vacant. It may also be pointed out that the Assistant Engineer post which was created in 2017 is also still lying vacant as on 17.9.2019¹²³.

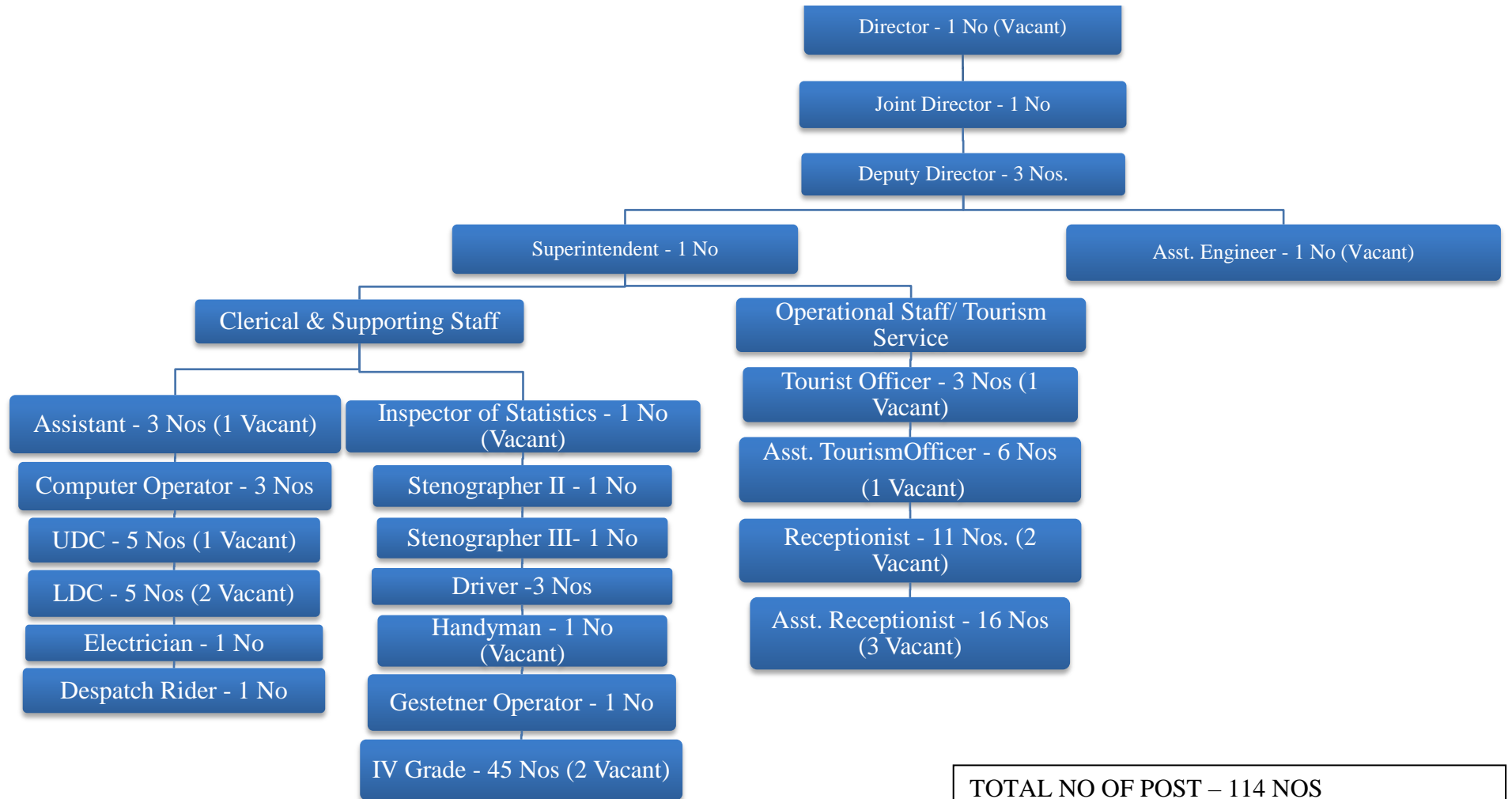
The Directorate of Tourism is divided into two main sections:-

Establishment Section: All matters other than accounts are dealt by this section. General administration of the Directorate office, matters relating to works, projects and schemes, promotion and marketing, statistical matters, stores, vehicles, operation etc are done by this section. In this regard, functions performed by this section could be divided in to four broad categories. First they undertake personnel administration function of the Directorate Office wherein they deal with maintenance of service booksof staff, appointment, transfer,grant of leave, promotions and other connected matters in respect of the members of the staff of the Directorate office.Second, they undertake product development functions wherein all matter relating to projects and schemes, supervision of

¹²²Government of Mizoram, Tourism Department, No.A.12013/1/2018-DTE (Tour).

¹²³Government of Mizoram, Tourism Department, No.A.12031/9/2017-DTE (Tour).

Chart No. 4. 1
Organizational Chart of Tourism Department Government of Mizoram as on 17.9.2019



<p>TOTAL NO OF POST – 114 NOS</p> <p>NO OF POST FILLED – 97 NOS</p> <p>TOTAL NO OF POST VACANT – 17 NOS</p>

Source: Tourism Department, Government of Mizoram

progress of works etc. are dealt with. Third, they undertake marketing, promotion and information function of the Department. In this regard, they deal with all matters relating to marketing, advertisements, fairs and festivals, statistical matters etc. Fourth, this section also undertakes operations and management of tourist facilities wherein matters relating to minor repairs and maintenance of tourist facilities, stores, supplies, materials, reservations and other related matters are dealt with.

This section is headed by a Superintendent who is under the guidance and direction of three Deputy Directors. As in 17.9.2019, there are 12 permanent staffs and 6 muster roll employees in this section¹²⁴.

(1) Accounts Section: All matters relating to budget and accounts of the Department are dealt with in this section. This section is headed by an accountant who works under the instruction and guidance of the drawing and disbursing officer. As in 17.9. 2019, there are 3 permanent staff and 4 muster roll employees working in this section¹²⁵.

Professionalism in the Department

The Cambridge Dictionary defines professionalism as “The combination of all the qualities that are connected with trained and skilled people”. Smith and Westerbeek (2004)¹²⁶ have established that there is a general academic consensus that professionalism is a prerequisite for success. The labour intensive character of

¹²⁴Government of Mizoram, Tourism Department, No.A.45011/4/2016-DTE (Tour).

¹²⁵*Ibid.*

¹²⁶Smith, A.C. and Westerbeek, H.M. (2004). Professional Sport Management Education and Practice in Australia. In *Journal of Hospitality, Leisure, Sports and Tourism Education* (3), p. 1-8.

tourism industry and the importance of human factor in tourism industry suggest that professionalism impacts on innovation, product development, destination development and finally the growth and success of tourism industry.

In this regard, it may be appropriate to examine the degree of professionalism in the Tourism Department keeping in view that professionalism is an important determinant of success of the tourism industry. The degree of professional trainings in the field of hospitality and tourism related subjects acquired by the employees of the Department are used here to determine the degree of professionalism in the Department.

In the current situation, there are 235 employees working under the Directorate of Tourism. Out of this only 97 are permanent employees and the remaining 138 are muster roll employees. There are 36 numbers of sanctioned posts in the Department which are specifically related to hospitality and tourism related services called operational staff/ Tourism Service. Out of the 36 sanctioned posts only 29 posts are filled and the remaining 7 posts are still not yet filled. These operational staffs are required to possess degree/ diploma or other certificate in hospitality or tourism related subjects as per the Recruitment Rules of 2015¹²⁷. Prior to this, recruitment rules of Receptionists, Assistant Tourist Officers and Tourist Officers of the Department did not specify training in hospitality or tourism related as mandatory requirement in case of direct recruitment. Therefore, any graduate from any recognized university could enter in to the Tourism Service. This implies that tourism is more or less seen as a general field wherein subject

¹²⁷Government of Mizoram, *Notification No. A.12018/46/2013-P&AR (GSW), the 19th October, 2015.*

specific knowledge is not required for its effective management. Hence, from the inception of the Department in 1987 till 2015, graduates from any discipline are eligible for entry into the Tourism Service. It may also be pertinent to mention here that the managerial posts in the Directorate from Deputy Directors to Director are filled up by promotion from subordinate posts in the Tourism Service. This means that subject specific knowledge was not required to man the managerial posts in the Directorate prior to 2015. The number of officers and operational staff /Tourism Service having professional training in hospitality or tourism related subjects is represented at Table No. 4.1:

Table No.4.1
Officers and Operational Staff Trained In Hospitality or Tourism
Related Subjects as on 1/10/2019

S/N	Name of Post	Number of Incumbent	Number Trained In Hospitality or Tourism Related Subjects
1.	Director	Vacant	-
2.	Joint Director	1	Nil
3.	Deputy Director	3	1
4.	Tourist Officer	2	2
5.	Assistant Tourist Officer	5	5
6.	Receptionist/Tourist Guide	9	7
7.	Assistant Receptionist	13	12
Total		33	27

Source: *Government of Mizoram, Tourism Department, No. 12030/1/2015-DTE (Tour).*

The above table shows that in the present situation, there are 33 permanent employees of Tourism Service in the Directorate of Tourism. The Director post is lying vacant and the Joint Director takes the charge of the Director. There are three Deputy Directors in the Department out of which only one possesses training in tourism related subjects. Among the present job incumbents, all Tourist Officers and Assistant Tourist Officers have acquired trainings in the field. Among Receptionists, there are two employees who do not possess any background in tourism related subjects. Among Assistant Receptionists, there is only one employee who does not acquire necessary background in tourism related subjects. In this regard, it may be pointed out that this particular employee is promoted from group D posts and educational qualification does not apply to promotion.

It was observed that employees with educational background in hospitality and tourism related subjects have performed better compared to employees with no such background¹²⁸. Therefore, efforts were taken to repeal the then existing recruitment rules and frame a fresh recruitment rules for professionalization of the Department. Hence, the new recruitment rules were notified in 2015 vide No.A.12018/46/2013-P&AR (GSW), the 19th October 2015 (Annexure I, II and III). As per this recruitment, the following educational qualifications are required for entry into different categories of tourism service:

¹²⁸ Sanghluna, B. (Director, Tourism Department, Government of Mizoram from 26.08.1993 to 31.03.1998). Interview. Conducted by the researcher on 9.9.2019.

Table No.4.2
Qualifications Required for Entry into Tourism Service

S/N	Name of Post	Qualification Required For Direct Recruitment
1.	Tourist Officer	<ol style="list-style-type: none"> 1. Bachelor's degree or above in hospitality, hotel, travel and tourism management/administration from recognized university or 2. Graduate with diploma or above in hospitality, hotel, travel and tourism management/administration from recognized university/institution.
2.	Assistant Tourist Officer	<ol style="list-style-type: none"> 1. Bachelor's degree or above in hospitality, hotel, travel and tourism management/administration from recognized university or 2. Graduate with diploma or above in hospitality, hotel, travel and tourism management/administration from recognized university/institution.
3.	Receptionist/ Tourist Guide	Three years degree/ diploma in hospitality and hotel administration from a recognized university institution.
4.	Assistant Receptionist	<ol style="list-style-type: none"> 1. HSLC or above with at least one and a half year diploma in tourism related subjects from a recognized institution or 2. HSSLC or above in tourism related subjects from a recognized institution.

Source: Government of Mizoram, Notification No. A.12018/46/2013-P&AR (GSW), the 19th October, 2015.

Mizoram Tourism Development Authority (MTDA)

The 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, Government of Mizoram
- (ii) Vice Chairman : Secretary, Tourism Dept., Government of Mizoram
- (iii) Secretary : Director, Tourism Dept., Government of Mizoram
- (iv) Fin. Secretary : Jt. Director, Tourism Dept., Government of Mizoram
- (v) Treasurer : DDO, Tourism Dept., Government of Mizoram.
- (vi) 2 Members : Hotel & Restaurant Association of Mizoram
- (vii) 2 Members : Travel Agents/ Tour Operators¹²⁹

Some of the important aims and objectives of the MTDA as mentioned in its Memorandum of Association are as follows:

- 1) Preparation of Detailed Project Report (DPR) for various projects under Tourism Department,
- 2) Manpower development of the Department as well as mass public awareness of the scope of tourism in the State,
- 3) Setting up of network connectivity between tourism offices in Mizoram,
- 4) Designing Technology Architecture and implementing solution for tourism development of the State of Mizoram,

¹²⁹ Government of Mizoram, *Notification No.F.14017/29/2007-Tour dated 11th October 2007.*

- 5) Undertaking tourism marketing for the State of Mizoram by setting up a contact centre in Aizawl,
- 6) Undertaking the implementation and running of the logistic operations on behalf of the Department of Tourism, Government of Mizoram,
- 7) Developing back-end software for the Department and also for tourist village,
- 8) To undertake and associate itself with tourism and other related works,
- 9) To assist in and associate itself with the efforts of the Central and state governments in respect of development of tourism in the State,
- 10) To assist in and associate itself with the attempts of the Travel and Tour and Hospitality industry for development of tourism in the State,
- 11) To build, construct and maintain tourist lodges, highway restaurants, picnic spots or other tourist facilities and equip them with furniture and other amenities,
- 12) To create and maintain fund to which all money provided by the Central Government, State Government and any other source may be credited etc¹³⁰.

Since the Tourism Department has no Engineering Cell, the MTDA functions as the main implementing agency for projects undertaken by the Tourism Department, Government of Mizoram. The MTDA is also authorized to hire its own staff. Hence, the MTDA has hired one project engineer and two junior engineers to look after and supervise project works.

¹³⁰ Rules and Regulations of MTDA, *Memorandum of Association- Aims and Objectives*, p.9.

Functions of the Tourism Department

As per Allocation of Business Rules 2014, Government of Mizoram, only three functions are assigned to the Tourism Department, viz; development of tourism, administration of Tourist Lodges, Yatri Niwas etc. and conducted tours. Many important sectors of tourism industry like hotels and restaurants, tourism service providers and others were not under the purview of the Department as per the Rules. The Department has made proposals to the Government of Mizoram to allocate these sectors to the Tourism Department on numerous occasions. Thus, when the new Allocation of Business Rules 2019 was notified vide No. A.-46013/1/2017-GAD, the 19th June, 2019, the following functions are assigned to the Tourism Department:

- 1) Policies for promotion and development of tourism
- 2) Promotion and development of tourism including adventure tourism, eco-tourism etc.
- 3) Tourist accommodation and Tourist Information Centers
- 4) Tour guides
- 5) Tours and travels
- 6) Hotels and restaurants
- 7) Fairs and festivals for promotion of tourism
- 8) Ropeways and cable cars for tourism development

Within the scope of the above cited functions, the Department performs the following activities:-

Infrastructure Development

As mentioned earlier, Mizoram is a late starter in the field of Tourism. The Department itself came into being only in 1987. Only then did begin serious efforts for development of tourism in the State. Priority was given to development of basic accommodation infrastructure and recreational facilities within Mizoram. Funds are obtained from the Ministry of Tourism, Government of India for carrying out the required developmental works in the field of Tourism. With its financial assistance, Mizoram now boasts 72 completed tourist facilities in the State, out of 72 completed facilities 66 of them are in operation and functioning. The management of 20 of these 66 facilities has been outsourced to private party by signing a management contract with them¹³¹. Hence, the Department is currently undertaking the operation and management of 46 tourist facilities in the State. Type of completed tourist facilities created by the Department and its numbers is shown at Table No.4.3:

Table No. 4.3
Type of Completed Tourist Facilities and its Numbers

S/N	Type of Tourist Facility	Numbers
1.	Tourist Lodge	56
2.	Highway Restaurant	4
3.	Wayside Amenities	3
4.	Tourist Resort	2
5.	Tourist Complex	1
6.	Picnic Spot	2

¹³¹Government of Mizoram, Tourism Department, No.F.16013/15/2018-DTE (Tour).

7.	Viewing Gallery	2
8.	State Institute of Hotel Management	1
9.	Aero-sport buildings	1
Total		72

Source: *Government of Mizoram, Tourism Department, No.A.12030/1/2015-DTE (Tour).*

The above table shows that 72 number of tourist facilities have been created till 2019 by the Tourism Department, Government of Mizoram. Out of these only 66 of the facilities are in operation and 6 of them are yet to be operated even though construction has been completed. This is because though the Ministry of Tourism, Government of India has provided financial assistance for construction and development of tourist facilities, management and maintenance of the facilities are to be met by the State Government, the State Government is unable to provide staff to run these facilities, hence, they remain idle assets in the hands of the Tourism Department.

In this regard, it may be pointed out the creation of basic accommodation facilities was seen as a priority for development of tourism in the State during the initial years of the Department's existence because in the late 1980's and throughout 1990's, there was hardly any accommodation facilities for tourists in the State especially in towns and villages other than Aizawl¹³². Hence, the Department undertook the task of constructing basic accommodation facilities throughout the State. As mentioned earlier, financial assistance of the Ministry of Tourism,

¹³² Sanghluna, B. (Director, Tourism Department, Government of Mizoram from 26.08.1993 to 31.03.1998). Interview. Conducted by the researcher on 9.9.2019.

Government of India was sought for this. Various project proposals were submitted to the Central Ministry and as per the approval and sanction of the Central Ministry; the projects were implemented and executed by the State Tourism Department.

The first tourism infrastructure development project undertaken by the Department was sanctioned in 1985-1986 by the Ministry of Tourism, Government of India for Development of Highway Restaurant at Thingdawl with sanction amount of Rs. 6.63 lakh¹³³. Since then, the Ministry of Tourism has given sanction to 102 projects amounting to 377.472 crore till 2017¹³⁴. Details of projects sanctioned by the Ministry of Tourism, Government of India to the Tourism Department, Government of Mizoram may be seen in the proceeding Chapter V at Table No.5.2.

It has been observed that the focus of infrastructure development carried out by the Department has shifted from development of accommodation facilities to development of activity based tourist attractions since 2010. This is reflected in the projects undertaken by the Department. Projects to develop trekking routes in different parts of the State, rural tourism projects, activity based ecotourism projects and adventure tourism projects were undertaken. In this regard, it may be pointed out that 19 ongoing projects under PIDDC scheme funded by the Ministry of Tourism, Government of India were delinked from central financial assistance in 2015-2016¹³⁵. This move taken by the Central Government gave a huge blow to the State Tourism Department. The ongoing projects were halted and could not be completed

¹³³ Government of Mizoram, Tourism Department, *CSS Project Register*, p.1.

¹³⁴ *Ibid.*

¹³⁵ Government of India, Ministry of Tourism, *Annual Report 2015-2016*, p.23.

and the Department is seeking financial assistance from the State Government and the NEC for completion of these projects.

Management of Tourist Facilities

Another important function of the Tourism Department is managing various tourist facilities in the State created by the Department. These tourist facilities are present in all district headquarters and other important towns and villages across Mizoram. Tourist facilities in district headquarters and other important tourist destinations are put under the charge of Tourist Officers, Assistant Tourist Officers and Receptionists. The following table highlights list of tourist facilities and number of staff posted at the facilities:

Table No.4.4
Number of Staff/ Employees Posted at Various Tourist Facilities
as on 24.11.2018

S/N	Name of Tourist Facility	Number of Permanent Staff	Number of Muster Roll Employee	Total Number of Staff
1.	Tourist Lodge Chaltlang	9	17	26
2.	Tourist Resort Hmuifang	2	3	5
3.	Tourist Lodge Lengpui	1	3	4
4.	Tourist Complex Berawtlang	6	7	13
5.	Tourist Lodge Darlawn	-	2	2
6.	Picnic Spot Tamdil	-	1	1
7.	Tourist Lodge Changsil	-	1	1
8.	Viewing Gallery Tlangnuam	-	1	1

9.	Institute of Hotel Management, Bung bungalow	-	1	1
10.	Tourist Lodge Chalfilh	-	1	1
11.	Tourist Lodge Thingsulthlah	-	1	1
12.	Tuirial Airfield Aerosport buildings	-	1	1
13.	Tourist Lodge Lunglei	5	7	12
14.	Tourist Lodge Tlabung	1	3	4
15.	Tourist Lodge S. Vanlaiphai	-	2	2
16.	Tourist Lodge Pangzawl	-	1	1
17.	Tourist Lodge Champhai	6	2	8
18.	Highway Restaurant Kawlkulh	-	3	3
19.	Tourist Lodge Hnahlan	2	-	2
20.	Tourist Lodge Farkawn	-	1	1
21.	Tourist Lodge Zokhawthar	1	2	3
22.	Tourist Lodge Ngopa	-	2	2
23.	Tourist Lodge Kolasib	4	4	8
24.	Tourist Lodge Saipum	-	1	1
25.	Tourist Lodge Serlui 'B'	-	3	3
26.	Tourist Lodge Serchhip	2	4	6
27.	Tourist Lodge Thenzawl	3	5	8
28.	Tourist Lodge N. Vanlaiphai	1	2	3
29.	Highway Restaurant Chhiahtlang	-	2	2
30.	Tourist Lodge E. Lungdar	-	1	1

31.	Tourist Lodge Lawngtlai	1	6	7
32.	Tourist Lodge Bualpui NG	-	1	1
33.	Tourist Lodge Vawmbuk	-	1	1
34.	Tourist Lodge Sangau	1	3	4
35.	Tourist Lodge Mamit	2	5	7
36.	Tourist Resort Reiek	1	4	5
37.	Tourist Lodge Kanhmun	1	2	3
38.	Tourist Lodge W. Phaileng	1	-	1
39.	Tourist Lodge Zawlnuam	-	1	1
40.	Tourist Lodge Siaha	4	3	7
41.	Tourist Lodge New Maubawk	1	-	1
42.	Tourist Lodge Tuipang	-	1	1
43.	Tourist Lodge Niawhtlang	-	1	1
44.	Tourist Lodge Zawngling	1	-	1
45.	Tourist Lodge Maubawk L	-	1	1
46.	Tourist Lodge Phura	-	1	1
47.	Tourist Lodge Chakhei	-	1	1
48.	Tourist Lodge New Laty	-	1	1
49.	Tourist Lodge Serkawr	-	1	1
Total		56	117	173

Source: Government of Mizoram, Tourism Department, No.A.22012/1/2008-DTE (Tour), No. A. 22016/1/2015-DTE (tour).

The above table shows that 173 numbers of staff are posted at various tourist facilities across the State. Among them only 56 numbers are permanent staff and the

remaining 117 staff are muster roll employees. Chaltlang Tourist Lodge with 26 numbers of total staff has the highest number of staff among all the tourist facilities followed by Tourist Complex Berawtlang with 13 staff. It may also be noted that more number of staff are posted at district headquarters and other popular tourist destinations. Almost half of the tourist facilities i.e 24 number are manned by only one staff out of which 21 of them are muster roll employees.

In this regard, it may be pertinent to point out that there is extreme insufficiency of staff in almost all tourist facilities. This affects the standards and quality of services provided at the tourist facilities¹³⁶. It is observed that the employees posted at various tourist facilities have to work overtime without being paid any overtime allowances; sometimes the working hour goes up to 10-12 hours a day¹³⁷. As per the Factories Act of 1948, no employee should be made to work for more than 8 hours a day which is clearly not followed by the Tourism Department, Government of Mizoram with regard to its employees and staff posted at tourist facilities. It may also be pointed out that 8 hour shift duty system could be implemented only in Chaltlang Tourist Lodge, Aizawl¹³⁸. This system could not be introduced in all other tourist facilities due to shortage of manpower. In many cases, one employee performs multiple functions like run front desk, serve as porter, handle room service, clean rooms etc¹³⁹.

¹³⁶ Pachuau, Lalthakimi (Deputy Director Administration, Tourism Department, Government of Mizoram). Interview. Conducted by the researcher on 3.9.2019.

¹³⁷ *Ibid.*

¹³⁸ *Ibid.*

¹³⁹ *Ibid.*

Human Resource Development

The Tourism Department, Government of Mizoram also undertakes development of human resources for employment in tourism and hospitality sector. Every year, the Tourism Department sponsors students to undergo degree course, diploma course and food craft course in Institute of Hotel Management, Catering and Nutrition in Guwahati and in Shillong. The State Government is allotted certain number of seats at these institutions; the number of seats allotted is not fixed and varies from year to year. The Department issues advertisements in local newspapers during the month of May-June calling applications for availing the sponsorship. The applicants are then called to appear before an interview board consisting of Secretary, Tourism Department and other officers from the Department. After final selections are made by the interview board, a list of selected candidates is sent to the institutions. The selected candidates are now eligible to avail the allotted seats and sponsorship of the Tourism Department, Government of Mizoram. The course wise and year wise break-up of number of students sponsored by the Department during the last ten years are as follows:

Table No.4.5
Number of Students Sponsored for Training during 2009-2019

S/N	Year	Course	Number of Students
1.	2009-2010	Craft Course	7
		B.Sc in Hospitality and Hotel Administration	6
2.	2010-2011	Craft Course	10
		B.Sc in Hospitality and Hotel Administration	4

3.	2011-2012	Craft Course	1
		B.Sc in Hospitality and Hotel Administration	2
4.	2012-2013	Craft Course	6
		B.Sc in Hospitality and Hotel Administration	14
5.	2013-2014	Craft Course	2
		B.Sc in Hospitality and Hotel Administration	4
6.	2014-2015	Craft Course	3
		Diploma course	2
		B.Sc in Hospitality and Hotel Administration	7
7.	2015-2016	Craft Course	1
		Diploma Course	1
		B.Sc in Hospitality and Hotel Administration	8
8.	2016-2017	Craft Course	4
		Diploma Course	1
		B.Sc in Hospitality and Hotel Administration	8
9.	2017-2018	Craft Course	3
		Diploma Course	1
		B.Sc in Hospitality and Hotel Administration	6
10.	2018-2019	Craft Course	2
		Diploma Course	1
		B.Sc in Hospitality and Hotel Administration	8
Total			112

Source: Government of Mizoram, Tourism Department, No.A.333011/6/2011-DTE (Tour), No.A.333011/1/2011-DTE (Tour).

The above table highlights that a total number of 112 students have been sponsored by the Department during 2009 to 2019. B.Sc in Hospitality and Hotel Administration is the most sponsored course which accounts for 59.8% of total sponsorship. Craft courses with 34.8 % of total sponsorship came in second and diploma course with 5.4% of the total sponsorship is the least sponsored course.

Though economic benefits of tourism like employment generation, creation of community assets, increased income etc. are acknowledged, the industry requires certain degree of technical knowledge and specialization to maximize its benefits. Realizing the importance of having such training institutes in the State, a proposal was made by the Tourism Department, Government of Mizoram to the Ministry of Tourism for the establishment of State Institute of Hotel Management (SIHM) in the State. The proposal was accepted and the Ministry of Tourism sanctioned funds for the establishment of SIHM in 2007-2008 as follows:

- Infrastructure Component of SIHM - Rs. 8 crore
- Kitchen Equipment - Rs. 2 crore¹⁴⁰

At SIHM, the following courses will be offered:

- i) B.Sc In Hospitality and Hotel Administration
- ii) Food Production Courses

¹⁴⁰ Government of India, Ministry of Tourism, *Letter No.F.61 (1)/2007-HRD dated 4th October 2007.*

Though construction of the Institute is financed by the Central Government, the management of it is to borne by the State Government. Construction of buildings for SIHM was already completed. The Institute could not function till date due to the inability of the State Government to create teaching and non-teaching posts to run the Institute though proposals for post creation have been moved to the State Government by the Department many times. A cabinet memorandum for post creation of SIHM was submitted by the Department in 2019 and the council of Ministers in its meeting held on 22.4.2019 has given its approval for creation of 32 posts to run the SIHM.

Development of Adventure Tourism, Eco-Tourism and Rural Tourism

The Tourism Department has given thrusts to develop adventure tourism, eco-tourism and rural tourism in the recent years. Projects to develop trekking routes and nature based tourism including rural tourism are being implemented at various locations across the State. In addition, aero-sports development is being undertaken to attract thrill-seekers from all over the world. The Department has procured aero-sports equipments like powered hang glider, hot air balloon and paragliding equipments. Trainings have been given to local youths in aero-sports so that aero-sports may become popular in the State and be used as tourist attractions. The projects could not be completed as the Central Government took a stance to delink the scheme under which these projects are financed in 2015. In the same year, a new scheme was introduced by the Central Government called Swadesh Darshan Scheme. Swadesh Darshan is a theme-based tourist circuit development scheme wherein the Central Government has identified fifteen themes namely Buddhist Circuit, Coastal

Circuit, Desert Circuit, Eco Circuit, Heritage Circuit, Himalayan Circuit, Krishna Circuit, North East Circuit, Ramayana Circuit, Rural Circuit, Spiritual Circuit, Sufi Circuit, Tirthankar Circuit, Tribal Circuit and Wildlife Circuit for integrated development¹⁴¹.

The Tourism Department is currently implementing two projects under Swadesh Darshan Scheme which focus on eco-tourism and adventure tourism as given in Table No.4.6 below:

Table No.4.6
Ecotourism and Adventure Tourism under Swadesh Darshan Scheme

S/N	Project Name	Amount Sanctioned (in lakh)	Main Components
1.	Integrated Development of New Eco-Tourism destination under Swadesh Darshan-N.E Circuit at Thenzawl, S.Zote and Reiek , 2015-2016	9496.96	18 hole golf course at Thenzawl, eco-log huts, wellness spa, adventure park at Reiek, Mizo ethnic village, adventure activities etc.
2.	Development of Eco- Adventure Circuit : Aizawl- Rawpuichhip- Khawhpawp- Lengpui-Durtlang- Chaltlang- Sakawrhmutuaitlang- Muthi-Berawtlang-Tuirial Airfield-Hmuifang under Eco-Circuit Theme of Swadesh Darshan, 2016-2017	9907.00	Aerial forest pathway and eco-adventure activities at Rawpuichhip, cable car between Chaltlang and Durtlang, skywalk and other activities at Sakawrhmutuaitlang, aero-sport activities and biking trail at Muthi tlang, adventure activities at

¹⁴¹<http://swadeshdarshan.gov.in/> retrieved on 18.12.2019.

			Tuirial, Hmuifang and Khawhpawp, open air theatre and orchidarium at Berawtlang etc.
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Source: *Government of Mizoram, Tourism Department, No.F.23017/2/2016-DTE (Tour), No.F.23017/3/2016-DTE (Tour).*

The Department also undertook two rural tourism projects namely Rural Tourism Thenzawl amounting to Rs. 50.00 lakh in 2011-2012 and Rural Tourism Lungtian amounting to Rs. 45.70 lakh in 2012-2013 funded by the Ministry of Tourism, Government of India. For promotion and development of tourism in rural areas, the Department undertook Rural Homestay Scheme under NEDP of the State Government. Rural Homestay Scheme was implemented in six villages of Champhai District namely, Zokhawthar, Hnahlan, Vangchhia, Vaphai, Dungtlang and Chawngtlai during the year 2016¹⁴². The Department identified 35 families from these villages as homestay partners and financial assistance to create an additional room in their house was given to them. The additional rooms are to be used as Homestays to be rented out to tourists and visitors. The homestays will be managed by the homestay partners and all income generated from the homestays will go to them. This will provide additional source of livelihood opportunities to the homestay partners. The project was completed in 2018 and the Department is currently extending the scheme under NEDP 2017-2018 to Mamit District covering six villages and one more village in Champhai District.

¹⁴²Government of Mizoram, Tourism Department, No. F.20016/14/2017-DTE (Tour).

Marketing of the Tourism Products of the State

The marketing function of the State Tourism Department is multifaceted and includes a wide range of responsibilities. One of the most important aspects in marketing is production of accurate publicity materials which may be in the form of booklets, leaflets, brochures, audio-visual publicity among others. This is one of the most important functions of the Department of Tourism. Printed publicity materials including booklets, brochures, tourist guide map etc. are created and disseminated by the Department as part of marketing activities. Audio visual media about the different tourism products of the State are also produced and publicized. The Department also participates in various tourism marts/fairs at the national and international level to market Mizoram as an ideal tourist destination. Web based publicity and mobile based applications are also developed to enhance and widen the marketing reach.

Though marketing and publicity is regarded as one of the core functions of the Tourism Department, the Department is handicapped to undertake this function efficiently and effectively. First, financial constraints prohibited the Department to undertake aggressive marketing campaigns. The Department does not have a separate marketing budget, hence, the amount allocated under advertisement and publicity is mostly utilized for this purpose. The allocated amount is Rs.3.50 lakh during 2018-2019¹⁴³. This is found to be insufficient to meet the demands of marketing activities of the Department. Second, in the present situation, there is no marketing section/cell

¹⁴³Government of Mizoram, *Demand for Grants 2018*. Available at <http://mizofin.nic.in/budget%2018-19.html> retrieved on 17.12.2019, p.542.

or a marketing expert in the Department. Hence, the Department is not equipped to strategically plan its marketing activities and functions. Therefore, lack of financial resources and human resources prohibits the Department to effectively and efficiently perform its marketing functions¹⁴⁴.

Organizing Fairs and Festivals

The Ministry of Tourism, Government of India has been providing financial assistance to state governments/ union territories administration for organizing fairs and festivals and other tourism related events. The maximum assistance provided to each state government during a financial year should not exceed Rs. 50.00 lakh¹⁴⁵. The fairs, festivals or events should be identified by the state governments based on their potential for the development and promotion of tourism.

Availing the financial assistance of the Ministry of Tourism, Government of India, the State Tourism Department started introducing new festivals in the State. Thalfavang Kut was introduced in 2002¹⁴⁶. The name of the festival was changed to Winter Festival in 2017¹⁴⁷. Another festival called Anthurium Festival was also introduced in 2006¹⁴⁸. These two festivals have become the annual festivals of the Department to promote tourism in the State.

¹⁴⁴ Pachuau, Lalthakimi (Deputy Director Administration, Tourism Department, Government of Mizoram). Interview. Conducted by the researcher on 3.9.2019.

¹⁴⁵ Government of India, Ministry of Tourism (Publicity, Events and IT Division), No.2-TP (4) /2002 dated 1st July 2010.

¹⁴⁶ Pachuau, Lalthakimi (Deputy Director Administration, Tourism Department, Government of Mizoram). Interview. Conducted by the researcher on 3.9.2019.

¹⁴⁷ *Ibid.*

¹⁴⁸ *Ibid.*

In Mizoram, a lot has been done for development of tourism, but a lot more has to be done. The next chapter analyses the extent to which these efforts are translated into bringing about development and examine the role of tourism in socio-economic development of the State.

CHAPTER V
ROLE OF TOURISM IN SOCIO-ECONOMIC DEVELOPMENT OF
MIZORAM

Introduction

Tourism has been recognized as an important socio-economic force. The valuable contribution of tourism is acknowledged by the Seventh Five year Plan as follows:

“Tourism is now recognized as an activity generating a number of social and economic benefits. It promotes national integration and international understanding, creates employment opportunities and augments foreign exchange earnings. Tourism also gives support to local handicrafts and cultural activities. Expenditure by tourists has a multiplier effect and also generates considerable tax revenue. All these benefits are achieved with a relatively low level of investment”¹⁴⁹.

From a strictly economic standpoint, tourism can be defined as a business or an industry. Lundberg (1972)¹⁵⁰ considers tourism as a business activity, according to him tourism is an ‘Umbrella concept’ of economically related businesses beginning from advertising and promotion, development of destination area, travel agency and tour operation; travel modes- air, road, railway; business catering to vacationers like photography, gasoline stations; hospitality field-hotels, motels, restaurants and a host of other economic activities. Some of the segments of the tourist business are

¹⁴⁹Government of India. *Seventh Five Year Plan*, p.234.

¹⁵⁰ Lundberg, D.E. (1972). *The Tourist Business*. Boston: Cahners.

obvious although the economic importance of the segments depend upon a particular destination. There is also considerable permeability, i.e. spilling over into businesses not ordinarily identified as tourism.

Development of tourism has various social, economic, technological and political ramifications in the larger fabric of society. Sociological improvements manifests through greater opportunities for education and skill development, increased leisure time, increased opportunities for entertainment and recreation, improved health conditions, longevity and population growth¹⁵¹. Economic development brings about improvements in standards of living, increased opportunities for additional source of livelihood, employment opportunities, higher incomes, discretionary funds, increase in personal consumption and consumer spending. New tourist attractions and tourist infrastructures are also created¹⁵². Technological improvements manifests in the form of developments in transport and communication, increased connectivity and access to the digital world to facilitate tourist travel, stay and enjoyment¹⁵³. Tourism can also bring about improved relations between nations and accelerate international peace and cooperation in the political sphere.

However, the facets of the impacts of tourism may also bring about negative changes in the society in the sense that tourism could also lead to degeneration of culture, values and belief system prevailing in the society. It may be pertinent to

¹⁵¹Kaul, R.N. (1985). *Dynamics of Tourism: A Trilogy, Vol.I: The Phenomenon*. New Delhi: Sterling Publishers Pvt. Ltd., p.28.

¹⁵²*Ibid.*

¹⁵³*Ibid.*

point out here that economic growth is only one aspect of development, most often obsessive interest in economic growth leads to social costs. Tourism, strictly speaking, is a process, and the impact of tourism is felt on the community even before the arrival of tourist to the destination area, on account of the large migration inflow due to the construction boom in the development stage of tourist infrastructures. Unlike other economic activities, tourism demands that the consumers come physically to the product and not vice versa; this has interesting consequences in the host community. Suhita Chopra (1991)¹⁵⁴ writes that the physical presence of tourist in large number creates pressures, both on the natural and built environment resulting in social stress among the local people. This presence creates problems of a purely socio-psychological character also. According to her, tourists who normally come from higher productive centers impressions of possessing material wealth and superiority gives rise to feelings of relative deprivation. The host tends to emulate the lifestyle of the tourists and nurture aspirations for the material standards and values of the tourists called the “Demonstration effect”. This is most strongly felt among elites of the host society and on the escapist members¹⁵⁵. Some researchers have also associated increase in crime rate with tourism¹⁵⁶. Tourism and its relationship with prostitution has been established by many researchers¹⁵⁷. Some writers like Greenwood (1977)¹⁵⁸ also put

¹⁵⁴Chopra, Suhita. (1991). *Tourism and Development in India*. New Delhi: Ashish Publishing House, p.25.

¹⁵⁵Cohen, E. (1971). Arab Boys and Tourist Girls in a Mixed Jewish/Arab Community. In *International Journal of Comparative Sociology*, 12 (4), pp.217-233.

¹⁵⁶Jud, G.D. (1975). Tourism and Crime in Mexico. In *Social Science Quarterly*, Vol.56, pp. 324-330.

¹⁵⁷Chopra, Suhita. (1991). *Tourism and Development in India*. New Delhi: Ashish Publishing House, p.25.

forward culture commoditization as tourism's effect on culture. Some examples of cultural commoditization are mock wedding ceremonies, funeral ceremonies, other rituals and practices in parts of Asia and Africa for a price. Culture, like any other commodity could be put to sale for tourism purposes. MacCannell (1973)¹⁵⁹ writes that the tourists' need to view the authentic leads to a peculiar phenomenon of "staged authenticity in tourist settings" i.e. the staging of the back regions. However, all writers do not adhere to this view of cultural commoditization, McKean (1977)¹⁶⁰ opined that traditional cultural items are retained, conserved and re-affirmed to satisfy modern needs for better living and calls it Cultural Involution. It may also be noted that there are two different opinions about the effect of tourism on art and craft forms of the destinations. One view believes that tourism leads to degeneration of traditional art and craft forms¹⁶¹. Attempts to cater to the tourists' needs result in loss of authenticity, change in style and aesthetic quality, standardization and production of fakes and counterfeits. However, the other view suggests that tourism leads to renaissance and revitalization of traditional arts and crafts forms. According to this view, new ideas are introduced into old patterns without destroying the sophistication and quality of art¹⁶².

¹⁵⁸Greenwood, D.J. (1977). Culture by the Pound: An Anthropological Perspective on Tourism as Cultural Commoditization. In *Hosts and Guests: The Anthropology of Tourism*, pp.171-186.

¹⁵⁹Mac Cannell, D. (1973). Staged Authenticity: Arrangement of Social Space in Tourist Settings. In *American Journal of Sociology*, 79 (3), pp.589-603.

¹⁶⁰McKean, P.F. (1977). Towards a Theoretical Analysis of Tourism: Economic Dualism and Cultural Involution in Bali. In *Hosts and Guests: The Anthropology of Tourism*, pp.119-138.

¹⁶¹Chopra, Suhita. (1991). *Tourism and Development in India*. New Delhi: Ashish Publishing House, p.26.

¹⁶²*Ibid*, p.27.

However, the role of tourism in bringing about major social-economic benefits can never be ignored. Tourism is a social phenomenon of societies all over the world. It is driven by the desire of every human to experience the new that drives and sells tourism. Both inbound and outbound tourism is an international activity and is an important component of economies as it is one of the largest trade categories. The UNWTO recorded that income generated by inbound tourism, including passenger transport crossed over 1 trillion US dollar in 2010 alone¹⁶³. In 2010 tourism comprises 30 percent of the world's commercial service's export and 6% of overall exports of goods and services¹⁶⁴. The 3rd edition of the UNWTO/ GTERC Asia Tourism Trends reports that international and regional tourism continues its dynamic expansion, greatly contributing to economic growth, job creation and development in nations around the world. According to the UNWTO, in 2017 tourism accounts for 10% of global GDP, 7% of total exports and one in 10 jobs across the world. In 2017, international tourist arrivals grew by 7% to reach 1326 million¹⁶⁵. The highest tourist arrivals were in Europe which attracted 671.1 million tourists followed by Asia and the Pacific with 323.2 million tourists in 2017¹⁶⁶. Asia and the Pacific, in particular China, is fast becoming the main source market for many destinations within the region.

Coming to India, the country has a long and glorious history of tourism. Travel and tourism constitute an integral part of India. Tourism is considered as an

¹⁶³ UNWTO Tourism Highlights 2011. Available at <https://www.e-unwto.org/doi/pdf/10.18111/9789284413935> retrieved on 17.12.2019, p.1.

¹⁶⁴ *Ibid.*

¹⁶⁵ UNWTO Tourism Highlights 2018. Available at <https://www.e-unwto.org/doi/pdf/10.18111/9789284419876> retrieved on 17.12.2019, p.2.

¹⁶⁶ Government of India, Ministry of Tourism, India *Tourism Statistics 2018*, p.69.

engine of growth and generator of employment. This sector has the capacity to generate more employment due to its multiplier effect in the economy. India is a big tourist generating market, both in respect of generating outbound tourists going abroad as well as domestic tourists travelling within India. As per the statistics of the Ministry of Tourism, Government of India, in 2017 Foreign Tourist Arrival to the country has reached 10.04 million. India's share in International Tourist Arrival is 1.2 % and its share in International Tourism Receipt is 2.1% in 2017¹⁶⁷. The travel and Tourism industry in India contributed approximately 9.6% of the country's GDP in 2016¹⁶⁸.

Manila Declaration on World Tourism

The World Tourism Conference which was held at Manila, Philippines, from 27 September to 10 October 1980, convened by the World Tourism Organization with the participation of 107 delegations of States and 91 delegations of observers, considered the real nature of tourism in all its aspects and the role tourism is bound to play in a dynamic and vastly changing world. The Conference also considered the responsibility of States for the development and enhancement of tourism as more than a purely economic activity of nations and people. The Conference declared certain steps for the development of global tourism, this came to be known as The Manila Declaration of 1980¹⁶⁹.

¹⁶⁷*Ibid*, p.2.

¹⁶⁸<https://www.statista.com/topics/2076/travel-and-tourism-industry-in-india/> retrieved on 15.1.2020.

¹⁶⁹<https://www.univeur.org/cuebc/downloads/PDF%20carte/65.%20Manila.PDF> retrieved on 4.8.2019.

The Declaration stated that “World tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress in particular, of the developing countries”¹⁷⁰.

It considered almost all the facets of the tourism - economic, social, cultural, spiritual aspects were considered. The conference was also convinced that world tourism can be a vital force for world peace and can provide the moral intellectual basis for international understanding and interdependence. Highlights of the Declaration are as follows:

1. Tourism is considered an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations. Its development is linked to the social and economic development of nations and can only be possible if man has access to creative rest and holidays. Its very existence and development depend entirely on the existence of a state of lasting peace, to which tourism itself is required to contribute.
2. Granting to workers of the right to annual paid holidays moved tourism from a restricted elitist activity to a wider activity integrated into social and economic life.
3. The right to access to holidays and to freedom of travel and tourism, a natural consequence of the right to work, is recognized as an aspect of the fulfillment

¹⁷⁰ *Ibid.*

of the human being by the Universal Declaration of Human Rights as well as by the legislation of many States.

4. The share tourism represents in national economies and in international trade makes it a significant factor in world development.
5. Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favorable to the general economy of the country. Thus, the development of tourism from abroad should be accompanied by a similar effort to expand domestic tourism.
6. The economic returns of tourism, however real and significant they may be, do not and cannot constitute the only criterion for the decision by States to encourage this activity. The right to holidays, the opportunity for the citizen to get to know his own environment, a deeper awareness of his national identity and of the solidarity that links him to his compatriots and the sense of belonging to a culture and to a people are all major reasons for stimulating the individual's participation in domestic and international tourism, through access to holidays and travel.
7. The importance that millions of our contemporaries attach to tourism in the use of their free time and in their concept of the quality of life makes it a need that governments should take into account and support.
8. Social tourism is an objective which society must pursue in the interest of those citizens who are least privileged in the exercise of their right to rest.

9. Through its effects on the physical and mental health of individuals practicing it, tourism is a factor that favors social stability, improves the working capacity of communities and promotes individual as well as collective well-being.
10. Through the wide range of services needed to satisfy its requirements, tourism creates new activities of considerable importance which are a source of new employment. In this respect, tourism constitutes a positive element for social development in all the countries where it is practiced irrespective of their level of development.
11. With respect to international relations and the search for peace, based on justice and respect of individual and national aspirations, tourism stand out as a positive and ever-present factor in promoting mutual knowledge and understanding and as a basis for reaching a greater level of respect and confidence among all the peoples of the world.
12. Modern tourism results from the adoption of a social policy which led to the workers gaining annual paid holidays and represents the recognition of a fundamental right of the human being to rest and leisure. It has become a factor contributing to social stability, mutual understanding among individuals and peoples and individual betterment. In addition to its well-known economic aspects, it has acquired a cultural and moral dimension which must be fostered and protected against the harmful distortions which can be brought about by economic factors. Public authorities and the travel trade should accordingly participate in development of tourism by formulating guidelines aimed at encouraging appropriate investments.

13. Youth tourism requires the most active attention since young people have less adequate income than others for travelling or taking holidays. A positive policy should provide youth with the utmost encouragement and facilities. The same attention should be provided for the elderly and handicapped.
14. In the universal efforts to establish a new international economic order, tourism can, under appropriate conditions, play a positive role in furthering equilibrium, cooperation, mutual understanding and solidarity among all countries.
15. All tourism resources are part of the heritage of mankind. National communities and the entire international community must take the necessary steps to ensure their preservation. The conservation of historical, cultural and religious sites represents at all times, and notably in time of conflict, one of the fundamental responsibilities of States.
16. International cooperation in the field of tourism is an endeavor in which the characteristics of peoples and basic interests of individual States must be respected.
17. In the practice of tourism, spiritual elements must take precedence over technical and material elements. The spiritual elements are essentially as follows:
 - (a) the total fulfillment of the human being,
 - (b) a constantly increasing contribution to education,
 - (c) equality of destiny of nations,

(d) the liberation of man in a spirit of respect for his identity and dignity,

(e) the affirmation of the originality of cultures and respect for the moral heritage of peoples.

18. Preparation for tourism should be integrated with the training of the citizen for his civic responsibilities.

19. Any long-term analysis of mankind's social, cultural and economic development should take due account of national and international tourist and recreational activity. These activities now form an integral part of the life of modern national and international societies.

Socio-Economic Impact of Tourism in Mizoram

It must be pointed out that statistical data regarding tourism are very limited in Mizoram. The Tourism Department, Government of Mizoram only maintains data on tourist arrivals to the State and other related information on various tourist facilities under its management. In this regard, it may be mentioned that certain sectors of tourism industry like hotels and restaurants are not within the purview of the Department during the period of study. As such, information regarding income and employment generated from these sectors of tourism industry are not maintained by the State Government. Thus, the researcher has to rely on Regional Tourism Satellite Accounts for states and union territories of India for the base year 2009-2010 undertaken by the NCAER for employment related data of tourism sector in Mizoram.

Employment and Tourism in Mizoram

Tourism has created various types of employment opportunities. First, it provides direct employment opportunities for those who work in tourism enterprises such as hotels, tourist shops and travel agencies. Second, indirect employment for those jobs created in the supplying sectors such as agriculture, fisheries, manufacturing etc. Third, induced employment for jobs supported by the income made by direct and indirect employees. Lastly, construction employment opportunities for those jobs generated in construction of tourist facilities and infrastructures.

It has been acknowledge that tourism creates opportunities for employment of the local people and increase their livelihood opportunities. It may be noted that tourism is an extremely labour-intensive industry thereby providing scope for employment, encourage entrepreneurship and self-employment among the locals. Tourism is particularly good as a vehicle for economic development in developing countries and the less developed countries as it employs more local poor people creating changes in existing employment practices.

In Mizoram, it is extremely difficult to determine the exact number of people engaged in tourism sector and its related activities. The seasonal nature of tourism industry, high variability in working conditions, flexibility and the informality of jobs in several small units are some challenges in collecting data. The multi-sectoral characteristics of tourism industry post another challenge in collecting data related to tourism. For the purpose of analyzing employment in tourism sector, employment related to tourism may be divided into two broad categories. The first category

includes tourism characteristic industries comprising of transportation services, accommodation, food and beverage services/ restaurants, travel agencies and other reservation services, cultural and religious services, recreational services, health and medical related services. The second category includes tourism connected industries comprising of readymade garments, footwear, processed foods, tobacco products, beverages, travel related consumer goods, soaps, cosmetics, glycerin, gems, jewellery, books, journals, magazine etc. The number of workers in tourism industries in Mizoram by formal /informal and by rural/urban is given below at Table No.5.1:

Table No.5.1
Number of workers in Tourism Industries by Formal/Informal and by Rural/Urban

S/N	Industries	Rural		Urban		Total
		Formal	Informal	Formal	Informal	
1.	Tourism characteristics industries	867	2418	2912	8189	14386
2.	Tourism connected industries	0	1164	0	3198	4362
Total		867	3582	2912	11387	18748

Source:Regional Tourism Satellite Account Mizoram 2009-2010.

The above table shows that 18,748 total workers are engaged in tourism activities during 2009-2010. Tourism characteristics industries contribute 76.73% of total employments in tourism. Tourism connected industries like readymade garments, footwear, processed foods, tobacco products, beverages, travel related

consumer goods, soaps, cosmetics, glycerin, gems, jewellery, books, journals, magazine etc. contribute 23.26% of employments in tourism. It may also be noted that formal employment contributes only 20.15% of total employments in tourism. Hence, majority of employment i.e. 79.84% are in informal sector. 23.73% of total employments are in the rural area and 76.27% are in the urban areas.

It is also observed that the effect of tourism on employment generation is more pronounced in areas where tourism infrastructure developments are being carried out by the State Government. In such areas, temporary employment opportunities are created for the locals in the construction process of such infrastructures. At Thenzawl in Serchhip District, the State Government is undertaking development of Golf Resort and Wellness Spa. During the construction process 50 to 100 locals are employed everyday as daily laborers. Even after construction is completed, many locals are still employed as daily labourers for maintenance and upkeep of the infrastructures created. The locals are mostly engaged as cleaners, helpers, cooks, porters, gardeners and other such manual works. It is interesting to note that many of them are women. At Reiek in Mamit District, the Government develops tourist infrastructures like adventure theme park and a replica of traditional Mizo Village, during construction, most of the laborers are sourced from the locals. The daily earnings of the locals range from Rs. 400 to Rs.900 per day depending on their skills¹⁷¹.

¹⁷¹Lalduhsaki, Esther (Project Engineer, MTDA). Interview. Conducted by the researcher on 10.1.2020.

Reiek village is situated at a distance of about 30 Kms to the west of Aizawl, it is about an hour's drive from Aizawl and is one of the most visited tourist places in Mizoram. The main tourist attraction at Reiek is Reiek Mountain and people come here to enjoy the scenic beauty of the Mountain. There is a tourist resort maintained by the Tourism Department at the base of Reiek Mountain. Eco-adventure infrastructures are also developed near the Resort. Development of tourism and related activities at Reiek has been undertaken with the participation of local communities. The local communities have a very positive view to tourism and community owned land and properties are used by the Government free of cost for development of tourist infrastructures. The villagers have set up Reiek Tourism Board with membership drawn from various NGOs and other interested people in the village. The Board takes up all initiatives of tourism development in the village and it constantly coordinates with the State Government in all aspects of tourism development. The Board collects entry fee to visit Reiek Mountain which is used by the Board for cleanliness and maintenance of Reiek Mountain. The Board also selects and allocates seats to street vendors and other small business enterprises that have cropped up at the base of the Mountain. A minimal fee is collected from these business enterprises. There are ten families that have earned their daily livelihood through this. Pi Vanlalchaki, who is allocated a seat here said

“We have paid only Rs. 200 a month to the Board for the seat. Earlier, it was very difficult to earn livelihood with no regular income, since I started doing this; life has become much easier for my family. I come here every day to sell cooked foods to visitors of the Mountain; holidays are usually good business days for us

because there are many visitors. We have procured a loan for constructing a house and we are repaying the loan from my earnings. My father has also procured a horse which he uses for horseback riding. Many people who come here especially children like to ride on his horse. He is earning good money as well. We are very blessed that we have this opportunity to earn regular income”¹⁷²

In Champhai District, the State Tourism Department under NEDP 2016-2017 has undertaken development of homestays by partnering with the local families. This initiative was taken up on pilot basis in 6 villages of Champhai District namely, Zokhawthar, Hnahlan, Chawngtlai, Vaphai, Dungtlang and Vangchhia. Thirty five families from the six villages were selected as Homestay Partners and they were given financial assistance for construction of additional room in the premises of their home which is to be used as Homestay Unit. Maintenance and management of the room so created is to be borne by the Homestay Partners. All income generated by the Homestay Units will go the Homestay Partners. The Homestay Partners were given basic trainings in business management and hospitality. This initiative by the State Government has given opportunity to earn additional source of livelihood to the rural populace.

Infrastructure Development and Tourism

In Mizoram, there has been a significant investment in tourism infrastructure since the inception of the Tourism Department in 1987. However, almost all investment in development of tourism infrastructures have come from the Central

¹⁷² As told to the researcher by Pi Vanlalchaki on 9.9.2019.

Government and implemented through the State Tourism Department. Private investment in tourism infrastructure is mainly in the form of hotels and restaurants.

The Ministry of Tourism (MoT), Government of India has been providing financial assistance to the states to develop and strengthen the tourist infrastructure at the tourist sites to make them more attractive for tourism. This effort was started in the Ninth Five Year Plan in the form of financial assistance for specific activities like construction of budget accommodation units, tourist resorts, wayside amenities, highway restaurants etc ¹⁷³. These individual activities were pooled into full-fledged scheme during the 10th Five Year Plan so that the states could request funds for building/improvement of the tourist sites in a more integrated and comprehensive fashion¹⁷⁴. This scheme of the 10th Five Year Plan was further streamlined in the 11th Five Year Plan¹⁷⁵. This plan made further efforts to harness full potential of tourism sector by improving infrastructure. This Centrally-Sponsored Scheme focuses on integrated infrastructure development of tourism circuits/destinations and also on the improvement of the existing products of the Ministry as well as development of new tourist products.

The State Tourism Department availed this Centrally-Sponsored Scheme of the Government of India for developing tourist infrastructures in the State. The following table highlights the level of support given to the State Government by the

¹⁷³ Government of India, Ministry of Tourism (Market Research Division). *Report on Evaluation of the Plan Scheme-PIDDC 2013*, p.1.

¹⁷⁴ *Ibid.*

¹⁷⁵ *Ibid.*

Government of India for development and improvement of tourist infrastructures at different tourist sites in Mizoram.

Table No.5.2
Tourist Infrastructure Projects Funded by Government of India

S/N	Name of Project	Year of Sanction	Sanction Amount (in lakh)	Source of Funding
1.	Highway Restaurant Thingdawl	1985-1986	6.63	MoT, GoI
2	Wayside Facilities Chhiahtlang	1986-1987	4.90	MoT, GoI
3	Tourist Lodge Champhai	1987 - 1988	18.30	MoT, GoI
4	Tourist Home Luangmual	1987 - 1988	44.55	MoT, GoI
5	Wayside Restaurant Hnahthial	1988 - 1989	3.26	MoT, GoI
6	View Point Vantawng	1988 - 1989	1.80	MoT, GoI
7	Wayside Facilities New Maubawk	1988 - 1989	6.68	MoT, GoI
8	Cafeteria Tamdil	1990 - 1991	8.74	MoT, GoI
9	Alpine Hut Zobawk	1990 - 1991	3.76	MoT, GoI
10	Alpine Hut Tuitlawk	1990 - 1991	3.76	MoT, GoI
11	Viewing Gallery Tlangnuam	1991 - 1992	3.02	MoT, GoI
12	Cafeteria & Tourist Hut Berawtlang	1991 - 1992	23.90	MoT, GoI
13	Tourist Lodge Bairabi	1991 - 1993	23.27	MoT, GoI
14	Tourist Lodge Lawngtlai	1992 - 1993	20.72	MoT, GoI
15	Tourist Cottage Chhiahtlang	1992 - 1993	7.29	MoT, GoI
16	Cafeteria Tlabung	1992 - 1993	8.57	MoT, GoI
17	Wayside Restaurant Tawipui 'S'	1992 - 1993	8.97	MoT, GoI

18	Tourist Lodge Khawbung	1992 - 1993	22.07	MoT, GoI
19	Tourist Lodge Thenzawl	1993 - 1994	10.83	MoT, GoI
20	Tourist Lodge Darzo	1993 - 1994	10.34	MoT, GoI
21	Tourist Lodge Changsil	1993 - 1994	10.09	MoT, GoI
22	Tourist Lodge Kamalanagar	1993 - 1994	13.25	MoT, GoI
23	Tourist Lodge Sangau	1994 - 1995	18.68	MoT, GoI
24	Tourist Hut Tamdil	1994 - 1995	17.54	MoT, GoI
25	Tourist Lodge Kawlkulh	1995 - 1996	14.00	MoT, GoI
26	Tourist Lodge Vairengte (Extention)	1995 - 1996	10.00	MoT, GoI
27	Tourist Lodge Lengpui	1995 - 1996	32.90	MoT, GoI
28	Tourist Lodge Beraw	1995 - 1996	27.52	MoT, GoI
29	Tourist Home Lunglei	1995 - 1996	28.74	MoT, GoI
30	Tourist Home Hnahthial	1996 - 1997	16.16	MoT, GoI
31	Tourist Cottage Lengpui	1996 - 1997	34.70	MoT, GoI
32	Picnic Cottage Rungdil (Shifted to Berawtlang)	1996 - 1997	11.48	MoT, GoI
33	Cafeteria & Tourist Huts Reiek	1997 - 1998	40.00	MoT, GoI
34	Tourist Lodge Vawmbuk	1997 - 1998	38.45	MoT, GoI
35	Wayside Amenities Diltlang (Shifted to Lawngtlai)	1997 - 1998	20.00	MoT, GoI
36	Wayside Amenities Chhumkhum (Shifted to Tlabung)	1997 - 1998	20.00	MoT, GoI
37	Wayside Amenities W.Phaileng	1997 - 1998	20.00	MoT, GoI
38	Wayside Amenities Bungtlang	1998 - 1999	10.00	MoT, GoI

	(Shifted to Chhiahtlang)			
39	Tourist Cottage Thenzawl	1998 - 1999	31.41	MoT, GoI
40	Tourist Cottage Rajmandal (Shifted to Theiriat)	1998 - 1999	18.06	MoT, GoI
41	Tourist Cottage Champhai	1998 - 1999	31.40	MoT, GoI
42	Tourist Cottage Paithar	1998 - 1999	15.00	MoT, GoI
43	Tourist Home Berawtlang	1998 - 1999	40.00	MoT, GoI
44	Prayer Hall Berawtlang	1998 - 1999	22.30	MoT, GoI
45	Tourist Lodge Mamit	1999 - 2000	35.17	MoT, GoI
46	Tourist Lodge Serchhip	1999 - 2000	50.00	MoT, GoI
47	Multipurpose Hall Berawtlang	1999 - 2000	49.68	MoT, GoI
48	New Tourist Lodge Chaltlang	1999 - 2000	70.00	MoT, GoI
49	Tourist Lodge Ngopa	1999 - 2000	45.00	MoT, GoI
50	Cafeteria & Tourist Hut Palak	2000 - 2001	40.00	MoT, GoI
51	Tourist Cottage Saipum	2000 - 2001	16.00	MoT, GoI
52	Tourist Lodge Hrangchalkawn	2000 - 2001	28.00	MoT, GoI
53	Wayside Amenities Pangzawl	2000 - 2001	20.00	MoT, GoI
54	Typical Mizo Village Reiek	2000 - 2001	56.00	MoT, GoI
55	Viewing Gallery Berawtlang	2000 - 2001	15.00	MoT, GoI
56	Tourist Cottage Thingdawl	2000 - 2001	28.00	MoT, GoI
57	New Annex Tourist Lodge Chaltlang	2000 - 2001	64.00	MoT, GoI
58	Viewing Gallery Durtlang	2001 - 2002	18.16	MoT, GoI
59	Tourist Lodge Zokhawthar	2002 - 2003	50.00	MoT, GoI

60	Tourist Lodge Sakawrdai	2002 - 2003	50.00	MoT, GoI
61	Tourist Lodge Khamrang	2002 - 2003	31.00	MoT, GoI
62	Tourist Resort Hmuifang	2003 - 2004	195.85	MoT, GoI
63	Tourist Lodge Saichho	2003 - 2004	45.00	MoT, GoI
64	Tourist Lodge Kanhmun	2003 - 2004	76.00	MoT, GoI
65	Tourist Lodge Tlabung	2003 - 2004	76.00	MoT, GoI
66	Tourist Resort Centre Beraw	2003 - 2004	54.00	MoT, GoI
67	Eco-Tourism Reiek	2003 - 2004	90.00	MoT, GoI
68	Tourist Destination Champhai& its Surroundings	2004 - 2005	442.35	MoT, GoI
69	Tourist Circuit Aizawl - Lunglei	2004 - 2005	634.00	MoT, GoI
70	Tourist Destination Reiek&Berawtlang	2005 - 2006	479.49	MoT, GoI
71	Northern Tourist Circuit	2005 - 2006	783.92	MoT, GoI
72	Tourist Destination Chalfilh Phase I	2006 - 2007	499.00	MoT, GoI
73	South End Tourist Circuit	2006 - 2007	768.10	MoT, GoI
74	Eastern Tourist Circuit	2005 - 2006	782.78	MoT, GoI
75	Tourist Destination Chaltlang	2006 - 2007	487.45	MoT, GoI
76	Southern Tourist Circuit Phase II	2007 - 2008	706.67	MoT, GoI
77	Tourist Destination Sakawrdai	2007 - 2008	472.07	MoT, GoI
78	Tourist Destination Kanhmun	2007 - 2008	499.20	MoT, GoI
79	Development of Aerosport in Mizoram	2008-2009	298.38	MoT, GoI
79	Tourist Destination Chakhang	2009 - 2010	203.56	MoT, GoI

80	Tourist Destination Niawhtlang	2009 - 2010	230.56	MoT, GoI
81	Convention Centre Berawtlang	2009 - 2010	467.71	MoT, GoI
82	Tourist Destination Chawngte	2009 - 2010	388.47	MoT, GoI
83	Tourist Destination Palak Lake	2009 - 2010	437.75	MoT, GoI
84	Tourist Circuit Maubawk - Chakheitla	2009 - 2010	694.88	MoT, GoI
85	Tourist Lodge Serchhip	2010 - 2011	172.02	MoT, GoI
86	Serlui 'B' Destination	2010 - 2011	389.39	MoT, GoI
87	Aizawl Tourist Destination	2010 - 2011	457.61	MoT, GoI
88	Rural Tourism Thenzawl	2011 - 2012	50.00	MoT, GoI
89	Tourist Lodge Khawzawl	2011 - 2012	337.47	MoT, GoI
90	Tourist Destination Demagiri	2011 - 2012	489.63	MoT, GoI
91	Strengthening and Activation of Aerosports in Mizoram	2011-2012	468.82	MoT, GoI
92	Rural Tourism Lungtian	2012 - 2013	45.70	MoT, GoI
93	Development of Theme Park and Eco-Tourism Lungleng	2013 - 2014	800.00	MoT, GoI
94	Trekking Route Aizawl-Reiek- Ailawng	2013 - 2014	400.00	MoT, GoI
95	Trekking Route Blue Mountain- Sangau	2013 - 2014	495.07	MoT, GoI
96	Trekking Route to Chalfilh	2013 - 2014	800.00	MoT, GoI
97	Tourist Circuit Bilkhawthlir- Kawnpui-Bukvannei-Phaisen	2013 - 2014	781.48	MoT, GoI
98	Tourist Destination Chalfilh Phase II	2013 - 2014	500.00	MoT, GoI
99	Wayside Amenities Kawlchaw West	2013 - 2014	443.41	MoT, GoI

100	Wayside Amenities Lungpher	2013 - 2014	450.40	MoT, GoI
101	Convention Centre Reiek	2014 - 2015	229.65	NEC, DoNER
102	Integrated Development of New Eco-Tourism Destination Thenzawl&S.Zote District Serchhip&Reiek	2015 - 2016	9496.96	MoT, GoI
103	Development of Eco-Adventure Circuit Aizawl-Rawpuichhip-Tuirial Airfield-Khawhpawp-Hmuifang- Berawtlang-Sakawrhmutuai-Muthi- Durtlang-Chaltlang	2016 - 2017	9907.00	MoT, GoI
Total		Rs.379768500.00		

Source: *Government of Mizoram, Tourism Department, CSS Project Register.*

The above table shows that from the year 1985 till 2017, financial assistance to the tune of Rs.379.7685 crore has been sanctioned to the State Government for development of tourist infrastructures in the State. The Ministry of Tourism, Government of India is the main funding agency and 99.06% of tourist infrastructure projects funded by the Government of India are from this Ministry. The remaining 0.94% of funding was provided by the NEC.

Investments in tourist infrastructure projects in Mizoram were mainly in the form of creating budget accommodation facilities, wayside amenities, viewing galleries and cafeterias till the year 2004. During 2003-2004, financial assistance to develop two tourist resorts i.e Tourist Resort Hmuifang and Tourist Resort Centre Berawtlang was given to the State Government. In the same year, funding for

development of Ecotourism at Reiek was also sanctioned. Focus was given to destination development and circuit development from the year 2004-2005 onwards till 2010. In the later years since 2010 stress was given to development of activity based tourist infrastructures such as adventure sports, trekking routes, ecotourism and rural tourism. It is evident that the State Tourism is heavily dependent on the Central Ministry and tourism development in Mizoram is carried on based on the schemes available with the Ministry of Tourism, Government of India which is availed by the State Tourism Department.

As for the State Government, there has been very little investment in development of tourist infrastructure projects. The following table highlights Tourist Infrastructure Project funded by the State Government.

Table No. 5.3
Tourist of Mizoram Infrastructure Projects Funded by the Government

S/N	Name of Project	Year of Sanction	Sanction Amount (in lakh)	Source of Funding
1.	Rural Homestay Scheme in Champhai District	2016-2017	100.00	NEDP, Government of Mizoram
2.	Rural Homestay Scheme in Mamit and Champhai District	2017-2018	135.00	NEDP, Government of Mizoram
3.	Tourist Information Centre at Lengpui Airport	2017-2018	50.00	NEDP, Government of Mizoram
4.	Repairs and Renovation	2018-2019	175.00	NEDP, Government of Mizoram

5.	Construction of Tourist Reception Centre at Baktawng and renovation of tourist Lodges at Lunglei, Reiek and Siaha	2018-2019	139.00	NEDP, Government of Mizoram
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Source: *Government of Mizoram, Tourism Department, No. F.20016/14/2016-DTE (Tour), No. F.20016/45/2016-DTE (Tour).*

The State Government under its flagship programme of NEDP also made budgetary allocations for development of tourism in the State. During the year 2016-2017, an amount of Rs. 100.00 lakh was allocated for Rural Homestay Scheme in Champhai District. Under this scheme, 35 families from 6 villages in Champhai District namely Zokhawthar, Hnahlan, Vaphai, Vangchhia, Dungtlai and Chawngtlai were selected as homestay partners. Financial assistance to construct additional room in the premises of their home was given to these homestay partners. These rooms were to be used as homestays. The homestay partners were given basic trainings in soft skills and hospitality management. Management and maintenance of homestay units so created under this scheme is done by the homestay partners and all income generated by the homestay units go to the homestay partner. This is a novel effort to develop rural tourism in the State and increase the livelihood opportunities of rural populace by providing them scope to earn additional source of income through tourism. This scheme was extended to six more villages in Mamit District and Khawhai village in Champhai District under NEDP 2017-2018. Budgetary allocation of Rs. 300.00 lakh was made to Tourism Department under NEDP 2017-2018. Out of this Rs. 135.00 lakh was allocated for extension of Rural Homestay Scheme in Mamit District and Champhai District. Budgetary allocation made to Tourism

Department under NEDP 2018-2019 was further increased to Rs. 550.00 lakh. This was done with a view to develop and improve various tourist infrastructures in the State. Therefore, a huge portion of the amount was allocated for repairs and renovations of various tourist facilities in the State.

Investment from the private sector in tourism has been recently witnessed in Aizawl and other major cities in the State. During the 1980's, there was hardly any private sector participation in tourism¹⁷⁶. The scenario has changed since 2000 and it is observed that private investment has been forthcoming especially in hotel and restaurant sector¹⁷⁷.

New Enterprises /Business Opportunities and Tourism

The tourism industry is not a standalone industry; it consists of a combination of various economic activities and industries like the hospitality industry, transportation industry, travel agencies, tour operators, souvenir shops, entertainment industries and several other sectors that are directly involved in providing goods and services to tourists. These industries are further supported by other supporting industries providing and supplying their requirements. This indicates the extensiveness of enterprises involved in what is collectively called the tourism industry. Growth in tourism and expansion of facilities generates local production of various goods and services required, thereby boosting development of new enterprises.

¹⁷⁶ Sanghluna, B.(Director, Tourism Department, Government of Mizoram from 26.08. 1993 to 31.03. 2008). Interview.Conducted by the researcher on 9.9.2019.

¹⁷⁷ *Ibid.*

With abundant natural and human resources in Mizoram there are huge prospects for development of industries based on indigenous resources. Out of the total geographical area of 21, 087 Sq.Kms. around 86.27% of total area is covered with forests (India State of Forest Report, 2017). Mizoram is predominantly an agrarian state with majority of its population engaged in agriculture. Handloom and handicrafts are the other traditional cottage industries in the State, next to agriculture. It is therefore advisable to develop only those industries that are light, ‘smokeless’ and based on agricultural, forest and human skills¹⁷⁸. Development in tourism is expected to boost development of the following related industries in the State:

- 1) **Cane and Bamboo:** Cane and bamboo handicrafts are the most prominent crafts of the State. There are many skilled weavers who create intricately beautiful products. These traditionally skilled artisans make bamboo products like baskets, utensils, hats, handcrafted furniture, flower vases, wall hangings and other beautiful household items. Bamboo is the main material used in the traditional methods of constructing houses in Mizoram. Tourist facilities like resorts, guest houses and restaurants can be made to assimilate with the local environment by using local materials like bamboo and thatch which are abundant in the State.
- 2) **Handloom:** Tourism and handloom and handicraft industry has very close linkage with tourism industry. According to the UNEP and UNWTO (2005),

¹⁷⁸Dong, P.K. (2014). *Strategic Concept and Action Plan for Development of Tourism in Mizoram*. A report submitted to the Tourism Department, Government of Mizoram, p.17.

tourists spend about 40% of their budget on souvenir and craft products¹⁷⁹. A tourist is always in search of something exotic to take back as memoir of his travel. Handloom industry is one of the largest cottage industries in Mizoram. This industry has been flourishing in the State since the olden days. Weaving is mainly done by women on loin looms. There are 39498 weavers in the State as per the Third All India Handloom Census¹⁸⁰. Thenzawl town which is about 91.5Kms from Aizawl has become the handloom hub of the State and is one of the most visited sites for tourists. It is said that Mizo women weave dreams on their looms. The beautiful and intricate designs are now used in shoulder bags, cushions and other furnishing items, shawls and different varieties of garments. Handloom products of Mizoram are in great demand in the national and international market.

- 3) Food and Agro-products:** Food and agro-products also have close linkage with the tourism industry. Food is an integral part of cultural experience and food tourism/culinary tourism has gained popularity in the recent years. Foods have become one of the major factors for selecting a destination and at the same time tourism help promote local indigenous delicacies. Traditional use of agro-products of the State and increasing the amount of local foods in food industry will enhance the benefits of tourism in food and agro industry.

¹⁷⁹Jain, Rishav and Thakkar, Jay. (2017). Experiencing Craft and Culture: An Emerging Cultural Sustainable Tourism Model in India. In Stankov,Ugljesa, Boemi,Sofia-Natalia, Attia,Sahar, Kostopoulou,Stella and Mahareb,Nabil (eds.) (2017). *Cultural Sustainable Tourism: A Selection of Research Papers from IEREK Conference on Cultural Sustainable Tourism, Greece 2017*. Switzerland: Springer Nature.p.30.

¹⁸⁰<https://industries.mizoram.gov.in/page/achievement-of-handloom-section> retrieved on 19.12.2019.

Developing food experiences can diversify local economies and contributes to the attractiveness of a destination. It strengthens local identities and a sense of community while enriching the tourism experience of visitors. It can encourage agriculture and local food production industry as well. Mizoram has its own culinary delicacies like sticky rice, pounded rice cake, bamboo shoot, traditional vegetable stew and others. It is also a large producer of areca nut, ginger, turmeric and chili. Tea plantation and production has gained popularity in the recent years and opportunity to develop tea tourism in the State is promising.

Though progress has been made in the field of tourism, there are various impediments and obstacles to tourism development that must be addressed first which are dealt in details in the next chapter.

CHAPTER VI
DEVELOPMENT OF TOURISM IN MIZORAM:
PROBLEMS AND IMPLICATIONS

Introduction

The tourism potential of Mizoram in particular and of North East India in general has not been fully exploited. The Ministry of Tourism calls the region a “Paradise Unexplored”. Mizoram is predominantly a hilly state, situated between Myanmar and Bangladesh. It has unique culture and traditions which is different from the rest of the country and other North East states. It has beautiful landscapes and rare varieties of flora and fauna. Thus, Mizoram has possibilities to provide a totally different experience for tourists who are increasingly on the lookout for new and unique experiences. It also has a moderate climate that prevails throughout the year. It is neither too hot in the summer nor too cold in the winter. It is believed that Mizoram could become an ideal destination for the new and growing breed of tourists.

Mizoram is also considered one of the safest places to travel in India. The people are peace loving and hospitable by nature, and the State is conveniently free from insurgency and ethnic strife that are often witnessed in other parts of North East India. There is no status or class distinction in the Mizo society. Mizoram is also one of the most literate states in India as well boasting a literacy rate of 91.33percent (Census 2011). All these could be channelized into the tourism sector.

The Mizoram Tourism Policy 2014 identifies ecotourism and adventure tourism as the potentials of Mizoram in its attempt to place itself in the tourism map of India and in the international market at large. The hilly terrain and rugged mountains are ideal for trekking and outdoor activities. Mizoram being an ideal place for adventure lovers, offer adventure seekers a lot to explore. The undulating hills and the weather of Mizoram are ideal for aero-sports development. Bawngchawm Tlang near Serchhip is identified as one of the most promising spots for development of aero-sports in the entire country¹⁸¹. The scope to develop aero-sports in Mizoram is promising and this could attract many thrill seekers from all over the world.

Mizoram, being strategically located, is ideally placed to link India with ASEAN both in geographic and commercial sense. A strategic shift in India's perspective of the world has been witnessed with the Government of India unveiling its Look East Policy. Connectivity to the region via waterways and roadways has been given priority and mega projects are being undertaken in these sectors. Mizoram is expected to be the main gateway of this opportunities unleashed by India's Look East Policy. Proper and integrated planning can change the tourism scenario of not only Mizoram but also the whole North East States.

In spite of all this, private participation in tourism sector is very limited in Mizoram through slight changes to this trend have been observed in cities like Aizawl in the recent years. In the present situation, development and promotion of tourism is shouldered by the Tourism Department alone. In spite of limited officers and Ministerial staff as well as operational staff for manning various Tourist Lodges

¹⁸¹ As told to the researcher by Pu J.Vanlalliana, President, Mizoram Aero-Sport Association on 25.01.2020.

and Highway Restaurants, the Department has within a short period of 32 years, achieved a commendable record. The number of tourists visiting the State has slowly been increasing as shown below at Table No.6.1:

Table No.6.1
Tourist Arrival to Mizoram 2009-2018

S/N	Year	Indian	Foreigner	Total
1.	2009-2010	57,639	675	58,314
2.	2010-2011	57,623	619	58,242
3.	2011-2012	63,512	744	64,256
4.	2012-2013	64,631	712	65,343
5.	2013-2014	64583	906	65489
6.	2014-2015	67554	862	68416
7.	2015-2016	66583	830	67413
8.	2016-2017	67223	987	68210
9.	2017-2018	68679	1155	69834
10.	2018-2019	88122	1644	89766

Source: *Tourism Department, Government of Mizoram, Tourist Arrival Statistics 2009- 2019.*

Revenue earned by the Department from its various properties has also been increasing steadily as shown in Table No.6.2:

Table No.6.2
Annual income of Tourism Department 2000-2018

S/N	Year	Amount (in lakh)
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
14	2013-2014	239.11
15	2014-2015	239.11
16	2015-2016	221.00
17	2016-2017	234.69
18	2017-2018	250.10
19	2018-2019	294.25

Source: *Tourism Department, Government of Mizoram, Revenue 2000-2019.*

The Government of Mizoram has declared tourism as an ‘Industry’ way back in 1993 (Annexure IV) and made the following benefits available to those engaged in tourism promotional activities in the State¹⁸²:

¹⁸²Government of Mizoram, *Notification No. F.14016/5/83-TOUR dated the 18th March, 1993.*

- 1) Subsidy on preparation of feasibility project report up to 50%.
- 2) Subsidy on manpower development.
- 3) 4% subsidy on interest charged by Financial Institutions for term and working capital loans taken by entrepreneurs for a period of 5 years.
- 4) Power subsidy
- 5) Transport subsidy
- 6) Relief from sales tax for a period of 5 years.
- 7) Waiving of stamp duty on legal documents.
- 8) Participation by the State Government in projects relating to tourism as joint ventures or assisted industries.

The Government of Mizoram also notified 'The Mizoram Tourism Policy 2014' in May 2014 (Annexure V) to achieve fast pace development in sustainable tourism in the State¹⁸³. The policy envisioned to develop tourism in a sustainable and integrated manner so as to make Mizoram a major national and international destination. Objectives highlighted in The Mizoram Tourism Policy 2014 are as follows:

- 1) To actively promote eco-tourism.
- 2) Promotion of tourism industry with comprehensive approach and which will not be in conflict with the social, religious and cultural values of the host community.

¹⁸³Government of Mizoram, *Notification No. F.12011/11/2009-TOUR dated the 15th May, 2014.*

- 3) To create conducive environment for the growth of tourism industry by imparting awareness of the scope and positive impacts of tourism industry to both rural and urban population.
- 4) To upgrade and develop manpower skills with a view to providing requisite expertise to the youth so as to render them fit for employment in this industry.
- 5) To promote Public Private Partnership in development and management of infrastructure projects such as –
 - a) Tourism infrastructure/ facilities
 - b) Development of new tourist destinations
 - c) Star rated hotels
 - d) Theme parks
- 6) To enhance and monitor the growth of tourism by way of registration and formulation of guidelines for the tourism sector.
- 7) To encourage private sector participation for creation of quality tourism infrastructure and to ensure better management of tourism projects. This will include Public Private Partnership, long term lease and private investment for the development of star rated hotels.

The Mizoram Tourism Policy 2014 also formulates a broad plan of action to be followed by the State Government to achieve these objectives. Further, the Policy identifies eco-tourism, village/rural tourism, adventure tourism, cultural and heritage tourism, religion tourism, nature tourism, film shooting and health/ herbal tourism as the focus sectors for development of tourism in the State.

Though various efforts have been given to tourism sector by the State Government and that a steady growth has been observed in the sector, there are various snags, impediments and obstacles that come in the way of development of tourism and its governance.

Problems to tourism development in Mizoram may be broadly categorized under two broad headings:

- 1) Problems specific to the Tourism Department
- 2) Other problems

Problems Specific to the Tourism Department

The Tourism Department is the nodal agency for promotion and development of tourism in the State. The Department has been confronted with various challenges and issues in its efforts to effectively promote and develop tourism. Major problems faced by the Department are highlighted below:

- 1) **Insufficient Manpower:** As mentioned earlier, development and promotion of tourism in the State relies heavily on the Tourism Department, there is an immediate need to strengthen the Department in terms of human resources. There are only 114 number sanctioned posts in the Directorate of Tourism. Out of this, only 97 posts are filled and the remaining 17 posts are still lying vacant. It may be noted that the Tourism Department is operating and managing 46 number of tourist facilities all over the State. The number of sanctioned posts of operational staff is 36 posts out of which only 29 posts are filled and 7 posts are still lying

vacant as on 17.9.2019. Even if all posts are filled and only one permanent employee is posted at each tourist facility, there will still be a shortage of staff by 10 numbers. Also, there are 13 posts of clerical staff in the Directorate out of which only 9 posts are filled and the remaining 4 posts are still lying vacant as on 17.9.2019. The present administrative staff and operational staff in the Department are extremely inadequate to efficiently match the mounting pressures of workload. The Department resorts to hiring Muster Roll employees to meet urgent requirements. There are as many as 138 number of Muster Roll employees presently working in the Department.

The Tourism Department is also in dire need of technical experts in the field of civil engineering and tourism marketing. Development of tourist infrastructures in the State is one of the most important functions of the State Tourism Department. Since the Department is not equipped to execute construction and other civil engineering works, execution of these works are usually undertaken by the State PWD, the MTDA and other agencies. The post of Assistant Engineer was created in 2017, but the post is yet to be filled up till December 2019. Without technical expertise, the Department is not in a position to effectively supervise and monitor tourism infrastructure development works implemented by it through the State PWD, the MTDA and other various agencies.

An expert in the field of tourism marketing is also required by the Department. Again, publicity and marketing of the tourism products of

the State is one of the core functions of the Tourism Department. Cooper and Hall (2008)¹⁸⁴ established that strategic tourism marketing provides the destination with a common structure and focus, with the customer at its heart. Middleton and Clarke (2001)¹⁸⁵ also pointed out that strategic tourism marketing offers a direction, a business framework and a competitive strategy for the destination's development and management. Hence, effective marketing strategy is a necessity for development of a destination rather than an option. In the present situation, the Tourism Department has no experts in the field of tourism of tourism marketing. Therefore, the Department is unable to formulate an effective marketing strategy and plan.

- 2) Deficiency in funds for tourism development:** Non availability of adequate funds for development and marketing has led to slow development of tourism infrastructure and consequently to slow growth of tourist traffic. Hence, lack of funds is one of the main causes for slow growth of tourism sector in Mizoram. Budgetary allocations made to the Tourism Department for the past ten years are given below at Table No.6.3.

¹⁸⁴Cooper, C and Hall, C.M. (2008).*Contemporary Tourism: An International Approach*. Oxford: Butterworth-Heinemann.

¹⁸⁵Middleton, Victor and Clarke, Jackie R. (2001).*Marketing in Travel and Tourism*. Oxford: Butterworth-Heinemann.

Table No.6.3
Tourism Department Budget 2009-2018

S/N	Year	Budget Allotted (in lakh)	Percentage of Increase or Decrease over Previous Year
1	2009-2010	565.74	12.4%
2	2010-2011	618.57	9.3%
3	2011-2012	528.54	- 14.6%
4	2012-2013	616.17	16.6%
5	2013-2014	609.21	- 1.1%
6	2014-2015	602.88	-1.04%
7	2015-2016	683.61	13.4%
8	2016-2017	783.61	14.6%
9	2017-2018	1132.26	44.49%
10	2018-2019	1435.67	26.80%

Source: Government of Mizoram, Demand for Grants 2009-2019.

The above table highlights that in 2011-2012, 2013-2014 and 2014-2015, there is negative increase in budgetary allocation made to the Tourism Department by the Government of Mizoram. The increased allocation in 2016-2017, 2017-2018 and 2018-2019 was due to the inclusion of the State Government flagship programme called NEDP in the Department's budget. The Department was allocated Rs. 100 lakh under NEDP in 2016-2017, Rs. 300 lakh in 2017-2018 and Rs. 550 lakh in 2018-2019 respectively.

In 2009-2010, the Department was allocated Rs.565.74 lakh a from the total State Government budget of Rs. 3867.414 crore, the allocation made to the Department was only 0.15% of the State budget. Likewise in 2018-2019, the State Government budget was Rs. 9672.64 crore out of which Rs. 1435.67 lakh was allotted to the Tourism Department; this is again 0.15% of the State budget. It is established that budgetary allocation made to the Tourism Department by the Government of Mizoram hovers around 0.15% of the State budget. Therefore, the State Government spending on tourism is very less compared to the other countries of the world. According to the WTTC Tourism Satellite Account Research 2014, countries like Seychelles and Dominican Republic have spent more than 20% of their budget- excluding defense and welfare costs- on travel and tourism. Other nations like Jamaica, Barbados and Mauritius spend more than 15% of their budget while Jordan, Iceland and Singapore spend more than 10%. The U.S.A spends 5.2% of its budget- excluding defense and welfare cost- on travel and tourism.

With increase in salaries and number of employees, most of the normal allocated amount is spent on salaries of the employees; this leaves a very minimal balance to be utilized for promotional and developmental works. The Department is thus in urgent need of financial support and strengthening so that it can achieve its purpose effectively.

- 3) **Lack of Professionalism:** The job of tourism management requires high degree of training and dedication. The degree of professionalism in the

Tourism Department is examined based on the level of professional training and education in hospitality and tourism related subjects received by the employees and staff.

In the present scenario, there are 235 employees working in the Department of Tourism. Out of this 97 are permanent employees and 138 are muster roll employees. Out of the 97 permanent staff, 33 are operational staff or tourism service ranging from Assistant Receptionist to Director. In this regard, the post of Deputy Director, Joint Director and Director are promotional posts from subordinate posts in the tourism service. For direct recruitment into the tourism service i.e. Assistant Receptionist, Receptionist, Assistant Tourist Officer and Tourist Officer, professional trainings/ education in hospitality or tourism related subjects were not required till the year 2015. However, the condition was rectified in 2015 wherein the new recruitment rules specify trainings in hospitality or tourism related subjects as mandatory qualifications for entry into the tourism service. In the current situation, there are five permanent employees among the 33 tourism service who does not possess prior training in hospitality or tourism. It may also be pointed out that since the inception of the Department till December 2019, there have been three directors and among them only one has prior training in the field of hospitality and tourism.

It may be noted there are 117 (97 filled) numbers of sanctioned posts under the Directorate of Tourism out of which 36 (33 filled)

are operational staff/ tourism service posts and the remaining 88 are clerical and other posts. This means that only 30.8 % of the employees belong to the tourism service and are required to possess professional qualification in hospitality and tourism related subjects. Also, 58.7% of the total employees in the Department are muster roll employees who do not possess any prior training in hospitality or tourism related subjects. Due to extreme shortage of manpower, these muster roll employees are posted at various tourist facilities across the State. As on December 2019, there are twenty one tourist facilities being looked after by only one muster roll employee.

4) Allocation of Business Rules: Under the Government of Mizoram, the Allocation of Business Rules allocated only three subjects to the Tourism Department till 19th June 2019. They are:

- i) Development of tourism
- ii) Administration of YatriNiwasetc
- iii) Conducted tours¹⁸⁶

Therefore, for a long time the main business of looking after hotel, restaurants and other tourism related services in Mizoram does not lie with the Tourism Department. It is very important to formulate rules and regulations to regulate hotels, restaurants and other tourism related services in the State for development of tourism on healthy lines. The

¹⁸⁶The Government of Mizoram (Allocation of Business) Rules 2014, *Forty Second Schedule*, Tourism Department.

Department could not do so as this sector are outside its purview. Hence, it remained a crippling factor to tourism industry in the State.

However, the condition was rectified in 2019 when the Government of Mizoram notified a new Allocation of Business Rules vide No.A.-46013/1/2017-GAD, the 19th June, 2019. As per the new AOB, the following businesses have been assigned to the Tourism Department:

- i) Policies for promotion and development of tourism
- ii) Promotion and development of tourism including adventure tourism, eco- tourism etc.
- iii) Tourist accommodation and Tourist Information Centers
- iv) Tour guides
- v) Tours and travels
- vi) Hotels and restaurants
- vii) Fairs and festivals for promotion of tourism
- viii) Ropeways and cable cars for tourism development

5) Division of Work: Division of work is the first principle of management identified by Henri Fayol, the father of management. Division of work means to divide or break up a single complicated task into different smaller specialized tasks. These smaller tasks are handled separately by an expert or team working under his command. When the smaller tasks are completed, they all contributed to the accomplishment of the single complicated task. The principle of division of work according to Fayol leads to specialization, minimization of wastage and improved efficiency.

This principle was emphasized upon by Fayol because specialization, minimization of wastage and improved efficiency are the key to success of every organization.

In this regard, it may be noted that the Directorate of Tourism is divided into two main sections i.e. Establishment Section and Accounts Section. All matters relating to budget and accounts are dealt with by the Accounts Section. All other matters including establishment and service matters, marketing and publicity, tourism statistics and information, infrastructure and product development, fairs and festivals, matters relating to tourism service providers, operation and management of tourist facilities, capacity building , RTI, etc are dealt with by the Establishment Section. Individual staff in the Establishment Section is assigned specific files on different aspects of tourism, often times, a single person may handle so many different subjects that it leads to confusion and overburden of a single employee. Crucial aspects of tourism development like product development and infrastructure development, marketing, operation etc. needs to be handled separately by competent officers and staff who possess the required knowledge and specialization. Therefore, reorganization of the Directorate of Tourism based on proper division of work is felt necessary.

- 6) **Management of Tourist Facilities:** One of the core functions of the Tourism Department is management of various tourist facilities across the State. These tourist facilities provide basic accommodation facilities to

various categories of travelers from outside the State and within the State. To understand the issues that may arise from managing these tourist facilities, a questionnaire was administered to 46 persons in charge of tourist facilities under the Tourism Department (Annexure VI).

About half of the respondents i.e. 50.9% have been working in the Department for 5-10 years while 22.6% have been in the Department for 15-20 years. 12.9 % of them have been working for 10-15 years and 9.7% have been working for more than 20 years. 3.3 % have less than 5 years experience in the Department. Only two respondents reported that they have previous work experience in hospitality industry prior to joining their present job. With regard to prior training or education in the field of hospitality or tourism subjects, 18 i.e. 39.10 % of them have obtained prior training or education in hospitality or tourism related subjects while 28 i.e. 60.90 % of them have no prior training or education in hospitality or tourism related subjects. This is mainly because members of Tourism Service who possess the required education are mainly posted at major towns and important tourist destinations. Tourist facilities in other small towns and villages are mainly manned by Group D employees. All respondents believe that background in hospitality or tourism related subjects are required for managing tourist facilities and all reported that they require training and skill improvement. 80.20% of them reported that they have undergone training after entering into service. Among the required skills to effectively manage tourist facilities knowledge of

hospitality industry ranks the highest with all respondents ranks it as the most important, inter-personal skill is ranked second by 70% of the respondents, team work is ranked third by 65 % of the respondents and communication is ranked fourth by 62% of the respondents.

The respondents were also asked to list out the major problems encountered by them in managing the tourist facilities, 83.3 % reported insufficient staff, 73% reported difficulty in maintaining old buildings, 70% reported insufficient supply of materials like furnishing items, bed linens, towels, toiletries, crockery, etc. Majority of respondents i.e. 80% said that staffs take turns to do overtime duty of additional 4 to 5 hours to handle insufficiency of staff.

An analysis of the data collected from the questionnaire also revealed that all tourist facilities in Aizawl city, district headquarters and other major towns provide services like room service, dining area, paid transportation on call, clean drinking water, hot and cold running water, 24 hours chawkidar on call, conference hall/facilities except Mamit District and parking.

Other Problems

- 1) **Connectivity problems:** Remoteness of Mizoram from main tourist markets, geographically as well as psychologically, is perhaps the main reason for the low tourist traffic. At present Air Travel is the most convenient mode of travel to Aizawl, the capital of Mizoram. Though Mizoram is well connected

by air, the high cost of air travel acts as a deterrent to many perspective tourists coming from lower income section. Road connectivity exists with Guwahati (506 Kms), but the Road journey is time consuming (more than 15 hours) and tiring. Passenger vehicles are mainly Mizoram State Transport buses and Tata Sumo jeeps which are good for a tough journey but they are not luxury vehicles. Normally tourists would avoid road journey to Mizoram because of fatigue, time, and perception of dangerous road bends.

The nearest railhead is Silchar which is 180 Kms away from Aizawl, the capital of Mizoram. Many places of tourist attractions are situated far away from Aizawl and far apart and without rail link or air link, road travel in a hilly region requires time and energy with the result that with limited time at hand the tourists are unable to visit the different places of interests in Mizoram. Of late, Pawan Hans Helicopter services started by the Government of Mizoram Civil Aviation Department have connected some of the far flung areas. Non-maintenance of time schedules and unavailability of services on daily basis are another irritant factor. It can mean missing connections by tourists who often operate on tight time schedule.

There is a need for creating a second airport at Siaha or Lawngtlai because the road journey from Aizawl to extreme South districts is arduous and long because of the longitudinal shape of the State, and also because two very important tourist attractions like Phawngpui, (Blue Mountain) and Palaklake are situated in the southern part of Mizoram. As construction of the proposed airport may take some time, in the meanwhile, the existing helicopter service

between Aizawl and district headquarters should be regularized as a daily service, connecting Air India or Jet Air flights.

Notwithstanding the air connectivity, presently or in the future, the road network connectivity should be improved by widening and maintaining the roads regularly so that luxury tourist coaches could also ply. Making provision for wayside facilities at every 80 Kms or at distance interval of 2 hours drive is also necessary for the convenience and comforts of travelling public.

2) Low awareness of destination Mizoram in Tourist Market: In 2011 the market share of Mizoram is just 0.010% in case of foreign tourist arrival to India and 0.007% in the domestic tourists market. In the all India ranking, Mizoram stands at 33rd position among 35 States/Union Territories of India in both domestic and foreign tourist arrival¹⁸⁷. Lakshadweep Island is at the bottom of the ladder with 35th position. In other words it is just above Lakshadweep and Nagaland in respect of domestic tourists and just above Manipur and Lakshadweep Island in respect of foreign tourists.

Market share

Total foreign Tourist arrivals in India in 2011 = 6.31 million

Foreign tourist arrivals in Mizoram in 2011 = 658

Hence, the market share of Mizoram in the total Foreign tourist arrivals in India=0.010%

¹⁸⁷ Government of India, Ministry of Tourism, *India Tourism Statistics 2012*,p.93

Number of Domestic Tourist visits in 2011 = 851 million

Domestic tourist arrivals in Mizoram in 2011 = 62,174

Therefore, the market share of Mizoram in the domestic tourist market= 007%

The reason for the present low tourist traffic to Mizoram is low visibility of Mizoram in the market, which is mainly due to shortage of funds of Tourism Department for marketing. The Department conducts marketing activities from its advertising and publicity budget which remains Rs. 3.50 lakh every year for the past few years¹⁸⁸. With such limited funds, the Department could not undertake aggressive marketing of the tourism products of the State. It may also be pointed out that there is no marketing cell or tourism marketing expert in the Department. The Tourism Department is handicapped to perform marketing functions as it neither has the human resources nor the financial resources to hire external agencies/ firms to conduct these functions.

As such, awareness of Mizoram in the national tourism market is very low. This is an important reason for low tourist traffic to Mizoram. Dong P.K. (2014) has pointed out in his report on Strategic Concept and Action Plan for Tourism Development in Mizoram that in a very rough survey of market in Bangalore and Mumbai it was found that travel trade of these markets had neither knowledge nor interest in Mizoram; simply because they were not receiving any enquiries about Mizoram from the market. On the contrary,

¹⁸⁸Government of Mizoram, *Demand for Grants 2015-2019, Demand-43*, Tourism Department.

consumers had at least rudimentary knowledge about Mizoram but there was no motivation for them to travel to Mizoram at present.

Social media marketing has become an effective marketing tool for many company and organizations to promote brands and products. On an average, a normal individual spends about two hours (approximately 116 minutes) on social media platforms¹⁸⁹. Hence, these platforms and its contents are likely to influence the decision making process of a person while choosing a destination. Tripathi and Kumar (2018) while analyzing the role of social media in promotion of tourism have established that tourism and amusement companies spends more on internet ads compared to other industries. In today's digital age, most people use travel websites like Make My Trip, Trivago, Trip Adviser etc to plan and schedule their journey. Hence, online presence could be an effective marketing tool to increase brand awareness and influence the decision making of potential tourists.

The State Tourism Department is yet to make use of this effective marketing tool to promote Mizoram Tourism as a brand though efforts have been given in this regard. The Department maintains an official website wherein general information about Mizoram, its places of interest, accommodation facilities and other related information for tourists are given. Official Facebook page and Instagram account are also maintained by the Department. However, visibility of Mizoram in popular travel websites mentioned above is still negligible and there is not a single tour package to Mizoram being advertised

¹⁸⁹<https://www.socialmediatoday.com/marketing/how-much-time-do-people-spend-social-media-infographic> retrieved on 17.9.2019.

at these popular travel sites. It is interesting to find that tour packages to North East states covering three or more states as a circuit being sold and advertised at these websites conveniently exclude Mizoram. Hence, concerted efforts for visibility are much required in this regard.

Indian Tourism Statistics at Glance published by the Ministry of Tourism, Government of India highlighted that in 2017, India's rank in international tourist arrivals was 25th and its rank in international tourism receipt was 13th. The report also says that annual tourist arrivals in India was 8.80 million with an annual growth rate of 9.7 percent which is much above the international tourist arrival growth rate of 3.9 percent. The tourism industry also showed annual growth rate of 14 percent. Therefore, it can be observed that the tourism sector in the country is growing rapidly and there's a huge opportunity for Mizoram to carve out a niche for itself in the tourism map of India.

Awareness of Mizoram and its tourism products may be created through effective marketing strategies. The marketing strategies should focus on an integrated North East perspective. The attractions of different states, rather than competing, should complement each other to enhance the total attraction of the region. Efforts should be made to organize more and more package tour that projects North East India as a single entity. However, projecting North East India as a totality suffers from the fundamental inadequacy of poor internal communication between the states. The road communication is arduous and time consuming while air communication is not yet tuned to

tourism requirements. Therefore, coordinated planning in this regard is much needed.

- 3) Not enough tourist activities in Mizoram:**In the present situation, there are not enough tourist activities and entertainment facilities for tourists like shopping, food and drinks in Mizoram. Consequently Mizoram is not a buzzword in the tourism market.

Creating attractions and tourist activities based on the indigenous tourism resources, matching them with the tourism trends in the market are very much required. Some of the tourist activities that could attract tourists are Eco tourism destination with trekking facilities, National Parks, Theme Parks, Amusement Parks, Tourist Recreation Park on the Tropic of Cancer, Fun filled Tourist Resorts with adventure activities, Ethnic villages with lot of village activities for tourists, Camping grounds for motorized tours, Ethnic Museum at Aizawl for cultural enthusiasts, theatre hall and exhibition hall for holding regularly events like concerts, choirs, theatre, tribal fashion shows, discotheque etc.

Though there are problems and challenges to tourism development in Mizoram, it is observed that Mizoram has great potentials to become one of the most successful tourist destinations in the country. Summary of the present study, its major findings and suggestions are presented in the next chapter.

CHAPTER VII

SUGGESTIONS AND CONCLUSION

Summary

Tourism today has become as an important economic force generating a number of social, cultural and economic benefits to the host country, to the tourist themselves and to the global geo-political environment as a whole. It is especially important in developing countries like India as tourism is a catalyst to economic growth and foreign exchange earnings. Tourism can also serve as an effective instrument of national integration. No other activity has such a great potential for breaking barriers of cast, creed, motivating linguistic groups to communicate with one another and to promote inter-regional understanding as tourism has. Improvements in tourist facilities also help expand opportunities for common citizens. The impression that a tourist carries from one place to another, can build the nations as a family and many nations of the world as one family. Apart from removing regional imbalances and opening new growth centers, providing employment opportunities for young men and women, yielding tax revenue to the government, sustaining many trades like handicrafts etc. tourism ensures a minimal use of natural resources and optimum use of manpower and expertise. Hence, tourism may be understood as a phenomenon, a multi-composite activity of economic, social, cultural and other ramifications. It is continuously increasing and its importance is more and more pronounced not only in the economic sphere but also in a host of other areas like cultural preservation, environmental protection,

employment opportunities, social development, peace and international understanding etc.

India has a long and glorious history of tourism, the guest is always accorded an exalted status even in the ancient times. The Ministry of Tourism, Government of India aptly use the word *Atithi Devo Bhava*, which means the guest is equivalent to God in English, in its campaign to promote tourism in the country. In India, the Ministry of Tourism is the main agency for development and promotion of tourism which has its headquarters at New Delhi. The Ministry is headed by the Union Minister of State for Tourism (Independent Charge). The Secretary (Tourism), who is also the ex-officio Director General of tourism, is the administrative head of the Ministry. The Directorate General of Tourism provides executive directions for implementation of various policies and programmes for tourism development throughout the country. The Directorate General has 20 domestic field offices within the country. These field offices play a vital role for promotion of tourism and are also involved in monitoring the progress of implementation of various projects sanctioned by the Ministry. There are 14 offices abroad and their main role is to undertake promotion and marketing of Indian tourism in their respective fields. The domestic and overseas offices are known as India Tourism Offices.

Coming to Mizoram, it is believed that Mizoram has all the basic necessities to become a successful tourist destination. It is one of the most peaceful states in the entire country and is a land of scenic beauty with rare varieties of flora and fauna. The people are warm and hospitable by nature; crime rate is very low compared to the other states of India and it has excellent climatic conditions neither too hot in

summer nor too cold in winter. In spite of these potentials, the market share of Mizoram in the tourist market of India is quite dismal. In 2011, the market share of Mizoram in foreign tourist arrivals was 0.010% and in case of domestic tourists, the market share is only 0.010%. In the all India ranking, Mizoram stands at 33 among 35 States/Union Territories of India in both domestic and foreign tourist arrival. The situation has not improved much in 2017 with a market share of 0.0115% and 0.0041% in foreign tourist and domestic tourist respectively. In 2011, there are 6.43 million tourist arrivals (Foreign and domestic) in the North East states including Sikkim and Mizoram had received only 1.0% of these tourists.

The Government of Mizoram created the Tourism Department in 1987 by bifurcating Information, Public Relations and Tourism Department to look after development and promotion of tourism in the State. The political head of the Department is a Minister and its administrative head is a Secretary. The Directorate of Tourism is headed by a Director who is a member of the Tourism Service. The Directorate has a headquarters at Aizawl, it has no other office in the districts.

The Directorate is the main implementing agency of policies and programmes for development and promotion of tourism in Mizoram. In this regard, it performs various functions such as:

- 1) Development of tourist infrastructures in the State: It has developed a number of tourist facilities such as tourist lodges, highway restaurants, wayside amenities, picnic spots etc. Till December 2019, there are 72 number of completed tourist facilities developed by the Department. 66 of

these facilities are in operation and the remaining 6 of them are yet to be operated.

- 2) **Management of Tourist Facilities:** The Department has been managing various tourist facilities developed by it in the State. In December 2019, there are 46 tourist facilities that are under the management of the Department. The management of 20 tourist facilities is outsourced to private parties by signing management contract with them. The move the management of some tourist facilities is mainly due to insufficient operational staff to man the facilities.
- 3) **Human Resource Development:** The Tourism Department has been sponsoring students to undergo degree course, diploma course and food craft course in Institute of Hotel Management, Catering and Nutrition in Guwahati and in Shillong. During the year 2009-2019, the Department has sponsored 112 numbers of students for various courses to these institutes. The Department also took initiatives to set up Institute of Hotel Management for the State of Mizoram. The project to set up this Institute is funded by the Ministry of Tourism, Government of India. However, maintenance and management of the Institute is to be borne by the State Government.
- 4) **Development of Adventure Tourism, Eco-Tourism and Rural Tourism:** The Department undertakes projects to develop trekking routes, aero-sports, eco-tourism destinations and rural tourism at various locations in the State. These projects are funded under various schemes by the

Ministry of Tourism, Government of India. A pilot project to popularize the concept of home-stays in Mizoram was also undertaken by the Department at Champhai District under NEDP.

- 5) Marketing the Tourism Products of the State: To market the tourism products of the State, the Department publishes information booklets, leaflets, brochures, CDs, tourist guide maps, etc. The Department also maintains a website wherein various tourism related information can be obtained. Other social media like facebook, instagram and twitter are also used by the Department to enhance its marketing reach. As part of its marketing activities, the Department also regularly participates in various tourism fairs and marts across the country.
- 6) Organizing Fairs and Festivals: Two annual festivals are regularly hosted by the Department to promote festival tourism in the State. These festivals are funded by the Ministry of Tourism, Government of India. The festivals are celebrated with display of traditional costumes and dances, folk songs, indigenous games and sport infused with a harmonious blend of modernity so that visitors may get a glimpse of the glorious past and present of the valiant highlanders.

The number of administrative staff and operational staff in the Directorate of Tourism is extremely insufficient to effectively and efficiently perform its functions. Therefore, the Department resorts to hiring muster roll employees to overcome this insufficiency. There are 138 number of muster roll employees in the Department.

Due to shortage of manpower, the muster roll employees are also posted at various tourist facilities across the State to look after its management. In December 2019, there are twenty one tourist facilities being looked after by only one muster roll employee.

For direct recruitment into the tourism service i.e Assistant Receptionist, Receptionist, Assistant Tourist Officer and Tourist Officer, trainings in hospitality or tourism related subjects was not required till the year 2015. It may also be pointed out that since the inception of the Department, there have been three directors and among them only one has prior training in the field of hospitality and tourism.

There are also no technical experts in the field of civil engineering and tourism marketing in the Department in the present situation. In this regard it may be noted that tourism infrastructure development and marketing are one of the core functions of the Department. Without experts in the field, the Department is not in a position to effectively perform these core functions.

Though development of tourism in the State is yet to pick up, tourism plays a significant role in the socio-economic development of the State. It provides formal and informal employment opportunities to a huge number of people in the State. In 2009-2010, the share of tourism industries in total employment of the State is 2.5%. However, majority i.e 74.76% of the employment in tourism are in informal sector and only 25.26% are in formal sector.

The Central Government has invested huge amount of expenditure for development of tourism in the State through its various schemes and policies. Since 1986 till 2017, the Ministry of Tourism has sanctioned 102 numbers of projects

amounting to 377.472 crore in Mizoram. Contribution of the State Government in terms of investment in tourism infrastructure is very limited. Budgetary support given to the Department by the State Government hovers around 0.15% of the State budget.

Development of tourism in Mizoram is faced with problems and challenges; there are problems that are specific to the Tourism Department like insufficient manpower in the Department, deficiency in funds for tourism development and tourism marketing, lack of professionalism in the Department, problems related to allocation of business rules and problems related to division of work. There are also challenges regarding connectivity problems and poor transportation facilities within the State, low awareness of Mizoram in the tourist market and the level of entertainment and other activities is not yet tuned to the tourism requirements of the State.

Major Findings

The major findings of the research are highlighted below:

- 1) The market share of Mizoram in the tourist market of India is quite dismal. In 2011, the market share of Mizoram in both foreign tourist arrivals and domestic market was only 0.010%. In the all India ranking, Mizoram stands at 33rd position among the 35 States/Union Territories of India in both domestic and foreign tourist arrival. The situation has not improved much in 2017 with a market share of 0.0115% and 0.0041% in foreign tourist and domestic tourist respectively. In fact, Mizoram's share in domestic market

has decreased from 2011 to 2017. If we look at the states, in 2011 there are 6.43 million tourist arrivals (Foreign and domestic) in the NE states including Sikkim and Mizoram had received only 1.0% of these tourists. In 2017, Mizoram's share in the total tourist arrivals to the NE states further dropped to 0.07%.

- 2) In 2009-2010, there were a total of 7.03 lakh visitor trips undertaken with Mizoram as a destination State, out of this only 15.3% of the trips were undertaken from other states. Thus, in Mizoram, a bulk of tourism activities occurred within the State. For trips undertaken within the State (Mizoram as the State of Origin and the State of Destination), 51.3 % were social trips and only 1.1 % were for leisure. As for trips undertaken to Mizoram as a destination from outside the State as much as 68.7 % of the trips were undertaken for leisure, social trips accounted for 22.6% whereas the share of religious trips was just 0.6%. Kerala is the main source of visitor trips undertaken to Mizoram from other states and the figure stood at 61.1 % of all trips followed by Maharashtra at 11.00% and West Bengal at 7.6%.
- 3) The Regional Tourism Satellite Account Mizoram 2009-2010 highlighted that the average per trip expenditure of tourist from other states of India (domestic tourist) was Rs. 58,015. As for items of expenditure, transportation services accounts for 79.9 per cent of the total expenditure in case of domestic tourists. In case of international tourists, per tourist expenditure remains the same as observed for India i.e. Rs. 1, 50,939. However, it was observed that foreign tourists incurred maximum amount on accommodation services which accounts for 33.6% of their total expenditure.

- 4) There are less than 10 registered tour operators in the State. There are no registered tour guides or adventure tour guides registered with the Tourism Department, Government of Mizoram. In spite of this, in 2009-2010, a total of 18,748 workers are employed in tourism characteristic industries and tourism connected industries. Out of these only 3,779 workers i.e. 25.24% of total employments are in formal employment and the remaining 14,969 workers i.e. 74.76% of total employments are informal.
- 5) In 2009-2010, the total number of workers engaged in different sectors of the economy in Mizoram was 5.6 lakh. Out of this 0.14 lakh are employed in tourism characteristic industries. Hence the share of tourism industries in total employment of the State is 2.5% as against the national share of 4.39%.
- 6) The Tourism Department was created a separate Department by bifurcating Information, Public Relations and Tourism Department (IPR&T) in the year 1987. Its administrative head is the Secretary (Tourism), Government of Mizoram. At present, the Department has a Directorate Office at Aizawl but has no district office in the state. The existing post strength of the Directorate of Tourism at present is 114 out of which 97 numbers of posts are filled and 17 posts are vacant as on 17.9.2019.
- 7) There is just 97 number of permanent employees in the Tourism Department. The Department is the nodal agency of all policies and programmes for tourism development in the State. It also operates and manages 46 tourist facilities in the State. Hence, the present administrative staff and operational staff in the Department are extremely inadequate to efficiently match the

mounting pressures of workload. The Department resort to hiring Muster Roll employees to meet urgent requirements. There are as many as 138 number of Muster Roll employees presently working in the Department.

- 8) As per the factories act of 1948, no employee should be made to work for more than 8 hours a day which is clearly not followed by the Tourism Department with regard to its operational staff posted at the tourist facilities. Many employees work for more than 10-12 hours a day without being paid any overtime allowances. This is due to extreme insufficiency of manpower where only very few employees look after the whole management of a tourist facility. There are 24 tourist facilities which are looked after by only a single employee. In many cases, one employee perform multiple functions like run front office, serve as porter, handle room service, clean rooms etc.
- 9) From inception of the Department till 2015, professional education or training in the field of hospitality or tourism subjects were not required for entry into the Tourism Service. This has affected the degree of professionalism in the Department. From the inception of the Department till date, only one director has possessed prior training in hospitality and tourism. Even in the present scenario, the head of the department and some officers do not possess such prior training or education.
- 10) Two most important functions of the Tourism Department are to develop tourist infrastructure and to undertake marketing of destination Mizoram. The Tourism Department does not have any technical experts in the field of civil engineering and tourism marketing. Without technical expertise, the Department is not in a position to effectively supervise and monitor tourism

infrastructure development projects implemented through various agencies. An expert in the field of tourism marketing is also extremely required by the Department. In the current situation, the Department is unable to formulate an effective marketing strategy and plan.

11) Non availability of adequate funds for development and marketing has led to slow development of tourism infrastructure and consequently to slow growth of tourist traffic. Budgetary allocation made to the Tourism Department by the Government of Mizoram hovers around 0.15% of the State budget. Therefore, the State Government's spending on tourism is very less compared to the other countries of the world. According to the WTTC Tourism Satellite Account Research 2014, countries like Seychelles and Dominican Republic have spent more than 20% of their budget- excluding defense and welfare costs- on travel and tourism. Other nations like Jamaica, Barbados and Mauritius spend more than 15% of their budget while Jordan, Iceland and Singapore spend more than 10%. The U.S.A spends 5.2% of its budget- excluding defense and welfare cost- on travel and tourism.

12) For a long time the allocation of Business Rules of the Government of Mizoram did not allocate important sectors of tourism industry like hotel, restaurants and other tourism services to the Tourism Department. These sectors were allocated to the Department only in June 2019. It is very important to formulate rules and regulations to regulate hotels, restaurants and other tourism related services in the State for development of tourism on healthy lines. The Department could not do so as this sector are outside its

purview. Hence, it remained a crippling factor to tourism industry in the State.

13) Scientific division of work based of the principle of specialization is not applied in the Directorate of Tourism. The Directorate is divided into two main sections only i.e. Establishment Section and Accounts Section. The accounts section handles accounts and financial matters while all other aspects of tourism are dealt by the Establishment Section. Aspects like product development and infrastructure development, marketing and tourist relations, operation etc. needs to be handled separately by competent officers and staff who possess the required knowledge and specialization.

Suggestions

If a destination management organization, or Tourism Directorate in the case of Mizoram, the Department must completely be oriented towards product management as well as market management. There are many parameters that must be met for being a successful Tourism Department, but there are two primary parameters in the modern times that must be absolutely satisfied for the success of a destination. They are competitiveness and sustainability. Hence it is worth reiterating that if a destination wants to be a successful destination then it must possess ability to compete efficiently and profitably in the marketplace. Secondly, Tourism Department must ensure that the destination maintains the quality of its physical, social, cultural, and environmental resources while it competes in the marketplace.

Considering the local tourism resources, local people's culture and market trends, the following strategies for development of tourism in Mizoram is suggested:

1. Creating attractions and tourist activities based on the indigenous tourism resources, matching them with the tourism trends in the market. Some of the tourist activities that could attract tourists are eco-tourism destination with trekking facilities, National Parks, theme parks, amusement parks, tourist recreation park on the Tropic of Cancer at Thenzawl, fun filled tourist resorts with adventure activities, ethnic villages with lot of village activities for tourists, camping grounds for motorized tours, ethnic museum at Aizawl for cultural buffs, theatre hall and exhibition hall for holding regularly events like concert, choirs, theatre, tribal fashion shows, discotheque, tourist beauty queen, etc. The private sector can also play an important role in developing many of tourist amenities required in Mizoram.
2. There is a need for creating a second airport at Saiha or Lawngtlai because the road journey from Aizawl to extreme South districts is arduous and long because of the longitudinal shape of the State, and also because two very important tourist attractions like Phawngpui (Blue Mountain) and Palak Lake are situated in the southern part of Mizoram.

As construction of the proposed airport may take some time, in the meanwhile, the existing helicopter service between Aizawl district headquarters should be regularized as a daily service, connecting incoming flights from Kolkata and Guwahati. Improving air connectivity needs to be taken up by the State Transport Department with the Ministry of Civil Aviation, DoNER/NEC and air carriers.

Notwithstanding the air connectivity, presently or in the future, the road network connectivity should be improved by widening and maintaining the roads regularly so that luxury tourist coaches could also ply. Making provision for wayside facilities at every 80 Kms or at distance interval of 2 hours drive, is also necessary for the convenience and comforts of travelling public.

3. As most of the tourists coming to Mizoram are going to be air travelers for some years to come, at least until the road and rail connectivity improves, most of them would be belonging to middle class, upper middle class and above class of tourists; this kind of tourists would be looking for hotels of two star and above category of hotels. Hence, increasing the number of star category of hotels in Aizawl and other important tourist centers is necessary for development of tourism.
4. It is necessary to create a powerful brand backed by a dynamic marketing plan and implement it aggressively and urgently, on short term, mid-term and long term basis, so that the existing and upcoming hotels, resorts, tourist events and allied services like airlines and others start receiving tourism economic benefits. It is necessary to create craze among the potential tourists to visit Mizoram and make them board flights to Aizawl.
5. Growth of tourism industry would require trained manpower, preferably local youths. Hence, it is necessary to organize various training programme for skill, attitudinal and motivational development.

6. As tourism is a multi-sector activity, it is imperative for Tourism Department to make an integrated approach by involving all concerned Government Departments of Central, State, District Administration, District Councils and NGOs in development of tourism and evolve an Integrated Plan for Development of Tourism. The purpose is to create synergy and achieve 'more with less'. For example, PWD (Roads), while preparing a road network plan for the State, may also include a proposed tourist centre in their plan.

Re-organization of Directorate of Tourism: Since Directorate of Tourism is the main executing agency of the Government for implementing the tourism policies and plans of the Government it is necessary for the Directorate to take lead in making Mizoram a competitive destination. For this, the Directorate of Tourism needs to focus on the following activities so that it offers better service than others, delights tourists by giving them 'more than expected' and maintains a marketing culture that is stronger than that of competitors. The following are five activities in which the Directorate should remain focused:

1. **Product Development:** To increasing the market share of Mizoram in the tourism market, the Department has to think of making its own plan for developing tourist destinations and products that would make Mizoram an outstanding tourist destination in and East India. Developmental plans may be chalked out after analyzing market trends and market profile. The Department needs to think of planning and developing those destinations and products that would match the market demand, thereby increasing the tourist traffic and triggering economic activities in the State.

2. **Tourist Relationship:** The Tourism Directorate staff should be able to provide, orally or on net, very helpful information and brochures to all potential tourists, friendly facilitation and assistance to visiting tourists, receiving complaints and suggestions very gracefully and taking appropriate actions on them and giving feed back to tourists. Dealing with tourists requires a high level human relationship skill. It should be understood that in tourism business tourist is the central figure – because without tourist there cannot be tourism activity. Further, the publicity of a destination through the mouth of a tourist is the most effective publicity. Hence, the objective of all tourist information staff should be to convert all visitors to Mizoram as advocates of Mizoram Tourism in the market.
3. **Developing skills of all service providers:** Directorate of Tourism may organize skill development programme for all service providers, especially for those who come in direct contact with tourists, such as taxi drivers, waiters, receptionists, guides, shop keepers, policemen, etc. Such training programme should be held regularly, since the turnover of service providers in tourism sector is usually high.

Tourism sensitization programme should also be undertaken from time to time to create a Spirit of Hospitality towards tourists among the service providers as well as local residents.
4. **Marketing:** Directorate of Tourism should be visible in the market by carrying out an effective and consistent marketing mix programme. It is seen

that all top tourist destinations in the world carry out strong marketing programme.

5. **Research and Development (R&D):** The Directorate must develop a research oriented mind that would monitor the market trends and competitors' performance and suggest the measures for increasing tourist traffic to Mizoram.

Keeping in mind the above points, it is recommended that the functions of the Directorate may be divided among the following Divisions:

1. Policy and Plan Division

- All policy matters,
- Planning,
- Strategies for growth and development,
- Investment facilities,
- Coordination with Ministry of Tourism, DoNER, NEC and other States
- External assistance

2. Product Development and Operation Division

- Implementation of Projects funded by the Central and State Governments and other agencies, monitoring them and coordinating with executing agencies.
- Standardization and regulations of tour operators, travel agents, hotels and restaurants.

- Guidelines to stakeholders including tourists
- Complaints and redress

3. Marketing, Promotion and Information Division

- Preparing marketing plans and strategies
- Production of marketing tools
- Media relationship
- Advertisement, promotion
- Market development assistance
- Management of tourist information and facilitation service
- Hospitality cases
- Travel marts – national and international
- Conventions and Conferences
- Research matters

4. Human Resources Division and Administration

- Development of HRD institutions
- Capacity Building Programme
- Coordination with Central Ministries, State Departments regarding training and scholarships
- All establishment matters
- Vigilance
- Legislative matters

5. Finance Division

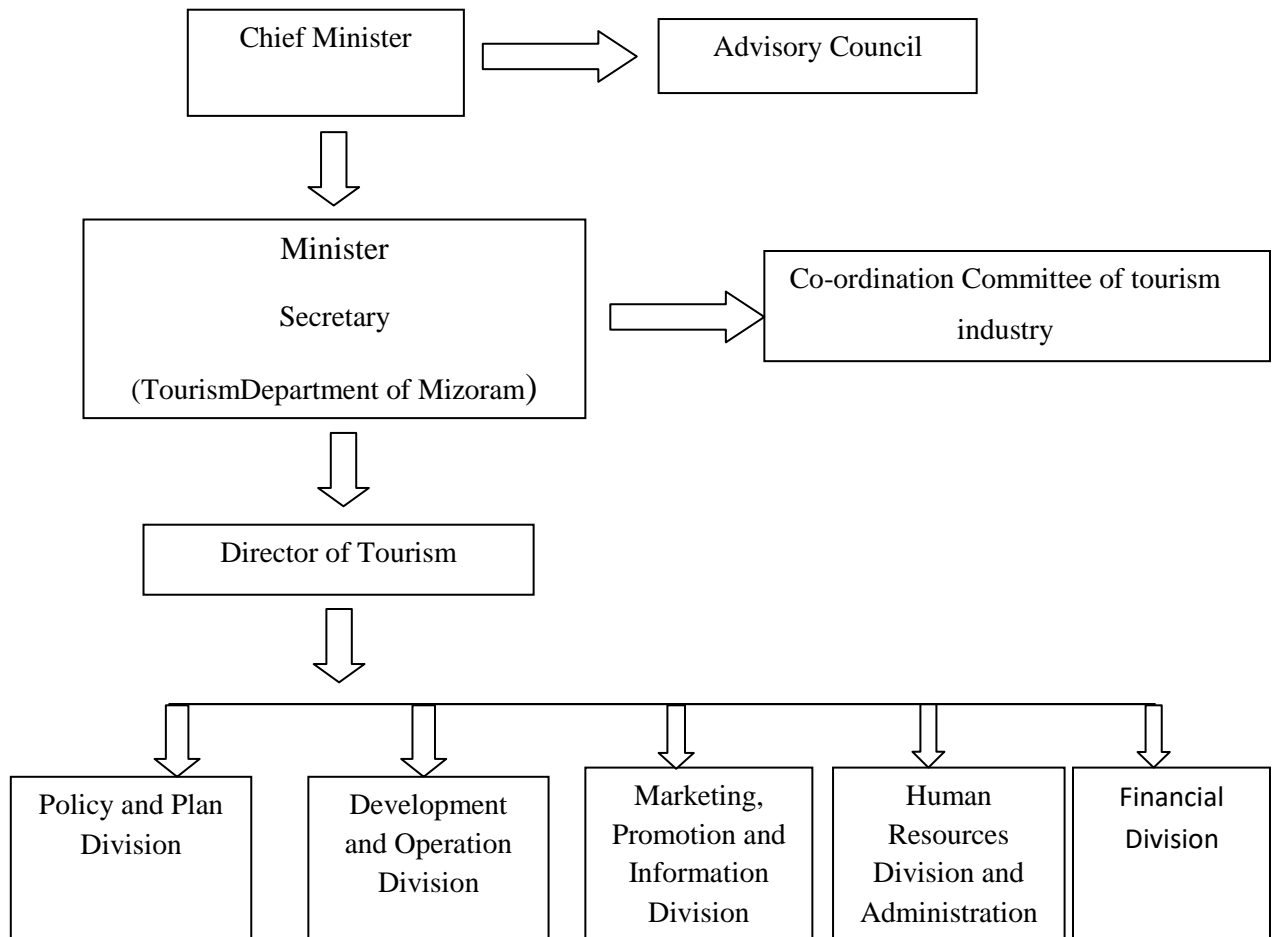
- All matters relating to finance, budget and accounts matters

Advisory and Co-ordination Committee: It is suggested that an Advisory and Co-ordination Committee under the Chairmanship of the Chief Minister and Vice-Chairmanship of Minister of Tourism may be formed and the members may include Head of Departments closely connected with the development of tourism like Planning, Environment and Forest, Rural Development, Art and Culture, Horticulture, Urban Development, PWD (Roads), IPR, etc. and members of NGOs, Media and others nominated by the Government. Similarly a Co-ordination Committee may also be formed under the Chairmanship of Minister of Tourism and Vice Chairmanship of Secretary Tourism that would co-ordinate with the representatives of tourism industry and bodies/associations interested in promoting tourism such as YMA, etc.

In other words, whereas the Advisory Council under the Chairmanship of Chief Minister will be dealing with policy and planning matters, the Co-ordination Committee under the Chairmanship of Tourism Minister will be dealing more with operational, regulations and training matters of the tourism industry.

The organization chart would look as follows:

Chart No.7.1
Re-organization of Tourism Department



Re-organization of the Directorate of Tourism may be undertaken by providing both human and financial resources to make it competitive and sustainable.

The Directorate of Tourism may be strengthened as follows:

- 1) Expert in the field of tourism marketing may be provided to the Department so that the Department may be able to formulate and implement effective marketing strategy to enhance the marketing reach and the market share of Mizoram in the tourist market of India.

- 2) It is suggested that more posts may be created in the Department to overcome its insufficiency of manpower and also to look after different aspects of tourism in the State. Engineering Cell may also be created in the Product Development and Operation Division to look after infrastructure development projects implemented by the Department.
- 3) More budgetary allocation may be made to the Tourism Department so that the Department may address those aspects of tourism development not covered under Central guidelines and schemes like marketing and publicity, research and development, maintenance of tourist facilities, tourism awareness campaigns etc.

In conclusion, it may be acknowledged that a lot has been done for development and promotion of tourism but a lot more is yet to be done. The present study explores only a few facets of tourism in the State as it focus mainly on the organizational framework of tourism within the Government of Mizoram namely the Tourism Department. However, the SWOT analysis of Mizoram from tourism angle reveals that Mizoram has great potentials for growth and development of tourism. The State is not very feasible for development of heavy and medium industries including manufacturing industries because of its geo-physical location. But it has huge natural and human resources for development of tourism industry. As such, there is a huge scope for further investigations in the following fields:

- a) Comparative studies can be conducted comparing the tourism development of Mizoram and other states of India especially the North Eastern States.

- b) Studies on the prospects of eco-tourism, adventure tourism, rural tourism and nature based tourism in Mizoram can be conducted.
- c) Investigations on the socio-economic benefits of tourism for the local people in tourist destinations can be conducted to study the impact of tourism in Mizoram.
- d) Exclusive studies on various tourism service providers like hotel industry, transportation industry, tour operators etc. can be conducted.

ANNEXURE-I



The Mizoram Gazette EXTRA ORDINARY Published by Authority

RNI No: 27009/1973 Postal Regn. No. NE-313(MZ) 2006-2008
VOL - XLIV Aizawl, Friday 6.11.2015 Agrahayana 15, S.E. 1937, Issue No. 566

NOTIFICATION

No. A.12018/46/2013-P&AR(GSW), the 19th October, 2015. In exercise of the powers conferred by the proviso to Article 309 of the Constitution of India, the Governor of Mizoram is pleased to make the following Rules regulating the method of recruitment to the post(s) of Director, Joint Director and Deputy Director under Tourism Department, Government of Mizoram namely :-

- Short title and commencement:** (1) These Rules may be called the Mizoram Tourism Department (Group 'A' posts) Recruitment Rules, 2015.
(2) They shall come into force from the date of their publication in the Official Gazette.
- Application:** These Rules shall apply to the posts specified in Column 1 of Annexure-I hereto annexed.
- Number of posts, classification and scale of pay/Pay Band & Grade Pay:** The number of the said post(s), classification and the scale of pay/Pay Band & Grade Pay attached thereto shall be as specified in Column 2 to 4 of the said Annexure-I.
- Method of recruitment, age limit and other qualifications:** The method of recruitment, age limit, qualifications and other matters relating to the said post shall be as specified in Column 5 to 14 of Annexure-I.
Provided that the upper age limit prescribed for direct recruitment may be relaxed in the case of candidates belonging to the Scheduled Castes/the Scheduled Tribes and other special categories of persons in accordance with the orders issued by the Central Government or Government of Mizoram from time to time.
- Disqualification:** No person –
 - Who has entered into or contracted a marriage with a person having a spouse living; or
 - Who, having a spouse living, has entered into or contracted a marriage with any person shall be eligible for appointment to the said post(s);

Provided that the Governor may, if satisfied that such marriage is permissible under the personal law applicable to such person and to the other party to the marriage and that there are other valid grounds for doing so, exempt any such person from the operation of these Rules.

6. *Training and Departmental Examination*

Every Government servant recruited under these Rules shall undergo such training or pass such Departmental Examination as may be prescribed from time to time.

7. *Power to transfer*

Notwithstanding anything contained in these Rules, the Governor of Mizoram, in public interest, shall have the right and power to transfer any officers, so recruited under these Rules to any other post or position which is equivalent in rank or grade.

8. *Power to relax*

Where the Governor is of the opinion that it is necessary or expedient to do so, he may, by order and for reasons to be recorded in writing, in consultation with the Mizoram Public Service Commission through the Department of Personnel & Administrative Reforms, relax any of the provisions of these Rules with respect to any class or category of persons.

9. *Reservation and other concessions*

Nothing in these Rules shall affect any reservations, relaxation of age limit and other concessions required to be provided for the Scheduled Castes/the Scheduled Tribes and other categories of persons in accordance with the order issued by Central Government or Government of Mizoram from time to time in this regard.

10. *Repeal & Savings*

All Rules pertaining to these posts framed by the Government of Mizoram notified vide.

- 1) No. A. 12018/4/87-P&AR(GSW) dated 04.08.1993 and published in the Mizoram Gazette extraordinary issue No. 160 dated 09.08.1993.
- 2) No. A. 12018/4/87-PAR(GS) dated 23.02.1988 and published in the Mizoram Gazette extraordinary issue No. 26 dated 23.02.1988 and its subsequent amendment.
- 3) No. A. 12018/4/87-PAR(GS) dated 30.08.1990 and published in the Mizoram Gazette extraordinary issue No. 90 dated 04.09.1990 stand hereby repealed with effect from the date of commencement of these Rules.

Provided that any order made or anything done or any action taken under the Rules so repealed or under any general order ancillary thereto, shall be deemed to have been made, done or taken under the corresponding provisions of these Rules.

By order, etc

Sd/-

R. Malsawma,
Joint Secretary to the Govt. of Mizoram,
Deptt. of Personnel & Administrative Reforms.

ANNEXURE-I
(See Rules 2, 3 and 4)

RECRUITMENT RULES FOR GROUP 'A' POSTS IN THE DEPARTMENT OF TOURISM

Name of post	No. of post	Classification	Scale of Pay/Pay Band & Grade Pay	Whether Selection or Non-selection post
1	2	3	4	5
Director	1(one)post or as sanctioned by the Govt. from time to time	General State Service (Group 'A' Gazetted) (Non-Ministerial)	PB-4 : ₹ 37,400-67,000 + ₹ 8,700 GP	Selection
Joint Director	1(one)post or as sanctioned by the Govt. from time to time	General State Service (Group 'A' Gazetted) (Non-Ministerial)	PB-3 : ₹ 15,600-39,100 + ₹ 7,600 GP	Selection
Deputy Director	3(three)post or as sanctioned by the Govt. from time to time	General State Service (Group 'A' Gazetted) (Non-Ministerial)	PB-3 : ₹ 15,600-39,100 + ₹ 6,600 GP	Selection

Whether benefit of added years of service admissible under Rule 30 of the CCS (Pension) Rules, 1972	Age limit for direct recruitment	Educational and other qualification required for direct recruitment	Whether the age and educational qualifications prescribed for direct recruitment will apply in the case of promotion	Period of probation, if any
6	7	8	9	10
N.A	N.A	N.A	N.A	N.A
N.A	N.A	N.A	N.A	N.A
N.A	N.A	N.A	N.A	N.A

Method of recruitment whether by direct recruitment or by promotion or by deputation/transfer and percentage of the posts to be filled by various methods	In case of recruitment by promotion or deputation/transfer grade from which promotion/deputation/transfer to be made	If a DPC exists, what is its composition ?	Circumstances in which MPSC is to be consulted in making recruitment.
11	12	13	14
Promotion/Deputation	PROMOTION : From Joint Director, Tourism with not less than 5 years of regular service in the grade failing which Joint Director, Tourism with not less than 25 years of regular service calculated from the date of entry in a Gazetted post in the Department. DEPUTATION : From Officers holding analogous post(s) under Central/State Government (Period of deputation shall ordinarily not exceed 3 years.	Mizoram Public Service Commission	As per MPSC (Limitation of Functions) Regulations, 1994 as amended from time to time

Method of recruitment whether by direct recruitment or by promotion or by deputation/transfer and percentage of the posts to be filled by various methods	In case of recruitment by promotion or deputation/transfer grade from which promotion/deputation/transfer to be made	If a DPC exists, what is its composition ?	Circumstances in which MPSC is to be consulted in making recruitment.
11	12	13	14
Promotion/Deputation	PROMOTION : From Deputy Director, Tourism with not less than 5 years of regular service in the grade. DEPUTATION : From Officers holding analogous post(s) under Central/State Government (Period of deputation shall ordinarily not exceed 3 years).	Mizoram Public Service Commission	As per MPSC (Limitation of Functions) Regulations, 1994 as amended from time to time
Promotion/Deputation	PROMOTION : From Tourist Officer with not less than 6 years of regular service in the grade. DEPUTATION : From Officers holding analogous post(s) under Central/State Government (Period of deputation shall ordinarily not exceed 3 years).	Mizoram Public Service Commission	As per MPSC (Limitation of Functions) Regulations, 1994 as amended from time to time
/	/	/	/
/	/	/	/
/	/	/	/

Method of recruitment whether by direct recruitment or by promotion or by deputation/transfer and percentage of the posts to be filled by various methods	In case of recruitment by promotion or deputation/transfer grade from which promotion/deputation/transfer to be made	If a DPC exists, what is its composition ?	Circumstances in which MPSC is to be consulted in making recruitment.
11	12	13	14
/	/	/	/

ANNEXURE-II



The Mizoram Gazette

EXTRA ORDINARY
Published by Authority

RNI No. 27009/1973

Postal Regn. No. NE-313(MZ) 2006-2008

VOL - XLIV Aizawl, Friday 6.11.2015 Agrahayana 15, S.E. 1937, Issue No. 567

NOTIFICATION

No.A.12018/46/2013-P&AR(GSW), the 19th October, 2015. In exercise of the powers conferred by the proviso to Article 309 of the Constitution of India, the Governor of Mizoram is pleased to make the following Rules regulating the method of recruitment to the post(s) of Tourist Officer, Assistant Tourist Officer and Receptionist/Tourist Guide under Tourism Department, Government of Mizoram namely :-

1. *Short title and commencement*
 - (1) These Rules may be called the Mizoram Tourism Department (Group 'B' posts) Recruitment Rules, 2015.
 - (2) These Rules shall come into force from the date of their publication in the Official Gazette.
2. *Application*

These Rules shall apply to the posts specified in Column I of Annexure-I hereto annexed.
3. *Number of posts, classification and scale of pay/Pay Band & Grade Pay*

The number of the said post(s), classification and the scale of Pay/ Pay Band & Grade Pay attached thereto shall be as specified in Column 2 to 4 of the aforesaid Annexure-I
4. *Method of recruitment, age limit and other qualifications*

The method of recruitment, age limit, qualifications and other matters relating to the said post shall be as specified in Column 5 to 14 of Annexure-I.

Provided that the upper age limit prescribed for direct recruitment may be relaxed in the case of candidates belonging to the Scheduled Castes /the Scheduled Tribes and other special categories of persons in accordance with the orders issued by the Central Government or Government of Mizoram from time to time.
5. *Disqualification*

No person –

 - (a) Who has entered into or contracted a marriage with a person having a spouse living; or
 - (b) Who, having a spouse living, has entered into or contracted a marriage with any person shall be eligible for appointment to the said post(s);

Provided that the Governor may, if satisfied that such marriage is permissible under the personal law applicable to such person and to the other party to the marriage and that there are other valid grounds for doing so, exempt any such person from the operation of these Rules.

6. *Training and Departmental Examination* Every Government servant recruited under these Rules shall undergo such training or pass such Departmental Examination as may be prescribed from time to time.
7. *Power to transfer* Notwithstanding anything contained in these Rules, the Governor of Mizoram, in public interest, shall have the right and power to transfer any officers, so recruited under these Rules to any other post or position which is equivalent in rank or grade.
8. *Power to relax* Where the Governor is of the opinion that it is necessary or expedient to do so, he may, by order and for reasons to be recorded in writing, in consultation with the Mizoram Public Service Commission through the Department of Personnel & Administrative Reforms, relax any of the provisions of these Rules with respect to any class or category of persons.
9. *Reservation and other concessions* Nothing in these Rules shall affect any reservations, relaxation of age limit and other concessions required to be provided for the Scheduled Castes/the Scheduled Tribes and other categories of persons in accordance with the order issued by Central Government or Government of Mizoram from time to time in this regard.
10. *Repeal & Savings* All Rules pertaining to these posts framed by the Government of Mizoram notified vide.
- 1) No. A. 12018/4/87-P&AR(GS) dated 09.08.1989 and published in the Mizoram Gazette extraordinary issue No. 70 dated 09.08.1989.
 - 2) No. A. 12018/4/87-PAR(GSW) dated 10.09.1993 and published in the Mizoram Gazette extraordinary issue No. 190 dated 16.09.1993.
 - 3) No. A. 12018/4/87-PAR(GS) dated 28.11.1990 and published in the Mizoram Gazette extraordinary issue No. 141 dated 04.12.1990 stand hereby repealed with effect from the date of commencement of these Rules.

Provided that any order made or anything done or any action taken under the Rules so repealed or under any general order ancillary thereto, shall be deemed to have been made, done or taken under the corresponding provisions of these Rules.

By order, etc

Sd/-

R. Malsawma,

Joint Secretary to the Govt. of Mizoram,
Deptt. of Personnel & Administrative Reforms.

ANNEXURE-I
(See Rules 2, 3 and 4)

RECRUITMENT RULES FOR GROUP 'B' POSTS IN THE DEPARTMENT OF TOURISM

Name of post	No. of post	Classification	Scale of Pay/Pay Band & Grade Pay	Whether Selection or Non-selection post
1	2	3	4	5
Tourist Officer	3(three) posts or as sanctioned by the Govt. from time to time	General State Service (Group 'B' Gazetted) (Non-Ministerial)	PB-2 : ₹ 9,300-34,800 + ₹ 4,800 GP	Selection in the case of promotion
Assistant Tourist Officer	6(Six) posts or as sanctioned by the Govt. from time to time	General State Service (Group 'B' Non-Gazetted) (Non-Ministerial)	PB-2 : ₹ 9,300-34,800 + ₹ 4,400 GP	Selection in the case of promotion
Receptionist/ Tourist Guide	11(Eleven) posts or as sanctioned by the Govt. from time to time	General State Service (Group 'B' Non-Gazetted) (Non-Ministerial)	PB-2 : ₹ 9,300-34,800 + ₹ 4,200 GP	Selection in the case of promotion

Whether benefit of added years of service admissible under Rule 30 of the CCS (Pension) Rules, 1972	Age limit for direct recruitment	Educational and other qualification required for direct recruitment	Whether the age and educational qualifications prescribed for direct recruitment will apply in the case of promotion	Period of probation, if any
6	7	8	9	10
N.A	Between 18 years and 35 years. Upper age limit is relaxable by 5 years for candidates from Scheduled Caste/Schedules Tribes	1. Bachelor's degree or above in Hospitality, Hotel, Travel & Tourism Management/Administration from recognised University. OR 2. Graduate with Diploma or above in Hospitality, Hotel, Travel & Tourism Management/Administration from recognised University/Institution.	N.A	2(two) years in case of direct recruitment
N.A	Between 18 years and 35 years. Upper age limit is relaxable by 5 years for candidates from Scheduled Caste/Schedules Tribes	1. Bachelor's degree or above in Hospitality, Hotel, Travel & Tourism Management/Administration from recognised University. OR 2. Graduate with Diploma or above in Hospitality, Hotel, Travel & Tourism Management/Administration from recognised University/Institution.	N.A	2(two) years in case of direct recruitment
N.A	Between 18 years and 35 years. Upper age limit is relaxable by 5 years for candidates from Scheduled Caste/Schedules Tribes	Three years degree/diploma in Hospitality & Hotel Administration from a recognised University/Institution	N.A	2(two) years in case of direct recruitment

Method of recruitment whether by direct recruitment or by promotion or by deputation/transfer and percentage of the posts to be filled by various methods	In case of recruitment by promotion/deputation/transfer, grade from which promotion/deputation/transfer to be made	If a DPC exists, what is its composition ?	Circumstances in which MPSC is to be consulted in making recruitment.
11	12	13	14
TO 2/3rd by direct recruitment and 1/3rd by promotion	<u>PROMOTION</u> : From Assistant Tourist Officer with not less than 5 years of regular service in the grade.	Mizoram Public Service Commission	As per MPSC (Limitation of Functions) Regulations, 1994 as amended from time to time
4 TO 50% by direct recruitment and 50% by promotion	<u>PROMOTION</u> : From Receptionist/Tourist Guide with not less than 5 years of regular service in the grade.	Mizoram Public Service Commission	As per MPSC (Limitation of Functions) Regulations, 1994 as amended from time to time
caption 50% by direct recruitment and 50% by promotion	<u>PROMOTION</u> : From Assistant Receptionist with not less than 5 years of regular service in the grade.	Mizoram Public Service Commission	As per MPSC (Limitation of Functions) Regulations, 1994 as amended from time to time

ANNEXURE-III



The Mizoram Gazette

EXTRA ORDINARY

Published by Authority

RNI No. 27009/1973

Postal Regn. No. NE-313(MZ) 2006-2008

VOL - XLIV Aizawl, Friday 6.11.2015 Agrahayana 15, S.E. 1937, Issue No. 568

NOTIFICATION

No.A.12018/46/2013-P&AR(GSW), the 19th October, 2015. In exercise of the powers conferred by the proviso to Article 309 of the Constitution of India, the Governor of Mizoram is pleased to make the following Rules regulating the method of recruitment to the post(s) of Assistant Receptionist under Tourism Department, Government of Mizoram namely :-

1. *Short title and commencement*
 - (1) These Rules may be called the Mizoram Tourism Department (Group 'C' posts) Recruitment Rules, 2015.
 - (2) These Rules shall come into force from the date of their publication in the Official Gazette.
2. *Application*

These Rules shall apply to the posts specified in Column I of Annexure-I hereto annexed.
3. *Number of posts, classification and scale of pay/Pay Band & Grade Pay*

The number of the said post(s), classification and the scale of pay/ Pay Band & Grade Pay attached thereto shall be as specified in Column 2 to 4 of aforesaid Annexure-I
4. *Method of recruitment, age limit and other qualifications*

The method of recruitment, age limit, qualifications and other matters relating to the said post shall be as specified in Column 5 to 14 of Annexure-I.

Provided that the upper age limit prescribed for direct recruitment may be relaxed in the case of candidates belonging to the Scheduled Castes /the Scheduled Tribes and other special categories of persons in accordance with the orders issued by the Central Government or Government of Mizoram from time to time.
5. *Disqualification*

No person –

 - (a) Who has entered into or contracted a marriage with a person having a spouse living; or
 - (b) Who, having a spouse living, has entered into or contracted a marriage with any person shall be eligible for appointment to the said post(s);

Provided that the Governor may, if satisfied that such marriage is permissible under the personal law applicable to such person and to the other party to the marriage and that there are other valid grounds for doing so, exempt any such person from the operation of these Rules.

6. *Training and
Departmental
Examination*

Every Government servant recruited under these Rules shall undergo such training or pass such Departmental Examination as may be prescribed from time to time.

7. *Power to transfer*

Notwithstanding anything contained in these Rules, the Governor of Mizoram, in public interest, shall have the right and power to transfer any officers, so recruited under these Rules to any other post or position which is equivalent in rank or grade.

8. *Power to relax*

Where the Governor is of the opinion that it is necessary or expedient to do so, he may, by order and for reasons to be recorded in writing, through the Department of Personnel & Administrative Reforms, relax any of the provisions of these Rules with respect to any class or category of persons.

9. *Reservation and
other concessions*

Nothing in these Rules shall affect any reservations, relaxation of age limit and other concessions required to be provided for the Scheduled Castes/the Scheduled Tribes and other categories of persons in accordance with the order issued by Central Government or Government of Mizoram from time to time in this regard.

10. *Repeal & Savings*

All Rules pertaining to these posts framed by the Government of Mizoram notified vide No. A. 12018/4/87-P&AR(GS) dated 28.11.1990 and published in the Mizoram Gazette extraordinary issue No. 141 dated 04.12.1990 stand hereby repealed with effect from the date of commencement of these Rules.

Provided that any order made or anything done or any action taken under the Rules so repealed or under any general order ancillary thereto, shall be deemed to have been made, done or taken under the corresponding provisions of these Rules.

By order, etc

Sd/-

R. Malsawma,
Joint Secretary to the Govt. of Mizoram,
Deptt. of Personnel & Administrative Reforms.

ANNEXURE-I
(See Rules 2, 3 and 4)

RECRUITMENT RULES FOR GROUP 'C' POSTS IN THE DEPARTMENT OF TOURISM

Name of post	No. of post	Classification	Scale of Pay/Pay Band & Grade Pay	Whether Selection or Non-selection post
1	2	3	4	5
Assistant Receptionist	16(sixteen) posts or as sanctioned by the Govt. from time to time	General State Service (Group 'C' Non-Gazetted) (Non-Ministerial)	PB-I : ₹ 5,200-20,200 + ₹ 2,400 GP	Selection in the case of promotion

Whether benefit of added years of service admissible under Rule 30 of the CCS (Pension) Rules, 1972	Age limit for direct recruitment	Educational and other qualification required for direct recruitment	Whether the age and educational qualifications prescribed for direct recruitment will apply in the case of promotion	Period of probation, if any
6	7	8	9	10
N.A	Between 18 years and 35 years. Upper age limit is relaxable by 5 years for candidates from Scheduled Caste/Scheduled Tribes	1. HSLC or above with at least one and a half years Diploma in Tourism related subjects from a recognised Institution. OR 2. HSSLC or above in Tourism related subjects from a recognised Institution.	N.A	2(two) years in case of direct recruitment

Method of recruitment whether by direct recruitment or by promotion or by deputation/transfer and percentage of the posts to be filled by various methods	In case of recruitment by promotion or deputation/transfer grade from which promotion/deputation/transfer to be made	If a DPC exists, what is its composition ?	Circumstances in which MPSC is to be consulted in making recruitment.
11	12	13	14
90% by direct recruitment and 10% by promotion failing which by direct recruitment.	PROMOTION : From Group 'D' Staff having HSLC with not less than 10 years of regular service in the grade.	DPC as constituted by the Government from time to time	Exempted from the purview of MPSC

ANNEXURE-IV

NE 907



91/164

The Mizoram Gazette

EXTRA ORDINARY
Published by Authority

XXII Aizawl, Friday 2. 4. 1993 Chaitra 12. S.E. 1915 Issue No. 63

NOTIFICATION

S.F.14016/5/83-TOUR the 18th March, 1993. The Government of India with a view to developing tourism in the State have suggested that tourism be declared as an 'Industry' so that the State may earn more and more income and foreign exchange. Government of Mizoram, after considering all the aspects of the case, has accepted the proposal and hereby declared 'Tourism as an Industry'. This issue with the approval of the Council of Ministers vide Item No. 3 of their Minutes of the Meeting held on 26.10.92 under Memo No. J-11012/2/92-POL Dated Aizawl, the 28.10.1992. The following benefits can be made available to those engaged in tourism promotional activities in the State :-

1. (1) Subsidy on preparation of feasibility/project report upto 50%
- (2) Subsidy on man-power development, such as training employees/workers outside the State for managerial and technical training for upgradation of their skills in promotion of tourism to a government recognised institution or Registered/Licensed Firm shall be given. This will be 50% of actual expenditure subject to upper ceiling limit of Rs. 3,000/- per trainee
- (3) 4% Subsidy on interest charged by Financial Institutions for term and working capital loans taken by entrepreneurs for a period of 5 years from the date of commissioning of the units subject to timely repayment of the loans on production of the relevant documents showing payment of loans interest amounts.
- (4) Power Subsidy :- Expenditure on power consumption to the extent of 30% may also be re-imbursed for a period of 5 years from the date of commercial production.
- (5) Transport Subsidy on Plant and Machineries for the actual cost of transportation from the place of purchase up to the location of

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installation will be re-imbursed on the basis of official documents proving the cost of transportation through rail, transport agency, etc.

- (6) Relief from Sales Tax at least for a period of 5 years from the date of commercial operation or use.
- (7) Waiving of stamp duty on legal documents involving legal mortgages of property such as security and also making co-lateral security on equitable mortgages acceptable.
- (8) Participation by the State Government in projects relating to tourism as Joint Ventures or assisted industries.

Tourism Department may act as a nodal agency for scrutinising claims of incentives/subsidy by the entrepreneurs related to Tourism Industry and for making recommendation to Industry Department for such subsidies etc.

Items eligible for the concessions mentioned above will be as the following :-

- (1) Classified hotels approved by the State Government.
- (2) Restaurants (approved by Classifications Committee of the Government of India).
- (3) Amusement parks and Recreation Centres approved by the Government.
- (4) Ropeway and cable cars at tourist centres approved by the Government.
- (5) Purchase of luxury cars, coaches, boats, air-crafts, etc. by Tour Operators/Agents approved by the State/Central Department of Tourism.
- (6) Institutions teaching surfing, skiing, gliding, trekking and similar activities which will promote adventure tourism.
- (7) Exclusive handicrafts emporia (approved by the State/Central Department of Tourism).

Sd/-
Secretary to the Govt. of Mizoram.
Tourism Department.

Published & Issued by the Controlier, Printing & Stationery, Mizoram
Printed at the Mizoram Govt. Press, Aizawl. C. 700

ANNEXURE-V



The Mizoram Gazette

EXTRA ORDINARY

Published by Authority

RNI No. 27009/1973 Postal Regn. No. NE-313(MZ) 2006-2008 Re. 1/- per page
VOL - XLIII Aizawl, Friday 23.5.2014 Jyaistha 2, S.E. 1936, Issue No. 239

NOTIFICATION

No. F. 12011/11/2009-TOUR, the 15th May, 2014. In order to have a fast pace of development in sustainable Tourism in Mizoram, the Governor of Mizoram is pleased to notify the Mizoram Tourism Policy 2014 as enclosed.

K. Lal Nghinglova,
Commissioner/Secretary to the Govt. of Mizoram,
Tourism Department.

Mizoram Tourism Policy 2014

1. **Preamble:**

Tourism industry accounts for more than 11% of the global GDP and more than 8% of the World Trade Employment. Today, no country or even a state in a country can afford to remain ignorant of tourism industry as an important economic sector. In the background of very high level of unemployment among the educated people in Mizoram, we also can no longer afford to keep the State isolated and to remain deprived of the benefits of tourism industry. Mizoram Government, therefore, considers tourism as an important sector for the prosperity of the State and as possible major engine of economic growth and employment creation.

The State Government has framed the Tourism Policy 2014 with a view to placing Mizoram on the tourism map of the world as one of the leading tourist destinations and as a pivot of economic and social development in the State.

2. **Vision:** To develop tourism in a sustainable and integrated manner so as to make Mizoram a major national and international destination.

Mission: To promote Mizoram as an attractive tourist destination by developing the tourism infrastructure and facilities, specially focussing on eco and adventure tourism including through PPP, substantially contributing to the economic growth of the state.

The Tourism Policy 2014 has been adopted as below -

3. **OBJECTIVES:**

1. The thrust of the policy is to actively promote Eco-tourism.
2. Promotion of Tourism Industry with a comprehensive approach and which will not be in conflict with the social, religious and cultural values of the host community.
3. To create conducive environment for the growth of Tourism Industry by imparting awareness of the scope and the positive impacts of tourism industry to both the rural and urban population.
4. To upgrade and develop manpower skills with a view to providing requisite expertise to the youth so as to render them fit for employment in this industry.
5. To promote Public Private Partnership in development and management of Infrastructure Project such as -
 - a) Tourism Infrastructures/facilities.
 - b) Development of new tourist destinations.
 - c) Star rated hotels.
 - d) Theme parks.
6. To enhance and monitor the growth of tourism by way of registration and formulation of guidelines for the tourism sector.
7. To encourage private sector participation for creation of quality tourism infrastructure and to ensure better management of tourism projects. This will include Public Private Partnership, long term lease, and private investment for the development of star rated hotels.

4. **Plan of Action** - The State Government will follow the broad plan of action as laid down below -
1. To ensure services acceptable standard, all matters relating to establishment, management, upkeep and related matters of hotels and restaurants will be brought within the administrative control of Tourism Department and other bodies created for tourism development.
 2. The Government will initiate steps to ensure simple and easy mode of entry to the State for genuine tourist with a view to enable more influx and thereby result in economic benefit for the people.

3. The government will streamline and improve the system of registration of foreigners/tourist in order to make the procedure more simple. For this purpose, tourist registration and information centre will be opened at Lengpui Airport and other designated points of entry for the facility of issue of ILP and for foreign registration.
4. A benchmark survey of all the potential areas of tourist attraction for the entire state will be undertaken. Based on this survey Tourism Master Plan will be prepared.
5. Efforts will be made to create an efficient and professionally competent manpower base in tourism sector to provide services of acceptable standard.
6. Adequate marketing and publicity of Mizoram as an attractive destination will be arranged through professional agencies.
7. Development of tourism infrastructure, destination and circuits through public private partnership and under private sector will be encouraged.
8. The state government will encourage and support creation of standard training facilities in the government as well as non government sector for the development of Human Resource Development (HRD).
9. Services of Competent Consultants will be engaged for tourism development.
10. The Government will endeavour to develop cultural theme park/tourism park which will depict the traditional lifestyle, handlooms and handicrafts, music and other arts of the people.
11. Eco-tourism Board may be set up with Environment & Forest as the Nodal Department where in strategies on non-pollution, employment opportunities, nature conservation and sustainability on Eco-tourism will be focused on. A definite distinction maybe made between eco-tourism and nature tourism. Provisions of National and State Acts and Rules related to the management of forest and preservation of Wildlife will be made applicable whenever necessary.

5. Administrative Management:

Mizoram Tourism development Board, a non statutory body has been formed under the Chairmanship of Chief Minister to formulate policies, guidelines for development and promotion of tourism.

Mizoram Tourism Development Agency (MTDA) will be set up which will act as a catalyst, trendsetter and a prime mover for promotion of domestic and foreign Tourism in the State. The MTDA will develop, promote and execute various projects and schemes to facilitate and accelerate the development of tourism in the State. The MTDA shall play a pioneering role in the State to develop and open new destinations for tourist and provide healthy competition to private sector. The Agency will function under the over-all guidance of the Mizoram Tourism Development Board which will ensure inclusion of professionally competent persons in the Agency.

6. Role of Government:

Tourism in Mizoram will be a government-led, private-sector driven and community welfare-oriented. The parental role of the government should be to ensure the following perimeters:-

- 1) an environment of peace and stability,
- 2) an assurance of safety and security,
- 3) a friendly host society,
- 4) accessible tourist attractions,
- 5) a sound integrated system of physical infrastructures such as internal transport system, hotels and restaurants, entertainment and recreational centres, shopping and communication facilities with tourist amenities and trained tourist guides.
- 6) plan tourism development as part of overall area development strategy.
- 7) ensure the compatibility between the type of tourism and socio-economic milieu of the State.
- 8) involve community-based-organizations, local bodies and youth clubs in planning and development of tourism,

- 9) ensure the availability of trained manpower,
 10) Undertake research, prepare master plans, formulate marketing strategies and organize tourism festivals.

17. **Role of private Sector:**

There will be a positive institutional relationship between government and private players with a marked professional orientation in the organization of tourism as business opportunity. Liberal incentives will be assured to the extent possible without compromising the standards, equity and ethics set by the Government to attract private investment and participation in facilities such as:

- eco tourism
- transport
- accommodation
- restaurants
- entertainments
- shopping
- sight-seeing
- packaged tour

8. **TOURISM PRODUCTS / DESTINATION:**

The state will focus on available assets to develop various tourism products/attractions as follows:-

* **Eco-tourism:**

Mizoram offers an excellent exposure to the sub tropical forests. This makes it an ideal area for developing eco-tourism activities like jungle safaris, trekking, rock climbing, forest trails, nature walks, angling camping etc. All these activities are to be conducted in a manner that promotes awareness of the environment and helps maintain the ecological balance.

* **Village/Rural Tourism:**

Village/rural tourism will be encouraged to ensure influx of tourists across the state and to open up new areas for tourism. A few villages will be chosen as model villages for projecting life in rural Mizoram as part of tourism experience. Tourists appreciate the ethnic variety, cultural attributes and lifestyle of people in rural areas and the concept of Model village will result in socio-economic benefits of tourism reaching the rural areas. Department of Art & Culture may be collaborated with to ensure originality at the time of construction of Model Village.

* **Adventure Tourism:**

Mizoram has an immense potential for adventure tourism related activities such as Aerosports, Trekking, Rock Climbing, River Rafting, Angling and many other types of adventure activities. In order to ensure the safety of participants in such activities, Basic Minimum Standards of safety will be notified as per the guidelines issued by the Ministry of Tourism, Govt. of India.

* **Culture and Heritage Tourism:**

The rich culture heritage of Mizoram depicting the different cultures and tribes are added attraction for the promotion of cultural tourism. The components of cultural tourism are fairs and festivals, heritage tourism, art and craft, films and village tourism. Fairs and festivals play an important role in the promotion of cultural tourism. Emphasis will be given to promote festivals like Chapchar Kut, Thalfavang Kut, Anthurium Festivals, etc.

* **Religion Tourism:**

Mizoram is known for Christianity. Plenty of visitors from foreign countries and other places of India visit Mizoram on religious ground. Therefore, tourism product involving religious destinations has to be developed.

* Nature Tourism:

Mizoram is prominently rich in nature. It has hills which offer the most potential tourist attractions. Mizoram has a large forest covered area which is known for its flora and fauna. There are a number of wildlife and bird sanctuaries which could be promoted for nature tourism. Mizoram is one of the Hot-spots of the Biodiversity world and hence, it has a great potential for researchers, educationists, students and nature lovers.

* Film Shooting:

Mizoram has potential for being a preferred locale for film shooting. The State Policy will focus on this emerging area of commercial tourism. Adequate support and encouragement will be provided by the State to tap this emerging potential.

* Health/Herbal Tourism:

The State will focus on promotion of health and herbal tourism by involving private ventures in large scale plantation of medicinal/herbal plants and development of health spa and resorts.

9. Other Initiatives:

1. Tourism Security: To ensure safe travel the Government shall exercise closer supervision and a specialized wing of the Police will be created to provide more security to visitors/tourists.
2. Incentives for the Tourism Industry: Incentives to encourage private investment in tourism infrastructure will be provided as follows:
 - a) Initially a corpus fund of Rs.1 crore will be set aside under the administrative control of Mizoram Tourism Development Agency for the purpose of giving incentives to private investors.
 - b) General investment subsidy for the establishment of new hotels and eco-tourist centres will be granted in accordance with the Mizoram Industrial Policy 2014.
 - c) Other incentives like subsidy on water, power, IT utilities and cooking gas will also be considered.
3. Tourist Information and Reception Centers: Establishment of Tourist Information and Reception Centres to provide relevant information to the tourists/visitors if necessary for promotion of tourism. The government shall endeavour to set up Centres at important places like Guwahati, New Delhi, Kolkata and Silchar, the entry points for tourists coming to Mizoram.
4. Promotion and investment through PPP mode:
 - a) The present day policy of the Government is to encourage private participation. The State will encourage PPP model, specifically for the management and maintenance of existing infrastructures under Tourism Department.
 - b) The Government will encourage development of tourism infrastructure in the form of joint venture and take necessary measures to provide required funding.
5. Regulation of Quality, Safety and Security:

To ensure sustainable tourism industry, the State will set up a quality regulatory mechanism for furtherance of the aims and objectives of this policy. A system of certification of the quality of services will be formulated. The regulations will lay down standards for various services and government facilities and incentives will be extended only to those who fulfil the norms. The accredited hotels, restaurants, taxis, buses, etc., will be allowed to use the logo of the Mizoram Tourism on payment of a royalty.
6. Human Resource Development:

The state is in short supply of trained manpower in the hospitality sector. Comprehensive plans will be drawn up to create a pool of trained manpower. Government will encourage the private

sector to set up new institutions by providing suitable incentives. To meet the requirements of small establishments outside the cities and towns who do not have access to trained manpower, a system of 'training of trainers' scheme will be launched.

7. Marketing and Promotion - Creating a Brand:

In spite of tremendous tourism attractions, Mizoram needs a comprehensive marketing strategy to get more tourists. A brand image of Mizoram in the pattern of the 'Incredible India' will be developed, portraying the state's uniqueness as a destination. The marketing strategy will focus on the key area of this policy - promotion of eco-tourism. An interactive website will be created which will have links to the Ministry of Tourism, all the North East states as well as service providers in the private sector. This will provide the prospective traveller with all necessary information.

8. Collection of Data:

Collection of Data on tourist arrival, nationality, length of stay, expenditure incurred, purpose of visit, as well as feedback on the products, conditions and experiences is necessary to ensure the continuing development of the Tourism Industry. Directorate of Tourism Department will arrange to collect the data on a regular basis from the various Tourism establishments including hotels, travel agents, tour operators, administrator of monuments, etc.

ANNEXURE-VI

QUESTIONNAIRE FOR PERSON IN-CHARGE OF TOURIST FACILITIES

UNDER TOURISM DEPARTMENT, GOVERNMENT OF MIZORAM

1. Name : _____
2. Designation : _____
3. Educational Qualification : _____
4. Sex (Please tick) : Male/ Female
5. Name of Tourist Facility: _____
6. How long have you been working in the Department of Tourism, Govt. of Mizoram?
= _____
7. Do you have any prior job experience in tourism or hospitality industry before joining the Department? (please specify)
= _____

8. What is the nature, duties and responsibilities of your current job?
= _____

9. What do you think are the skill sets required for your job? (please rank them in order of priority)
 - a) Knowledge of hospitality industry
 - b) Communication skills
 - c) Team work
 - d) Inter-personal skill
 - e) Any other _____
10. Do you think you require training or skill improvement?
= _____

11. Do you think educational background in hospitality and tourism related subject is required for management of tourist facilities?

= _____

12. Have you ever undergone any training course during your tenure of service? (please Specify)

= _____

13. What are the common problems that you have encountered in managing tourist facilities?

= _____

14. How many rooms are there in (Name of Tourist Facility)? Are they all in the same building?

= _____

15. How many staff is posted at (Name of Tourist Facility)? Do you think the present number of staff is sufficient to provide services required by the tourist efficiently and effectively?

= _____

16. If No, how many more staff do you think the facility would require for providing efficient service to tourist?

= _____

17. How do you handle insufficiency if staff, if there is?

= _____

18. What is the normal duty hours of staffs posted in the facility?

= _____

19. Kindly tick the services provided by the tourist facility. A hnuai mi service te ah hian engte nge in pek theih? (please tick)

- a) Room Service
- b) Laundry
- c) Internet
- d) 24 hour reception desk
- e) Parking
- f) Facility for differently abled guests like ramps etc.
- g) Dining area
- h) Paid transportation on call
- i) Clean drinking water
- j) Hot and cold running water
- k) Conference facilities/ Hall
- l) Any other

20. Is there anything that you want to add that are left out in the question?

= _____

Thank you for your cooperation.

ANNEXURE-VII

IN-DEPTH INTERVIEW

1. What was the scenario of tourism in Mizoram during the inception of the Department in 1987?
2. What are the challenges faced by the Department immediately after its inception?
3. How was tourism development carried out in the State before Tourism Department was established as a separate Department?
4. What were the priority concerns of the Department during the late 80's and throughout the 90's?
5. What do you think are the priority areas that require immediate attention now?
6. What is your view on professionalism in the field of tourism administration?
7. Do you think staffs that possess educational background in hospitality/ tourism related subjects are more efficient and effective in their job performance?
8. What are the major challenges faced by the tourism Department in management of tourist facilities?
9. Does the Department have a plan/strategy for conducting its marketing functions?
10. What are the efforts being taken by the Department to enhance its marketing activities?
11. Do you think the Department is successful in promoting festival tourism in the State?
12. What is your view on the socio-economic impact of tourism in the State?
13. Do you think the State Government has given enough efforts for development and promotion of tourism in the State?
14. What are the efforts being taken by the Department for development and promotion of tourism in the State?

15. What are the major challenges faced by the Department in its effort to promote tourism in the State?

Note: The interview questions as mentioned here are in general format. The actual interviews consisted of several supplementary questions and questions arising out of answers, and discussions on the topic of expertise of the interviewee.

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WORK EXPERIENCE

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- 2012 : Tourist Officer,
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- 2019 till date : Deputy Director
Tourism Department, Government of Mizoram

PUBLICATION

“Governance to Tourism in Mizoram: Prospects and Challenges” in the Proceedings of 2015 International Seminar on Governance in India: Problems and Prospects (Volume I) held on November 5-6, 2015, Aizawl Mizoram and organized by the Department of Public Administration, Mizoram University, ISBN 978-93-85263-23-1.

“Role of Tourism in Socio-Economic Development of Mizoram” in IOSR Journal of Humanities and Social Science (IOSR-JHSS), Volume 25, Issue 3, Series. 1 (March 2020) 44-48, e-ISSN 2279-0837, p-ISSN 2279-0845.

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PRESENTATION

Delivered an invited lecture on the topic “*Ecotourism in Mizoram: Opportunities and Prospects*” at the Department of Environmental Science, Pachhunga University College on 20th September 2019.

Presented a paper titled “*Governance to Tourism in Mizoram: Prospects and Challenges*” in the International Seminar on Governance in India: Problems and Prospects (Volume I) held on November 5-6, 2015, Aizawl Mizoram and organized by the Department of Public Administration, Mizoram University.

Resource Person at Two Days National Workshop on EDP for Agro, Alternative and Eco-Tourism and delivered a lecture on the topic “*Ecotourism in Mizoram: Opportunities and Prospects*” at Department of Commerce, Mizoram University on 26th-27th October 2017.

Resource Person at Two Days Training on “Tourist Police” (A new initiative of Mizoram Police) and delivered lectures on three topics “*What is Tourist Police and Why Mizoram Needed Tourist Police*”, “*Duties and Responsibilities of Tourist Police*” and “*Tourist Police Cooperation with Tourism Department, Community, Civil Society,NGOs*” at Mizoram Police’s PHQ Training Hall, Khatla, Aizawl on 14th -15th October, 2019.

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(ABSTRACT)

**TOURISM ADMINISTRATION IN MIZORAM:
ISSUES AND CHALLENGES**

**A THESIS SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY**

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**DEPARTMENT OF PUBLIC ADMINISTRATION
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The present thesis titled Tourism Administration in Mizoram: Issues and Challenges investigated into the working and organization of the Tourism Department, Government of Mizoram. It also analyzed the issues and challenges faced by the Department in its effort to promote and develop tourism in the State.

Tourism today has emerged as an important economic force anywhere in the world. Both domestic and international tourism has rapidly won considerable recognition as an activity generating a number of social and economic benefits to the tourists themselves, to the destination economy, and to the global geo-political environment as a whole. Highlighting its significance, the World Travel and Tourism Council and World Tourism Organization proclaim tourism as an industry growing faster than the world economy in terms of output, value-added, capital investment, and employment. Tourism as a source of foreign exchange and tax revenue has been attracting increasing attention from national and regional governments.

The achievements of the Indian Government, though slow, mark a significant improvement in the status of tourism since the time of independence. Beginning with the recommendations of the Sargent Committee in 1946 for the establishment of a separate organization for the development of tourist traffic, a separate Tourist Traffic Branch was set up in the Ministry of Transport in the year 1949. March 1st, 1958 saw the establishment of a separate Department of Tourism in the Ministry of Transport and Communication. A further leap was taken on March 13, 1967, when a separate Ministry of Tourism and Civil Aviation came into existence.

Tourism development in India has passed through many stages. The development of tourist facilities was taken up at the Government level in 1956,

coinciding with the Second Five Year Plan. The developmental approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plan to integrated development in the Fourth Plan and thereon, to integrated area development in the Fifth and Sixth plans. It was only during the Seventh Plan that tourism was finally accorded the status of an industry.

Coming to Mizoram, the Department of Tourism was bifurcated from the Department of Information, Public Relations and Tourism (IPR&T) in the year 1987. Its main function is to undertake the 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 on building tourist infrastructure for accommodation as well as recreation facilities. It has developed many Tourist Lodges, Highway Restaurants, and Picnic spots all over the State through financial assistance from the Ministry of Tourism, Government of India. The Department also runs various Tourist Lodges and Highway restaurants in the State, meeting the demands of the Government as well as the general public and tourists visiting the State. The Department has now completed 72 tourist facilities in the State.

Review of Literature

For the research study, a survey of academic and non-academic works in the field was done. The researcher has reviewed ten (10) articles and twenty (20) books for the study.

In the process of surveying literature, it was observed most literature pertaining to tourism contains information relating to economic aspects of tourism and there is a dearth of published materials that deal with the administrative aspects of tourism. Also, it was observed that published works of literature containing information relating to tourism in Mizoram are very rare and the researcher could not find any such literature for the purpose of this research.

Statement of Problem

Mizoram has all the basic ingredients to become a successful tourism destination. It is one of the most peaceful states in India and a land of great natural beauty having exotic varieties of flora and fauna. There is a separate Department of Tourism since 1987, the core functions of which is to promote tourism and create tourist infrastructure. Despite all these, it has been observed that the share of Mizoram in tourist arrival in India is very minimal and the tourism industry in Mizoram is still in a very rudimentary stage. It is believed that Mizoram is yet to live up to its potential. Thus, an inquiry into the challenges and prospects of tourism is felt needed while analyzing the role of tourism in bringing about socio-economic development in the State. Further, since promotion and development of tourism are mainly shouldered by the Tourism Department of Mizoram, it is a general conception that the Tourism Department has not been very successful in developing tourism as a thriving enterprise as witnessed from the very less number of tourist arrivals and the poor conditions of tourist infrastructures in the State. Therefore, an investigation analyzing the problems and challenges faced by the Department is also felt needed.

Objectives

- 1) to trace the evolution of tourism administration in India
- 2) to study the working and organization of the Tourism Department in Mizoram
- 3) to analyze the major functions of the Tourism Department of Mizoram
- 4) to find out the challenges and problems faced by the Tourism Department while discharging their functions
- 5) to study the implications of tourism administration
- 6) to analyze the role of tourism in the socio-economic development of the state.

Scope

The study focuses on a period of 25 years i.e. from the inception of the Tourism Department of Mizoram in 1987 till 2012. The main focus of the study was on the administrative aspects of tourism and thrust was given on whether sound managerial practices were followed by the Department in the administration of tourism in Mizoram. The study also tried to ascertain whether the Tourism Department of Mizoram has fulfilled the objectives for which it was established.

Research Questions

- 1) What are the major elements of the organizational framework of tourism in Mizoram and its functions?

- 2) Is the Tourism Department equipped with proper infrastructure to discharge its functions efficiently and effectively?
- 3) Are the resource allocation and budgetary support given to the department enough to meet the requirements of the organization to fulfill its objectives?
- 4) What are the major challenges and problems faced by the department in discharging its functions?
- 5) Is professionalization of the department the panacea for the development of tourism in Mizoram?

Research Methodology

The study is empirical in nature and it intended to find out the issues and challenges of tourism administration in Mizoram. Hence, both Primary source and Secondary source of data collection were applied for the purpose of the present study.

Primary data were collected through the use of unstructured interview technique from the key functionaries of the Tourism Department, Government of Mizoram and other key players in the tourism industry. A questionnaire was also administered to all 46 staff in charge of tourist facilities under the Tourism Department, Government of Mizoram to find out issues and problems encountered by them. Participant observation method was also extensively used for the purpose of

the present study wherein the researcher actively engaged in development and promotion of tourism in Mizoram.

Secondary data were collected from published and unpublished documents of State Government and the Central Government. Books, magazines, articles, journals and web sources were also widely used for collecting secondary data.

The data collected are systematically arranged and analyzed with simple arithmetic such as percentage, ratio, addition, subtraction etc.

Chapterization

The research report is divided into the following chapters:-

Chapter I: *Introduction* is the introductory chapter wherein a brief introduction of the topic and its relevance in the overall development of a nation, review of literature, statement of problem, research objectives, scope of the study, research questions, methodology adopted and the research design are presented.

Chapter II: *Concepts and Evolution of Tourism Administration in India* deals with evolution of tourism, the concept of tourism, the concept of tourist, motivation to travel and different forms of tourism. It also traces the evolution of tourism in India from ancient India through medieval India, from the British period till post independence development by highlighting tourism development during successive Five Years Plans. The present administrative set up of the Ministry of Tourism, Government of India is also dealt with in this chapter.

Chapter III: *Tourism in Mizoram* presents a brief profile of Mizoram to understand the destination in a better perspective. The administrative history of the State, the need for tourism development in the State and the scenario of tourism in the State are also highlighted. Brief descriptions of some of the popular tourist places in Mizoram are also included to present the tourism potentials of the State. The chapter ends with Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis of Mizoram from the tourism angle.

Chapter IV: *Organization and Working of the Tourism Department of Mizoram* focuses on the Department of Tourism, its administrative set up, working and organizational set up of the Directorate of Tourism and the level of professionalization in the Department. Organization, function and role of the MTDA (Mizoram Tourism Development Authority), an executing agency for civil construction works undertaken by the Department, are also briefly discussed in this chapter. The chapter also dealt in details the functions of the Department in relation to infrastructure development, management of tourist facilities, human resource development, development of adventure tourism, ecotourism and rural tourism, marketing of tourism products of the State and organizing fairs and festivals.

Chapter V: *Role of Tourism in Socio-Economic Development of Mizoram* discusses the role of tourism in socio-economic development, Manila Declaration on World tourism is also presented to highlight the role tourism is bound to play in a dynamic and vastly changing world. Socio-economic impact of tourism in Mizoram is also presented by discussing the role of tourism in employment generation, in

infrastructure development and in providing opportunities for new enterprises/ other industries.

Chapter VI: *Development of Tourism in Mizoram: Problems and Implications* highlight problems to tourism development in Mizoram. Problems are divided into two broad categories- (i) problems specific to the Department like insufficient manpower, deficiency of funds, lack of professionalism, allocation of business rules, improper division of work and problems faced in management of tourist facilities (ii) other problems like connectivity problems, low awareness of Mizoram in tourist market and lack of tourist activities in Mizoram at present.

Chapter VII: *Suggestions and Conclusion* summarized the major findings of the study and suggests measures for improvement of tourism administration in Mizoram to enhance its effectiveness and efficiency.

Major Findings

The major findings of the research are highlighted below:

- 1) The market share of Mizoram in the tourist market of India is quite dismal. In 2011, the market share of Mizoram in both foreign tourist arrivals and domestic market was only 0.010%. In the all India ranking, Mizoram stands at 33rd position among the 35 States/Union Territories of India in both domestic and foreign tourist arrival. The situation has not improved much in 2017 with a market share of 0.0115% and 0.0041 % in foreign tourist and domestic tourist respectively. In fact, Mizoram's share in domestic market has decreased from 2011 to 2017. If we look at the states, in 2011 there are

6.43 million tourist arrivals (Foreign and domestic) in the NE states including Sikkim and Mizoram had received only 1.0% of these tourists. In 2017, Mizoram's share in the total tourist arrivals to the NE states further dropped to 0.07%.

- 2) In 2009-2010, there were a total of 7.03 lakh visitor trips undertaken with Mizoram as a destination State, out of this only 15.3% of the trips were undertaken from other states. Thus, in Mizoram, a bulk of tourism activities occurred within the State. For trips undertaken within the State (Mizoram as the State of Origin and the State of Destination), 51.3 % were social trips and only 1.1 % were for leisure. As for trips undertaken to Mizoram as a destination from outside the State as much as 68.7 % of the trips were undertaken for leisure, social trips accounted for 22.6% whereas the share of religious trips was just 0.6%. Kerala is the main source of visitor trips undertaken to Mizoram from other states and the figure stood at 61.1 % of all trips followed by Maharashtra at 11.00% and West Bengal at 7.6%.
- 3) The Regional Tourism Satellite Account Mizoram 2009-2010 highlighted that the average per trip expenditure of tourist from other states of India (domestic tourist) was Rs. 58,015. As for items of expenditure, transportation services accounts for 79.9 per cent of the total expenditure in case of domestic tourists. In case of international tourists, per tourist expenditure remains the same as observed for India i.e. Rs. 1, 50,939. However, it was observed that foreign tourists incurred maximum amount on accommodation services which accounts for 33.6% of their total expenditure.

- 4) There are less than 10 registered tour operators in the State. There are no registered tour guides or adventure tour guides registered with the Tourism Department, Government of Mizoram. In spite of this, in 2009-2010, a total of 18,748 workers are employed in tourism characteristic industries and tourism connected industries. Out of these only 3,779 workers i.e. 25.24% of total employments are in formal employment and the remaining 14,969 workers i.e.74.76% of total employments are informal.
- 5) In 2009-2010, the total number of workers engaged in different sectors of the economy in Mizoram was 5.6 lakhs. Out of this 0.14 lakhs are employed in tourism characteristic industries. Hence the share of tourism industries in total employment of the State is 2.5% as against the national share of 4.39%.
- 6) The Tourism Department was created a separate Department by bifurcating Information, Public Relations and Tourism Department (IPR&T) in the year 1987. Its administrative head is the Secretary (Tourism), Government of Mizoram. At present, the Department has a Directorate Office at Aizawl but has no district office in the state. The existing post strength of the Directorate of Tourism at present is 114 out of which 97 numbers of posts are filled and 17 posts are vacant as on 17.9.2019.
- 7) There is just 97 number of permanent employees in the Tourism Department. The Department is the nodal agency of all policies and programmes for tourism development in the State. It also operates and manages 46 tourist facilities in the State. Hence, the present administrative staff and operational staff in the Department are extremely inadequate to efficiently match the

mounting pressures of workload. The Department resort to hiring Muster Roll employees to meet urgent requirements. There are as many as 138 number of Muster Roll employees presently working in the Department.

- 8) As per the factories act of 1948, no employee should be made to work for more than 8 hours a day which is clearly not followed by the Tourism Department with regard to its operational staff posted at the tourist facilities. Many employees work for more than 10-12 hours a day without being paid any overtime allowances. This is due to extreme insufficiency of manpower where only very few employees look after the whole management of a tourist facility. There are 24 tourist facilities which are looked after by only a single employee. In many cases, one employee perform multiple functions like run front office, serve as porter, handle room service, clean rooms etc.
- 9) From inception of the Department till 2015, professional education or training in the field of hospitality or tourism subjects were not required for entry into the Tourism Service. This has affected the degree of professionalism in the Department. From the inception of the Department till date, only one director has possessed prior training in hospitality and tourism. Even in the present scenario, the head of the department and some officers do not possess such prior training or education.
- 10) Two most important functions of the Tourism Department are to develop tourist infrastructure and to undertake marketing of destination Mizoram. The Tourism Department does not have any technical experts in the field of civil engineering and tourism marketing. Without technical expertise, the Department is not in a position to effectively supervise and monitor tourism

infrastructure development projects implemented through various agencies. An expert in the field of tourism marketing is also extremely required by the Department. In the current situation, the Department is unable to formulate an effective marketing strategy and plan.

11) Non availability of adequate funds for development and marketing has led to slow development of tourism infrastructure and consequently to slow growth of tourist traffic. Budgetary allocation made to the Tourism Department by the Government of Mizoram hovers around 0.15% of the State budget. Therefore, the State Government's spending on tourism is very less compared to the other countries of the world. According to the WTTC Tourism Satellite Account Research 2014, countries like Seychelles and Dominican Republic have spent more than 20% of their budget- excluding defense and welfare costs- on travel and tourism. Other nations like Jamaica, Barbados and Mauritius spend more than 15% of their budget while Jordan, Iceland and Singapore spend more than 10%. The U.S.A spends 5.2% of its budget- excluding defense and welfare cost- on travel and tourism.

12) For a long time the allocation of Business Rules of the Government of Mizoram did not allocate important sectors of tourism industry like hotel, restaurants and other tourism services to the Tourism Department. These sectors were allocated to the Department only in June 2019. It is very important to formulate rules and regulations to regulate hotels, restaurants and other tourism related services in the State for development of tourism on healthy lines. The Department could not do so as this sector are outside its

purview. Hence, it remained a crippling factor to tourism industry in the State.

- 13) Scientific division of work based of the principle of specialization is not applied in the Directorate of Tourism. The Directorate is divided into two main sections only i.e. Establishment Section and Accounts Section. The accounts section handles accounts and financial matters while all other aspects of tourism are dealt by the Establishment Section. Aspects like product development and infrastructure development, marketing and tourist relations, operation etc. needs to be handled separately by competent officers and staff who possess the required knowledge and specialization.

Suggestions

Considering the local tourism resources, local people's culture and market trends, the following strategies for development of tourism in Mizoram is suggested:

1. Creating attractions and tourist activities based on the indigenous tourism resources, matching them with the tourism trends in the market. Some of the tourist activities that could attract tourists are eco-tourism destination with trekking facilities, National Parks, theme parks, amusement parks, tourist recreation park on the Tropic of Cancer at Thenzawl, fun filled tourist resorts with adventure activities, ethnic villages with lot of village activities for tourists, camping grounds for motorized tours, ethnic museum at Aizawl for cultural buffs, theatre hall and exhibition hall for holding regularly events like concert, choirs, theatre, tribal fashion shows, discotheque, tourist beauty

queen, etc. The private sector can also play an important role in developing many of tourist amenities required in Mizoram.

2. There is a need for creating a second airport at Siaha or Lawngtlai because the road journey from Aizawl to extreme South districts is arduous and long because of the longitudinal shape of the State, and also because two very important tourist attractions like Phawngpui (Blue Mountain) and Palak Lake are situated in the southern part of Mizoram.

As construction of the proposed airport may take some time, in the meanwhile, the existing helicopter service between Aizawl district headquarters should be regularized as a daily service, connecting incoming flights from Kolkata and Guwahati. Improving air connectivity needs to be taken up by the State Transport Department with the Ministry of Civil Aviation, DoNER/NEC and air carriers.

Notwithstanding the air connectivity, presently or in the future, the road network connectivity should be improved by widening and maintaining the roads regularly so that luxury tourist coaches could also ply. Making provision for wayside facilities at every 80 km or at distance interval of 2 hours drive, is also necessary for the convenience and comforts of travelling public.

3. As most of the tourists coming to Mizoram are going to be air travelers for some years to come, at least until the road and rail connectivity improves, most of them would be belonging to middle class, upper middle class and

above class of tourists; this kind of tourists would be looking for hotels of two star and above category of hotels. Hence, increasing the number of star category of hotels in Aizawl and other important tourist centers is necessary for development of tourism.

4. It is necessary to create a powerful brand backed by a dynamic marketing plan and implement it aggressively and urgently, on short term, mid-term and long term basis, so that the existing and upcoming hotels, resorts, tourist events and allied services like airlines and others start receiving tourism economic benefits. It is necessary to create craze among the potential tourists to visit Mizoram and make them board flights to Aizawl.
5. Growth of tourism industry would require trained manpower, preferably local youths. Hence, it is necessary to organize various training programme for skill, attitudinal and motivational development.
6. As tourism is a multi-sector activity, it is imperative for Tourism Department to make an integrated approach by involving all concerned Government Departments of Central, State, District Administration, District Councils and NGOs in development of tourism and evolve an Integrated Plan for Development of Tourism. The purpose is to create synergy and achieve 'more with less'. For example, PWD (Roads), while preparing a road network plan for the State, may also include a proposed tourist centre in their plan.

Re-organization of Directorate of Tourism

It is also recommended that the Directorate of Tourism may be re-organized to enhance its efficiency and effectiveness. Its functions may be divided among the following Divisions:

- i. Policy and Plan Division
- ii. Product Development and Operation Division
- iii. Marketing, Promotion and Information Division
- iv. Human Resources Division and Administration
- v. Finance Division

Advisory and Co-ordination Committee

It is also suggested that an Advisory and Co-ordination Committee under the Chairmanship of the Chief Minister and Vice-Chairmanship of Minister of Tourism may be formed and the members may include Head of Departments closely connected with the development of tourism like Planning, Environment and Forest, Rural Development, Art and Culture, Horticulture, Urban Development, PWD (Roads), IPR, etc. and members of NGOs, Media and others nominated by the Government. Similarly a Co-ordination Committee may also be formed under the Chairmanship of Minister of Tourism and Vice Chairmanship of Secretary Tourism that would co-ordinate with the representatives of tourism industry and bodies/associations interested in promoting tourism such as YMA, etc.

In other words, whereas the Advisory Council under the Chairmanship of Chief Minister will be dealing with policy and planning matters, the Co-ordination

Committee under the Chairmanship of Tourism Minister will be dealing more with operational, regulations and training matters of the tourism industry

Re-organization of the Directorate of Tourism may be undertaken by providing both human and financial resources to make it competitive and sustainable.

The Directorate of Tourism may be strengthened as follows:

- 1) Expert in the field of tourism marketing may be provided to the Department so that the Department may be able to formulate and implement effective marketing strategy to enhance the marketing reach and the market share of Mizoram in the tourist market of India.
- 2) It is suggested that more posts may be created in the Department to overcome its insufficiency of manpower and also to look after different aspects of tourism in the State. Engineering Cell may also be created in the Product Development and Operation Division to look after infrastructure development projects implemented by the Department.
- 3) More budgetary allocation may be made to the Tourism Department so that the Department may address those aspects of tourism development not covered under Central guidelines and schemes like marketing and publicity, research and development, maintenance of tourist facilities, tourism awareness campaigns etc.

In conclusion, it may be acknowledged that a lot has been done for development and promotion of tourism but a lot more is yet to be done. The present study explores only a few facets of tourism in the State as it focus mainly on the

organizational framework of tourism within the Government of Mizoram namely the Tourism Department. However, the SWOT analysis of Mizoram from the tourism angle reveals that Mizoram has great potentials for growth and development of tourism. The State is not very feasible for development of heavy and medium industries including manufacturing industries because of its geo-physical location. But it has huge natural and human resources for development of tourism industry. As such, there is a huge scope for further investigations in the following fields:

- a) Comparative studies can be conducted comparing the tourism development of Mizoram and other states of India especially with other North East states.
- b) Studies on the prospects of eco-tourism, adventure tourism, rural tourism and nature based tourism in Mizoram can be conducted.
- c) Investigations on the socio-economic benefits of tourism for the local people in tourist destinations can be conducted to study the impact of tourism in Mizoram.
- d) Exclusive studies on various tourism service providers like hotel industry, transportation industry, tour operators etc. can be conducted.

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