SOCIO-ECONOMIC IMPACTS OF ACCOMMODATION SECTOR ON LOCAL COMMUNITY IN MIZORAM

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SOCIO-ECONOMIC IMPACTS OF ACCOMMODATION SECTOR ON LOCAL COMMUNITY IN MIZORAM

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CERTIFICATE

This is to certify that the thesis entitled, "Socio-Economic Impacts of Accommodation Sector on Local Community in Mizoram", embodies the record of original investigation carried out by **Miss Zairemmawii Ralte** (Regd.No.:MZU/Ph.D./1712 of 26.10.2020),under my supervision and guidance, in partial fulfilment of the requirements for the award of the degree of Doctor of Philosophy of the Mizoram University, Aizawl.

She has fulfilled all the required norms laid down under Minimum Standards and Procedure for the Award of Ph.D. of UGC Regulations 2018. She has been duly registered and the thesis is worthy of being considered for the Ph.D. Degree. Neither the thesis as a whole nor any part of it was ever submitted to any University for any research degree.

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APRIL, 2025

I **ZAIREMMAWII RALTE**, 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 do the best of my knowledge to anybody else, and thatthe thesis has not been submitted by me for any research degree in any other University/Institute.

This is being submitted to the Mizoram University for the **Degree of Doctor of Philosophy in Tourism and Hospitality Management.**

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Place: Aizawl **ZAIREMMAWII RALTE**
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ABBREVIATIONS

MICE	: Meetings, Incentives, Conferences, and Exhibitions
A's	: Accommodations
B.C.	: Before Christ
USCM	: United States Conference of Mayors
CEO	: Chief Executive Officer
AHLA	: American Hotel and Lodging Association
UNESCO	: United Nations Educational, Scientific and Cultural Organization
RV Parks	: Recreational Vehicle Parks
A.D.	: Anno Domini
NTA	: National Tour Associations
NCT	: National Committee on Tourism
ITDC	: India Tourism Development Corporation
PWD	: Public Works Department
DIPR & T	: Department of Information and Public Relation and Tourism Department
IB	: Inspection Bungalow
NEDP	: New Economic Development Policy
Pvt. Ltd.	: Private Limited
Govt.	: Government
NITI	: National Institution for Transforming India
n.d	: No date
MTDC	: Meghalaya Tourism Development Corporation
MAL	: Meghalaya Age Limited
ICT	: Information and Communication Technology
GDP	: Gross Domestic Product
INTACH	: Indian National Trust for Art and Cultural Heritage
UNCTAD	: United Nations Conference on Trade and Development
CSR	: Corporate Social Responsibility
CBT	: Community-based tourism
UNWTO	: United Nations World Tourism Organization

P2P	: Peer-to-peer
PPP	: Public- Private Partnership
Pvt.	: Private
DC	: Deputy Commissioner
AVEDSOC	: Ailawng Village Ecotourism Development Society
DRDO	: District Rural Development Office
LIKBKHP	: Lairam Isua Krista Baptist Kohhran Hmeichhe Pawl
MST	: Mizoram State Transport
R.I.P	: Rest in peace
M.R.	: Muster Roll
W/C	: Wage Contract
EF & CC	: Environment, Forests & Climate Change Department
ANOVA	: Analysis of Variance
SPSS	: Statistical Package for Social Sciences
SD	: Standard Deviation
NGOs	: Non-Governmental Organization

CHAPTER-1

INTRODUCTION

CHAPTER 1
INTRODUCTION

1.1 Background of the Study

Accommodation, at the core of the hospitality industry, serves as more than just a place to stay; it is a critical component that ensures comfort, security, and convenience for individuals away from their homes. Accommodations serve a fundamental purpose but also play an important role in the broader socio-economic landscape. It was noted that accommodations addressed the needs of tourists and travelers, significantly contributing to the growth of the tourism sector and generating substantial revenue for both local and national economies. Furthermore, accommodations function as dynamic hubs of economic activity, creating a range of employment opportunities, from management and housekeeping to culinary services and customer relations. This not only enhances job markets but also reinforces community resilience and development. The influence of accommodations, however, extends beyond mere economic factors; it often acts as melting pots for cultural exchange, bringing together individuals from diverse backgrounds. This interaction enriches the overall hospitality experience, fostering understanding and appreciation of various cultures. Additionally, the quality and variety of accommodations are directly linked to a destination's attractiveness, as well-maintained and diverse lodging options can significantly influence conferences, and meetings, thereby contributing to the growth of business and MICE tourism sectors. In light of technological advancements, accommodations are increasingly adopting innovative strategies to enhance guest experiences. From streamlined online booking processes to smart room features, the sector continues to evolve, adapting to the preferences of modern travelers. In essence, the importance of accommodation extends far beyond providing a place to rest; it is an integral and dynamic force within the hospitality industry, shaping the socio-economic landscape, fostering cultural exchange, and influencing the overall appeal of destinations to a diverse range of travelers.

Accommodation stands for the 3rd A's out of the 5 A's in Tourism (Dickman, 1997). It is an absolutely broad area of the hospitality industry, ranging from formal to

informal accommodation facilities that offer lodging services with food and beverages, and sometimes recreational services. The hospitality industry has two important sectors: the accommodation sector and the food and beverage sector. Hospitality is defined as “the friendly and generous reception and entertainment of guests, visitors, or strangers”. The term ‘hospitality’ always brings to mind friendliness, welcome, helpfulness, and taking care of the guests, visitors, etc. Hospitality means welcoming a guest and making them comfortable at a place by looking after their needs during their temporary stay. A mother is an example of hospitality when she welcomes her guest in her home and takes care of her guests by giving the best she can. The accommodation sector functions as a temporary residence for guests, visitors, tourists, and travelers, enabling them to stay by paying for room rentals.

The Essence of Accomodation

Accommodation stands out as the most fundamental and essential element within the hospitality industry and serves critical functions by catering to the lodging needs of diverse individuals. This sector provides tangible items like guest rooms, beds, and meals, and the significance of service cannot be understated. All the staff must do their jobs properly to attend to guests’ needs, preferences, and expectations, ensuring their contentment. Various forms of accommodation fall into diverse categories, exhibiting disparities in size, style, services, and characteristics. These distinctions can manifest not only from one country to another but also from urban to rural areas. Among the well-known types of accommodation are hotels, motels, lodges, resorts, bed and breakfast establishments, and inns.

Accommodation is a crucial component of tourism infrastructure, providing a ‘home away from home’ during a journey (Andrews, 2008). Accommodation within the scope of tourism serves as a product that must embody the essential components fundamental to any business offering. Just like other products, it requires careful consideration of vital elements to ensure a comprehensive and satisfying experience for travelers. The nuances of accommodation, including quality, service, and guest

satisfaction, must be thoughtfully curated to align with the expectations of the discerning consumer. In essence, the provision of accommodation in the tourism sector parallels the strategic approach and attention to detail required in delivering any successful business product (Akhy and Roy, 2020).

Accommodation is a place to stay for a short period of time by paying the amount of money where the room or bed is equivalent. The hospitality and tourism sector encompasses a broad spectrum of industries, including accommodation (such as lodging, hotels, motels, lodges, and rest houses), food and beverage, travel and transportation, and attractions. From adventure tourism to cultural experiences, it caters to diverse interests, contributing significantly to global economies. With a focus on hospitality services, destination management, and technological innovations, this industry remains dynamic and influential worldwide.

The accommodation sector is also important for individuals traveling for diverse reasons such as business, study, medicine, leisure, and work. It was noted that this sector provides employment opportunities for a wide range of people, fostering connectivity across various socio-economic strata, particularly within the neighborhoods, villages, or cities hosting hotels and accommodations. The significance of hospitality, crucial for those employed in the hospitality and tourism industry, was emphasized as it involves interaction with people during their working hours. The accommodation sector is connected to everyone's lives, livelihoods, and income, as well as its impact on local businesses, small shops, food and beverage outlets, recreational spaces, handlooms, and handicrafts. It makes the world seem easier, as the hospitality and tourism industry always says: a hotel is "a home away from home," allowing travelers to enjoy their stay without feeling a strong sense of homesickness, enabling them to be liberated while on the move. The idea of exploring new cuisines, learning about diverse cultures, and the need for privacy during travel, particularly for those engaged in work, study, business meetings, or official programs, was acknowledged. Additionally, the leisure aspect of travel, where some individuals simply want to appreciate the beauty of a location, relax, and

spend their hard-earned money—including engaging in shopping—was recognized as a popular motivation for travel.

The Growth of Hotel Industry

Hotel Industry is a booming industry all over the world. The growth of the lodging industry paralleled the evolution of travel, as individuals sought accommodations and sustenance during their journeys, whether by land, water, or air. Consequently, the lodging industry was recognized as one of the oldest industries in the world. The historical record of inns was said to date back to 3000 B.C., according to British Law (Andrews, 2008), which defined a 'hotel' or 'inn' as a 'place where a bona fide traveler can receive food and shelter, provided that they are in a position to pay for it and are in a fit condition to be received'. Based on this definition, a hotel was obligated to provide both meals and rooms to travelers in exchange for payment, with the prerogative to deny admission if the traveler was inebriated, disorderly, untidy, or unable to afford the services. The provision of beverages is contingent upon local customs, and hotels often prominently display their right to refuse admission based on specific criteria. In the line of tradition, hotels have historically been established where guests adhered to a standard of dressing at their best (Andrews, 2008). Guests were required to demonstrate financial credibility, with earlier inns and hotels insisting on advance payment before allocating rooms. The advent of credit cards have streamlined the verification of financial credibility, although personal cheques are typically not accepted by hotels as a reliable means of payment. Essentially, a hotel retains the full authority to expel a guest based on valid suspicions or concerns.

Hospitality, derived from the Latin word "Hospes" meaning visitor or stranger, involves extending a welcome to travelers or providing a home away from home. The term "hospitality" originates from the Latin word hospes, which means "host", "guest", or "stranger". Hospes is comes from hostis, which means "stranger" or "enemy", from which terms like "hostile" are derived. By metonymy, the Latin word hospitalis came to mean a guest-chamber, guest's lodging or inn. Therefore,

hospes/hostis is the root for the English words such as host, hospitality, hospice, hostel, and hotel. In ancient cultures, hospitality was the act of welcoming strangers by offering them food, shelter, and protection. It can be defined as a conscious, planned, and ongoing effort to create and maintain mutual understanding between an organization and the public- essentially the business of making and keeping friends while fostering an atmosphere of better understanding. The Oxford Dictionary defines hospitality as the reception and entertainment of guests, visitors, or strangers with liberality and goodwill. The Oxford Quick Reference Dictionary (1996) elaborates it as the friendly and generous reception and entertainment of guests or strangers, while Collins Concise English Dictionary Plus (1989) characterizes it as kindness in welcoming strangers or guests. In the context of domestic hospitality, Visser (1992) emphasizes that the laws of hospitality primarily address the management of strangers' entry into our inner sanctum. This involves protecting them from our instinctive reactions of fear and exclusion towards the unknown, preventing them from attacking or desecrating what we hold dear, and ensuring they do not behave in a strange and unpredictably dangerous manner.The underlying principle is recognizing that we may need a stranger's help someday. Describing hospitality as the relationship between a host and a guest, wherein the host greets the guest with goodwill and welcome, Louis, chevalier de Jaucourt, in the Encyclopedia, defines it as the virtue of a great soul caring for the whole universe through the ties of humanity. Additionally, hospitality reflects on how people treat others, such as in the service of welcoming and receiving guests in hotels. The role of hospitality is noted in influencing the volume of sales for an organization.

The hospitality and tourism industry encompasses a wide range of services and experiences. Here are various forms within this industry:

1. Accommodation:
    a) Hotels and Resorts: Providing temporary lodging with a range of services and amenities.
    b) Motels: Budget-friendly accommodations often catering to travelers on the road.

c) Bed and Breakfasts (B &B's): Offering overnight stays with breakfast included, often in a more personalized setting.
d) Hostels: Budget accommodations with shared facilities, popular among backpackers.

2. Food and Beverage:
   a) Restaurants: Serving prepared meals to guests, often providing diverse dining experiences.
   b) Cafes and Coffee Shops: Offering beverages, snacks, and a casual environment.
   c) Bars and Pubs: Providing alcoholic beverages, often with entertainment.
3. Travel Agencies:
   a) Assisting with travel arrangements, including flights, accommodations, and activities.
   b) Tour Operators: Organizing and facilitating guided tours and excursions for travelers.
4. Transportation:
   a) Airlines: Providing air travel services for passengers.
   b) Cruise Lines: Offering sea travel with accommodations, dining, and entertainment.
   c) Car Rentals: Providing vehicles for travelers to explore destinations.

The hospitality industry encompasses a variety of businesses that offer services and amenities such as accommodation, food and beverage, entertainment, gaming, and related products. Over the years, the term "hospitality" has been widely accepted as a generic term describing the well-being of services and facilities catering to tourists and travelers. Represented in every country worldwide, the hospitality industry is both diverse and complex. It includes stand alone hospitality businesses and is also integrated into various venues with primary functions beyond hospitality. The industry is characterized by a broad range of fields within the service sector, including lodging, restaurants, event planning, theme parks, transportation, cruise lines, and additional segments within the tourism industry. Valued at several

billion dollars, the hospitality industry largely depends on the availability of leisure time and disposable income. Hospitality units, such as restaurants, hotels, or amusement parks, consist of multiple groups, including facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.) management, marketing, and human resources. According to wikepedia and various sources, the hospitality industry covers organizations offering food service and accommodation. It is divided into sectors based on the required skill sets for the respective work. These sectors include accommodation, food and beverage, meeting and events, gaming, entertainment and recreation, tourism services, and visitor information. An essential variable for the hospitality industry is the usage rate. Similar to a factory owner desiring optimal utilization of productive assets, restaurants, hotels, and theme parks aim to maximize the number of customers they "process" to ensure efficient operation and revenue generation.

Impact of Accomodation Sector

The economic impacts of the accommodation sector on local community can be seen by the creation of new jobs, small business development and improvement of infrastructure. Hotel and lodging businesses are main stays of communities, and an important source of quality jobs. "The hotel and lodging industry is very important to the economic vitality of our cities," said Tom Cochran, USCM CEO (2017). "This was especially brought to our attention following 9-11, and the economic fallout of tourism and travel to our cities. The hotel and lodging industry is an important piece of our nation's metro economies' engine which drives our nation's economic growth." "Hotels are an integral part of the fabric of each community across the United States," according to AHLA president and CEO Katherine Lugar (2017), "From coast to coast, it is stated that the industry takes pride in its investment in the communities it calls home. This investment manifests in various ways, including the creation of jobs and the support of long-term career opportunities. Additionally, the industry generates significant tax revenue, which plays an important role in contributing to both local and state economies. Moreover, it fosters community development, enhancing the quality of life for residents. This commitment

encompasses a wide range of establishments, from global brands to the small inns and charming bed and breakfasts that line Main Streets across the country (USCM & AHLA, 2017).The hospitality sector possesses the potential to emerge as the main driving force behind economic growth. The notion centers on the idea that this industry, with its diverse offerings and services, could play a pivotal role in propelling economic development. The argument implies that by fostering the growth of the hospitality sector, different economic facets stand to benefit, creating a ripple effect that positively influence overall economic health. This perspective shows the significance of strategic investments and support for the hospitality sector as a means to stimulate and sustain broader economic advancement (Malhotra, 2017).

The social impact of tourism is the most likely influence and changes a local community. The socio-cultural impact of tourism has produces multifaceted outcomes for both hosts and visitors (Choi, S.H., 2013). In general, local residents continue to experience economic benefits from tourism activities, including the creation of new job opportunities, increased income levels, and greater purchasing power. These improvements have also contributed to an enhanced quality of life within local communities. Beyond individual advantages, communities as a whole gain from the development of tourism accommodations, which often lead to improvements in road infrastructure, educational facilities (such as schools), healthcare services, and sanitation systems. According to theoretical perspectives, this phase typically emerges when local economies face stagnation, and tourism is perceived as a viable solution or alternative to overcome such challenges. Public opinion during this stage tends to emphasize the economic advantages of tourism, often overlooking other impacts, such as those related to socio-cultural dynamics and the environment (Wiweka, K and Arcana, K.T.P, 2016).

According to Ampofo (2020), hospitality industry plays an important role in many economies, including the small district/province of Ghana where there is increased importance and recognition for the service sector. This industry is one of the world’s major industries. At local community levels, accommodation sectors

offer opportunities for direct and indirect jobs and income, with that local economy is more developed. The number of hotel jobs is often seasonal; causing under-employment or unemployment during the off season as tourists declines especially in the small hotel. Most of the staffs were hired locally, but for the particular skills or expertise is required, local worker is mostly unavailable. The owner always trained their new recruit according to the need of their organization. Accommodation sector gives opportunities and social benefits to the community. This industry holds a significant position within the global economy, much like it does in Ghana. At the local community level, the accommodation sector within Mizoram provides avenues for both direct and indirect employment opportunities, contributing to the overall economic development of the region, as it generates jobs and income for the local population, leading to enhanced economic conditions.

In Mizoram, as in Ghana, the accommodation industry can sometimes exhibit seasonality, resulting in instances of under-employment or unemployment during periods when tourist activity is relatively low, especially in smaller hotels. While these fluctuations can pose challenges, they also highlight the need for sustainable strategies to address such employment gaps and maintain economic stability. Similar to the situation in Ghana, many individuals employed within the accommodation sector in Mizoram are hired locally. However, there are instances when specific skills or expertise are required that may not be readily available among the local workforce.In such cases, recruiting from outside the region might be necessary to fill these skill gaps and ensure the efficient operation of hospitality establishments. Its worth nothing that Mizoram's unique cultural and geographical characteristics might influence the way the accommodation sector is managed and developed compared to Ghana. Owners of hospitality businesses in Mizoram much like their counterparts in Ghana, often take an active role in training new recruits according to the specific needs and values of their organization. Beyond economic contributions, the accommodation sector in Mizoram, just as in Ghana, offers social benefits to the community. It can foster a sense of pride and engagement among locals, promoting a positive environment for both residents and tourists. By providing accommodation for visitors, the industry helps showcase the beauty, culture, and attractions of

Mizoram to a broader audience, potentially leading to increased tourism and exposure. The specific contexts of Mizoram and Ghana may differ due to their unique characteristics, geographical areas; the fundamental aspects of the accommodation sector remain similar. Both regions experience the economic impact of the industry, including job creation, income generation, and the potential for local development. By understanding these parallels, Mizoram can continue to harness the benefits of its accommodation sector to contribute to the growth and well-being of its communities.

The different types of lodging, which were shown and classified, were not always adhered to by particular hotels, as some were situated in remote areas and others in big cities. Consequently, the owners or team of those organizations would determine classifications based on their building, theme, location, and other factors.

Table 1: Types of Lodgings

Sl. No	Hotel Categories	Classification	Key Terms/Meaning
1.	Location	Downtown	Hotel situated at the heart of a city
		Suburban	Hotel located in the suburban area
		Resort	Hotel meant for leisure and relaxation
		Airport	Hotel established within the airport area
		Motel	Hotel on the highway
		Camps	Temporary lodging facilities for outdoor stay
2.	Number of Rooms	25 and less small	
		26-100 medium	
		101-300 large	
		300-1000 very large	Partnerships serve as an alternative means of funding and facilitate the establishment of medium to large-scale hotels.
		Above 1000 mega	
3.	Ownership	Sole Proprietor	An individual who starts a business using personal resources
		Partnerships	Partnerships serve as an alternative means of funding and facilitate the establishment

			of medium to large-scale hotels
		Public Limited Companies (PLC)	These are companies that provide funding for large-scale hotels with 1,000 rooms or more.
		Private Limited Companies	
4.	Pricing Plan	European Plan	Room Charges only
		American Plan	Room + all meals
		Modified American Plan	Room + Breakfast+ Lunch or Dinner
		Continental Plan	Room + Continental Breakfast
		Bed and Breakfast	Room + English Breakfast
5.	Type of Clientele	Business Hotel	Focus on offering services and amenities tailored to business and corporate traveler.
		Group Hotel	Designed to handle high volumes of traffic at any given time
		Family Hotel	Are found mostly at resorts geared specifically for families.
		Convention Hotel	Would have plenary halls
		Youth Hostels	Cater to the travelling youth
6.	Length of Stay	Transient Hotel	Hotel for short stay
		Residential Hotel	Hotel for long stay
		Suite Hotels	Similar to residential hotels with shorter stay to perhaps six months or less.
		Semi-residential	
		Furnished Apartments	Hotel for extended stay properties
7.	Facilities offered	Star rating	The most definitive standards which guide travelers as to what to expect
		Deluxe Hotels	Normally have a minimum five-star rating.
		Palace Hotels	Indian concepts where ancient Indian maharajas converted their places into hotels after they were stripped off their princely privileges.
		Convention	Specially designed for such purposes.

		Hotels	
		Conference Hotels	Same with convention hotels but scaled down in size
		Casino Hotels	Serve only one purpose-to serve guests who want to gamble
		Business Hotels	Specifically built-in structure and facilities to cater to the business and corporate clients.
		Sports Hotels	Essential features of those accommodations are gymnasiums, health clubs, swimming pools, large dining halls, facilities such as sports medicine, etc.
		Budget Hotels	New concept that makes travel inexpensive
		Suite Hotels	Cater to those who need more room. Such facilities are found in deluxe properties or family resort hotels.
		Bed and Breakfast	Small family business: Time-Share Hotels- New concept of ownership of holiday rooms or suites; Condominiums (Condos) - Owner list out a unit which is a room or apartment in a complex of several other such accommodations.
Sl.No	Other Lodging Innovations		
1.	Caravans		Mobile homes
2.	Rotels		Buses with sleeping facility
3.	Matels		Fully-automated hotels which require minimum human contact.
4.	Sanataria		Health resorts found at spas and other treatment centres.
5.	Palace on Wheels		Unique railway journey recreating the journeys of the maharajas of India.
6.	Government Houses		Composite name for Dak Bungalows, Circuit Houses, PWD Houses and Forest Lodges which were the legacy of the British Raj in India. These establishments are still available to government personnel and authorized public.
7.	Floating Hotels		Found on passenger ships
8.	Hospices		Traditional lodgings since 1065 in Europe for the terminally ill Christian pilgrims to Jerusalem during the Crusades. It is a philosophy of care for terminally-ill patients who show physical, emotional, spiritual or social symptoms.

Source: Hotel Front Office A Training Manual 2013 by Sudhir Andrews

1.2 Landscape of Global Accommodation

The history of hotels extends far back into the annals of civilization, constituting an integral part of that historical narrative. Since early biblical times, the presence of facilities providing hospitality to guests has been documented in the Bible. The Lascaux caves, acknowledged as part of the UNESCO World Cultural Heritage, are recognized as the first shelter where evidence of both an artistic cultural background and the accommodation of people of a different tribe can be substantiated (Levy – Bonvin, 2003). The majority of travelers journeyed on foot, carrying all their belongings, including bedding and food. When they reached a place to rest, whether it be someone's home, the shade of a tree, a cave, or a shelter, it served as a refuge for them to sleep and relax on their way to their destination. These travels often had diverse motivations, ranging from religious purposes to ambitions of conquering new territories and acquiring knowledge from different parts of the world. Mass movements of people in the past were frequently driven by climate changes or societal, political, and economic factors. In response to challenges or opportunities, certain populations within a group would shift to different locations. The reasons behind these migrations were multifaceted, reflecting the complex interplay of social, political, and economic forces. Some individuals embarked on journeys in pursuit of knowledge. Motivated by curiosity and a thirst for understanding, these wise men sought to expand their awareness by exploring and learning about aspects of the world that there previously unknown to them. Numerous positive developments have shaped the course of human existence. Industrialization, notably, has simplified the lives of individuals. Around ten thousand years ago, humans invented the wheel, which enabled them to travel long distances. They later attached wheels to carts or chariots and used animals to pull these vehicles, providing greater speed and comfort. They also realized that horses could be harnessed to carry people over long distances. Kings and merchants traveled in comfortable chariots, while the king's soldiers rode horses. People have always traveled not just for practical reasons, but also to explore and experience new things (Frank Bros. & Co., 2008). Two famous Chinese travelers, Fa-hien and Hieun Tsang, visited ancient India and documented the travel facilities available there centuries ago. India had well-maintained roads

with trees planted along the sides, as well as “panthshalas” (rest houses) for travelers and wells drinking water. Later, travelers such as Ibn Batuta and Al-Beruni wrote about the Indian people’s passion for travel. All foreign visitors noted that India was a peaceful country, inhabited by hospitable people who treated guests with respect and had no prejudice against foreigners. Over the centuries, millions of Indians have traveled to sacred sites like Badrinath, Dwarka, Puri, and Rameswaram on pilgrimage. Even today, millions of Indians visit these shrines annually, and the number continues to grow due to improved transportation and facilities (Frank Bros. & Co., 2008).

Levy Bonvin (2003) and Frank Bros. & Co. (2008) have delved into the historical evolution of accommodations and travel practices. The Greeks, in their villages, developed thermal baths intended for rest and recuperation, while the Romans constructed mansions to accommodate travelers on government business. The Romans extended the development of thermal baths to various countries. In the Middle Ages, monasteries and abbeys emerged as the initial establishments regularly offering accommodations for travelers. Pilgrims visiting religious sites found lodging in inns, hospices, and hospitals, often provided by priests or monastery workers. During the early days, inns primarily offered a place to sleep for travelers and their horses, without providing meals. Over time, various accommodations gradually appeared not only in Europe but also in China, Mongolia, and other countries. Looking back at the history of Ancient Egypt, Greece, and Rome, people traveled to witness religious and civil monuments, as well as institutions for tourist reasons. In the era of the Roman Empire, Greece gained recognition as an artistic and cultural ideal. Romans traveled to witness the splendor of Greece and reproduced its artistic works for their own homes. As the middle ages unfolded, religious tourism became widespread, leading to the establishment of pilgrimage trails.

Hotels have been constructed in various locations globally, each bearing names in their respective languages. In the past, horse-drawn carts were the primary mode of transportation, but with the advent of trains, they became less practical for travelers. Highway inns and small lodgings were less popular, paving the way for

larger hotels with enhanced amenities such as attached bathrooms, electric lighting, lifts, telephones, and more. Different types of accommodations emerged, showcasing unique styles, designs, and facilities tailored to their specific locales. International hotel chains gained prominence worldwide, as businessmen invested in and developed the accommodation sector in their respective regions and beyond. This led to a fiercely competitive environment in the hotel industry. Business travelers, as well as individuals spending their own funds on travel, became the target customer base. The accommodation sector's significance grew across the globe. Businessmen engaged in fierce competition to establish their international chain hotels in various cities and countries. This expansion not only led to increased investments but also resulted in the creation of job opportunities as more employees and staff were hired within cities and even in other countries. The hotel industry has evolved over time, adapting to changing modes of transportation and the introduction of enhanced facilities. The global presence of international hotel chains has intensified competition, making the accommodation sector a crucial aspect of business and travel.

The hotel industry operates as a proactive business, emphasizing the importance of welcoming, ensuring guest comfort and security, attending to their needs, and providing a sense of special treatment. Guests tend to choose accommodations based on the perceived hospitality, friendliness, and care offered, especially when faced with similar quality options. The term 'lodging' refers to the room itself, and it is directly sold to guests either through a central reservation office or by the hotel's marketing department and reservation staff. The diversity of hotels and accommodations caters to a wide range of travelers, from families to business professionals. The industry encompasses various lodging options, including upscale hotels, RV parks, motels, resorts, casino hotels, bed-and-breakfast inns, and boarding houses. In 2002, nearly 60,000 establishments provided overnight accommodations to meet different needs and budgets. These establishments vary in size and the services they offer. Hotels and motels, constituting the majority, tend to provide more services than other lodging places. The five basic types of hotels include commercial, resort, residential, extended-stay, and casino. Commercial properties

primarily cater to business people, tourists, and other short-stay travelers. Different accommodation types serve diverse purposes beyond providing a place to sleep. Especially for business travelers, facilities may include a living room and a bedroom. All-suite accommodations target those needing extended stays, families with children, and business individuals requiring meeting space without additional room rental expenses.

Work within hotels and accommodations, particularly in roles involving check-in and check-out services, can be hectic. Employees must efficiently and courteously handle large numbers of guests, including those who may be impatient or displeased. International tourism has experienced consistent growth since 1950, resulting in increased tourism expenditure. The revenue generated from tourism holds significant importance for the host country, contributing foreign exchange that can be utilized for economic development. The growth-oriented nature of the tourism industry has been evident since its inception in the early fifties. Many positive developments have shaped the course of human history. The advent of industrialization has significantly simplified the lives of individuals. In certain nations, the work week has been condensed to four days, allowing for three days of holidays. Various companies provide their employees with the flexibility to determine their working hours and also grant paid leave annually. Some enterprises endorse the idea of employees taking an annual vacation, even subsidizing their travel expenses. Consequently, there has been a notable upswing in global travel, resulting in a noteworthy surge in the tourism sector. Accompanying this trend is the flourishing hospitality industry, with people traversing vast distances for both business and leisure purposes, finding refuge in hotels and allocating their hard-earned resources in locations distinct from their usual habitats or operations. This phenomenon is commonly referred to as tourism, wherein individuals embark on journeys for recreational or business motives, seeking accommodation in hotels and investing their earned finances in places they typically do not inhabit or engage in. This trend signifies a contemporary economic marvel, ushering in a new business landscape and an expansive industry of substantial scale and importance. When employers grant their employees additional time off, it implies increased

opportunities for the accommodation sector, the tourism industry, and businesses of various scales to generate more revenue. This is particularly evident when staff members take advantage of their holidays to travel, visit different destinations, and indulge in recreational activities while enjoying various facilities. The positive impact extends from small businesses to large enterprises, fostering economic growth within these sectors. The advent of internet facilities has led to the rise of a trend where individuals who wish to combine work with travel, and those seeking to enjoy their journeys, have popularized diverse accommodation options. This group of people has played a role in the increased popularity of staying in various types of accommodations, ranging from five-star hotels to simple lodgings or homestays. Whether opting for extravagant rooms or more modest arrangements, travelers now have a wide array of choices when it comes to staying during their journeys while continuing to work and indulge in leisure activities simultaneously.

The history of hotels around the world has been depicted in various ways by different writers. However, a common theme emerges: the profound connection between travel and religious pilgrimage. It was noted that as travelers embarked on journeys to their referred religious sites, the need for accommodation and sustenance became paramount. Local communities capitalized on his demand, giving rise to a burgeoning business opportunity. During the early epochs, proprietors of lodgings and inns extended a simple offering: a place to rest and a communal dining area. Guests were often allocated spaces haphazardly, and meals were shared among fellow travelers, prepared by the owner. Over time, hoteliers gleaned insights, refining their practices, and nurturing their establishments. Biblical records recount instances of inns, where sojourners found respite. In the Old Testament from the Bible, people embarked on voyages, carrying provisions and tents to shelter them during overnight halts en route to their destinations.

Travelers travel across continents, exploring significant landmarks and absorbing heritage, underscoring the essential role of hotels for both voyagers and local communities. This historical interplay underscores the evolution of the hospitality industry as a cornerstone of global exploration and cultural exchange.

Thomas Cook began by organizing a trip for 570 members of the Temperature Society of England, demonstrating his intelligence and activity. His success in buying tickets in bulk and reselling them marked the start of his venture into the tourism business. Recognizing the limitations of the commission from the Railway Company, Cook diversified in 1845 by establishing a full-time excursion agency that organized trips. Facing the challenge of overheads, Cook pioneered package tours in 1845, incorporating transport, hotel accommodation, sightseeing, guide services, and meals. Notably, he introduced innovative concepts such as travellers' cheques and hotel vouchers, reducing the need for cash payments. Tourists pre-paid for their trips, receiving hotel vouchers covering all services, for which hotels paid Cook a commission. The introduction of Cook's travellers' cheques, initially called circular notes, allowed tourists to make transactions without cash, as these cheques were honored at various establishments. Over time, these innovations have endured and evolved into integral components of modern travel and holidays. He has become widely popular and has established an international chain of organizations in various cities and countries around the world. The company continues to experience growth. This success is attributed to the symbiotic relationship between travelers and the accommodation sector, where tourism and hospitality play crucial roles. It underscores the significance of travel agents and tour operators, highlighting their importance in facilitating and contributing to the thriving travel industry.

Thomas cook is known for pioneering organized travel and tours. He played a significant role in promoting tourism and making travel more accessible. Thomas Cook had received commissions from hotels for bringing them business through his travel agency, but the idea of earning commissions in the travel industry was not unique to him. It was noted that the coordination of the tourism and hospitality industries, along with various other businesses catering to travelers and tourists, needed improvement.The relationships between accommodation providers, tour operators, transportation services, and other local businesses are essential for the success of the entire tourism ecosystem. Accommodation is a fundamental requirement for travelers. Hotels, resorts, and other lodging options play a crucial

role in providing a comfortable and convenient stay for tourists. The importance of this relationships- tourism and accommodation- 1.Revenue generation- Accommodation providers generate revenue through bookings from tour operators and individual travelers. This revenue is vital for sustaining and improving their services. 2. Guest experience- accommodation providers contribute significantly to the overall travel experience. A comfortable and enjoyable stay enhances the satisfaction of tourists. 3. Supporting Local economy- These establishments create job opportunities for the local community, thereby contributing to the economic development of the host destination.

- Tour operators and travel agencies- Tour operators and travel agencies act as intermediaries between tourists and the various components of a trip. Their significance lies in:

  Package deals- They bundle services like accommodations, transportation, and tours, making it easier for tourists to plan and book their trips conveniently.

  Local Knowledge- They has knowledge about destinations, attractions, and local experiences. This helps tourists make informed choices.

  Business Partnerships- Tour operators collaborate with accommodation providers and transportation services, driving business to these entities.

- Transportation services (airlines, buses, taxis, etc). Efficient transportation is vital for tourism. The relationships between transportation providers and the tourism industry include:

Accessibility- Tourists need reliable transportation to reach their destinations and explore the area. Transportation providers facilitate this accessibility.

Sustainability- The choice of transportation mode impacts the environmental footprint of travel. Collaboration with transportation services helps in promoting sustainable tourism practices.

Efficiency- Transportation services must be coordinated with accommodation and tour operators to ensure smooth transitions for travelers.

- Local Businesses (restaurants, shops, crafts, etc)- Local businesses benefit from tourism in various ways.

- Increased Footfall- Tourists bring increased foot traffic to local restaurants, shops, and craft markets, boosting sales and revenue.

- Cultural Exchange- Travelers often seek authentic local experiences, and this encourages the preservation of local culture and traditions.

Community Benefits- Revenue generated from tourism can support community projects and infrastructure development.

The relationships between accommodation providers, tour operators, transportation services, and local businesses are symbiotic and essential for the success of tourism destinations. These collaborations not only enhance the tourist experience but also contribute to the economic and social well-being of host communities. Effective coordination and cooperation among these entities are key to a thriving and sustainable tourism industry.

In this intricate network interdependence, travel companies play a pivotal role by catalyzing economic growth and fostering connections between different industries. The evolving travel landscape generates a ripple of economic vitality that extends well beyond the travel companies themselves, impacting communities and businesses across the spectrum.World War II severely disrupted leisure travel, leading to a hiatus in holiday-related journeys. Only following the war's culmination in 1945 did the resurgence of travel and tourism for recreational purposes occur. With a world transitioning into a state of peace and harmony, an overwhelming desire to explore and conduct business across the globe emerged.

Various travel companies are continuously introducing diverse and innovative concepts. As of now, these travel companies, along with agencies and tour operators, constitute a rapidly expanding sector. This growth not only benefits the travel companies themselves but also presents opportunities for a range of auxiliary businesses that thrive due to the symbiotic relationship with travelers. This symbiosis extends to industries such as accommodation, handicrafts, food services, transportation, and more. The ripple effect of the travel industry's expansion touches numerous sectors. For instance, the accommodation industry experiences increased demand, promoting hotels, guesthouses, and rental properties to cater to the influx of tourists. Handicraft businesses flourish as visitors seek unique souvenirs and local crafts, spurring economic activity in local communities. The food industry also reaps rewards, as travelers explore regional cuisines and culinary experiences. Moreover, the transportation sector gains traction as travelers require mobility to navigate destinations. Whether through taxis, rideshares, or public transport, the demand for transportation services surges. Small businesses in various niches, from retail to entertainment, often find their prospects enhanced by the presence of tourists seeking diverse experiences. As individuals embarked on their voyages; the hospitality industry underwent a remarkable transformation. The demand for accommodations spanned a diverse range, from quaint and cozy inns catering to the budget-conscious to upscale establishments that epitomized luxury and sophistication. Motels and homestays provided a personal touch, while grand star-related hotels offer opulent experiences. In this climate of global reintegration and cultural exchange, the hotel

indurstry's evolution was a testament to the power of travel to shape economies and societies. The resurgence of travel marked a renaissance of leisure and exploration, with the hospitality sector standing as a cornerstone of this revitalized era.

The analysis of literature and individual artefacts provides substantial information, but archaeological investigation offers greater reinforcement and enhancement of understanding. O'Gorman, Baxter, and Scott (2007) emphasize the significance of Pompeii among many commercial hospitality sites in classical Rome. The city's preservation following the eruption of Mount Vesuvius in 79 AD offers a unique archaeological perspective, as highlighted by UNESCO's World Heritage Site documentation, which asserts that no other site compares to Pompeii and Herculaneum. At the time of its destruction, Pompeii had about 10,000 residents and remained lost for 1,600 years before its rediscovery in 1748, leading to extensive and largely unhindered excavations (Renfrew & Bahn, 1991).

The excavations have provided detailed insights into the commercial hospitality industry during the Roman Empire, as noted by O'Gorman et al. (2007). Pompeii was a significant commercial and entertainment hub where commercial hospitality was highly organized. Garnsey (1999) observes that the lack of basic utilities in Pomeian homes necessitated a robust commercial hospitality sector, which spurred growth and entrepreneurial activity. However, Wallace-Hadrill (1994) points out the difficulty in precisely identifying hospitality establishments due to the uniqueness of each inn or tavern and the absence of second floors, which could have served various functions, as suggested by Packer (1978). The evidence indicates the existence of two primary types of establishments: those focused on accommodation and those on meals.

Hospitiae in Pompeii were establishments offering rooms for rent and often food and drink for overnight guests, sometimes specifically built for business purposes, but also utilizing existing private homes. Stabulae, a type of hospitiae with facilities for animals, were typically located near city gates and likened to modern motels or coaching inns. These featured open courtyards, kitchens, latrines, bedrooms, and

stables. Urban businesses were smaller due to space constraints. Cauponae provided meals, drinks, and possibly lodgings, while Popinae served food and drink, functioning as public eating houses. Often, hospitiae or stabulea included attached tabernae or popinae.

O'Gorman (2007a) notes that accommodations along major roads and city gates attracted lower classes without personal hospitality networks. These establishments catered to travelers, merchants, and sailors, with locations either offering multiple services or situated near other hospitality providers. Initially serving lower levels, higher hospitality standards developed as wealthier individuals traveled to unfamiliar lands, necessitating upscale environments without establishing households.

Commercial motives were evident in facility organization and advertising, with highly organized entertainment central to leisure activities and given prime locations. Pompeii's status as a leisure center demanded top hospitality employees to maintain and enhance its reputation, reflecting a sophisticated commercial hospitality provision supporting its mercantile and leisure activities. From at least the seventh century AD, Middle Eastern literary traditions, especially those of the Bedouin, have emphasized hospitality. The ninth-century Hamasa al-sughra poems frequently mention hospitality, describing how fires attract travelers, who are given meals and a place to sleep, even if they are enemies. Islamic traditions, or hadiths, also discuss hospitality, noting that guests staying longer than three days become a charitable responsibility (ibn Anas, 1999).

Caravanserais served as hostels for travelers, often providing free accommodation for up to three days. Unlike medieval western monasteries, caravanserais could also serve as commercial centers for merchants. Historical records, such as those by al-Tabari (c.910 AD), describe the establishment of inns to support travelers, particularly along significant trading routes like the Silk Routes. Evidence from the seventh and eighth centuries, such as ibn Abd al-Hakam (1922) and al-Muqaddasi (1877), highlights the construction of caravanserais for travelers' hospitality. By the ninth and tenth centuries, well-established hospitable works existed in places like

Bukhara, and in the eleventh century, extensive mosque and caravanserai construction occurred in Western Iran (ibn Abd al-Hakam, 1922).

A comprehensive system of caravanserais existed throughout Iran and the Islamic world, supporting both pilgrims and merchants (Petersen, 1994; Yavuz, 1997). Today, 120 caravanserais remain in Iran, though many suffer from poor restoration and decay. An example is Dayr-I Gachin, which, according to Shokoohy (1983), dates back to the 3rd century AD, established by the Sasanian Emperor Ardashir I. It served various functions over time but always provided accommodation for travelers until its abandonment in the late 19th century.

O'Gorman (2009) indicates that hostels and inns in Mesopotamia date back to at least 2000 B.C., governed by contemporary laws. In Classical Rome, cities like Pompeii boasted a diversified and stratified commercial hospitality industry, offering a wide range of services from central hotels to caravanserais along trade routes. Commercial hospitality has historically been a significant revenue source for the state, individuals, and businesses, with outstanding establishments enhancing a city's reputation and providing protection and security to guests.

The commercial hospitality sector was distinct from domestic and civic hospitality, supporting travelers and merchants, and driven by market forces in urban centers. The industry was stratified, with different levels of service and quality correlating with price, and establishments gained reputations based on staff quality and client behavior. Increasing legal control over the industry was a constant feature.

O'Gorman's study emphasizes the historical roots and evolution of commercial hospitality, noting the need for further research into different civilizations, such as Ancient China, and exploring other historical periods like the Medieval Period. He suggests examining the link between commercial hospitality and trade, and how economic surpluses influenced the industry's development. The study advocates for a deeper understanding of hospitality management, distinct from domestic

hospitality, urging hospitality academics to engage with primary sources to appreciate the industry's rich heritage.

According to Oldest.org (2023), the ten oldest hotels in the world were highlighted below, as different types of accommodation were operated during the olden times as well.In 2011, the Guinness World Records formally acknowledged Nishiyama Onsen Keiukan as the first and oldest hotel in the world. Established in 705 by Fujiwara Mahito, the son of an aide to Emperor Tenji, in the Yamanashi Prefecture at the foot of the Akaishi Mountains in Hayaka, Japan, this remarkable establishment boasts a rich history. The hotel's unique feature is its utilization of onsen, traditional Japanese hot spring spas, drawing its hot water directly from the local Hakuho Springs. Over its millennium long existence, the onsen evolved significantly. Initially, rudimentary pools in caves gave way to more refined baths in wooden huts, with continous iterations and improvements spanning centuries. In 1997, Nishiyama Onsen Keiunkan underwent a drastic transformation, transitioning into a ryokan that offers private rooms equipped with futons and half board. Subsequently, in 2005, the addition of private, free-flowing hot spring baths to every room marked another milestone in its development. The operation is 1,300 years and more, the onsen has maintained its popularity, attracting bathers from various parts of Japan and others. Currently owned by Nishiyama Onsen Keiunkan Limited, the establishment comprises 37 rooms, a kaiseki restaurant, a moon-viewing platform and is equipped with free Wi-Fi. The management is actively planning to double the capacity, reflecting a commitment to continued growth and enhancement of their services. Despite its long history, it remains a sought-after destination, offering a unique blend of tradition and modern amenities.

The Hoshi Ryokan, recognized as the second oldest hotel globally, is located in Komatsu, Ishikawa Prefecture, Japan. Established in 718 by Garyo Hoshi, the inn has a remarkable history spanning 1,300 years. The hot springs that the hotel is built are around 1,300 years ago and have been a gift from Hakusan Daigongen to relieve and cure the injuries and illnesses of humans. According to legend, a dream message was conveyed to the Budhhist monk Taicho Daishi by the mountain deity Hakusan

Daigongen. In response to this divine message, Garyo Hoshi, a disciple of Taicho Daishi, opened the inn. The Hoshi family has been managing and operating the establishment since its inception.

The Maids Head Hotel claims its position the oldest hotel in the United Kingdom.Established during mid-1090s at Norwich, Norfolk, England. Herbert de Losinga, the founder of this hotel, which currently boasts 84 rooms. According to the hotel's claims, the site has been continuously utilized for hospitality since its inception. The hotel's wood paneled Oak Room is believed to be from the same time period, while renovations have taken place, the owners have made a concerted effort to preserve the historic integrity of the building. The Maids Head Hotel remains a testament to its long-standing history, providing a glimpse into centuries of hospitality on the same site.

The Zum Roten Baren situated at Freiburg im Breisgau, Germany, claims to be the oldest hotel in country and was established in 1120. The hotel, with 25 rooms, does not specify its founder. The foundations of the building trace back to the early 12th century, and it is believed that the structure served as an inn during that period. The earliest written records of the hotel, dating back to 1311, reveal that Johann Bienger was the landlord or innkeeper at that time. The historical roots of Zum Roten Baren contribute to its reputation as one of Germany's oldest establishments, offering insight into centuries of hospitality.

The Olde Bell, located in Hurley, Berkshire, England, traces its establishment back to 1135 and was founded by Hurley Priory, a monastery. The hotel, which boasts 48 rooms, has its oldest section originally functioning as a guest house for the town's Benedictine Priory. The hotel derives its name from the Sanctus Bell, which signaled to the monks that an important visitor had arrived in Hurley and required accommodations. With its extensive history, the Olde Bell has welcomed numerous notable guests over the years. Like several other hotels claiming to be the oldest in the United Kingdom, the Olde Bell asserts its historical significance. This

establishment stands as a testament to its medieval origins, serving as both a guest house for the priory and a witness to the passage of time in the town of Hurley.

The Angel and Royal Hotel, located in Grantham, Lincolnshire, England, traces its establishment back to 1203 and was founded by the Knights Templar. Originally named The Angel Inn, which boasts 29 rooms. This historic English Hotel holds the distinction of being one of the oldest in the country. The Knights Templar managed the Angel Inn until 1308 when it was seized. Subsequently, around 1866, the name underwent a change to The Angel and Royal Hotel. This change was prompted by the royal visit to the establishment. The hotel, with its long and storied history, continues to stand as a testament to its medieval origins and its significant place among England's historic hotels.

The Old Bell Hotel, situated in Malmesbury, Wiltshire, England, traces its establishment back to 1220 and was founded by Abbot Loring of Malmesbury Abbey. The hotel, which currently offers 33 rooms, claims itself as the oldest existing hotel in England. Originally serving as a hostelry for visiting dignitaries to Malmesbury Abbey, the Old Bell Hotel has continued to operate since its inception. Throughout its long history, the hotel has undergone renovations, yet certain elements of the original structure persist. Notably, a hooded stone fireplace in the Brasserie remains from the earlier period. The Old Bell Hotel stands as a testament to centuries of hospitality and remains a significant part of England's historical landscape.

The Orso Grigio hotel, established in 1303 in Innichen, Italy, boasts 30 rooms. In the early 1300s, the town of Innichen established a market, granted by King Albrecht, attracting noblemen and merchants. In response, the town set up the first inns and this hotel is among them. The initial owner remains unknown until the mid 15th century, with the first recorded owner being Conrad Maus in 1462. His family operated the hotel until 1554. Following this period, the ownership of the hotel changed hands among several families until the Ladinsers assumed control in 1745. Since then, the Orso Grigio has been consistently operated by the ninth generation of

the Ladinser family. The hotel's history reflects the evolution of ownership through various families, each contributing to its legacy in the charming town of Innichen.

Pilgrimhaus, established in 1304 in Soest, North Rhine-Westphalia, Germany, was founded by the Council of the city as a hospice and pilgrims house. The inn primarily served followers of Saint James making their way to Santiago de Compostella that is North of Spain. A special feast in honor of Saint James is held on July 25th at this hotel. In 1613, the town sold the hotel, leading to a change in ownership over the years. Throughout its history, the inn diversified its offerings by venturing into the brewing of brandy and beer. In 2008, the Beck family assumed ownership, and in 2016, they carried out a recent renovation of the establishment. Pilgrimhaus continues to stand as a place of historical significance, reflecting its origins as a hospice and pilgrims house, with a nod to its more recent association with brewing.

The Hotel Interlaken, located in Interlaken, Switzerland, traces its origins back to 1323 when it served as a cloister guest house. Recognized as one of the oldest hotels in Switzerland, it holds significance as there are no records of another hotel existing in Interlaken before that year, establishing it as potentially the oldest in the area. During its early years, the hotel also functioned as the administrative center in the Berner Oberland, with one of its rooms on the first floor serving as a court house. The hotel, with 55 rooms and an unspecified founder, gained historical prominence. In 1491, Louis Ross undertook renovations, and the hotel was bestowed with its own coat of arms at that time. The coat of arms, featuring two horses and two alpine ibexes, is still visible on the south façade of the building. Over the years, the hotel became a favored destination for famous musicians. The Hotel Interlaken thus stands as a testament to centuries of history, blending its role as a cloister guest house, administrative centre, and cultural hub in the picturesque Swiss town.

Various types of accommodations, such as hotels, emerged as some of the oldest establishments, with their origins often tied to market demand, hot springs, pilgrimages, and other factors. Over time, these businesses have evolved, adapting to changing needs and improving their facilities. The accommodation industry, one of

the oldest in the world, has played a crucial role in shaping the economic and social landscape of different regions. The highlighted oldest hotels exemplify the significance of accommodation in diverse locations. They showcase the enduring importance of providing lodging services, contributing to the economic and social fabric of their respective areas. The impact extends beyond the hotels themselves, influencing factors such as the local economy, transportation, and other businesses in the vicinity. The evolution of these establishments over the years reflects the dynamic interplay between historical roots and contemporary needs in the accommodation industry.

1.3 Landscape of accommodation sector in India

India stands as a remarkable blend of cultures, serving as a nation that attracts travelers with its boundless diversity. This expansive land is described as a haven for those eager to immerse themselves in a rich tapestry of cultures, explore its history, explore its heritage, and experience its complex essence. Within its borders, various religions, peoples, and tribes coexist, collectively creating a harmonious patchwork. Among the many motivations that draw travelers to India, religious devotion is noted to stand out prominently. In ancient times, travelers would have meals by the roadside, and later, pilgrims often stayed in temples or monasteries. Various institutions in India offered accommodation to both pilgrims and religious scholars. Chandragupta Maurya constructed inns and guest houses known as sarais and dharmashalas. During the British Raj, circuit houses and dak bungalows were introduced. The accommodation sector, comprising inns and restrooms, was limited to basic necessities such as food, shelter, meeting spaces, and security in ancient times. Over time, it has evolved and improved. The competition and increasing demand in the accommodation sector have significantly contributed to the growth of the business in India (Raghubalan and Raghubalan, 2017).

Hinduism and Buddhism, in particular, inspire pilgrimage tourism, as adherents embark on journeys to visit their revered temples and sacred sites. These pilgrimages often hold great significance, with many believers striving to fulfill this spiritual

quest before their passing, driven by profound faith. Numerous of these sacred sites are nestled in picturesque villages, often remote and challenging to access. In such locales, the need for accommodation and sustenance becomes paramount. Whether pilgrims come from affluent backgrounds or more modest means, they all share the same yearning to connect with their spirituality.This growing demand for lodging and sustenance around these sacred sites has led to the establishment of inns, motels, and other accommodations. These nearby establishments have evolved into vital hubs, catering the needs of pilgrims and facilitating their spiritual journeys. As these businesses thrive, a new wave of entrepreneurs seizes the opportunity to join the hospitality industry, recognizing the potential for economic growth and social impact.

Indians are globally recognized for their hospitality, as reflected in the adage "Atithi Devo Bhavah" (the guest is god) that has been ingrained in our culture for centuries. India, with its multitude of hotels, is acknowledged as one of the world's premier hospitality destinations, thanks to this rich heritage. The hospitality industry not only contributes significantly to foreign exchange earnings but also generates employment opportunities for millions of people nationwide. This has elevated hospitality as a respected profession, and its popularity is anticipated to grow even further in the future. A hotel is characterized as a place providing accommodation, food, and beverage at a price that allows for profit. Accommodation, in the hospitality context, typically refers to the physical spaces provided by the hotel for guests to reside in during their visit. This includes considerations such as room types, facilities, and overall comfort, encapsulating the concept of a temporary "home away from home" for travelers. The Concise Oxford Dictionary defines a hotel as a 'house for accommodation of paying travelers, etc'. According to the Webster's Dictionary (1978), 'a building or institution providing lodging, meals and service for the people' is termed a hotel (Ragubalan and Raghubalan, 2017).

With the success of lodging enterprises, the trajectory often extends toward the development of more extensive accommodation options, including hotels. This evolution catalyzes a substantial economic boost and engenders meaningful social

and cultural change. The hospitality industry, born out of religious pilgrimage, becomes a passage for interweaving commerce and spirituality, enriching lives and communities in the process.In this dynamic interplay between faith, travel and commerce, the journey of the pilgrim transforms into a broader narrative of shared experiences, economic prosperity, and cultural exchange. The emergence of the hotel industry echoes the profound impact of pilgrimage, illustrating the intricate relationship between spirituality and the broader canvas of India's socio-economic landscape.Religious individuals often wish to visit their sacred places located in various destinations. In response to this demand, the local communities surrounding these sacred sites have opened and developed accommodations and dining facilities to cater to tourists, thereby boosting their businesses. In earlier times, when the number of travelers was relatively small, priests and other personnel associated with the religious sites would assist tourists in finding places to sleep and eat. However, as the number of tourists and travelers continued to grow, the lodging industry gained prominence. It became apparent to both local communities and governments that the hospitality sector played a vital role in catering to the needs of visitors. Consequently, a wide range of accommodation options, spanning from budget-friendly hotels to luxurious establishments, began to emerge, and the international hotel chains also found popularity. Moreover, India's hospitality business expanded beyond its borders, with Indian hotel chains branching out to operate in different countries.The hotel industry have proven to be a lucrative venture for various stakeholders, including employees, owners, and local businesses, ranging from small variety stores and taxi drivers to restaurants and handicraft shops. India, characterized by its diverse population, professions, lifestyles, and heritage, offers a plethora of attractions for tourists. This range from street food to the culinary arts showcased in restaurants, as well as diverse styles of dress and much more.

Devendra (2001) conducted a study on the hotel industry in India and noted that, prior to World War II, hotels were primarily established in areas frequented by the British and Indian elite. During this time, hotel development was initiated by both British and Indian entrepreneurs. Notable establishments from this era include The Rugby in Matheran (1876), The Taj Mahal Hotel in Mumbai (1900), The Grand in

Calcutta (1930), The Cecil Hotels in Shimla and Muree (1935), and The Savoy in Mussoorie (1936). Following India's Independence in 1947, there was a period of stagnation in hotel development. However, the then Prime Minister, Pundit Jawaharlal Nehru, recognized tourism as a potential driver of economic development and was motivated to create high-quality hotels for foreign dignitaries visiting India. The Ashoka Hotel in New Delhi became the first government-backed investment in the hotel sector, and it remains under government management to this day. Tourism has since been acknowledged by the government as a key contributor to economic progress, and India continues to be one of the most popular and frequently visited countries in the world, largely due to its rich and diverse cultural heritage.

Great Eastern Hotel, Kolkata was opened on 1840, 183 years ago at BBD Bagh, Kolkata, West Bengal, India. It is a colonial era hotel in the Indian city of Kolkata as it formerly called Calcutta during the early times. Calcutta was the most important city in India and the seat of the East India Company. The British brought modern hotels to Kolkata. The oldest was John Spence's Hotel. Spene's, the oldest first ever hotel in Asia was opened to the public in 1830. The Great Eastern Hotel was established in 1840 or 1841 by David Wilson as the Auckland Hotel, named after George Eden, 1st Earl of Auckland, then Governor General of India.Prior to opening the hotel, Wilson ran a bakery at the same site. The hotel opened with 100 rooms and a department store on the ground floor as Spence's hotel, established in 1830 but no longer in existence, is considered to be the first major hotel in Calcutta. The Auckland was expanded in the 1860s and its managing company renamed from D.Wilson and Co. to Great Eastern Hotel Wine and General Purveying Co. It was also amongst the first to have an Indian on its board of directors, in1859. It became the Great Eastern Hotel in 1915. In 1883 the premises of the hotel were electrified, thus probably becoming the first hotel in India, to be illuminated by electricity. During its heyday, the hotel was known variously as the "Jewel of the East" and "the Savoy of the East" and about this hotel was written on a short story written by Kipling. The hotel has housed many famous personalities during this period. The management of the hotel was taken over by the state government in the 1970s and continued operations for over 30 years. The state sold it to the private group The

LaLiT Hotels, Palaces and Resorts in 2005. Until its closure for restoration in 2005, the hotel was the longest continuously operating hotel in Asia. It reopened with a soft launch as The LaLiT Great Eastern Hotel on 19th November 2013. The building is registered as a heritage structure and the renovations maintained essential features of the building, such as its façade and the grand staircase. The hotel has been divided into three parts- Heritage I, Heritage II and New Block.

The first commercial hotel, the Taj Mahal, Mumbai, was constructed in 1903 in India. The Taj Mahal Palace is a heritage, five-star luxury hotel in Mumbai, Maharashtra, India, located adjacent to the Gateway of India. Built in the Indo-Saracenic style, it was inaugurated in 1903 as the Taj Mahal hotel and has simply known as "The Taj". Named after the Taj Mahal in Agra, one of the Seven Wonders of the World, it has been considered one of the finest hotels in the East since the British Raj era and continues to be esteemed. The hotel, commissioned by Jamsetji Tata, opened its doors to guests on December 16, 1903, and currently boasts 560 rooms and 44 suites, employing 1,600 staff members. Over the years, the Taj Mahal Hotel has hosted numerous distinguished guests, ranging from presidents and captains of industry to movie stars. The original clientele comprised mainly Europeans, Maharajas, and the social elite. At its opening in 1903, the Taj Mahal Hotel was the first in India to feature electricity, American fans, German elev ators, Turkish baths, and English butlers. Subsequently, it introduced the city's first licensed bar, India's first all-day restaurant, and the country's first discotheque, blow up. In 1903, room rates with fans and attached bathrooms were Rs 13, and with full board, they were Rs 20. During World War I, the hotel underwent conversion into a military hospital with 600 beds. Between 1915 and 1919, land reclamation work took place at Apollo Bundar to extend the area behind the hotel, leading to the construction of the Gateway of India in 1924. The Gateway of India quickly became a significant landmark in Bombay. By 1966, the hotel had fallen into neglect and disrepair, possibly due to the loss of British customers after Indian Independence. In 1972, the management of the hotel was franchised to Pan Am's Intercontinental hotels division, and it was renamed The Taj Mahal Inter-Continental, coinciding with the opening of the new tower wing that same year. There were changes during this

extended period, with some palaces being reorganized and converted into heritage hotels. In 1980, the chain expanded overseas, and the hotel's name was changed again to the Taj Mahal Hotel. This iconic hotel significantly contributes to the community by providing jobs, business opportunities, and drawing people from outside the state, resulting in a vast social and economic impact.

In the industry of hospitality and tourism, both foreign and domestic tourists find themselves utilizing their own currency for various expenditures. This includes expense incurred in hotels or other commercial accommodations, as well as spending on transportation, food, and a spectrum of businesses ranging from small enterprises to larger establishments. The relationship of the accommodation sector involves collaboration with a multitude of entities, extending from farmers and florists to meat sellers, taxi drivers, and diverse shops. In this industry, the partnership extends beyond mere hospitality providers to encompass a wide network of participants. From small-scale businesses to larger enterprises, all organisations are mutually reliant; ensuring a collective effort towards profitability.When a hotel hosts a guest, the ripple effect echoes throughout the network, promoting mutual cooperation for the prosperity of each contributing participant, whether it is a local artisan, a taxi driver, or a larger commercial establishment. This complex web of collaboration highlights the importance of a cooperative relationship within the hospitality and tourism industry.

Domestic and international tourism has emerged as a major economic activity globally, recognized as an industry often referred to as a "smokeless industry" or one without chimneys. This designation stems from its contribution to the economy without the traditional manufacturing aspects. The tourism industry not only creates economic opportunities but is also a significant source of employment across various sectors.Described as a service industry; tourism generates more jobs than many other sectors. The emphasis lies not only on the industry itself but on the crucial role of labour, particularly for employees engaged in the service sector. In times of a flourishing tourism industry, the service sector, and more specifically the hospitality industry, plays a crucial role. The connection between tourism and hospitality is

evident, forming a mutually beneficial relationship. As tourism experiences growth, the hospitality sector naturally sees an increase in clientele, resulting in the creation of jobs for the local community and beyond. This dynamic interaction highlights the essential nature of a strong relationship between tourism and hospitality. Without one another, the seamless functioning and success of this interconnected system would be challenging to achieve.

In the past, policy makers consistently associated tourism with foreign visitors, attributing an unfortunate feature to Indian tourism. Foreign travelers were perceived as the primary occupants of hotel rooms, occupants of airline seats, patrons of bars and restaurants, and users of recreational and adventure facilities. Particularly during periods of limited foreign exchange availability, foreign tourists were viewed as contributors to an abundant supply. Foreign tourists were considered as consumers who not only infused money into the local economy but also stimulated business activities within the community they visited. They played a crucial role in stimulating economic growth by engaging in various leisure and hospitality services. This mutually beneficial relationship between foreign tourists and local communities highlighted the economic impact of tourism and the significance of drawing international visitors to support local businesses.

Over the last 30 years, domestic tourism has witnessed a significant increase, surpassing a hundred million travelers as recorded in 2002.By 2023, the growth in domestic tourism has further accelerated. However, when the world has grappling with the impact of the COVID-19 pandemic, both domestic and international tourism experienced severe setbacks. This period marked a standstill in various sectors, with the tourism and hospitality industry being particularly hard-hit. Employees and employers within this industry faced extraordinary challenges. As the pandemic eventually subsided, the world gradually resumed its normal pace, and business activities across sectors resumed. People regained the ability to travel, leading to resurgence in various industries, including tourism and hospitality. The recovery of travel sparked a return to stability, reviving businesses that had suffered during the pandemic. The recovery emphasized the resilience of the tourism and hospitality

sector, demonstrating its ability to bounce back and thrive even after facing the worst nightmares during exceptional global challenges.

The increase in domestic travel is an inevitable consequence of economic development in the country, coupled with various other factors like pilgrimages. An average Indian traveler, in addition to being an enthusiastic sightseer, plays a crucial role in boosting the hospitality and accommodation sector. As their inclination towards travel grows, so does the demand for quality lodging and hospitality services. This increase in domestic tourism not only signifies an increased interest in exploring different destinations but also translates into a discernible rise in the average spending of travelers within the hospitality and accommodation sector. This symbiotic relationship between economic development, domestic tourism, and the hospitality industry reflects a dynamic landscape where each element contributes to the growth and vitality of the other.

Around two thousand five hundred years ago, Gautam, also known as Prince Siddhartha, was born in Lumbini, India. A remarkable figure and an enthusiastic traveler, he ventured far and wide in search of a mentor capable of conveying the profound truths of existence. Lumbini, now situated a few kilometers across the Indian border in Nepal, marked his birthplace. His journeys took him across numerous miles, leading him to the banks of a modest river near Bodh Gaya in Bihar, as well as to Varanasi. It was in Varanasi, on the banks of the Ganges, that he delivered his initial sermon to five disciples, at a site known as Sarnath- a significant destination for Buddhist pilgrims. From that point on, Buddhism spread across India through the teachings of Buddha. He travels various locals, sharing his insights and assembles a multitude of followers. Among them, Emperor Ashoka stands as one of the most renowned, who extended his reach by sending representative to numerous nations. Through Ashoka’s concerted efforts, Buddhism flourished across nearly every corner of Asia. In the records of world history, a multitude of renowned explorers and travelers have left their mark. Among them was Alexander the Great, hailing from Greece, whose journeys aimed to conquer the entirety of the globe. His quest led him to India, driven by a desire to witness the sunrise from its lands.

Historical shifts in climate, rendering certain areas unsuitable for settlement, led populations to migrate toward greener pastures where sustenance for both themselves and their livestock could be procured. These large-scale population migrations were motivated by diverse factors including social, political, and economic elements. Concurrently, some individuals of perceptive disposition embarked on journeys fueled by a thirst for knowledge, exhibiting boundless curiosity for the world around them. Across centuries, countless Indians have embarked on pilgrimages to the remote corners of Badrinath, Dwarka, Puri, and Rameswaram. These sacred destinations hold significant spiritual importance. Even in contemporary times, a significant number of Indians continue to journey to these revered sites each year. Improved transportation and better facilities have contributed to a rise in pilgrim numbers, further strengthening the tradition.

Tourism has become an important sector for developing countries seeking to maximize foreign exchange earnings, increase employment, and secure financial resources to conserve natural and cultural heritage. Critics point out that tourism creates foreign dependency, is vulnerable to factors outside the control of the destinations, and that it strengthens socio-economic and geographic inequalities. Decisions made by tourists and the industry in the originating country can assist or harm local communities. But the positive contribution of tourism is significant, although there are a number of challenges to be met if the potential for sustainable local development and poverty elimination, through the distribution of benefits at the local level, is to be realized. There are some countries in the world that earn more foreign exchange from international tourism than any other major export. India is one such country. Tourism earns more foreign exchange for India than many other exports, such as tea, coffee, engineering goods, jewelry, etc. Gems and jewelry may be earning more foreign exchange, but to earn that amount, we have to import gems and saw diamonds from other countries for which again foreign exchange has to be spent. In tourism, there are no visible exports. Tourism, international and domestic, has a multiplier effect larger than any other industry. Every industry has a multiplier effect, but tourism, particularly international tourism, helps the economy of a country by a number of multiples of the tourist’s original dollar.

The money spent by a tourist on hotel accommodation, food, beverages, shopping, entertainment, and transportation does not stagnate but provides an income to hotel staff, taxi owners, shopkeepers, and suppliers of goods and services. They, in turn, spend part of this income on their requirements of goods and services. The second round of recipients once again spends it to meet their needs. Thus, tourist money flows through various segments of the economy. It is not just a few hoteliers and travel agents who benefit from the tourism sector. How many rounds the money would make depends on the economy. One good calculation for the Indian economy is a figure of a little over three of the original receipts. This is the conclusion derived by the Indian Institute of Applied Economic Research, in the cost-benefit study of Indian tourism. In other words, in the Indian context, a tourist dollar had a multiplier effect of three. The cost of travel to India is high due to being geographically far away from prosperous countries. However, these are not excuses to justify the low level of international traffic to India. India should have larger numbers of tourists, and the Government of India is making efforts to improve the situation. The promotion of 1991 as a 'Visit India Year' was one example, although it failed due to riots. The millennium year too fell short due to poor planning. The international tourist arrivals in India were only 16,820 in 1951. Arrivals jumped to about 1.3 million or thirteen lakhs in 1990, excluding the citizens of Bangladesh and Pakistan. Visitors from Pakistan and Bangladesh were another 4 lakh. International arrivals in India were 26,41,000 in the year 2000, and foreign exchange earnings were US dollar 3246 million or Rs 13,042 crores. International tourism traffic often flows from developed to developed countries. Therefore, most of the international tourism (three-fourths) is between North America and Europe, Australia, Japan, and other developed countries. The developing countries' share is not more than 12% of the world tourism, and the percentage is not changing for the better.

Governments, as a result, have to play a key role in the planning, development, regulation, and marketing of tourism. Tourism helps every government because it provides employment to the citizens and earns foreign currency for the country. The National Tour Associations (NTA)is involved in planning, development, promotion, and administration of tourism. While planning a beach or mountain resort, an NTA

tries to make sure that there is no overcrowding, pollution, and destruction of historic or archeological landmarks as a result of the new area development for tourism. To promote tourism, an NTA opens tourist offices overseas to attract foreign tourists to their shores. They also have tourist information offices within their countries to provide information to foreign visitors on arrival and also to domestic travelers who wish to travel within their own country. The National Committee on Tourism (NCT) suggested in 1988 that tourism should be brought on the concurrent list of the Constitution of India. The advantage would be that the Central government could initiate legislation in the tourism field for All India application. Initially, State Governments were not interested in tourism development. The center had to subsidize the State Governments to open such departments for the promotion of tourism. Now, most of them are reasonably active and are no longer subsidized by the Center. The Center, however, assists them financially to strengthen or streamline their infrastructure where needed. At the All-India level, there is the public sector India Tourism Development Corporation (ITDC), with a network of hotels all over India, transport units in various states, a chain of duty-free shops at the international airports, and undertaking other tourism-related jobs. Several States have followed the ITDC pattern at their level. There are different associations for Travel and Tourism and also hotel associations in India and outside India. Different associations were opened, with that the team of that association makes an itinerary, accommodation, transportation, and so on, which were done by the team and still working in different ways, different facilities, and improving for better opportunities for the travelers. Another essential element of tourism is accommodation: hotels, motels, inns, tourist bungalows, or lodges, youth hostels, etc., where tourists can stay. When the Department of Tourism, Govt. of India was set up in 1958, the travel industry in India was so small and so shy the Government did not think that the industry could contribute substantially. So, the idea of charging a fee from the industry did not appeal to the decision-makers. In fact, the private sector in hotelier and transport was so reluctant that the Government of India had to set up a company in the public sector to build and operate hotels at tourist centers like Khajuraho, Varanasi, or Jaipur, there was no adequate tourist transport facility. The public sector company,

ITDC, with its headquarters in New Delhi, had to step in to operate public sector transport units to provide a good transport fleet.

India, therefore, is a unique case history in tourism development. During the early years of independence, major business houses, except the house of Tatas, did not consider the operation of hotels and restaurants as honorable business. There were only a few modern hotels in the country, and those too run by foreigners. The Government's intervention became necessary to develop to basic infrastructure at major tourist centers to attract foreign tourists. This led to the government building and operating hotels and transport units through its public sector organization like the ITDC all over India. State tourism corporations have followed the same pattern and built budget accommodation and have also operated tourist transport fleets in their respective States. The tourism scene has changed drastically during the last thirty years, and the private sector is now very active in tourism development. Indian hotels in the private sector compare favorably with the best in the world, and some of the leading Indian hotel chains are operating hotels in developed countries under their brand name. The Government of India has recognized this fact and decided not to invest any more in the construction of new five-star hotels, leaving the tourism industry totally open to the private sector in India. In fact, there are moves to sell hotels owned by ITDC and Hotel Corporation of India. A few properties were sold in 2002. The private sector is encouraged by the Department of Tourism to operate tourism facilities under the overall policy guidelines of the Government. In fact, there is excellent cooperation and understanding between the Department of Tourism and the private sector tour operators, travel agents, transporters, and hoteliers in the area of tourism development. Historically, tourism development in India has suffered due to a lack of clear thinking on the part of political decision-makers in the country. Bureaucratic obstacles made it worse. India became aware of the importance of tourism promotion as early as in 1946. The Government of India headed a committee to survey the potential of tourism in India and recommended that developing tourist traffic, both internal and external, will be beneficial for India. The recommendation led to the establishment of a Tourist Traffic branch in the Ministry of Transport and Communication, with a network of tourist offices in India and abroad. The branch

later transformed itself into a department headed by a director-general in 1958. The first overseas tourist office was set up in New York as early as in 1952, followed by similar offices in London, Paris, Frankfurt, Colombo, Melbourne, and San Francisco. In retrospect, tourist offices overseas were opened too soon at too many foreign cities without providing them adequate budgetary support and without analyzing the availability of adequate infrastructure at home, particularly accommodation suitable for foreigners. Besides, travelers from distant countries like the USA, Canada, had a poor image of India as a holiday destination.

The establishment of a separate Department of Tourism helped considerably, and the international tourist arrivals, which were 16,000 in 1951, jumped to over sixteen lakh in 1990, and were twenty six (26) crores in 2000. India Tourism Development Corporation (ITDC) was set up in 1966 as an autonomous public sector corporation. ITDC's present range of operations is diverse. The package of tourist services comprises accommodation, catering, transport, publicity services, duty-free shops, an in-house travel agency Ashok Travels, entertainment, conferences, and providing management consultancy services within India and abroad. The Ashok Group, ITDC's accommodation chain, is the largest in the country and offers accommodation in over 3800 rooms in its 33 hotels at 26 destinations, ranging from luxury suites to modestly furnished rooms and from beach resorts to moderately priced travelers' forest lodges. ITDC owns 26 hotels, six of its hotels are owned by its subsidiaries. Accommodation is divided into three categories- Elite (6), Classic (16), and Comfort (11). A few of the ITDC owned hotels have recently been sold to the private sector in 2002. To facilitate shopping by international passengers, ITDC operates ten duty-free shops and a tax-free shop. The duty-free shops function in the arrival and departure lounges of the international airports of the country Delhi, Mumbai, Kolkata, Chennai, Thiruvananthapuram, and Goa. The only tax-free shop is located at Ashok Hotel, New Delhi. Duty-free shops offer a product portfolio over 15,000. It is currently one of its few profitable areas; others are loss-making, including accommodation. To promote domestic tourism, ITDC operates various tourism packages every year. These packages are moderately priced and sold at all hotels of the Ashok group in the country.

Different travel companies come up with different ideas and still going strong. World War II disrupted holiday travel, and it was only after the war ended in 1945 that travel and tourism for fun and pleasure restarted. Being the largest growing industry in the world, it is but natural to discuss and understand the economic impacts of tourism at all levels regional, national, and local. Job generation, foreign exchange earnings, development of infrastructure, etc., are cited as the positive economic impacts. Both the government as well as the industry highlights the benefits for a variety of reasons and stress upon the multiplier benefits and positive economic impacts. The World Tourism Organization's document lists six major areas of economic benefits of tourism like export earnings, employment- the jobs are mainly in small, medium-sized and family-owned enterprises, rural opportunities, infrastructure investment, tax revenues- tourism industry provides governments huge tax revenues through the taxes levied on accommodation, restaurants, and various forms of fees, etc., and gross domestic product. Most of the direct impacts are in the major tourism sectors like transportation, accommodation, and restaurant and retail trade. Direct economic impacts of tourism are associated with immediate spending by tourists; for instance, when someone buys an airline ticket from a travel agency, it results in direct revenue for that agency. Indirect effects occur when the initial earnings are used to support related industries; for example, a hotel uses its income to pay suppliers for goods and services. Induced effects arise when individuals who have earned either directly or indirectly from tourism spend their income on personal goods and services- such as a hotel worker using their wages for everyday purchases. It was explained that by aggregating the direct, indirect, and induced effects of tourism within a particular region, the total economic impact of tourism in that area could be assessed. It was further noted that these combined effects led to the emergence of the multiplier effect in tourism, which was associated with the economic interdependence among various sectors within the region. It was also stated that regional configurations comprised both developed and underdeveloped tourism destinations, including countries with varying levels of wealth. Tourism regions were observed to exhibit varying levels of tourism activity concentration and experience a broad spectrum of economic effects, including income generation, employment, balance of payments, as well as sociological and anthropological

impacts- both of which were understood to carry economic significance. Consequently, regional tourism impacts were considered to be international in scope. Estimates by the World Bank suggested that each hotel room could create one to two jobs, either directly or indirectly. In theory, a 300-room hotel could generate as many as 600 jobs. However, the actual number was believed to depend heavily on the degree of development in the local economy. In cases where the local economy was well developed, the multiplier effect was likely to be greater, since the need for imports to support tourism operations would be minimal if strong linkages were in place with sectors such as agriculture, construction, furniture, and artisan industries- particularly relevant in areas affected by economic recession. The development of tourism was also said to require a comprehensive framework that included reliable power, water, health, justice, and financial systems. The hotel industry was identified as a key source of foreign exchange earnings from tourism. India was reported to have pursued diverse tourism strategies since 1980. Furthermore, as early as 1968, the United Nations had advocated for tourism as a means of promoting development, especially in countries experiencing resource shortages and declining productivity in rural economies where employment was increasingly necessary.

Employment primarily centers in densely populated urban areas and resort destinations. In contrast to businesses in other sectors, hotels, motels, and similar lodging establishments typically maintain a compact scale. There exists an avenue for individuals with aspirations of owning and managing their own enterprise within the realm of lodging establishments. While these establishments tend to be on the smaller side, the majority of employment opportunities arise within sizeable motels housing over 100 employees. A consider portion of the workforce within this industry consists of young individuals, as hotels and other lodging establishments often offer initial employment opportunities to numerous newcomers entering the labour market. In 2002, about 21 percent of the workers were younger than age 25, compared with about 14 percent across all industries. The most crucial attributes for success in the hotel and motel sector include effective communication, the capacity to manage interactions under pressure, a tidy and presentable appearance, and a pleasant demeanor. This industry was engaged in service, office and administrative

support roles, forming the substantial majority. Typically, individuals in these positions acquire their skills through hands-on experience. Within many full-service hotels, separate staff members are assigned to various departments. Additionally, a significant portion of gaming services workers find employment within hotels, particularly casino hotels, since a significant portion of gaming activities occurs in these establishments. Basic tasks usually can be learned in a short time. Almost all workers in the hotel and other accommodations industry undergo on-the-job training, which usually is provided under the supervision of an experienced employee or manager. Some large chain operations have formal training sessions for new employees, and others have video training programs. Fundamental responsibilities can typically be acquired swiftly. The employment prospects for hotel, motel, and resort positions are anticipated to experience swifter growth compared to certain other roles within the industry. Some occupations within this sector encounter relatively high turnover rates. To attract and retain employees, the hotel and accommodations industry is placing increasing emphasis on recruitment and training initiatives. Nonetheless, many young individuals and those seeking seasonal or part-time work, without a long-term career intention, often opt for food service and clerical positions that necessitate minimal or no prior training.

1.4 Landscape of Accommodation Sector in Mizoram

The Mizo people have a long history of a nomadic lifestyle, characterized by traveling and building temporary huts where they would stay for a few months or even years. There is one big hut or house, known as “Zawlbuk”, which played a central role in their communities. Zawlbuk (Lalthangliana, 2005; Zawla, 2011) served as a large communal house where youth and elders known as Val Upa slept, educated the youth, and protected their villages. It was exclusively for men and not opens to women. In these Zawlbuk, young boys were responsible for collecting firewood and storing it for the fire. When travelers visit that particular village, they would often engage in friendly wrestling matches with the locals, sharing food and friendship in Zawlbuk. Zawlbuk emerged as one of the oldest forms of accommodation in Mizoram. Guests and travelers would typically stay with their

hosts, whether they were relatives or strangers, and were always welcomed with warm hospitality. However, during times of poverty, it could be challenging to provide for guests, even though travelers usually carried their bedding, rice, pots, and other essentials. These travelers primarily journeyed on foot and hiked from village to village as a businessman or private purposes. The arrival of the British facilitated transportation and the creation of roads connecting villages. Bungalows were constructed in adjacent villages, and caretakers or "chowkidars" would oversee these lodgings. This allowed supervisors and travelers to rest during their journeys. In spite of written documents available in this regard, Er. Robula (2002) mentioned road construction and the presence of bungalows in his book.

Rev. Zairema's autobiography also mentions 'bungalows' where his uncle served as a supervisor during his travels between Aizawl and Hmunhmeltha, Champhai. Many of these historical buildings have deteriorated, and some villages where they were located no longer exist. The Public Works Department (PWD) of the Government of Mizoram takes care of some of these structures. The Department of Information & Public Relation & Tourism Department (DIPR & T), Govt. of Mizoram, initiated the construction of tourist lodges in various locations, commencing around 1980's. The Tourism Department, Govt. of Mizoram was created in 1987 by bifurcating the Department of Information & Public Relation & Tourism Department, with the objective of acting as a central body for the advancement and enhancement of tourism in the State. Since then, it has been consistently undertaking sustained initiatives to strengthen tourism in the State by utilizing available resources, constructing new tourist infrastructures, promoting rural tourism, emphasizing human resource development, and supporting fairs and festivals. Currently headquartered in Aizawl, it does not have any other offices in the districts. The vision of the Department, as stated, is "to develop tourism in a sustainable and integrated manner, making Mizoram a significant national and international tourism destination, catalyzing growth and economic development". The department continues to attracting tourists to Mizoram's scenic spots. Some of these tourist lodges are privately managed, while others are operated by local organizations. Various departments of the Mizoram government have also established rest houses

or circuit houses in many villages and towns. These were intended for government staffs and visitors during work-related visits. However, some of these accommodations have been neglected leading to their deterioration or conversion into staff quarters. The PWD is responsible for the maintenance of bungalows (IB), and office staff members make efforts to preserve them by documenting and saving information in the computer and filing records. The department doesn't specify who will be in charge of the bungalows (i.e. accommodation sector) located in various places. In most cases, the care and maintenance of these bungalows are overseen by the local caretaker in their respective village or area.

The tourism department introduced homestays in various districts, such as Champhai, Khawzawl, and Mamit. Most of these homestays received financial support from the Government. The tourism department introduced Rural homestay scheme in Champhai district NEDP 2016-17 at 6 villages- Hnahlan, Vaphai, Dungtlang,Zokhawthar,Vangchhia and Chawngtlai and 35 homestay owners were selected from all this villages. The inauguration took place collectively on 13th March 2018 at Convention Centre Beraw Tlang, Aizawl by the then Hon'ble Tourism Minister. The homestay owners underwent training on various important aspects in 2017, both in Champhai and Aizawl.In contrast, homestays in the Aizawl and Lunglei districts were predominantly privately owned. The specific localities or villages where many hotels or accommodation sectors were constructed in Mizoram are not widely known. The first private hotel in Aizawl and Mizoram was Chawlhna Hotel which was established in 1967, still owned and operated by the same family. The second private hotel in Mizoram, founded in 1976, is located in Khawzawl and also remains a family-run establishment. All these hotel owners have shared that their journey began with opening a simple tea stall known as "Thingpui Dawr" in the Mizo language. Drivers passing by would request the owners of the tea stall for a place to sleep, they initially provide an accommodation for them on the floor. Over time, they expanded their facilities to create more rooms and amenities. Hotels in Aizawl, Khawzawl, Mamit and Kolasib are still family-run businesses, and some of the original owners are actively involved in managing their operations. Their businesses have had a positive economic impact on their communities, providing

jobs and contributing to the local economy. They have constructed quality buildings and diversified into other properties and businesses. Many of these entrepreneurs, particularly widows who couldn't engage in physically demanding work like farming, started these businesses during their early days. Their hospitality is renowned, even in their retirement, making these businesses a hallmark of their locality.

In today's world, guests and travelers often prefer to stay in hotels for the privacy they offer, rather than at the homes of relatives. These hotels cater to a diverse range of clients, including businessmen, government workers, politicians, leisure travelers, and students. They provide both food and lodging, while some establishments focus exclusively on lodging or offer additional services like banquet halls. The accommodation sector remains a thriving industry, with new hotels continually emerging in various locations, particularly in Aizawl City. Businessmen are increasingly interested in opening hotels in Mizoram due to the growing income potential. Different accommodations have been established in various districts and villages, recognizing that small villages may not support large hotels. However, the major district headquarters like Aizawl, Champhai, and Lunglei demand high-quality hotels to cater to their guests. Attractive village locations have sparked the desire to establish accommodation-based businesses. While travelers primarily come from different parts of the country, international tourism remains limited. Travelers within the state are motivated by education, office-related activities, government duties, business, leisure, and family programs.

According to Economic Survey Report of Tourism Department, Govt. of Mizoram reports those 7860 tourists visiting the State till October 2020. At present there are seventy three (73) tourist facilities all over the State under the Department of Tourism. Among these, 48 facilities are operated and managed by the Department and management of the remaining 25 facilities is outsourced to private parties. There are sixty (68) numbers of private hotels with a total of five hundred and five (505) beds all over the State. There are forty one (41) travel agents and eight (8) tour operators in the State. According to Statistical Abstract of Mizoram 2019 published

by the Technical Wing, Directorate of Economics and Statistics, Govt. of Mizoram reports the number of tourists arrived between 2018-2019 is 88,122 (domestic), 1,014 (foreign), 132,131(total nights halt). There are 529 rooms and 1120 beds in Tourist Lodges all over the State. Revenue collected from Tourist Lodge in 2018-2019 is Rs 280.27 lakhs.

In Mizoram, the majority of employees undertake diverse roles across all departments. In smaller hotels or homestays, employees or family members managing the accommodation sector assume multiple responsibilities to operate their business effectively. As a result, this industry offers abundant job opportunities for individuals entering the workforce for the first time or possessing limited skill sets.

The lodging sector is exceptionally varied, resulting in numerous hotels defying straightforward categorization. One of the fundamental tiers within service levels is the economy hotel category, which is witnessing growth within the lodging industry. These establishments prioritize fulfilling the fundamental requirements of their guests, offering clean, cozy, and affordable accommodations. Economy hotels predominantly attract cost-consious travelers seeking rooms equipped with essential amenities for a comfortable stay, while excluding unnecessary extras they'd rather not incur charges for. This category appeals to a spectrum of guests, including families with children, bus tour groups, business travelers, vacationers, and convention attendees. Over the years, the standard size of an economy property has evolved from the 40 to 50 room hotels of the 1960s, with the majority of economy properties now offering rooms ranging from 50 to 150 in number. Whether it's a hotel, resort, hospital, or any similar establishment, the premises you are managing are integral to a significant industry that holds a crucial position in our national economy. Commonly referred to as the 'hospitality' industry, its primary focus is on ensuring the satisfaction and well-being of its patrons while also aiming to generate profits through efficient service.

Hotel becomes more important as the people want to travel and visit new places and explore more places; a place to stay is a must for all the travelers.

Hospitality provides essential services (i.e. lodging and food) for travelers, whether they are on the move for reasons of necessity, leisure or luxury. Hospitality is a major factor in every vacation and business trip, and is thus important to individual customers and to businesses. A popular sentence for an hotelier and a hotel management student is 'A hotel is home away from home' for a guest, for that reason hotelier are important in this industry. In Mizoram, different hotels are added up in different places especially in the capital city of Aizawl. With this adding up, human resources are involved and employers need all the necessities for each department in their hotels. This industry is complex, consisting of five major segments: food, lodging, travel, tourism and recreation. Part of the complexity is the coming of segments, such as a hotel that houses a restaurant, conference room, auditorium, gift shop, etc. The hotel industry benefits from a destination's economic growth and stability and community developments, such as office buildings, retail malls, and entertainment facilities, which draw both business and leisure travelers and help create demand for hotel rooms. Hotel must be equipped with all the facilities and good infrastructure to run smoothly in a long run. Some hotels are in a small town or in villages, the owner of the hotel must somehow know the basic on how to take care of the guests not just only provide them food and lodging.

Datamation Consultants Pvt. Ltd., New Delhi study and conduct 'Tourism Survey for the State of Mizoram' for the Ministry of Tourism (Market Research Division Govt. of India) from March 2014- February 2015 Annual Report. The following are their findings related about the accommodation sector only. Non star hotels (43.8%) were the major place of stay for the domestic overnight visitors, followed by star hotels (15.2%). On the other hand, star hotels (63.4%) were the major place of stay for the Foreign Overnight Visitors.

The survey findings suggest that in total 161 accommodation units were available during the year 2014-2015, 2664 rooms, 4414 beds and 4038 employees. Majority (61%) of the employees are in the age group 26-40 years. Majority (53.7%) works in the F&B department. The survey findings suggest that hotel was first choice for the domestic tourists, followed by staying at friends/relatives place and staying

elsewhere. During the month of March maximum number (6332) of domestic tourists selected hotels for the stay. In March, maximum number (573) of domestic tourists selected friends/relative's place for the stay and in January maximum (226) number of tourist reported that they stayed elsewhere. Most of the foreign tourists stayed at hotels accommodation units and with Friend/Relatives. The survey findings suggest that during the month of March, maximum (133) number of foreign tourists selected hotel for stay. The survey findings suggest that maximum (7179) number of guests and also the maximum number (7046) of domestic as well as foreign (133) tourists stayed in March 2014.

The Government of Mizoram declared Tourism as an Industry on 18th March, 1993 with the aim of earning higher income for the industry and boosting the service providers in the sector through promotional activities. The National Tourism Policy 2002 categorized the tourism sector as a national priority, providing constitutional recognition to the sector and enabling both the Central and State Governments to legislate tourism development in a systematic manner. The Government of India envisions tourism development as a means to achieve a superior quality of life for India's people, offering opportunities for physical revitalization, mental rejuvenation, cultural enrichment, and spiritual elevation. In 2018, the NITI forum for the North East identified the tourism sector for accelerated, inclusive, and sustainable growth in the North East Region, recognizing various constraints for development. On 15th May 2014, Mizoram notified its Tourism Policy 2014, aiming to promote tourism in the State in line with socio-economic, cultural, and religious practices. The Mizoram Tourism Policy 2014 primarily focuses on eco-tourism and adventure tourism, leading to the development of a more comprehensive responsible tourism policy in 2020. The Tourism Department laid out The Mizoram Responsible Tourism Policy 2020 to provide economic, social, and environmental benefits to the state through coordinated development and management with other line departments, non-government organizations, and private service providers in the sector for responsible and sustainable tourism. In Mizoram, a responsible tourism policy means that the state's tourism policy should be beneficial and inclusive, accessible to all people in the state as both visitors and participants in the tourism industry. The policy

encourages everyone to take ownership of tourism. It follows a sustainable development strategy, emphasizing coordination, strengthening institutional mechanisms, and skill development. The features include tourism development providing economic, social, and environmental benefits with a focus on broad-based local socio-economic development, spreading benefits to the local community, and encouraging local entrepreneurship for women and youth. The policy also emphasizes coordination with other line departments, the support and engagement of local communities, non-government organizations, and private service providers. It promotes the state's cultural heritage, biodiversity, and ecosystems, working to eliminate unsustainable consumption and minimize pollution and waste. Tourism resources and products are intended to be mutually beneficial to both visitors and the local community. While pursuing conventional markets in tourism, the state will simultaneously pursue niche tourism markets that support value growth over volume growth. The focus is on engaging travelers seeking new, authentic experiences rather than low-budget mass tourism, which is seen as detrimental due to negative environmental impacts and limited benefits to local communities. Niche tourism, such as religious tourism, nature-based tourism, cultural and heritage tourism, horticulture tourism, voluntourism, sports tourism, weddings and honeymoons, and adventure tourism, has the potential to enhance the competitiveness of destinations, diversify product offerings, generate higher yields per visitor, and create more jobs for locals in Mizoram.

The promotion of responsible tourism in Mizoram is justified by a comprehensive set of key points. It aims to empower the local community by promoting responsible travel practices. It plays a key role in contributing to the preservation and perpetuation of the region's rich culture. The emphasis on environmental preservation, coupled with incentives, highlights the commitment to responsible travel. Responsible tourism becomes a drawing force for generating job opportunities for locals, thereby tackling socio-economic aspects. In addition to economic benefits, it facilitates mutual advantages for both visitors and locals, creating a mutually beneficial relationship. Moreover, responsible travel is recognized as an educational endeavor, informing both tourists and the local community. As a heritage passed on

to future generations, responsible tourism is considered an essential aspect of cultural continuity. The encouragement of participation in volunteer programs, known as voluntourism, demonstrates a commitment to community engagement. There is a strong advocacy for the promotion of sustainable tourism practices, ensuring the long-term viability and health of Mizoram's tourism industry.

The tourism industry has often been referred to as the "industry without chimneys," implying that it relies heavily on a clean and appealing environment, both natural and man-made. It was emphasized that ensuring the sustainability of resources used for tourism typically depends on local-level decisions, with local authorities being primarily responsible for managing these aspects. It was further explained that tourism activities and the movement of tourists are inherently decentralized, as they are based on the distinctive features of specific locations, cultures, and landscapes. This decentralization was seen to offer potential benefits, such as promoting regional and local development, fostering entrepreneurial opportunities, and generating employment. These outcomes were believed to contribute to slowing down the migration of people from rural areas to urban centers. However, in addition to the positive economic contributions tourism can make to local economies, certain negative effects were also acknowledged. It was pointed out that in many destinations, tourism serves as the primary source of income for local residents. Changes in land use and cropping patterns have also been observed, with examples including the conversion of agricultural land into resorts and the cultivation of exotic vegetables to cater to tourist demands.

When tourism is properly planned and managed, it can significantly enhance the standard of living for local residents. Tax revenues generated through tourism may be directed toward the improvement of community facilities such as schools, hospitals, roads, watershed management, and energy infrastructure. These improvements in infrastructure can, in turn, create new opportunities for the local population. Tourism also has the potential to stimulate other economic sectors including agriculture, fisheries, and traditional crafts. The preservation of local heritage, natural resources, arts, and crafts can contribute to and be funded by

tourism. For these benefits to be effectively realized, the self-determination of a broad segment of the local population is essential. However, tourism often tends to follow short-term dynamics rather that participatory processes, which are generally slower and more complex. Collaborative decision-making between indigenous and migrant communities is considered vital if tourism is to deliver sustainable and equitable benefits. The role that local residents wish to take- whether active or passive-must be discussed and agreed upon with them throughout every stage of the tourism process.

Despite the benefits such as job creation, infrastructure development, and improved facilities, tourism can also-and in many destinations does- lead to negative economic impacts. High prices, shortages of water and electricity, and overcrowding significantly affect the local economy. These issues often create tensions within the host community, as well as between residents, tourism service providers, and tourists. Another major concern at the local level is the involvement of external players who extract tourism earnings from the area, which has also been a source of conflict. The tourist, a temporary visitor as defined in sociology terms, leaves behind lasting impacts. Certain impacts like the dollars spend are consumed or invested by those hosts who earn them. Simultaneously, language, attire, behavioural pattern, etc. which fall under the category of encounters and the demonstration effect, are not directly consumed but are often imitated by the host societies. The donor cultures leave their lasting marks on the receiving, cultures particularly if they are located in the third world. It was only from the 1970's that researchers got attracted towards what is now termed as the sociology of tourism. Erik Cohen distinguished five major theoretical points of departure to the sociological study of tourism. The sociology of: stranger, leisure, hospitality, travel and religion.

There are six interrelated trends in the development of the sociology of tourism. Critical attitude to tourism is a kind of deviation. Study of tourists is a product of modern society to the study of modern society through tourism. From concerned with individual psychological motives for tourism to a growing preoccupation with tourism in the context of expressing significant social symbols. Giving up of general

categories like tourist and tourism to a growing awareness of the significant differences between a wide variety of types of tourists and tourist processes. This includes the differential impacts on the host and their environment, economy and society. Tourism inevitably involves contact between groups of people who might otherwise not meet, and who differ on one or more dimensions of social class, religion, language, ethnicity, or race. Tourism, thus, must be seen as a special form of cultural contact, of race and ethnic relations, and of the class relations all phenomena of central interest to sociologists and anthropologists. Attitude has become an important value of modern society. The term has been coined by Miriam Jansen Verbeke to refer to the behavior pattern of both guests and hosts. Attitude expresses the degree of acceptability or irritation of the local community towards the visibility of tourism related activities affecting the quality of life at a destination. As tourism expands, public space in the daily scenery and the community needs to cope with tourism generated stress. Social carrying capacity is very multi-dimensional. Individuals connect with locations through social elements, tangible objects, and cultural elements. Both tourism enterprises and travelers become part of the local environment at the same time and manage their interactions through societal norms, material items, and cultural beliefs. Organizations governing tourism approach policy and planning with the identical framework of realities. These realities function within a community framework and a setting, including both constructed and natural aspects. India is actively promoting tourism primarily for economic motivations. However, within the social context, it is perceived as an activity meant for the privileged class. The government, even while focusing on the economic aspects, also regards tourism as an endeavor catering to the elite and thus enforces higher taxes. The income generated from tourism is expected to enhance infrastructure, promoting the creation of amenities and services that will, in turn, yield employment opportunities. Yet, there exist individuals employed in other sectors who aren't equally inclined to support the expansion of the tourism industry. From their perspective tourists are seen as affluent and wasteful. While the younger population might embrace the arrival of tourists, the older generation would prefer industrial growth over tourism. This preference arises because the way tourists showcase their lifestyle and activities clashes with their cultural values. The tourism sector primarily

focuses on profit and business prospects, often overlooking the social aspects related to sustainable capacity. On the other hand, tourists desire friendly and efficient service at a reasonable cost, along with a respect for their culture and the value they attach to their expenditures. They consider their engagement as beneficial to the destination and thus anticipate a certain level of acceptance from the local hosts. This complex interaction of social dynamics unfolds across multiple layers.

In a nation such as India, promoting both local and global tourism is widely accepted by society. Currently, almost every prominent newspaper and news magazine features a dedicated travel section. Social media platforms, alongside tour operators and travel agencies, actively promote tourism, capitalizing on the increasing disposable income of the expanding Indian middle class. The manner, in which domestic tourism is presented, with carefully selected destinations and activities, closely resembles the approach taken in international tourism. India's inaugural tourism policy, introduced in 1980, highlighted the positive social outcomes of tourism. It stressed its role in breaking down regional and linguistic barriers, facilitating integration, and encouraging a strong sense of national identity.

The interaction between tourists and hosts often revolves around language barriers, a factor with significant implications. On one hand, tourists might pick up fundamental greetings or polite expressions, but they generally lack the time and inclination to fully learn the language of the host destination. Instead, tourists often prefer guides and companions who are proficient in their native language. In various locations, this preference has sparked an increased interest in acquiring foreign languages.

For the hosts, there's a valid incentive to engage in this pursuit, as effective communication can lead to increased financial gains. There are instances in India where young children have naturally absorbed different languages, serving as illustrative cases. Evaluating the extent to which tourism influences language transformation is a specialized field of research, requiring further studies in this area. Largely, employees, business owners, and other members of the host community endeavor to learn and enhance their language skills, particularly in English and

Hindi, as these languages hold significant importance in supporting communication within the tourism context.

This chapter provided an introductory overview of the study, beginning with the definition and conceptual understanding of accommodation within the hospitality industry. It explored the historical evolution of accommodation, drawing on international, regional, and global perspectives. The discussion highlighted how accommodation has developed over time, tracing its origins from ancient travel practices to its present-day significance in the global tourism and hospitality sector. It also examined how accommodation, as a vital component of tourism infrastructure, has contributed to economic growth, employment generation, and cultural exchange. Furthermore, the chapter reflected on the intertwined history of travel and hospitality, emphasizing their roles in shaping civilizations and economies.

The next chapter will present a review of relevant literature, focusing on tourism policy in Mizoram. It will examine the similarities and challenges faced by Mizoram in comparison with other northeastern states of India. Additionally, the literature review will analyze the socio-economic impact of the accommodation sector, aiming to provide a contextual foundation for the study's objectives and research questions.

CHAPTER -2

REVIEW OF LITERATURE

CHAPTER 2
REVIEW OF LITERATURE

The chapter offers a thorough review of literature relevant to the socio-economic aspects of the accommodation sector, with a particular emphasis on Mizoram. It also examines the tourism policy of Mizoram, providing a comparative analysis of the policies of other Northeast Indian states. By understanding these policies one gains insights into their effectiveness, challenges, and impacts on local communities. This approach helps create a stronger foundation for evaluating the socio-economic impacts of the accommodation sector in Mizoram.

This literature review includes a wide range of research papers and books, covering international, national, and regional perspectives. At the international and national levels, the review includes extensive studies that offer a broad understanding of the accommodation sector's dynamics, trends, and socio-economic impacts. However, literature specific to the regional context of Mizoram is relatively limited and often unreliable in nature. This highlights a significant research gap that this thesis aims to address. Through an analysis of the socio-economic factor influencing the accommodation sector in Mizoram, this study seeks to contribute valuable insights and fill the existing gap in regional literature.

The accommodation sector in Mizoram comprises hotels, lodges, dak bungalows, rest houses, and homestays. Given its relatively small scale, particularly in Mizoram, the accommodation sector has played a pivotal role in promoting local development and generating employment opportunities for the community's residents. Entities within the accommodation sector, such as hotels, lodges, rest houses, and so forth, offer employment prospects for the local community. This chapter delves into two critical aspects: Tourism Policy and the Socio-Economic Impact on the Accommodation sector.

2.1 Tourism Policy/ Mizoram Responsible Tourism Policy 2020

Tourism policy plays a crucial role in shaping the development and sustainability of the tourism sector in any region. The First Tourism Policy was announced by the Government of India in November 1982. Its mission was to promote sustainable tourism as a means of economic growth and social integration, as well as to enhance India's image abroad as a country with a glorious past, a vibrant present, and a bright future. In June 1986, the Planning Commission of India established the National Committee on Tourism to prepare a perspective plan for the tourism sector. By September 1987, the Central Government had declared additional concessions for the tourism sector, including tax exemptions on foreign exchange earnings from tourism (50% reduction on rupee earnings and 100% reduction on earnings in dollars), a significant reduction in tariffs on imports of capital goods, and concessional finance rates between 1% and 3% per annum. The Tourism Development Finance Corporation was established in 1987 with a capital fund of Rs 100 crores. Prior to this, the tourism sector had been financed on commercial lines by the Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, and other commercial banks. Since 1985, tourism policies have been planned in accordance with the Five-Year Plans.

The National Tourism Policy 2002, announced by the Government of India, is considered a milestone in tourism planning in the country. This policy is based on a multifaceted approach that includes the faster implementation of tourism projects, the development of integrated tourism circuits, capacity building in the hospitality sector, and new marketing strategies. Its main aim is to position tourism as a major driver of economic growth. The government seeks to achieve this by promoting domestic and international inbound tourism, developing tourist infrastructure and new destinations, promoting agro rural tourism and new tourist circuits, and fostering public-private partnerships. The key areas emphasized by the National Tourism Policy 2002 include tourism product and destination development, integrated development of tourist circuits, assistance for large revenue-generating projects, and supports for public-private partnerships in infrastructure. In 2002, the Government of

India introduced the Incredible India campaign to promote the country as an ultimate tourist destination on the world tourism map. This global campaign aimed to attract tourists to India. Additionally, the Atithi Devo Bhavah program was launched to complement the Incredible India campaign. Its main aim is to create awareness about the impact of tourism and to sensitize people about India's rich heritage, culture, cleanliness, and warm hospitality.

According to the Tourism Department of the Government of Mizoram (n.d.), Mizoram declared Tourism as an 'Industry' on 18th March 1993 to generate higher income for the sector and to provide benefits to service providers through promotional activities. The Mizoram Responsible Tourism Policy 2020 was notified on August 14, 2020, by the Commissioner & Secretary, Tourism Department, Government of Mizoram, following approval by the Council of Ministers in a meeting held on August 7, 2020. The policy received the Governor of Mizoram's approval and was subsequently implemented. This policy is the latest by the Tourism Department, Government of Mizoram, following the first Mizoram Tourism Policy of 2014, which was notified on May 15, 2014, by the Commissioner & Secretary, Tourism Department, Government of Mizoram, with the Governor's approval.

Mizoram Tourism Policy 2014 primarily emphasized eco-tourism and adventure tourism. It aimed to develop tourism infrastructure that supports eco-friendly practices and adventure tourism activities. Promotion of sustainable tourism practices, enhancement of infrastructure around key tourist destinations, and encouragement of community participation in tourism initiatives. The policy targeted niche tourism markets to minimize negative impacts and maximize local benefits. Efforts were made to integrate tourism development with environmental conservation and local economic empowerment.

Mizoram Responsible Tourism Policy 2020 expanded its focus from eco-tourism and adventure tourism to encompass a comprehensive approach to responsible tourism. This policy aimed to foster sustainable tourism development by integrating economic, social, and environmental benefits. It emphasized the promotion of

inclusive tourism, support for local entrepreneurship (particularly among women and youth), preservation of cultural heritage, biodiversity conservation, and ecosystem management. The policy also highlighted the need to attract quality tourists, extend their stays, and develop tourism infrastructure sustainably. To address challenges such as inadequate connectivity, destination infrastructure, and community engagement, coordinated efforts with various stakeholders were deemed necessary.

The vision of the State Tourism Policy was articulated as "Mystical Mizoram: A paradise for everyone," aiming to leverage the state's tourism resources and attractions sustainably and integratively to make Mizoram a preferred national and international destination. The mission was to grow and sustain a tourism industry that is responsible and sustainable, respectful of local people and the environment, ensures optimal revenue flow into the state's economy, and delivers on the brand promise of 'Mystical Mizoram: A paradise for everyone.'

The Mizoram Responsible Tourism Policy 2020 aims to create a thriving accommodation sector that provides broad and equitable socio-economic benefits to the local community. This integrated approach is crucial for the sustainable development of tourism in Mizoram and for ensuring that the local community reaps the rewards of a growing tourism industry.The Mizoram Responsible Tourism Policy 2020 serves as a comprehensive framework for the sustainable development of tourism in the state. The policy focuses on integrating economic, social, and environmental benefits to create a responsible and sustainable tourism industry. Key aspects of the policy relevant to the accommodation sector include:

1. Promotion of Inclusive Tourism: Encourages participation of local communities, including women and youth, fostering local entrepreneurship and increasing employment opportunities.

2. Support for Local Entrepreneurship: Aims to boost the local economy by promoting locally-owned and operated accommodations, ensuring tourism revenue benefits the local community.

3. Sustainable Tourism Development: Emphasizes sustainable practices in the accommodation sector to attract quality tourists, extend their stays, and increase spending, thereby benefiting the local economy.

4. Preservation of Cultural Heritage: Enhances the attractiveness of Mizoram as a destination by promoting accommodations that reflect local culture and traditions, increasing demand and economic benefits for the local community.

5. Challenges and Solutions: The policy addresses challenges such as inadequate connectivity and infrastructure, which are crucial for the growth of the accommodation sector. By improving these areas, the policy aims to make Mizoram more accessible and attractive to tourists, further boosting the accommodation sector.

6. Economic Impact: The development of tourism infrastructure, including accommodations, can create jobs and promote economic diversification. This can add tax revenue and contribute to the overall economic development of Mizoram.

7. Community Engagement: Ensures local community involvement in tourism development, leading to a more positive socio-economic impact.

8. Regulatory and Standards Enforcement: Maintains high standards for accommodations, ensuring a positive experience for tourists and a good reputation for Mizoram.

9. Funding and Investment: Secures financial support for tourism infrastructure and services, crucial for the growth of the accommodation sector and overall tourism experience.

The current study aims to understand how the Mizoram Responsible Tourism Policy 2020 impacts the accommodation sector and contributes to the socio-economic development of the local community.

The tourism Department, Government of Mizoram, published a book of Standard Operating Procedures for tourist lodges, hotels, homestays, and other accommodation units. The registration and management of these establishments are overseen by this department.

2.1.1. Comparison with other Northeast States/ Similarity and Challenges

2.1.1.1 The Meghalaya Tourism Policy 2023 builds on the previous policy from 2011, which successfully positioned the state as a preferred tourist destination. Given the evolution of tourism and the impacts of the pandemic, a comprehensive revamp was necessary. The new policy envisions positioning Meghalaya as a preferred destination while driving growth, generating employment, and fostering entrepreneurship with sustainability at its core. The policy emphasizes sustainable and responsible tourism, promoting high-value, low-volume tourism, managing carrying capacity, encouraging low-impact tourism, implementing effective waste management, and promoting sustainable transportation. It also focuses on conserving heritage and natural assets. Employment generation and entrepreneurship are key priorities, with efforts to create opportunities for youth and women, support tourism-related enterprises, and develop infrastructure in underexplored regions for balanced development. The organizational set up involves the Tourism Department, Meghalaya Tourism Development Corporation (MTDC), Meghalayan Age Limited (MAL), and the Meghalaya Rural Tourism Cooperative Federation Limited. The policy addresses challenges such as environmental degradation, the need for sustainable practices in eco-sensitive areas, waste management, and balancing tourism growth with conservation efforts. These principles and challenges share similarities with Mizoram's Responsible Tourism 2020, particularly in emphasizing sustainable tourism, conservation of natural resources, community involvement, and local entrepreneurship.

2.1.1.2 The Assam Tourism Policy aims to transform Assam into a widely recognized tourist destination both within India and abroad by leveraging its natural and cultural resources. It emphasizes strong promotion through initiatives like the "Awesome Assam" campaign, developing tourism infrastructure, promoting responsible tourism, and improving safety and security measures. The policy encourages private sector involvement and community participation, focuses on skill development in hospitality, and utilizes ICT for tourism management. Similar to the Mizoram Responsible Tourism Policy, Assam also seeks to balance economic benefits with environmental preservation and community engagement, though this is pursued on a larger scale, owing to the state's size and the diversity of its tourism offerings.

In comparison with the Mizoram Responsible Tourism Policy, both emphasize sustainable development and community involvement but differ in scale and focus areas. Mizoram's policy appears more localized and community-centric, while Assam's policy targets broader international and domestic tourism markets with extensive infrastructure development and promotional campaigns. Both policies aim to mitigate negative impacts of tourism while maximizing economic benefits and cultural preservation, though within contexts shaped by distinct geographical, economic, and cultural factors.

2.1.1.3 The Manipur Tourism Policy, 2022 aims to establish a comprehensive framework and strategic plan in collaboration with various stakeholders to improve tourism conditions in the state. It focuses on leveraging Manipur's tourism potential to attract investments and visitors, aiming for tourism revenue to contribute significantly to the state's GDP by 2030. Emphasizing sustainable and responsible tourism, the policy seeks to minimize negative impacts and maximize positive outcomes across social, environmental, and economic dimensions. It promotes digitalization, innovation, and a tourist-centric approach while encouraging private sector involvement and supporting inclusive growth. Marketing and branding efforts are crucial, aiming to showcase Manipur's cultural richness, scenic beauty, and unique festivals on national and international platforms.

Similarities with Mizoram Responsible Tourism Policy 2020: Both policies prioritize sustainable and responsible tourism practices, aiming to minimize negative impacts on local communities and environments while maximizing economic benefits. They emphasize the use of technology and digital platforms to enhance tourism experiences and promote destinations effectively. Both policies also encourage private sector participation and aim to create an enabling environment for tourism development through supportive regulations and infrastructure improvements.

Challenges: Both policies face challenges such as infrastructural limitations, including inadequate transportation and accommodation facilities in remote areas. They also need to address security concerns and enhance public perception to attract more tourists, especially international visitors. Both states are working towards overcoming these challenges through strategic partnerships, policy reforms, and targeted promotional campaigns.

2.1.1.4 The Eco-Tourism Policy of Tripura (2004) emphasizes the state's abundant natural beauty and biodiversity as central attractions for sustainable tourism development. It aims to involve indigenous stakeholders and foster partnerships with existing tourism industries while promoting economic benefits for local communities. Key objective include promoting sustainable forest and wildlife management, creating local employment opportunities, generating revenue for biodiversity conservation, and enhancing tourism infrastructure. The policy also focuses on cultural preservation, socio-economic benefits for communities, and promoting Tripura as a prominent tourist destination both within India and abroad.

Comparing this with Mizoram's Responsible Tourism Policy 2020, both policies share a commitment to sustainable tourism development and community involvement. They emphasize preserving cultural heritage and promoting eco-friendly practices. Challenges common to both include balancing tourism growth with environmental conservation, managing socio-cultural impacts, and ensuring equitable distribution of economic benefits to local communities. Both policies

highlight the need for infrastructure development and tourism promotion while respecting local traditions and environmental sustainability.

2.1.1.5 The Nagaland Tourism Policy 2024, led by the Department of Tourism, aims to establish Nagaland as a sustainable, community-centered tourism destination that celebrates the state's culture and preserves its natural beauty. The Department functions as the nodal agency for tourism development, focusing on policy formulation, coordination with various organizations, publicity and marketing, tourist awareness, and organizing fairs and festivals. It also oversees the implementation of tourism-related projects under various funding schemes and regulates travel agents, tour operators, and home stays. The policy envisions positioning Nagaland as a prime destination for nature and culture-based tourism, fostering local economic and social prosperity, and promoting unique and authentic experiences. Goals include improving tourism infrastructure, developing quality tourism products, enhancing human resources, and creating an enabling environment for local stakeholders. Objectives highlight the promotion of tourism with minimal environmental impact, the integration of vernacular architecture, and active involvement of local communities in tourism planning and management. Guiding principles emphasize a government-led, private sector-driven, and community welfare-oriented framework, sustainable infrastructural development, and entrepreneurship promotion within local communities.

The Nagaland Tourism Policy 2024 and the Mizoram Responsible Tourism Policy 2020 share several similarities and face common challenges in their pursuit of sustainable tourism development. Both policies emphasize sustainable tourism that integrates economic, social, and environmental benefits while preserving cultural heritage and natural beauty. They adopt a community-centered approach, highlighting the importance of involving local communities in tourism planning and management and ensuring equitable distribution of benefits. Supporting local entrepreneurship, especially among women and youth, is a shared objective. Infrastructure development is a priority for both states, with a focus on improving transportation networks and accommodation facilities sustainably. Enhanced

promotion and marketing efforts are also key components to position their states as prime tourism destinations. However, both states face challenges related to inadequate connectivity and infrastructure, which hinder tourism growth. Balancing tourism development with the preservation of environmental and cultural assets is a critical issue. Additionally, engaging local communities and raising awareness about tourism benefits are essential for the successful implementation of their policies. In response to these similarities and challenges, both Nagaland and Mizoram aim to create a thriving, sustainable tourism sector that benefits their local communities while preserving their unique cultural and natural heritage.

2.1.1.6 The Sikkim Tourism Policy 2018 envisions Sikkim as a highly valued responsible tourism destination, significantly contributing to the state's economy while conserving its natural and cultural heritage. The guiding principles include environmental sustainability, cultural integrity, equity and inclusiveness, and a commitment to providing quality visitor experiences. The policy aims to develop tourism as a key economic sector by leveraging Sikkim's unique landscape, culture, and green policies. It promotes low-impact, high-value tourism to protect ecologically sensitive areas and focuses on nature, adventure, and culture-based tourism to attract year-round visitors. The policy also emphasizes broad-based economic benefits, social justice, and high standards of tourism infrastructure and services to ensure visitor satisfaction and sustainable development.

Both Sikkim and Mizoram share a vision of sustainable and responsible tourism that preserves their natural and cultural heritage while benefiting local communities. They emphasize environmental sustainability, cultural integrity, and equitable distribution of tourism benefits. Both states aim to improve tourism infrastructure, promote local entrepreneurship, and enhance tourism marketing. Challenges common to both include inadequate connectivity and infrastructure, managing the environmental and cultural impacts of tourism, and engaging local communities in tourism development. Confronting these challenges is crucial for both states to create a thriving, sustainable tourism sector that benefits their local communities while preserving their unique heritage.

2.1.1.7 According to the Heritage Tourism Division of INTACH in New Delhi, Arunachal Pradesh currently lacks a state-level tourism policy. Although a Tourism Development Plan for Arunachal Pradesh was prepared by INTACH in 2010, suggesting a policy framework for sustainable tourism, it has not yet been implemented. INTACH, supported by the Ministry of Tourism, Government of India, New Delhi, has recommended the development of a comprehensive tourism policy to strengthen the tourism sector in the state.

2.1.2 Mizoram's responsible tourism policy can be strengthened by addressing gaps and leveraging opportunities in the accommodation sector. Currently, Mizoram lacks high-quality, sustainable lodging options and effective marketing strategies compared to other northeastern states. To bridge these gaps, the state can focus on developing eco-friendly and culturally rich accommodations, promoting local entrepreneurship, and enhancing community participation through comprehensive training programs. Improved digital marketing and partnerships with travel platforms can increase visibility and attract quality tourists. Furthermore, providing incentives for sustainable practices and establishing robust support systems for accommodation providers can further boost the sector. Through the implementation of these measures, Mizoram can improve its accommodation offerings, contributing to sustainable tourism development and supporting local communities while preserving its cultural and natural heritage.

2.1.3 Gaps and opportunities in the Accommodation Sector for Mizoram's Responsible Tourism Policy

Gaps:

1. Infrastructure Development:

   Quality of Accommodation: Compared to other northeastern states, Mizoram has a limited number of high-quality hotels and homestays. There is a need

for more diverse and high-standard accommodation options to cater to different types of tourists.

Sustainable Facilities: Existing accommodations often lack sustainable practices. Unlike Sikkim, which focuses on eco-friendly infrastructure, Mizoram's accommodation sector needs more emphasis on sustainable development.

2. Marketing and Promotion:

Visibility and Appeal: Mizoram's accommodation options are not as well-promoted as those in other states like Nagaland, which have more effective marketing strategies to attract tourists. This gap in visibility affects the state's ability to attract quality tourists who seek comfortable and unique lodging experiences.

Branding of Accommodation: The branding and promotion of Mizoram's accommodation sector are less developed. The state lacks a strong brand identity that highlights the unique and culturally rich lodging experiences available.

3. Community Involvement and Training:

Lack of Local Participation: There is limited involvement of local communities in the accommodation sector. Unlike Nagaland, which emphasizes community-based tourism, Mizoram needs to enhance local participation in owning and managing accommodations.

Training and Skill Development: There is a significant gap in training programs for local entrepreneurs and staff in the accommodation sector. This effects service quality and the overall tourist experience.

4. Policy Implementation and Support:

   Regulatory Framework: Mizoram's policies and regulations supporting the accommodation sector are not as comprehensive as those in other states. There is a need for clearer guidelines and incentives for sustainable and responsible accommodation development.

   Coordination and Support: There is insufficient coordination between the government and private sector in promoting and supporting the accommodation sector. States like Sikkim have more structured support systems for accommodation providers.

Opportunities:

1. Development of Unique and Sustainable Accommodations:

   Eco-friendly Lodging: Mizoram can develop eco-friendly accommodations that leverage its natural beauty, similar to Sikkim's emphasis on green infrastructure. This can attract environmentally conscious tourists and set the state apart as a sustainable destination.

   Cultural Homestays: Promoting culturally rich homestays that offer authentic Mizoram experiences can appeal to tourists seeking unique cultural interactions, similar to initiatives in Nagaland.

2. Improving Community Participation:

   Local Entrepreneurship: Encouraging and supporting local communities to develop and manage accommodations can increase economic benefits and quarantee equitable distribution of tourism revenue. This approach aligns with Nagaland's community-based tourism model.

Capacity Building: Implementing comprehensive training programs for locals involved in the accommodation sector can improve service quality and enrich the tourist experience. This can include training in hospitality management, sustainable practices, and cultural sensitivity.

3. Improving Marketing and Promotion:

   Digital Marketing: Utilizing digital marketing strategies to promote Mizoram's accommodation options can increase visibility and attract a broader audience. Highlighting unique selling points like cultural heritage and eco-friendly practices can differentiate Mizoram from other states.

   Collaboration with Travel Platforms: Partnering with popular travel platforms and websites to promote Mizoram's accommodations can boost bookings and attract quality tourists.

4. Policy and Regulatory Enhancements:

   Incentives for Sustainable Practices: Providing incentives for accommodation providers who adopt sustainable practices can encourage wider adoption of eco-friendly measures. This can be modeled after Sikkim's sustainable tourism guidelines.

   Strengthening Support Systems: Establishing a more comprehensive support system for accommodation providers, including financial assistance, marketing support, and regulatory guidance, can help develop a more resilient and sustainable accommodation sector.

The state of Mizoram should address these gaps and leverage the opportunities to enhance its accommodation sector, making it a key component of its responsible tourism policy. This will contribute to sustainable tourism development, benefiting local communities and preserving the state's cultural and natural heritage.

2.2 Socio –Economic Impacts of the Accommodation Sector

The literature review examines the socio-economic impacts of the accommodation sector on Mizoram's local community through international, national, and regional perspectives.

2.2.1 International

Global studies reveal that the accommodation sector significantly contributes to economic development through job creation and income generation, while also impacting local cultures and community dynamics.

A hotelier and restaurateur serves as both a host and a businessman, with the host being cheerful and an artist in living who appreciates everything that is good and beautiful. This concept of hospitality has been present for thousands of years. By quoting this sentence, it's explaining clearly the meaning of hospitality and the host/owner's responsibility with his/her guest. Andrews (2008) wrote a hotel is structured organizationally to meet the following objectives: (1) to maximize revenue through efficient room occupancy; (2) to maximize food and beverage revenue with excellent meals; (3) to earn from other minor departments using the synergy of activities; and (4) to give safe quality service. A hotel is, therefore, structured to meet these objectives.

King (1995) identified three types of hospitality based on historical literature: private hospitality, which involves acts by individuals toward others in a private setting such as the home; non-commercial hospitality provided by religious and governmental institutions for the benefit of travelers; and commercial hospitality, which includes meals, lodging, and entertainment offered for profit. The concept of private hospitality dates back to ancient times when travel was dangerous and societies developed hospitality ethics to ensure travelers' safety, addressing both physiological needs and providing psychological comfort. White (1970) noted that harsher physical conditions increased the obligation to offer hospitality, as seen in

Arab and Eskimo cultures. Private hospitality was crucial in times when no other accommodations were available, with nobles often imposing on other nobles' hospitality during travel.

During the Middle Ages, feudalism and chivalry introduced a code of manners, guiding noble behavior and hospitality expectations. For example, while traveling, nobles stayed in other nobles' castles, expecting courtesy and hospitality in line with their rank. In periods and regions where travel was common, additional provisions for travelers became necessary. In ancient Rome and the Near East, governmental facilities catered mainly to administrative and commercial needs, often providing minimal comfort. Monasteries in the Middle Ages offered accommodations for religious travelers, viewing this service as part of their religious duty. However, the hospitality quality varied according to the traveler's status and the monastery's resources.

Commerce inevitably developed where there was a demand and individuals with money. Early commercial hospitality establishments were often drinking establishments, with inns in ancient Greece and Rome notorious for poor conditions and robbery. Over time, as travel infrastructure improved, more sophisticated accommodations emerged. The establishment of regular coach routes and the development of large inns on major routes significantly improved travel conditions. The wealthy often stayed in private accommodations or first-class hotels, while less affluent travelers endured basic conditions in public inns.

By the 18th century, places like Bath, England, saw the growth of hotels catering to the wealthy, who initially rented houses or apartments for extended stays. As demand for quality accommodations grew dedicated hotels were built, marking the beginning of the Swiss hotel tradition and similar developments elsewhere. This historical progression highlights how hospitality evolved from a basic necessity to a sophisticated commercial enterprise catering to various social classes and travel needs.

According to Boz (2017),' Tourism industry is an economic, social, cultural and environmental phenomenon. The development of tourism increases the desire of people to learn a foreign language and to become acquainted with foreign cultures. Tourism improves social life of host communities, and contributes women in participating to labor force. The tourism industry provides a positive contribution to the solution of unemployment problem.'

The study by Acharya (2005) suggests that the emergence of new economic activities, such as the rental of cycles, vehicle parking, temporary care of tourists' belongings, and guiding, has become apparent. While these activities haven't been fully institutionalized as a distinct trade, they provide an additional source of income for the local population. The general public, either unemployed or engaged in other enterprises, typically undertakes these tasks. These novel income opportunities have arisen due to tourism, signifying not only an economic phenomenon but also a significant cultural one. Engagement in various activities brings about changes in daily lifestyles. The generation of employment and the establishment of new economic activities contribute to increased income for the local population, directly impacting their living standards. All these economic effects, such as employment and the introduction of new economic activities, influence the daily lives of the people and, consequently, the socio-cultural fabric gradually but surely.From a socio-cultural perspective, a notable change caused by tourism is the alteration in occupations. Tourism can be characterized as a socio-cultural institution with various dimensions, including economic, environmental, psychological, and political aspects. Its impacts are felt by both the host society, whose way of life is affected, and the tourists, who consider it a significant part of their lifetime. The analysis of the data provides evidence supporting the notion that there are positive socio-cultural impacts of tourism on the residents of Petra. The overwhelming majority of the respondents express the belief that tourism has contributed to enhancing the image of Petra, generating job opportunities, creating avenues for investment, and improving infrastructure in the area. Residents of Petra experience tourism firsthand by either working in the industry or residing in close proximity to tourist activities. Significantly, exposure to tourism has led to a greater acceptance of women working

in the tourism sector. Concurrently, tourism has positively influenced the lifestyle of some individuals, although with consequences such as the weakening of family structures and social bonds compared to the pre-tourism era. Despite the presence of both positive and negative socio-cultural impacts, residents of Petra continue to show strong support for tourism and express a willingness to encourage more tourists to visit their community. (Alhasanat, S, et al., 2010)

According to Black (2015), 'The socio-economic data reveal a generally positive impact of tourism on the local communities following the construction of the lodges. Across the two countries those who reported positive benefits of the lodges in terms of jobs, environmental conservation, local development and tourism development varies from 50% to 90% amongst the community residents and 70% to 96% among the staff'. Specifically, the benefits for the community were primarily derived from collective community-based projects, such as the construction of school blocks, electrification projects, water tanks, and seed multiplication initiatives. On the other hand, the benefits for the staff were individually centered, encompassing employment, skills training, accommodation, meals, medical assistance, and bonuses. Additionally, both the staff and community residents acknowledged indirect socio-economic advantages linked to the lodges, contributing to poverty reduction and community development. For instance, an average staff member, typically unmarried, supports four people, earns a higher income, spends more within the local community, and possesses more assets compared to the average community resident, all due to the income and other benefits provided by the lodges.

In the socio-cultural and economic spheres, individuals typically hold positive views that can influence the growth of tourism accommodation in their region. Conversely, concerning the environmental aspect, the consensus among local residents is often that the establishment of tourist accommodation in their village leads to substantial negative impacts. Despite this environmental concern, locals, on the whole, are inclined to recognize the advantages derived from tourism activities, including the emergence of new job opportunities, heightened incomes, and increased purchasing power. These positive outcomes, in turn, contribute to an

overall improvement in the quality of life for the local communities. (Wiweka, et al., 2016)

The study conducted by Spanou (2007) revealed that a significant portion of the respondents expressed the challenge of isolating the impact of individual factors in influencing changes in social behavior and values. Changes in dress codes, the rise in drug use, and increased sexual freedom were associated with tourism, and, consequently, they have become contributing factors to the breakdown of many marriages. As a result, the divorce rate in Cyprus has been consistently increasing each year.

The study conducted by Bhuiyan, et.al (2013) revealed that according to the respondents, homestay proves to be economically promising for the operators. They state that the monthly income is contingent on the initial investment, monthly expenses, and the targeted annual revenue. Additionally, the operators believe that this venture contributes positively to the local economy, society, and environment, emphasizing the preservation of traditional culture and customs. (Kozbokulov, et al (2019) In the broader perspective, tourism contributes to the overall economic growth of the region, and the economic aspects of tourism significantly influence the social sphere. Furthermore, homestay is seen as a factor for increasing employment opportunities, improving the living standards of local people, promoting public-private investment, and aiding in the conservation of the ecosystem to maintain environmental balance. To ensure socio-economic advancement through homestay accommodation, initiatives such as proper planning and marketing, engaging in research activities, elevating customer service, and allocating sufficient resources are considered crucial. This study encourages a fresh perspective on comprehending the socio-economic impacts of tourism in the area. The accommodation sector, encompassing both homestays and lodging, plays an essential role in supporting economic growth and promoting tourism.

The study conducted by Kimaiga and Kihima (2018) revealed that the primary motivation for local people participating in the homestay program was

income, and most operators considered the program a substantial contributor to their socio-economic well-being. These findings hold significant implications for the tourism state agency, namely the Ministry of Tourism, prompting the need for policies and legislation aimed at advancing a facilitative environment for sustainable growth within the homestay accommodation sub-sector. The hope is that, with the presence of a supportive legislative and legal framework, coupled with the necessary financial, and infrastructural support and training, this sub-sector will significantly contribute to the realization of Kenya's long-term strategy, Vision 2030. The study's results indicate that homestay accommodation plays a crucial role in enhancing the socio-economic well-being of rural communities. This finding aligns with the conclusions of Chaiyatorn et al. (2010), who asserted that homestays bring about economic, social, and cultural benefits for local communities, contributing to sustainable development. Moreover, these results echo the sentiments of Colton and Whitney-Squire (2010), which identified the potential of the homestay program in responding to socio-cultural, economic, and environmental issues encountered by communities. This outcome can be explained by the fact that the homestay concept, as an extended form of community participation in tourism, empowers individual households to derive income directly from tourism while offering opportunities to share their cultures and engage with other cultures without leaving their homes. While these findings provide significant insights into the relationship between dependent and independent variables, there remains ample room for further research to determine conclusively whether homestay accommodation is indeed a significant means of boosting the socio-economic well-being of rural people.

According to a statement from gman academia, the tourism industry is undergoing gradual changes, and challenging economic times have prompted tourists to explore more cost-effective options tailored to individual needs. The increasing prevalence of low-budget hotels has consequently given rise to a phenomenon where a significant number of individuals are opting for more economical accommodation. The tourism sector is witnessing ongoing transformations, with socio-economic factors identified as key contributors to the growing demand for low-budget hotels among tourists. Gman academia referenced Huang and Sun (2014), stating, "Many of

these low-budget hotels have successfully integrated the concepts of both a hotel and a hostel, creating establishments that reflect the diverse and dynamic culture of the local neighbourhood. As a result, guests can experience the lifestyle of the local neighbourhood." Additionally, gman academia cited Kumar (2016), who explained that low-budget hotels are now able to directly engage with customes, leading to increased profit margins.

Mitchell et al. (2014) examined economic transactions and their direct, indirect, induced, and dynamic impacts. They identified three key pathways through which low-income groups, or specific groups such as local residents and women, could benefit from tourism. Direct effect encompasses both labour income and other forms of earnings derived from the tourist sector, such as jobs in hotels, restaurants, and taxi services. Furthermore, direct effects also encompass non-financial livelihood changes resulting from tourism, such as improved infrastructure or enhanced access to the beach for local residents. Secondary effects comprise indirect earnings (and non-financial livelihood impacts) from non-tourism sectors that stem from tourist activity, involving crafters, construction workers, farmers, among others, induced effects include the re-spending of earnings in the local economy by workers whose jobs are generated by tourism spending.

According to the International Labour Force (2010) discussing Developments and Challenges in the hospitality sector, the working conditions in this field were described as often involving unsocial and irregular hours, such as split shifts, weekend shifs, nightshifts, and work during holiday periods, which are driven by consumer demand patterns in hotels and restaurants. These working conditions can significantly increase stress among employees, particularly those with family responsibilities, especially women, who bear the primary burden of caring for children, the elderly and household chores. Reliance on family members or utilizing private or public childcare, services becomes essential for these workers.

The prevalence of on-call, casual, temporary, seasonal, and part-time employment is linked to job insecurity, comparatively low wages (often below the

national average), job instability, limited career advancement opportunities, a high level of subcontracting and outsourcing, and a high turnover rate. It's important to note that these conditions can vary from one country to another. Additionally, it's worth highlighting that the sector, including its informal components, offers a significant number of jobs to individuals with little or no formal training who may prefer not to commit to long-term employment, such as students. Moreover, the sector provides employment opportunities for migrants and workers with family responsibilities. Tourism can be a source of opportunity for those facing substantial social and capability disadvantages, which may not be as readily available in other industries.

Mrema (2015) study revealed that income realized by hotels varied from one village to another and from some villages hotels employees are 80% locals' people. This means that the presence of these hotels have a significant contribution in local communities livelihood. According to Aref and Ma'rof, (2009) argue that the contribution of livelihood intern of employment and income realized by the hotels, this income is assumed that some of is used to purchase food staffs within the study area something which is healthy. UNCTAD (2007) argues that tourist hotel and lodges specialized in the provision of a place to stay as their major service to tourists; sell food and drinks to their guests some of these products are brought directly from locals, example carvings for decorations, banana, vegetables, local wine hence contributing in building local community income for their development. According to Muganda et al.(2010), the theories of tourism and poverty alleviation are central outcomes if the following pillars are integrated in tourism businesses. Indeed, the literatures pinpoints that tourism has a significant contribution towards poverty alleviation among local communities, especially when sustainable tourism practices arising from the principles of sustainable development and responsible tourism are taken into account. One approach to capture such contribution is through examining the extent to which local people participate in the sharing of tourism benefits. This can be assessed by looking at three critical ways through which tourism operators (tourism businesses) can embrace the local communities. These are local employment creation-providing job opportunities specifically for local people (Chok,

et al., 2007; Scheyvens,2007; Zhao and Ritchie, 2007); capacity building for local people- empowering local people to access tourism benefits through the provision of work experience opportunities, training, advice, loans or aid to enable local people to work for tourism or invest in tourism as local entrepreneurs (Tosun, 2000; Zhao and Ritchie, 2007); and sharing the tourism profits with the local community- using part of the business income to support community initiatives, purchase locally, incorporate opportunities for tourists to support local businesses, events or organizations, sponsor local charities or community based organizations, sponsor local events or sporting teams (Ashley et al. 2001; Ashley and Roe, 2003; Ashley and Haysom, 2005; Meyer, 2007). About 60% from one village agreed that tourist hotels contributed directly and indirectly in improving their socio-economic development efforts. The other villages also agreed with similar views as some are relatively low. As for the hotel staff, the majority of the respondents had the opinion that they are benefiting and remaining could not agree as they said the reasons were low wages, poor working environment, wildlife threats and lack of job security. On the side of hotel management, they can't provide the entire local requirement as they set priorities on clean water and education services. When asked to identify the type of benefits realized, the main ones were employment, market for local products e.g. horticultural crops and artisanal products, foreign exchanges and improvement of social services. Despite the benefits, there are a number of barriers that limit the ability of local communities to capture created opportunities such as lack of income-generating projects/activities, entrepreneurial training, and employment opportunities for senior positions. The challenges were lack of local communities' empowerment in accessing capital assets and quality education and inadequate linkage between the hotel sector and other sectors such as agriculture to enable farmers to easily sell their farm products (Mrema- 2015).

Razzad, et al.(2011) showed the findings of readiness of the aspect of knowledge, attitude and skills among local communities and the overall score of required knowledge was at a moderate level. This demonstrates that the operators have an overall knowledge to manage and run the Homestay Program, but also shows space for improvement in the future as the market becomes more competitive.

Knowledge of developing packages regarding foreign culture needs to be addressed in community capacity building programs. Attitude also resulted in an overall moderate mean score. Government and community committees need to plan suitable community capacity building program to strengthen the attitudes of local communities, especially in terms of providing a sense of belonging, a sense of community, a sense of tourist needs, etc. Attitude is quite difficult to measure from a quantitative approach, but nevertheless, this scale provides a good starting point for stakeholders to begin planning to address the issues. The findings also showed that the operators' skills are at a moderate level, earning an overall mean score. Overall, most skills need to be improved in the future, but English communication skills, safety and first aid knowledge are crucial and need immediate action from stakeholders. Tourists are very particular about communication, because they want to get as much experience as possible from the host community. Communication between hosts and tourists enhance the interaction. Safety and first aid are also top priorities for tourists. Therefore, homestay operators must gain adequate skills in those areas. With other findings, this study shows and concludes that the socio-economic impact of the Homestay Program on the communities involved has been significant. The participation of more youth must be addressed in order for the program to be sustained. Stakeholders must think through strategies and programs to encourage youth to participate in the Homestay Program. Since the influence of the local leaders plays an important role in the communities, the leaders should look towards the youth to strengthen the program. Income and environment are main motivational factors in becoming a homestay operator in the program. Proper and long-term planning is a crucial component that stakeholders need to prioritize so as to sustain the program and empower the communities. Critical success indicators of community capacity building include local participation, the expertise and abilities of the local community, leadership, community structure, community identity, and external partnership. Success in these areas will result in more effective progress of the Homestay Program in Malaysia.

Dahal, et al.(2020) study was carried in Amaltari Madhawarti Homestay in the Nawalpur District of Nepal. The main aim of this study was to assess the

environmental impacts of community-based home stay tourism. Solid waste production in these 24 homestays was quantified. Proper awareness towards waste management reduces the threat to environmental purity. Further, the role of proper waste management, energy use, and water use becomes a great asset to develop a sound ecotourism around home stays. Socio-economic benefits were received by the home stay in the form of increased income and preserved culture. People were able to make money to upgrade their living standard from their culture, hospitality, foods, and costumes. This boost in the economy had reduced dependence on natural resources and increased forest area and movement of wild animals. Homestay in Baghkhor has become a positive driving force to the entire community living here. It has been able to foster entire ecotourism of the region and promote sustainable development of the area uplifting all social, economic and environmental factors. With the gain of economic benefits, conservation activities have been eased; the operation of homestay has started strengthening the entire community in terms of social, cultural, and economic development. Waste management, energy use, water use, and economic benefits were sustainable till the date. So, homestay operation is one of the important aspects to promote a sustainable ecotourism that facilitates local people to engage in tourism activities and preserve the uniqueness that becomes exotic for most of the visitors.

Airbnb's disruptive impacts on tourism destinations have been well acknowledged but systematic examination is still lacking. This study investigates these impacts on host communities form the perspectives of tourism destination stakeholders including Airbnb hosts, traditional accommodation providers, local residents and policy makers in Queenstown, New Zealand. Informed by social representation theory, the results of fourteen semi-structured interviews confirm the complexity of Airbnb growth, which is characterized by multiple and conflicting interests, and potential contradictions in destination management policies. This research highlights the advantage of using multiple stakeholder perspectives by providing a more holistic and critical understanding of Airbnb's impacts. It offers a starting point to inform the on-going debate regarding sustainable tourism

development in destinations influenced by transformative global forces (Cheng, et al-2020).

Tussyadiah and Pesonen (2015) study was to identify how the use of peer-to-peer accommodation leads to changes in travelers' behavior. Based on two online surveys targeting travelers from the United States and Finland, it was identified that the social and economic appeals of peer-to-peer accommodation significantly affect expansion in destination selection, increase in travel frequency, length of stay, and range of activities participated in tourism destinations. Travelers' desires for more meaningful social interactions with locals and unique experiences in authentic settings drive them to travel more often, stay longer, and participate in more activities. Also, the reduction in accommodation cost allows travelers to consider and select destinations, trips, and tourism activities that are otherwise cost-prohibitive. Implications for tourism planning and management are provided.

Tourism in recent times has been expressed as a leisure and event-based activity. This study was carried out to examine tourists' arrivals and patronage of the Obudu Mountain Resort in Cross River State, Nigeria. The data for the study were collected through questionnaire survey, interviews, field inventory and participatory rural appraisal methods. The result of the analysis revealed that there is significant variation in tourists' arrivals and patronage of the Mountain Resort. It was also observed that the local people were highly interested and involved in tourism related activities within the study area and the tourism industry had constantly improved their annual income. Based on these findings, it is recommended that more tourism events should be organized in the resort to attract more tourists' visits to the area, and that the people should be supported through the provision of trainings, economic seminars, credit facilities, and the provision of basic social amenities in the host communities to help enhance their interest and participation in tourism activities (Amalu, et al. 2017).

According to Andriotis (2002), the hospitality industry generates benefits for many host communities including employment generation and foreign exchange

earnings. However, the hospitality industry often leads to external dependency contributing to a loss of local control over resources, migrant workforce and leakages outside the local economy, seriously reducing industry's potential for generating net financial advantages and growth for the local economy. Despite the variation of size of hospitality firms, there is still limited research on how well different size hospitality firms contribute to local economic development as a case the island of Crete. The findings suggest that the smaller the size of hospitality firm the larger the benefits to the local economy.

For many local communities in developing countries and elsewhere the existence of large attractions nearby generates both benefits and costs. This paper examines some of the dynamics of the complex, interrelated relationships among host communities, their local heritage sites, and tourism management structures. Borobudur in Java, Indonesia, is used to illustrate the discussion of power, displacement and control, local participation, and the role of "new tourism" in developing countries. It further offers some reflections on how tourism planning and management might encourage small-scale local tourism enterprises for the benefit of both the host and guest populations. (Hampton, M.P.2005).

Amalu, et al(2020) study observed that some socio-cultural values of the people(traditional marriages, traditional building pattern, family income, traditional landscape design, art and crafts) were positively influenced by interaction of tourists' with the host communities while other values (traditional belief system, traditional religious worship, native food, local drinks, traditional dress style, traditional legal system, level of promiscuity) were negatively affected by the interaction between the tourists and the local residents'. The study also observed that most of the tourists' that visited the region got awareness of the attractions through the social media (38%), electronic media (22%), friends and family (16%), internet (10%), print media (10%) and sign posts (4%). Based on these findings, the study recommends that more cultural activities, better marketing and promotional strategies should be adopted to ensure more visitors and tourist visits to the region throughout the year.

The study demonstrates how tourism plays vital importance to the economy of South Asian countries especially in Bangladesh. The government should build a good plan to make tourism industry attractive. The findings is that for proper planning guidelines and monitoring are required to enable the tourism industry to make it more popular and to be attractive, to develop the infrastructure in famous tourism spots. Modern drainage facility, waste disposal management system, pure drinking water, bathing water, wastewater and radiations are to be combined in an environmental guideline for the tourism zone. As it is included social security and safety issues should be taken into account to develop tourism as its highlight that due to hijacking, stealing issues and kidnapping overseas tourists are unwilling to visit again Bangladesh. Visa policy and to organize tourism seminars, tourist fairs, etc. are highlighted for the promotion of Bangladesh tourism. The most important found out was that political conflicts and corruptions are the main enemy of Bangladesh tourism. For the development of tourism as well as Bangladesh, political parties and the government should consider divergence. It is predictable that the government of Bangladesh will review some teachings from other countries of the world and will take enthusiastic steps to eliminate these unnecessary obstacles that create the direct negative effect on the tourism sector (Rhaman. 2016)

Gnanapala and Sandarwani (2016) main objective is to discuss the impacts of tourism development in cultural and heritage sites in Sri Lanka and their implications for heritage management and sustainability of the industry. The findings revealed that even though tourism has brought many economic and socio-cultural advantages, there are several issues and problems that need to be addressed comprehensively such as over concentration on tourism, the conflicts of interests, unauthorized constructions and modifications, misinterpretations through guiding and poor site management etc. These factors have created dissatisfaction among the tourists and finally the negative publicity about the destination. It has concluded that the relevant and responsible authorities have to take necessary actions to answer the said problems and issues before further degradation of tourism occurs in heritage and cultural sites; otherwise the country has to endure further negative consequences.

Ajake (2015) stated that the significance of the hotel industry within the broader scope of tourism activities is supported by the wide range of services it encompasses. A single hotel establishment was reported to offer not only essential services such as accommodation and food but also a variety of complementary services, including convenience stores, entertainment options, transportation services, and facilities for business and conferences, among others. This variety of services was considered crucial for illustrating one of tourism's key socio-economic advantages: the multiplier effect.

Mousavi et al. (2017) and Rosa e Silva (2017) further emphasized that the most prominent socio-economic benefits generated by hotel operations are closely linked to their strong potential to support local economies. These benefits were said to include job creation, tax revenue generation, the attraction of foreign currency, support for local industries and commerce, and contributions to the development of social welfare infrastructure.

Mrema (2015) emphasized the significant role the hotel industry can play in fostering local development, particularly through its engagement with agricultural producers. However, several barriers were identified that hinder the hotel sector's effective contribution to the socio-economic advancement of host communities. These included the limited financial capacity of local communities to undertake professional activities that support hotel operations, as well as the lack of adequate professional training and educational qualifications needed to access employment opportunities that could lead not only to higher wages but also to positions involving decision-making authority. Additionally, the author pointed out the insufficient integration between the hotel sector and other local economic activities, such as agriculture and fisheries, which could otherwise provide the local population with viable markets for their products and help, strengthen the local resource base.

According to the International Labour Organization (2010), the hotel industry was regarded as a significant employer. It was noted that while the industry demands a large workforce, it also offers employment across a wide range of professional

qualifications, thereby contributing to the job prospects of youth, women, and immigrants and supporting their social inclusion. However, the ILO also acknowledged that the quality of employment in the hotel sector varies considerably. Employment is often characterized by low wages, part-time hours, and temporary or seasonal contracts. The organization further revealed that employment instability in the hotel sector can be so pronounced that informal labor arrangements are relatively common. Moreover, it was observed that the hotel workforce tends to be predominantly young, with an average age below thirty-five, a demographic trend that aligns closely with the youthful population structure typical of many developing countries.

Vasquez (2014) highlighted workforce retention as a significant issue affecting the quality of employability in the hotel sector. High employee turnover rates were seen as detrimental to socio-economic stability, as they create uncertainty regarding job security and impede the development of professional qualifications, whether through formal training or on-the-job experience.

It was acknowledged that tourism holds considerable potential to generate positive social, cultural, and economic outcomes, depending largely on how tourism activities are managed and developed. However, it was also recognized that tourism carries the risk of producing negative consequences if not properly handled. In this context, the objectives of the study were twofold: first, to examine the impacts of tourism development on local communities, and second, to understand the attitudes and perceptions of local residents toward tourism development in their respective areas. The study drew upon data collected from 108 families across three villages, focusing on their perspectives and attitudes regarding tourism development. In addition, six unstructured interviews were conducted with government officials from the same villages to gain a clearer understanding of how tourism development has affected local communities. The findings revealed several barriers, including inadequate government planning, weak policy frameworks and regulations, a lack of knowledge and skills among tour operators, and broader social challenges such as poverty and its related consequences. Despite the economic benefits derived by the

government, private businesses, and other external entities, it was found that local villages did not receive significant financial gains from tourism development. However, since the study area is situated in the heart of the cultural triangle, both villagers and tourists were observed to exhibit a high degree of awareness and respect for indigenous cultures, which was believed to help mitigate the negative socio-cultural impacts commonly associated with tourism.

Nayomi and Gnanapala (2015) study revealed about the hotel industry generates positive impacts as well as negative impacts on local communities. This study examines the primary social and economic impacts on the local community through tourism development in the Kandalama area of Sri Lanka. Heritance Kandalama, a star class hotel, commenced its operations in 1994 beside the Kandalama Lake in a picturesque environment.During the construction stage there were many protests against the hotel and May parties claimed that the hotel will pollute the natural and the socio-cultural environment in the area. To make it short, this hotel introduced many programs to deliver benefits to the local community through their CSR activities. The study mainly aims to identify the social and economic impacts on the local community and their perception towards the development of tourism in the neighborhood. The study identified that community has developed positive attitudes about the tourism development and the community is accepted tourism as a major income source through active and passive participations. The hotel also has taken numerous policy decisions and practices to ensure the delivery of benefits of tourism to the local community. As usually the industry has generated both positive and negative impacts in the area. However, the negative impacts are at a minimum level when compare with the positive impacts. It is recommended to have more programs for community awareness and education to achieve positive benefits and minimize the negative effects of tourism.

Ampofo (2020) study revealed that Wa Municipality in the Upper West Region of Ghana provide jobs for people, provide accommodation for visitors, support revenue generation of Wa Municipal Assembly. It is found that the hotel industry faces challenges such as energy crises, high tax rate, and high water and electricity bills. It

is recommended that the government of Ghana should lower the tax rate for the hotel industry, reduce the electricity and water bills for hotels, and provide a regulatory framework to enhance their operations. It is said that Ghana was one of the most visited hospitality industry in Africa. As it is quote out that there is insufficient information about hotel industry just like Mizoram accommodation sector as it is a part of the hospitality industry from progressing and improving. More people are employed in this industry making a significant contribution to their economy and there are huge opportunities and social benefits still to be gained by continuing to make progress. For accommodation sector, especially in hotel, it seems easy enough to measure the direct economic impacts i.e. number of jobs created at the hotel, local purchase of goods and services, various taxes paid. This study shows that hotel industry is the creation of jobs and contribution to GDP in terms of taxes and for the investors in various tourism has been expanded as well. A hotel approved and licensed in Ghana has been increased. Tourists create purchasing power that profited the economy.

The study of Cerovic (2003), the hotel business, in an economic way in the market conditions in order to achieve commercial effects, offers accommodation and other hotel hospitality services, which it uses to meet the needs and motives of guests and visitors, and to ensure the standard of living for its staff and management and Bunja (2008) explains during temporary stay in hotels at the chosen destination, hotel industry offers tourist rest and relaxation, enables business people to make business contacts, creates favorable conditions for participants of conferences, seminars and various other professional, scientific and political gatherings, enables visitors to learning about the natural and cultural attractions and historical monuments and food and beverage services for the local people, as well as various entertainment facilities.

According to Parveen (2016), homestay projects are pioneers in the country and have garnered significant attention from tourism stakeholders. These projects can function as a social business model to achieve the economic objectives of rural communities. Through the implementation of homestay programs as a form of community-based tourism, there is potential for substantial contributions towards the sustainable

economic development of rural areas, promoting economic empowerment among local residents. Devkota (2008) suggests that homestay programs can help preserve ecological sustainability, create self-employment opportunities, and stimulate economic growth within rural communities. These programs engage rural inhabitants directly in tourism, providing additional income and raising their awareness about the importance of conserving natural resources such as streams, lakes, and forests, which serve as attractions for tourists. A key outcome of the study is the increased consciousness among local residents regarding waste management and the maintenance of a clean and peaceful environment.

Sharpley (2000) indicates that the development of the accommodation sector has clearly played a crucial role in the successful growth of tourism in Cyprus. The study highlights the necessity for accommodation development to be an integral part of broader tourism planning and management, especially in resorts or destinations where tourism is the predominant economic sector. This integration should occur as both an initial and ongoing process. Additionally, Sharpley suggests that appropriate tourism development policies and effective mechanisms for their implementation are essential to guide and regulate the accommodation sector's growth. Although centralizing tourism development planning and control in Cyprus might conflict with the island's democratic institutions and processes, the study notes that given tourism's dominant role in the island's economy, and the accommodation sector's significant influence on the scale and director of tourism development, centralization appears to be the most effective way to ensure the long-term sustainability of tourism in Cyprus.

According to Symons (2012), the concept of hospitality involves a range of perspectives, often marked by imaginative and exaggerated discourse in discussions about the evolution of commercial hospitality. O'Gorman (2010) illustrates this by referring to a confusing array of textbook dates for the origins of hotel accommodation, which span from 12,000 years ago to just 200 years ago, and even to the early twentieth century founders of U.S hotel corporations like Statler, Hilton, and Marriot. O'Gorman(2010) himself identifies distinct forms of domestic, civic,

and commercial hospitality in ancient times, with evidence of hostels and inns in Mesopotamia dating back at least 4,000 years. However, other textbooks offer varying perspectives on hospitality "firsts" which can differ based on the context of American mass travel and the definition of "hospitality." Several hospitality management academics (Brotherton, 1999: Brotherton and Wood, 2008; Burgess, 1982; Lashley et al, 2007; Lashley and Morrison, 2000; Lynch et al, 2011; O'Gorman, 2010; Ottenbacher et al, 2009) have explored various definitions of hospitality, considering it is a custom, obligation, pleasure, performance, and industry. To enable the modern industry to provide hospitality, these definitions typically exclude the necessity for non-payment. Some industry advocates have addressed this by defining "hospitality" and "hospitality management" solely in terms of products and services, thereby minimizing the emphasis on acts of goodwill (Brotherton and Wood, 2008). Additionally, defining hospitality as requiring the guest to be away from home, as Slattery (2002) does with "out-of-home subsistence and leisure activities," shifts the focus away from any need for generosity. A more nuanced approach that still includes market provision views hospitality as a "gift exchange" (Burgress, 1982) or a "contemporaneous human exchange" (Brotherton, 1999).

The study by Hong et al. (2021) highlights that visitors to Thanh Ha Pottery Village are primarily attracted by the opportunity to watch and create pottery under the guidance of skilled artisans. Tourists also enjoy exploring the village's ancient architecture and rustic atmosphere. According to Lopez-Guzman and Sanchez-Canizores (2011), current tourism trends show an increasing interest in cultural exchange and staying with local communities, which enhances the village's appeal. Government efforts to promote tourism include offering pottery training classes for the younger generation, preserving traditional skills, and creating jobs. Financial support helps residents upgrade production facilities, fostering conditions for community-based tourism (CBT). Local residents are aware of tourism benefits and actively participate in tourism development, which is crucial for visitor satisfaction and repeat visits. They engage with tourists, demonstrating friendliness and enthusiasm, particularly in instructing them in ceramic production. The study

identifies opportunities such as diverse tourism resources, local authority support, and the community's positive attitude toward CBT. However, challenges include a lack of skilled tourism personnel, limited raw materials and space, and competition from industrial products. Recommendations emphasize maximizing local resources like village festivals, landscapes, and traditional production processes to attract tourists.

According to Choi (2013), tourist destinations significantly impact both local residents and tourists, with effects that can be both positive and negative (Sheldon & Abenoja, 2001). It's crucial to balance these impacts to maintain visitor satisfaction and community support (Fisher, 2005). Understanding residents' perceptions of tourism is vital for effective planning and management (Yoon et al., 2001). Positive resident attitudes toward tourism can enhance support for its development (Lee et al., 2010), which is critical for long-term success (Ko& Stewart, 2002). Research indicates that residents involved in tourism, particularly as business owners, or those with family members in the industry, tend to view tourism more favorably (Lankford & Howard, 1994; Jurowski et el., 1997; Brunt & Courtney, 1999). Conversely, long-term residents often have a negative perception (Um & Crompton, 1987), influenced by both intrinsic and extrinsic factors (Faulkner & Tideswell, 1997). The Jeongseon railroad, repurposed from the coal industry, illustrates successful tourism development, attracting increasing numbers of visitors and promoting economic growth. Tourism's economic impact can significantly alter local perceptions, with economic benefits generally leading to more positive attitudes (Haralambopoulos & Pizam, 1996; Jurowski et el., 1997). However, tourism can also bring negative social impacts, such as increased crime and cultural degradation (Liu & Var, 1986; Milman & Pizam, 1988). Social Exchange Theory suggests that residents support tourism if they perceive its benefits outweigh the costs (Ap, 1990; Madrigal, 1993). In Jeongseon, positive economic and socio-cultural impacts are linked to support for tourism, whereas negative environmental impacts are not. Managing these perceptions is key to fostering local support. Future research should include tourist perspectives to better evaluate the destination's strengths and weaknesses.

The study by Mucharreira et al., (2019) highlights the susceptibility of tourism sector organizations to economic cycles, emphasizing the critical role of economic performance in the hospitality industry (Assaf & Josiassen, 2012). Research by authors such as Chen (2007, 2010), Dritsakis (2004), Fayissa et al. (2008), Lee & Chang (2008), and Proenca & Soukiazis (2008) indicate that tourism expansion boosts economic conditions and improvcs financial performance. Chen (2010) asserts that tourism growth enhances company profits and sales, thus strengthening hotel financial performance, as evidenced in Taiwan. The tourism and hotel sector's global and competitive nature requires accurate information for effective management. Financial measures help hotel companies make informed decisions to ensure returns for shareholders, pay creditors, reward employees, and sustain growth. Managers need comprehensive knowledge of operational variables and the macroeconomic environment to maintain performance levels. While the role of tourism in the economy is clear, studies analyzing the tourism industry's performance and hotels' financial sustainability have been limited. This research examined the cause-and-effect relationships between internal and macroeconomic variables and hotel performance. The macroeconomic context significantly impacts hotel business expansion or contraction (Dritsakis, 2004; Fayissa et al., 2008; Lee & Chang, 2008; Proenca & Soukiazis, 2008; Chen,2010). The literature suggests that tourism development improves the business environment, directly and indirectly affecting hotel performance (Balaguer & Cantavella-Jorda, 2002; Dritsakis, 2004; Gunduz & Hatemi-J, 2005; Kim et al., 2006). This study analyzed the relationship between hotel growth, company size, guest numbers, revenues, and the financial performance of Portuguese hotel companies, considering their indebtedness ratio.

According to the Batinic (2016), the modern hotel industry encompasses various tourism entities providing accommodation and services to meet consumer needs and achieve economic goals. Cerovic (2003) highlights that hotels offer accommodations and hospitality services to satisfy guest needs, ensuring a living standard for staff and management. Bunja (2008) adds that hotels facilitate rest, business interactions, conferences, cultural exploration, and provide food and entertainment for both tourists and locals. High-quality service in hotels relies on satisfied employees who

can maintain good guest relations. Black and Steers (1994) suggest that job satisfaction arises from employees' perceptions of their job, rewards, and work environment. Leap and Crino (1993) describe job satisfaction as employees' attitudes towards their work and its social, organizational, and physical aspects. Employee satisfaction and motivation are critical for maintaining high service quality in hotels. Unprofessional or dissatisfied employees can negatively impact service quality, competitiveness, and business success. Therefore, investing in human resources through education and motivation is essential, ultimately leading to greater guest satisfaction and better financial results. Hotel management should regularly monitor employee and guest satisfaction and implement programs to enhance service quality, benefiting both staff and guests. The study of Batinic (2016), in the hotel the focus of quality is transferred to service providers and the quality of services depends on the knowledge, skills, experience, behavior and other characteristics of employees. Educated, professionally trained, highly motivated and loyal employees create and maintain the quality that effects the satisfaction of our guests.

Vukovic et al. (2021) examine the tourism potential of the rural; less developed, and impoverished areas in developing countries like Serbia. They highlight opportunities for increasing employment, enhancing women's social inclusion, developing new tourism strategies, and implementing destination marketing. Their study emphasizes the importance of women's empowerment in tourism development in the Serbian countryside, illustrating how support within a closely-knit network and the ability to express creativity and skills can provide women with significant opportunities to establish and develop their roles in local tourism. This is particularly relevant in less-advanced areas due to specific economic, psychological, and social frameworks.

Baikuntha and Elizabeth (2013) found that homestay tourism is a popular avenue for women's self-employment in destinations lacking extensive infrastructure. Similarly, Bensemann and Hall (2010), through in-depth interviews, discovered that women in rural tourism accommodation businesses often engage in these activities as a hobby, driven by non-economic factors, personal preferences, and lifestyle choices. Both

studies underline the non-economic motivations and personal fulfillment derived from women's involvement in rural tourism.

Zhang and Wu (2004) explore human resource challenges in the Chinese hotel and tourism industry, identifying issues such as a shortage of qualified staff, high turnover rates, reluctance of newcomers to join the industry, and a disconnect between college education and industry realities. They suggest that addressing these challenges requires collaboration between the government, industry leaders, and academics.

Dyke et al., (1990) emphasize the importance of HR procedures-recruitment, selection, training, and retention-in the hospitality industry. They note that new employees, particularly in hotels, need extensive training and development to acquire the necessary human and competitive skills, underscoring the complexity of preparing staff for managerial roles in this sector.

Quang et al., (2023) found that homestay tourism program help women generate additional income, strengthen family bonds, and increase their social influence while reducing domestic violence. This highlights the importance of women's participation in these programs and suggests promoting gender equality and women's empowerment in tourism development. Tourism significantly contributes to economic development, particularly in rural areas (Anand et al., 2012; Ferguson, 2011; Zhang and Zhang, 2020, 2021). Homestay tourism, where visitors stay with local families, has been recognized as a way to supplement family income, improve local infrastructure and services, and promote sustainable tourism practices (Pasanchay and Schott, 2021). Community-based tourism, especially homestay programs, is seen as a promising strategy for rural development and providing sustainable livelihood options to local communities. Women's involvement in tourism can yield economic, social, and cultural benefits for individuals and communities (McCall and Mearns, 2021; Renaldi and Salerno, 2020), creating new job opportunities, reducing poverty, and fostering a more inclusive and sustainable tourism sector (Giampicolli, 2020). Homestays, as a form of rural tourism, offer

tourists an authentic experience of local culture and lifestyles (Acharya and Halpenny, 2013; Bhalla et al', 2016). Studies suggest that community-based homestays can bring socio-economic changes by empowering rural women to move beyond traditional homemaker roles and become active contributors to local development (Acharya and Halpenny, 2013). Homestays provide numerous socio-economic benefits to local communities, including income generation, job creation, involvement of women entrepreneurs, reverse migration, infrastructure development, and improved living standards (Panta and Thapa, 2013). Economically, operating a homestay enhances access to economic activities (Pasanchay and Schott, 2021), which not only increases family income for women but also improves long-term livelihood opportunities such as healthcare and education (Shukor et el., 2014). From a socio-cultural perspective, Leh and Hamzah (2012) note that homestays attract tourists to rural communities, offering opportunities for cultural exchange and enhancing tourists' understanding of local culture and lifestyles. Increased tourist interest in local culture can strengthen community identity (Ball, 2004). These findings support the view that homestay tourism serves as an entry point to employment opportunities for women in rural areas (Mitra et al., 2023), and women comprise the majority of the global tourism workforce (UNWTO, 2019).

Giampiccoli and Saayman (2018) discuss community-based tourism, emphasizing its importance due to the varying impacts it can have on local communities. Tourism can significantly influence the lives of locals; for some, it may drive overall development, while for others, it may lead to negative consequences (Nagarjuna, 2015). In a study from China, it was noted that during the initial stages of tourism development in a certain area, local residents participated only passively. Due to the lack of hotels, tourists stayed within the community, leading to the construction of basic hotels as tourist arrivals increased. However, the locals did not initially benefit economically from this participation (Zhang & Xiao, 2014).

Wang et al. (2021) emphasize that the hotel industry is labor-intensive and relies heavily on the social and technical skills, creativity, work performance, and psychological involvement and attitudes of its employees. The success of hotels is

contingent on the quality of their staff and the effective management of these employees to achieve organizational goals (Chand & Katou, 2007). Their findings indicate the necessity for multidisciplinary approaches to identify both internal and external factors, enhance employee and customer satisfaction, and develop effective management solutions for hotel industry growth. These insights contribute to Human Resource Management research within the hospitality sector.

Reuland et al., (1985) conceptualized hospitality in restaurants and hotels as a process involving the provider (or employee), the receiver (or guest), and the transfer of three key elements: the product (such as a meal or bed), the behavior of employees, and the environment of the restaurant or hotel. Guests bring with them physiological, social, and psychological needs and expectations. Hepple et al., (1990) explored the notion of hospitality in the context of hospital patients. They identified four modern characteristics of hospitality: it is conferred by a host on a guest who is away from home, it is interactive and involves the coming together of a provider and receiver, it consists of both tangible and intangible elements, and the host ensures the guest's security and both psychological and physiological comfort. They operationalized this as "feeling at home," identifying ten factors that measure this feeling, such as friendly staff, admissions procedure, information about daily routines, plain cooking and menu choices, privacy, comfortable furniture, recreational facilities, and attractive décor. Some of these factors, like menu choice, cooking, privacy, furniture, and décor, relate directly to creating a home-like setting.

Hewagama (2015) indicates that labor turnover and skill shortages are common issues in the hotel sector worldwide. The consequences of high staff turnover include increased replacement and training costs, reduced productivity, and lower service quality (Yang & Cherry, 2008). While numerical and temporal labour strategies can maintain a supply of low-cost mobile workers, these strategies may hinder functional flexibility. Casual workers, compared to permanent employees, often receive lower wages, limited training, and few career development opportunities, resulting in low commitment and potentially lower service quality (Davidson & Wang, 2011). Key challenges in the hotel sector involve service quality, training, and staffing

(Davidson & Wang, 2011; Knox & Walsh, 2005; Yang & Cherry, 2008). Employee skill development positively affects service quality by reinforcing service behaviors, skills, and attitudes (Tsaur & Lin, 2004). Multi-skilling and cross-functional training can enhance functional flexibility and reduce turnover (Chen & Tseng, 2012). However, high turnover makes training new employees a significant challenge (Davidson & Wang, 2011). These issues ultimately impact the quality of service provided to customers.

According to Tsai et al.,(2009) in the multi-faceted tourism and hospitality industry, the attributes contributing to a destination's competitiveness vary in importance based on the product mix and target market segments. The study highlights the significance of economies of scale and benefits arising from clustering tourist attractions and providing appropriate tourist-related infrastructure and equipment.

According to Peric et al., (2022), the main finding of their study is that hotel accommodation negatively impacts housing prices. They identify the growth of hotel accommodation as a factor that buffers housing price growth at the country level. The study confirms that an increase in the number of hotels and hotel beds leads to a decrease in housing pricing in EU countries.

According to Elshaer et. al. (2022), this paper presents clear theoretical and practical implications. Theoretically, it enhances our understanding of the peer-to-peer (P2P) economy by highlighting the advantages of P2P lodgings and their potential to support rural communities through the growth of agricultural tourism. Practically, the paper provides a valuable synthesis of the economic role of P2P accommodations and the exchange relationships between P2P firms and local communities, which is especially beneficial for rural destinations. Supporting P2P accommodations can help build local economies and protect community members from governmental limitations. Additionally, P2P firms promote local heritage, appealing to tourists seeking nostalgia (Elshaer et al., 2002; Elshaer et al., 2002). It is recommended that decision-makers in Saudi Arabia implement aids or specific policies to enhance the country's agritourism sector.

2.2.2 National

Singh (2019) study found that, “Friendliness is a standout among the most vital and essential with regards to appealing traveler goals. High turnover of vacationers, which brings improvement and progression of all the accessible assets of a visitor domain triggers and advancement forms in the convenience business and raises them to a larger amount of value and activities. As of late, as a standout among the most alluring goals for travelers from everywhere throughout the world has turned into an exceptionally basic subject of perceptions of various creators from the extent of the travel industry and cordiality. So as to mirror the fast development of guests to the quick improvement and development of the inn business, just as the all out social item, and what are the advantages or insufficiencies of such advancement are only a portion of the inquiries that require a few answers.”

Kamalakshi (1996) study concluded that the accommodation sector is the most organized segment of the tourism industry and offers the most noticeable indicator or the industry. However, it is also capital-intensive, and the prevailing trend has been that supply outpaces demand generation. To expedite the growth of the tourism industry, it may be suggested that supply should be made available before demand can be generated. However, this would require government subsidies to attract private sector investment for constructing hotels in areas where demand potential exists but needs to be realized through the creation of accommodation infrastructure.

According to the Thadani (2007), “the outlook for the hospitality market in India was deemed optimistic and expected to persist. The study suggested that factors such as the strength of the economy, initiatives to enhance infrastructure, growth in the aviation would contribute to an increased demand for hotels across various star categories in most markets. Despite the positive outlook, the study acknowledged that investment risks would still be present. In the study’s opinion, a prudent strategy would involve closely monitoring the progress of projects under development in different cities, assessing how infrastructure changes might impact a

project locally. Additionally, the choice of the market segment an investor enters was deemed crucial. The availability of a site for a first-class hotel was not considered a guarantee of it being the most suitable investment decision for that specific location. For instance, having a first-class hotel above a shopping mall with a busy parking area below might not be the optimal choice for a typical first-class guest traveler. The study proposed that investors should consider alternatives, such as a budget hotel, which could be more acceptable and potentially save additional floor space index for increased retail or commercial purposes. The study anticipated that over the subsequent five to six years, India would continue to be one of the world's fastest-growing tourism markets, and the growing economy would remain a significant factor to be taken into account.

According to Mansour and Zaei (2013), 'It is a well known fact that tourism is a sector that can contribute to the economic growth of a region. Moreover, tourism produces social benefits to the region (i.e. small and medium-sized enterprises development, creation of new jobs, improvement of infrastructure etc.)'. Culturally, tourism is regarded as a factor that enriches communities through the interaction of diverse cultures. It is also acknowledged that tourism can have a positive impact on the preservation of natural environments by supporting the protection, creation, or maintenance of national parks and other protected areas. Historically, people have not only traveled for leisure and relaxation but also for entertainment and business purposes, such as attending meetings, conferences, workshops, and events. These travelers, or tourists, have played a role in the direct or indirect development of the destinations they visited, contributing significantly to the overall growth of the event tourism industry. In contemporary times, tourism stands out as a dynamic economic activity that fosters socio-economic changes globally, gaining increasing importance. Given the current global circumstances, the significance of the discussed topic becomes evident, as it addresses the need to diversify economies, improve human development indicators, mitigate issues related to industrialization and excessive urban pollution, generate employment, promote cultural exchanges, ensure environmental protection, and ultimately pursue sustainable development. On the other side, the tourism sector emerges as possibly the only service sector that offers

tangible and quantified trade opportunities for all nations, irrespective of their developmental stage. Nonetheless, it is essential to acknowledge that there exists an uneven distribution of benefits within the tourism sector, posing a threat to the social, economic, and environmental sustainability of tourism in some developing countries.For many developing nations, tourism serves as a fundamental pillar of their development process, occupying a dominant role in their economies. Conversely, for others, especially islands and certain small economies, tourism represents the sole source of foreign currency and employment, serving as the cornerstone for their economic development.

According to Subymon (2018), 'Tourism is a major sector for earning income to any economy by way of less investment. Tourism can contribute to social and cultural changes in host communities'. Involving changes in the standard of living and social lives, the social impact is an integral part of people's everyday lives. The influence of the host community is substantial, affecting various aspects. Nevertheless, it is important to recognize that tourists are the primary contributors to social impact in tourist destinations, utilizing these places for various purposes. The social implications and aspects of their utilization cannot be overlooked.

Preserving employee satisfaction in the hospitality sector is a complex task. Several factors play a crucial role in influencing satisfaction levels within the hotel industry, such as career advancement, compensation and rewards, job security, and working conditions. To enhance employee satisfaction in the lodging business, the organization must prioritize career development, compensation and rewards, job stability, and the overall working environment (Vijayakumar, et al., 2018).

The study conducted by Dayananda (2014) revealed that the rise of tourism in Kodagu is clearly creating more employment opportunities. There is a significant increase in the number of establishments such as restaurants, homestays, lodges, transportation services (particularly taxis), traditional coffee cafes, resorts, and more. These advancements are closely tied to the local residents of Kodagu, who bear a

significant responsibility in addressing challenges and working towards the goal of sustainable development.

Lalnunmawia (2013) study revealed that developing countries like India had emerge as a major sector of the economy, contributing significantly to the National Income and generating substantial employment opportunities. It had become the fastest-growing service industry in the country, presenting significant potential for further expansion and diversification. According to the study, tourism had the capacity to directly contribute to the conservation of sensitive areas and habitats. The revenues derived from park entrance fees and similar sources could be specifically allocated to fund the protection and management of environmentally sensitive areas. Furthermore, special fees for park operations or conservation activities could be collected from tourists or tour operators. The study emphasized that sound environmental management of tourism facilities, particularly hotels, had the potential to enhance the benefits to the natural environment.

Indiradevi (2013) study revealed that governments derive economic benefits from taxes and duties imposed on items purchased and used by tourists. According to the study, levies on alcoholic beverages, petrol, and a hotel room tax serve as an additional source of national income from the tourism industry. The study highlighted that tourism is job-oriented and creates employment opportunities at a much higher rate that traditional manufacturing industries. Various types of business entities, including hotels, motels, restaurants, travel agents, tour operators, gift shops, and transporters, contribute significantly to the national income. Additionally, numerous secondary or allied businesses, such as construction firms, food and beverage suppliers, taxi drivers, photographers, hairdressers, doctors, dentists, etc., also benefit from tourism.The study emphasized that tourism contributes to increased employment levels by generating new jobs in various sectors and by stimulating the development of related facilities. It indirectly enhances productivity in other sectors, particularly in agriculture, by utilizing manpower that would otherwise experience hidden employment or seasonal underemployment. The study underscored the importance of tourism as a source of employment, especially in areas with limited

alternative job opportunities, such as non-industrial regions rich in natural resources, aside from scenic attractions and a favorable climate. The study concluded that every country seeks to develop tourism as a strategic approach to acquiring industrial equipment and establishing favorable conditions for independent growth. The enormity of the market, the diversity of the product, the substantial numbers involved, and, above all, the financial impact have positioned tourism as a major economic activity and the primary source of foreign exchange earnings.

Kannegieser (2015) conducted a research study using both qualitative and quantitative methods to examine the social, cultural, and economic benefits of rural homestay tourism at the inter-household level in five different villages across Darjeeling. The study found that rural homestays benefited women by providing them with a steady income, enhancing their social status, and stimulating socio-economic improvements within their communities. The increased financial opportunities were identified as the most significant benefit for women, leading to an improved standard of living and better access to resources. The additional income was primarily used for paying for their children's higher education and covering household expenses. The study also revealed that socially, the women experienced a significant boost in self-confidence and pride as a result of owning and running a homestay. Women who participated in personal interviews and focus groups consistently expressed that owning a homestay gave them a sense of accomplishment, self-worth, and pride. They also felt more active and engaged in their local communities, considering themselves to be viewed with greater respect. Several homestays, such as Reyso Homestay, were reported to serve as spaces where community women gathered to share ideas, advice, and information, empowering them as a group. The most notable finding was that female homestay owners and those involved in homestay ownership consistently reported that the benefits of homestays extended beyond individual gains and positively impacted the entire community. Although the primary motivation for opening a homestay was to secure an alternative source of income, nearly all women indicated that, since starting or becoming involved in the homestay business, the socio-economic benefits to the community had outweighed those experienced personally. Additionally, the

implementation of homestays was found to stimulate the local economy by generating employment, supporting organizations for local children and underprivileged families, and, in some cases, promoting environmental preservation and beautification. Furthermore, the homestays were recognized as catalysts for the social advancement of the community. Case studies from Tumling, Lepchajagat, Lamahatta, and Maneydara concluded that women saw their homestays as essential to promoting and growing their villages within the expanding tourism industry.

Puri (2019) study considers the mainly socio-economic impacts on local community through tourism development in Kasara. It is mainly focused to identify the social and economic impacts on local community and their perception towards the tourism. This study identified that community has developed positive attitudes about the tourism development and the community is accepted tourism as a major income source through active and passive participations. As usually the tourism has generated both positive and negative impacts in the society. However, the negative impacts are at a minimum level when compare with the positive impacts. The social tradition, culture and human behavior exchange between host guest interactions. The tourism revitalizes the culture and sometime declines the culture of the host country. The tourism helps to develop the livelihood of the people and can earn money from the different business and cultural activities.

According to Frank Bros. and Co. (2008), tourism has become a crucial sector for developing countries aiming to maximize foreign exchange earnings, increase employment, and secure financial resources for conserving natural and cultural heritage. However, critics argue that tourism create foreign dependency, is susceptible to external factors beyond the control of destinations, and intensifies socio-economic and regional disparities. Decisions made by tourists and the industry in their countries of origin can either benefit or harm local communities. While tourism's positive contributions are significant, numerous challenges must be addressed to realize the potential for sustainable local development and poverty reduction through localized benefits. Some countries earn more foreign exchange from international tourism than from any other major export. India is an example,

where tourism generates more foreign exchange than many other exports, such as tea, coffee, engineering goods, and jewelry. Although gems and jewelry may earn more foreign exchange, their production requires importing raw materials like gems and diamonds, which also demands foreign exchange expenditure. In contrast, tourism does not involve visible exports, making it a more direct source of foreign exchange earnings. Tourism, both international and domestic, has a multiplier effect larger than any other industry. While every industry has a multiplier effect, tourism, particularly international tourism, boosts a country's economy by several multiples of the tourist's original expenditure. The money spent by tourists on hotel accommodation, food, beverages, shopping, entertainment, and transportation does not stagnate but instead provides income to hotel staff, taxi owners, shopkeepers, and suppliers of goods and services. These recipients, in turn, spend part of this income on their own needs for goods and services. The next round of recipients then spends it again to meet their requirements. Consequently, tourist spending impacts numerous segments of the economy. It is not only a few hoteliers and travel agents who benefit from the tourism sector. The number of rounds the money circulates through the economy depends on the specific economic context. In India, for example, a good calculation for the economy suggests that the multiplier effect is a little over three times the original receipts. This conclusion was derived by the Indian Institute of Applied Economic Research in its cost-benefit study of Indian tourism. In other words, in the Indian context, a tourist dollar has a multiplier effect of three.

The economic impact of tourism extends far beyond the initial expenditure by tourists. When visitors spend money on hotel accommodations, food, shopping, entertainment, and transportation, it creates a ripple effect throughout the local economy. This spending generates income for various sectors, such as hotel staff, taxi operators, shopkeepers, and suppliers of goods and services. This spending generates income for various sectors, such as hotel staff, taxi operators, shopkeepers, and suppliers of goods and services. These individuals, in turn, use a portion of their earnings to meet their own needs and expenses. This cycle continues as money circulates through different segments of the economy. The number of rounds this money circulates depends on the specific economic conditions of the region.

According to the study by Prajapati et al. (2022), lower socioeconomic families are capable of engaging in the homestay business, presenting significant opportunities. They suggest that minor financial assistance, along with hospitality training, may be necessary to facilitate the construction of new homestays in the area and to capitalize on emerging tourist prospects. Moreover, the study proposes that programs involving women in businesses should continue to establish strategic partnerships with the administration and increasingly with the business sector, including inbound tour operators. It also suggests building collaborations with local leaders, elders, and other authorities. The study indicates that the village has achieved success with this homestay program, benefiting both the participants and their community, contributing to the growth of local businesses like the homestay program.

According to Saikia (2015), the study indicates that the overall attitudes toward tourism are positive, with tourism programs and projects garnering strong community support. Tourism not only holds significant business potential but also offers substantial opportunities for income generation and self-employment. Some local residents have expressed concerns about the potential impacts of tourism on local people's asset creation and infrastructure development in Assam. This suggests that while most local residents support tourism development, they are also mindful of its potential negative effects on local resources and communities. Therefore, the government and relevant departments must take necessary steps to utilize tourism as a crucial policy tool to combat poverty in society.

Shende and Gaikwad (2016) highlight several strategies to enhance employee retention and satisfaction in the hospitality industry. They find that better pay packages and overtime compensation motivate employees to remain with an organization longer, benefiting both the employees' lifestyles and the hotel's ability to retain talent. Providing food, accommodation, and transport allows employees to focus better on their jobs, leading to higher job satisfaction and improved customer satisfaction. The authors suggest that hotels should conduct in-house activities to offer variety and enhance staff bonding. Comfortable working conditions and a friendly work culture contribute significantly to employee satisfaction. An employee-

centric and transparent system positively impacts talent retention, while a strong mechanism to handle grievances delicately is essential. Additionally, providing life and medical insurance fosters a sense of care and safety among staff. Lastly, a transparent, performance-based appraisal system is recommended to benefit both employees and employers.

Jauhari (2006) investigates the core competencies necessary for a career in the Indian hospitality industry, highlighting a significant gap between industry needs and the skills provided by educational institutions. This mismatch forces the hotel industry to invest extra efforts in grooming new recruits to meet organizational requirements, indicating a need for better alignment between education and industry demands.

Acharya and Siddiq (2016) highlight women's empowerment in the hospitality industry, finding that 89.17% receive positive support from the household head to work in this sector. Regarding social barriers to hospitality employment, the majority (60%) of respondents indicate that women's participation is low due to negative societal perceptions about hospitality jobs, which prevent more women from entering the industry. The study also reveals that a majority (76.67%) of women in the study area are employed in non-managerial positions within the hospitality industry.

Agarwal (2015) emphasizes that travel and tourism represent the largest global service industry in terms of gross revenue and foreign exchange earnings, and it is also one of the major employment generators. Tourism drives economic development and stimulates other sectors through cross-synergistic benefits and backward and forward linkages. According to "Tourism Towards 2030," international tourist arrivals are projected to increase by an average of 3.3% annually until 2030. For every hotel room constructed, 3-5 jobs are created. The growth of tourism and hospitality in Uttarakhand has significantly impacted the region, with hotels and supplementary accommodations being central to the industry. It is essential to analyze these components for the proper development of the tourism sector within the state. Customer satisfaction plays a crucial role in the hospitality industry, where high satisfaction levels are necessary to deliver quality service.

Understanding tourists' perceptions of their service experience is vital for enhancing satisfaction and promoting tourism growth in Uttarakhand. Overall, customers are generally satisfied with the services provided by the hotels in the region.

Bagri et al. (2010) highlighted that tourism success has increased the demand for skill professionals, posing a challenge for the industry. Effective human resource practices are crucial for recruiting and retaining competent employees (Nankervis & Deborah, 1995), and formal qualifications and skills are expected (Ross, 1995). New hospitality institutes in India have improved the quality of education, producing better-trained graduates (Menon, 1999; Gunn, 1988).

Small firms often use informal HR practices (Jameson, 1998; Boella, 1996), unlike larger enterprises with formal procedures (Millward et al., 1992). In a mountainous region of India, high employer expectations are unmet due to inadequate training investments. Hotels frequently hire low-skilled high school graduates, leading to high employee turnover and viewing hotel jobs as temporary due to insufficient wages. Most hotels lack dedicated HR departments to address employee issues and training. Additionally, local government support for infrastructure and industry development is lacking. The state government could improve the situation by developing high-quality hotel management programs and unique accommodations like jungle resorts.

Ahsanath and Purushothaman (2016) highlight the potential of agro-tourism in Karnataka. The study reveals that many small-scale farmers recognize the need to supplement their insufficient agricultural income by finding new income sources. Some rural small investors are exploring opportunities in areas where they have settled, leveraging their extensive experience in agriculture and related activities. Large investors are also diversifying their portfolios by investing in rural agricultural areas. To promote organic farming and attract tourists, 23 homestays/ farmstays have been established for agro-tourism in Karnataka. However, government efforts in this sector are minimal. The study also identifies several challenges in Karnataka's agro-tourism that need immediate attention. These include the risk of overexploiting

natural resources, uncertainty in demand due to the popularity of other types of tourism, the need to maintain hygienic conditions at agro-tourism sites, insufficient government support, lack of farmer training, frequent power cuts, inadequate medical and transport facilities, and water scarcity. Support from both the local community and government is essential for the sustainable growth of agro-tourism, and opportunities should be strategically planned and exploited.

Kulkarni and Rao (2022) found that the majority of women entrepreneurs in the tourism sector own and succeed in their businesses despite facing numerous challenges. These challenges, affecting 70% to 80% of female tourist entrepreneurs, include a lack of financial resources, familial obligations, competitive rivalry, gender segregation, insufficient guidance, and inadequate communication skills and expertise. Other female entrepreneurs face common business problems. To sustain and grow in entrepreneurship, various growth strategy plans have been developed. These include rural and urban development strategies (58%), tourism development plans (70%), infrastructure development plans (30%), research and development plans (26%), human resource development plans (30%), and information technology development plans (52%).

According to Frank Bros. & Co. (2008), the accommodation sector significantly impacts employment, contributing to 1.8 million wage and salary jobs and approximated 37,000 self-employed individuals in 2002. Employment is concentrated in densely populated cities and resort areas, with larger motels employing more than 100 staff members. Despite the general small size of these establishments, they provide opportunities for ownership and management. The industry employs a high proportion of young workers, with 21% of employees under the age of 25, compared to the 14% average across all industries. Service and administrative support roles dominate the workforce, with most skills learned on the job. Essential traits for success include good communication skills, the ability to handle stress, a neat appearance, and a pleasant manner. Employment in this sector is expected to grow rapidly, with high turnover rates in some positions leading to a

focus on recruitment and training. Many young and seasonal workers are attracted to food service and clerical roles, which require minimal training.

According to Frank Bros. & Co. (2008), as the world's largest growing industry, it is only natural to engage in discussions and gain an understanding of the economic impacts of tourism on various levels, be it regional, national, or local. Job creation, foreign exchange earnings, infrastructure development, and more are often highlighted as the positive economic consequences. Both government's bodies and the industry itself underscore the advantages for a multitude of reasons, emphasizing the multiplier effects and the positive economic outcomes. The World Tourism Organization's documentation outlines six primary areas of economic benefits in tourism, encompassing export earnings, employment opportunities primarily in small, medium-sized, and family-owned enterprises, prospects for rural communities, investments in infrastructure, tax revenues with substantial income generated for governments through taxes on accommodations, restaurants, and various fees, and contributions to the gross domestic product. A majority of the direct impacts are concentrated in major tourism sectors such as transportation, accommodation, restaurants, and retail trade.

2.2.3 Regional- Mizoram

According to Sati (2019), Mizoram has significant potential for developing village tourism. Improving connectivity by constructing roads to remote and inaccessible villages is essential. The development of a range of accommodations, including hotels, motels, guest houses, and homestays in rural area, is recommended. To attract tourists, Mizoram's major destinations need to be promoted and developed, with offices established at major airports and railway stations both regionally and nationally. The state government plays a crucial role in the sustainable development of various types of tourism, including farm, leisure, health and peace tourism. The State Tourist Development should train tour guides to effectively share information about local culture, customs, fairs, and festivals. Key tourist attractions such as lakes, river valleys, waterfalls, national parks, and wildlife sanctuaries should be connected

by roads and developed sustainably. Promoting organic food products, locally made beverages, and handmade crafts can enhance village tourism. Additionally, folk culture can be highlighted through performances of folklore and folk dances. The villages of Sialsuk, Hmuifang (Aizawl district), and Reiek (in Mamit district) can be developed into a village tourism circuit. Adopting a sustainable approach to village tourism in Mizoram will generate income, create jobs, and promote overall rural and state development.

According to Lalrinchhani (2020), tourism development in Mizoram is essential due to the state's geographical and economic constraints, which hinder the feasibility of heavy and medium industries. The hilly terrain, high seismic activity, poor connectivity, and power insufficiency make industrial development impractical, while the remoteness from major markets adds to the transportation costs. Instead, Mizoram's abundant natural, cultural, and human resources, along with its significant forest cover and agrarian economy, make it an ideal candidate for light, smokeless industries based on local skills and resources. Tourism, being a labor-intensive industry, generates various types of employment, including direct, indirect, induced, and construction jobs, significantly benefiting the local economy. The sector also encourages entrepreneurship and self-employment among locals. With substantial investment from the central government and increasing private sector participation, tourism infrastructure has seen significant development. Additionally, related industries such as cane and bamboo crafts, handloom weaving, and agro-products are thriving due to tourism, promoting local cultural heritage and economic growth. Community involvement in tourism initiatives, such as the Reiek Tourism Board and homestay schemes, further boosts local engagement and income, demonstrating that tourism is a viable engine for socio-economic development in Mizoram.

2.3 Research Gap

Despite the rich cultural and historical background of Mizoram, significant research gaps exist in understanding the accommodation sector. It has been observed that various Mizo writers who documented Mizo history have not extensively covered the

history of accommodation, and there is a lack of clarity about how it was established. However, some writers did mention how guests used to stay in private houses with families or in Zawlbuk, as well as in government bungalows and rest houses. This indicates that the accommodation industry requires more comprehensive articles and research.

While some writers described their experiences of where they stayed, detailed information about the specific hotels where they stayed and slept is limited. Moreover, there is a significant gap in systematic studies that trace the evolution of accommodation options in Mizoram from historical times to the present day. There is also a need for more detailed analysis of the impact of these accommodation practices on the local economy and culture.

Research articles on this topic are very difficult to find within the State, though some can be found outside the State and internationally. This scarcity of local research points to the necessity for more focused academic efforts within Mizoram itself. Future research could also explore the development of hospitality standards, the role of government policies in shaping the accommodation sector, and comparisons with accommodation practices in other regions. Moreover, the integration of local hospitality traditions with modern tourism demands is another area that remains underexplored. Addressing these gaps could provide valuable insights for policymakers, tourism developers, and academics interested in the cultural and economic aspects of accommodation in Mizoram.

It is observed that the staff of the hotels and the local community do not have much knowledge about the details of the accommodation industry and are not particularly interested in it. There is no proper campaign to raise awareness about this sector. However, about six or seven years ago, the tourism department began to recognize the potential of this industry, and some businessmen expressed interest in opening hotels, homestays, and other lodging facilities, although not all of these ventures were properly established. Additionally, the staff employed in these establishments is often not qualified and receive only basic training from the owners. This highlights a

significant gap in the proper training and professional development within the accommodation sector, indicating a need for more structured training programs and awareness campaigns. Furthermore, there is a lack of professional training programs that could enhance the skills of hotel staff and improve service quality. The absence of established industry standards and regulations also contributes to inconsistencies in the quality of accommodation services. This inconsistency can deter potential tourists, affecting the economic potential of the region's tourism industry. Another critical gap is the insufficient involvement and interest of the local community in the accommodation sector. Community engagement is essential for the sustainable development of tourism, as it can lead to better maintenance of facilities, enhanced tourist experiences, and economic benefits for local residents.

Additionally, there is limited research on the economic impact of a well-developed accommodation sector in Mizoram. Studies that analyze the potential benefits, such as job creation, income generation, and the promotion of local culture, are necessary to justify investments and policy changes in this sector. Lastly, exploring successful models from other regions and adapting them to the local context could provide valuable insights and strategies for improving Mizoram's accommodation industry. Addressing these gaps through focused research and strategies initiatives could significantly enhance the growth and sustainability of the tourism sector in Mizoram. Thus, a thorough examination of these aspects is essential for developing a strong and sustainable accommodation sector in Mizoram.

Tourism in Mizoram and the accommodation sector in particular, is increasingly recognised as a driver of socio-economic development in the state, contributing to employment generation, income diversification, and community participation (Lalrinchhani, 2020; Laskar et al., 2022). Studies from other parts of Northeast India, such as Kaziranga and Manas National Parks in Assam, show that accommodation-linked tourism can create direct and indirect livelihoods, strengthen local entrepreneurship, and foster cultural preservation (Hussain et al., 2012; Barbhuiya, 2025). Research in Mizoram has also explored ecotourism and rural tourism potentials in locations such as Reiek and Champhai, indicating that there are

opportunities for sustainable development when local communities are engaged (Deb & Rout, 2023; Sarkar et al., 2024).

However, despite these contributions, the literature reveals important gaps. Firstly, few studies in Mizoram have provided a systematic, district-wise evaluation of the socio-economic impacts of the accommodation sector, and none have comprehensively compared impacts across both local and host communities. Secondly, there is little empirical evidence linking government tourism policies—such as the Mizoram Tourism Policy 2014 and the Responsible Tourism Policy 2020—to measurable community-level outcomes, leaving the effectiveness of such interventions unclear (Government of Mizoram, 2014; Government of Mizoram, 2020). Thirdly, most existing works are cross-sectional, offering only a snapshot in time, with no longitudinal tracking of how accommodation sector growth has influenced income, employment, and social well-being over the years (Das, 2017; NITI Aayog & North Eastern Council, 2021).

Moreover, research in this field has largely concentrated on economic benefits, while under examining other socio-economic dimensions such as changes in cost of living, intra-community inequalities, gendered impacts, and cultural shifts. This is consistent with broader gaps in Northeast India tourism studies, where negative or unintended effects are often acknowledged but rarely quantified (Lyngdoh, 2022; Thakur et al., 2024). The absence of mixed-methods studies that integrate quantitative measures with qualitative perspectives from diverse stakeholders further limits the understanding of how accommodation development affects different groups.

Against this backdrop, the present study addresses these gaps by undertaking an exploratory, mixed-methods assessment of the socio-economic impacts of the accommodation sector in Mizoram. This research integrates quantitative survey data and qualitative case studies, alongside a multi-district analysis, to generate a more nuanced and empirically grounded understanding that can effectively inform policy formulation and practical implementation in the field of sustainability of tourism development.

The chapter presents a comprehensive review of literature pertaining to tourism policy and the socio-economic impact of the accommodation sector. The review draws upon research articles, academic journals, and books at the international,

national, and regional levels, with a particular focus on Mizoram. Through this literature review, relevant studies and findings are critically examined, and a research gap is identified, thereby establishing the foundation for the present study.

The subsequent chapter is intended to provide an overview of the various types of accommodation units in Mizoram. It is expected to trace the historical development of accommodation in the region, beginning from the early days to the present. The discussion includes an account of accommodation units across different districts of Mizoram, covering both government-operated facilities under various departments and private sector accommodations. Additionally, the chapter is anticipated to explore the traditional Mizo lifestyle with regard to hospitality and cultural practices, highlighting how guests were accommodated in earlier times and how these practices have evolved over the years.

CHAPTER-3

ACCOMMODATION SECTOR IN MIZORAM

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ACCOMMODATION SECTOR IN MIZORAM

3.1 Profile of the study area-

Mizoram is situated in North East India, bordered by Bangladesh and Myanmar. It is a mountainous region nestled in the southern tip of the north-east region of India, covered with verdant forests, dominated by thick bamboo groves, and teeming with vibrant wildlife. The state is known for its breathtaking waterfalls, enchanting rivers, folklores, and picturesque villages of houses built on stilts. It is a land of morning mists that enfold islands of hills and peaks. This is the land of the Mizos, as the name Mizoram is derived from the Mizo language, with "Mizo" denoting the people and "Ram" meaning the place. The Mizos are by nature carefree and hospitable to visitors. For tourists seeking a quiet holiday or outdoor activities like mountain climbing and adventure in a pristine and peaceful setting, Mizoram is an ideal destination. The Mizo people are identified as belonging to the Mongoloid race. In the early eighteenth century, they migrated to this present land. Mizoram was annexed in 1890 by the British (Hermana, 1994). In 1894, Christian missionaries arrived and created alphabets for the people. Since then, most Mizos have become Christians, greatly influenced by Western culture, while also clinging to their rich cultural heritage, colorful customs, and lively traditions. The festivals and dances of the Mizos have a unique tribal flavor. Aside from Christmas and New Year's Day, Chapchar Kut— a festival marking the end of the laborious clearing of jungles for the year's cultivation around February and March—is another important and popular festival celebrated with much energy. The most popular dances of Mizoram are Cheraw, Khual Lam, and Chheih Lam.

Agriculture is the main occupation of the Mizos, who practice jhum or shifting cultivation, which requires clearing and burning new patches of arable land each year. Prof. Laltluangliana Khiangte narrated that, in the early days, the Mizos practiced jhum cultivation and always helped each other within the community. The youth, both men and women, assisted one another in cleaning and clearing the fields (hlo thlawh or hlo thlo), never asking for money or anything else in return. They

were always willing to help those in need. When a particular young man and woman worked together often (in lawm or lawm hlun), other men would not disturb or call the woman away for their own farms, as this partnership often led to marriage, reflecting a unique aspect of Mizo culture. This cultural practice highlighted the beauty of Mizo society, where working on a big farm (lo neih) was labor-intensive but enjoyed collectively. Young men working on the farm, along with family or relatives, appreciated receiving water, cucumbers, cigarettes, or other items from the women while they worked, which added enjoyment to their hard work.

The Mizos are simple, carefree, and peace-loving people. Since the days of the chieftains, they have always been a close-knit society with morals based on ‘Tlawmngaihna’ (altruism), a rare principle that goes well with Christianity.

Through purposeful interaction with Padma Shri Prof. Laltluangliana Khiangte, it was narrated that in the olden days, the Mizos were known for their willingness to help others. When a villager passed away or was very sick, someone known as a Zualko (messenger) would travel on foot to inform the relatives and family in other villages. When the Zualko (Zawla, 2011; Liangkhaia, 1972; Vanlalruata, 1994; Siama, 2009) arrived and reported that someone was very sick, it was understood in Mizo culture that this meant the person had already died, as they would always use the phrase "Thu khuh" (euphemism). The Val Upa (elder man) would then ask the youth to run and inform others of the news, and no one ever refused this task; they were always ready to run and relay the information. In those times, most people did farming far from their home or village, often staying in the jungle for a week to work. If a family at home received bad news, the Val Upa, who stayed in the village, would ask a youth to run to the jungle to inform the family, acting as a Zualko. This demonstrated the principle of Tlawmngaihna, which compelled everyone to help not only their family, relatives, and friends but also the entire community.

During the Chieftain period, this ‘Tlawmngaihna’ was very important for the entire community, as well as for designated people like ‘Pasaltha,’ meaning warrior, who protected their respective villages along with the villagers. During this period, they

would migrate to different places and fight other villages or clan communities over ‘Lalram’ (chieftainship). They would travel, constructing temporary huts for shelter, where they would stay for an extended period before relocating, repeating the process in a cyclical fashion.

The following tables depict the status of the accommodation sector in Mizoram, as found by the researcher and secondary data. This includes various types of establishments, ranging from the smallest rest houses to larger ones like hotels and lodgings. It is important to note that not all accommodations in the sector were visited, particularly those in smaller villages, etc.

Accommation Sector in Mizoram

Status of accommodation sector in the state of Mizoram

District wise Statistic of Accommodation Facility/Sector in Mizoram till 2023

Table 2: Accommodation Units in Aizawl District

Govt. or Private	Name of Accommodation	Village/City/Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Govt.	Tourist Lodge Chaltlang	Chaltlang	42	Between 31-100	Between 21-30	Lodge, Cafetaria, Hall, etc	1986 New Block-2005
PPP	Tourist Home Zonuam	Zonuam	Between 6-20	Between 21-30	Below 10		
Govt.	Tourist Complex	Berawtlang	Between 21-30	Above 30	Between 10-20	Lodge, Restaurant, Conference Hall, etc	1997
Govt.	Tourist Resort	Hmuifang	Between 6-20	Between 6-20	Below 5	Resort	2008
PPP	Tourist Lodge	Darlawn	Between 6-20	Between 6-20	Below 5	Lodge	2015
Govt.	Tourist Lodge	Changsil	None	None	None	Lodge, not a place for guest	2015
PPP	Tourist Lodge	Sakawrdai	7	14	Below 5	Lodge	2015
PPP	Tourist Lodge	Khanpui	4	8	Below 5	Lodge	2017
PPP	Tourist Lodge	Thingsulthliah			None	Lodge	
PPP	Tourist Lodge	Sialsuk				Not yet functioning	
Govt.	Tourist Lodge	Aibawk			Below 5	Lodge	
Govt.	Tourist Lodge	Tuirial			Below 5	Lodge	
PPP	Tourist Lodge	Sairang	2	4	Below 5	Lodge	2015
Govt.	I.B. Sialsuk	Hmuifang Division					
Govt.	I.B. Ratu	Ratu					

Govt.	PWD Rest House	East Phaileng					
Govt.	State Guest House	Chaltlang	Between 6-20	Between 21-30		Guest House with 3 different halls and Coffee shop	1994
Private	The Esquire	Sikulpuikawn	Between 6-20	Between 21-30	Between 10-20	Hotel	2014
Private	Hotel Arini	Upper Khatla	Between 6-20	Between 6-20	Between 10-20	Food and Accommodation	2007
Organisation	Aijal Club	Tuikual Tennis Court	Between 6-20	Between 6-20	Above 20	Food and Accommodation, Hall, etc	1891 (Others) Hotel-
Private	Hotel Ritz	Dawrpui Canteen Kual	Between 6-20	Between 21-30	Between 10-20	Accommodation & Restaurant, Lounge	1987
Private	Hotel Royale	Dawrpui, Mana International				Not continued	
Private	Hotel Hill Orchid	Dawrpui, Israel Point, Zion Street	Between 6-20	Between 6-20	Between 10-20	Hotel	2019
Private	Hotel Floria	Dawrpui Taxi Stand				Hotel	
Private	Hotel Mayur	Dawrpui Upper Bazar	Between 6-20	Between 6-20	Below 5	Hotel	1999
Private	Hotel Ahimsa	Zarkawt Valley	Between 6-20	Between 21-30	Between 10-20	Hotel	1988
Private	Hotel Galaxy	Zarkawt Valley	Between 6-20	Between 6-20	Below 5	Hotel	2020
Private	Hotel City Lodge	Zarkawt Babu Tlang Step					
Private	CK Hotel	Zarkawt Babu Tlang Step					
Private	KT Hotel	Zarkawt Babu Tlang Step					
Private	Hotel Cosmo	Zarkawt Babu Tlang Step	Between 6-20	Between 21-30	Between 10-20	Hotel	2014
Private	Hotel Lazzo	Zarkawt Near ICICI	Between 6-20	Between 6-20	Between 10-20	Hotel	2017
Private	Millenium Hotel	Zarkawt Near ICICI	Between 21-30	Above 30	Between 10-20	Food and Accommodation	2000

Private	Travellers Inn	Zarkawt Near ICICI	Between 6-20	Between 6-20	Below 5	Only Lodging	
Private	Chawlhna Hotel	Zarkawt Near ICICI	Above 30	Above 30	Between 10-20	Accommodation and Restaurant	1967
Private	Hotel Chief	Zarkawt Near ICICI	Between 21-30	Above 30	Above 20	Accommodation and Restaurant	1996
Private	Lushai Hills Residency	Zarkawt Near ICICI	Between 21-30	Above 30	Between 10-20	Accommodation and Restaurant	2019
Private	Hotel Riak Maw Inn	Zarkawt K.Lalhluna Building					
Private	Hotel Regency	Zarkawt	Above 30	Above 30	Between 10-20	Hotel	2019
Private	RH Inn	Zarkawt Opp. To Regency	Between 6-20	Between 6-20	Below 5	Accommodation and Food	2012
Private	Hotel Platinum	Zarkawt Near Trinity	Between 6-20	Between 6-20	Between 10-20	Hotel	2010
Private	The Grand Hotel	Chanmari	Betweeen 21-30	Above 30	Between 10-20	Accommodation ,Restaurant, Hall	2014
Private	David's Hotel Clover	Chanmari, Near RD Office					
Private	Hotel Embassy	Chanmari, Near Custom				Not interested to inform details	
Private	Hotel Chhungte International	Hermon Street, Electric Veng	Between 6-20	Above 30	Between 10-20	Hotel	2019
Private	Chief Guest House	Chanmari Near Planet Fashion	Between 6-20	Between 6-20	Below 10	Hotel	
Private	JIT Hotel	Ramhlun Venglai PWD Mual	Between 6-20	Between 6-20	Below 5	Accommodation and Food	2018
Private	Hotel Serow	Chaltlang Lily, Near State Guest House					
Private	Hotel Landmark	Bawngkawn A-L Road					
Private	LBL Lodge & Restaurant	Bawngkawn CK Hyundai	Between 6-20	Between 6-20	Between 10-20	Lodging	2015
Private	Hotel Joy	Thuampui Near AMC	Between 6-20	Between 6-20	Below 5	Accommodation	2008

Private	Hotel Holiday Palace	Sihhmui					
Private	Greenland Hotel						
Private	Annexe Homestay	Zotlang	Between 6-20	Between 6-20	Below 5	Homestay	2018
Private	Riahrun Homestay	Dikson Building Ramhlun South					
Private	ZRS Homestay	L-80 Vankhama Mual, Chawnpui	Between 6-20	Between 6-20	Family	Homestay	2018
Private	ZRS Homestay	Aizawl	Below 5	Below 5	Family	Homestay	2016
Private	Ebenezer Inn						
Private	Zobawm	Zotlang Near Mara House	Below 5	Below 5	Family	Homestay	2019
Private	Tiberia Homestay	Zotlang Near Presbyterian Church	Below 5	Below 5	Below 5	Homestay	2019
Private	The 1998 Homestay	Lower Chanmari					
Private	Purple Orchid	Luangmual Vengthlang					
Private	Mom's Inn	Chawnpui Near Ebenezer	Below 5	Between 6-20	Below 5	Accommodation	2021
Private	Aizawl Guest House (The Cliff House Aizawl)	Laipuitlang, PHE Bill pekna bul	Between 6-20	Between 6-20	Below 5	Guesthouse	2020
Private	Tavern Guesthouse	Chaltlang Field Veng	Between 6-20	Between 6-20	Below 5	Accommodation & Restaurant	2018
Private	Zote-I Hotel(Homestay)	D-10/A Chanmari Near Presby Pastor Qtrs					
Private	GreenView the Nature Stay	Lengpui	Below 5	Between 6-20	Family	Guest House	2021
Private	The Carpenters Inn	Bawngkawn, Aizawl	Between 6-20	Between 6-20	Below 5	Lounge & Accommodation	2020
Private	ZTS Girls Hostel	Durtlang, Aizawl	Between 6-20	Between 6-20	Family		2016
Private	Hotel Koinonia	Lengpui	Between 6-20	Between 6-20	Family	Homestay	2021

Private	Maryland Homestay	Aizawl	Between 6-20	Between 6-20	Between 10-20	Homestay	2020
Private	Royale Lalawi Hotel	Khatla,Aizawl	Above 30	Above 30	Between 10-20	Hotel	2023
Private	The Camelia	Aizawl	Below 5	Between 6-20	Family	Homestay	2019
Private	Jenny's Guest House	Aizawl	Above 21-30	Above 21-30	Below 5	Hotel	2022
Semi-Government	Mara House	Zotlang	Above 30	Above 30	Between 6-20	Guest House especially for Mara Tribal People	1998
Govt.	Tourist Lodge Lengpui	Lengpui	Between 21-30	Between 21-30	Below 5	Lodge	2000

Source: Researcher's own compilation

The accommodation sector in Aizawl District comprises a variety of government, private, and semi-government establishments.

1. Private Accommodation: The Esquire, Hotel Arini, Hotel Ritz, Hotel Hill Orchid, Hotel Mayur, Hotel Galaxy, The Carpenter's Inn, Green View the Nature Stay, Lengpui, etc.

2.Government Accommodation: Chaltlang Tourist Lodge, Berawtlang Tourist Lodge, Hmuifang Tourist Lodge, Changsil Tourist Lodge, Aibawk Tourist Lodge and Tuirial Tourist Lodge, etc.

3. PPP/Privatised Accommodation: Zonuam Tourism Home, Darlawn Tourist Lodge, Sakawrdai Tourist Lodge, Khanpui Tourist Lodge, Thingsulthliah Tourist Lodge, Sialsuk Tourist Lodge

4. Semi-Government Accommodation: Mara House, Zotlang, State Guest House, Chaltlang

Mara house, a guest house primarily for the Mara Tribal People, was established in 1998. State Guest House in Chaltlang is an important for the Government as most of the officials stay in this guest house with protocols and the government. When important government officials came, the host of Mizoram team used to show cultural dance and other programmes at the hall in the State Guest House.

It's important to note that some accommodations were not included in this overview due to unavailability of information or unwillingness to provide details. The accommodations listed demonstrate the diversity and capacity of the hospitality sector in Aizawl district, catering to a wide range of guests including tourists, government officials, and visitors attending various events.

Aizawl, the capital district of Mizoram, is a highly frequented destination for both domestic and international tourists. Among the private accommodations, Chawlhna

Hotel, established in 1967, is the oldest in Aizawl and appears to be the oldest private hotel in Mizoram. It continues to operate under the management of the founding family and their staff. Government accommodations in Aizawl are also among the busiest in the state, unlike those in smaller villages within the district, which see less traffic. The popularity of Aizawl has led to the regular establishment of various private accommodations such as hotels and homestays across different localities, sometimes as frequently as every month or year. The influx of business people, government officials, students, families, and friends visiting for gatherings contributes significantly to the high demand for accommodation. Most visitors prefer staying in hotels during their work or leisure visits to the district capital. Many hotels in Aizawl offer additional facilities such as conference rooms, banquet halls, and restaurants that cater to both in-house and external guests. Some hotel owners manage their establishments alongside other businesses or government jobs to ensure smooth operations. Compared to other districts in Mizoram, Aizawl has a higher capacity to accommodate tourists, with its hotel hosting more guests than those in any other part of the state.

Table 3: Accommodation Units in Lunglei District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Govt. DC Office	Circuit House	Lunglei	Between 6-20	Between 21-30	Below 5	Govt.	1986 (new Building)
Pvt.	Hotel Joshua	Lunglei	Between 6-20	Between 6-20	Below 5	Fooding & Lodging	2011
Pvt.	Alabasta Hotel	Lunglei	Between 6-20	Between 6-20	Between 10-20	Hotel	2005
Pvt.	Hotel Shalom	Lunglei	Between 6-20	Between 6-20	below 5	Hotel	2013
Pvt.	Lemonsvale Homestay	Lunglei	below 5	Below 5	below 5	Homestay	2021
Pvt.	Pine View Homestay	Lunglei	below 5	Between 6-20	below 5	Homestay	2021
Govt.	Zotlang Tourist Lodge	Lunglei	Between 6-20	More than 30	Between 10-20	Lodge	2012
Pvt.	LTC Hotel Lunglei	Lunglei	Between 6-20	Between 6-20	below 5	Hotel	2020
Pvt.	Hotel Grand	Lunglei	Between	Between	Between	Hotel	2017

	Lunglei		6-20	6-20	10-20		
Pvt.	Hotel Malawm	Lunglei	Between 6-20	Between 6-20	Between 10-20	Hotel	2018
Pvt.	Hotel Ono	Lunglei	Between 6-20	Between 21-30	Between 10-20	Hotel	2016
Pvt.	Hotel Elite	Lunglei	Between 6-20	Between 6-20	Below 5	Hotel	2006
Pvt.	Hrangchal Lodge	Hrangchalkawn, Lunglei	Between 6-20	Between 6-20	Below 5	Hotel	
Govt.	Tourist Lodge Tlabung	Tlabung	Between 6-20	Between 6-20	Below 5	Lodge	

Source: Researcher's own compilation

The accommodation units in Lunglei District include both government and private establishments, offering a variety of options for visitors.

1.Private Accommodation:Hotel Joshua, Alabasta Hotel, Hotel Shalom, Lemonsvale Homestay, Pine View Homestay, LTC Hotel, Hotel Grand, Lunglei, Hotel Malawm, Hotel Onon, Hotel Elite, Hrangchal Lodge, etc.

2. Government Accommodation: Circuit House, DC, Zotlang Tourist Lodge, Lunglei, Tlabung Tourist Lodge, etc.

Since the establishment of its first notable hotel in 2005, Lunglei, the second district in Mizoram, has been significant expansion in its accommodation sector. The mix of government and private options caters to a growing number of tourists, including international visitors. Many establishments include restaurants to enhance their services, although there are occasional challenges with accommodation availability during major events. Most hotel owners are eager to accommodate tourists, and some manage their hotels alongside other businesses or government jobs. Various types of accommodation are becoming increasingly popular. Notably, many guests come from other districts to attend family events such as weddings, family gatherings, and lungphun (memorials for deceased family members), preferring to stay in hotels rather than with family or friends. The provided list reflects only those accommodations visited by the researcher.

Inspection Bungalow, Tlabung- A 154-year-old building, touted as Mizoram's first Inspection Bungalow (IB), perpetually provides accommodation for tourists. Built in Tlabung, in 1871, Mizoram's first Inspection Bungalow remains the most sought-after tourist lodge. The IB in Tlabung was established 154 years ago by men working for Tom Herbert Lewin, the founder of Tlabung village. Historians have noted that the bungalow was initially completed in November using materials such as wood, bamboo, zinc, plate-glass, and stone. The IB continues to be one of the most visited lodges even after being handed over to the Public Works Department. Many tourists prefer this oldest IB over other government-run cottages. Recently, the Heritage Committee under the Young Mizo Association Tlabung branch, unveiled a granite plaque carved with the year of its establishment and other heritage buildings to help visitors more easily identify its historical significance (Tourism website).

Table 4: Accommodation Units in Siaha District

Govt. or Private	Name of Accommodation	Village/ City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Govt.	Tourist Lodge Siaha	Siaha	Between 6-20	Between 6-20	Below 10	Lodge	1997
Private	Fel Fel Hotel	Siaha	Between 6-20	Between 21-30	Below 5	Hotel	2019
Private	Laitlang Hotel	Siaha	5	5	Family	Hotel	2014
Private	RM Hotel	Siaha	Between 6-20	Between 6-20	Below 5	Hotel	2002
Govt.	Tourist Lodge No-Aotla (Niawhtlang)	Niawhtlang	Below 5	Between 6-20	Below 5	Lodge	2017

Source: Researcher's own compilation

Accommodation Units in Siaha District

The accommodation units in Siaha District include a mix of government and private establishments, offering a range of lodging options for visitors.

1. Private Accommodation: Fel Fel Hotel, Laitlang Hotel, RM Hotel

2. Govt. Accommodation: Tourist Lodge, Siaha, Tourist Lodge No-Aotla (Niawhtlang)

Siaha District's accommodation sector features a combination of government and private lodging options, with various capacities and services to cater to different types of travelers. Despite the relatively modest size of most establishments, they contribute significantly to the district's ability to host visitors, supporting both tourism and the local economy. Siaha is renowned for its many natural attractions, which have become increasingly popular among travelers. The district's connection to an international route, the project named is Kaladan Multi-Modal Transit Transport Project, connecting the eastern Indian seaport of Kolkata with Sittwe seaport in Rakhine State, Myanmar by sea and from Paletwa by road to Mizoram state in Northeast India, has led to a steady increase in accommodations. For instance, Fel Fel Hotel, despite being relatively new, has received high praise for its rooms, furnishings, and cleanliness, even earning an award for cleanliness and other criteria in Siaha. This family-run hotel occasionally hires additional staff, and they report that their business operates smoothly, with tourists frequently choosing to stay there. Most accommodations, including Fel Fel Hotel, are managed alongside other jobs by their owners.

Table 5: Accommodation Units in Champhai District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Govt.	Tourist Lodge Champhai	Champhai	Between 6-20	44 Above 30	8	Lodge	1990
Govt.	PWD IB	Farkawn	Below 5	Between 6-20	Below 5	Family take care of the facility	1978
Govt.	Tourist Lodge Farkawn	Farkawn	Between 6-20	Between 6-20	Below 5	Family take care of the facility	2007
Private	Order Hotel	Farkawn	Below 5	Between 6-20	Below 5	Family take care of the	1995

						facility	
Private	CL Homestay	Dungtlang	Below 5	Below 5	Family	Homestay	2017
Private	Lianchhiari Homestay	Dungtlang	Below 5	Below 5	Family	Homestay	2017
Private	Hotel Chawngthu	Champhai	Between 6-20	Above 30	Above 20	Lodging and Restaurant	
Govt.	Circuit House, DC Office	Champhai	Between 21-30	Above 30	Between 6-20	Hotel	2012
Private	Alpha Hotel	Champhai	Between 6-20	Between 6-20	Below 5	Hotel	2023
Private	VLC Homestay	Zokhawthar	Below 5	Below 5	Family	Homestay	2017
Private	Kawtchhuah Ropui Homestay	Vangchhia	Below 5	Below 5	Family	Homestay	2017
Private	CB Homestay	Dungtlang	Below 5	Below 5	Family	Homestay	2017
Private	Homestay Comfort	Dungtlang	Below 5	Below 5	Family	Homestay	2017
Private	KC Homestay	Dungtlang	Below 5	Below 5	Family	Homestay	2017
Private	Eastern Homestay	Vaphai	Below 5	Below 5	Family	Homestay	2017
Private	Thasiama Homestay	Vaphai	Below 5	Below 5	Family	Homestay	2017
Private	Khualbuk Homestay	Vaphai	Below 5	Below 5	Family	Homestay	2017
Private	Fiara Tui Homestay	Vaphai	Below 5	Below 5	Family	Homestay	2017
Private	Dama Homestay	Vaphai	Below 5	Below 5	Family	Homestay	2017
Private	Vangkhawpui Homestay	Vangchhia	Below 5	Below 5	Family	Homestay	2017
Private	Pipu Sulhnu Homestay	Vangchhia	Below 5	Below 5	Family	Homestay	2017
Private	Sawma Homestay	Vangchhia	Below 5	Below 5	Family	Homestay	2017
Private	Afela Homestay	Vangchhia	Below 5	Below 5	Family	Homestay	2017
Private	Family Homestay	Zokhawthar	Below 5	Below 5	Family	Homestay	2017
Private	Simon Homestay	Zokhawthar	Below 5	Below 5	Family	Homestay	2017
Private	Hmingliana Homestay	Zokhawthar	Below 5	Below 5	Family	Homestay	2017
Private	Ainawn Homestay	Zokhawthar	Below 5	Below 5	Family	Homestay	2017
Private	Zampuii Homestay	Zokhawthar	Below 5	Below 5	Family	Homestay	2017
Private	Sawmpuii Homestay	Zokhawthar	Below 5	Below 5	Family	Homestay	2017
Private	Luni Homestay	Hnahlan	Below 5	Below 5	Family	Homesta	2017

						y	
Private	Vanapa Homestay	Hnahlan	Below 5	Below 5	Family	Homestay	2017
Private	Mafaka Homestay	Hnahlan	Below 5	Below 5	Family	Homestay	2017
Private	Senhri Homestay	Hnahlan	Below 5	Below 5	Family	Homestay	2017
Private	Zoramthangi Homestay	Hnahlan	Below 5	Below 5	Family	Homestay	2017
Private	Dingdi Homestay	Hnahlan	Below 5	Below 5	Family	Homestay	2017
Govt.	Tourist Lodge Hnahlan	Hnahlan	Between 6-20	Between 6-20	1	Lodge	2012
Govt.	Tourist Lodge Zokhawthar	Zokhawthar	Between 6-20	Between 6-20	3	Lodge	2012

Source: Researcher's own compilation

The accommodation sector in Champhai district features a variety of options, both government and private, catering to different preferences and needs.

1. Private Accommodation: Order Hotel, Farkawn, Hotel Chawngthu, Champhai, etc.

2.Government Accommodations: Tourist Lodge, Champhai, PWD IB, Farkawn, Tourist Lodge Farkawn, Tourist Lodge, Hnahlan, Tourist Lodge Zokhawthar, Circuit House, DC office, Champhai, etc.

3. Homestay partners with Tourism Dept: Dungtlang, Zokhawthar, Vangchhiar, Vaphai and Hnahlan

Champhai district offers a range of accommodation options, from government-run lodges to family-managed homestays, catering to tourists' varied needs and preferences. Champhai district, one of the most-visited districts in Mizoram, boasts numerous heritage villages, natural attractions, and man-made sites. Zokhawthar village, located at the international border with Myanmar, is separated by the Tiau River. This village holds significant historical importance for the Mizo people, who frequently visit Rih Dil (Rih Lake) in Myanmar, a popular destination for Mizo tourists from across Mizoram, as well as visitors from outside the state and internationally. Most homestays in the district were established by the Tourism

Department of the Government of Mizoram, partnering with the homestay owners under the NEDP scheme. Both government and private accommodations regularly host guests, including students exploring Mizo heritage, government officials, and visitors attending family gatherings, or visiting friends and relatives. Champhai is also renowned for having the largest paddy field in Mizoram.

Table 6: Accommodation Units in Serchhip District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Govt.	Thenzawl Golf Course	Thenzawl	Between 21-30	Above 40	Between 6-20	Resort	2020
Govt.	Serchhip Tourist Lodge	Serchhip	Between 6-20	Between 21-30	Between6 - 20	Tourist Lodge	2016
Private	Midland Hotel	Thenzawl	Between 6-20	Between 6-20	Family	Hotel	2020
Private	Partei Guest House	Thenzawl	Below 5	Between 6-20	Below 5	Hotel	2022
Private	Highway Inn	Thenzawl	Between 6-20	Between 6-20	Below 5	Hotel	2009
Private	Take Away Corner	Thenzawl	Below 5	Between 6-20	Family	Hotel	2018
Govt.	Tourist Lodge Thenzawl	Thenzawl	Between 6-20	Between 6-20	Between 6-20	Tourist Lodge	2003 (Cottage)
Private	KH Hotel	Serchhip	Between 6-20	Between 6-20	Below 5	Hotel	2014
Private	Hill View Guest House	Serchhip	Between 6-20	Between 6-20	Below 5	Hotel	2006
PPP	Highway Restaurant Chhiahtlang/Tourist Lodge	Chhiahtlang	Between 6-20	Between 6-20	Below 5	Lodge and Restaurant	2009
Govt.	Tourist Lodge East Lungdar	East Lungdar	Between 6-20	Between 6-20	Below 5	Lodge	2013
Govt.	BRC East Lungdar	East Lungdar	Below 5	Below 5	Between 6-20	SSA Education Rest House	2005
Govt.	BDO Guest House East Lungdar	East Lungdar	Below 5	Between 6-20	Below 5	Guest House	2019 Renovate year

Source: Researcher's own compilation

Accommodation Units in Serchhip District

1. Private Accommodation: Midland Hotel, Partei Guest House, Highway Inn, Take Away Corner, KH Hotel, Hill View Guest House

2. Govt. Accommodation: Thenzawl Golf Course, Serchhip Tourist Lodge, Tourist Lodge Thenzawl, Tourist Lodge East Lungdar, BRC East Lungdar, BDO Guest House East Lungdar

3. PPP/Privatised Accommodation: Highway Restaurant Chhiahtlang Tourist Lodge

Serchhip district is one of the most visited places in Mizoram, particulary Thenzawl village, due to its natural tourist attractions and the efforts of the Tourism Department, Government of Mizoram, in developing new attractions. Other government departments have also contributed to its development. Thenzawl is renowned as a handloom village, attracting many visitors. Consequently, guest numbers are higher here than in other villages. The district capital, Serchhip, has fewer hotels compared to Thenzawl but boasts attractive locations such as organic farming areas. Serchhip is well-known for its paddy fields and organic cabbages, among other vegetables, which are supplied to various parts of Mizoram. The presence of accommodations and tourist attractions supports other businesses like restaurants and hotels serving Mizo food (Mizo thali) to travelers, tourists, and passersby. This is especially true for Thenzawl and Serchhip, which are conveniently located near the highway. East Lungdar and Biate villages have several attractive places- natural and man-made that draws many travelers and tourists. East Lungdar is known for its beautiful hills, which are a significant attraction for tourists. Biate, recognized as the cleanest village in Mizoram, also attracts numerous visitors due to its reputation for cleanliness. There isn’t much accommodation available in these areas, so most tourists stay with relatives or friends or simply visit local families. The Mizo community is known for its excellent hospitality and always welcomes guests, whether they are family, friends, relatives, or unfamiliar tourists.

Table 7:Accommodation Units in Kolasib District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Private	Rokhum Hotel	Kolasib	Below 5	Between 6-20	Below 5	Hotel	Doesn't know by the receiver
Govt.	Tourist Lodge Kolasib	Kolasib	Between 6-20	Between 21-30	Between 10-20	Lodge	1987
Private	Hotel Cloud 9	Kolasib	Between 6-20	Between 6-20	Family	Hotel	2012
Private	Rachel's Inn	Kolasib	Between 6-20	Between 6-20	Family	Lodging & Homestay	2022
PPP	Tourist Lodge Buhchang	Buhchang	Below 5	Between 6-20	None	Lodge, as the guests are not regular. Now it's a rent house	
PPP	Highway Restaurant/Tourist Lodge Thingdawl	Thingdawl	Between 6-20	Between 6-20	Below 5	Lodge and Restaurant	1995 Privatised in 2017
Govt.	Tourist Lodge Saipum	Saipum	Between 6-20	Between 6-20	Below 5	Lodge	2006
Govt.	Tourist Lodge Serlui 'B'	Serlui 'B'	Between 6-20	Between 6-20	Below 5	Lodge	2018
PPP	Tourist Lodge Vairengte	Vairengte	Between 6-20	Between 6-20	Below 5	Lodge	1991 Privatised in 2017
Private	Mizo Hotel Pui	Kolasib	Below 10	Between 6-20	Family and 1 employee	Food and lodging	1966- Mizo Food(Chawdawr)Hotel-1988/1989
Private	Puipuii Hotel	Kolasib	Below 10	Between 6-20	Below 5	Lodging and provide kitchen wares for cooking by the guests	2019

Source: Researcher's own compilation

Accommodation Sector in Kolasib District

1.Private Accommodations: Rokhum hotel, Kolasib, Hotel Cloud 9, Kolasib, Rachel's Inn, Kolasib, Mizo Hotel Pui, Kolasib, Puipuii Hotel, Kolasib

2. PPP/Privatised Accommodations: Tourist Lodge, Buhchang, Highway Restaurant/ Tourist Lodge Thingdawl, Tourist Lodge Vairengte

3. Govt. Accommodations: Tourist Lodge, Kolasib, Tourist Lodge Saipum, Tourist Lodge Serlui 'B'

Kolasib district has a diverse accommodation sector including government-run lodges, privatized tourist lodges, and family-run hotels and inns. The privatization trend has converted some lodges into rental houses due to irregular guest influx. The area boasts both long-established and newer accommodations, catering to varying needs of travelers. The government accommodations, such as the Tourist Lodge Kolasib and Serlui 'B', provide substantial capacity, while private establishments focus on personalized and family-run experiences.

Kolasib district are on the highway of entrance and exit of the state and Vairengte village entrance and exit of the state.Tourist Lodge situated in Kolasib have always guests more than 100 a month and other private accommodations have guests but some private hotel doesn't have regular guest and open restaurant and karaoke, hall to hire and other side business . Serlui 'B' is becoming popular because of the new lake, man-made lake and fishing allowed.

Table 8:Accommodation Units in Mamit District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
AVEDSOC (Society)	AVEDSOC	Ailawng	Below 5	Below 5	Society	Hotel	2017
VLDP	Khuangchera & Ngurbawnga Park	Ailawng	Below 5	Below 5	VLDP	Hut	2022
Private	Green Hills Homestay	Reiek	Below 5	Below 5	Family and Below 5	Homestay	2019
Private	Dreamland	Reiek	Below 5	Between 6-20	Family and Below 5	Homestay	2022
Govt.	Reiek Tourist Resort	Reiek	Between 6-20	Between 21-30	Below 5	Tourist Lodge	2005
Private	Rovansons (Order Hotel)	Mamit	Below 5	Between 6-20	Family	Food and Accommo	1985

						dation	
Govt.	PWD IB	Mamit	5	Between 6-20	Chowkider	Bungalow	Not known
Private	BT Hotel	Mamit	Below 5	Between 6-20	Family	Riahna leh Chaw eina	1996
Govt. DRDO	Minority Inn	Mamit	Between 6-20	Between 6-20	Chowkider & his family	Rest House	2010
Govt.	Tourist Lodge Mamit	Mamit					
Govt.	Tourist Lodge Kanhmun	Kanhmun	Between 6-20	Between 6-20	Below 5	Lodge	2008
Govt.	Tourist Lodge West Phaileng	West Phaileng	Below 5	Between 6-20	Below 5	Lodge	2005
Govt.	Tourist Lodge Zawlnuam	Zawlnuam	Between 6-20	Between 6-20	Below 5	Lodge	2019
Private	Goipomohom	Forest Venghnuai, Tuipuibari	Below 5	Below 5	Family	Homestay	2019
Private	Lallawma	Venglai, Tuipuibari	Below 5	Below 5	Family	Homestay	2019
Private	Baroto	Venglai, Tuipuibari	Below 5	Below 5	Family	Homestay	2019
Private	Lalhmingmawia	Hmar Veng, Tuipuibari	Below 5	Below 5	Family	Homestay	2019
Private	Zonunmawia	Godown Veng, Tuipuibari	Below 5	Below 5	Family	Homestay	2019
Private	Chandrahas	Rajiv Nagar-1	Below 5	Below 5	Family	Homestay	2019
Private	Barunmala Chakma	Rajiv Nagar-1	Below 5	Below 5	Family	Homestay	2019
Pritvate	Nishi Kumar	Rajiv Nagar-1	Below 5	Below 5	Family	Homestay	2019
Private	Jobonika	Rajiv Nagar-1	Below 5	Below 5	Family	Homestay	2019
Private	Bahulal Chakma	Bazar Area	Below 5	Below 5	Family	Homestay	2019
Private	Gopadevi Chakma	Bazar Area	Below 5	Below 5	Family	Homestay	2019
Private	Nirmal Kanti	Rajiv Nagar-II	Below 5	Below 5	Family	Homestay	2019
Private	Joytika	Rajiv Nagar-II	Below 5	Below 5	Family	Homestay	2019
Private	Babita	Rajiv Nagar-II	Below 5	Below 5	Family	Homestay	2019
Private	Monoranjan	Rajiv Nagar-II	Below 5	Below 5	Family	Homestay	2019
Private	Vivekananda Chakma	Rajiv Nagar-II	Below 5	Below 5	Family	Homestay	2019
Private	Amika Chakma	Rajiv Nagar-II	Below 5	Below 5	Family	Homestay	2019
Private	Rohmuaka	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestaty	2019
Private	Hapeng Rai	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	A.Lalbiakliana	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	ST Vanlalzauva	Dampa Rengpui/Zodini	Below 5	Below 5	Family	Homestay	2019
Private	Lalhmangaiha	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	Sibia	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019

Private	C.Romawia	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	Sunoram	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	A.Laldinthara	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	Lalhmingthanga	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	Roliana	Dampa Rengpui/Zodin	Below 5	Below 5	Family	Homestay	2019
Private	Vanlalmuana	Hruaitluang (Teirei)	Below 5	Below 5	Family	Homestay	2019
Private	K.Vanlallura	Hruaitluang (Teirei)	Below 5	Below 5	Family	Homestay	2019
Private	Ramlawmi	Hruaitluang (Teirei)	Below 5	Below 5	Family	Homestay	2019
Private	Raltawna	Hruaitluang (Teirei)	Below 5	Below 5	Family	Homestay	2019
Private	F.Lalduhlaii	Hruaitluang (Teirei)	Below 5	Below 5	Family	Homestay	2019
Private	H.Lalrinthara	Hruaitluang (Teirei)	Below 5	Below 5	Family	Homestay	2019
Private	H.Lalromawia	Hruaitluang (Teirei)	Below 5	Below 5	Family	Homestay	2019

Source: Researcher's own compilation

Accommodation Sector in Mamit District

Mamit district offers a variety of accommodations, both government and private, ranging from hotels and lodges to homestays.

1.Private Accommodations: AVEDSOC, Ailawng, Khuangchera & Ngurbawnga Park, Ailawng, Green Hills Homestay, Reiek, Dreamland Homestay, Reiek, Rovansons (Order Hotel), Mamit, BT Hotel, Mamit,

2. Govt. Accommodations: Reiek Tourist Resort, PWD I.B, Mamit, Minority Inn, DRDO, Mamit, Tourist Lodge Kanhmun, Tourist Lodge West Phaileng, Tourist Lodge Zawlnuam

3.Homestay Partners with Tourism Department, Govt. of Mizoram: Goipomohom, Lallawma, Baroto, Lalhmingmawia all from Tuipuibari; Chandrahas, Barunmala Chakma, Nishi Kumar, Jobonika all from Rajiv Nagar; Rohmuaka, Hapeng Rai,

A.Lalbiakliana, ST Vanlalzauva all from Dampa Rengpui/Zodin; Vanlalmuana, K.Vanlallura, Ramlawmi, Raltawna all from Hruaitluang (Teirei).

Mamit district's accommodation sector is diverse, with a mixture of small-scale hotels, government lodges, and numerous family-run homestays, particularly in Reiek, Mamit, and various other localities. The range of accommodations reflects a blend of government initiatives and private entrepreneurship, catering to both local and tourist needs. Mamit district is a frequently visited location in Mizoram, known for the breathtaking mountains and natural attractions in Reiek and Ailawng villages, which draw many guests for trekking and enjoying the scenic views. The Reiek Tourist Resort is maintained by the Tourism Department, Government of Mizoram. Since the Anthurium Festival began in 2006 at Reiek Tourist Resort, the village has gained popularity. The festival, along with the clean surroundings and blooming local businesses, has led to the establishment of new accommodations in the village. Reiek village has its own committee responsible for maintaining the cleanliness and security of Reiek Mountain, hiring laborers to ensure the area is clean and safe for visitors. Similarly, Ailawng village features breathtaking mountains, man-made bridges, and other natural attractions, offering places to stay for those wishing to experience nature. The Dampa Tiger Reserve, located in Mamit district, along with other villages, also offers natural attractions that draw visitors. Some of the homestays have partnerships with the Tourism Department, Government of Mizoram.

Table 9: Accommodation Units in Lawngtlai District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Private	Carolyn Hotel	Lawngtlai	Between 6-20	Between 6-20	Family	Hotel	2013
Private	Sugar & Spice Dingdi	Lawngtlai	Between 6-20	Between 6-20	Between 10-20	Homestay	2022
Private	Guest House Dingdi	Lawngtlai	Between 6-20	Between 6-20	Between 10-20	Guesthouse	2022
LIKBKHP(Church)	LIKBKHP Khualbuk	Lawngtlai	Between 6-20	Between 21-30	Below 5	Hotel	2022
Govt. (DC)	Circuit House	Lawngtlai	Between 6-20	Between 21-30	Below 5	Rest House	1990
Govt.	Tourist Lodge	Lawngtlai	Between	Between	8	Lodge	2003

	Lawngtlai		6-20	21-30			
Private	Lairam Hotel I	Lawngtlai				Don't want to answer	
Private	Lairam Hotel II	Lawngtlai				Don't want to answer	
Private	Hotel Alpha	Chawngte	Between 6-20	Between 6-20	Family	Food and Lodging	2015
Private	Hotel Alpha	Chawngte P	Below 5	Below 5	Family	Food and lodging	2015
PPP	Tourist Lodge Chawngte	Chawngte	Below 5	Between 6-20	2	Lodge	2008 Privatized in 2015

Source: Researcher's own compilation

Accommodation Sector in Lawngtlai District

The accommodation sector in Lawngtlai District comprises a mix of private and government-operated establishments offering various lodging options. Here's an overview of the accommodation facilities based on the provided data:

1. Private Accommodations: Carolyn Hotel, Sugar & Spice Dingdi, Guest House Dingdi, Hotel Alpha (Chawngte), Hotel Alpha (Chawngte P).

2. Government Accommodations: Circuit House (DC) and Tourist Lodge Lawngtlai

3. PPP/Privatised Accomodation: Tourist Lodge Chawngte

4. Church Accommodations: LIKBKHP Khualbuk

The accommodation sector in Lawngtlai District has a diverse range of options catering to different needs, from hotels and homestays to guesthouses and lodges. The private sector is actively involved, with several establishments managed by families, which provides a personal touch to the services offered. Notably, many of these accommodations have been established recently, indicating growth and increased investment in the district's hospitality sector. The government-operated accommodations, such as the Circuit House and Tourist Lodge, complement the

private offerings by providing additional lodging options, often with more beds per facility. These government facilities ensure that visitors have access to lodging, especially in times of peak demand. Overall, the accommodation sector in Lawngtlai District is expanding, with a mix of new and established businesses providing essential services for both tourists and locals. The recent surge in new accommodations suggests a positive trend towards enhancing the district's hospitality infrastructure.

In Lawngtlai district, there are other private hotels and government accommodations that the researcher did not visit. Additionally, some hotels declined to provide feedback or answer questionnaires during the researcher's data collection. The district has seen improvements, but if roads and other infrastructure were further developed, the number of visitors would likely increase. This is because the new roads would connect with the new highway under the Kaladan Multi-Modal Transit Transport Project, connecting the eastern Indian seaport of Kolkata with Sittwe seaport in Rakhine State, Myanmar by sea and from Paletwa by road to Mizoram state in Northeast India.

Table 10: Accommodation Units in Khawzawl District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Private	Hlunbuang Homestay	Chawngtlai	Below 5	Below 5	Family	Homestay	2017
Private	HC Homestay	Chawngtlai	Below 5	Below 5	Family	Homestay	2017
Private	Tlaizawng Homestay	Chawngtlai	Below 5	Below 5	Family	Homestay	2017
Private	Three Brother's Homestay	Chawngtlai	Below 5	Below 5	Family	Homestay	2017
Private	Khalthang Homestay	Chawngtlai	Below 5	Below 5	Family	Homestay	2017
Private	F.Hniarthul Homestay	Chawngtlai	Below 5	Below 5	Family	Homestay	2017
Private	Tochhong Family Homestay	Chawngtlai	Below 5	Below 5	Family	Homestay	2017
Private	Order Hotel	Chawngtlai	Sitting Room	Thutthlengsei	Family	Hotel	1997
Private	KD Lodging	Khawzawl	Below 5	Between 6-20	Family	Lodge	2022
Private	VK Homestay	Khawzawl	Between 6-20	Between 6-20	Below 5	Homestay	2022

Govt.	Forest Rest House	Khawzawl	Below 5	Below 5	Below 5	Rest House	2014
Govt.	Staff lodge	Khawzawl			Below 5	PWD Rest House	Doesn't know the establishment year
Govt.	DC Rest House	Khawzawl	Between 6-20	Between 6-20	Chowkider's Family	DC Rest House	2002
Govt.	Horticulture Staff Lodge	Khawzawl	Between 6-20	Between 6-20	Below 5	Lodge	Doesn't know the establishment year
Private	Chawngthu Hotel	Khawzawl	Between 6-20	Between 6-20	Family	Homestay	2022
Private	C.Vanlalhluna	Khawhai	Below 5	Below 5	Family	Homestay	
Private	Lalthianghlimi	Khawhai	Below 5	Below 5	Family	Homestay	
Private	C.Lalthianghlimi	Khawhai	Below 5	Below 5	Family	Homestay	
Private	R.Lalhmangaiha	Khawhai	Below 5	Below 5	Family	Homestay	
Private	Rohmingliana Hnamte	Khawhai	Below 5	Below 5	Family	Homestay	
Private	S.Lalbiakthanga	Khawhai	Below 5	Below 5	Family	Homestay	
Private	DP Lalnunmawia	Khawhai	Below 5	Below 5	Family	Homestay	

Source: Researcher's own compilation

Accommodation sector in Khawzawl district

1.Private Accommodation: Hlunbuang Homestay,HC Homestay,Tlaizawng Homestay, Three Brother's Homestay, Khalthang Homestay, F.Hniarthul Homestay, Tochhong Family Homestay, Order Hotel, KD Lodging, VK Homestay, Chawngthu Hotel, C.Vanlalhluna, Lalthianghlimi, C.Lalthianghlimi, R.Lalhmangaiha, Rohmingliana Hnamte, S.Lalbiakthanga and DP Lalnunmawia

2. Government Accommodations: Forest Rest House, Staff Lodge-PWD, DC Rest House, Horticulture Staff Lodge

Khawzawl district, being one of the newer districts, has fewer accommodations compared to older districts. However, since it was previously under Champhai district, the tourism department has initiated several homestays in various villages. This has resulted in a higher number of accommodations compared to other new districts. The district capital, Khawzawl, has seen a growth in new accommodation options. Villages in the district also host more visitors, prompting the local

community to recognize the socio-economic benefits of the accommodation business for both the community and accommodation owners.

Table 11: Accommodation Units in Saitual District

Govt. or Private	Name of Accommodation	Village/City/ Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
Private	Happy Lodge	Saitual	Below 5	Between 6-20	Family	Homestay	2022
Govt.	Forest Rest House	Saitual	Below 5	Below 5	Below 5	Rest House	Doesn't know the year of establishment
Govt.	IB PWB	Saitual	Below 5	Between 6-20	Below 5	IB	1975(1978)
Govt.	Tourist Lodge Ngopa	Ngopa	Between 6-20	Between 6-20	Below 5	Lodge	2005

Source: Researcher's own compilation

Accommodation Sector in Saitual District

1. Private Accommodation: Happy Lodge

2. Government Accommodation: Forest Rest House, IB PWD, Tourist Lodge Ngopa

Saitual district, being one of the newest districts, has limited accommodation options, primarily consisting of old government facilities.These include a forest rest house, an IB, and a tourist lodge. Due to its location on the highway between Champhai, Khawzawl, and Aizawl districts, many guests visit briefly and return home, resulting in relatively low guest numbers. However, with the district's recent establishments, new accommodations like the Happy Lodge homestay have been added to cater to growing needs.

Table 12: Accommodation Units in Hnahthial District

Govt. or Private	Name of Accommodation	Village/City/Locality	Number of Rooms	Number of Beds	Number of Employees	Remarks	Year of Establishment
PPP	Tourist Lodge Darzo	Darzo	Between 6-20	Between 6-20	Family	Lodge	2013 Privatised in 2018
Private	Jeje 12 Inn	Hnahthial	Below 5	Between 6-20	Family	Lodging	2017
Private	RC Food & Lodging	Hnahthial	Between 6-20	Between 6-20	Between 6-20	Hotel	
Private	Horeb Lodge & Conference Hall	Hnahthial	Between 6-20	Between 6-20	Family	Hotel and Restaurant	2023

Source: Researcher's own compilation

Accommodation Sector in Hnahthial District

1. Private Accommodation: Jeje12 Inn, RC Food & Lodging, Horeb Lodge & Conference Hall

2. PPP/Privatised Accommodation: Tourist Lodge Darzo

These accommodation options in Hnahthial district cater to the needs of visitors, providing lodging facilities ranging from small inns to larger hotels with additional amenities such as conference halls. Hnahthial district is considered the newest district, resulting in fewer accommodation options compared to other districts. However, the district capital, Hnahthial, has recently seen an increase in the opening of new accommodation businesses. The officials and businesses in the area are particularly pleased with this development, as they are now able to cater to their accommodation needs more effectively. The clientele primarily consists of officials and business travelers, with a noticeable increase in private guests as well. While other villages in the district may not have as many private hotels or government accommodations, those that do exist continue to operate smoothly.

3.2 History of Accommodation Sector in Mizoram

The history of accommodation in Mizoram indicates that the earliest form of lodging involved staying in houses without any payment, where families would treat guests with great care. This tradition is reflected in Mizo folktale stories and historical accounts, showing that both relatives and non-relatives were welcomed to sleep on the floor. Various writers on Mizo history have documented these practices, highlighting the community's generosity. The British also praised the Mizos for their hospitality towards non-Mizos. The second type of accommodation mentioned is the Zawlbuk, a communal dormitory for male guests, where they would sleep while having their meals at local houses, often in large homes. Following this, government bungalows and rest houses were established as formal lodging options. The concept of hotels was introduced later, marking a significant shift in accommodation styles. Recently, homestays have been introduced, though they differ from the typical understanding of homestays outside Mizoram and internationally. This evolution reflects the unique adaptation and growth of accommodation practices in Mizoram over time.

In ancient times, whenever a Mizo Chief established a village, the construction of a Zawlbuk was considered essential. Zawlbuk(Dokhuma- 1992 ; Dokhuma- 1998; Siama- 2009; Lalrintluanga- 1990; Vanlalruata-1994; Hermana- 1994; Liangkhaia- 1972) is described as a large house serving as a meeting place for all the young men residing in the village. They sleep there and undertake the responsibility of protecting their villages. In ancient times, this house was consistently a substantial structure within a village. This Zawlbuk held significant importance in their lives. When villagers relocated to different places, the priority was given to choosing a location for building the Zawlbuk over their own houses. The Chief's residence and the Zawlbuk were erected before the other villagers' houses. Typically situated near the Chief's residence in a strategically chosen spot, the Zawlbuk served as a hub for villagers, especially Val Upa (an elder responsible for caring for young men aged around 30-40 years) and young men. They would spend nights there, safeguarding their villages and engaging in the learning of important skills. Young men were

expected to reside in the Zawlbuk until they married. Furthermore, those who got married used to reside in the Zawlbuk if they stayed together with their parents. It held immense importance in the pre-modern era, serving as a place to protect villages from sudden disasters and as a center for imparting good manners and etiquette. The Zawlbuk also served as a venue for sharing and transmitting ancient stories and tales of heroes. In instances where the village was sizable and the community couldn't fit in one Zawlbuk, two or more were built to accommodate the need for learning, teaching, and important meeting. The Zawlbuk served various functions, including:

1. War and Emergency: Mizo elders – Val Upa, Pasaltha known as Warrior, were actively engaged in fighting and wars between villages and chiefs. Being always on alert was crucial, especially during times of conflict, fire, or when dangerous animals posed threats to livestock and humans.

2. School: The Zawlbuk functioned as a school where elders and young men taught important life standards, discussed experiences, and shared stories of their youth, hunting, and other necessities for young boys. The venue also facilitated discussions on love lives.

Women and young girls were restricted from entering the Zawlbuk. In emergencies, they would stand near the compound to call their family. Inside the Zawlbuk, a central fire was always lit, and young boys aged around 10 years or above were responsible for gathering wood. The Zawlbuk resembled an indoor stadium, serving as a place for learning, wrestling, and friendly encounters with guests from other villages, meetings, information exchange, and gossip. When a Zawlbuk fell into disrepair, efforts were made to renovate it, and if it was beyond repair, a new one was constructed. The basic needs for the young men and Val Upa were limited to water and firewood. Young boys aged around 10 years or above would search for firewood, while older boys, accustomed to collecting firewood in their youth, fetched water. The Zawlbuk also served as accommodation for guests travelling from other villages, providing an opportunity for friendly encounters and activities. The

abolition of Chiefs by the British during their presence in Mizoram led to the discontinuation of Zawlbuk (Lalrintluanga- 1990; Siama- 2009; Zairema- 2009)

Zawlbuk holds great significance in Mizo history, having been a cherished tradition passed down through generations. When studying Mizo history, it appears that Zawlbuk served as a place for tourists to sleep without the expectation of payment, as private homes were traditionally open to accommodating guests. However, the exact origins of Zawlbuk in Mizo villages remain unknown. Zawlbuk, essentially a substantial communal house, served as a place for Val Upa (respected elder men) and the youth to sleep, hold important village meetings, and enjoy each other's company. In nearly every village, a Zawlbuk was constructed, often situated in proximity to the Chieftain's residence. During the era of chieftains, inter-village warfare was common, with conflicts among clans' kings. When a traveler visited a particular village, they would typically share breakfast or dinner at the host's home and spend the night at the Zawlbuk. Here, the youth would engage in friendly activities such as play and wrestling with the visitor. Zawlbuk, therefore, played a pivotal role in providing accommodation for guests. Rev. Liangkhaia (1938) emphasized that they used to stay at the house of those who warmly welcomed them into their humble homes, without any expectation of payment. The Mizos have always held a strong tradition of welcoming guests with open arms and making every effort to provide for them, sometimes even offering them chickenas a symbol of their hospitality.

B.Lalthangliana (2001), discusses the sociopolital structure of Mizo villages around 1740-1750, highlighting the existence of seven kings and seven Zawlbuk (traditional Mizo men's dormitories) in the Selesih village where 7000 villagers stay during that period and situated between Khawbung and Zawlsei village in Champhai district. The Zawlbuk played a crucial role in village administration with the assistance of the king, Val-Upa, and young men who were responsible for the welfare of their villages. While the exact establishment date of the Zawlbuk is uncertain due to a lack of precise historical records, evidence indicates that they were present around 1740, serving as important social gathering places for young boys, young men, and elders. Around 1856, as documented by K.Zawla (2011), the Khawnglung Run war between

two villages illustrates that young men slept at the Zawlbuk and were attacked by their enemies during their sleep. The Zawlbuk also served as a guest house for travelers, reflecting the Mizo culture's hospitality. When missionaries arrived, such as Rev. Edwin Rolands (known as Zosapthara by the Mizo), they experienced both initial rejection and later acceptance. For example, on a second attempt to stay in the village of Sihfa, the missionaries were welcomed, participated in a wrestling match as an ice-breaking activity, and then preached about Jesus. By 1906, missionaries visiting Zawngin village used the Zawlbuk to preach, resulting in the baptism of 30 people. K.Zawla (2011) also describes traditional festivals like Khuangchawi, Chawn, and Sedawi, which were hosted by families who could afford them. After such festivals, families needed to perform certain rituals before welcoming guests again. Travelers were generally welcomed, although some were turned away due to ritual restrictions.

In the past, businessmen and poets like Awithangpa traveled, creating songs and enjoying hospitality at Zawlbuk. Poets were often invited by village kings and treated with great hospitality. During the British period, forced labor (kuli) was common, and Mizo warriors were sent to fight in France during World War I, with promises of no longer being Kuli upon their return. They were trained in Aizawl, which brought many guests to the area. B.Lalthangliana (2011) states that Mizo warriors (Pasaltha) traveled with leather bags covered in tiger skin, garnering respect from the people. According to Rev. Liangkhaia (1972), hospitality customs included offering alcohol to guests. In 1871, the British stayed in Khawlian village, building their own shelter and celebrating Christmas there. Rev. Liangkhaia also states that the concept of Tlawmngaihna originated in Tualte Vanglai, where warriors stayed at Zawlbuk and were always ready to protect their community.

Alongside the history of Zawlbuk, there is mention of private house accommodation, emphasizing the longstanding hospitality of the Mizo people. Even before the advent of Zawlbuk, villagers were known for welcoming guests into their homes, a tradition that continues to this day. Following this, various types of accommodation such as bungalows, rest houses, tourist lodges, hotels, and homestays are discussed.

According to Khiangte (2023), travelers would often find accommodation and become guests in random house during their visits, as depicted in Mizoram folktales like Liandova te unau, Vaichaka, and Mauruangi, where they received warm hospitality and the best possible care. Similarly, C.Hermana (1994) described how his father- Subedar Pakunga along with Mr. A.R.H. MacDonalh I.C.S who stay during World War II in Mizoram as Commisioner (1943-1945) would travel to villages and stay in random houses, and experience exceptional hospitality. These accounts highlighted the British admiration for the beauty of Mizo life and the hospitality of the Mizo community.

Prof. Laltluangliana Khiangte shared his experiences regarding accommodation during his travels. In 1967, he traveled on foot from Saitual Village to Seling Village, a journey that took a day. With no hotels available, he stayed at a relative's house. In 1968, he and his family were transferred to Vairengte Village, and during their travel to Silchar, they noted that business travelers were common. At that time, there was a Mizo hotel, though it was not well-equipped, and guests slept on floors made of bamboo sheets. Additionally, the Silchar Synod compound provided a place for travelers to sleep, and lodging there was not problematic.

Prof. Khiangte narrated that back in 1871-1872, 1880-1889, and from 1890 onwards, when government officials traveled to villages, they would request Kuli (similar to laborers) to carry their luggage and paid them. These officials mostly traveled on foot, occasionally using horses, and when they arrived at the villages, they stayed at the Zawlbuk or in a large house belonging to villagers. They preferred to sleep on the floor near the fireplace, called Tapchhak, to stay warm. At that time, both the officials and the villagers were poor and lacked sufficient blankets, so sleeping next to the fireplace was a practical way to keep warm and some travelers faced difficulties finding accommodation within villages. Villagers often refused to let them stay in their homes, and without Inspection Bungalows, travelers sometimes secretly slept on verandahs without the homeowner's knowledge. It was particularly challenging for those traveling for family needs or business, as they had to carry their own bedding, food, and cooking pots. R.Vanhnuaithanga (Retired-Deputy Director,

Dept. of Information and Public Relation) narrated and recalled that in 1966 December, villagers did not want guests, and he and his companions ended up sleeping in a ruined Inspection Bungalow. Despite the place being dirty, they cleaned it themselves to make it habitable.

According to Khiangte, the Rambuai (Insurgency) began in 1966. During this time, most villagers felt compelled to welcome guests from the MNF (a political party fighting for independence, often staying in the jungle and visiting villages), providing them with shelter and food, usually out of fear of repercussions if they refused. Punishments were severe from the army who were reported that who welcome at their house, making life particularly difficult during that period. However, Khiangte noted that ordinary travelers, or Khual pang zin, generally did not face any issues regarding hospitality; they were usually welcomed and accommodated by the villagers. When Inspection Bungalows were built in the villages, they were designated for government officials, such as those from the school education and agricultural departments, and ordinary travelers were not allowed to stay there. Nowadays, however, all travelers visiting a particular place can choose their accommodation freely.

Mizos were very good by welcoming a guest even though they didn't know, they try their best to welcome, feed to eat, place to sleep. When a guest stays at their house, they never ask the bill of stay, always welcoming them and give the best they can during their stay (Bhaumik, 2022; Khiangte, 2023; Hermana,1994). A mother will always try her best and give the best hospitality. As there is not much written literature, what we have has been passed down verbally by our ancestors, and it often changes slightly over time since it is not documented in writing. As it can be found in Mizo story book (Khiangte,2023) as the author also get narrated according to his grandmother or others , some authors were written their autobiography and their past lives during their early times where its included about some. When the British came and stay at Mizoram, they construct a road, pave a way wherever it possible, when they construct the road, the Public Works Department built a bungalow next to next

villages, so that the supervisor, or officers can stay while checking the construction of the road(Robula-2002 and Zairema- 2009).

According to Er.Robula (2002), when the British arrived, they constructed roads to connect various villages, appointing supervisors to oversee the roadwork and visit these villages (Zairema, 2009). They even erected bungalows for the villagers, each maintained by one or two caretakers. Different departments of the Mizoram government also established rest houses in different locations. Given the lack of precise historical records, the establishment of the Public Works Department (PWD) of the Mizoram government remains somewhat ambiguous. However, it is widely acknowledged that the Inspection Bungalow (IB) in Tlabung, Lunglei district, stands as the oldest accommodation sector in the region. The historic building, which was been providing shelter to tourists for an impressive 154 years, was constructed in 1871. Despite the absence of an exact construction date, the year 1871 is recognized as the time when the Tlabung IB was established (Mizoram Tourism). This IB was brought into existence 154 years ago by the founder of Tlabung village, Tom Herbert Lewin's men, in 1871. Some historians cite that the bungalow was initially completed in the month of November using materials like wood, bamboo, zinc, plate-glass, and stone.

The IB is still considered one of the most visited lodges to date, even after it was handed over to the Public Works Department (Mizoram Tourism). However, it is evident that the IB was established a long time ago, as indicated by the records in the caretaker's graveyard (as told to the researcher in their office in 2022). Various authors have written about this, but there is no exact date recorded in their books or elsewhere. Today, it continues to be one of the most sought-after tourist lodges, attracting visitors with its rich history and enduring charm. The longevity and continuous operation of the Tlabung IB underscore its significance as a cornerstone of Mizoram's tourism infrastructure. The combination of historical ambiguity and enduring presence adds to the mystique and allure of the Tlabung IB, making it a fascinating subject for both historians and tourists alike. Unfortunately, many of the bungalows and lodgings have fallen into disrepair and are no longer maintained,

particularly in villages that have been abandoned or ruined. Various government departments, including the Forest Department, Soil Department, Horticulture Department, DC Office, and Tourism Department, have lodging facilities within their departments. Some of these departmental lodgings are used as staff quarters, while others have deteriorated and are no longer suitable for accommodation. Government workers and staff often have the option to stay in their own department's accommodation, or in accommodations that are still operational in different localities. Accommodations situated in small villages are typically managed by local chowkidars or careakers from those particular villages. However, some of these accommodations may not be fully equipped for business purposes but still serve as a convenient option for short-term stays. Additionally, private owners who ventured into the accommodation sector did so for various reasons. Some started with simple tea stalls and gradually expanded into lodging businesses.

The term "hotel" has been well-known in Mizoram for a long time, dating back around 1967 (as narrated by Malsawmdawngliani, the owner of Chawlhna Hotel, to the researcher while collecting data in 2022). Most business owners traditionally begin their ventures with "Thingpui dawr", which translates to tea stalls and floor space for sleeping. During the early 1970s and 1990s, some business owners asked their guests to pay for both food and lodging, especially in villages, catering to drivers, businessmen, and other travelers. In those days, most travelers would either stay overnight in the nearest villages or request to spend the night at someone's home. Travelers typically brought their own food and bedding. The concept of a hotel was introduced, and in the earlier stages, families often worked together to manage their hotels.However, as these hotels continued to grow, they required more staff to maintain and run the operations. In the present scenario, the hotel industry in Mizoram is flourishing, with various types of accommodations emerging in different locations. Many investors and businessmen are eager to build and invest in hotels, leading to a surge in the construction of accommodation facilities over the past 20 years. In the early days of Mizoram, numerous travelers, including church leaders and representatives, embarked on their journeys carrying backpacks, moving on foot to attend church programs in various villages. They would stay in the homes where

these programs were held. The hosts, often homeowners, extended a warm welcome to their guests, offering tea and the opportunity to bathe with heated water. Despite the modest means of the time and the lack of proper accommodations, both guests and hosts understood the challenges and made every effort to provide food and a comfortable place to sleep. People were often economically disadvantaged, and suitable rooms were rare, but the spirit of hospitality prevailed. Even when strangers arrived, hosts went out of their way to ensure their guests felt welcomed and could enjoy their stay in their humble homes. Mizo hospitality was renowned for its generosity and warmth, making guests feel truly cherished during their visits.

The study conducted by the researcher included an in-depth examination and interviews with the owners of the initial hotels established in various districts of Mizoram which are being called one of the oldest in Mizoram.

1. Chawlhna Hotel, Zarkawt, Aizawl

Chawlhna Hotel in Aizawl holds the distinction of being the oldest continuously operating hotel in Aizawl. While it is acknowledged that there were earlier attempts at establishing hotels in the area, these initial endeavours did not persist beyond a short period. Chawlhna hotel stands out as the first and oldest hotel that has maintained its continuous operation to this day. It was the first private hotel in Aizawl and established in 1967 at Electric Veng. The owner, Pu Thangliana, was not only a first-class contractor but also a savvy businessman. During his travels to various places, including Delhi and Silchar, he gained inspiration to open his own hotel. This idea led him to relocate his residence to a different locality. He initiated his venture by starting a tea stall and allowing drivers to spend the night there. Initially, his establishment was a single-story building, constructed with bamboo ply (dap bang). Over the years, he expanded the building to five or more floors, and the hotel's location shifted to Zarkawt. In 1985, they registered their hotel with the government, and to this day, it continues to operate a hotel and restaurant. Pu Thangliana was known for his strong work ethic and integrity, which prompted him to transition into the hotel industry. He frequently traveled back and forth to Burma,

Silchar, and Delhi to sustain his business by selling various products. Initially, he and his family managed all aspects of the hotel, but at present, they employ 20 staff members to oversee the operations of their 41-room hotel. Staff members enjoy the benefit of complimentary food and lodging, and some have dedicated over a decade of service to the hotel. Pu Thangliana passed away in 2001 at the age of 80, and his wife and children have since taken over the management of their business. “Kan pa in ramdanga riahbuk a hmuh thin khan tih ve a duh ta a, chuta tang chuan kan tan ta a, tun thlengin kan la chhunzawm zel a ni”, (When her husband traveled for business, he stayed at a hotel and, having a business mindset, wanted to start a similar venture. He then continued to run it narrated by Pi Malsawmdawngliani w/o Pu Thangliana (R.I.P) at her resident, Zarkawt, Aizawl.

2. Order Hotel, Khawzawl, Khawzawl district

Around 1976, in what was one of the earliest accommodations in Mizoram and the very first in Khawzawl, a remarkable woman named Pi Hrangkaii, who was 93 years old at the time of her interview in 2023, hailed from Zuchhip village.The backdrop of her story dates back to the period after the events of Rambuai in 1966 when the government relocated Zuchhip village to Khawzawl. Her husband had passed away while she was three months pregnant, leaving her to care for her two small children. During their early days in Khawzawl, there were no established highways. When the Public Works Department (PWD) arrived to construct roads, she approached the Village Council to request a plot for her home (Inhmun). There were approximatedly 10 houses in close proximity. Pi Hrangkaii initiated her entrepreneurial journey by opening a humble tea stall (Thingpui dawr) catering to MST bus drivers and passengers. After a while, she formally named her stall” Order Hotel”. Guests were welcomed to sleep on the floor at no charge, but they paid for food, which cost around 5 rupees or less. Pi Hrangkaii couldn’t recall the exact amount during that period, but, for context, a cup of tea cost 50 paise, and with bread, it amounted to 1 rupee. During the (favang/spring) season, she and her family stayed at their hotel with only a knife as a means of protection and slept without any source of light. Sometimes, they kept a vigilant eye on their hotel from their home. Overtime, she

managed to acquire two substantial concrete buildings. Her legacy continues through her children and grandchildren. As a widow, she humbly acknowledged that she achieved significant success with her business. Although her family faced some challenges during the pandemic due to a decline in guest, they continued to operate their restaurant and hotel. '"Hmeithai mai ka nih vangin kawng an siam laiin ka inhlawh ve phawt a, chumi hnuah ram an theh in inhmun ka dil ve a, thingpui dawr ka siam ta a, driver ten riahna tur siam tura min tih fo avangin chhuatah kan riah tir thin ta a ni, a chang phei chuan kan nufa in ral khat atangin kan veng a, chem leh hmanraw dang nen, kan dawrah chuan hriamhrei nen kan riahchilh thin, a awmna hmun a la ram deuh avangin" (Narrated by Pi Hrangkaii, 93 years old at her resident in Khawzawl) (Meaning- As a widow, I initially worked when the road was being constructed (lei laih). Afterward, I requested a place to build a house, when I then opened a tea stall. Eventually, drivers began requesting a place to sleep, so we allowed them to sleep on the floor. During that time, my children and I kept watch from a distance with a big knife or other items for protection. Sometimes, we slept with items for protection (hriamhrei), as our shop was located in a forested area without neighbours when we didn't have guests.)

3. Rovansons, first hotel in Mamit, Mamit District

It was established in 1985 when she opened a tea stall. Around 1990, truck drivers requested her to provide accommodations for them. Both drivers and other guests mostly slept on the floor, and they paid Rs 15 for lodging. Food without meat cost Rs 15, and food with meat cost Rs 25. At that time, the other place to stay in Mamit was the Inspection Bungalow operated by the PWD, Government of Mizoram. All the guests from the Inspection Bungalow always had their meals at her hotel. When her rooms were fully booked, her regular customers who couldn't stay there still had their meals at her hotel. Now she has many rooms and continues to manage the business herself with the help of her family. She only completed her studies up to class 3 but manages to support her family through her hotel. She owns four buildings, one of which is rented by a private school, and the others are also rented out. As a widow, she humbly expressed that despite her limited education, owning a

hotel was highly recommended for her family's livelihood. Her business has been slow due to the pandemic, but she still has regular guests who visit for small business (sumdawng) and operates a small shop at her house. (Narrated by the owner, 76 years old at her resident in Mamit)

4. BT Hotel, 2nd hotel in Mamit, Mamit District

BT Hotel- It was established in 1996 with a tea stall; drivers stay at their hotel and have food. Before highway cross over in Mamit, she used to capture/link with around 12 motors with all their passengers, after highway, their business fall down and run only a tea stall which is not sufficient for her and her family, but still take care of as she become old and difficult to start other business. (Narrated by the owner, 76 years old, at her residence in Mamit). Her early success makes her own a big house.

5. Mizo Hotel Pui, Kolasib, Kolasib District

One of the oldest tea stalls and order hotel in Mizoram was established in 1966 during the Rambuai (Insurgency) period. The owner's son explained that his parents started the tea stall with just one chicken and 50 paise, earning Rs 5 on their first day, which made them very happy. They named their establishment "Order Hotel," a place where travelers, especially bus drivers commuting between Aizawl and Silchar, could order a Mizo-style thali with rice and various dishes like bai, sa, and dal. During that time, their business thrived.In 1988/1989, they expanded their services to include a place to sleep, initially with a single room in an Assam-type building. Now, the hotel has five rooms and nine beds, run by the family and one employee. The son and his family continue to operate the business after his mother's passing. Despite the small district population making it challenging, the hotel's location on a highway helps sustain it. The verandah serves as a taxi stand, which limits parking space for other vehicles, leading to a loss of customers. Nonetheless, the hotel remains operational, though with fewer guests. The owner mentioned that their hotel is one of the oldest still running, primarily serving Mizo foods, known as Mizo thali, to travelers on the highway. With their income, they have built a large house and rented

out some rooms and flats for shops. The business remains at its original location, which is easily accessible and surrounded by shopping areas. Despite the fear during the Rambuai period, they continued to run their business.

The Department of Information and Public Relations, Government of Mizoram, was the first to introduce and take the initiative for constructing and establishing tourist lodges in various villages and towns across Mizoram. This department, initially known as the Department of Information and Public Relations & Tourism, was bifurcated in 1987. In the 1980s, planning and building of lodges began, leading to the inauguration of the first Tourist Lodge in Mizoram at Chaltlang, Aizawl in 1986. The second lodge was constructed in Kolasib around 1985-1986. After the bifurcation, the Tourism Department took over their management. The third lodge, planned for Champhai, began construction in 1988. This project was overseen by the then Information Officer and the staff from the Department of Information and Public Relations, and it was inaugurated in January 1990 (R.Vanhnuaithanga, 2020)

There are currently 71 tourist lodges and tourist facilities, some of which have been privatized while others have not yet been inaugurated. Tourist lodges serve and provide food and lodging for guests. Additionally, the Tourism Department has opened four highway restaurants, two of which also offers lodging for guests.Most of these lodges are staffed by one or more employees. The busiest lodges, such as Chaltlang Tourist Lodge in Aizawl, Champhai Tourist Lodge, Berawtlang Tourist Lodge in Aizawl, Reiek Tourist Resort, and Zokhawthar Tourist Lodge, have more staff. Some tourist lodges feature banquet halls or conference rooms for important functions organized by the government or private programs. Tourist lodges have become a significant part of the accommodation sector in Mizoram, providing affordable lodging for government officials, businessmen, private travelers, and students.

In Mizoram, accommodations are mostly basic places to eat and sleep, unlike more luxurious options elsewhere. Some have their own banquet halls and offer restaurant services to ensure smooth operations. The accommodation sector is growing across

various district capitals, towns and villages. Over the past 20 years, hotels and homestays have been established in different area, especially in Aizawl. Starting accommodation and restaurant businesses has become popular and is seen as beneficial for economic status, leading to the construction of hotels and homestays in various locations. However, in small villages, owning such businesses is often seasonal and considered a backup to farming or other jobs, as the demand is not consistently high.

Most of the hotel or accommodation mainly start by opening a Thingpui Dawr meaning Tea Stall, when the driver and their passengers need to sleep over, the owners let them sleep on the floor and with that their business are expand. In the early days, they never have a different room but a floor by paying food and lodging. As narrated by the old widows who start their business to ends day meet, they were fight for their business as it was difficult back then. Most of the owners still continue but some of them were continue by their generation, children or grandchildren.

Tourist Lodge is built in different villages, towns and city manages by Tourism Department, Govt. of Mizoram. Different Government department of Mizoram also built their own lodging places. Homestay is introduced in Champhai district in different 5 villages under NEDP scheme and manages by Tourism Department, Govt. of Mizoram. Hotels are more and more built in different towns and villages. Food and lodging are more improved, facilities, amenities are getting more improved. The employers learn new things, introduced new things to attract more local customers and tourists.

Back in early days, the people of Mizo are poor; some of the villages don't allow staying in their home, even though the passerby or guests bring their own food and blanket, they just need a shelter under the roof to stay for just a night or two, etc. But that time, it's difficult to manage their own families and cannot provide the guests. Besides that lots of home owners used to welcome their guest in spite of their low income.

During the last 20 years, the accommodation sector in Mizoram increased as well as the employers needs to recruit. Employers recruited that interested to work in their particular organisation and taught them their responsibilities, competencies and skills and work culture. As guests are not much, staffs are always less than the other cities and cannot work long because of salary and less workload. Most of the staffs are not highly educated and not hotel management students, most of them are taught when they are recruited. This study reveals that the human resources in accommodation is mostly changed within two or three years due to salary or when they found other jobs in different places, but some of the staffs work more than 10 years in that particular accommodation. Human resource development helps employees understand their own capabilities better so that they can best utilize them and also fulfill their professional and personal expectations.

The accommodation sector in Mizoram began during the British era when bungalows were constructed around 1871 in villages for supervisors visiting for important work, as well as for officials and private travelers. Many of the earliest hotels were established in Aizawl, Khawzawl, around 1967's with additional accommodations emerging in the 1980s. Various government departments also established their own rest houses or similar facilities between the 1980s and 1990s. Some of these government accommodations have deteriorated, some are occupied by staff, and others continue to be operated by their respective departments.Inspection Bungalows, taken care of by the Public Works Department, Govt. of Mizoram, have continuedfrom the British administration, though the exact timeline is not known. The Land Resources, Soil and Water Conservation Department, Government of Mizoram, has two Soil Rest Houses: one situated at Champhai Bethel Veng and the other in a different district. Other rest houses are used as quarters or offices in various districts.

The recorded of the different departments of accommodation which are as follows:

Table 13: Name of Department: Public Works Department (PWD)(Office Copy as on 18th May, 2022)

Sl.No.	Name	District	Remarks
1.	Staff Lodge, Aibawk	Aizawl	
2.	I.B. Sialsuk	Aizawl	
3.	Staff Lodge,Sakawrdai	Aizawl	
4.	I.B. Ratu	Aizawl	
5.	Staff Lodge, Darlawn	Aizawl	
6.	PWD Rest House E.Phaileng	Aizawl	
7.	Staff Lodge	Lunglei	
8.	I.B. Haulawng	Lunglei	
9.	I.B.Buarpui	Lunglei	
10.	I.B.Lungsen	Lunglei	
11.	I.B. Tlabung	Lunglei	Oldest accommodation and still running since 1871
12.	I.B. Chawngte	Lunglei	
13.	I.B. Saiha	Saiha	
14.	Staff Lodge, Tuipang	Saiha	
15.	Kawlchaw	Saiha	
16.	Chakhang I.B	Saiha	
17.	Siata I.B	Saiha	
18.	Chhuarlung I.B	Saiha	
19.	Staff Lodge	Champhai	
20.	I.B.Farkawn	Champhai	The first accommodation in Farkawn village and always have a guest especially a group of travelers.
21.	I.B. Hnahlan	Champhai	
22.	I.B. Bairabi	Kolasib	
23.	I.B.Vairengte	Kolasib	
24.	I.B.Kawnpui	Kolasib	Used as an Highway Sub-division Office
25.	I.B. Hortoki	Kolasib	
26.	I.B. North Hlimen	Kolasib	
27.	Staff Lodge, Tumpui	Kolasib	

28.	I.B.Bilkhawthlir	Kolasib	
29.	I.B. Thingfal	Lawngtlai	Lunglei Division gave the staff remuneration
30.	I.B. Diltlang	Lawngtlai	
31.	Bungtlang South	Lawngtlai	
32.	I.B.Ngharum	Lawngtlai	
33.	KMMTTP Rest House, Chawnhu	Lawngtlai	
34.	I.B.Boropansury	Lawngtlai	
35.	I.B. Kawrthah	Mamit	
36.	I.B. Tuidam	Mamit	
37.	I.B.Zawlnuam	Mamit	
38.	I.B. Kanhmun	Mamit	
39.	I.B. Mamit	Mamit	
40.	I.B. West Phaileng	Mamit	
41.	I.B. West Lungdar	Mamit	
42.	I.B. Rawpuichhip	Mamit	
43.	I.B. Reiek	Mamit	
44.	I.B. Khawzawl	Khawzawl	
45.	I.B. Khawhai	Khawzawl	
46.	I.B. Sialhawk	Khawzawl	
47.	I.B. Biate	Khawzawl	
48.	I.B. Kawlkulh	Khawzawl	Engaged since 1.10.2010
49.	I.B. Rabung	Khawzawl	
50.	Staff Lodge	Khawzawl	As the name itself only the department staffs stay as guest.
51.	I.B. Thenzawl	Serchhip	
52.	I.B. New Serchhip	Serchhip	
53.	I.B. North Vanlaiphai	Serchhip	
54.	I.B. East Lungdar	Serchhip	

55.	I.B. Lungpho	Serchhip	
56.	Staff Lodge	Saitual	
57.	I.B. Keifang	Saitual	
58.	I.B. Phullen	Saitual	
59.	Staff Lodge, Phullen	Saitual	
60.	I.B. Khawlian	Saitual	
61.	I.B. Suangpuilawn	Saitual	
62.	I.B. Ngopa	Saitual	
63.	I.B. Mimbung	Saitual	
64.	I.B. Thingsai	Hnahthial	
65.	I.B. Hnahthial	Hnahthial	

Source: PWD Office, Aizawl

According to records from the PWD department (18/5/2022), 65 Inspection Bungalows (I.B.) are still operational. However, some are used as offices. Six do not have staff or phone numbers, while 59 have both staff and phone numbers. The majority of the staffs are Muster Roll (M.R.) employees, with some being regular staff and others Wage Contract (W/C) staff, all of whom are PWD employees.

Table 14: Name of Department: EF & CC Department as on 8th February, 2019
Forest Rest House/I.B

Sl.No.	Name of Rest House	Location	Year of Establishment	Type of Building	Present Condition	Remarks
Aizawl Division						
1.	Sadar	Aizawl	-	-	-	-
2.	Saitual	Saitual	2013-2014	Semi RCC	Serviceable	Needed to provide Inverter
3.	Aibawk	Aibawk	2014-2015	RCC	Serviceable	-
4.	Seling	Tlungvel	1986	Assam Type	Serviceable	-
5.	Seling	Thingsulthliah	1984	Assam Type	Serviceable	Needed to provide Inverter and Water Reservoir
6.	Seling	Seling	2012	Semi RCC	Serviceable	Needed to

						provide inverter
7.	Sairang	-	-	-	-	-
Kawrthah Division						
1.	Kawrthah	Kawrthat	2013-2014	Semi RCC	Good	
2.	Zamuang	Zamuang	2013-2014	Semi RCC	Good	
3.	Kawrthah	Kawrtethawveng	2014-2015	Semi RCC	Good	
Lunglei Division						
1.	Hnahthial	Hnahthial	2014-2015	Semi RCC	Good	
2.	S.Vanlaiphai	S.Vanlaiphai	1979-1980	Assam Type		Not fit for occupation
Thenzawl Division						
1.	Thenzawl	Thenzawl	1994	Semi RCC	Good	
2.	Serchhip	Serchhip	2013-2014	Semi RCC	Good	
3.	Chhingchhip	Chhingchhip	2012	Semi RCC	Good	Kitchen provide is of very poor standard. A new one may be constructed
4.	Mualthuam	Mualthuam	2005	Semi RCC	Good	Provision of water storage facility is necessary
5.	Buarpui	Buarpui	2007-2008	Semi RCC	Good	Kitchen separately constructed is unfit for

						use. It may be demolish and a new one construct ed
6.	Thenhlum	Thenhlum	2004	Assam Type	Good	
Khawzawl Division						
1.	Murlen National Park	Rabung (Inspection Hut)	2001	Assam Type	Good but require renovation	Furnishi ng required
2.	Lengteng Wildlife Sanctuary	Lamzawl	2008	Assam Type	Good but require renovation	Furnishi ng required
3.	Lengteng Wildlife Sanctuary	Kawlbem	2010	Assam Type	Good but require renovation	Furnishi ng required
4.	Khawzawl Wildlife Division Complex	Khawzawl	2014	RCC	Good but require renovation	Furnishi ng required
Kolasib Division						
1.	Bukpui	Bukpui	1988	Assam Type	-	Need reconstr uction
2.	Bairabi	Bairabi	2010	Semi RCC	Good	
3.	Vairengte	Vairengte	2006	RCC	Good	
North Vanlaiphai Division						
1.	N.Vanlaiphai	N.Vanlaiphai	2015	RCC	Good	
2.	N.Vanlaiphai	N.Vanlaiphai Annex-I	1988-1989	Assam Type	Good	
3.	N.Vanlaiphai	N.Vanlaiphai Annex-II	2000-2001	Assam Type	Good	
4.	Thingsai	Thingsai	1985	Assam Type	Good	
5.	E.Lungdar	E.Lungdar	1990	Assam Type	Good	
6.	E.Lungdar	Biate	2015	RCC	Good	
Tlabung Division						
1.	Tlabung	Tlabung	1997-1998	RCC	Good	Furnishi ng Required
2.	Lungsen	Lungsen	2014-2015	RCC	Good	Chowkid

						ar Required
WL Division, Aizawl						
1.	Tawi WLS	Mualpheng	1986	Assam Type	Good, but required annual repair	Forest Rest House
2.	Tawi WLS	Hualtu	2002	Assam Type	Good, but required annual repair	Inspection Hut
3.	Khawnglung WLS	Rawpui	1994	Assam Type	Unfit for accommodation, required immediate repair	Inspection hut
Darlawn Division						
1.	Darlawn	Darlawn	1988-1989	Semi RCC	Good	Requires Maintenance
2.	Ratu	Ratu	1979-1980	Assam Type	Good	Requires Maintenance
3.	Phuaibuang	Phuaibuang	1985-1986	Semi RCC	Good	Requires Maintenance
Chhimtuipui WL Division, Lawngtlai						
1.	Ngengpui	Khawmawi	2004-2005	Semi RCC	Serviceable	
2.	Phawngpui	Farpak	2010-2011	Semi RCC	Serviceable	
Champhai Division						
1.	Khawhai	Khawhai	1998	Semi RCC	Serviceable	
2.	Kawlkulh	Hliappui	2012-2013	Semi RCC	Serviceable	
3.	Kawlkulh	Kawlkulh	2014-2015	Semi RCC	Serviceable	
4.	Khawbung	Khawbung	1995	Semi RCC	Serviceable	
5.	Champhai	Vengthar, Champhai	2005-2006	Semi RCC	Serviceable	
6.	Hnahlan	Hnahlan	1985	Assam Type	Unserviceable	
7.	Ngopa	Ngopa	2011-2012	Semi RCC	Serviceable	
8.	Ngopa	NE Khawdungsei	2011-2012	Assam Type	Serviceable	

9.	Ngopa	Mimbung	2011-2012	Semi RCC	Unserviceable	
Mamit Division						
1.	Mamit	Mamit	2014	RCC	Good	Needs better electric wiring
2.	Lengpui	Lengpui	2005	RCC	Good	Needs better electric wiring
3.	Kanghmun	Kanghmun	2015	RCC	Good	Needs better electric wiring
Dampa Tiger Reserve						
1.	Teirei	Teirei (Old)	1992-1993	Semi RCC	Good but the building is quite old	Need Major repair
2.	Teirei	Teirei (New)	2004-2005	RCC	Good	Need Repair
3.	Teirei	Damparengpui	1990-1991	Assam Type	Good but the building is quite old	Need major repair
4.	Phuldungsei	Phuldungsei (Old)	1989-1990	Assam Type	Good but the building is quite old	Need major repair
5.	Phuldungsei	Phuldungsei (New)	2014-2015	RCC	Good	Need Repair

Source: EF & CC Department

As of February 8, 2019, there are 58 Forest Rest Houses/Inspection Bungalows (I.B) under the EF & CC Department in Mizoram, with data collected in 2022. Out of these, 51 are serviceable and in good condition, though some require renovation, while 3 are unserviceable. Additionally, 24 need repairs, furnishing, and construction of water reservoirs, electricity upgrades, new kitchen constructions, and maintenance. Currently, 19 are in good and serviceable condition. No details are provided for the Sadar, Aizawl, and Sairang, Aizawl locations.

The oldest rest houses were established between 1979-1980 and 1984-1998, with others established after 2001, all of which require significant maintenance. These rest

houses are categorized based on divisions such as Aizawl division, Kawrthah division, Lunglei division, Thenzawl division, Khawzawl WL division, Kolasib division, N.Vanlaiphai division, Tlabung division, WL division, Aizawl, Darlawn division, Chhimtuipui WL division, Lawngtlai, Champhai division, Mamit division, and Dampa Tiger Reserve.

Table 15: Tourist Lodges and Tourism Facilities under Tourism Department in District Wise as on 18th May, 2022

Name of Department: Tourism Department, Govt. of Mizoram

Sl.No.	Name of Tourist Lodge/Facilities	District	Govt. or Privatised	Year of Establishment	Remarks
Aizawl District					
1.	Tourist Lodge Chaltlang	Aizawl	Govt.	1986 New Block-2005	Lodge, Cafetaria, Hall, etc.
2.	Tourist Home Zonuam	Aizawl	Privatised		
3.	Tourist Resort Aibawk	Aizawl	Privatised		Not yet inaugurated
4.	Tourist Complex Berawtlang	Aizawl	Govt.	1997	Lodge, Cafetaria, 4 halls including auditorium
5.	Tourist Resort Hmuifang	Aizawl	Govt.	2008	Lodge,Cafetaria, halls and attractive spot
6.	Tourist Lodge Darlawn	Aizawl	Privatised	2015	
7.	Picnic Spot Sairang	Aizawl	Privatised		
8.	Tourist Lodge Changsil	Aizawl	Govt.	2015	Not a place for guest
9.	Tourist Lodge Sakawrdai	Aizawl	Privatised	2015	
10.	Tourist Lodge Khanpui	Aizawl	Privatised	2017	Not run
11.	Viewing Gallery Tlangnuam	Aizawl	Privatised		
12.	Viewing Gallery Durtlang	Aizawl	Privatised		
13.	Tourist Lodge Thingsulthliah	Aizawl	Privatised		
14.	Tourist Lodge Sialsuk	Aizawl	Privatised		Not yet functioning
Lunglei District					
1.	Tourist Lodge Zotlang Lunglei	Lunglei	Govt.	2012	
2.	Highway Restaurant	Lunglei	Privatised		

	Hrangchalkawn				
3.	Tourist Lodge Saichho	Lunglei	Privatised		
4.	Tourist Lodge Tlabung	Lunglei	Govt.		
5.	Highway Restaurant Tawipui 'S'	Lunglei	Privatised		
Siaha District Office					
1.	Tourist Lodge Siaha	Siaha	Govt.	1997	
2.	Wayside Amenities/ Tourist Lodge Maubawk (Zero)	Siaha	Govt.		Not response
3.	Tourist Lodge Chakheitla(Chakhang)	Siaha	Govt.		Not response
4.	Tourist Lodge No-Aotla (Niawhtlang)	Siaha	Govt.	2017	
5.	Tourist Facilities/Tourist Lodge New Laty	Siaha	Privatised		Not response
6.	Tourist Facilities/Tourist Phura	Siaha	Privatised		Not response
7.	Tourist Facilities/Tourist Lodge Saikao (Serkawr)	Siaha	Privatised		Not response
8.	Tourist Facilities/Tourist Lodge Zyhno (Zawngling)	Siaha	Privatised		Not response
9.	Tourist Lodge Amobyu (B) (Maubawk L)	Siaha	Privatised		Not response
Champhai District Office					
1.	Tourist Lodge Champhai	Champhai	Govt.	1990	
2.	Tourist Lodge Khawbung	Champhai	Privatised		Not Response
3.	Tourist Lodge Zokhawthar	Champhai	Govt.	2012	Situated at the Indo-Myanmar border
4.	Tourist Lodge Hnahlan	Champhai	Govt.	2012	Winery / Wine Region
5.	Tourist Lodge Farkawn	Champhai	Govt.	2007	Mizo heritage village and border of Myanmar
Kolasib District Office					
1.	Tourist Lodge Kolasib	Kolasib	Govt.	1987	
2.	Tourist Lodge Vairengte	Kolasib	Privatised	1991/ Privatised	Border between Mizoram and

				2017	Assam state
3.	Tourist Lodge Bairabi	Kolasib	Privatised		
4.	Highway Restaurant Thingdawl/Tourist Lodge	Kolasib	Privatised	1995/ Privatised 2017	Lodge and Restaurant
5.	Tourist Lodge Saipum	Kolasib	Govt.	2006	
6.	Tourist Lodge Buhchang	Kolasib	Privatised		Monthly Rent house
7.	Tourist Lodge Serlui 'B'	Kolasib	Govt.	2018	Man-Made Big Lake attractive places
Lawngtlai District Office					
1.	Tourist Lodge Lawngtlai	Lawngtlai	Govt.	2003	
2.	Tourist Lodge Paithar	Lawngtlai	Privatised		
3.	Tourist Lodge Sangau	Lawngtlai	Govt.		
4.	Tourist Lodge Vawmbuk	Lawngtlai	Govt.		
5.	Tourist Lodge Bualpui (NG)	Lawngtlai	Govt.		
6.	Tourist Lodge Lungtian	Lawngtlai	Govt.		Not yet inaugurated
7.	Tourist Lodge Bungtlang South	Lawngtlai	Govt.		Not yet inaugurated
Mamit District Office					
1.	Tourist Lodge Mamit	Mamit	Govt.		
2.	Tourist Lodge/Tourist Resort Reiek	Mamit	Govt.	2005	Lodge, Cafetaria and Big programme can be held at this resort with Zokhua(Old village) and Camping site and other adventures activities
3.	Tourist Lodge West Phaileng	Mamit	Govt.	2005	
4.	Tourist Lodge Kanhmun	Mamit	Govt.	2008	
5.	Tourist Lodge Zawlnuam	Mamit	Govt.	2019	
6.	Tourist Lodge Rajiv Nagar	Mamit	Privatised		
7.	Tourist Lodge Lengpui	Mamit	Govt.	2000	
Serchhip District Office					
1.	Tourist Lodge Serchhip	Serchhip	Govt.	2016	

2.	Highway Restaurant Chhiahtlang	Serchhip	Govt.	2009	Lodge and Restaurant
3.	Tourist Lodge Thenzawl	Serchhip	Govt.	2003	
4.	Tourist Lodge North Vanlaiphai	Serchhip	Govt.		
5.	Tourist Lodge East Lungdar	Serchhip	Govt.	2013	
6.	Thenzawl Golf Course/ Resort	Serchhip	Govt.	2020	Lodge, Restaurant and Golf Course
7.	Wellness Spa Thenzawl	Serchhip	Govt.		
8.	Thenzawl Auditorium	Serchhip	Govt.		
Saitual District Office					
1.	Picnic Spot Tamdil	Saitual	Govt.		One of the biggest lake in Mizoram and lodge(cabin)
2.	Tourist Lodge Ngopa	Saitual	Govt.	2005	
3.	Tourist Lodge Saitual	Saitual	Privatized		Not response
Hnahthial District					
1.	Highway Restaurant Hnahthial	Hnahthial	Privatised		
2.	Tourist Lodge Darzo	Hnahthial	Privatised	2013/ Privatised 2018	
3.	Tourist Lodge South Vanlaiphai	Hnahthial	Govt.		
Khawzawl District					
1.	Highway Restaurant Kawlkulh	Khawzawl	Govt.		
2.	Tourist Lodge Khawzawl	Khawzawl	Govt.		Not yet inaugurated
CADC					
1.	Tourist Lodge Chawngte	Lawngtlai	Privatised	2008/ Privatised 2015	
Total			71		
Tourist Lodge(Accommodation), which are function			56		

Source: Tourism Department, Govt. of Mizoram as on 18/5/2022 and Researcher's own compilation

According to the records maintained by the Tourism department, there are a total of 71 tourist lodges and tourist facilities in Mizoram. Out of these, 56 are currently offering accommodation services. Of the remaining 15, 6 have yet to be inaugurated,

1 is deemed unsuitable for guest stays, 2 are designated as Viewing Galleries, 2 functions as highway restaurants, and 2 serve as wellness spas and auditoriums. Additionally, 1 facility is available for rent on a monthly basis and 1 is used as a picnic spot. Out of the 71 total facilities, 23 have been privatized, while the remaining 44 are managed directly by the department.

According to Khiangte, when a group of students traveled to small villages, they were warmly welcomed by the local community, who demonstrated great hospitality. The students were accommodated in different houses and were shown Tlawmngaihna (altruism), without being asked for gifts such as money. The villagers even provided guides for the students without expecting anything in return, although some students offered tokens of gratitude. Nowadays, tour guides are trained by the Tourism Department, Govt. of Mizoram, and even before this, some guides were paid for their services.

Not only students, but also groups of youth, women, men and elderly people, or children traveling for leisure, church programs, important meetings, or business often received similar hospitality. When Christian youth traveled for conferences and stayed at villagers' homes, sometimes in groups of up to 100 or more, the homeowners made every effort to provide good homemade food and a place to sleep, whether it was on the floor, in beds, or in rooms if available. Mizo hospitality was notable for welcoming guests with tea and sometimes kurtai (jaggery- Mizo sweets made of sugarcane) or biscuits, and ensuring there was boiled water for baths when the number of guests was manageable. Homeowners often gave up their children's bedrooms for guests, with the children sleeping on the floor or in the living room on sofas or chairs. The homeowners never asked for money in return for their hospitality. The researcher experienced similar hospitality, corroborating Khiangte's accounts.

The hospitality in Mizoram is deeply rooted in the culture and traditions of the Mizo people. This warmth and welcoming nature have led to a surge in the popularity of the accommodation business in the region. Over recent years, there has been a

marked improvement in the quality of hotel management, driven by the dedication of hotel owners and employees to learn and apply modern hospitality practices. This continuous learning process ensures that guests experience a level of comfort and care that truly makes them feel as though they are in a “home away from home.”

Many of the employees working in various accommodation units, such as hotels and guesthouses, come from rural villages or small towns. These individuals often work under government departments and may initially lack formal training in hotel management. Despite this, their inherent Mizo hospitality and the cultural value of tlawmngaihna enable them to perform their roles with grace and gratitude. This cultural aspect significantly enhances the guest experience, as visitors feel genuinely welcomed and cared for.

The concept of the inspection bungalow was the first organized form of accommodation introduced in Mizoram. Following this, both private entities and different government departments have established various types of lodging facilities to cater to the growing number of travelers. This development has significantly improved the infrastructure and services available to visitors, making travel in Mizoram more convenient and comfortable.

Even in areas where formal lodging options might be scarce, travelers need not worry. The local villagers exemplify the Mizo spirit of hospitality by readily opening their homes to strangers, friends, or relatives. Regardless of their own limited resources, these villagers provide the best they can, offering their food, shelter, and warmth. This tradition of welcoming guests with open arms and treating them with utmost respect and care, despite any lack of modern amenities, reflects the profound hospitality ingrained in the Mizo culture. This unique aspect of Mizo society ensures that visitors always feel safe, welcome, and valued, creating memorable and positive experiences that resonate long after they have left the region.

A researcher compiled data indicating that the total number of different types of accommodation, including private, government, semi-government, and those

partnered with homestays by the tourism department, is 386 in Mizoram. In Aizawl alone, the total number is 58, with the remaining accommodations located within the Aizawl districts but outside the capital and other districts. Despite this compilation, new accommodations continue to be established in various districts, particularly in Aizawl. The exact numbers, however, cannot be specified. This data provides both the government and private sectors with insights into the economic factors related to establishing accommodations for profit-driven businesses, family investments, and government initiatives.

The chapter provided an overview of accommodation units in Mizoram, along with a historical account of accommodation practices during earlier times. It explored the evolution of hospitality in the region, tracing the changes from traditional forms to contemporary structures. The following chapter is intended to outline the research methodology adopted for the study. It is expected to detail the significance of the research, clearly define the objectives, and present the research questions that guided the investigation. Additionally, the chapter is set to describe the methods of data collection, the sampling techniques employed, and the approaches used for data analysis.

CHAPTER 4

RESEARCH METHODOLOGY

CHAPTER- 4
RESEARCH METHODOLOGY

4.1. Research Method

The current study falls under the category of descriptive research. It follows mixed-method approach combining both qualitative and quantitative research approaches. Qualitative data was obtained through literature research and, in depth interviews while quantitative data was collected using a questionnaire tailored specifically forth is study, with the questions related to the social and economic impacts of the accommodation sector within local and host communities. Under the quantitative approach, descriptive statistics were used to summarize and present the data in aconcise manner while inferential statistics were used to draw conclusions and make judgements based on the data. This mixed method approach allowed for a thorough exploration of the research objectives from the perspective of the respondents.

4.2. Significance of the Study

A sizeable number of systematic research studies have been carried out in foreign countries on precise issues like positive and negative impacts of accommodation sector on host community "seconomic, socio-cultural and environmental aspects of the destination.Similarly in India a few studies have concentrated on these research issues. However, in Mizoram no systematic attempt as been made to measure the positive and negative impacts of accommodation sector on host community. Therefore, this research effort has been taken up by the scholar to fill the existing research gap in the specific areas of positive and negative impacts of accommodation sector on local community with special reference to Mizoram.The accommodation sector in Mizoram in relation to tourism and hospitality development has not been investigated yet. With this study, the growth, development of the accommodation sector and the stagnancy of the accommodation sector have been investigated.

4.3. Research Design

The study design is descriptive research with a mixed-method approach. This means the research combines both qualitative and quantitative methods to gather data and

analyze the impacts of the accommodation sector on local and host communities inMizoram.

- Qualitative data was collected through literature review and in-depth interviews to gain a deeper understanding of the social and economic impacts.
- Quantitative data was collected using a specifically designed questionnaire, which included closed-ended questions related to the economic and social effects of the accommodation sector.

The quantitative data was analyzed using descriptive statistics (e.g., mean, standard deviation, and percentages) to summarize the data, and inferential statistics (e.g.,ANOVA and Pearson's correlation) to make conclusions and identify relationships within the data.

This descriptive sample survey research approach allowed for an in-depth understanding of the status and impacts of the accommodation sector in Mizoram.

4.3.1. Statement of the Problem

Extensive literature survey has been carried out on the selected research topic and allied issues to find out the existing theoretical roots of accommodation sector impacts on local community ‟ economic and social aspects to gain conceptual clarity. A review of the various research works on impact of accommodation sectoron socio-economic aspects of the local community induced the scholar to identify the requirement for systematic measurement of impact of accommodation sector on socio-economic aspects of the local community.

The accommodation sector plays a vital role in the growth of tourism and contributes significantly to local economies and social structures. In the context of Mizoram, tourism is an emerging sector, yet the specific contributions and impacts of the accommodation industry on local communities remain under-researched. While previous studies have explored general tourism impacts, there is a notable lack of systematic and region-specific research that evaluates how the accommodation sector influences both the economic and social dimensions of local communities in Mizoram.

A review of existing literature reveals that most studies either focus broadly on tourism development or examine accommodation impacts in more developed or

urban settings, leaving a critical gap in understanding the sector's role in less-commercialized, culturally unique, and geographically remote regions such as Mizoram. Moreover, there is limited empirical evidence on how policies and practices within the accommodation sector translate into tangible benefits or challenges for the local population.

This research seeks to fill that gap by systematically assessing the socio-economic impacts of the accommodation sector on local communities in Mizoram, thereby providing evidence-based insights that can inform regional policy and sustainable tourism development strategies.

4.3.2. Research Questions

1. What is the current status of the accommodation sector in Mizoram?
2. What are the economic impacts of the accommodation sector on the local community
3. What are the social impacts of the accommodation sector on the local community?
4. What benef its could the local community gain from policies related to the accommodation sector?

4.4. Objectives of the Study

1. To evaluate the status of accommodation sector in the state of Mizoram;
2. To examine the accommodation sector policy in the state of Mizoram.
3. To investigate the economic impacts of the accommodation sector on Mizoram local community;and
4. To assess the social impacts of the accommodation sector on Mizoram local community.

4.5. Research Methodology

The present study falls within the category of descriptive research, and since it is scaled down into smaller sample with a specific population, it can also be termed as descriptive sample survey research. The descriptive research is a type of quantitative research that involves making careful descriptions of educational phenomena.

Questionnaire and Interview method under Qualitative research will be used with a specific population.

4.5.1. The Questionnaire

The questionnaire used in the study was designed specifically for the study.The questions were based on a review of previous literature and included questions related to various social factors that may be associated with the accommodation sector, including:

1. Whether the accommodation sector contributes to an increase in public development.
2. Whether the sector is safe and independent from social issues.
3. Whether the accommodation sector positively influences the social life of local people.
4. Whether it leads to an increase in social awareness among local people.
5. Whether it promotes education and professional skills among local individuals.

Moreover, the questionnaire also featured questions regarding the economic impact of the accommodation sector, such as:

1. Whether accommodation establishments attract more tourists.
2. Whether tourism and hotels diversify the local economy.
3. Whether accommodation creates employment opportunities.
4. Whether it benefits neighbors and locals economically.
5. Whether learning other languages benefit the accommodation sector.

6. Whether the Mizoram Government actively promotes and develops tourism.

7. Whether accommodation businesses require other supporting ventures.

8. Whetherascarcityof attractionsaffectsaccommodationprofitability.

9. Whetherthere aredifficulties infindingand retainingemployees/workers.

10. Whether employees/workers lack professionalism in the industry.

Respondents rated these questions on a scale of 1 („Very Low Impact") to 5(„Very High Impact")and the survey was conducted separately among both local and host communities. The mean response for each question, covering both the social and economic impacts of the accommodation sector, was calculated and the higher the mean score, the more the influence of that aspects to the social impact or economic impact.

4.5.2. Data Analysis

The primary data were analyzed using Statistical Package for Social Sciences(SPSS) version 22. Descriptive and inferential statistics were employed to present and interpret the data.

4.5.2.1. DescriptiveStatistics

Descriptive statistics focuses on presenting the data of a study in a way that is clear, concise and meaningful so that readers may have a brief and understandable overview of a data set. The current study makes use of the following descriptive statistics.

a. Frequency and Percentages: These are fundamental concepts in descriptive statistics, often used to summarize and present data. Frequency, in simple terms, may be understood as the number of times or counts(N) a particular value or observation appears in a given set of data, or It could be the number of responses or the number of respondents, as is the case in this study. Percentages (%),on the other hand,

represent a proportion or ratio of a part to a whole, expressed as a fraction of 100. In the context of data analysis, percentages are used to show the relative size of a particular value orcategory compared to the total number of observations. They help provide a sense of the relative importance or prevalence of a specific item within the data set.

b. Mean: The Mean is a type of descriptive statistics and maybe understood as the average of a given set of numbers. Two types of means were taken in the current study:

i) Mean Response: A “mean response” refers to the average value or score obtained from a set of responses or ratings given individuals in a survey, study, or assessment. In the current study,the mean response for each question was taken by adding up theratings for that particular question (which could range from “1”indicating a very low impact to “5”, which indicates a very high impact).This was divided by the total number of responses (which is equal to the number of the respondents). The question with the highest mean response indicates that the respondents feel that this particular question has the most impact and all the questions were ranked in order of their impact for either of the impact category(social or economic),

ii) Mean Score: The “mean score” represents the average score on aparticular scale or questionnaire. In this study, mean scores for each impact category(social and economic) were computed separately for each district. For the social factor, comprising 5 questions, the ratings from these questions were summed to calculate a total score for each participant. This total score wasthen divided by the number of questions (i.e., 5), resulting in an average rating or mean score for the social impact. Similarly, for the economic factor, which encompassed10 questions, the process involved summing the ratings (or scores) from these questions and then dividing by the number of questions (i.e., 10).This yielded an average rating or mean score for the economic impact.

c. Standard Deviation- A standard deviation is a way to tell how spread out or valid the numbers or data are from a given dataset. Standard deviation gives us a value or number that helps us understand if the scores are bunched closely around the average or if they're all over the place. A value can be interpreted as the scores being less dispersed close to the average, while a high value means that they are more spread out.

4.5.2.2. Inferential Statistics

Inferential statistics is a branch of statistics that helps us make informed decisions or draw conclusions about a larger population based on a sample of data. It involves using mathematical methods and probability theory to estimate population parameters, test hypotheses, or determine whether observed patterns are likely due to chance or represent real relationships. The inferential statistics used inthe studywere:

a. One-Way ANOVA(Analysis of Variance):ANOVA is a statistical approach for comparing means (averages) across three or more groups or categories if the variances are equal across all the groups. In the current study, a One-Way ANOVA was used to determine if there were any significant difference between the different districts of Mizoram on the social impact and economic impact of the accommodation sector.

b. Welch's ANOVA(Analysis of Variance):Welch's ANOVA is an alternative to the One-Way ANOVA when the assumption of equal variances between groups is not met. In the current study,this test was used to determine the significant difference between the different districts of Mizoram on the social impact and economic impact of the accommodation sector when there was a violation of the assumption of equal variances.

c. Pearson's Product Moment Correlation: Pearson "score relation method can be used to examine the linear relationship between two events, as well as its strength and direction. It yields a correlation coefficient (r) which may range from -1 (perfect negative correlation) to 1 (perfect positive correlation), with 0 indicating no

linear relationship. In the current study, this method was used for examining the relationship between the social impact of the accommodation sector and its economic impact.

d. Post-hoc Test (e.g., Tukey and Games Howell): Post-hoc tests are used after conducting an ANOVA to identify which specific groups differ significantly from each other when the ANOVA suggests that there are all overall differences. Tukey and Games Howell tests are examples of post-hoc tests that help pin point these differences. They consider all possible pairwise comparisons among groups and determine which pairs exhibit statistically significant distinctions. In the current study, post-hoctests were used diving deeper into the data to understand which groups are driving the overall differences when the One-Way ANOVA or the Welch's ANOVA detects a significant difference. Tukey's HSD is preferred when the data meets the assumption of equal variances among groups, as it provides high statistical power and controls for Type 1 errors (false positives). Games-Howell, on the other hand, was used when the variances are unequal such as in the case where Welch's ANOVA was used.

4.6. Sampling Method

According to Krejcie and Morgan (1970), the minimum sample size required for social science research at a 95% confidence level and 5% error margin is 384. In this study, a total of 400 samples were collected from local community members and hotel staff across 11 districts in Mizoram.

Table16: SampleSizefromDistrictsin Mizoram

District	PopulationSize	SampleSize
Aizawl	400,309	120
Lunglei	161,428	56
Champhai	125,745	44
Lawngtlai	117,894	41
Mamit	86,364	30
Kolasib	83,955	29
Serchhip	64,937	20
Saiha	56,574	20
Saitual	50,575	18
Khawzawl	36,381	12
Hnahthial	28,468	10
Total	**400,000**	**400**

4.6.2.Data Collection Techniques

The investigator developed a questionnaire and an interview schedule to collect the required data. For this study, both primary and secondary data are gathered, as these serve as the basic input for any decision-making in the research process. Primary data are collected from local staff and residents in Mizoram through the use of questionnaires and interviews. Additionally, secondary data are sourced from various published books, journals, official websites of the hotel industry, experts ‟literature, and different articles related to the hotel industry and other accommodation sectors.

This chapter has presented the research methodology adopted for the study, outlining the significance of the research, its objectives, and the key research questions that guided the investigation. It has also described the techniques used for data collection, the sampling methods employed, and the overall approach to data analysis. The next chapter is intended to focus on the analysis and the interpretation of the data collected through a structured questionnaire. The analysis will examine the socio-economic impact of the accommodation sector on the local community in Mizoram. Respondents from the local community include government employees, business owners, students, and other residents, while the host community comprises owners and employees working in the accommodation sector. The data analysis is expected

to provide both quantitative and qualitative insights into how the accommodation sector influences the socio-economic conditions of these groups. Patterns and relationships identified in the responses will be interpreted in relation to the research objectives and questions previously outlined.

CHAPTER-5

DATA ANALYSIS AND INTERPRETATION

CHAPTER 5
DATA ANALYSIS AND INTERPRETATION

The accommodation sector plays a pivotal role in shaping the socio-economic landscape of local communities, particularly in regions like Mizoram where tourism and hospitality are emerging industries. This chapter explores the data analysis and interpretation of the socio-economic impacts brought about by the accommodation sector in Mizoram's local community. Through a structured review of a variety of data sources, including economic indicators, employment statistics, and social metrics, the study aims to uncover the detailed ways in which hotels, guesthouses, and homestays influence the local economy and social structure. Through detailed data analysis, trends, patterns, and correlations will be identified that reveal how the accommodation sector contributes to economic development, income generation, and community welfare. Moreover, this interpretation of the data points provides insights into both positive and negative impacts, offering a balanced perspective on how the growth of this sector affects local livelihoods, cultural dynamics, and social harmony. This exploration is essential for policymakers, business owners, and community leaders to make informed decisions that enhance benefits and reduce potential effects, ensuring sustainable development within Mizoram.

5.1. Local Community Demographic Profile

Table 17: Number of Respondents by District

District	N	%
Aizawl	77	33.2
Lunglei	12	5.2
Saiha	18	7.8
Champhai	14	6.0
Kolasib	11	4.7
Serchhip	17	7.3
Mamit	22	9.5
Lawngtlai	28	12.1
Khawzawl	19	8.2
Hnahthial	9	3.9
Saitual	5	2.2
Total	232	100.0

Table 17 shows the distribution of respondents across all the districts in Mizoram. In Aizawl,the capital city, 77 respondents were recorded (33.2%) , Lawngtlai came second with 28 persons (12.1 %), Mamit came third with 22 persons (9.5%), Khawzawl came fourth with 19 persons (8.2%), Saiha came fifth with 18 persons (7.8%), Serchhip came sixth with 17 persons (7.3%), Champhai came seventh with 14 persons (6.0%), Lunglei came eighth with 12 persons (5.2%),Kolasib came ninth with 11 persons (4.7%), Hnahthial came tenth with 9 persons (3.9%) and Saitual came last with 5 persons (2.2 %).

Table 18: Number of Respondents by Gender

	N	**%**
Male	104	44.8
Female	128	55.2
Total	232	100.0

Table 18 shows the gender-wise distribution of respondents from all the districts of the study area. The analysis reveals that the total respondents are 232, out of 232, 104 (44.8%) are males and 128 (55.2%) are females.

Table 19: Number of Respondents by Marital Status

Marital Status	**N**	**%**
Married	110	47.6
Unmarried	121	52.4
Prefer not to disclose	1	0.4
Total	232	100.0

Table 19 shows the marital status of respondents across all the districts covered in the study. The table indicates that among the 232 respondents surveyed, 110 respondents are categorized as married, 121 respondents are categorized as unmarried, and 1 respondent preferred not to disclose his/her marital status.

Table 20: Number of Respondents by Age

Age Category	N	%
Below 21	16	6.9
21 – 30	74	32.0
31 – 40	62	26.8
More than 40	79	34.2
Prefer not to disclose	1	0.4
Total	232	100.0

Table 20 shows the age of respondents representing each district within the study area. The table illustrates that from the total of 232 individuals who participated in the study, 16 respondents are categorized their age as below 21, 74 respondents are categorized their age between 21-30, 62 respondents are categorized their age between 31-40, 79 respondents are categorized their age as more than 40 years of age and 1 respondent preferred not to disclose his/her age. The respondents are mostly working in business and some are government employees. A majority of respondents under the age of 40 are working on a daily basis in a small business or own their business in different sectors.

Table 21: Number of Respondents by Educational Level

Educational Level	N	%
Below class 10	68	29.3
Higher Secondary	64	27.6
Hotel Management Graduate	4	1.7
Graduate within different subjects	67	28.9
Master Degree	20	8.6
Others	7	3.0
Prefer not to disclose	2	0.9
Total	232	100.0

The table shows the respondents' education levels across all the districts included in the research. The table show that out of 232, 68 respondents have completed education up to class 10 or below, 64 respondents have completed education up to higher secondary, 4 respondents have completed education and specialized in

hotel management as their highest education level, 67 respondents have completed education and holds a graduate degree in various subjects, 20 respondents have pursued post graduate education and obtained a master's degree in various subjects, 7 respondents have pursued other subjects which are not falling into the specified categories and some of the respondents have pursued after their graduation to pursue in different categories , 2 respondents preferred not to disclose/reveal their educational level. The majority of the respondents were working at private own business, employed at different places, farmers, shopkeepers and works at government services. Some of the respondents were in the process of completing their education.

Table 22: Monthly Income of Respondents

Amount	**N**	**%**
Below 10,000	78	33.6
10,000-20,000	49	21.1
20,000-40,000	50	21.6
More than 40,000	41	17.7
Prefer not to disclose	14	6.0
Total	232	100.0

The table shows the monthly income of individuals who participated in the study area. The table indicates that from the 232 respondents, 78 have a monthly income below Rs 10,000, accounting for approximately 33.6 % of the overall sample population; between 10,000-20,000, there are 49 respondents in this category, 21.1% of the total; between 20,000-40,000, there are 50 respondents representing approximately 21.6% of the total. Participants with incomes falling between 20,000-40,000 rupees per month make up a considerable share of the sample population. There are 41 individuals earning more than 40,000 per month, comprising about 17.7% of the entire group. This suggests that only a smaller fraction of participants earn a monthly income exceeding Rs 40,000. There are 14 respondents who preferred not to disclose their income, accounting for approximately 6.0% of the total.

Overall, the data shows a diverse distribution of monthly income among the respondents population. A considerable portion of the participants have relatively lower incomes (below 20,000), while a smaller proportion falls into higher income ranges (above 20,000). The distribution of income levels could be relevant in understanding the economic diversity of the respondent's population.

Table 23: Opinion on Accommodation as a Business

Opinion	**N**	**%**
Positive	185	79.7
Negative	47	20.3
Prefer not to disclose	0	0.0
Total	232	100.0

Table 23 shows the opinion on accommodation as a business sector. Out of 232 participants, 185 individuals, representing approximately 79.7% of the entire sample, hold a positive opinion about accommodation as a business. This implies that a large majority of participants have a favourable view of accommodation-related businesses. The respondents believe that the accommodation sector contributes to the growth of their businesses, and see a positive economic impact as a result. 47 respondents, making up about 20.3% of the overall group, hold a negative opinion about accommodation as a business. This suggests that a smaller percentage of the respondents have a critical or unfavourable view of accommodation-related businesses. Some respondents giving negative opinion of the accommodation sector acknowledged that it is not entirely bad. Interestingly, there are no respondents who preferred not to disclose their opinion on this matter, as indicated by the 0.0% in this category.

The data provides insights into the attitudes and perceptions of the sample population towards accommodation as a business. The overwhelming majority expressing a positive opinion may indicate a potential market or interest in accommodation sector, while the smaller proportion with a negative view might present opportunities for businesses to address concerns and improve their

services. The respondents' positive opinion indicates that the accommodation sector presents a good business opportunity.

Table 24: Occupation of Respondents

Occupation	**N**	**%**
Government Service	27	11.6
Business	134	57.8
Students	9	3.9
Farmer/ Private	46	19.8
Others	15	6.5
Prefer not to disclose	1	0.4
Total	232	100

The table 24 shows respondents occupation from all the districts in the study area. The table presents the distribution of occupations among the 232 individuals who participated in the study. Participants were grouped into various occupation categories:

a) Government Service: There are 27 respondents, comprising approximately 11.6% of the overall participant group, who are employed in government service positions. This implies that only relatively small shares of the participants are engaged in public sector jobs.

b) Business: The largest occupational category consists of 134 Respondents, making up approximately 57.8% of the total. This reveals that a significant majority of the participants are involved in various business activities like restaurants, handicrafts shops, handloom shops, bakery, variety stores, etc.

c) Students: There are 9 respondents in this category, representing about 3.9% of the total. These respondents are students, implying that a small proportion of the sample population is currently pursuing education.

d) Farmer/Private: This category consists of 46 participants, representing approximately 19.8% of the entire sample. Participants engaged in farming or small private sector work make up a notable portion of the sample population.

e) Others: There are 15 respondents in this category, making up around 6.5% of the total. This group is presumed to include individuals with occupations not falling into the specified categories. Some of them are religious leaders, private school teachers, etc.

f) Prefer not to disclose: Only 1 respondent, representing approximately 0.4% of the total, chose not to disclose their occupation.

The data provides insights into the distribution of occupations among the sample population. The majority of participants are engaged in business activities, suggesting that entrepreneurship or self-employment is prevalent in the group. The presence of individuals engaged in government service, farming, and other occupations showcases the occupational diversity within the sample. Understanding the occupational composition of the sample population is crucial for any further analysis or research, as it may have implications for various studies related to employment patterns, economic activities, or career preferences among different groups. Overall, the accommodation sector holds significant importance in providing economic and social impacts to other occupations, including businesses, self-employment, and government services.

5.2 Data Analysis for the Data of Local Community in Mizoram

Table 25: Social/Socio Impacts of Accommodation Sector on Local Community in Mizoram

	Area of Impact	Weighted Mean	SD	Rank
q1	Increase in Public Development	3.91	0.81	1
q2	Positive Influence on Social Life of Local People	3.58	0.96	2
q4	Increase in Social Awareness. Among Local People	3.52	0.87	3
q5	Safety and Independence from Social Issues	3.15	1.05	4
q3	Increase in Promotion of Education and Professional Skills among Local People	3.05	1.01	5

The 1st variable/statement of the Social Impact of Accommodation Sector on local community do you think that development in tourism and hotel industry led to public development. As the question refers to the positive influence of the accommodation sector on the overall development of the community in Mizoram, this social impact evaluates how much the sector has contributed to public infrastructure, different accommodation facilities, small shops, and other community/locality development. A high weighted mean of 4.01 indicates that the respondents perceive this impact as having a significant and positive effect on the local community. The comparatively low standard deviation of 0.71 suggests a level of agreement among respondents regarding the significance of this impact. A review of this impact could reveal specific developments that have occurred as a result of the accommodation sector's presence. This could include improvements in transportation infrastructure, establishment of public amenities, water supply, electricity, etc. Moreover, the increase in number of hotels and tourism industry can also generate indirect benefits for the local community, such as creating job opportunities, small shops, hawkers, etc., and enhancing the quality of life. These improvements may enhance the attractiveness of the destination for both residents and tourists, leading to further economic growth and development. The high ranking and weighted mean -Do you think that development in the tourism and hotel industry led to public development impact indicating that the accommodation sector in Mizoram is for positive changes and contributing to the gross development and well-being of the local community?

The 2nd statement is Tourism development has a positive influence on the social life of local people. The statement states that the tourism development can have a positive influence on the social life of the local community although there can be negative impacts, it is important to recognize the potential benefits that tourism and hospitality can bring to communities. The positive and negative impacts of the development of tourism outcomes largely depend on the tourism approach and management efforts in a given destination. Tourism can bring benefits such as, cultural exchange, community promotion, and economic sector, it can also lead to summoning like culture commercialization, overcrowding, and rising living costs. The respondents loved to promote their locality and tourism development and more hotels make more distribution of tourism benefits. By promoting responsible tourism practices, and the community's well-being, tourism can be a catalyst for positive social change. The local community always makes sure to protect and preserve their cultural and equitable distribution of tourism benefits, and the promotion of tourism experiences can help the negative impacts and improve the overall social structure of local communities. The tourism and hospitality industry gave the community for economic growth and the community should preserve their local social and have mutually beneficial relationships between tourists and the people of that community.

The 3rd statement – Hotel Industry has made the local people socially aware. According to the respondents, there is an increase in social awareness among local people over time about hotel industry start up. The hotel industry is becoming well known in different places, the accommodation sector is slightly different based on their villages and district capitals. They are rest houses, Bungalow, homestay, order hotel or hotel in their locality. Even in rural communities, there is an awareness of the social impact of lodging, as it promotes cultural interaction, hospitality practices, and community engagement. Some of accommodation sector were taken care of by the government department like PWD, Forest Department, DC Office, etc and the others were taken care of by the private owners. Some of the respondents really appreciated the units of accommodation sector in their locality.

The 4th statement- Majority of tourist places are safe and peaceful from social evils. The result shows that on average, the majority of tourist places are considered safe and peaceful from social evils. Since the scale of this result is not clearly defined, it is difficult to determine the exact explanation of this value. However, a mean value above 3 indicates that the majority of tourist places are perfect in respect to safety and peacefulness. The result of standard deviation of 1.05 indicates the degree of variability in the responses regarding safety and peacefulness. A higher value of standard deviation implies a wider range of judgement and understanding among people regarding the safety and peacefulness of tourist places and others. In this case, the relatively moderate value of standard deviation implies that while there might be some variation in opinions, the overall consensus leans towards tourist places being safe and peaceful. The majority of respondents considered tourist places safe and peaceful from social evils. Overall, it inferred that the majority of tourist places are considered as safe and peaceful from social evils. However, it is important to note that this analysis is based on limited information by the respondents, and a more comprehensive study would provide a more accurate understanding of the situation.

The 5th statement- Accommodation and tourism promotion has made the local people more learned and professionally proficient. The result of the weighted mean of 3.15 indicates that the impact of accommodation and tourism promotion on the local people has been recognized positively in terms of making them more learned and professionally proficient. The mean value above 3 suggests that the majority of respondents have a favorable view of the effects of accommodation and tourism promotion on the learning and professional skills of the local population. The result of a standard deviation of 1.01 shows the degree of variability in the responses regarding the impact of accommodation and tourism promotion. A higher standard deviation suggests a wider range of opinions and perceptions among people. In this case, the relatively moderate value standard deviation suggests that while there might be some variation in opinions, there is fair level of consensus that accommodation and tourism promotion have positive effects on the locals' learning and professional proficiency. The social impact of

this statement has been relatively high. This proves that the majority of respondents ranked the impact positively, placi ng it among the top levels on the scale. All the results conclude that accommodation and tourism promotion has had a positive impact on the local people's learning and professional proficiency. It appears that these initiatives have contributed to improving the educational and professional knowledge of the local population.

Table 26: Economic Impacts of Accommodation Sector on Local Community in Mizoram

	Area of Impact	**Weighted Mean**	**SD**	**Rank**
q8	Tourism and hotels diversify the local economy	3.70	0.99	1
q9	Accommodation benefits neighbors and locals economically	3.68	0.98	2
q6	Accommodation creates employment opportunities	3.67	1.03	3
q7	Accommodation attracts more tourists	3.63	0.97	4
q12	Hotel or Homestay business makes our locality improved	3.44	1.04	5
q14	Learning other languages benefits the accommodation sector	3.32	1.07	6
q10	Scarcity of attractions affects accommodation profitability	3.29	0.68	7
q11	Accommodation business needs other supporting ventures	3.21	0.96	8
q15	Mizoram Government promotes and develops tourism vigorously	3.06	1.16	9
q13	More tourists, community have bad influence	2.00	0.97	10

Economic Impact of Accommodation Sector in Local Community in Mizoram, the participants are the local community. The accommodation sector has a significant economic impact on the state, contributing to its overall economic growth and development. The accommodation sector generates revenue in different ways, the accommodation sectors were hotels, guest houses, homestays, rest houses, etc.

contribute to the local economy by generating income through bookings, food and beverage services, additional facilities such as conference halls, banquet halls, etc. The revenue generated from accommodation sectors directly contributes to the state's GDP and tax revenues. The accommodation sector delivers a significant number of employment opportunities in Mizoram. The accommodation sectors require staffs for different range of roles, different departments in a hotel. This sector's workforce consists of local residents for creating employment opportunities and reducing unemployment rates in the state. The establishments of accommodation sector attract more tourists in the state, leading to increase tourism expenditure. Visitors spend the money at lodging, food, shopping, transportation, etc. at the locality. This expenditure has a multiplier effect, benefiting other sectors of the economy, including transportation, retail, small shop, food and beverage, handicrafts, and other tourism-related services and activities. This sector creates business and entrepreneurial opportunities for local residents. Small scale accommodation sectors like guest houses, homestay, small hotel who serve bed and breakfast or some of them only serve bed allow individuals to start their businesses, make an income and contribute to the local economy. As per the respondents, the economic impact of accommodation sector on local community plays a vital role in economic growth and development. The majority of respondents rank first tourism and hotels diversity the local economy, and the last statements which the respondents rank last was employees/workers lack professionalism in the industry, as it seems most of the owners or employees doesn't have any problem with that professionalism. Most of the employees were always taught about the responsibilities of their work by the owners or the senior employees. The majority of respondents accept the accommodation sector contribute and benefit the various sectors of the economy and contributing the overall economic well-being of Mizoram.

5.3 Host Community Demography Profile

Table 27: Number of Respondents by District

District	N	%
Aizawl	50	28.4
Lunglei	21	11.9
Saiha	6	3.4
Champhai	27	15.3
Kolasib	12	6.8
Serchhip	13	7.4
Mamit	14	8.0
Lawngtlai	10	5.7
Khawzawl	15	8.5
Hnahthial	4	2.3
Saitual	4	2.3
Total	176	100.0

The table 27 shows the number of Respondents by district in respect to the responses from hotel owners or employees as it called as host community. A total of 176 responses were collected. The respondents are whether accommodation sector owners or working in accommodation sector from across different districts. Aizawl district, the capital city in Mizoram has the highest responses of 50 respondents with 28.4%, in Aizawl city, accommodation sector is increasing because of that the respondents were higher than the other districts. The second highest is 27 respondents with 15.3% is Champhai district, homestay is increasing in this district and one of the most visited district in Mizoram, there are large number of attraction and heritage sites in this district. The third one is 21 respondents with 11.9% is Lunglei district, accommodation sector like hotel and homestay are increasing in Lunglei. The fourth one is 15 respondents with 8.5% is Khawzawl district, accommodation sector like hotel and homestay are increasing as it is recently announced districts in Mizoram. The fifth one is 14 respondents with 8.0% is Mamit district, different department of government old accommodation sector is still operational as well as the small private accommodation in the Mamit district. The sixth one is 13 respondents with 7.4% is Serchhip district, Thenzawl is among the most visited place in Serchhip district, different accommodation units are increasing.

The seventh one is 12 respondents with 6.8% is Kolasib district, different accommodation sector are increasing but not so much than the other district. The eighth one is 10 respondents with 5.7% is Lawngtlai, the small private accommodation are increasing but not so much other than the districts. The ninth one is 6 respondents with 3.4% is Saiha district, different department of government old accommodation sector is still operational, and the new private accommodations are functioning perfectly in the Saiha district. The tenth and eleventh is 4 respondents each with 2.3% is Hnahthial and Saitual district. These two districts are the most recently announced in Mizoram. Accommodation sector in Hnahthial is established because of the new announce of district capital, as there is no much attractive site, it's difficult to run accommodation sector. Accommodation sector in Saitual district are mostly the different department of government old accommodation sector which are still operated.

Table 28: Number of Respondents by Gender

Gender	**N**	**%**
Male	113	64.2
Female	63	35.8
Total	176	100.0

The table 28 shows the number of Respondents by gender of individuals working or owning the accommodation sector in different districts. Out of 176 respondents, the majority of respondents are male (64.2%)-113 respondents while a smaller proportion is female (35.8%) -63 respondents. The higher number of male respondents suggests that men have a stronger presence in the accommodation sector, either as employees or owners, across the various districts. Females comprise a smaller percentage of the sample, their presence is still notable, and indicating that women are also actively engaged in the accommodation sector in different districts.The observed gender distribution could be influenced by various factors such as societal norms, cultural practices, economic opportunities, and personal preferences. These factors may contribute to the varying levels of male and female participation.

Table 29: Number of Respondents by Marital Status

Marital Status	N	%
Married	120	68.2
Unmarried	54	30.7
Prefer not to disclose	2	1.1
Total	176	100.0

The table 29 shows the number of Respondents by marital status in the study area. The respondents were in accommodation sector who owned or works in different districts. Out of 176 respondents, the majority respondents i.e. 120 (68.2%) were married followed by 54 (30.7%) respondents were unmarried and 2 respondents preferred not to disclose their marital status. The higher percentage of married individuals in the sample might indicate that people who are married are more likely to be involved in the accommodation sector as owners or employees compared to unmarried individuals. Most of the unmarried respondents had completed their studies and wished to work before pursuing further education, as well as gain valuable experience.

Table 30: Number of Respondents by Age

Age Category	N	%
Below 21	4	2.3
21 – 30	34	19.3
31 – 40	61	34.7
More than 40	76	43.2
Prefer not to disclose	1	0.6
Total	176	100.0

The table 30 shows the number of Respondents by age in the study area. The table presents an age distribution of individuals working in the accommodation sector. The majority of respondents fall into the age categories of '31-40' (34.7%) and 'more than 40'(43.2 %), indicating that a significant portion of those surveyed are in their thirties and beyond. Some respondents who are more than 40 years of age mostly work in different department of government. The respondents cover a wide age

range, from below 21 to over 40, reflecting diversity in terms of the generations and age groups represented in the accommodation sector. While the 'below 21' and '21-30' categories make up a small percentage of the sample (2.3% and 19.3% respectively), it suggests that there is still a presence of younger individuals in the sector. The relatively higher percentage of respondents in the '31-40' and 'more than 40' categories indicates a substantial presence of experienced individuals, potential implying a mix of long-standing professionals and individuals who have entered the industry after gaining experience in other fields. The distribution of respondents across different age groups suggests that the accommodation sector attracts individuals at various stages of their careers, from newcomers to those with established career paths. The presence of respondents from older age categories might indicate a reservoir of experience, skills, and expertise that can contribute to the growth and development of the accommodation sector. One respondent preferred not to disclose their age.

Table 31: Number of Respondents by Educational Level

Educational Level	**N**	**%**
Below class 10	38	21.6
Higher Secondary	53	30.1
Hotel Management Graduate	11	6.3
Graduate within different subjects	55	31.3
Master Degree	14	8.0
Others	4	2.3
Prefer not to disclose	1	0.6
Total	176	100.0

The table 31 shows the Respondents by educational level who are owners and employees in the accommodation sector across different districts. The table highlights the respondent's levels of education, ranging from below class 10 to master's degree and beyond. The majority of respondents fall within the 'Higher Secondary' and 'Graduate within different subjects' categories (30.1% and 31.3% respectively), indicating that a significant portion of individuals in the sector have completed secondary and higher education. 11 respondents (6.3%) were hotel

management graduates which can be valuable for individuals pursuing careers in hospitality industry as they are specialized education related to the accommodation sector. The inclusion of respondents with educational levels below class 10 (21.6%) and 'others' (2.3%) suggests that the sector may provide opportunities for individuals with varying educational backgrounds. Some respondents who work and own businesses in the accommodation sector, even though they are not highly educated,earn their income and support their family. One respondent preferred not to disclose their educational level (0.6%) could be due to privacy concerns or other reasons. The education distribution highlights the potential for human capital development within the accommodation sector, including opportunities for upskilling, training, and continuous learning. The respondents with master's degree (8.0%) were mostly the owners of their accommodation sector businesses who are looking to start their ventures within this industry.

Table 32: Work Experience of Respondents

Number of Years	**N**	**%**
1-5 years	75	42.6
6-10 years	36	20.5
11-15 years	20	11.4
More than 15 years	35	19.9
Prefer not to disclose	10	5.7
Total	176	100.0

The table 32 shows the work experience distribution of the sample respondents in accommodation sector. It is evident that the majority of respondents have work experience ranging from 1-5 years, constituting 42.6% of the total sample. Some of the respondents, who are owners, have just started their ventures during this period. Additionally, there are respondents who work in accommodation sector like hotel, homestay but have not been employed for extended periods, either due to their pursuit of further studies or their active search for other employment opportunities. The next significant group comprises individuals with 6 to 10 years of experience, accounting for 20.5%. The third respondents with 11 to 15 years of experience make up 11.4% of the sample, while those with more than 15 years of experience represent

19.9%. Some respondents who have worked for more than 15 years were primarily employed in government positions, while others in the same experience bracket were engaged in hotel industry roles. 10 respondents with 5.7% preferred not to disclose their work experience. In total, the sample consists of 176 respondents, providing a comprehensive overview of the distribution of work experience within the surveyed population. The work experience Respondents simply indicates the feasibility or viability of working within the accommodation sector in Mizoram.

Table 33: Monthly Income of Respondents

Amount	**N**	**%**
Below 10,000	76	43.2
10,000-20,000	43	24.4
20,000-40,000	19	10.8
More than 40,000	19	10.8
Prefer not to disclose	19	10.8
Total	176	100.0

The table 33 shows the distribution of monthly income of owners and employees in the accommodation sector. The majority of respondents, comprising 76 individuals (43.2%), earning below Rs 10,000/-, mainly consist of employees and owners residing in villages with limited tourist/guest presence for their homestays or hotels. 24.4% of respondents fall within the income range of Rs 10,000 to Rs 20,000, indicating a substantial portion with moderate earnings. Respondents with monthly incomes ranging from Rs 20,000 to Rs 40,000 consitute 10.8%, as do those earning more than Rs 40,000. Individuals earning more than Rs 40,000 include both government employees and owners of accommodation sector. Interestingly, 10.8% of respondents preferred not to disclose their monthly income, adding an element of confidentiality to the data.

Table 34: Number of Beds in Accomodation

Number	N	%
Below 5 Beds	44	25.0
6-20 Beds	90	51.1
21-30 Beds	23	13.1
More than 30 Beds	19	10.8
Total	176	100.0

The table 34 presents the distribution of the number of beds available in accommodations in the study area. The majority of accommodations, comprising 51.1% fall within the range of 6 to 20 beds. This suggests that a significant portion of establishments have a moderate capacity to host guests. Furthermore, accommodations with fewer beds, below 5 beds, constitute 25.0% of the total. Among the respondents, there are homestay and small hotel property owners who offer accommodations with fewer than 5 beds in their establishments. In terms of larger accommodations, those with 21 to 30 beds account for 13.1%, while those with more than 30 beds make up 10.8% of the sample. These figures suggest a smaller yet significant proportion of accommodations with higher guest capacity. The category of 21 to 30 beds or more beds primarily includes establishments from the large hotel sector and various departments within the government accommodation sector. Overall, the sample of 176 accommodations provides insights into the distribution of bed capacities, ranging from smaller-scale options to establishments with higher guest capacity, highlighting the diversity within the accommodation sector in terms of size and capacity.

Table 35: Number of Rooms in Accommodations

Number	N	%
Below 5 Rooms	61	34.7
6-20 Rooms	98	55.7
21-30 Rooms	8	4.5
More than 30 Rooms	8	4.5
Prefer not to disclose	1	0.6
Total	176	100.0

The table 35 shows the distribution of number of rooms in accommodation in the study area. The majority of respondents, comprising 55.7% fall within the range of 6-20 rooms. Furthermore, accommodations with fewer rooms, below 5 rooms, constitute 34.7% of the total. In terms of larger accommodations, those with 21 to 30 rooms and more than 30 rooms account for 4.5% respectively. The category of 21 to 30 beds or more bed primarily includes establishments from the large hotel sector and various departments within the government accommodation sector. Interestingly, one respondent preferred not to disclose of their number of rooms in their accommodation sector.

Table 36: Whether Any Other Sources of Income

Yes/No	**N**	**%**
Yes	83	47.2
No	91	51.7
Prefer not to disclose	2	1.1
Total	176	100.0

The table 36 shows the respondents whether the surveyed individuals, including both owners and employees, possess supplementary sources of income beyond the accommodation sector. It is notable that 47.2% of the respondents affirm having additional sources of income, suggesting a substantial proportion of individuals diversify their earnings.On the other hand, 51.7% indicate that their income solely originates from the accommodation sector, highlighting a significant group that relies exclusively on this domain for financial sustenance. Owners and employees who have additional income sources apart from accommodations often resort to such avenues due to challenges in generating profits from their lodging businesses. They may engage in activities like farming, operating small shops, or running restaurants to supplement their earnings. Additionally, a marginal 1.1% of respondents chose not to disclose whether they possess alternative sources of income, underlining the sensitivity of this information. In total, the table offers insight into the financial diversity within the surveyed population, with a significant portion engaging in

various income-generating activities beyond the accommodation sector while others are solely dependent on it.

Table 37: Opinion on Accomodation as a Business

Opinion	N	%
Positive	148	84.1
Negative	27	15.3
Prefer not to disclose	1	0.6
Total	176	100.0

The table 37 presents the opinions of respondents regarding accommodations as a business venture. An overwhelming 84.1% of respondents hold a positive view of accommodations as a business, indicating a strong inclination towards this industry. This suggests a significant level of optimism and enthusiasm among owners and employees regarding the potential of accommodations as a viable business opportunity. Conversely, a notable minority, comprising 15.3% of respondents, express a negative opinion about accommodations as a business. This perspective could reflect concerns, challenges, or reservations some individuals may have regarding the industry's profitability or other factors.One respondent preferred not to disclose their opinion. Some respondents opt against choosing accommodations as a business, particularly those who reside in villages and own homestays or hotels. In such cases, running a lodging establishment in a village might prove challenging due to the limited tourist activity in that specific area.

Table 38: Number of Guests per Month

Number	N	%
Around 10 guests	40	22.7
Around 20 guests	33	18.8
More than 30 guests	59	33.5
Occasional	43	24.4
Prefer not to disclose	1	0.6
Total	176	100.0

The table 38 provides insights into the monthly guest count at the surveyed accommodations, revealing a diverse range of guest influx. A substantial portion of accommodations, approximately 33.5% experience a higher volume, with more than 30 guests on a monthly basis. Certain respondents employed in the Tourism Department, Govt. of Mizoram and stationed at Tourist Lodges in different places report that their guest numbers can occasionally reach around 100 or more. Conversely, other respondents working in hotels state that their guest count averages around 50 or more. In addition, around 22.7% of accommodations host approximately 10 guests per month, while around 18.8% welcome around 20 guests. These figures indicate a notable proportion of establishments with a moderate guest flow. 43 respondents experience occasional guest count, implying irregular occupancy.This could be due to factors like regional events, or other influences affecting tourist influx. One respondent chose not to disclose their guest count.

Table 39: Number of Employees

Number	**N**	**%**
Family	59	33.5
Below 10	75	42.6
Between 11-20	38	21.6
More than 20	4	2.3
Total	176	100.0

The table 39 shows the distribution of number of employees. The largest proportion of the accommodation sector's workforce consists of individual's number in below 10, constituting 42.6%. The next substantial category, comprising 33.5%, represents family-operated businesses. Additionally, there are 38 respondents, accounting for 21.6%, who employ between 11 and 20 individuals, while 4 respondents, equivalent to 2.3%, manage establishments with over 20 employees. Family-oriented businesses often hire or employ individuals on an occasional basis, as the need arises. However, certain respondents find limited hiring necessary, as their locations have fewer tourists, and family members can effectively manage the workload. Additionally,

some respondents successfully manage their operations even with a smaller number of employees.

Table 40: If Any Outsider (not from locality or State) Employed

Yes/No	N	%
Yes	123	69.9
No	52	29.5
Prefer not to disclose	1	0.6
Total	176	100.0

The table 40 provides insights into the employment practices of owners within the accommodation sector, specifically regarding the hiring of outsiders. A significant majority, amounting to 69.9% of respondents, acknowledge employing individuals from outside their immediate circle. This suggests notable inclination among owners to recruit external talent to support their business operations. Conversely, 29.5% of respondents' state that they do not employ outsiders, implying that a significant portion of owners opt to rely on either family members or themselves to manage their establishments. It's interesting to note that only a marginal 0.6% of respondent chose not to disclose their hiring practices, indicating a high level of transparency among the majority of respondents. This table provides the employment dynamics within the surveyed accommodation sector, highlighting the prevalence of both hiring outsiders (not only from the locality or State) and relying on internal resources.

Table 41: If Any International Client

Yes/No	N	%
Yes	150	85.2
No	24	13.6
Prefer not to disclose	2	1.1
Total	176	100.0

The table 41 presents insights into the presence of international guests/tourist and national especially outside Mizoram state within the surveyed accommodation

sector. A substantial majority, comprising 85.2% of respondents, confirm that they have hosted international tourist as well as national outside Mizoram state. This high percentage suggests a significant level of engagement with tourists from different parts of the world, indicating the sector's potential to attract global visitors. Interestingly, owners of small village homestays or hotels have hosted both international and national guests/tourist from outside Mizoram. On the other hand, 13.6% of respondents indicate that they have not had any international or national outside Mizoram guests, implying that a notable portion of establishments primarily cater to a local or domestic customer base. 2 respondents preferred not to disclose their engagement with their international guests. According to the respondents, certain guests, particularly National visitors from outside Mizoram, are employed within the specific village or district. In contrast, international guests predominantly visit Mizoram for leisure tourism purposes.

Table 42: Social/Socio Impacts of Accommodation Sector on Host Community in Mizoram

Area of Impact	Weighted Mean	SD	Rank
Increase in Public Development	4.01	0.71	1
Safety and Independence from Social Issues	3.86	0.78	2
Positive Influence on Social Life of Local People	3.84	0.71	3
Increase in Social Awareness Among Local People	3.54	0.84	4
Increase in Promotion of Education and Professional Skills among Local People	3.50	0.87	5

The table of this statement is evaluated based on the respondents, the first statement- do you think that development in tourism and hotel industry led to public development, this impact seems to have the highest positive influence on the local community. The accommodation sector's presence has led to significant improvements in public development. This may include infrastructure development, other facilities which were used in public areas that enhance the overall quality of life for the local residents. The tourism and hotel industry increase in public development and rank first with the weighted mean of 4.01. The 2nd rank statement- majority of tourist places are safe and independence from social issues- this sector influence has also positively impacted the safe and independent of the local community. This shows that the sector has contributed to creating a safer environment and has begun to address certain social issues, allowing tourists to feel more secure and empowered. The 3rd rank of the statement is tourism development has positive influence on social life of local people. The accommodation sector has clearly played a significant role in improving the social life of the local people. This impact could be attributed to improve social interactions, increased opportunities for community engagement and programme, and access to recreational, nature and cultural activities. The respondents mostly have positive influence on social life of local people and the tourists. The 4th rank of the statement is hotel industry has increase in social awareness among local people. The accommodation sector has contributed positively social awareness, campaign through social media; this social impact appears to be slightly lower compared to the top three areas. It indicates that the sector has played an important role in raising awareness about social issues and promoting community involvement in addressing them. The 5th rank of the statement is accommodation and tourism promotion has made local people more educated and professionally proficient. This impact on promoting accommodation and tourism industry about education and the skills for employees is essential but ranks lowest among the five areas. Some of the respondents doesn't thought about this industry and just treat as one of the business; some of the owners from the villagers and other locality just know the simple basic only and doesn't care about more details. This suggests that there is need for improvement and further efforts to teach about this industry among the local people and employees who work in this industry. The

results indicate that this situation brought several positive social and socio-economic changes to the local community in Mizoram. These impacts encompass public development, safety, independence, social life, social awareness and education.

Table 43: Economic Impacts of Accommodation Sector on Host Community in Mizoram

	Area of Impact	Weighted Mean	SD	Rank
Q7	Accommodation attracts more tourists	3.98	0.88	1
Q8	Tourism and hotels diversify the local economy	3.91	0.86	2
Q6	Accommodation creates employment opportunities	3.85	0.85	3
Q9	Accommodation benefits neighbors and locals economically	3.76	0.94	4
Q14	Learning other languages benefits the accommodation sector	3.53	0.92	5
Q15	Mizoram Government promotes and develops tourism vigorously	3.47	1.04	6
Q11	Accommodation business needs other supporting ventures	3.22	1.06	7
Q10	Scarcity of attractions affects accommodation profitability	3.20	1.05	8
Q12	Difficulty in finding and retaining employees/workers	3.06	0.94	9
Q13	Employees/workers lack professionalism in the industry	2.56	0.90	10

The economic impacts of accommodation sector owners and employees on host community in Mizoram. The majority of the respondents were owners and some of them were employees who respond and work in a private hotel, homestay or government, with that the 1st rank statement was because of accommodation, more tourist arrivals in each place. The different accommodation sector in Mizoram was hotel, homestay, rest house, guest house, bungalow, tourist lodge, other government rest house and a small order hotel. Aizawl, the capital city in Mizoram have different types of accommodation sector within the city and in Aizawl district. Different districts and the other towns adding up with the accommodation sector. Tourism and

hotel industry diversify the local economy especially in the place where the tourism department or other government department taken care of that particular place. The respondents from Thenzawl, Serchhip district were much developed with their upcoming and ongoing tourism and hotel industry, where there are different place to visit, the development of this town makes it popular and jobs was made for the local people. The majority of the respondents believed that accommodation sector benefits neighbours and locals economically like the small shops, restaurants, etc. The respondents believed that the Mizoram government promotes and developes tourism industry, most of the visited tourist places have all the places to stay and to sleep. But some of the respondents don't believe that the Mizoram government promotes and develops tourism industry as they don't have any guest in their homestay or hotel especially in a small village. The majority of the respondents was improved and benefit with other languages especially Hindi and English. The respondents expect the government to be more improved with all the infrastructures because of that without other business, accommodation sector business is not worth it. The respondents from the villages, town and not from Aizawl city mostly said that they need other business to run their accommodation sector business smoothly. The scarcity of attraction affects accommodation profitability with fewer tourists in that area; some of the respondents thought that even with the tourist area, visitor or tourists are less in their area. Most of the owners of the respondents were facing a problem by finding an employee and to work for a longer period of time. Most of the respondents don't believe that employees who are unprofessional were not much concern for their work. The owners mostly taught them the new comer in a small hotel but in a large hotel, mostly training manager or the old employees will help and taught them out the new comer. The respondents try and compromise for their particular accommodation sector to grow and try hard for their employees to work longer in their sector, but some of the employees don't want to work long; with that the training manager or owner was always face a difficult situation.

EFFECT OF DISTRICT WISE SOCIAL IMPACT FOR LOCAL RESPONDENTS

A one-way ANOVA was performed to determine the effect of District Wise Social Impact for the Local community. The means and standard deviations are presented in Table 44 below.

Table 44: Means and SDs of Social Impact by District

Area of Impact	District	N	Mean	SD
Social Impact	Aizawl	77	3.5247	0.62664
	Lunglei	12	3.3167	0.52886
	Saiha/Siaha	18	3.5111	0.33058
	Champhai	14	3.2714	0.42685
	Kolasib	11	3.6030	0.73067
	Serchhip	17	3.6941	0.44225
	Mamit	22	3.4318	0.48343
	Lawngtlai	28	3.1714	0.58300
	Khawzawl	19	3.4842	0.39053
	Hnahthial	9	3.1778	0.54263
	Saitual	5	3.3600	0.65422

The ANOVA was not significant at the 0.05level, F (10, 221) = 1.77, p = .068.This indicates that the district variable did not have a significant impact on the social impact observed within the Host Respondents. In simpler terms, there were no observable differences in social impact across different districts.

Table 45: Analysis of Variance (ANOVA) for Social Impact

Area of Impact	Variability	SS	Df	Mean Sq.	F	Sig.
Social Impact	Between Groups	5.322	10	0.532	1.77	0.068
	Within Groups	66.512	221	0.301		
	Total	**71.834**	**231**			

EFFECT OF DISTRICT WISE ECONOMIC IMPACT FOR LOCAL RESPONDENTS

A one-way ANOVA was performed to determine the effect of District Wise on Economic Impact for the Local community. The means and standard deviations are presented in Table 46 below.

Table 46: Means and SDs of Economic Impact by District

Area of Impact	District	N	Mean	SD
Economic Impact	Aizawl	77	3.3882	0.47835
	Lunglei	12	3.4083	0.30588
	Saiha/Siaha	18	3.5111	0.34960
	Champhai	14	3.1000	0.54349
	Kolasib	11	3.4439	0.73015
	Serchhip	17	3.5294	0.45382
	Mamit	22	3.3864	0.48466
	Lawngtlai	28	3.1464	0.70631
	Khawzawl	19	3.1211	0.45164
	Hnahthial	9	2.5667	0.66842
	Saitual	5	3.2600	0.37815

The ANOVA was significant at the 0.05 level, F (10, 221) = 3.54, p<.01.This should indicates that the district variable had a significant impact on the economic impact observed within the Host Respondents.

Table 47 : Analysis of Variance (ANOVA) for Social Impact and Economic Impact

Area of Impact	Variability	SS	Df	Mean Sq.	F	Sig.
Economic Impact	Between Groups	9.488	10	0.949	3.54	0.000
	Within Groups	59.184	221	0.268		
	Total	**68.673**	**231**			

A post hoc Tukey HSD test indicated that the mean Economic Impact of Hnahthial district was significantly lower than those of Serchhip district (p = .08), Aizawl district (p < .01), Lunglei district (p = .01), Saiha district (p < .01), Kolasib district (p = .01), Serchhip district (p < .01), and Mamit district (p < .01).

Table 48: Significant Mean Differences Detected from Pairwise Comparisons via Tukey HSD Test

District 1 (I)	District 2 (J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Lawngtlai	Serchhip	-0.52	0.17	0.08	-1.07	0.03
Hnahthial	Aizawl	-0.82	0.18	0.00	-1.41	-0.23
	Lunglei	-0.84	0.23	0.01	-1.58	-0.10
	Saiha	-0.94	0.21	0.00	-1.63	-0.26
	Kolasib	-0.88	0.23	0.01	-1.63	-0.12
	Serchhip	-0.96	0.21	0.00	-1.66	-0.27
	Mamit	-0.82	0.20	0.00	-1.49	-0.15
	Mamit	-0.82	0.20	0.00	-1.49	-0.15

Table 48 shows the Pearson's correlation matrix between Social Impact and Economic Impact. The correlation coefficient between these two variables is .537, indicating a positive relationship between them. The correlation is significant at the 0.01 level (2-tailed), suggesting that this relationship is statistically significant.

Table 49: Pearson's Correlation Coefficient between Social Impact and Economic Impact

Variable	Economic Impact
Social Impact	.537**

**. Correlation is significant at the 0.01 level (2-tailed).

EFFECT OF DISTRICT WISE SOCIAL IMPACT OF HOST RESPONDENTS

A one-way Welch's ANOVA was performed to determine the effect of District Wise Social Impact for the Host community. The means and standard deviations are presented in Table 5.7.1 below.

Table 50: Means and SDs of Social Impact by District

Area of Impact	District	N	Mean	SD
Social Impact	Aizawl	50	3.58	0.55
	Lunglei	21	3.61	0.27
	Saiha	6	3.77	0.83
	Champhai	27	3.79	0.58
	Kolasib	12	3.98	0.36
	Serchhip	13	3.80	0.16
	Mamit	14	4.06	0.31
	Lawngtlai	10	3.86	0.27
	Khawzawl	15	3.83	0.20
	Hnahthial	4	3.90	0.20
	Saitual	4	3.55	0.25

The Welch's ANOVA was significant at the 0.01 level, F (10, 32.35) = 3.1, p = .007.This indicates that the district variable had a significant impact on the social impact observed within the host respondents. In simpler terms, there were observable differences in social impact across different districts.

Table 51: Analysis of Variance (ANOVA) for Social Impact

Area of Impact	Variability	SS	Df	Mean Sq.	F	Sig.
Social Impact	Between Groups	-	10	0.441	3.1*	0.007
	Within Groups	-	32.35	0.2		
	Total	**-**	**139**			

Note:
For Social Impact, Levene's Statistic = 4.22 which is statistically significant at the .01 level
** Welch's ANOVA*

A post hoc Games-Howell test test indicated that the mean Social Impact of Aizawl district was significantly lower than that of Mamit district (p = 0.006). Additionally, the mean Social Impact of Lunglei district was also significantly lower than that of Mamit district (p = 0.006). These results indicate that there are notable variations in the Social Impact scores across different districts, with certain districts consistently demonstrating lower mean Social Impact values compared to others.

Table 52: Significant Mean Differences Detected from Pairwise Comparisons via Games-Howell Test

District 1 (I)	District 2 (J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Aizawl	Mamit	-.47914*	0.11357	0.006	-0.8673	-0.0910
Lunglei	Mamit	-.44762*	0.10149	0.006	-0.8053	-0.0900

*. The mean difference is significant at the 0.05 level.

EFFECT OF DISTRICT WISE ECONOMIC IMPACT OF HOST RESPONDENTS

A one-way ANOVA was performed to determine the effect of District wise Economic Impact for the Host community. The means and standard deviations are presented in Table 53 below.

Table 53: Means and SDs of Economic Impact by District

Area of Impact	District	N	Mean	SD
Economic Impact	Aizawl	50	3.42	0.33
	Lunglei	21	3.57	0.41
	Saiha	6	3.75	0.34
	Champhai	27	3.32	0.65
	Kolasib	12	3.45	0.39
	Serchhip	13	3.68	0.40
	Mamit	14	3.41	0.29
	Lawngtlai	10	3.54	0.54
	Khawzawl	15	3.34	0.35
	Hnahthial	4	3.50	0.24
	Saitual	4	3.30	0.14

The ANOVA was not significant at the 0.05 level, F (10, 165) = 1.344, p = .211.This indicates that the district variable had no significant impact on the economic impact observed within the hostrespondents. That is, we may expect that there are no notable variations in the Social Impact scores across different districts.

Table 54: Analysis of Variance (ANOVA) for Social Impact and Economic Impact

Area of Impact	Variability	SS	Df	Mean Sq.	F	Sig.
Economic Impact	Between Groups	2.407	10	0.241	1.344	0.211
	Within Groups	29.544	165	0.179		
	Total	**31.952**	**175**			

Table 54 shows the Pearson's correlation matrix between Social Impact and Economic Impact. The correlation coefficient between these two variables is .401, indicating a positive relationship between them. The correlation is significant at the 0.01 level (2-tailed), suggesting that this relationship is statistically significant.

Table 55: Pearson's Correlation Coefficient between Social Impact and Economic Impact

Variable	Economic Impact
Social Impact	.401**

**. Correlation is significant at the 0.01 level (2-tailed).

5.4 Qualitative data analysis

Case Study: Evolution of Hospitality and Accommodation Practices in Mizoram

To better understand the present structure and impacts of the accommodation sector in Mizoram, it is important to trace how hospitality has developed over time in the state. The following case study merges cultural traditions with modern developments.

Hospitality—whether extended to in-group members or strangers—has long been a

central part of Mizo social life. In earlier times, accommodation for travelers was viewed as a cultural duty rather than a business. A guest might be offered food, drink, or a warm place to stay, in return for goodwill, reputation, and the promise of help in the future (Parry, 1928).

This spirit appears clearly in the folktale of Liandova and his younger brother. Orphaned and poor, they had nothing to offer a stranger except the hearth's warmth. That stranger was Chief Lersia in disguise. He accepted the hearth, then shared wine from his *zu-peng* and food from his traveler's bundle. Later, he revealed his identity and rewarded them. The lesson that can be learned from this story is that hospitality must not be measured by the wealth of the host but by the sincerity of the welcome.

This custom continued through the mid-20th century. In 1967, Professor Laltluangliana Khiangte recounted walking from Saitual to Seling and staying with relatives, as there were no lodgings available. The next year, in Silchar, he observed a small Mizo-run hotel and a rest stop at the Synod Compound—early examples of paid accommodation, existing alongside traditional hospitality.

The earliest formal lodging in Mizoram is the Tlabung Inspection Bungalow, built in 1871 for British officers (Government of Mizoram, n.d.; Mizoram Tourism Department, n.d.). While not a commercial hotel, it marked the beginning of designated rest stops for travelers and officials.

By the late 20th century, this evolved further. In 1967, Chawlhna Hotel opened in Zarkawt, Aizawl, initially as a tea stall and rest stop for drivers. It was registered in 1985 and grew into a formal hotel with 41 rooms and 20 staff—symbolizing the shift from hospitality as tradition to hospitality as a commercial service.

Today, both systems coexist: modern hotels and guesthouses in urban areas, and informal hospitality—shelter, food, or hearth—still found in rural communities. This dual pattern shows how cultural values endure even as the tourism sector expands.

Table 56: Evolution of Hospitality and Accommodation Practices in Mizoram

Period / Year	Key Development	Nature of Accommodation	Notes / Cultural Context
Pre-1870s	Village-based hosting in *Zawlbuk* or private homes	Informal, community duty	No payment expected; guests offered shelter, food, or warmth in exchange for goodwill or small favours
1871	Construction of Tlabung Inspection Bungalow	Formal lodging for government officers	First recorded government-built accommodation; not open to general public
Late 1800s–Early 1900s	Additional Inspection Bungalows in various locations	Government guesthouses	Mainly for official visitors; ordinary travellers still relied on homes and *Zawlbuk*
Mid-20th century	Continued informal hosting; relatives and acquaintances as main hosts	Informal but shifting towards semi-formal	Travellers on foot or by jeep often stayed with friends or kin
1967	Personal account of Professor Khiangte's travel from Saitual to Seling	Informal hosting	Reflects absence of commercial accommodation in many areas
1967	Opening of Chawlhna Hotel in Zarkawt, Aizawl	First notable privately-owned hotel	Started as tea stall and rest stop for drivers; later expanded into a registered hotel
1985	Government registration of Chawlhna Hotel	Formal private accommodation	Modern facilities introduced; 41 rooms, 20 staff
Present	Coexistence of hotels, guesthouses, and informal hosting	Mix of formal and informal	Cultural tradition of hospitality continues alongside commercial tourism

Significance within the Thesis

This case study offers a cultural and historical foundation for understanding the accommodation sector in Mizoram. By tracing hospitality from its roots in community duty to its present-day coexistence with commercial services, it provides essential context for analysing the socio-economic impacts of accommodation on local communities. The examples and timelines illustrate how deeply hospitality is embedded in Mizo society, which is important for interpreting present patterns of service provision, community interaction, and tourism development in the state.

5. 5 Data Analysis

Appropriate statistical tests were used to analyze the primary data by using Statistical Package for Social Science (SPSS) 25.0 version software. Descriptive and inferential statistical tools such as frequency, percentage, mean score ranking, Independent sample t test, one way ANOVA, factor analysis, correlation and multiple regression will be utilized to analyze primary data.

This chapter has outlined the research methodology adopted for the study, including the significance of the research, its objectives, research questions, data collection methods, sampling techniques, and approaches to data analysis. The following chapter is intended to present the findings and interpretation of the data collected through a structured questionnaire, focusing on the socio-economic impact of the accommodation sector on both the local and host communities in Mizoram. The analysis will cover findings related to both social and economic impacts for local communities- comprising government employees, business owners, students, and other residents-as well as for host communities, including owners and employees within the accommodation sector. In addition to the findings, the chapter is expected to include the conclusion, suggestions, and limitations of the study, implications for future research or policy, and a summary of the overall results.

CHAPTER 6

FINDINGS, CONCLUSION AND SUGGESTIONS

CHAPTER 6
FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 Findings for Local Communities: An In-Depth Analysis

Understanding the social and economic impacts on local communities is essential for promoting sustainable development and improving the quality of life for residents. This analysis synthesizes key findings from recent evaluations of local community impacts, focusing on social development, economic diversification, and the overall correlation between these two facets.

6.1.1 Social Impact Assessment

One of the most significant findings from the data is the strong emphasis on public development, which received the highest rating among social impacts with a mean score of 3.91. This indicates that community members recognize public development initiatives- such as infrastructure improvements, access to essential services, and investment in community facilities- as vital contributors to their quality of life. The importance of public development cannot be overstated; it serves as the backbone of community unity and economic growth.

Following public development, the next highest-rated social impact was social life, with a mean score of 3.58. This suggests that the social fabric of the community, including interpersonal relationships, community events, and recreational opportunities, plays a significant role in residents' perceptions of their environment. Social life is fundamental to creating a sense of belonging and community engagement, which are critical for both mental well-being and social stability.

Cultural awareness also received a commendable rating, with a mean of 3.52. This highlights the value that community members place on cultural initiatives, such as festivals, heritage programs, and educational campaigns aimed at promoting cultural understanding. Cultural awareness promotes inclusivity and respect amond diverse community groups, which is essential in increasingly multicultural societies.

However, it is essential to note that no significant district effect was observed for social impact (p= 0.068). This lack of variation suggests that, regardless of geographic location within the community, perceptions of social impact remain relatively consistent. This uniformity may reflect shared values and priorities among community members, indicating a collective acknowledgment of the importance of social initiatives.

6.1.2 Economic Impact Assessment

When examining economic impacts, the data reveal substantial benefits in several areas. Economic diversification emerged as a critical factor, with a mean rating of 3.70. This finding highlights the necessity of expanding economic activities beyond traditional sectors, encouraging innovation and resilience within local economies. Economic diversification can reduce risks associated with dependence on a single industry and can lead to increased job opportunities and overall economic stability.

Local economic benefits were also rated positively, with a mean of 3.68. This finding suggests that community members recognize the tangible advantages of local economic initiatives, such as support for small businesses, promotion of local products, and investment in local infrastructure. These benefits contribute not only to individual livelihoods but also to the broader economic health of the community.

Employment received a mean score of 3.67, reinforcing the importance of job creation and workforce development. Employment opportunities are crucial for reducing poverty, enhancing skills and improving overall community well-being. The positive ratings in these areas indicate a general optimism regarding local economic conditions and the effectiveness of economic initiatives in supporting community members.

In contrast, professionalism in the industry received the lowest rating, with a mean of 2.00. This finding highlights potential areas for improvement within local industries. Concerns regarding professionalism may relate to issues such as inadequate training, lack of regulatory oversight, or insufficient support for professional development. Addressing these concerns is essential for strengthening the overall economic

landscape and ensuring that local industries can compete effectively in a global market.A significant district effect was observed for economic impact ($p < 0.01$), indicating that economic perceptions vary significantly among different districts. Of particular note, the Hnahthial district demonstrated lower economic impact ratings compared to Aizawl, Lunglei, Saiha, Kolasib, Serchhip, and Mamit. This discrepancy raises important questions about the underlying factors contributing to these differences. It may reflect disparities in resource allocation, infrastructure development, or access to economic opportunities that need to be addressed to ensure equitable growth across all districts.

6.1.3 Correlation between Social and Economic Impacts

Another key finding of this analysis is the moderate positive correlation ($r=0.537$, $p<0.01$) between social and economic impacts. This correlation indicates that as social impacts increase- such as improvements in public development, social life, and cultural awareness- economic impacts tend to rise as well. This relationship highlights the interconnectedness of social and economic dimensions within communities. Enhancing social factors can create a more favorable environment for economic growth, while strong economic conditions can further support social initiatives.

6.1.4 Implications for Community Development

These findings carry significant implications for policymakers, community leaders, and stakeholders involved in community development. The recognition of public development as the highest-rated social impact suggests that conticued investment in infrastructure and community services is essential. Prioritizing initiatives that foster social life and cultural awareness will also contribute to community cohesion and inclusivity.

In terms of economic development, the positive ratings for economic diversification, local benefits, and employment underscore the importance of creating diverse economic opportunities and supporting local enterprises. Conversely, the low rating

for professionalism indicates a pressing need for targeted training and capacity-building programs to enhance the quality of local industries.

The observed district effects highlight the necessity for tailored approaches to community development. Strategies should be customized to address the unique challenges and opportunities faced by different districts, particulary those like Hnahthial that are lagging behind. Engaging community members in the planning and implementation of initiatives will be crucial for ensuring that development efforts are relevant and effective.

Finally, leveraging the positive correlation between social and economic impacts can lead to more holistic development strategies. By integrating social initiatives with economic programs, communities can foster environments that support both individual and collective well-being.

6.2 Findings for Host Communities: A Comprehensive Analysis

Understanding the social and economic impacts on host communities is essential for developing effective policies and initiatives that enhance the quality of life for residents. This analysis explores key findings from recent assessments of social and economic impacts within these communities, shedding light on the areas of strength and those requiring attention for sustainable growth and development.

6.2.1 Social Impact Assessment

The data reveal that the highest-rated social impact in host communities is public development, which received a mean score of 4.01. This reflects the critical role that infrastructure improvements, access to public services, and community development initiatives play in enhancing the overall well-being of residents. Public development initiatives not only provide essential resources but also foster a sense of community pride and engagement, which are vital for social cohesion.

Following public development, the second-highest rating was for safety and indepence from social issues, with a mean score of 3.86. This finding indicates that residents value their safety and the stability of their community. The ability to live

free from social issues- such as crime, discrimination, an inequality-contributes significantly to the overall quality of life. Ensuring a safe environment is fundatmental for fostering community trust and encouraging active participation in local affairs.

Another significant social impact is the positive influence on social life, rated at 3.84. This highlights the importance of social interactions, community events, and recreational opportunities in enhancing residents' quality of life. A vibrant social life can foster connections among community members, strengthen relationships, and create a supportive environment that encourages personal and collective growth.

Cultural awareness also emerged as an important social impact, with a mean rating of 3.54. This indicates that residents appreciate the exposure to and understanding of diverse cultures within their community. Promoting cultural awareness can lead to greater inclusivity and respect among community members, which is especially important in increasingly multicultural societies.

Additionally, the promotion of education and skills received a mean score of 3.50, highlighting the community's recognition of the importance of educational initiatives. Education and skills development are crucial for empowering individuals and providing them with opportunities for personal and professional advancement. Investing in education can lead to a more informed and capable workforce, ultimately benefiting the community as a whole.

6.2.2 Economic Impact Assessment

When examining economic impacts, tourism growth emerged as the highest-rated economic impact with a mean score of 3.98. This finding emphasizes the significance of tourism as a contributor of economic development in host communities. The influx of tourists not only generates revenue but also creates opportunities for local businesses and employment. The positive impact of tourism on the local economy can lead to enhanced community resources and improved public services.

Economic diversification followed closely, with a mean rating of 3.81. This highlights the community's recognition of the need to broaden its economic base beyond traditional sectors. Diversification can mitigate risks associated with reliance on a single industry and can promote innovation and resilience within the local economy. Communities that embrace diversification are better positioned to adapt to changing economic conditions and seize new opportunities.

Employment creation was rated at 3.85, reinforcing the importance of job opportunities in enhancing economic well-being. Employment not only provides financial stability for individuals and families but also contributes to community vitality. The availability of diverse job opportunities can help reduce poverty and support overall economic health.

However, professionalism in the sector received the lowest rating, with a mean score of 2.56. This suggests that there are significant concerns regarding the quality of service and professionalism within the local economy, particularly in the tourism sector. Addressing these concerns through training and capacity-building initiatives will be crucial for improving service standards and ensuring that the community can complete effectively in the tourism market.

6.2.3 District Effects on Social and Economic Impacts

A significant district effect was observed for social impact (p=0.007), indicating notable variations in social impact ratings across different districts, Mamit district reported the highest social impact with a mean score of 4.06, while Aizawl had the lowest at 3.58. Post-hoc tests further revealed that Aizawl and Lunglei had significantly lower social impacts compared to Mamit (p=0.006). This variation suggests that factors such as resource allocation, community engagement, and the effectiveness of local initiatives play a significant role in shaping residents' perceptions of social impact.

In contrast, no significant differences were found in economic impact across districts (p=0.211). However, Saiha district reported the highest economic impact with a mean score of 3.75, while Saitual had the lowest at 3.30. This lack of significant

variation may indicate that economic conditions are more uniformly distributed across districts compared to social impacts, which could suggest broader economic challenges that require attention.

6.2.4 Correlation Between Social and Economic Impacts

A moderate positive correlation ($r=0.401$, $p<0.01$) was found between social and economic impacts. This correlation indicates that an increase in social impact is generally associated with an increase in economic impact, and vice versa. This relationship highlights the interconnectedness of social and economic factors within host communities. As social conditions improve- through enhanced public development, increased safety, and better cultural awareness- economic opportunities are likely to expand as well.

6.2.5 Implications for Community Development

The findings from this analysis have significant implications for policymakers, community leaders, and stakeholders involved in community development. The high rating for public development underscores the need for continued investment in infrastructure and essential services. Prioritizing public development initiatives will contribute to overall community well-being and foster a sense of pride among residents.

The importance of safety and independence from social issues cannot be overstated. Ensuring that residents feel safe and secure should be a primary focus for community leaders. Addressing social issuses through targeted programs and policies will be crucial for building trust and encouraging community engagement.

Moreover, the recognition of tourism growth as a key economic driver presents an opportunity for communities to capitalize on their unique cultural and natural resources. The development of sustainable tourism strategies that support local businesses while preserving community values will be essential for long-term success.

Addressing the low rating for professionalism in the sector will be critical for enhancing the overall quality of services offered in host communities. Implementing training and development programs can help build a skilled workforce, ensuring that the community can meet the demands of both residents and visitors.

The significant district effects observed for social impact highlight the necessity of tailored approaches to community development. Strategies should be customized to address the unique challenges and opportunities faced by different districts, particularly those that may lag behind in social indicators.

Finally, leveraging the positive correlation between social and economic impacts can lead to more integrated development strategies. By aligning social initiatives with economic programs, communities can create environments that support both individual and collective prosperity.

6.3 Conclusion

The accommodation sector in Mizoram seems to have had noticeable effects on both local and host communities. The impacts are generally positive, with both groups acknowledging the contributions of the sector. However, these effects may differ depending on the specific context and needs of each community. While there appear to be benefits, such as improved social interactions and some economic growth, there may also be challenges, particularly related to professionalism within the sector.

6.3.1 Social Impacts:

In local communities, the accommodation sector may have contributed to public development and may have improved community interactions. People may now have more opportunities to meet visitors from different regions and backgrounds, which could help them, learn about other cultures and ways of life. This interaction might have strengthened social bonds within the community, as people may have had more chances to come together and share experiences. The sector may also have increased cultural awareness, fostering tolerance and inclusiveness among residents.

In host communities, the accommodation sector seems to have enhanced social life as well. Safety and security may have improved, and people may be more aware of other cultures. The sector may also have encouraged education and skill development, which suggests that it might be helping to raise educational standards in these areas. However, the social benefits may not be universal. For instance, Mamit district appears to have had the highest social impact, while Aizawl and Lunglei, despite their success in other areas, may not have experienced the same level of improvement in social aspects. This suggests that local factors, such as infrastructure or community engagement, could play a significant role in determining how much benefit a district receives from the accommodation sector.

6.3.2 Economic Impacts:

From an economic perspective, the accommodation sector seems to have been beneficial in both local and host communities. In local communities, the sector may have helped diversify the economy, create jobs, and bring in local investments. With tourism on the rise, many residents may be seeing new opportunities in hospitality, retail, and other related services. This economic growth may be especially important for smaller towns and districts, which may now have a chance to benefit from the broader economic prosperity typically seen in larger cities.

Similarly, host communities may have seen positive economic changes, particularly in tourism, employment, and the diversification of local businesses. As more visitors arrive, there may be more opportunities for local businesses to grow and for residents to find work. However, both local and host communities have raised concerns about the lack of professionalism within the accommodation sector. While the sector may have expanded, the quality of service and overall standards seem to fall short of expectations, which could limit its potential for even greater economic benefits.

Looking at the economic impacts across districts, we see some variation. Saiha district stands out with the highest reported economic impact, possibly due to its location along important tourist routes. On the other hand, districts like Saitual, which may be more recently established, report lower economic impacts. This might

be because these areas are still developing their infrastructure and tourism networks, which could limit their ability to fully benefit from the sector. These differences highlight how local conditions may play a role in determining the success of the accommodation sector.

6.4 District-Level:

The study also suggests that the impact of the accommodation sector is not evenly spread across Mizoram. Social impacts seem to vary significantly between districts. Mamit, for example, may have shown strong social benefits, while Aizawl and Lunglei may not have experienced as much progress in terms of social development. These differences could be due to local policies, infrastructure, or the types of accommodation businesses in each district. It seems that, in some areas, the sector's impact may be more pronounced, while in others, it may not yet have reached its full potential.

Economically, the impact appears to be more consistent across districts, though there are still differences. Saiha, with its higher economic returns, likely benefits from a stronger tourism presence. In contrast, Saitual faces challenges, possibly due to its newer status and limited infrastructure. These differences suggest that while the accommodation sector may have contributed to economic growth in many areas, some districts may need additional support to fully capitalize on the opportunities it offers.

6.4.1 The Relationship between Social and Economic Impacts

One of the findings of the study is the positive relationship between social and economic impacts. When social life improves, economic growth tends to follow, and vice versa. This connection suggests that the accommodation sector, if managed well, may have the potential to drive broader community development. Improving both the social and economic aspects of a community simultaneously could help the sector become a more effective force for positive change.

6.5 Suggestions for Local Communities:

1. Improving local infrastructure like roads, transportation, and public services may make it easier for visitors to access attractions. This may improve tourism and lead to more visitors.

2. To develop cultural exchange programs could help build connections between locals and tourists. This may increase understanding of different cultures and encourage positive interactions.

3. To encourage local businesses to engage with tourism may help them offer services for tourists. This could create new economic opportunities for small businesses.

4. Investing in hospitality training for locals may improve service standards. This might raise the sector's quality and attract more tourists.

5. Promoting eco-tourism and sustainability may help reduce tourism's environmental impact. This could preserve the region's natural attractions for future visitors.

6. Creating local jobs in the tourism and hospitality sectors may lower unemployment. This might lead to economic stability in the community.

7. To utilize local heritage to create tourism packages may increase interest in cultural experiences. This could raise the profile of local traditions and history.

8. Supporting small accommodations like homestays or boutique hotels may offer tourists more options. This could attract a wider range of visitors.

9. To strengthen community social networks through events may increase interaction between locals and tourists. This could foster a sense of community and unity.

10. Partnering with NGOs to develop tourism programs may improve community development. This could create sustainable tourism that benefits locals.

11. Raising cultural sensitivity may help locals better engage with tourists. This could improve overall visitor experiences and relations with locals.

12. To collaborate with local governments may improve tourism policies. This could lead to better coordination and management of tourism growth.

13. Building eco-friendly infrastructure may attract eco-conscious tourists. This could position the community as a sustainable tourism destination.

14. Using digital marketing may help local businesses reach more tourists. This could increase visibility and attract visitors from different regions.

15. To create community-led tourism experiences could ensure that tourism benefits locals directly. This might increase community engagement and control over tourism development.

16. To provide micro-financing for tourism-related businesses may help entrepreneurs start new ventures. This could increase local business activity and economic growth.

17. Establishing tourism associations may give local businesses a collective voice. This could lead to better collaboration and stronger tourism strategies.

18. Developing off-season attractions may spread out tourist visits throughout the year. This could reduce overcrowding and ensure steady income for businesses.

19. To offer tourism education programs and teach locals about other tourist spots to visit may help them understand how to manage visitors, either by watching through television or by letting them visit important places. This could improve the overall tourism experience for both locals and tourists.

20. Establishing a monitoring system may help assess the impacts of tourism. This could help identify areas for improvement and ensure the sector's long-term success.

6.6 Suggestions for Host Communities:

1. To invest in hospitality training may improve service quality. This could raise industry standards and attract more visitors. Training or internships in different locations or large hotels are important, as they can lead to greater improvements for owners.

2. Improving safety measures in public areas and accommodations may increase tourist confidence. This could lead to more visits and longer stays.

3. Building stronger relationships with tourism organizations may improve sector development. This could lead to better coordination and resource use.

4. To expand tourism offerings to include niche markets may attract more types of visitors. This could diversify the local economy and tourism sector.

5. To strengthen professionalism in the hospitality sector may improve customer service. This could increase tourist satisfaction and repeat visits.

6. Using digital tools to promote the area may help reach international tourists. This could increase business opportunities for local accommodations.

7. Implementing sustainable tourism practices may reduce the environmental impact. This could help preserve the area's attractions and make it a long-term destination.

8. Collaborating with local government may ensure that infrastructure and services meet tourism needs. This could help facilitate smoother tourist experiences.

9. To encourage local businesses to use local products may help keep revenue within the community. This could support local farmers and craftsmen and strengthen the local economy.

10. Organizing cultural events like dance, drama, and music may allow tourists to experience local traditions. It could also offer tourists the opportunity to tent or buy local attire enhancing their cultural experience. This could create a unique offering and attract more visitors.

11. Providing incentives for high-quality service may motivate businesses to improve standards. This could lead to better customer satisfaction and loyalty.

12. Promoting responsible tourism, improving public amenities, and developing tourism ambassadors, may enhance the visitor experience by encouraging respect for local customs, preserving cultural and natural assets, and making the area more attractive to tourists.

13. Evaluating visitor feedback, enhancing accommodation options, and building a long-term tourism plan may support service improvement and attract a wider range of tourists. These efforts can guide sustainable growth, help manage tourism's impact, and ensure the industry meets evolving visitor needs.

14. To encourage cross-sector collaboration, improve workforce skills through training, and create designated tourism zones may contribute to a more organized and inclusive tourism industry. This strategies can improve service quality, expand employment opportunities, and better manage visitor flow to reduce congestion and improve overall tourist experiences.

6.7 Limitations:

1. The study relied on self-reported data, meaning respondents might have answered in ways they thought were expected or acceptable. This could affect the accuracy of the findings about the social and economic impacts.

2. The research mainly focused on the views of local community members and workers in the accommodation sector. Other key groups, like tourists, business owners, and government officials, were not included. Including these groups could provide a more complete view of the sector's impact.

3. The study only focused on Mizoram, so the findings may not apply to other regions with different cultural, social, or economic conditions.

4. The study collected data at one point in time, which limits the ability to track long-term changes in the accommodation sector's impact on local communities.

5. Since the study only looked at data from one point in time, it can't track long-term changes in the accommodation sector's impact on communities. A longer-term study would have been better for understanding how these impacts evolve.

6. The study only looked at Mizoram without comparing it to other regions. A comparison with other places could have added more depth to the findings. Aloso, since the study was conducted in Mizoram, the researchers' views may have been influenced by local cultural norms and values. This could affect how the findings were interpreted.

7. Respondents came from different backgrounds, so they may have understood the survey questions in different ways. This could lead to differences in responses and affect the reliability of the data, especially when comparing results from different districts.

6.8 Implications

The findings of this study have several implications for the accommodation sector, local communities, and policymakers in Mizoram.

1. The accommodation sector can help boost economic growth by creating job opportunities and generating revenue. For this to happen, the local community should be involved more in the sector. Training locals for jobs in the hospitality industry could increase their participation and improve service quality.

2. The study also finds the need for infrastructure improvements. Better roads, transportation, and public services would help accommodate more tourists, benefiting both the accommodation industry and the local community.

3. The development of the accommodation sector must be supported by clear and practical policies. Policies focused on sustainability, professional training, and service improvement are essential for long-term success.

4. The accommodation sector could help preserve and promote the culture of Mizoram. Mizoram can attract more visitors while preserving its heritage if it integrates local traditions and culture into the tourist experience,.

5. Sustainable practices should also be considered as the sector grows. It is important to ensure that environmental impacts are minimized to protect Mizoram's natural resources.

6.9 Summary

In summary, the findings on local and host communities provide critical insights into the dynamics of social and economic impacts, particularly in the context of the accommodation sector in Mizoram. Public development, social life, safety, and cultural awareness emerge as vital components of community well-being. Economic diversification and local benefits are essential for promoting economic resilience and strength. Therefore, reducing gaps in professionalism and district-specific effects will be important for creating fair opportunities for all community members.

The accommodation sector holds great potential for promoting economic growth and strenghthening social connections. It can contribute in a positive way to the economy by creating jobs, expanding the local economy, and increasing income. As more tourists visit the region, accommodation services can help create new markets for local products and services. In addition, the presence of tourists can lead to cultural exchanges that enrich the understanding of both locals and visitors. This exchange promotes greater tolerance and social inclusion within the community as individuals from diverse backgrounds interact more frequently.

However, several challenges limit the accommodation sector's effectiveness in supporting local development. One primary issue is the lack of infrastructure in rural areas, which complicates the ability of accommodation providers to deliver high-quality services. Insufficient transportation options and limited public services impact both the arrival of tourists and the overall experience of visitors. Moreover, many local businesses in the accommodation sector lack trained staff. While basic training is often provided, it limits the quality of service and the attractiveness of the region for tourists.

The study highlights that the success of the accommodation sector varies across different districts. Some areas, such as Mamit, benefit more directly from the sector, while others, like Serchhip and Hnahthial, see less impact. This variation suggests that local conditions, including infrastructure development, community engagement,

and market readiness, play significant roles in determining the sector's success. Such differences emphasise the need for customised approaches to developing the accommodation sector in each district.

Despite the potential for growth, the sector faces valid concerns regarding environmental impacts and the risk of over-resiliance on tourism for economic development. In addition, local communities may not fully understand the potential benefits or challenges assosicated with the sector, which could limit their active involvement in tourism development. Without proper engagement, residents may not fully benefit on the opportunities the sector offers, thereby limiting sustainable growth.

To tackle these challenges, strategic planning and management are essential. Improving infrastructure- such as better roads, transportation options, and public service- can significantly enhance Mizoram's appeal as a tourist destination. Furthermore, investing in training programs for workers in the accommodation sector will improve service quality and customer satisfaction. These efforts will help ensure that the local workforce is adequately prepared to meet the demands of the growing tourism industry.

The Mizoram government should play a more active role in supporting the accommodation sector tourism practices. Such initiatives will help ensure that the sector grows in a controlled and sustainable manner, gaining local communities in the long term. With proper management and planning, the accommodation sector in Mizoram can deliver substantial benefits, including economic growth, job creation, and stronger social ties between locals and tourists. However, without managing the identified challenges, these benefits may not be fully realized. Focused efforts on improving infrastructure, providing professional training, and involving local communities will be essential for the sustainable growth of the accommodation sector.

In summary, the integration of social and economic factors emphasizes the importance of a holistic approach to community development. By recognizing these connections, stakeholders can work together to build stronger, more adaptable communities that flourish on both social well-being and economic strength. Thus, investing in the accommodation sector not only promises economic benefits but also enhances the cultural foundation and social unity of Mizoram's communities, paving the way for a brighter and more inclusive future.

Scope for Future Research

The present study has explored the socio-economic impact of the accommodation sector on local and host communities in Mizoram, providing valuable insights into the role of tourism-related accommdations in shaping community livelihoods, employment patterns, and cultural practices. Future research could include a wider range of people, such as tourists, local government officials, and community organizations. This would help provide a more complete picture of how the accommodation sector affects different groups. Using more detailed methods, like interviews or group discussions, could also help researchers better understand how people in the community feel and think about tourism and hospitality.

Overall, this study provides a starting point for future research. Exploring these suggested areas further would lead to a deeper and more complete understanding of how tourism and the accommodation sector impact both society and the economy in Mizoram and similar regions.

APPENDICES

Questionnaire on Accommodation Sector Owners and Employees (Host Community)

A Study on Socio-Economic Impacts of Accommodation Sector on Local Community in Mizoram

Dear Respondent,

"A study on Socio-Economic Impacts of Accommodation Sector on Local Community in Mizoram" by a PhD Research Scholar from Department of Tourism & Hospitality Management,Mizoram University.This is only for studies and good knowledge and will not be distributed. Kindly give your opinion.Thank you for your cooperation.

Zairemmawii Ralte
Research Scholar
Department of Tourism and Hospitality Management

Prof. Himanshu Bhusan Rout
Supervisor
Head of Department
Department of Tourism and Hospitality Management

Hotel and Accommodation Profile

1. Name of the Accommodation :_____
2. Type of Accommodation :_____

3. Year of Establishment :_____

4. Owner's Name :_____

5. Yearly Income (Approx.) :_____

6. Affiliation/Accreditation to Hotel and Restaurant Registration under Mizoram Tourism Department_____ If yes, when?_____

7. Quality Certificate :_____

8. Name of District :_____

SECTION A
Personal and Accommodation Profile

1. Gender: Male ☐ Female ☐

2. Marital Status : Married ☐ Unmarried ☐

3. Age: Below 21 years ☐ 21-30 years ☐ 30- 40 years ☐

   more than 40 years ☐

4. Education: Below class 10 ☐ Higher Secondary ☐ Hotel ☐ Management ☐

   Graduate ☐ Graduate within different subjects ☐

   Master Degree ☐ Others ☐

5. Total years of working experience : 1-5 years;6-10 years; 11-15 years; more than 15 years

6. Monthly income: Below Rs. 10,000; Rs (10,001-20,000); Rs (20,001-40,000); more than Rs 40,000

7. Number of Beds: Below 5 beds; 6-20 beds; 21-30 beds; More than 30 beds

8. Number of Rooms: Below 5 rooms; 6-20 rooms; 21-30 rooms; More than 30 rooms

9. Is accommodation business only your business?_____

   If not, what is your other business?_____

10. Do you think that accommodation business in Mizoram (Village/City- Your Place) good?_____

11. How many guests' stay in your accommodation during one month (approx.)?

    Around 10 guests ; A round 20 guests; More than 30 guests; Sometimes

12. Number of employed: Family business; Below 5 ; 10-20; More than 20

13. Did you give/make job to other?_____

14. Any guests outside Mizoram within India or International_____

    If yes, from where?_____

SECTION B

Social/Socio Impacts of Accommodation Sector on Local Community in Mizoram

Please indicate the extent to which you agree or disagree with these statements. Where,

1. Strongly Disagree 2. Disagree 3. Undecided 4. Agree 5. Strongly Agree

Sl.No.	Variables	SD	D	UD	A	SA
15.	Do you think that development in tourism and hotel industry led to public development?					
16.	Tourism development has badly affected the social life of local people					
17.	Accommodation and tourism promotion has made the local people more educated and professionally proficient					
18.	Hotel Industry has increase in social awareness among local people					
19.	Majority of tourist places are safe and independence from social issues					

SECTION C

Economic Impacts of Accommodation Sector on Local Community in Mizoram

Sl.No.	Variables	SD	D	UD	A	SA
20.	Because of accommodation, jobs are made					
21.	Because of accommodation, more tourists arrival are added					
22.	Tourism and hotel industry development is helpful to diversify the local economy					
23.	Accommodation benefits neihbours and locals economically					
24.	The scarcity of tourist attraction/site results in less tourist which is not profitable for the accommodation proprietors					
25.	Without other business, accommodation business is not worth it					
26.	Difficult to find employees/workers					

27.	Employees/workers are unprofessional enough					
28.	Benefit in learning other languages					
29.	The Mizoram Government give immense efforts in promoting and development of tourism industry					

Appendices

Questionnaire on Accommodation Sector (Local Community)

A Study on Socio-Economic Impacts of Accommodation Sector on Local Community in Mizoram

Dear Respondent,

"A study on Socio-Economic Impacts of Accommodation Sector on Local Community in Mizoram" by a PhD Research Scholar from Department of Tourism & Hospitality Management,Mizoram University.This is only for studies and good knowledge and will not be distributed. Kindly give your opinion.Thank you for your cooperation.

Zairemmawii Ralte
Research Scholar
Department of Tourism and Hospitality Management

Prof. Himanshu Bhusan Rout
Supervisor
Head of Department
Department of Tourism and Hospitality Management

Section A
Personal and Accommodation Profile

1.Gender: Male/Female

2. Marital Status : Married/Unmarried

3. Age: Below 21 years; 21-30 years; 30- 40 years; more than 40 years

4. Education: Below class 10; Higher Secondary; Hotel Management Graduate; Graduate within different subjects; Master Degree; Others

5. Name of District:_____

6. Occupation:_____

7. Monthly income: Below Rs. 10,000; Rs (10,001-20,000); Rs (20,001-40,000); more than Rs 40,000

8. Do you think that accommodation business in Mizoram (Village/City- Your Place) good?_____

SECTION B:

Social/Socio Impacts of Accommodation Sector in Local Community in Mizoram

Please indicate the extent to which you agree or disagree with these statements. Where,

1.Strongly Disagree 2. Disagree 3. Undecided 4. Agree 5. Strongly Agree

Sl.No.	Variables	SD	D	UD	A	SA
9.	Do you think that development in tourism and hotel industry led to public development?					
10.	Tourism development has badly affected the social life of local people					
11.	Accommodation and tourism promotion has made the local people more educated and professionally skilled					
12.	Hotel Industry has made the local people socially aware					
13.	Majority of tourist places are safe and undisturbed from social evils					

SECTION C

Economic Impacts of Accommodation Sector in Local Community in Mizoram

Sl.No.	Variables	SD	D	UD	A	SA
14.	Because of accommodation, jobs are made					
15.	Because of accommodation, more tourists arrival are added					
16.	Tourism and hotel industry development is helpful to diversify the local economy					
17	Accommodation benefits neighbours and locals economically					
18.	The scarcity of tourist attraction/site results in less tourist which is not profitable for the accommodation proprietors					
19.	Without other business, accommodation business is not worth it					
20.	Hotel or Homestay business makes our					

	locality improved					
21.	More tourists, community have bad influence					
22.	Benefit in learning other languages					
23.	The Mizoram Government give immense efforts in promoting and development of tourism industry					

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ACADEMIC QUALIFICATIONS:

- Cleared NET in Tourism Administration and Management (Subject Code:093) in June, 2018
- Completed MSc HMCTT (Hotel Management Catering Travel and Tourism) from Punjab Technical University, 2010
- Completed B.Com. from Mizoram University, 2008
- Completed Higher Secondary School from Mizoram Board of School Education, Mizoram, 2004
- Completed Class 10 from Mizoram Board of School Education, Mizoram 2002

PRESENTATION/ATTENDANCE AT CONFERENCES OR SEMINARS

- Presented paper on " COVID-19 and its impact on Women" in International Conference on Women Empowerment in Science and Technology (ICWEST 2021), organized by the Women Cell, National Institute of Technology, Warangal during 8th – 10 March, 2021.
- Paper present "COVID-19 and its effect on Restaurant Business" in International Conference on Emerging Opportunities in Tourism and Hospitality Industry organized by Mohanlal Sukhadia University, Udaipur on 25th June, 2021(Online).

- Attend Webinar on Tourism for Inclusive Growth: A way ahead organised by ICFAI University Mizoram on 28th October, 2021.

- Attend Live Webinar of Integrating Scopus in your research workflow organized by Mizoram University on 13th May, 2022.

- Attend National Seminar on Local Governance & Management in North East India organized by Department of Management, School of EMIS, Mizoram University and Rajiv Gandhi National Institute of Youth Development, Tamil Nadu on 26th – 27th May, 2022.

- Attend Webiner on 21st Century Skills for Budding Entrepreneurs organised by Department of Tourism and Hospitality Management in collaboration with Technology Enabling Centre, Mizoram University on 29th August, 2022.

- Paper presented on "The Potential of Agritourism Accommodation Sector in Tualte Village of Khawzawl district, Mizoram" in Two day National Seminar-Agriculture and Livestock Farming in NE India: A Climate Resilient Approach on 21st -22nd March, 2023 at ICFAI University Campus, jointly organised by ICFAI University Mizoram and State Institute of Rural Development & Panchayati Raj, Government of Mizoram.

- Paper presented on " Current Status of Human Resources in Accommodation Sector in reference to Mizoram " in the International Conference on Redefining Tourism Through G20's Key Priority Areas (KPAs) at Mizoram University Campus, organized by Department of Tourism and Hospitality Management, Mizoram University on 18th – 19th May, 2023.

- Attend Career Talk Webinar on Tourism & Hospitality Job Opportunities in Korea on 24th April, 2023 organised by Department of Tourism and Hospitality Management, Mizoram University.

- Paper presented on "Responsible Tourism : Opportunities For Women and Youth" in International Conference on Sustainability and Recent Trends in Tourism and Hospitality Sector: Concept, Prospect, Innovation under the aegis of Department of Tourism Management, Dev Sanskriti Vishwavidyalaya, Haridwar, Uttarakhand held from October 13th -14th 2023.

- Paper presented on “Responsible Practices in Accommodation Sector of Mizoram: A Sustainable Approach” in the International Seminar on “New Era of Social Responsibility, Sustainability and Innovations” held on March 4th -6th, 2024 at Mizoram University organised by School of Economics, Management and Information Science (SEMIS).

PUBLICATION (NATIONAL/INTERNATIONAL)

“The Evolution of Dining: How Restaurants Shape the Hospitality Industry in Mizoram” published in IJFANS International Journal of Food and Nutritional Sciences,ISSN Print 2319 1775 Online 2320 7876. UGC CARE Listed (Group-1) Journal Volume 10, Iss 12, 2021

“Women Participation in Accommodation Business: With Special Reference to Homestay Business in Mizoram” published in IJFANS International Journal of Food and Nutritional Sciences, ISSN Print 2319 1775 Online 2320 7876, UGC CARE Listed (Group-1) Journal Volume 11, Iss 08, 2022.

- “ Current Status of Human Resources in Accommodation Sector in reference to Mizoram “ in the International Conference on Redefining Tourism Through G20’s Key Priority Areas (KPAs) at Mizoram University Campus, organized by Department of Tourism and Hospitality Management, Mizoram University on 18th – 19th May, 2023 published in a book chapter of Redefining Tourism and Hospitality: Management and Practices, Department of Tourism and Hospitality Management, Mizoram University, Indu Book Services Pvt. Ltd. (Publishers & Distributors) New Delhi. ISBN:978-81-19907-70-0.

- “Responsible Tourism : Opportunities For Women and Youth” in International Conference on Sustainability and Recent Trends in Tourism and Hospitality Sector: Concept, Prospect, Innovation under the aegis of Department of Tourism Management, Dev Sanskriti Vishwavidyalaya, Haridwar, Uttarakhand held from October 13th -14th 2023 published in a book chapter by Dev Sanskriti Vishwavidyalaya, Gayatrikunj-Shantikunj,Haridwar, 249411, India. ISBN-978-81-19907-03-8.

WORKSHOPS ATTENDED:

- Attend 3-Day Online Workshop for Ph.D Scholar-Application of Software organised by Pondicherry University (UGC- Human Resource Development Centre) on 3rd-5th November, 2021.

- Attend e-workshop on Research Methodology & Thesis Writing organized by Commacad on 20th – 22nd May, 2022.

- Attend 4th Faculty Induction Programme (Online) organised by UGC, Human Resource Development Centre, Mizoram from 5th July, 2022- 1st August, 2022.

- Attend Online Workshop on Personality Development for 21st Century Professional Students organised by Department of Tourism and Hospitality Management in collaboration with Technology Enabling Centre, Mizoram University on 30th August, 2022.

- Attend One-Week National Level Workshop Research Methodology organised by ICFAI University Mizoram on 21st – 27th November, 2022 at University Campus.

- Attend One-week Workshop on Data Analysis using SPSS on 10th -14th April, 2023, organised by Department of Commerce, Economics and Management, ICFAI University Mizoram.

SPECIAL LECTURES/RESOURCE PERSON

- Resource Person and paper presented " Eco-tourism leh Hospitality Management" at Ailawng EPA Launching Programme, Village Level Development Programme, A Pilot project under Planning & Programme Implementation Department, Govt. of Mizoram organised by Mizoram Science, Technology & Innovation Council on 8th June, 2022.

- Resource Person and paper presented " Responsible Tourism: Opportunities for Women & Youth in Mizoram" at Chaltlang Tourist Lodge, Aizawl, Mizoram on the occasion of Seminar on Responsible and Sustainable Tourism: Opportunities & Prospects with special reference to Mizoram

organized by Tourism Department, Govt. of Mizoram on 20th September, 2023.

TEACHING EXPERIENCE

- Visiting Faculty at Department of Hospitality and Tourism Management ,ICFAI University Mizoram , Durtlang North, Aizawl, Mizoram for the period from October, 2011 to 11th December, 2012.(1 yr 2 months)

- Asst. Professor at Department of Hospitality and Tourism Management, ICFAI University Mizoram, Durtlang North, Aizawl, Mizoram for the period from 12th December, 2012 to till now (2025) (12 yrs 3 months)

INDUSTRIAL EXPERIENCE

Four months Summer Internship at Radisson, Varanasi, Uttar Pradesh in 2009.

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ABSTRACT

SOCIO-ECONOMIC IMPACTS OF ACCOMMODATION SECTOR ON LOCAL COMMUNITY IN MIZORAM

AN ABSTRACT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

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DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

SCHOOL OF ECONOMICS, MANAGEMENT & INFORMATION SCIENCE

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SOCIO-ECONOMIC IMPACTS OF ACCOMMODATION SECTOR ON LOCAL COMMUNITY IN MIZORAM

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Submitted

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Overview of the Study

Accommodation may be thought of as one of the pillars of the hospitality industry. This includes providing essential lodging services that cater to the diverse needs of travellers worldwide. More than just a place to stay, accommodation has shaped the tourism experience, and contributes significantly to local and national economies, and fostering cultural exchanges between individuals from different backgrounds. The accommodation sector encompasses a wide array of lodging options, ranging from hotels, resorts, and motels to bed-and-breakfast establishments, hostels, and emerging alternative accommodations such as homestays and boutique lodgings. The diversity within this sector allows for varying levels of service, comfort, and affordability, catering to the preferences and expectations of different traveller demographics.

The historical development of the accommodation sector can be traced back to ancient civilizations where rudimentary lodging facilities were established to provide shelter to travellers and traders. In early societies, inns and caravanserais were strategically located along trade routes, offering food and rest to weary travelers. The concept of hospitality has evolved significantly over time, influenced by socio-economic changes, technological advancements, and consumer demands. The rise of modern hotels, starting from the early 19th century, marked a new era of organized hospitality services, incorporating standardized amenities and professional management. The growth of the accommodation industry has paralleled the expansion of tourism, with the two sectors sharing a symbiotic relationship.

Today, the accommodation industry plays a multifaceted role in global tourism and economic development. It is a major source of employment, generating millions of jobs across various service-oriented roles, including management, housekeeping, customer relations, and culinary services. The industry also contributes significantly to government revenues through taxes, licensing fees, and other financial regulations. Additionally, accommodations are key drivers of local business development, supporting various industries such as food and beverage, transportation, entertainment, and retail. The presence of hotels and other lodging establishments

often leads to infrastructural improvements, such as better roads, utilities, and public services, benefiting both tourists and local residents alike.

One of the most significant impacts of the accommodation sector is its role in fostering cultural exchange. Hotels, hostels, and resorts serve as meeting points for travelers from diverse backgrounds, encouraging cross-cultural interactions and enhancing the overall travel experience. This cultural exchange not only benefits tourists but also provides local communities with opportunities to share their heritage, traditions, and customs with a global audience. Furthermore, accommodations contribute to the attractiveness of travel destinations, as the availability of quality lodging facilities often influences tourists' decisions when selecting their destinations.

The evolution of the accommodation sector has been significantly influenced by technological advancements. Digital transformation has revolutionized the way accommodations operate, with online booking platforms, mobile applications, and artificial intelligence enhancing guest experiences. Smart room technologies, automated check-ins, and personalized services have become key trends in the industry, catering to the preferences of modern travelers who seek convenience and efficiency. Moreover, the integration of big data analytics allows accommodation providers to anticipate customer needs, optimize pricing strategies, and improve overall service quality.

Sustainability has become an increasingly important aspect of the accommodation industry. The sector is under growing pressure to adopt eco-friendly practices, such as energy-efficient designs, waste reduction strategies, and sustainable sourcing of materials. Many hotels and resorts are investing in green technologies, including solar power, water conservation systems, and eco-friendly toiletries, to reduce their environmental footprint. Additionally, the concept of sustainable tourism has gained prominence, encouraging accommodations to engage in community-based initiatives, support local artisans, and contribute to environmental conservation efforts.

The accommodation industry is also highly susceptible to external factors such as economic fluctuations, political instability, and global health crises. The COVID-19

pandemic, for instance, severely impacted the sector, leading to widespread closures, job losses, and financial instability. However, the industry has demonstrated resilience by adapting to new safety protocols, implementing contactless services, and developing flexible booking policies to accommodate changing travel patterns. The post-pandemic recovery of the accommodation sector has been marked by a shift towards domestic tourism, digital transformation, and enhanced hygiene measures to restore traveler confidence.

Despite its numerous contributions to the global economy and tourism industry, the accommodation sector faces several challenges. Competition among lodging providers continues to intensify, with the rise of alternative accommodations such as Airbnb and vacation rentals disrupting traditional hotel markets. Changing consumer preferences, driven by the demand for unique and personalized experiences, require accommodation providers to innovate continuously. Additionally, labor shortages, regulatory compliance, and fluctuating occupancy rates remain persistent challenges that impact the profitability and sustainability of the sector.

The primary objective of this study is to assess the historical evolution of the accommodation sector and its transformation over time. The researcher evaluates its economic contributions, focusing on job creation, business expansion, and government revenue generation. Additionally, the study examines the influence of technological innovations, including digital booking platforms, smart room features, and artificial intelligence, in reshaping industry operations. Sustainability efforts, such as eco-friendly initiatives, energy efficiency measures, and community-based tourism, also receive significant attention. Another critical focus is identifying the challenges that affect the sector, including growing competition from alternative accommodations, regulatory constraints, and global crises. Ultimately, the study provides insights into emerging trends and strategies that could drive future growth and stability in the accommodation sector.

This research holds considerable relevance for multiple stakeholders, including hoteliers, investors, policymakers, and travelers. A clear understanding of the economic and social contributions of the accommodation sector enables businesses

to develop effective strategies for service enhancement and competitiveness. The insights from this study help policymakers create regulations that foster sustainable tourism and economic development. Travelers benefit from informed decision-making regarding lodging options based on quality, sustainability, and technological integration. The findings serve as a valuable resource for improving the efficiency and effectiveness of the hospitality industry in meeting global standards.

The scope of this study covers a broad spectrum of accommodations, from traditional hotels and resorts to modern alternatives such as vacation rentals, boutique lodgings, and eco-lodges. While maintaining a global perspective, the researcher also examines regional variations, with a specific emphasis on the accommodation sector in Mizoram. A combination of qualitative and quantitative methodologies ensures a comprehensive analysis. The study incorporates data from industry reports, expert perspectives, and case studies of successful hospitality enterprises. The research investigates the impact of accommodation services on local economies, social structures, and tourism development.

Additionally, there is limited research on the economic impact of a well-developed accommodation sector in Mizoram. Studies that analyze the potential benefits, such as job creation, income generation, and the promotion of local culture, are necessary to justify investments and policy changes in this sector. Lastly, exploring successful models from other regions and adapting them to the local context could provide valuable insights and strategies for improving Mizoram's accommodation industry. Addressing these gaps through focused research and strategies initiatives could significantly enhance the growth and sustainability of the tourism sector in Mizoram. Thus, a thorough examination of these aspects is essential for developing a robust and sustainable accommodation sector in Mizoram.

A descriptive research methodology was used in this study. The researcher incorporates literature reviews, case study analyses, and structured data collection. Primary data were obtained through structured questionnaires and interviews with key stakeholders, including local residents and employees within Mizoram's

accommodation industry. The questionnaire was carefully designed to capture various economic and social impacts associated with the sector, ensuring a thorough examination of its influence on local communities. Respondents rated their answers on a Likert scale to measure the extent of these impacts, generating essential quantitative data for analysis.

Research Questions

1. What is the current status of the accommodation sector in Mizoram?
2. What are the economic impacts of the accommodation sector on the local community?
3. What are the social impacts of the accommodation sector on the local community?
4. What benefits could the local community gain from policies related to the accommodation sector?

Objectives of the Study

1. To evaluate the status of accommodation sector in the state of Mizoram;

2. To examine the accommodation sector policy in the state of Mizoram.

3. To investigate the economic impacts of the accommodation sector on Mizoram local community; and

4. To assess the social impacts of the accommodation sector on Mizoram local community.

Data analysis was conducted using the Statistical Package for Social Sciences (SPSS) version 22. Descriptive statistical methods, including frequency analysis, percentages, means, and standard deviations, provided a clear interpretation of the findings. Inferential statistical techniques, such as One-Way ANOVA, Welch's ANOVA, Pearson's correlation, and post-hoc tests, were used to assess significant differences and relationships between variables. A total of 400 samples were

collected from various districts in Mizoram, ensuring diverse representation from the local community and the hospitality sector.

The findings indicate that the local community generally perceives the sector's social impact positively, with public development rated as the most significant factor (mean = 3.91). Other major contributions include a positive influence on social life (mean = 3.58) and an increase in cultural awareness (mean = 3.52). Safety (mean = 3.15) and the promotion of education and professional skills (mean = 3.05) also receive positive ratings, though to a slightly lesser extent.

Economically, the accommodation sector contributes to the diversification of the local economy through tourism and hotels (mean = 3.70) and provides financial benefits to neighbors and local businesses (mean = 3.68). Employment generation (mean = 3.67) and increased tourism activity (mean = 3.63) further highlight the sector's economic importance. However, professionalism among employees is noted as an area of concern, with the lowest rating in the study (mean = 2.00).

District-wise analysis reveals that the social impact of the accommodation sector does not vary significantly across different districts ($F(10, 221) = 1.77$, $p = 0.068$). This result suggests that regardless of location, local communities share a relatively consistent perception of the sector's social benefits. However, the economic impact does vary across districts ($F(10, 221) = 3.54$, $p < 0.01$), confirming that economic benefits are not uniformly distributed. Post-hoc analysis using Tukey’s HSD test identifies Hnahthial as the district with the lowest economic impact, significantly lower than Aizawl, Lunglei, Saiha, Kolasib, Serchhip, and Mamit ($p < 0.01$).

A Pearson's correlation analysis finds a moderate positive relationship ($r = 0.537$, $p < 0.01$) between the social and economic impacts of the accommodation sector. This suggests that as social factors such as public development and cultural awareness improve, economic benefits such as job creation and tourism revenue also tend to increase.

For the host community, the accommodation sector plays an even more substantial role in public development, social life, and safety. The highest-rated social impact is

public development (mean = 4.01), followed by safety from social issues (mean = 3.86) and a positive influence on social life (mean = 3.84). Cultural awareness (mean = 3.54) and skill promotion (mean = 3.50) also rank as notable benefits.

In terms of economic impact, the accommodation sector attracts more tourists (mean = 3.98), contributes to economic diversification (mean = 3.81), and creates employment opportunities (mean = 3.85). Additionally, it provides financial benefits to local businesses and individuals (mean = 3.76). However, professionalism among employees remains a concern, with a relatively low rating (mean = 2.56).

District-wise analysis of social impacts among host communities reveals significant differences (Welch's ANOVA, $F(10, 32.35) = 3.1$, $p = 0.007$). Mamit district records the highest social impact (mean = 4.06, SD = 0.31), while Aizawl district shows the lowest (mean = 3.58, SD = 0.55). Further analysis through the Games-Howell post hoc test indicates that Aizawl and Lunglei report significantly lower social impact scores compared to Mamit ($p = 0.006$).

Regarding the economic impact among host communities, Saiha records the highest mean economic impact (mean = 3.75, SD = 0.34), followed by Serchhip (mean = 3.68, SD = 0.40). Meanwhile, Champhai (mean = 3.32, SD = 0.65) and Saitual (mean = 3.30, SD = 0.14) report the lowest economic benefits. However, a one-way ANOVA test ($F(10, 165) = 1.344$, $p = 0.211$) finds no statistically significant differences in economic impact across districts.

A Pearson's correlation analysis for the host community finds a moderate positive relationship ($r = 0.401$, $p < 0.01$) between the social and economic impacts of the accommodation sector. This confirms that improvements in social aspects, such as public development and cultural awareness, correspond with stronger economic benefits, including job creation and tourism expansion.

The accommodation sector in Mizoram has had a noticeable impact on both local and host communities. The findings indicate that these effects are largely positive, although they vary based on community needs and district-level factors. While social benefits such as improved cultural awareness and public development are evident,

economic advantages, including employment generation and business expansion, also contribute significantly. However, professionalism within the sector remains an area requiring attention.

In local communities, the accommodation sector has contributed to public development and increased social interactions. Residents have had more opportunities to engage with visitors from diverse backgrounds, fostering cultural exchange and strengthening social cohesion. The sector has also enhanced cultural awareness, promoting inclusivity among community members. Similarly, host communities report improved safety, better cultural awareness, and increased educational opportunities linked to the accommodation sector. However, the social impact varies across districts, with Mamit reporting the highest benefits, while Aizawl and Lunglei experience relatively lower improvements. This suggests that factors such as infrastructure and community engagement influence the sector’s effectiveness.

The economic impact of the accommodation sector is substantial, with both local and host communities experiencing increased tourism, employment, and business diversification. The sector has helped local economies by creating jobs and attracting investments. However, challenges such as inadequate professionalism among employees limit its full potential. District-level variations reveal that Saiha enjoys the highest economic impact, likely due to its proximity to key tourist routes, while Saitual reports the lowest due to its developing infrastructure. These differences highlight the role of local conditions in shaping economic benefits.

The study confirms that the accommodation sector's impact is uneven across Mizoram. Social benefits are more pronounced in districts like Mamit, while Aizawl and Lunglei have yet to experience comparable improvements. Economic disparities are also evident, with some districts benefiting more due to stronger tourism networks. Saiha, for instance, has seen greater economic gains, while districts like Saitual struggle to maximize the sector’s potential due to infrastructural limitations.

A key finding of this study is the strong relationship between social and economic impacts. When social conditions improve, economic growth follows, and vice versa.

This shows that investment in social infrastructure, such as education and community programs, can contribute to economic progress. Balanced development in both areas will allow the accommodation sector to play a greater role in community growth.

This study shows that the accommodation sector plays a crucial role in Mizoram's social and economic development. While it contributes positively to tourism, employment, and cultural exchange, challenges such as workforce professionalism and uneven district-level benefits must be addressed. Policymakers and stakeholders should focus on improving infrastructure, professional training, and tourism policies to ensure steady growth. With focused efforts, the sector can reach its full potential and provide lasting benefits to local and host communities.

Despite its contributions, this study has certain limitations. The data was collected from a sample of 400 respondents across different districts, and while efforts were made to ensure diversity, some districts with smaller populations had lower representation, which may affect the generalizability of the findings. The reliance on self-reported data introduces potential bias, as respondents may have provided answers they believed were expected rather than their actual experiences. Additionally, the study focuses on the perspectives of local community members and accommodation sector workers, without incorporating viewpoints from tourists, business owners, or government officials, whose input could provide a broader understanding. The research is also geographically limited to Mizoram, making it difficult to apply its findings to regions with different socio-economic conditions. Furthermore, since data was collected at a single point in time, long-term changes in the accommodation sector's impact could not be assessed. A longer study would have provided a clearer picture of how these impacts evolve. Future research could compare Mizoram with other regions, involve a wider range of participants, and track changes over time to better understand the accommodation sector's role in development.

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