

**A STUDY OF TOURISM DEVELOPMENT IN  
MIZORAM**

**(A DISSERTATION SUBMITTED FOR THE AWARD OF  
THE DEGREE OF MASTER OF PHILOSOPHY IN  
ECONOMICS)**

**BY**

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**TO**

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**&**

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# I

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## CERTIFICATE

This is to certify that Lalhmangaihsangi has worked for M.Phil under my supervision and successfully completed her dissertation entitled **“A Study of Tourism Development in Mizoram”**.

The present work is the outcome of the candidate's own endeavour in investigation. To the best of my knowledge, the work as whole or part has not been submitted elsewhere to confer any degree. The study in my opinion has qualified for submission and consideration for the award of the Degree of Master of Philosophy in Economics of the Mizoram University.

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## **II**

# **DECLARATION**

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I, Lalmangaihsangi, do 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 the base of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University/ Institute.

This is being submitted to the Mizoram University for the degree of Master of Philosophy in Economics.

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### III

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# CHAPTER-I

## INTRODUCTION

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Tourism is a global phenomenon. It is the world's largest and fastest growing industry. It can be said that tourism industry is a collection of business all selling travel related services. Tourism industry is thus concerned with attracting people to a destination, transporting them, housing, feeding and entertaining them upon arrival and during their stay. According to World Travel and Tourism Council (WTTC), tourism generates more than 230 million jobs directly and indirectly, and contributes to more than 10 percent of the world gross domestic product (GDP).

## **1.1 CONCEPT OF TOURISM**

Travel and tourism has been an important social activity of human beings from time immemorial. The dictionary meaning of 'tourism' and 'travel' are quite limited in scope but they bring out the basic essence of the terms. A strict definition of the term for the purpose of any systematic analysis, however, is difficult because tourism is not only the world's largest industry but also the most diversified one. The World Tourism Organization (WTO) the apex international organization for tourism has defined 'tourism' as 'the activities of persons travelling to and staying in places outside their usual environment for not more



than one consecutive year for leisure, business and other purposes.

The development of more organized modes of travel and tourism has been a phenomenon primarily of the 20th Century. Tremendous changes in technology and improvement in modes of transport have made access to places easier.

Growth in tourism infrastructure and modern inventions which have made life easier, have allowed more free time for travel and leisure and have provided the inducement to travel. All such factors have contributed greatly to the remarkable expansion of tourism nowadays.

Tourism is an activity involving mixture of material and psychological factors. The material ones are accommodation, transportation, the attractions and entertainments available. The psychological factors take into account a wide spectrum of attitudes and expectations. These attitudes and expectations vary from pure escapism to fulfillment of a dream or fantasy, or rest, entertainment educational and other social interests.

Tourism business is a type in itself. Its several characteristics distinguishes it from other business. Tourism is growing due to several economic, cultural and technological factors. Principal among them are:

1. Increased Leisure. In most countries of the world however, it is now up to two to three weeks a year. This has led to extensive holiday travel.

2. Industrial development. Development coupled with pollution and overcrowding in the cities has led to the people's search for sun, sand and the pure mountain air during annual holidays.

3. Cultural Education. The spread of education worldwide has led to a natural curiosity among the people in order to travel and discover how others live and work.

4. Transport Revolution. The development air transportation has resulted in unbelievable low airfares. This has democratized the holiday market. In developed industrial societies, more people can now afford a holiday outside their own country.

5. Standards of Living. The rapid economic development has raised standards of living in developed countries with handful income. A part of this income is now spent on travel for fun.

Tourism is of two types – domestic and international. In domestic tourism, people travel from their normal domicile to other areas in their own country. The activity of residents of a country within their own country is described as internal or domestic tourism.

According to W.T.O. recommendations, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism has been classified as:

- I. Domestic Tourism: Involving residents (visiting) of a country visiting their own country.
- II. Inbound Tourism: Involving non-residents visiting a country other than their own.
- III. Outbound Tourism: Involving residents of a country visiting other country

These three basic forms of tourism can in turn be combined to derive the following categories of tourism.

- (a) Internal Tourism: Which comprises domestic tourism and outbound tourism.
- (b) National Tourism: Which comprises domestic tourism and outbound tourism.
- (c) International Tourism: Which comprises inbound and outbound tourism.

With reference to international travel, a foreign tourist has been defined by the UN Statistical Commission as, "a person who

travels to a country other than that in which he has his usual residence, the main purpose of whose visit is other than the exercise of an activity remunerated from within the country visited and is staying for a period of at least one night but not more than one year in that country". Those visitors who do not stay in the country of visit for at least a night are called "Excursionists". India has adopted these definitions with certain modifications to fulfill local "requirements. Thus those visitors holding a foreign passport are considered as tourists in India.

In India the importance of tourism was recognized even before Second World War. However the War put stop to the tourism promotion activities of the government. The first conscious and organized effort to promote tourism in India was set up by the government of India under the Chairmanship of Sir John Sarjent.

Not only tourism has grown, tourism has encompassed many sectors of the economy directly or indirectly making it on the one hand a very complex phenomenon and on the other, a very important component of a country's socioeconomic development strategy. It is difficult to accurately pinpoint all the activities that directly or indirectly make up the total gamut of what we call 'tourism'. It is equally difficult to identify all the direct and indirect beneficiaries of tourism.

The importance of tourism to national economic development can be measured in a number of ways the most important of which are its contribution to the balance of payments income/GDP, employment and other sectors of the economy via indirect effects. The balance of payment contribution has received most attention" Estimates of the contribution of tourism to the balance of payments are usually based on direct tourist's expenditure. However, this is a rather narrow indicator, for it excludes the indirect transactions.

## **1.2 TOURISM AND ECONOMIC DEVELOPMENT**

Tourism is one of the very significant ways of developing nation (not all, perhaps, but some of the well-endowed developing nations) can make extra ordinary progress in several fields, and obviously in the economic sphere. If Tourism can be creatively exploited, then a great deal of foreign exchange can flow in-without really having to export anything. It is the most painless manner of earning foreign exchange, because you do not have to export. You can simply develop your infrastructure-and you can there by earn vast quantities of foreign exchange which in turn, can be used to strengthen the economic development of

the nation concerned. So this is a major area of interest, in developing nations.

Then, the second major area of interest, of course, is the question of development within the nation itself-economic development. There is no doubt that Tourism (again, always with this proviso in mind: if creatively handled) can provide tremendous economic and employment opportunities in the developing nations.

One of the greatest problems in the developing nations is the question of unemployment, not only the uneducated but the educated unemployable. And Tourism seems to be ideally suitable for absorbing the vast unemployed potential that we have in our countries, because of the multiplier effect, because of the transport, hotels, the handicrafts, entertainment, everything, is capable of absorbing so many employees. There are thousands and thousands of people in a single city who can be involved in the Tourism adventure, as it were. That is why this is valuable for the developing nations.

Similarly, if you come to other areas: Tourism can provide employment in the area of handicrafts and souvenirs, for example, not only the new but also to the traditional arts and crafts of a nation.

This brings us to, another aspect of importance: Tourism encourages and fosters the traditional arts and crafts of a nation, which would otherwise have died out. They can be re-created imaginatively and they can be utilized for Tourism.

Certainly, there are dangers-as there are in almost every sphere of endeavour. Tourism can lead to vulgarization, it can lead to exploitation of all sorts, it can lead to cultural degradation. But, Tourism cannot be looked upon as a sort of cultural counterpart to the earlier colonization and imperialism.

But Tourism can be very creative. It is up to us to decide whether it is going to be a blessing or a plight. And, if it is properly moderated, properly channelized, we have no doubts that it has been and it can be a blessing.

There are many different types of tourists but, in terms of their contribution to economic development, the critical considerations are per-capita spending power and the forms of tourism in which they participate. The most important distinction is probably between domestic and foreign tourists, although there are also important differences within both categories. For instance, American tourists tend to have a high spending capacity so that, in most countries their economic contribution is far greater than their absolute numbers might suggest. In addition,

there are also other differences between national groups, and indeed, amongst domestic tourists, depending on their incomes, duration of stay, mode of travel, range of activities and type of accommodation. The distribution of tourism is inherently uneven: not only is this polarized but traditionally it is concentrated in less urbanized areas. Therefore, as Peter states, 'tourism, by its nature, tends to distribute development away from the industrial centres towards those regions in a country which have not been developed'. (Pradeep, 2008)

It is important to see tourism in the context of the national economy for as de Kadt (1979) stresses, 'tourism is not a unique devil'. Instead, the ability of the national economy to benefit from tourism depends on the availability of investment to develop the necessary infrastructure and on its ability to supply the needs of tourists, whether for food, souvenirs or hotel beds.

The role of tourism in national development depends partly on the organization of capital and, in particular, on the penetration of international capital. This assumes a number of forms and, although foreign investment initially may assist the development of tourism, it also leads to leakage of income abroad through payment of royalties, profits and dividends. International capital can be involved in tourism development in a number of ways, including direct ownership of facilities by large companies,



individual ownership of second homes, and ownership of the means of transport.

Tourism development might be defined specifically as the provision or enhancement of facilities and services to meet the needs of the tourist. More generally it might also include associated impacts such as employment creation or income generation.

Several standard types of economic measurements are made in tourism. Tourism is not usually listed as a separate sector in national economic tables but is included in the service sector. The WTO has developed the Standard International Classification of Tourism Activities (SICTA) which has been provisionally approved by the United Nations Statistical Commission. Therefore, it is more difficult to measure the economic contribution of tourism. But, by drawing on various information sources, tourism economists can make calculations sufficient to indicate the general extent of tourism's economic impact. The standard economic measurements are as follows:

Income generated and contribution to Gross National or Domestic Product. This indicates the relative importance of Tourism in the total economy.

Foreign exchange earned from international tourism. This includes calculation of both the gross foreign exchange earnings the total expenditure of foreign tourists, and net foreign exchange earnings—the foreign exchange remaining in the country after deducting the foreign exchange leakage factor. This leakage is the foreign exchange spent for imported goods and services used in tourism—food items and hotel equipment and supplies; expatriation of salaries of foreign workers and of profit of foreign owned facilities; payments made to foreign hotel management companies; and other leakages. At the regional level the gross and net money earned from outside the region can be calculated.

- Local employment generated by tourism. Employment is calculated by type:
  - (a) Direct employment—the person who work in tourism enterprises such as hotels, restaurants, tourist shops and tour and travel agencies.
  - (b) Indirect employment—jobs generated in the supplying sector such as agriculture, fisheries and manufacturing.
  - (c) Induced employment—additional persons supported by the spending of income made by the direct and indirect employees.
  - (d) Construction employment—jobs generated in the construction of tourism facilities and infrastructure.

- The Multiplier Effect. This refers to the stimulus that an external source of income has on an economy. It is the number of rounds of spending in the local economy of the initial tourist spending. This effect measures the way in which tourist expenditures filter through the economy and generate other economic activities.
- Contribution to Government Revenues. This includes hotel and other types of tourist user taxes, airport departure taxes, custom duties on imported goods used in tourism, income taxes on tourism enterprises and employees and property taxes on tourism establishments.

If not carefully controlled, tourism can generate some economic problems. Loss of economic benefits can occur if there is a high import content of goods and services used in tourism, and if many tourist facilities are owned and managed by outsiders. This situation reduced the net income and foreign exchange earned from tourism, and may lead to resentment by residents of the tourism area. For certain types of tourism development, however, there may be few alternative to outside ownership and management. This can be the case especially during the initial stage of development when local capital and managerial capabilities are limited. In small island economies with little local production of goods, it may be difficult to greatly reduce the import content of tourism. But the employment and

income generated is still usually considered worth the investment in tourism.

### **1.3 GROWTH OF TOURISM—INTERNATIONAL PERSPECTIVE**

Tourism is recognized as a major global service industry governed by the laws of supply and demand. Tourism has advanced as commitment to general development. It touches not only the economic fabrics of the society but also has deep rooted effects on social norms and moral values. The ramification of tourism has reached out to many sectors of the economy. The explosion in global tourism has occurred not only because of its commercial expediency, economic profit, revolution in transport and communication, but also due to the transformation of human community into an increasingly leisure oriented society. That is why more and more companies become involved in the highly skilled business of transporting, accommodating and catering for tourists all over the world.

Throughout history, people have exhibited an unquenchable need to travel. There has always been a reason to change one's place and pace; be it for survival, trade, conquests, or curiosity. Inscriptions on monuments and coins and paintings

on rocks show that early man undertook travel that was difficult and hazardous. People travelled on foot in search of food and shelter and moved on once the food supplies were exhausted. Very little is known about the prehistoric period between 40,000 BC to 10,000 BC as no written records exist. Civilizations developed around 10,000 BC to 8000 BC in the Neolithic period when people began living together and developed settlements. Agriculture developed in 8000 BC in the Middle East leading to the formation of settlements. Civilizations were also developing simultaneously in India, China and Egypt. Trade began amongst various settlements and the need for better transportation was felt. Travel on horseback began and was popular with military movement to acquire land and conquer tribes. By 5000 BC, water transportation in the form of raft and canoes propelled by poles or paddles were developed for use in rivers, lakes, and streams. The development of wheel around 3500-3000 BC by the Sumerians, ancient inhabitants of southern Mesopotamia, was a major landmark in the travel industry. Carts driven by oxen were used to carry goods and people. Later around 1000-500 BC, roads were constructed for chariots, wagons, and carriages. The roads and carriage helped both in trade and war. In 3200 BC, Egyptians developed sailboats, which were used for trade, conquest and exploration. The first merchant fleets were developed by the

Phoenicians in 1000 BC, which were sailed along the coastline for trade with Spain. Sails and oars were used for navigation.

Tourism was established during the early empires of Egypt, Persia, Rome, China and India. Road networks were laid for travelers, transport was made available, accommodation was provided for the traveler and the beast of burden, wells were dug for water, and security pickets were set up. Apart from travelling for trade purpose, the aristocrats travelled in style carrying provisions, water, animals, luggage, and servants along with them to enjoy the comforts of their home away from home. It may be said that the Western society has its root in the civilizations of Greece and Rome. In 400 BC, the Greeks expanded merchant fleets and developed two mast vessels with four sails. Three hundred ports were formed along the Mediterranean, the Black, and the Caspian Seas. Speed of travel over the land and sea was slow and expensive as food and shelter was not available en routes. With the advent of road networks, resting places and food was provided along these routes. The Roman Empire took over Sicily in 241 BC and thereafter witnessed the greatest period of growth while Julius Ceasar was in power in the last 100 years BC. Road systems with bridges and aqueducts, build for military purposes became an excellent tourism infrastructure for the Romans and were used for trade and pleasure tourism. The

Romans were the first to pave roads made of stone and gravel of 80,000-kilometre length from 100 BC to 400 AD, while paved road appeared in Europe only after 1700 AD.

Wealthy Greeks and Romans travelled to Athens, Rome, and other cities to participate in or observe sporting competitions and performing arts events. Some travelled to the oracle to pay homage to the numerous gods. Travelers were attracted all over the world to participate in festivals held in honor of the gods. The Roman Empire was prosperous and pleasure loving. Inns were built and the business of renting various modes of transport, such as horses and carts, began to pick up. Tourism developed further during these periods. Pilgrimage, sightseeing, and health tourism in the form of bathing in mineral springs were popular activities. During this period, travel had a new dimension and was recognized as a meaningful social activity. The importance of leisure was recognized.

The Silk Road or Silk Route was a major trade route for caravans carrying silk and other luxury items from China to India and the Middle East which began as early as 2000 BC, and flourish during the Kushan emperors opened and protected the Silk Road. It is the most important link in the movement of people from east to west to exchange or for the purpose of trade. This trading gave the travelers an experience of present tourism,

i.e., seeing new places, cultures, interacting with people, exchanging ideas, and learning new processes. It was only in 1400-1500 AD that navigation improved and longer voyages were undertaken, with the development of ships with rudder, triangular sails, and mariners' compass. Canals were built in the late eighteenth century to link the major manufacturing centres. A single canal horse could pull a load of dozen times larger than a cart at a faster pace and by 1820 a national network of canals was in existence. Water transportation was eventually taken over by the railroad from 1840 onwards.

The origins of the modern tourism industry are believed to begin with the grand tour. Lodging facilities and hotels made their appearance during this period. The grand tour was a tour of the principal cities and places of interest in Europe, the focus of the tour being cultural enrichment. The grand tour for the English elite reached its peak in 1700 and ended after the French Revolution in 1789 and the wars in the 1800s.

The only source of energy in the pre-industrial era was human or animal power, which was replaced by steam power in the industrial era, created by burning coal as a source of power. The Industrial Revolution, which occurred in the late eighteenth and early nineteenth century, a period when major change when major changes occurred in agriculture, manufacturing, and



transportation. It started in Britain and subsequently spread throughout the world. One of the first products of the Industrial Revolution to affect tourism was the development of steam engine. Steam engines were used in the industries for manufacturing and also for transportation. Steam-powered ships and railways hastened the speed of travel. The internal combustion engine and electrical power generation were developed. People migrated to towns to work in factories. Rail locomotive with a steam engine was used for transport of passengers and goods in 1825-30 AD.

Automobiles with internal combustion engines were developed in 1860 AD. The invention of automobile and their mass production in 1903 is regarded as a technological advance which allowed people to move at their will. It is the most widely used transportation in terms of passenger miles as compared to any other form of transportation. An extensive network of roads was laid and food and lodging facilities were developed on main routes. The present day motels and hotels have evolved from these early tourist courts of 1920s-30s. Air travel has its origin with the use of hot-air balloon in 1783 by the French. The Wright brothers, succeeded in sailing their prototype airplane in December 1903. Air travel became commercial in 1919, shortly

after World War I offering daily flight between London and Paris.

The end of World War I ushered in prosperity throughout Europe and USA. This period is called the 'roaring twenties' as wealth and leisure time was abundance. Pleasure travel and luxury liners regained popularity, there were marked improvement in automobile transportation and infrastructure, and camping grounds with lodging facilities became popular. Resorts were developed along beaches, mountains, and lake areas near major cities and people had the leisure time and money to indulge in pleasure tourism. In 1930 the collapse of the financial markets brought the tourism of the roaring twenties to an abrupt halt as the Great Depression set in. While measures to restore the economy were still in process, World War II was declared in 1939. The six year period of World War II witnessed a sharp rise in technology with the beginning of the nuclear age. World War II ended the Great Depression throughout the Western world. The growing industrialism and prosperity led to a mass tourism, making the USA the largest producer of tourists.

Tourism is sensitive to world economic and political conditions. It can occur on a large scale where the great majority of people enjoy some prosperity and security. Tourism and holidaymaking on global as well as national scale, is a

manifestation of prosperity and peace. Air travel blossomed during the post-World War II period resulting in rapid development of tourism. The basic causes of rapid growth of demand for tourism in the course of recent decades are economic, social and technological in nature.

The World Tourism Organization (WTO) was founded in the year 1975. It was formerly known as International Union of Official Travel Organization (IUOTO). Since December 2006, the WTO has been renamed as the United Nations World Tourism Organization (UNWTO). The UNWTO is a specialized agency of the United Nations; it is the leading international organization in the field of tourism. The headquarters of UNWTO is located in Madrid, Spain.

The UNWTO serves as a global forum for tourism policy issues and practical source of tourism know-how. It plays a central and decisive role in promoting the development of responsible, sustainable, and universally accessible tourism, with an aim to contribute to the economic development, international understanding, peace, prosperity, and a universal respect for as well as observance of human rights and fundamental freedom. In pursuing this aim, the organization plays particular attention to the interests of developing countries in the field of tourism.

UNWTO offers three types of memberships. They are: full membership, open to all sovereign states; associate membership, open to territories that are not responsible for their external relations; and affiliate membership, open to a wide range of organizations and companies working directly in travel, tourism and related sectors. The UNWTO is the only international organization which works as an inter-governmental organization. At present there are 156 full members and 6 associate members in UNWTO. A number of publications of UNWTO on topics, such as tourism statistics, world tourism forecasts, tourism carrying capacity, development of resorts and national parks, sustainable development, education, and training institutions, are published regularly.

The UNWTO divided the world into five tourism regions on the basis of volume of tourists and the concentration of popular products and destinations. They are:

- i) Africa
- ii) America
- iii) Asia and Pacific
- iv) Europe
- v) Middle East.

These regions include both rich and poor countries as well as advanced and underdeveloped tourism destinations. Tourism activity is unevenly distributed in these regions and is developing at its own pace.

International tourist arrivals reached 1,138 million in 2014, a 4.7% increase over the previous year, according to the latest UNWTO World Tourism Barometer.

The number of international tourists (overnight visitors) reached 1,138 million in 2014, 51 million more than in 2013. With an increase of 4.7%, this is the fifth consecutive year of above average growth since the 2009 economic crisis.

Table 11: International tourist arrival in 2014

Regions	Number of tourists arrival	Percentage
Africa	56 million	5%
America	181 million	16%
Asia & Pacific	263 million	23%
Europe	588 million	52%
Middle East	50 million	4%
Total	1138 million	100%

Source: UNWTO World Tourism Barometer.

## **1.4 GROWTH OF TOURISM—INDIA PERSPECTIVE**

In India, tourism got impetus during the British rule. During the British period, hill stations and beaches were developed as destinations for the elite. All these destinations were connected by a railway network and circuit houses and dak bungalows were constructed to provide high quality accommodation, suitable for the British officers. When India became independent in 1947, the facilities which were already in existence were used for domestic as well as international tourists. They were easily accessible because of the vast railway network introduced by the British, making tourism affordable to the masses.

In the early 1960s the India Tourism Development Corporation (ITDC) was established to provide western comfort to international visitors at major tourist attractions in the country. Tourism was further promoted by establishing tourist offices abroad and by forming a separate tourism department. India's tourism policy was first formed in the late 1960s. In 1970s tourism was separated from the Ministry of Civil Aviation, and State Tourism Corporations (STDCs) were set up in every state. Tourism organization had been formed to guide tourism industry professionals. In 1980, institutes to train tourism professionals had been set up and are still being promoted. Recently since

2006, the Ministry of Tourism is conducting short programmes under the scheme—Capacity Building for Service Providers (CBSP) in various hotel management institutes throughout the country to train tourism services providers.

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

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism {now merged with the office of Secretary (Tourism)} provides executive directions for the implementation of various policies and programmes. Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one sub-ordinate office/project i.e. Indian Institute of Skiing and Mountaineering (IISM)/ Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in

India are responsible for providing information service to tourists and to monitor the progress of field projects.

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

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

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are:

1. To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants;
2. To provide transport, entertainment, shopping and conventional services;
3. To produce, distribute, tourist publicity material;
4. To render consultancy-cum-managerial services in India and abroad;



5. To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
6. To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

The Ministry of Tourism brings out an Annual Publication called 'India Tourism Statistics' every year giving details of international and domestic tourism, including details about the classified hotels etc.

Table 1.2: Foreign Tourist arrival in India and annual growth rate from 2004-2014

YEAR	FTA	GROWTH PERCENTAGE
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
2007	5081502	14.3
2008	5282603	4.0
2009	5167699	-2.2
2010	5775692	11.8
2011	6309222	9.2
2012	6577745	4.3
2013	6967601	5.9
2014	7703386	10.6

Source: Annual Report 2014-2015, Ministry of Tourism, Government of India.

The number of Foreign tourist arrival in India in 2012 was 65,77,745 and the growth rate was 4.3%. The number of foreign

tourist in 2013 increased to 69,67,601 with a growth rate of 5.9% from 2012. In 2014 FTA further rises to 7703386 and the growth rate was 10.6%.

Table 1.3: Foreign Exchange Earnings in India during 2004-2014.

YEAR	FEE (in Rs. Crore)	GROWTH PERCENTAGE
2004	27,944	34.8
2005	33,123	18.5
2006	39,025	17.8
2007	44,360	13.7
2008	51,294	15.6
2009	53,700	4.7
2010	64,889	20.8
2011	77,591	19.6
2012	94,487	21.8
2013	1,07,671	14
2014	1,20,083	11.5

Source: Annual Report 2014-2015, Ministry of Tourism, Government of India.

## **1.5 OBJECTIVES OF THE STUDY**

1. To highlight the contribution of tourism for economic development in Mizoram.
2. To study the facilities available such as hotels, transportation and tour operators in Mizoram.
3. To analyze Government's role in promoting tourism development in the state.

## **1.6 RESEARCH QUESTIONS**

1. Is lack of tourist facilities the main reason for slow growth of Tourism in the state?
2. If there is a positive relationship between tourism and economic development in Mizoram.

## **1.7 RESEARCH METHODOLOGY**

The present study is expected to identify the importance of tourism for the economic development and to evaluate the various steps and measures taken by the Government for the development of tourism in Mizoram.

The study is based on both primary and secondary data. Primary data are collected through questionnaires and discussions with Hoteliers and Tour Operators. The Secondary data are collected through Government's publications, statistical handbooks, published and unpublished sources, academic journals, articles and research papers. The collected data are analyzed using Descriptive statistical methods.

Bond and Ladman (1972) highlighted that for a less-developed country that has the ingredients for an attractive tourism package- culture, climate, history, and geography- the tourism industry is potentially a leading sector (facilitator) in the development process. The world demand for tourism has grown and is expected to continue its growth"

Ghali (1976) in his Empirical study of Tourism and Economic Growth found out that with the growth of Tourism, personal income of the people is increased as compared to without the Growth of Tourism.

Diamond (1977) reviewed the importance of tourism as in search of remedies for persistent balance-of-payments deficits, governments in developing countries and international aid agencies have been attracted to international tourism" His study concentrates on tourism's economic rationale, which hitherto has failed to attract much criticism. It cannot be denied that for some countries tourism has been a great economic success (e.g., Kenya, Tunisia, Morocco, Thailand )".

Goodall (1987) Holiday-taking is a habit that is established in our society. It is also big business. Increasing real incomes, longer holidays with pay, improving mobility and rising education levels all serve to increase the demand for holidays.

Tourism is therefore a growth industry. On a world scale international tourism is expected to continue to grow strongly in the foreseeable future. One person's holiday is another person's livelihood. Tourism creates jobs and wealth. International tourism is also a source of foreign exchange. Not surprisingly tourism is viewed favorably by central and local governments, in both developed and developing countries, as a basis for national and especially regional development. Its attraction is enhanced because, as a growth industry, tourism has the ability to compete successfully for private investment capital (although governments should not overlook the need for supporting public infrastructural investment). An economic rationale governs the growth of tourism and the development of destination regions. There is a low level of customer loyalty in terms of destination (as well as travel modes, accommodation and travel intermediaries used) since demand is highly elastic with regard to price. Moreover destination regions are especially vulnerable to political and other disturbances. From the destination area's viewpoint any long-term stagnation or decline in tourist arrivals would have serious economic implications. More needs to be known about the characteristics of the tourism industry in destination regions, about ways in which the tourism base of destination regions might be diversified, about the direct benefits of tourism

development for the destinations, about the role of tourism policy and the quality of the jobs created by the tourism industry, and how destination regions might go about identifying a better mix of tourists to attract to the area. The organization of the tourism industry in destination areas is usually characterized by many, small independent firms which supply the necessary services in accommodation, eating places, amusement and sports facilities, etc.

Mansfeld (1992) in his paper discussed the possibilities of revitalizing declining industrial cities through tourism development. The main question is whether obsolete or declining industrial land uses in or around the city can be transformed into successful tourist land uses? Traditionally tourism and heavy industry have been considered contradictory land uses. The "industrial landscape" concept is developed here to show that under given circumstances, and because of the changing nature of modern industry, positive relations between the two could substantially contribute to the revitalization process of the city. Two industrial zones within the city of Haifa, Israel, are used as a case study to show and evaluate how the concept can be implemented to bring about urban revitalization through tourism development.



Price (1992) in his study of the patterns of the development of Tourism in Mountain Environment stated in an era of rapid socio-economic and cultural changes, tourism has come to be regarded as the only solution for the future survival of mountain communities in many parts of the world. Yet these changes are also implicated in the prospect of climatic change, so that, added to the inevitable forces of competition and government policy, mountain communities that decide to rely on tourism may be faced with two additional problems" First, the physical climate may change, resulting in new changes in demand and possibilities of benefits. Second, policies to decrease the emission of greenhouse gases may lead to substantial increases in the cost of fuel, crucially implicated in mountain tourism since accessibility is a determining factor.

Balasubramanian and Sampathkumar (1995) in their study of tourism development Tamil Nadu suggested that more private parties should come forward to invest in tourism. Secondly, professionalism is required to make the business more successful. There is a dearth of talents in the field of tourism. This is one of the reasons why the private parties are shy of coming forward. The Universities and other educational centres should offer courses in Tourism Administration. The curriculum should be

planned accordingly. Thirdly, concrete efforts should be taken to increase the tourist potential. While renovating and beautifying the existing places of tourist attraction, efforts should also be made to unearth and explore the hidden treasures of culture, civilisation and other places of historic importance along with the artificial creation of places of visit so that there can be expansion of the tourist geographical area. Fourthly, publicity is an important factor. It should be based on authentic information. Publicity alone is not sufficient without supportive services and facilities. There must be compatibility between publicity made and services and facilities provided.

Fayos-Solà (2002) National tourism policy will remain a key factor in the development of tourism in a majority of countries for at least the next decade, although devolution to regional and local governments may change its role in certain areas. The importance of tourism and its economic, social and environmental implications, which affect governance and broader scope economic policy, speak in favour of establishing explicit national tourism policy frameworks. Tourism policy may then be implemented by regional and local administration, which is closer to concrete tourism destinations and business clusters. The question is therefore one of reassigning tasks and it does not imply per se the weakening of national tourism administrations.

Even though it may be premature to think of tourism as an already globalized activity, the importance and expansion of international tourism does justify the treatment of tourism matters in international scope organizations and the existence of an intergovernmental organization (the WTO) specifically dedicated to international tourism policy. This level of tourism policy must respond to types of rationale: (i) the importance in tourism of international and global public goods, externalities, market imperfections and merit and demerit goods: and (b) the benefit to member States of exercising their sovereignty in optimal conditions and of supplementing it when it is questioned or proves inefficient in the globalization process. When in this context, tourism policy implemented by an international organization represents a real step towards international and global governance.

Noronha, Siqueira, Sreekesh, Qureshy and Kazi (2002) in their paper explored the transformations in coastal lands and ecosystems exposed to tourist pressure and migrations. The paper explained the social and institutional factors that made this transition both possible and attractive to the agents. More specifically, this research highlighted the following: i) That it is not the in-migrant alone who causes land-use and cover change,

but also the out-migrant and the host population through changing consumption. ii) That it is not population movements alone that lead to eco-system change, but the changes in relations between people and ecosystems. This has implications for ecosystem use. The inter-relations between people and the environment are captured in the pattern of ecosystem use be it for production and/or consumption, and not just consumption, and also reflects rational choices made by people. iii) The factors affecting this relationship are what cause eco-systems to change. Aspirations affect existing relations. Tenurial and land laws also have been important instruments in enabling and even requiring these changes. The over specification of rights and neglect of duties has led to a neglect of the resource. Development activities, such as tourism, provide the opportunity for such transformations.

Sreekumar and Parayil (2002), in their study of Contentions and Contradictions of Tourism as Development Option: The Case of Kerala, India their discussion attempted to focus on the role Third World states play in providing support for the tourism industry in numerous ways. In striking contrast to the poor performance of the tourism industry in South Asia in general and India in particular, the state of Kerala had been claiming astonishing increases in tourism earnings in its official

publications. Although the state of Kerala in India has been regarded as a 'model of development', its achievements may be unraveling thanks to a host of internal and external problems. The government and the bureaucracy project tourism as 'an engine of growth' an excellent source of foreign exchange and employment to revive the local economy. Opposition to large-scale tourism projects by environmental and labour activists is often dealt with through undemocratic means. The article points to a less than sanguine role for tourism in the local economy and the dynamics that work to exaggerate tourism's share in the economy in an emerging context of governmental failure, political crisis and interest group consolidation.

Aradhyula and Tronstad (2003) in their study stated that venture business visits, quantified through the tourism equation, were found to have the largest impact on a firm's propensity to trade. Tourist visits have a greater impact on trade when combined with other firm attributes such as age, perceived need for geographic diversity, foreign language fluency, and firm size, than if considered alone. Their results suggest that there is a role for government agencies to play in overcoming imperfect information related to trade opportunities through facilitating exploratory business venture and tourist visits.

Kaplan (2004) in her paper discussed the role of skills development in advancing South Africa's tourism-led development strategy. Skills development has a central role to play in ensuring the effective and sustainable transformation and development of the tourism industry in developing countries and, in the case of South Africa, in ensuring that poorer South Africans begin to benefit from this industry. Skills development in tourism is important for developing countries for a number of reasons. Firstly, if tourism is to reach its potential in contributing to socio-economic development then it requires a sufficiently skilled national workforce to benefit from the job and business opportunities presented by tourism. Secondly, tourism is an exceptionally competitive industry and the level of service and professionalism, as well as the level of innovation offered, are key variables that determine a country's success in attracting and growing its share of the tourism market. Tourism is an industry in which comparative advantage can be created. This makes it well suited as an economic growth strategy for developing countries. Raising levels of efficiency and service through the improvement of education and training are seen as some of the key ways in which comparative advantage can be created. The lack of an adequately skilled local tourism workforce is one of the factors that hamper the development of a strong national tourism

industry in many developing countries. As the industry grows in these countries they come to rely on imported labour to fill skilled employment positions. This contributes to the leakage of revenue out of the developing country and back to the metropolitan centres.

Visser and Rogerson (2004) in their study showed that since the 1994 democratic transition tourism has become recognized as an increasingly important sector for South Africa's economy and for achieving the government's goals for reconstruction and development. In their paper a review and critical analysis is presented of the changing directions and focus of tourism in South Africa. It is shown that South African scholars are beginning to respond to the challenges posed by tourism as a developmental focus. In terms of tourism and poverty, in the context of government support for responsible tourism, it must be acknowledged that South African research has been at the international forefront of advancing notions of so-called 'pro-poor' tourism, which tilts the policy balance in favor of securing advantages for the poor in tourism projects. In most cases, these pro-poor tourism genres of investigations seek to demonstrate that tourism can offer both direct and indirect employment and entrepreneurship opportunities, including for the poorest groups, in locations ranging from metropolitan centers to

remote rural areas. Whilst such studies suggest that employment is generated, the most important opportunities are shown to relate to the selling of handicrafts, cultural performance and generally the offer of lower-rung service positions. Consequently, it is not surprising that nature-based tourism has been a critical area for tourism expansion that is linked to poverty alleviation, particularly in rural areas. Overall, there is a propensity in the current South African tourism discourse to focus heavily upon the impacts of tourism in terms of the human dimension.

Tetsu (2006) examined the effects of tourism promotion policies on a developing economy. The tourism promotion policies that he considered are: (1) a policy that can attract more foreign capital to the tourism sector; (2) a policy that arouse demand for tourism directly. He examined the effects of two policies for tourism promotion on a developing economy and the following results were obtained: (1) the first policy, which means attracting more foreign capital to the tourism sector, raises the price and the wage rate in the rural region, and moreover, it increases urban employment; (2) the second policy, which means the implementation of an advertising campaign for attracting foreign tourists by a government agency, raises the price and the wage rate in the rural region, but it decreases urban



unemployment; (3) both of the policies can increase national income.

Donaldson (2007) stated that the direct benefits from tourism are important, it has such indirect effects as employment in hotels, restaurants and shops, demand for food and other agricultural products, and government revenues that sometimes fund poverty reduction initiatives. In fact, even these indirect benefits are in many cases surprisingly limited. While successful tourist areas do demand more labour, often non-poor people benefit most, particularly in tourist sites located in areas that are designated as non-poor. By contrast, rural residents participating in tourist sites near home tend to keep more of their earnings since living at home reduces expenses and allows for continued farming, with tourism revenues providing critical sources of cash. Moreover, rural-to-urban migrants commonly face abuse and exploitation. While rising demand for food can raise the incomes of farmers who plant cash crops, these indirect spread-effects of tourism are often limited, which imports much of its food and other supplies from outside. Finally, some local government coffers have been filled with tourism taxes and receipts, but this added revenue is rarely invested in poverty reduction programmes. Instead, many local governments invest in the urbanization of prefecture capitals or county seats, not in the

countryside. It is important to note, even in cases in which the poor benefit directly from tourism, their control over the industry is constrained by powerful outsiders. Despite their lack of control, however, the poor participate far more than merely performing on command. Moreover, poor local residents' lack of power may be more severe where such people are often effectively excluded from nearly any form of participation. While many scholars and practitioners laud tourism's potential for economic development and poverty reduction, this article contributes to the broader debate on tourism by arguing that the actual effects of promoting the industry - just as with economic growth itself - are contingent at least in part on the strategy used to develop it. Many of the world's poor live in areas where robust economic growth is unlikely. Perhaps examining the tourism and other industries in areas can provide more relevant and fruitful examples of poverty reduction achieved without much economic growth than would studying rapidly growing areas, where the benefits of economic development did not reach the majority of the rural poor.

Khalil, Waliullah and Malik (2007) in their study found that the significant impact of tourism on Pakistan economy justifies the necessity of public intervention aimed, on the one hand, at promoting and increasing tourism demand and, on the

other hand, providing and fostering the development of tourism supply. Furthermore, the economic expansion in an economy affects the tourism receipts, (tourism growth) which are reflected by the development in infrastructure and tourism resorts.

Franklin (2008) in his paper stated that for many years tourism theory was inhibited by narrow structuralist theorising and the notion of 'places on the margin'. Consequently tourism was considered both socially and spatially marginal to the main business of contemporary life and most often a problem in both senses. As a result, its wider effects were never adequately theorised. Using a mix of ideas from Foucault, Latour, Law, Deleuze and Guattari as well as those who advocate a sociology of orderings, the tourism ordering seeks not only to theorise the place of tourism in contemporary societies but to demonstrate its rather potent impact as an ordering of modernity. While not seeking absolute redemption for tourism his paper seek to identify some of the more positive and interesting 'ordering effects' tourism ordering has had.

Rogerson (2008) in his article analyzed key issues surrounding the role and development of tourism small firms (or SMEs) in Southern Africa. Ten sets of key issues are identified that confront SME development in tourism within the region of Southern Africa. In Africa the problems relating to tourism

entrepreneurs and the development of their businesses demand far greater attention from tourism scholars. The nurturing of a healthy small business sector in tourism can contribute towards achieving the goal of shared growth in tourism across the region of Southern Africa. Nevertheless, attaining shared growth requires that policy-makers, governments and researchers together take up the multiple challenges that currently impact upon the development of small tourism businesses across the region. The international experience shows that questions relating to entrepreneurship and small firm development are of growing importance on the research agenda of tourism.

Levy and Hawkins (2009) in their study highlighted while tourism's positive contributions to societies have long been debated, commerce based tourism activities can strengthen peaceful societies by adhering to sustainable tourism principles. Their study utilizes content analysis to examine 136 tourism practices from four major awards programs for their contributions to sustainability and peace. Specific practices which illuminate each of these contributions are highlighted. The findings reveal the most common initiatives focus on environmental quality, economic development, and community nourishment efforts, with substantially less focus on initiatives to engage citizen diplomacy and increase transparency. The use of awards

programs to further sustainable tourism is discussed, and suggestions for future research in this important area of study are shared.

Richardson (2010) stated that the combination of cultural assets with high economic value, abundant labor resources, a bright outlook for tourism growth, and critical development challenges provides Mali with an opportunity to integrate tourism into its strategy for economic growth and poverty reduction. A tourism policy that builds upon the existing foundation of cultural heritage, respects social and cultural traditions, minimizes economic leakages, and adheres to the pro-poor tourism development strategies that are described above is likely to produce economic benefits that are consistent with the literature cited in this paper. Research related to the relationship between tourism and economic development in Mali could include an analysis of the economic impact of tourism, an examination of the effects of tourism on rural household welfare, an analysis of barriers to participation in tourism by micro-enterprises, and a study of the role of local purchasing in strengthening backward economic linkages.

Samimi, Sadeghi and Sadeghi (2011) investigate the causality and long-run relationships between economic growth and Tourism development in developing countries using P-VAR

approach during 1995-2008. Their findings reveal that there is a bilateral causality and positive long-run relationship between economic growth and Tourism development. On the other words, the tourism-led growth hypothesis is confirmed, as well as, output level which relates to economic well being and level of development is important in attracting tourist. The significant impact of tourism expanding on developing countries economy justifies the necessity of governments intervention aimed, at promoting and increasing tourism demand by providing the tourism facilities. As well, the economic expansion in developing countries affects the tourism growth which is reflected by the development in infrastructure and tourism resorts.

Mizoram is one of the seven states of north-east India. It shares border with the states of Assam, Manipur and Tripura and have international border with Myanmar and Bangladesh. Mizoram became the 23<sup>rd</sup> State of India in 20<sup>th</sup> February 1987. Agriculture is the main occupation of the people and more than half of the people are engaged in Agriculture for their living. Jhuming cultivation is still practiced across the state.

The geographical area of Mizoram is 21,087 sq. km with a population of 10,91,014. Mizoram is divided into 8 districts and the state capital is Aizawl. There are 830 villages in Mizoram out of which 719 are inhabited and 111 villages are uninhabited. The Tropic of Cancer runs through the heart of the state. Mizoram has a pleasant climate throughout the year, and is a land of great natural beauty having rich variety of flora and fauna. The scenic landscape of bluish hills and mountains, steep rocky cliffs, lakes and deep valleys of gurgling river with its spectacular waterfalls makes the state an ideal destination for nature lovers.

Mizoram is the land of the Mizos who belong to the Mongoloid race. Mizos are divided into several sub-tribes, each of which has their own customs, social practices and dialects enriching the tribal heritage of the state. Though animism was the traditional religion of the Mizos, most of the people have now embraced Christianity which the Christian missionaries have

propagated along with formal education which eventually resulted in the Mizos becoming one of the most literate communities in the country. At present Mizoram is the third most literate state in India with a percentage of 91.58% next to Kerala and Lakshadweep. Mizo is the first language of the people and English is the second language. Though mostly Christians and greatly influenced by the Western lifestyle, the Mizos cling to their rich cultural heritage, colorful customs and lively traditions. Mizo people are a gregarious, simple, carefree and peace-loving.



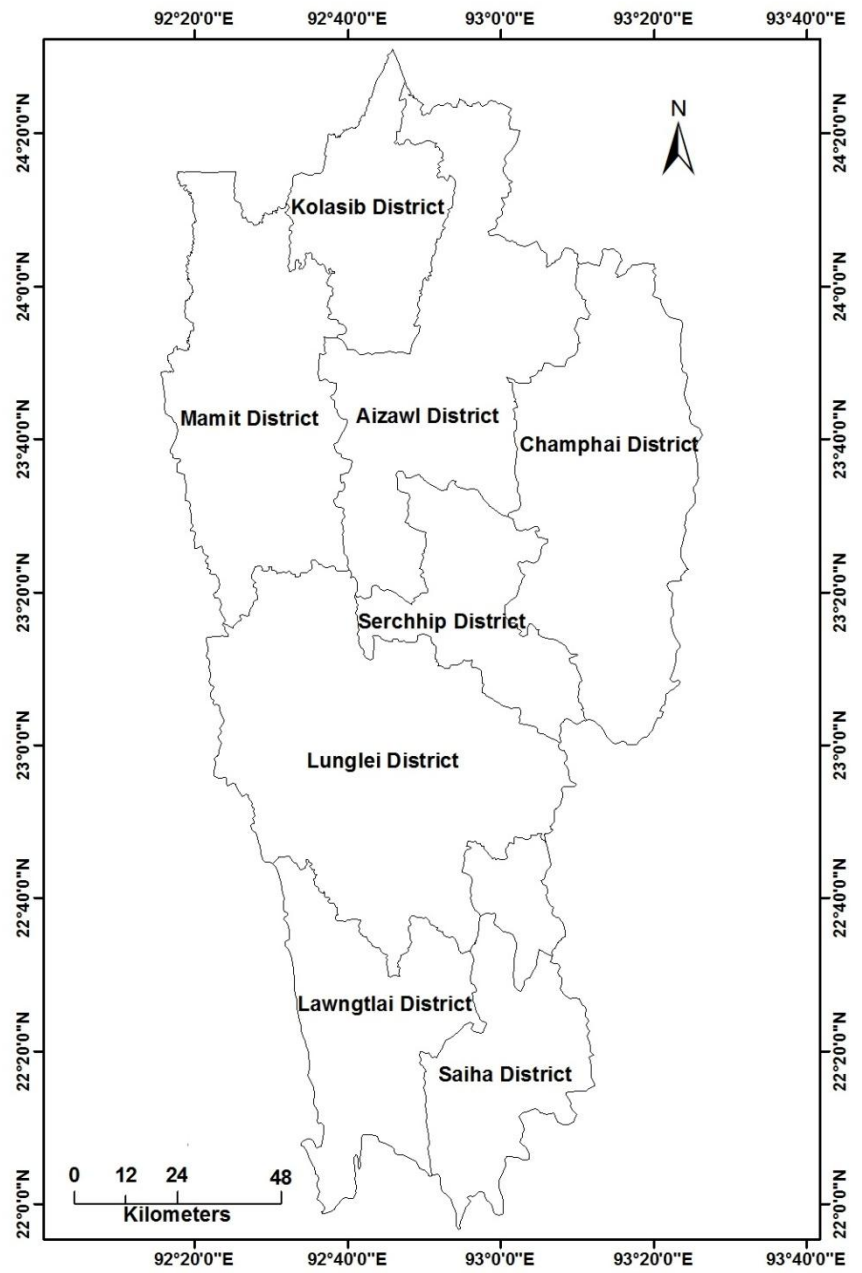


Figure 3.1: Map of Mizoram

### **3.1 DEPARTMENT OF TOURISM IN MIZORAM**

The department of Tourism, Government of Mizoram was bifurcated from the department of Information and Public Relations in 1987. Its main function has been development of tourism and its allied activities and building basic infrastructure for Tourism. The Department has a directorate but no District office in the state. From its inception, it has developed a number of Tourist Lodges, Highway Restaurants and Picnic Spots all over the State through financial assistance from the ministry of Tourism, Government of India.

The Department's main thrust area has been the construction of basic accommodation for Tourists visiting the state and development of recreational facilities for tourists. In addition to this, the department has been running the various Tourist Lodges and Highway Restaurants in the state, meeting the demands of the accommodation needs of the Government as well as the general public and the Tourists visiting the state" The Department has now completed 42 Tourist Lodges and 5 Highway Restaurants, which are being managed by the Department. These facilities has been manned and managed by trained professionals from the field of Hotel Management from various Catering Colleges in India. In addition to provide employment to hotel Professionals, it has also managed to

provide employment opportunities to locals who has inclination for hotel jobs and are also tourist friendly.

The Department with its limited allocation of fund has performed to the best of its ability in promoting Tourism. It has been working in making the State, Mizoram as the next destination of the new millennium. The rich and diverse cultural heritage, the abundance of flora and fauna, the possibility of development of Wildlife Tourism and the development of Adventure Tourism, makes Mizoram very attractive to the Tourism sector.

#### Main functions and activities

(a) Infrastructure Development: The Departments main function is development and promotion of Tourism in the State. Mizoram has been a late starter in the field of Tourism. As mentioned earlier, it was bifurcated from the Department of Information and Public Relations only in 1987.

Only then did it start development of Tourism in Mizoram. The main function, as of today, is in the field of development of basic accommodation infrastructure and recreation facilities within Mizoram. It has been developing these various tourist facilities through the liberal financing of the Ministry of Tourism, Government of India.

The Ministry of Tourism has broad guidelines for the development of infrastructure. It can provide financial assistance to the tune of 100% of the total cost. It can grant assistance for construction of the following.

1. Tourist Destination
2. Tourist Circuit
3. Rural Tourism
4. Heliport
5. Fair & Festival
6. Information Technology
7. Institute of Hotel Management
8. Aerosport

(b) Management of Tourist Infrastructure: The Department has been running and managing the various Tourist Lodges and Highway Restaurants in the State. These facilities has been manned and managed by trained professionals from the field of Hotel Management from various Catering Colleges in India. In addition to provide employment to hotel professionals, it has also managed to provide employment opportunities to locals who has inclination for hotel jobs and are also tourist friendly.

The department has developed various tourist Lodges, Highway Restaurants and Picnic Spots in and around Mizoram. The Government of India has financed 74 schemes under different categories. These are: Tourist Lodges, Highway Restaurants and Recreational facilities.

The Department has developed a substantial number of facilities for tourist. As far as infrastructure is concerned it has constructed 42 units, which are functioning. It has a number of projects that are at various stages of completion.

### **3.2 MODE OF TRANSPORTATION**

National Highway 54 connects Aizawl with the rest of the country through Silchar. Mizoram State Transport Buses runs two inter-state bus services, one to Shillong in Meghalaya and another to Guwahati in Assam. A number of private bus services and sumo services are available from Guwahati, Shillong and Silchar. Sumo services are also available from Aizawl to border towns of Tripura and Manipur. Aizawl is 180kms from Silchar, which is the nearest railhead. There are several vehicles available for rent in Mizoram. Inside transportation is done mainly by road transport in Mizoram. There are many private and government

vehicle services inside the state from the state capital Aizawl to other district capitals and most of the towns and villages.

Mizoram's Lengpui Airport is connected by daily flights from Kolkata and Guwahati. Lengpui Airport is 35kms away from Aizawl, a number of taxi services are available from Lengpui to Aizawl. There is also a daily helicopter service within the state which services among the district capitals and Aizawl.

### **3.3 MEASURES TAKEN BY THE GOVERNMENT FOR THE PROMOTION OF TOURISM**

The Government of Mizoram took several measures for the promotion of Tourism in the state. It had complete 44 Tourist Lodges and Highway Restaurants in the state through the Department of Tourism. The Government collected Receipts from these Tourist Lodges and Highway Restaurants. These Lodges and highway Restaurants serves as the major lodging facility for the tourists especially in towns and villages because as the rent are cheaper in comparison with private hotels.

Table 3.1: District wise list of completed facilities in Mizoram.

Sl. No	District	No. of completed facilities	No. of Rooms	No. of Beds
1.	Mamit	4	37	73
2.	Kolasib	5	42	94
3.	Aizawl	9	121	249
4.	Champhai	6	64	132
5.	Serchhip	4	40	75
6.	Lunglei	9	64	136
7.	Lawngtlai	5	48	102
8.	Saiha	2	20	40

Source : Department of Tourism, Government of Mizoram

The Government of Mizoram organized three Festivals annually for the promotion of Tourism in the state and to attract more tourists within the country and from abroad.

1.Chapchar Kut: Chapchar kut is the biggest and most celebrated festival of the Mizos, it is one of the traditional festival of the Mizo people. Traditionally it was celebrated after the clearing of agricultural lands for cultivation before the sowing of crops were started. Nowadays, Chapchar kut is celebrated every

year in the first week of March at different places across the state with gaiety and fervour.

A spring festival, this is the most important festival in Mizoram. On this day people of all ages, young and old, men and women dressed in their colorful costumes and distinctive head gears and jewelries, assemble and perform various folk dances, singing traditional songs accompanied by beating of drums, gongs and cymbals. They dance in joyous celebration of life, each team displaying the best of its region. These are generally group dances with a lot of bonhomie and courting woven into them. Some dances are strictly martial danced by strong virile warriors with their weapons and trophies. One dance perennially popular is the Cheraw or the "bamboo dance" so called as long bamboo staves are used for this dance. This is the most colourful and distinctive dance of the Mizos requiring skill and an alert mind to perform. The other main dances performed during Chapchar Kut are Khuallam, Chheihlam, Chai and Sarlamkai. "Khual lam" is an auspicious dance performed by a group of dancers celebrating new beginnings. It is also a welcome dance for guests during community festivities.

Exhibition and sale of indigenous Handloom and Handicraft products and other tourist attractions like flower show,



food festival, musical competition and different traditional games are also organized during the Chapchar Kut festival.

2. Thalfavang Kut: Thalfavang Kut festival is considered as one of the most significant festivals in Mizoram it is celebrated from 2004 onwards at different places every year. Thalfavang Kut is celebrated at a time when weeding of the farm lands in Mizoram is completed by the cultivators and before the harvesting season starts that is usually in November.

Thalfavang Kut is one occasion when the local inhabitants of Mizoram are involved in a wide array of festive activities. The tribal groups living in all corners of Mizoram participate in various cultural events that are organized during the Thalfavang Kut festival. With vibrant shades of dance costumes the local people of Mizoram present an awe-inspiring range of performances to celebrate Thalfavang Kut. The entire region of Mizoram becomes a vibrant platform of enjoyment and enthusiasm when Thalfavang Kut is celebrated in the place.

Another interesting trait of the festival of Thalfavang Kut is that it provides a scope to the tribal communities living in the far flung corners of Mizoram to represent their inherent cultural characteristics. Otherwise inhabiting remotely approachable places, the different tribes and sub-tribes of Mizoram get a pulsating base during the Thalfavang Kut festival where their

talents are viewed by other people. In a way, Thalfavang Kut is not only a festival but also an opportunity to showcase the hidden cultural traits of the tribes of Mizoram.

3. Anthurium Festival: The colorful Festival, Anthurium Festival is celebrated in the state from 2006 onwards at Reiek Tourist Resort in September every year. It is a successful tourism promotion venture as festival, which is celebrated during the peak season of the beautiful and exotic Anthurium blossom. It is a three days celebration with various culture and traditional activities. Other attractions include music, dance, traditional games and sports, handloom, handicrafts and a re-invention of a Mizo typical Village. The festival also includes archery, rifle shooting, and angling competitions. Cultural displays of traditional attires of different tribes are also a regular feature of the festival.

### **3.4 MIZORAM TOURISM DEVELOPMENT AUTHORITY (MTDA)**

MTDA is a society formed in the year 2008 by a memorandum of associations and registered under the Mizoram Societies Registration Act 2005. Its memorandum of association

also defines its membership, aims, and objectives. The MTDA consist of the following members:

Chairman: Minister of Tourism, Govt. of Mizoram

Vice Chairman: Secretary, Tourism Dept., Govt. of Mizoram

Secretary: Director, Tourism Dept., Govt. of Mizoram

Fin, Secretary: Jt. Director, Tourism Dept., Govt. of Mizoram

Treasurer: DDO, Tourism Dept., Govt. of Mizoram

2 Members: Hotel and Restaurant Association of Mizoram

2 Members: Travel Agents/ Tour Operators

The main aim and objective of the society is to assist the efforts of the Central Government and the State Government in respect of developing tourism in the state.

### **3.5 ACCOMODATION AND TOUR OPERATORS IN MIZORAM**

Travellers and Tourists need lodging for rest, sleep, luggage storage, etc. The types of Lodging facilities provided in Mizoram are discussed below:

1. The government of Mizoram has many lodging facilities across the state like Tourist lodges and Highway Restaurants, Government Bungalows, Rest houses etc. Many Tourists both domestic and foreign tourists used these Government facilities for lodging as the rents are cheaper as compared to private hotels and they are distributed in different places of Mizoram.

2. There are a number of private hotels available in Mizoram. More than half of these hotels are found in the state capital Aizawl. These private hotels provide several services to their guests, some hotels could provide guided tours and ticket booking and transportation facilities to their guests.

3. Staying as a guest in the house of relatives and friends is the traditional style in Mizoram. The Mizo people when they travel they stayed at the house of relatives and friends without paying any money for they stay. This is still practiced in Mizoram by the Mizo people. Mizos when they travel inside Mizoram more than 90% stayed in the house of their relatives and friends and it does not matter the reason for their travelling.

Tour Operators/Travel Agents: Tour operators are professionals who should have all the required skills, expertise, and knowledge of organizing travel. The tour operator assembles all the different components of travel and sells it as a package

tour, to and from a destination, with complete ground arrangements. A tour operator is an individual who provides information, and plans and organized the travel with various service providers to create a package tour. Travel Agents acts as an intermediary between the various service providers and travel consumers. They sell and may, at times market the product and services provided by the supplier such as hotels, transport operators, airlines, railways, cruise operators tour operators etc. The travel agents play an important role in the development and promotion of travel sales. They put together all the components of the Tourism product and sell them to the tourists.

There are 10 permitted tour operators/travel agents in the state listed under the department of Tourism. These tour operators/travel agents provide both inbound and outbound tourism. They also provide packaged tours, guided tours, hotel reservations and ticket booking.

### **3.6 ENTRY FORMALITIES IN MIZORAM**

Entry Formalities for Domestic Tourists: Inner Line Pass is required for entry into Mizoram and can be obtained from Liaison Officer, Government of Mizoram from the following cities- Kolkata, Silchar, Shillong, Guwahati and New Delhi.

Government employees travelling for official purposes are exempted from obtaining ILP but are required to carry a photo identification card with them at all times. Tourists arriving by air can obtain passes from the Security Officer on arrival at Lengpui airport, Aizawl.

Two types of ILP can be issued :

1. Temporary: 15 days at a time, which can be renewed once for another 15 days.

2. Regular: 6 months at a time which can be renewed twice for another 6 months each. However, sponsorship from a local resident or a Government Department is required.

Renewal for both Temporary and Regular ILP can be done at District Commissioner's Office located at Treasury Square, Aizawl

Tourists entering from Bairabi and Vairengte can obtain ILP from Sub-Deputy Commissioner Bairabi and Sub-Divisional Officer Vairengte respectively. ILP cannot be issued at Check gates upon entering the State.

Foreign Tourists: All foreign nationals have to register themselves at the office of Superintendent of Police (CID/SB)

Mizoram who is the designated Foreigners Registration Officer (FRO) of the State within 24 hours of arrival.

### **3.7 GROWTH OF TOURISM IN MIZORAM**

When the Department of Tourism was established in 1987, it took measures for the development of Tourism in the state. From its inception, it had developed a number of Tourist Lodges, Highway Restaurants and Picnic Spots all over the state and did organized fairs and festivals for the attraction of tourists through financial assistance from the Ministry of Tourism, Government of India.

Tourist traffic: The tourist arrival in Mizoram shows a continuous growth from the year 2003-2004 to 2009-2010. In 2010-2011 the tourist arrival is 58,248 which is -0.12% decreased from 58,314 in the year 2009-2010. After this fall in arrival of tourist there is an increasing trend in tourist arrival. There was 10.32% growth over the previous year in 2011-2012, which is followed by a 1.69% in 2012-2013 and 0.12% in 2013-2014. This is shown in the table below.

Table 3.2 : Tourist arrival in Mizoram and percentage of growth over the previous year.

Year	Tourist arrival	Growth Percent
2003-2004	34334	8.23%
2004-2005	38530	12.22%
2005-2006	46312	20.19%
2006-2007	50786	9.66%
2007-2008	44961	11.47%
2008-2009	57635	28.19%
2009-2010	58314	1.18%
2010-2011	58242	-0.12%
2011-2012	64256	10.32%
2012-2013	65343	1.69%
2013-2014	65489	0.22%

Source: Department of Tourism, Government of Mizoram.



The number of foreign tourist in Mizoram is very small as compared to the number of domestic tourist arrival. From 2003-2014 domestic tourists account for 98.85% of the total tourist arrival and foreign tourists account only 1.15% of the tourist arrival in the state.

Table 3.3: Domestic and Foreign Tourists Arrival.

Year	Domestic	Foreign
2003-2004	34013	321
2004-2005	38226	304
2005-2006	45999	313
2006-2007	50244	542
2007-2008	44226	735
2008-2009	56793	842
2009-2010	57639	675
2010-2011	57623	619
2011-2012	63512	744
2012-2013	64631	712
2013-014	64583	906

Source: Department of Tourism, Government of Mizoram.

The department of tourism collects revenue from various tourist lodges, highway restaurants and picnic spots run by the department. The revenue collected from tourism from 2003-2004 to 2013-2014 is shown in the table below:

Table 3.4: Revenue collected by Tourism

Year	Revenue collected (Rs. in lacs)
2003-2004	42.24
2004-2005	46.47
2005-2006	70.03
2006-2007	81.64
2007-2008	86.64
2008-2009	111.17
2009-2010	123.51
2010-2011	148.15
2011-2012	153.63
2012-2013	171.67
2013-2014	239.10

Source: Department of Tourism, Government of Mizoram.

The revenue collected is increasing year to year showing growth and development of tourism in Mizoram. These revenues are collected from room rents, food and beverages served at these places.

### **3.8 PLACES OF INTEREST IN MIZORAM**

**Aizawl:** Aizawl is the capital of Mizoram, and is situated at about 1132 meters above sea level. It is a beautiful city set on ridges of steep hills. Places to visit in Aizawl includes State Museum, Beraw Tlang Tourist Complex, Science Center Beraw Tlang, Aizawl Zoological Park, K.V. Paradise, Martyr's Memorial and many more

**Lunglei:** Lunglei is the second largest city of Mizoram and is also the headquarters of Lunglei district in Southern Mizoram. It is an ideal base for nature lovers for exploring the surrounding areas which are rich in flora and fauna, hamlets and landmarks linked with folklores and legends. A 175 kms drive from Aizawl, Lunglei is loftier than Aizawl, perched at an altitude of 1222 metres. An engraved image of Buddha found near Mualcheng village, about 50 kms from the town remains an enigma till date since no other Buddhist relics has been found elsewhere in the state. Places to visit include Serkawn, Theiriat Tlang, Nghasih

stream, Lung-lei, the stone bridge after which the city is named and Kawmzawl.

**Champhai:** Champhai is a commercial town located near Myanmar border, 194 kms from Aizawl. Set on an altitude of 1678 metres, the town overlooks a patch of flat land which happens to be the largest plain area in the state and also commands a good view of the adjoining hill ranges of Myanmar from which the forefathers of the Mizos immigrated ages ago. The town is 27 kms from Zokhawthar, the border township through which the Indo-Myanmar trade is being conducted and hence Champhai is an ideal shopping place for various imported goods. The town is also a convenient base for trekking and visiting landmarks and historical places near Champhai including Rih Dil, Lianchhiari lunglen tlang, Kawtchhuah Ropui, Mizo Hla Kungpui mual, Tan tlang and many more.

**Thenzawl:** Thenzawl is a village located at a distance of 132 kms from Aizawl. It was initially a dense forest with lots of wild animals before it was cultivated and inhabited in 1961. The Tropic of Cancer runs through this village. It is an important center of traditional Mizo handloom industry. The looms at Thenzawl produce rich and colorful varieties of handlooms. One can also observe the indigenous weaving techniques of the Mizos here and obtain Mizo handlooms at bargain prices.

Other tourist attractions at Thenzawl include Vantawng Waterfall which is located at a distance of 5kms south of Thenzawl, the height of the fall is recorded as 750ft and though it is difficult to get close to it because of the sheer forested hillsides surrounding it, a comfortable viewing tower has been constructed by the Tourism Department. Thenzawl Deer park which has several deer in its natural environment and Chawngchilhi Cave.

Phawngpui: The highest peak in Mizoram, Phawngpui or the Blue Mountain is situated near the state's south-eastern border overlooking the bend of the mighty Chhintuipui River and the hill ranges of Myanmar. Sangau village, which is about 229kms from Aizawl, is the closest settlement to Phawngpui. With a height of 2157metres at the peak, the ridge stretches nearly 10kms in north-south direction. Abounding with diverse flora and fauna, Phawngpui has been declared a National Park covering an area of about 50sqkm

Reiek: About 30kms to the West of Aizawl sprawls a prominent mountain on which Reiek village is located. This is one destination that one should not miss visiting. The mountain itself, though appearing to be of gentle slopes on its eastern side, has spectacular rocky cliffs notched with caves and caverns with luxuriant natural forest preserved since the days of the Mizo

chiefs. It is only an hour's drive from Aizawl for which taxis and private vehicles are available.

Before reaching Reiek, one enters Ailawng, the village of Khuangchera, the great Mizo warrior of the 19<sup>th</sup> Century who was known for his unsurpassed heroic deeds and stubborn resistance to the early British army expedition that cost him his life. There still exists a cave here that named after him for only he had the courage to explore it fully in those days of taboos and superstitions.

Palak Dil: Palak Dil or Palak Lake is the largest natural lake in Mizoram and is situated near Phura village which is about 391kms to the south of Aizawl. Oval in shape, it covers about 1 sqkm and is surrounded by lush virgin forests rich in flora and fauna. Nature lovers are attracted by the surprisingly great variety of wildlife to be found in this remote area adjoining the Myanmar forests. Though a jeepable road connects Palak Lake from Phura, care has been taken to maintain and preserve the area in its pristine environmental state.

Tam Dil: Literally "Lake of Mustard", Tam Dil is situated near Saitual Village, about 110kms from Aizawl. Having been developed as an important centre by the Fisheries Department and a holiday resort by the Tourism Department, this is one of the

most frequented lakes in the state. The lake and the surrounding thick forest are home to wide species of trees, plants and animals.

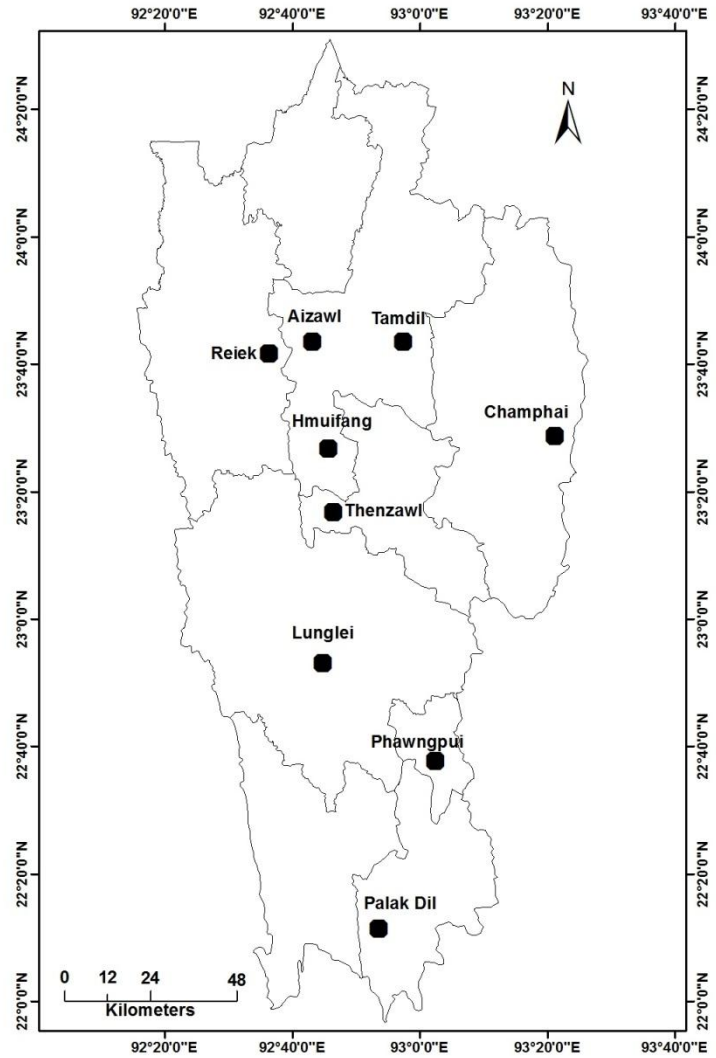


Figure 3.2: Map of Mizoram with places of Interest

## 4.1 MAJOR FINDINGS

The main findings of the study are: The data collected showed that there are only 30 permitted hotels in the state. Out of these 30 hotels, 63.33% are located in Aizawl, and the other 36.66% are located in different parts of the state.

- There are only 10 permitted Tour operators/travel agents listed under the department of tourism in the state. These tour operators provide packaged tours, guided tours, hotel reservations and ticket booking for inbound and outbound tourism.
- From study of the last 10 years tourist arrival in Mizoram, 98.85% are domestic tourist and the other 1.15% are foreign tourist. The number of foreign tourists who visited Mizoram is very small.
- The number of Tourist Arrival recorded from 2003-2014 showed an increasing trend for 8 years and it was decreased in two years by 11.47% and 0.12% in the years 2007-2008 and 2010-2011 respectively.
- The Government organized three festivals annually for the promotion of tourism in the state and to attract more tourists within the country and from abroad. These festivals organized by the government are: a) Chapchar Kut, which is celebrated every year in the first week of



March at different places of the state. It is a one day celebration and is the most important festival of the Mizos.

b) Anthurium festival, which is celebrated from 2006 onwards at Reiek tourist resort in September, every year. It is a three days celebration that showcases various culture and traditional activities.

c) Thalfavang Kut is considered as one of the most significant festivals in Mizoram. It is celebrated from 2004 onward at different places every year before the harvesting season that is usually in the month of November. Thalfavang Kut is one such occasion when the local inhabitants of Mizoram are involved in a wide array of festive activities. Thalfavang Kut is not only a festival but also an opportunity to showcase the hidden cultural traits of the tribes of Mizoram.

- In the festivals organized by the government, exhibition and sale of indigenous Handloom and Handicraft products and other tourist attractions like flower show, food festival are done by the local people. The festivals benefitted the local people by creating a market for their products and the masses for availability of handlooms and handicrafts and other products at a cheaper price and larger in quantity.

- The department of Tourism had completed 35 Tourist Lodges and 7 Highway Restaurants in the state, and the revenue collected by Tourism from these Tourist Lodges and Highway Restaurants are increasing annually.
- The sample size for Hoteliers is 15 and 6 for the tour operators from Aizawl. So conclusions are drawn from 50% of hoteliers and 60% of tour operators in the state.
- The study highlighted the interest places to visit in Mizoram which are places endowed with natural beauty and historical places and heritages found in Mizoram which have different stories and effects on the people.
- There are only two ways to get to Mizoram, by air and by road transport. There is a daily flight connect from Calcutta to Lengpui Airport and for Road transport, National Highway 54 connects Mizoram with the rest of the country.
- Answers from the respondents of questionnaire by the hoteliers and interview with the tour operators showed that the main complains of the tourists are the unavailability of pamphlets or tour guide books and the difficulties they faced in transportation. Transportation inside the state is very high as compared to cost of lodging.

- Despite all the measures taken and the availability of natural and cultural heritages, the Tourism Industry in Mizoram is not keeping pace with the measures taken by the government to develop this industry.
- Most of the hotels are privately owned and operated by the owner themselves.
- More than 65% of the workers in the hotels are male. Male employees were more preferred by the owner of the hotels.
- Among the respondents, hotels which have rooms less than 10 is 20 percent and 20 percent, rooms between 10-20 is 40 percent, and 20 percent of the hotels have 20-40 rooms.
- Rooms in hotels are mainly classified into Single, Single Deluxe, Double, Double Deluxe. 40 percent of the hotels have Executive Suite and 20 percent have Triple bed rooms.
- About 80 percent of the guests in the hotels are Indian and 13 percents are Foreign tourists and the other 7 percent of guests are Mizos.
- Guest who stayed for a night in hotels comprises 7 percent, who stayed for 1 night to 1 week are 67 percent, from 1 week to 1 month are 21 percent and who stayed more than a month are only 5 percent.

- There is an entry formality in Mizoram which should be followed by tourist from other states of India and foreign tourist.
- Facilities provided by the hotels include: rooms, restaurants, banquet hall, car parking, telephone, room service, postal service. Only two hotels provide bars and three hotels could provide tour package and travel agency.
- Among all the respondents, 85.71 percent think that Mizoram had good tourist facilities. And the other 19.04 percent don't think Mizoram have good tourist facilities, the reason is they think that the tourist spots are too limited and also a problem in road transportation.
- From the opinion of the majority of the respondents, Government measures have not much effect on the development of tourism in the state. This is mainly because there has not been much increase in the number of guests for hoteliers and tour operators during festivals and fairs organized by the government for the promotion of tourism.
- Tour packages for popular tourist spots must be provided by tour operators to attract tourists and for better convenience and knowledge about places they visits.

- Tourism promotions are done by the department of tourism through the Funds received from central government. These funds are used for the organization of fairs and festivals.
- Services provided by the tour operator includes, packaged tours, hotel reservations, guided tour and ticket booking. Sightseeing tours and adventure tourisms are the main tourism activities they provide. And the tour operators acts as a travel agent in Mizoram.
- From the opinion of the hotelier and tour operator it is needed to have some families in the tourist sites provides home stay for the tourist as there are no accommodation available in these places.
- Infrastructural facilities are very poor in the rural areas where tourist attraction sites are found. The road conditions are very bad, and there is a poor telecommunication facility available, insufficient condition of lodges and accommodations and lack of tourist guides are the problems faced in rural tourism.

## 4.2 SUGGESTIONS

After careful study of the present condition of tourism in Mizoram, there are some suggestions for the development of tourism in Mizoram.

- As the cost of transportation is very high within the state it is difficult for domestic and foreign tourists to visit the important places in Mizoram besides Aizawl. So, it is important to have a better and regular transportation at a cheaper cost from Aizawl to different interest places to visit in the state. This would help in increasing tourist arrivals and increase in revenue earned from the industry.
- The number of hotels and tour operators in the state is very limited in number and in terms of services they provide. It would help in development of tourism if these hotels and tour operators are increasing in number and gave improvement in their services. More private parties should come forward to invest in tourism.
- Another important measure is to have tour-guide books and pamphlets showing places of interest in the state, their history and how to get to these places.
- Efforts should be taken to increase the tourist potential in the State. While renovating and beautifying the existing places of tourist attraction, efforts should also be made to

unearth and explore the hidden treasures of Mizo culture, and other places of historic importance along with the artificial creation of places of visit so that there can be expansion of the tourist geographical area.

- Promotion of rural tourism is also important because most of the famous places are located in rural areas. Awareness among the rural people about the importance of tourism for economic development must be given to those who are staying in these areas.
- Professionalism is required to make the business more successful. The Universities and other educational centres should offer courses in Tourism Administration. The curriculum should be planned accordingly.
- Publicity is an important factor. It should be based on authentic information of Mizoram. Publicity alone is not sufficient without supportive services and facilities. There must be compatibility between publicity made and services and facilities. These days it is easy to make publicity through the internet, radio and television this would attract tourists from different part to visit and explore Mizoram.
- Although it is important to create new tourist attraction sites what is more important is preservation of the existing

sites in the state. So, more and more care should be given to the preservation of cultural and historical heritages and awareness must be given to the people.

- Revenue received from tourism department must be used for the growth and development of tourism in the state which will later have more earnings.
- Rural tourism and home stay promotion should be promoted as most of the tourist sites are found in rural areas. 'Home stay' is where homes are converted into tourist houses providing facilities and convenience. So families staying in the tourist sites must provide home stay as it generate income and also a tool for promotion of tourism.
- The nearby villages of the attraction site must maintain the preservation and conservation of the sites. In this regard the village people must take measures to maintain the sites clean and guide the people who visited these sites in the preservation and conservation of these places.
- Preservation of historical sites and natural environment is important and steps must be taken in this way. Preservation of natural environment is crucial for maintaining the climate of Mizoram desirable throughout the year.



- Funds from the central government must be used only for the promotion of tourism in the state. These funds should not be used only for one or two matter it must be distributed among various promotion measures for tourism development.

### **4.3 CONCLUSION**

Mizoram is a place where tourism can develop tremendously because of its rich flora and fauna. Its cultural and historical heritage which is very different from other Indian States would attract more and more tourist from different parts of India and from abroad. Mizoram has a pleasant climate throughout the year which makes it desirable for the tourist to visit. If proper care is given to the tourist attraction places and tourism infrastructure provided by the Government of Mizoram, more revenue earning for the government will be the result.

The government takes several measures for the development of tourism in the state through the department of tourism. These measures include organization of festivals and fairs, building of accommodational facilities likes lodges, restaurants etc. The government takes revenue from these infrastructures as room rents, and food and beverages served at

these places. The revenue collected from these is increasing from year to year corresponding to the increased in infrastructures.

Lack of quality infrastructures especially road is the main problem faced in the development of tourism in the state. The number of available hotels in the state is also very small. The transportation cost inside the state is very high which makes it less desirable for tourist despite its natural beauty and rich culture.

Efforts should be taken to increase the tourist potential in the State. So that there can be expansion of the tourist geographical area. Awareness among the rural people about the importance of tourism for economic development must be given to those who are staying in these areas.

Professionalism is required to make the business more successful. The Universities and other educational centres should offer courses in Tourism Administration. Publicity is an important factor. It should be based on authentic information of Mizoram.

APPENDIX-I

QUESTIONNAIRE FOR HOTELIERS

1. Name of the hotel : \_\_\_\_\_

2. Locality: \_\_\_\_\_

3. Telephone no : \_\_\_\_\_

4. Name of the owner : \_\_\_\_\_

5. Type of ownership (please tick):

(i) Private

(ii) Partnership

(iii) Public

6. Number of Workers :

(i) Male \_\_\_\_\_

(ii) Female \_\_\_\_\_

7. Type of the hotel (please tick):

(i) less than 10 rooms

(ii) rooms between 10-20

(iii) rooms between 20- 40

(iv) rooms more than 40

8. Types of rooms available and room rent per night in rupees :

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

(iii) \_\_\_\_\_

(iv) \_\_\_\_\_

9. Most of the guests are : Please specify % (approximate estimate)

(i) Mizo \_\_\_\_\_

(ii) Indian \_\_\_\_\_

(iii) Foreigner \_\_\_\_\_

10. Average length of stay of guests : Please specify % (approximate estimate)

(i) for 1 night \_\_\_\_\_

(ii) from 1 night to 1 week \_\_\_\_\_

(iii) from 1 week to 1 month \_\_\_\_\_

(iv) more than a month \_\_\_\_\_

11. Facilities provided by the hotel (please tick) :

(i) rooms \_\_\_\_\_

(ii) restaurants \_\_\_\_\_

(iii) bars \_\_\_\_\_

(iv) banquet hall \_\_\_\_\_

(v) car parking \_\_\_\_\_

(vi) telephone \_\_\_\_\_

(vii) room service \_\_\_\_\_

(viii) postal service \_\_\_\_\_

(ix) travel agency \_\_\_\_\_

(x) tour package \_\_\_\_\_

12. Do you think we have good tourist facilities in Mizoram:

(i) yes \_\_\_\_\_ or (ii) no \_\_\_\_\_

Specify \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

13. Do you think that measures taken by the Government helped  
in the development of tourism in Mizoram :

(i) yes \_\_\_\_\_ or (ii) no \_\_\_\_\_

Specify \_\_\_\_\_

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14. Anything you would like to say for the promotion of Tourism

in

Mizoram: \_\_\_\_\_

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APPENDIX-II

QUESTIONNAIRE FOR TOUR OPERATOR

1. Name of the Agency : \_\_\_\_\_

2. Name of the Owner : \_\_\_\_\_

3. Telephone number : \_\_\_\_\_

4. Number of Employment/Workers : \_\_\_\_\_

5. Do you have any linkage with Hotels : Yes \_\_\_ No \_\_\_

If yes, with what hotel \_\_\_\_\_

6. Which areas of tourisms are the focus of your Agency?

*Please specify % (approximate estimate)*

Inbound Tourism \_\_\_\_\_

Outbound Tourism \_\_\_\_\_

7. What kinds of tourism services does your company provide?

*Please specify % (approximate estimate)*

Packaged Tours (all inclusive) \_\_\_\_\_

Hotel Reservation \_\_\_\_\_

Guided Tours \_\_\_\_\_

Flight bookings \_\_\_\_\_

8. What are the main tourism activities that your Agency is involved in?

*Please specify % (approximate estimate)*

Leisure Resorts \_\_\_\_\_

Sightseeing Tours \_\_\_\_\_

Adventure Tourism (outdoor activities) \_\_\_\_\_

Sports (skiing, etc.) \_\_\_\_\_

Others: \_\_\_\_\_

9. Do you have suggestions for activities that you would like to see being undertaken by / through the Government?

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10. Do you think that the Government measures have impact on the growth of tourism in Mizoram? Yes \_\_\_\_\_ No \_\_\_\_\_



Please specify

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11. Please add any other information and comment you may wish to provide: \_\_\_\_\_

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