

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

Thesis Submitted for the Award of the Degree of
MASTER OF PHILOSOPHY IN COMMERCE

By
Lalhunmawii Chhakchhuak
MZU/MPhil/106 of 21.05.2013



Under the Supervision of

Dr. Hariom Gupta
Assistant Professor

DEPARTMENT OF COMMERCE
SCHOOL OF ECONOMICS, MANAGEMENT AND INFORMATION SCIENCES
MIZORAM UNIVERSITY, AIZAWL-796 004

JULY, 2014

CERTIFICATE

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

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

Date : 18th July 2014

Place: Aizawl, Mizoram

(Dr. Hariom Gupta)

Supervisor

DECLARATION

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

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

Date: 18th July 2014

(Lalhunmawii Chhakchhuak)

Place: Aizawl, Mizoram

Research Scholar

(Dr. Bhartendu Singh)

(Dr. Hariom Gupta)

Head of Department

Supervisor

Preface

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Rural tourism is an experienced oriented tourism which mostly happens in countryside. It is beneficial to the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience. The present study attempts to map and explore the potentials of rural tourism within the study area and the roles of local community towards development of rural tourism.

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

The study is broadly divided into four chapters which are:

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

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

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

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

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

ACKNOWLEDGEMENT

I would like to thank the '*Almighty God*' for giving protection throughout my work and also providing me with good health to finish this dissertation.

My indebted gratitude goes out to my supervisor, *Dr. Hariom Gupta*, Assistant Professor, Department of Commerce, Mizoram University, Aizawl for his unlimited encouragement and guidance throughout my research. He is my source of inspiration and motivation in completing this work.

I also thank all the *faculty members at Department of Commerce, Mizoram University*, for their cooperation and encouragement.

A special gratitude goes to *Smt. Jenny B Hmangaihzuali, Sri. Lalawmpuia Chhakchhuak, Dr. Rengpuia* for helping me in data collection. I also acknowledge my gratitude to *all the respondents* who kindly took the time to answer my questionnaires and help me complete my work.

I also express my heartfelt gratitude to my husband *Dr Billick A Lalrempuia* who give me an endless support in pursuing my dreams, *my family and friends*, who provided me with support and patience during my studies. Without their love, help and encouragement this work would have never been completed.

Lalhunmawii Chhakchhuak

CONTENTS

Page No.

	Certificate	i
	Declaration.....	ii
	Preface.....	iii
	Acknowledgement	v
	Contents	vi
	List of Tables	vii
	List of Maps Exhibit	viii
	List of Abbreviations	ix
Chapter -1	Introduction.....	1
Chapter -2	Potentials of Rural Tourism in Champhai District	33
Chapter -3	Role of Local Communities Towards Rural Tourism	79
Chapter -4	Conclusions and Suggestions.....	97
	Bibliography.....	x
	Appendices	
	Appendix-1.....	xiii
	Appendix-2.....	xvi
	Appendix-3.....	xx

LIST OF TABLE

Table Number	Name of Table	Page
Table 1.1	International Tourist Arrivals 2013	7
Table 1.2	Foreign Tourist Arrivals in India during 2002-2012	10
Table 1.3	Foreign Exchange Earnings in India during 2002-2012	11
Table 1.4	Tourist Arrivals in Mizoram during 2000-2013	16
Table 1.5	District-wise Number of Tourist Spots, Tourist Lodges, Availability of Rooms and Beds (As on 31st March,2011)	19
Table 1.6	Annual Income of the Tourism Department	20
Table 1.7	Name of village and Number of Households in the Sample Village	31
Table 2.1	Software Component for Thenzawl Village	38
Table 2.2	Software Component for Lungtian Village	38
Table 2.3	Tourist in different age groups	41
Table 2.4	Marital Status of the tourists	42
Table 2.5	Occupational Status of the tourists	43
Table 2.6	Education Qualification of the tourists	44
Table 2.7	Main Purpose of Visit	45
Table 2.8	Number of Visits made by the tourist	45
Table 2.9	Group Composition of Tourists	46
Table 2.10	Tourist According to Group Size	47
Table 2.11	Travel Mode of Tourist in Dungtlang	54
Table 2.12	Travel Mode of Tourist in Farkawn	59
Table 2.13	Travel Mode of Tourist in Khawbung	63
Table 2.14	Travel Mode of Tourist in Lianpui	67
Table 2.15	Travel Mode of Tourist in Vangchhia	71
Table 2.16	Travel Mode of Tourist in Vaphai	76
Table 3.1	Age Group of the Respondents	80
Table 3.2	Marital Status of the Respondents	81
Table 3.3	No of Years Resided in the Village	82
Table 3.4	Reasons for Residing in the Village	83
Table 3.5	Education Qualification of the Respondents	83
Table 3.6	Occupational Status of the Respondents	84
Table 3.7	Size of the Family	84
Table 3.8	Annual Family Income	85

Table 3.9	Activities in NGOs/ Social Work	85
Table 3.10	Involve in Church Activities	86
Table 3.11	Denomination of the Respondents	87
Table 3.12	Type of Guest	89
Table 3.13	List of Tourism Promotional Club	93

List of Maps Exhibit

Name of Exhibits	Page No.
Map of Mizoram	18
Map of Tourist Places and distances from Dunglelang	55
Map of Tourist Places and distances from Farkawn	60
Map of Tourist Places and distances from Khawbung	64
Map of Tourist Places and distances from Lianpui	68
Map of Tourist Places and distances from Vangchhia	72
Map of Tourist Places and distances from Vaphai	77

LIST OF ABBREVIATIONS

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